




# Clean Air Methow

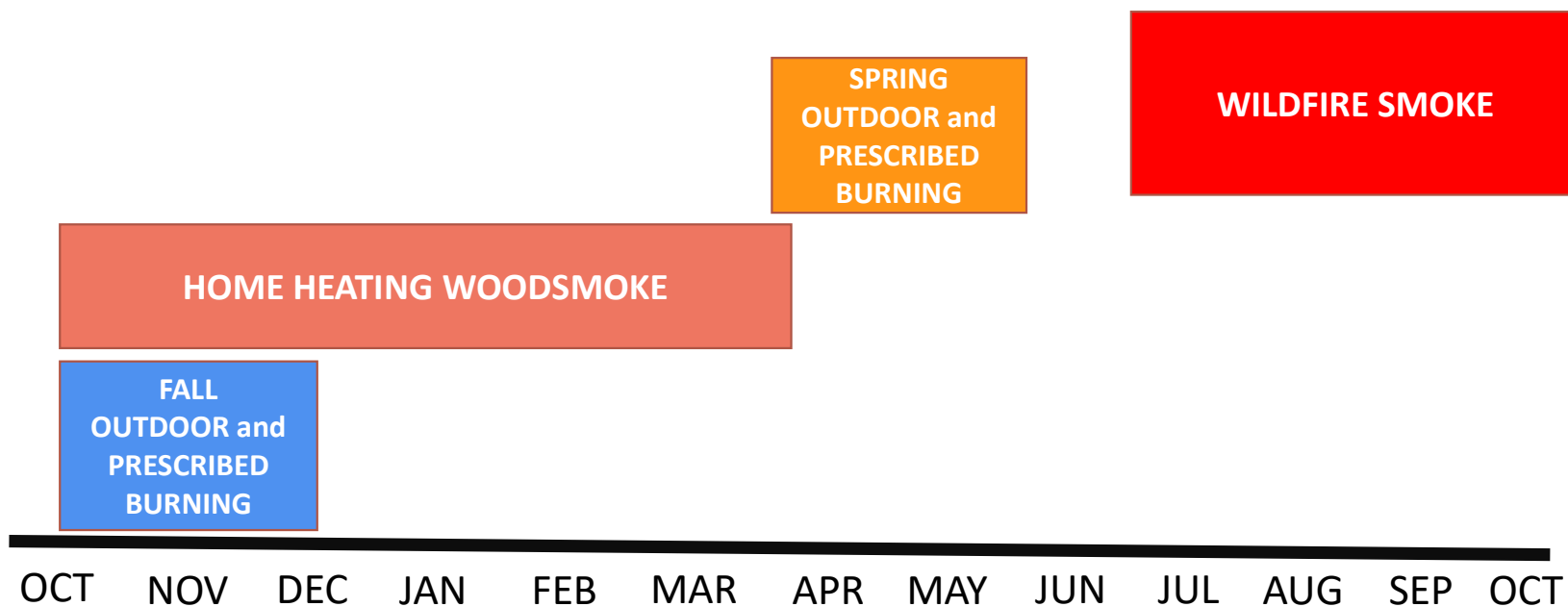
## EPA Environmental Justice training

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

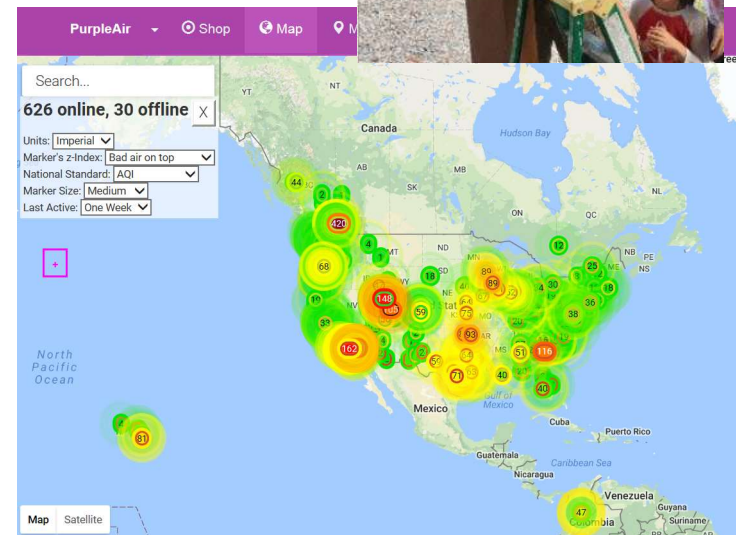
## Clean Air Ambassador Program

### **Vision:**

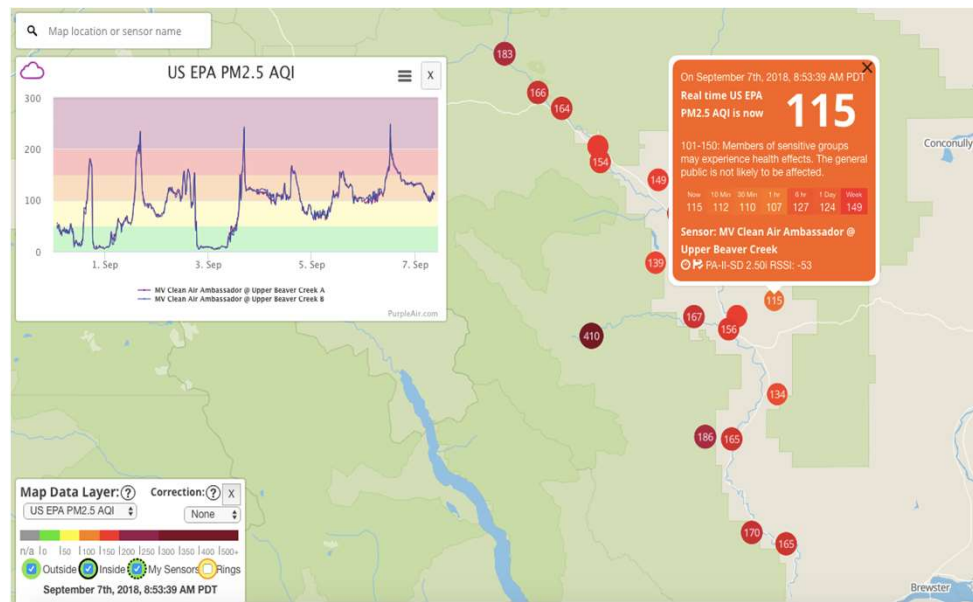
