



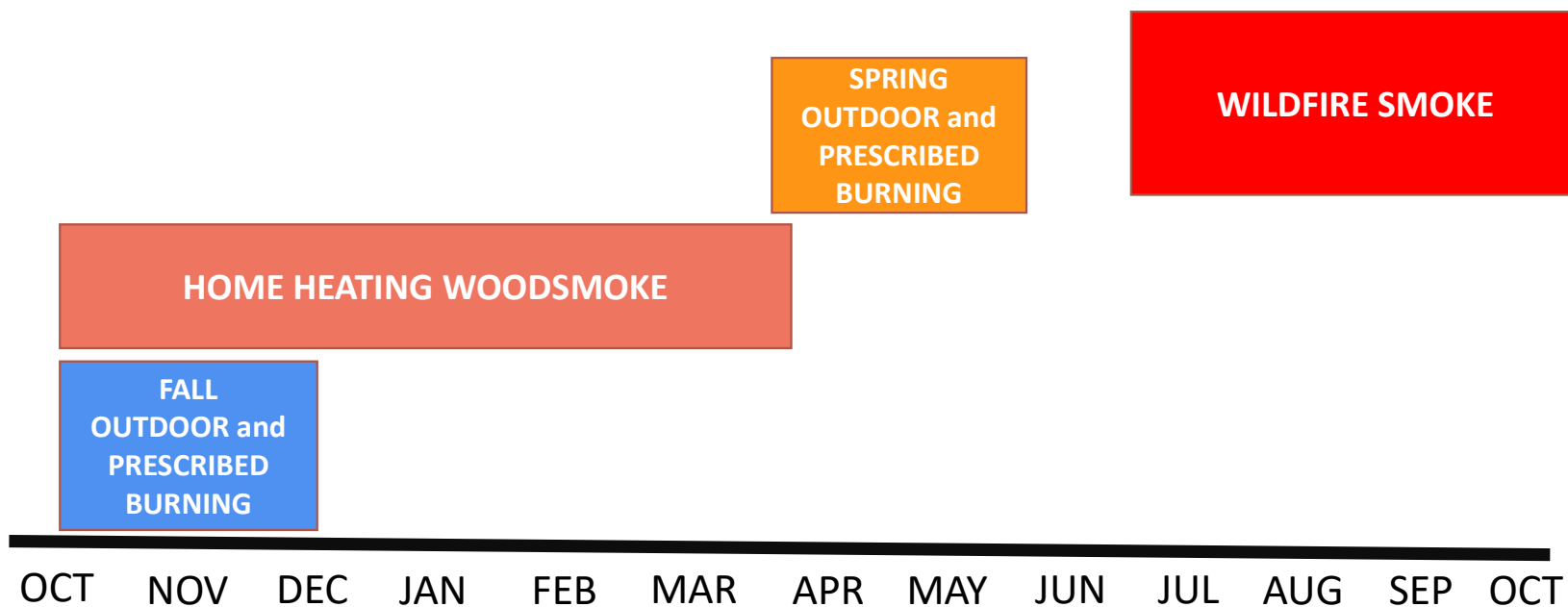
Clean Air Methow

EPA Environmental Justice training

A decorative graphic consisting of a solid purple circle on the left and a series of five teal-colored curved line segments on the right, arranged in a semi-circular arc.

Liz Walker, PhD
Director, Clean Air Methow
MVCC
December 15th, 2020

THE PROBLEM: FOUR SEASONS OF SMOKE...



Improving air quality monitoring and awareness

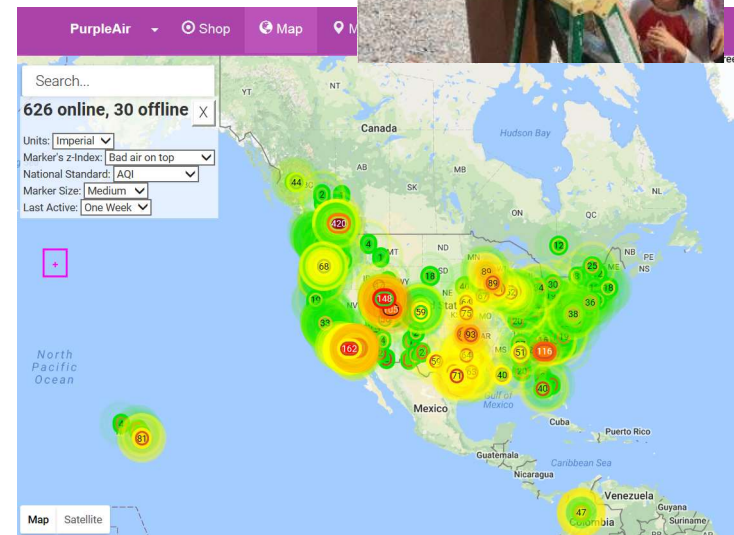
Clean Air Ambassador Program

Vision:

