



**CLEAN AIR
PARTNERS**
DC-MD-VA

Toolkit

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#BreatheEasy

CleanAirPartners.net

WHY YOU SHOULD GIVE A DARN

This piece explores the state of the air in the greater metro Baltimore-Washington region and how it affects us all. It gives some simple everyday actions to improve air quality.

It's currently available as a web-based infographic. If using on social media, please request the title image to use with the post and link to the Clean Air Partners website.

www.cleanairpartners.net/uploadimages/CAP_Give_a_Darn_Infographic_FINAL.pdf



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KEEPING YOUR LUNGS HAPPY

An informative guide that provides simple tips residents can take during Code Green, Yellow, Orange, and Red air quality days. This fun, visual piece is available in various sizes for social media and web use.

If using image on social media, please request the title image and link to the Clean Air Partners website.

Available in English and Spanish.

English: www.cleanairpartners.net/uploadimages/CAP_Air_Quality_Infographic2014.pdf

Spanish: www.cleanairpartners.net/uploadimages/CAP_Air_Quality_Infographic2014_Spanish.pdf



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Before you venture outdoors, check your air quality through Clean Air Partners' Air Quality App. Visit CleanAirPartners.net for more information!



Unfamiliar with the Clean Air Partners Air Quality Action Guide? That's okay! Take a look at the snapshot below to learn how to protect your health and improve our region's air quality.

CODE GREEN
SOUND

Get outside!

Your lungs have nothing to worry about – but, please help keep your air clean. Read some recommendations? Clean Air Partners has you covered. Enjoy the great outdoors!

- Reduce vehicle idling – idle, walk, or ride a bike.
- Plant a tree.
- Collective events and regular maintenance. Light loads only.

CODE YELLOW
CAUTION

Careful, it goes to 11!

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.

- Perform maintenance on your car.
- Handle events.
- Observe air quality.

CODE ORANGE
UNHEALTHY FOR SENSITIVE GROUPS

Go easy, please!

Pollution levels are harmful to our region's sensitive groups. Limit your physical outdoor activity.

- Reduce idling.
- Post all leaves and yard waste.
- Reduce your lawn watering.
- Use a gear to clean gutters of debris.

CODE RED
UNHEALTHY FOR EVERYONE

Don't go for a run, the air just did.

Everyone should limit strenuous outdoor activity during Code Red – air quality is unhealthy to breathe for all.

- Reduce idling.
- Post all leaves and yard waste.
- Reduce your lawn watering.
- Use a gear to clean gutters.
- Observe air quality.

#BreatheEasy This summer and download the Clean Air Partners Air Quality App to discover simple ways you can improve our region's air quality, protect your health, and improve the environment.

CleanAirPartners.net



Antes de aventurarse al aire libre, revise la calidad del aire con el Air Quality App de Clean Air Partners. ¡Visite CleanAirPartners.net para más información!

Antes de salir a pasear por el aire libre, revise la calidad del aire con la aplicación Air Quality de Clean Air Partners. Visite CleanAirPartners.net para obtener más información.

CÓDIGO VERDE
BUENO

¡Salga al aire libre!

Sus pulmones no tienen nada de qué preocuparse – pero ayúdenos a mantener el aire limpio. Lea algunas recomendaciones? Clean Air Partners sí las sí. ¡Disfrute al aire libre!

- Al bajar el motor, apague el motor. Camine, ande o vaya en bicicleta.
- Plantar un árbol.
- Eventos colectivos y mantenimiento regular. Cargas ligeras.

CÓDIGO AMARILLO
PRECAUCIÓN

Si está en el aire, ¡Cuidado!

Hay algo de contaminación en el aire. Los grupos sensibles (niños, adultos mayores, personas con problemas respiratorios o pulmonares y deportistas en actividad al aire libre) deben tener mucho cuidado al pasar tiempo al aire libre.

- Realizar mantenimiento en su automóvil.
- Organizar para hacer eventos al aire libre.
- Revisar la calidad del aire.