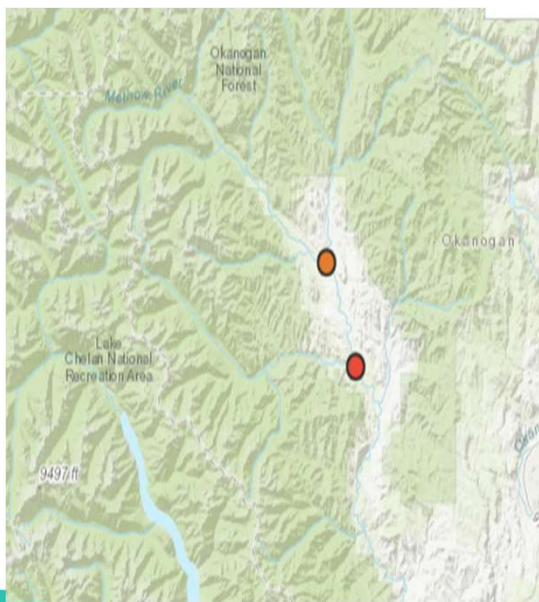
- Create a rich dataset of air quality data from the Methow Valley Airshed with Purple Air sensors.
- Cultivate a network of ambassadors for clean air.
- Information is widely known and freely accessible.

