

Overview of the Workshop

Air Quality Communication Workshop

San Salvador, El Salvador

April 16-17, 2012



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA



CCAD

COMISIÓN CENTROAMERICANA DE AMBIENTE Y DESARROLLO

ACUERDO DE COOPERACIÓN USAID - CCAD

Ministerio de Medio Ambiente
y Recursos Naturales



EL SALVADOR
UNIR, CRECER, INCLUIR

Focus on Particle Pollution (PM_{2.5} and PM₁₀)

- PM_{2.5} and PM₁₀ are major air quality concerns in Central America and the Caribbean
- All of the participating CAFTA-DR countries have PM₁₀ monitors, and some have PM_{2.5} monitors
- All of the topics discussed at this workshop are applicable for other pollutants, such as ozone (O₃) and nitrogen dioxide (NO₂)



Workshop Objectives

- After completing this workshop, participants will be able to communicate effectively to the public, government officials, and the media regarding air quality
- Topics that will be covered include:
 - Understanding and communicating health impacts of particulate air pollution
 - Air quality in Central America
 - Communicating with the public
 - Communicating with the media
 - Communicating with government officials

Workshop Speakers and Facilitators

- Msc. Pablo Ayala, MARN
- Msc. Alberto Fabián, MARN
- Mr. Hipólito Guerra, Universidad de Panamá
- Dr. Amy Huff, Battelle
- Mr. Gandhi Montoya, CCAD
- Lic. José Félix Rojas Marin, UNA
- Mr. Douglas Sarno, Forum Facilitation Group, Inc.
- Ms. Erica Zell, Battelle
- Mr. Wilfredo Urriola, Universidad de Panamá

Workshop Overview: Monday

- Overview of particle air pollution (PM_{2.5} and PM₁₀)
- Air Quality Index (AQI)
- Air quality outreach materials
- Presentations on air quality monitoring programs in Costa Rica, El Salvador, and Panama
- Basic principles of public participation
- Interactive activity: the Public Participation Toolkit

Workshop Overview: Tuesday

- Round table discussion with journalists
- Interactive activity: conduct a mock press conference on an air quality event
- Visit to MARN's observation site
- Tips and advice for communicating air quality information to government officials
- Interactive activity: prepare an air quality briefing for the environmental minister
- Group discussion on next steps for communicating air quality in Central America

Logistics

- Workshop runs daily from 8:30 AM to 5 PM
- Coffee/refreshments daily before workshop begins
- 15-min coffee breaks daily at ~10 AM and 3 PM
- Lunch provided daily at 12-1 PM
- Excursion field trip on Tuesday morning
- Participants will require laptops for the Public Participation Toolkit activity on Monday afternoon
- Workshop evaluation and distribution of diplomas on Tuesday afternoon

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- **UNA:** José Félix Rojas Marin
- **Universidad de Panamá:** Wilfredo Urriola, Hipólito Guerra
- **Forum Facilitation Group:** Doug Sarno