CÓDIGO ANARANJADO
INADecuado PARA GRUPOS SENSIBLES

¡No salga al aire libre!

Los niveles de contaminación son nocivos para los grupos sensibles de nuestra región. Limite su actividad física al aire libre.

- Reduzca el idling.
- Poste todas las hojas y residuos de jardines.
- Reduzca el riego de césped.
- Use una herramienta para limpiar los techos de los autos.

CÓDIGO ROJO
INADecuado PARA TODOS

¡No salga a correr, el aire está sucio!

Todos deben limitar la actividad intensa al aire libre durante el Código Rojo. La calidad del aire es nociva para todos.

- Reduzca el idling.
- Poste todas las hojas y residuos de jardines.
- No use herramientas para limpiar los techos de los autos.
- Observe la calidad del aire.

#BreatheEasy este verano y descargue el Air Quality App de Clean Air Partners para descubrir cómo puede mejorar la calidad del aire en su región, proteger su salud y mejorar el medio ambiente.



CleanAirPartners.net

AIR QUALITY ACTION GUIDE

Our widely-used action guide provides simple steps individuals can take to improve air quality and protect their health.

The guide makes a great handout or rack card in your office or front lobby.

Rack cards are available for print. Guide is available for download (available in English and Spanish).

English: www.cleanairpartners.net/uploadimages/action_guide14.pdf

Spanish: www.cleanairpartners.net/uploadimages/action_guide14_spanish.pdf



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You can do something every day to improve the air we breathe.

Download the Air Quality App to know your daily and three-day air quality forecast.

Limit driving. Telework, carpool or vanpool, or take public transit.

Save Energy. Make energy efficient changes around your house and workplace.

Get Exercise. Walking or riding a bike on short trips will save gas and help protect the air.

Talk to your kid's school to request Clean Air Partners' air quality curriculum, "On the Air".

For more information visit: www.cleanairpartners.net **#BreatheEasy**



AIR QUALITY ACTION GUIDE

Your "how to" guide for cleaner air

Air Quality Rating	Steps to Protect Your Health and Our Environment
GOOD 0-50	<p>Enjoy the great outdoors.</p> <ul style="list-style-type: none"> - Rather than drive - bike or walk when possible. - Conserve energy. Replace incandescent bulbs with CFLs. - Plant a tree to improve health and air quality.
MODERATE 51-100	<p>Some pollution. Even moderate levels pose risks to highly sensitive groups.</p> <ul style="list-style-type: none"> - Bundle errands. Eliminate unnecessary trips. - Check the Air Quality App to see if tomorrow's forecast is unhealthy. - Perform regular maintenance on your car.
UNHEALTHY For Sensitive Groups 101-150	<p>Pollution levels are harmful to children, older adults and anyone with a respiratory or heart condition. Limit physical outdoor activity.</p> <ul style="list-style-type: none"> - Don't drive alone. Carpool, take public transit. - Refuel your car in the evening. - Put off lawn care until air quality improves. - Use a gas or electric grill instead of charcoal.
UNHEALTHY 151-200	<p>Everyone should limit strenuous outdoor activity when the air is unhealthy to breathe.</p> <ul style="list-style-type: none"> - Telework and take public transit. - Turn off lights and electronics when not in use. - Avoid lawn mowing or use an electric mower. - Sign up for health alerts at cleanairpartners.net. - Don't use chemicals on your lawn and garden.
VERY UNHEALTHY 201-300	<p>Pollution levels are very unhealthy for everyone. Avoid any physical outdoor activity.</p> <ul style="list-style-type: none"> - Follow all of the action steps above.

#BreatheEasy this summer and download the Clean Air Partners Air Quality App to discover simple steps to improve air quality, protect public health, and reduce greenhouse gas emissions.

GUIDE TO HEATING YOUR HOME

This fall and winter inspired guide provides helpful wood-burning and home heating tips to help reduce energy costs and harmful air pollutants (from smoke). This informative piece is available in various sizes for social media, and web use.