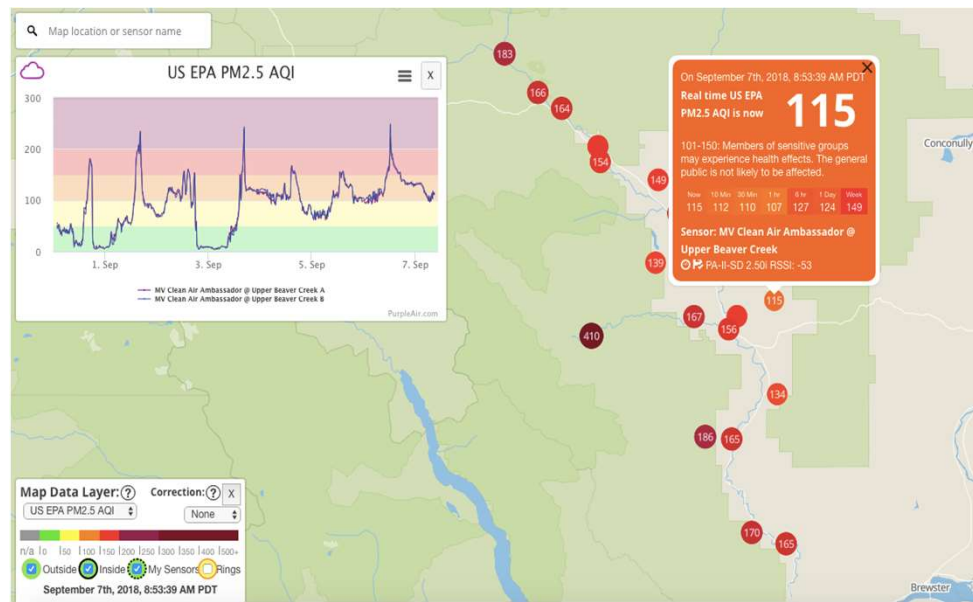
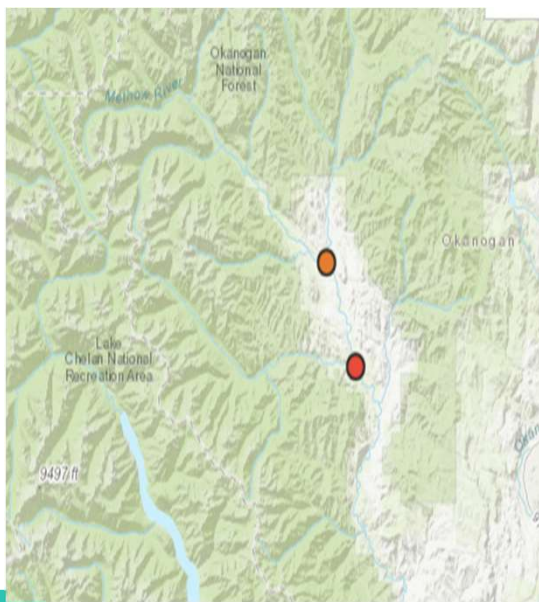
- Create a rich dataset of air quality data from the Methow Valley Airshed with Purple Air sensors.
- Cultivate a network of ambassadors for clean air.
- Information is widely known and freely accessible.

Anticipated impact:

- Creates more comprehensive and equitable understanding of air quality throughout Methow.
- In air pollution episodes, may show areas for safe outdoor activity.
- Enables research projects including looking at relationship to indoor and outdoor air quality



Department of Ecology nephelometers (left) Clean Air Ambassador monitor network (right)

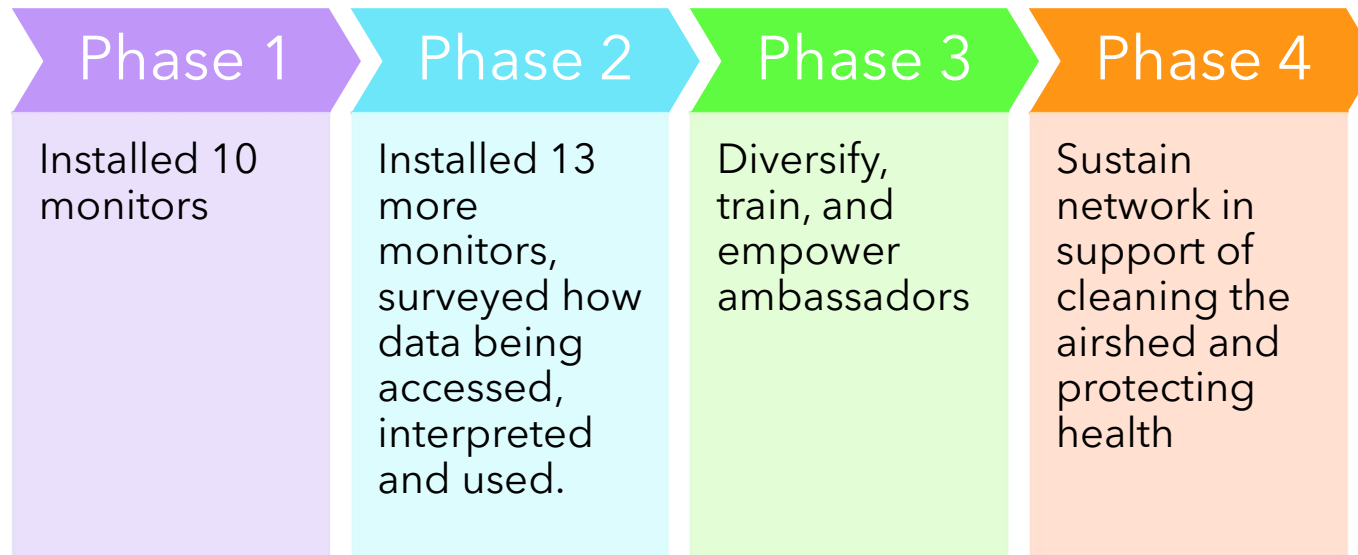




Clean Air Ambassadors!