### **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)

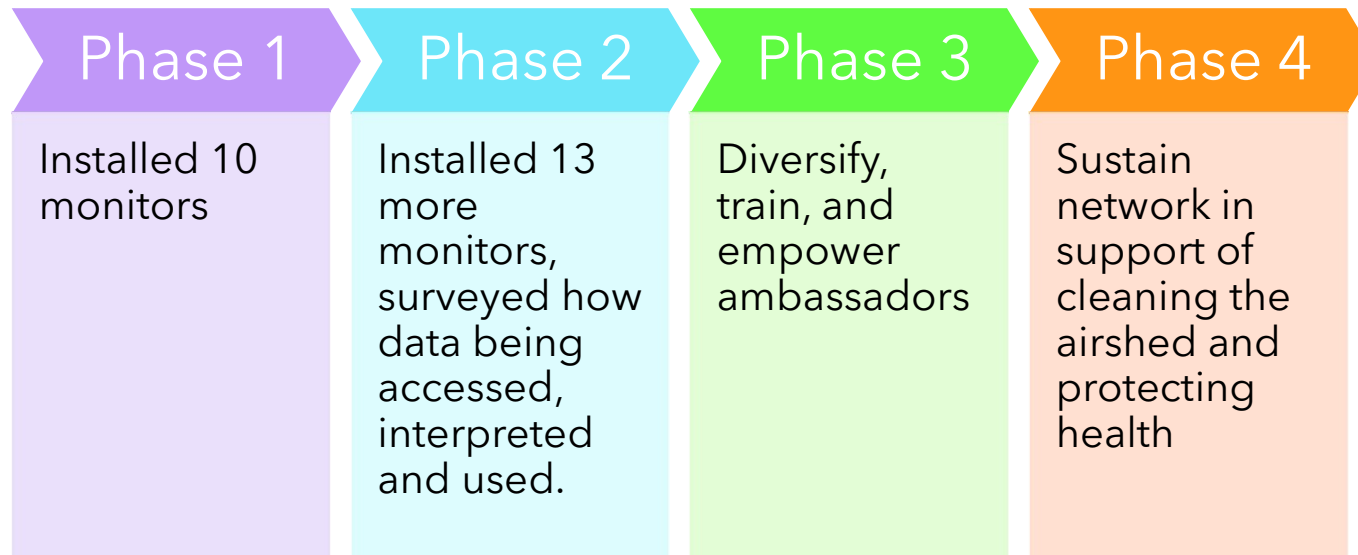




Clean Air Ambassadors!



# 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:

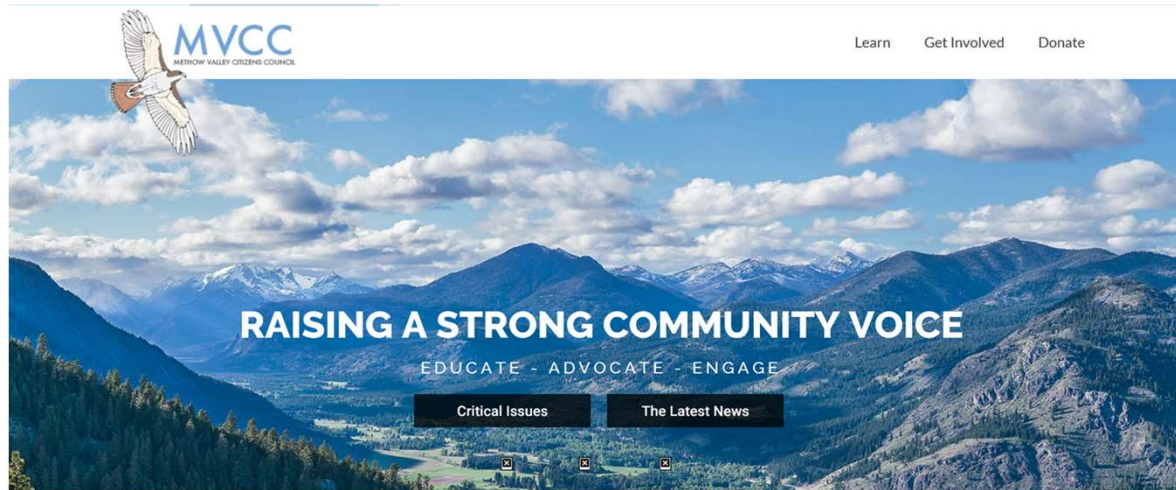
- Latino community:
  - Community health workers within the Family Health Center network
  - Connection to Pateros resident through social media
- Fire safety
  - Fire District 6; County Emergency management; Methow Ready; Fire-adapted communities; FireWise efforts
- University of WA
  - Smoke stories
- 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](mailto:Cleanair@mvcitizens.org)**

**[www.cleanairmethow.org](http://www.cleanairmethow.org)**