If using image on social media, please request the title image and link to the Clean Air Partners website.

www.cleanairpartners.net/uploadimages/CAP_Guide_To_Heating_Your_Home_FINAL.pdf



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CLEAN AIR PARTNERS' GUIDE TO Heating Your Home

Here are some easy ways to keep your house warm while keeping those lungs healthy!

<p>Get Ready</p>  <p>Start the fall season by choosing an EPA-approved wood-burning stove or fireplace insert feature. Cleaner wood burning stoves can reduce your fuel bill in addition to exposing you to less harmful toxins.</p>	<p>Choose Wood Wisely</p>  <p>Burn only dry, well-seasoned wood that has been split properly. Season wood outdoors from the summer for at least 6 months before burning it. Store wood outdoors stacked neatly off the ground with the top covered.</p>	<p>Do Your Housekeeping</p>  <p>Replace your air/furnace filter every month during the heating season to maintain the safe and efficient operation of your heating equipment.</p>
<p>Avoid Wax and Sawdust</p>  <p>Do not use logs made from wax and sawdust in your wood stove or fireplace. If you use manufactured logs, choose those made from 100% compressed sawdust.</p>	<p>Start it Right</p>  <p>Start fires with newspaper, dry kindling, and all natural or organic fire starters. Never start a fire with gasoline, kerosene, or charcoal starter.</p>	<p>Use the Low or Warm settings in your water heater. This will improve efficiency and prevent scalding accidents.</p> 
<p>Get it Hot</p>  <p>Build hot fires; they set up carbon monoxide and other pollutants.</p>	<p>Maintain Proper Airflow and Remove Ashes</p>  <p>Remove ashes from your fireplace and keep the doors of your fireplace closed. Harmful chemicals, like carbon monoxide, can be released into your home.</p>	<p>Caulk, weather-strip, and insulate openings such as doors, attics, windows, plumbing penetrations, and electrical outlets.</p> 
<p>Know What Not to Burn</p>  <p>Never burn: garbage, leaves, cardboard, plastics, magazines, books, newspapers, driftwood, plywood, particle board, wood with glue or wax, treated, diseased, moldy or stained, painted, or pressure-treated wood.</p>	<p>Keep the House Safe</p>  <p>Keep all flammable household items—candles, furniture, newspapers, and books far away from the fireplace.</p>	<p>Stay Informed</p>  <p>Do not use fire pits on poor air quality days. Turnover to check the air quality forecast before you burn at www.cleanairpartners.net.</p>

#BreatheEasy Visit CleanAirPartners.net to download our free Air Quality App to discover new ways to decrease air pollution this fall and winter season.



GREEN GUIDE TO THE HOLIDAYS

This festive piece illustrates very easy, holiday-inspired tips and best practices to keep energy costs down, purchase environmentally friendly gifts and decorations, and stay off the naughty list during the holiday season. This infographic is available in various sizes for social media and web use.

If using image on social media, please request the title image and link to the Clean Air Partners website.

www.cleanairpartners.net/uploadimages/CAP_Green_Guide_To_The_Holidays_FINAL.pdf



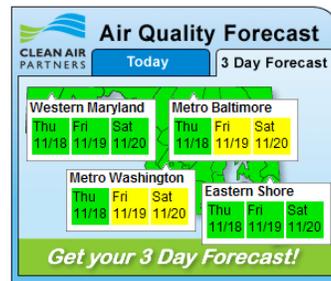
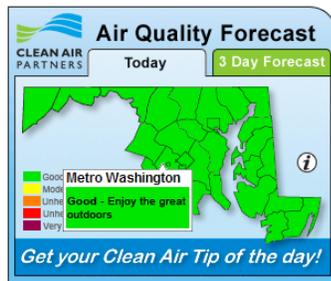
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AIR QUALITY WIDGET

Embed this widget on your website and give your users the most current air quality forecast information. The widget includes a daily and three-day air quality forecast, a clean air “tip of the day”, and links to the Clean Air Partners website.

www.cleanairpartners.net/widget.cfm



AIR QUALITY APP

Encourage team members, co-workers, friends, and family to download the Clean Air Partners App—allowing area residents to get real-time air quality forecasts, current air quality information, and alerts when the air is unhealthy to breathe via their smartphone. The app is available for free download at iTunes under “Weather” and at Google Play for Android users.