Clean Air Ambassador Program





Phase 2: Surveying use of purple air data

METHODS

- Set up google forms survey and circulating the link.
- N=62 responses, goal is 100
- Collecting contacts willing to have follow up focused discussions (alternative to "focus groups")

- Have you heard about or accessed air quality data from purple air monitors in the valley?
 - How often in each season?
- Do you know how to apply a correction factor to the data shown on the Purple Air map?
- Do you know about the Clean Air Ambassador program in the Methow Valley?
- Why are you looking for air quality data?
- How do you use purple air data to inform decisions or change behavior?
- What questions do you have about purple air quality data?
- What additional information regarding air quality and your health would you like to receive?
- How can we improve the Clean Air Methow website?





Phase 3: Diversify, train and empower ambassadors

Plan:

- Relationship building and recruitment through faith, Latino, fire, and tourism communities as well as schools.
- Training sessions with ambassadors: FAQs (data, masks, respirators, indoor air purifiers, indoor air monitoring) and social media use.
- Smoke-ready campaign highlighting ambassadors: print media, social media, website.

Anticipated results: Build strong sense of identity and pride in ambassador program. Increased visibility of importance of clean air and protecting health

UPDATE:

- Have met 1:1 (outdoors or virtual) with 7/23 ambassadors.
- Have placed 1 additional sensor
- Routine monitoring for sensor issues in place
- Training for ambassadors to be held virtually in March/April aligned with wildfire smoke-readiness communications
 - AQ FAQs (developed)
 - Resources and social media strategies
 - Competition for prizes (not EPA-funded)



Phase 4: Sustain the network; outreach

Partnerships update:

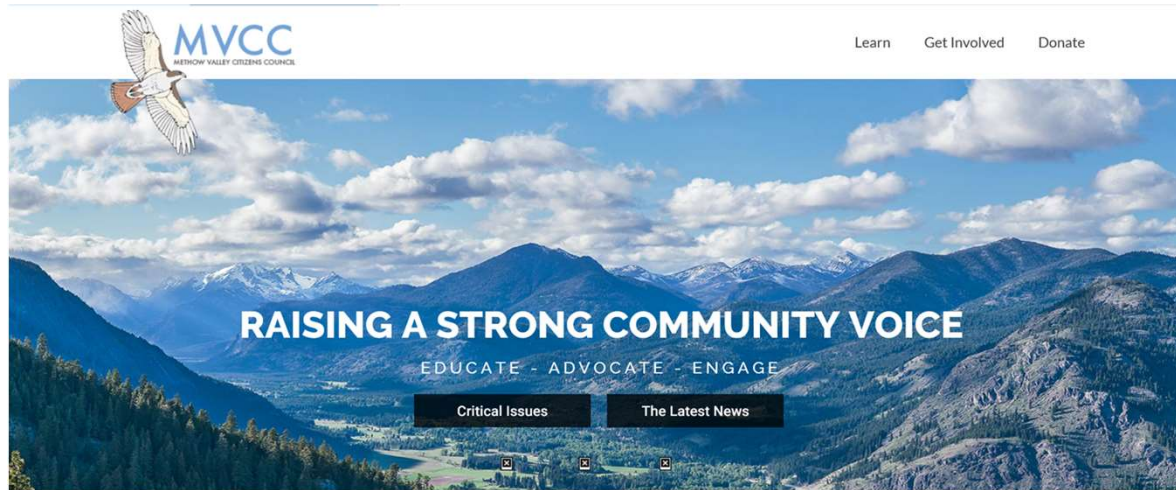
- Latino community:
 - Community health workers within the Family Health Center network
 - Connection to Pateros resident through social media
- Fire safety
 - Fire District 6; County Emergency management; Methow Ready; Fire-adapted communities; FireWise efforts
- University of WA
 - Smoke stories
- At-risk populations
 - Room One social services
 - Methow at Home
 - Jamie's place
 - MV school district

Outreach update:

- Annual communications calendar
 - Quarterly newsletter*
 - Facebook and IG posts (2x/week)*
 - Bi-weekly newspaper ads with timely AQ
 - Seasonal blog posts*
 - Radio ads (currently recording)*

*to be translated into Spanish





Clean Air Methow

Contact:

Liz Walker, Director

Drew Katz, Outreach Coordinator

Cleanair@mvcitizens.org

www.cleanairmethow.org