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SOCIAL AND DIGITAL CONTENT

During Air Quality Awareness Week, use these helpful digital pieces in your social media channels or on your website throughout the week!



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#BREATHEASY ADS

Prompt your audience to stay in the know about air quality by downloading the Air Quality App or by taking simple actions like using public transit to improve air quality!

All ads can be customized to various sizes and allow for your organization's logo.



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MAGNETS

Help Clean Air Partners keep air quality top of mind by giving out Keeping Your Lungs Happy refrigerator magnets.

Available in English and Spanish.



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Keeping Your Lungs Happy



Visit CleanAirPartners.net to download our free Air Quality App and discover additional steps you can take each day to improve our region's air quality, protect your health, and improve the environment.



CODE GREEN
GOOD

Your lungs have nothing to worry about—but, please help keep your air clean. Enjoy the great outdoors!



CODE YELLOW
MODERATE

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.



CODE ORANGE
UNHEALTHY FOR SENSITIVE GROUPS

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.



CODE RED
UNHEALTHY FOR EVERYONE

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.

CleanAirPartners.net



¡Estos pasos sencillos pueden proteger su salud!



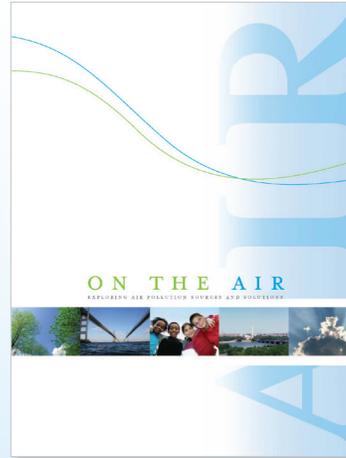
Calificación de la calidad del aire	Pasos para proteger su salud
BUENO 0-50	La contaminación del aire representa poco o ningún riesgo para la salud. Disfrute al aire libre.
MODERADO 51-100	Algo de contaminación. Incluso los niveles moderados representan riesgos para grupos altamente sensibles.
INSALUBRE Para grupos sensibles 101-150	Los niveles de contaminación son nocivos para los niños, adultos mayores y cualquiera con problemas respiratorios o cardíacos. Limite la actividad física al aire libre.
INSALUBRE 151-200	Todos deben limitar la actividad intensa al aire libre cuando el aire es nocivo para respirar.
MUY INSALUBRE 201-300	Los niveles de contaminación son muy nocivos para todos. Evite cualquier actividad física al aire libre.

Visite CleanAirPartners.net para descargar nuestro Air Quality App gratis y descubra nuevas maneras de proteger su salud y mejorar la calidad del aire en nuestra región.

ON THE AIR CURRICULUM

Clean Air Partners' *On the Air* curriculum is an interactive teaching kit designed to help educate students about the affect poor air quality has on their health and the environment. Using hands-on activities such as labs and investigations, *On the Air* inspires students to explore their environment and learn about air pollution topics. Contact Clean Air Partners to request the curriculum.

Engage with teachers or simply rest this fun cube-shaped education piece on your desk! The new *On the Air* brochure illustrates student and environment-related activities and topics taught in the curriculum.



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CROSS-PROMOTIONAL ITEMS

Support a healthier region and promote your organization through co-branded environmentally-conscious promotional items, such as notebooks, pedometers, smartphone sleeves, or something of your choice. These are great giveaways for your next event!



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If you would like to obtain materials or if you have any questions, please contact:

Jennifer Desimone

Managing Director Clean Air Partners

1-877-515-4593 ext. 2

jdesimone@mwkog.org

CleanAirPartners.net