

ACTION PROGRAMS SUMMARY 2

Air Watch Northwest, Puget Sound Clean Air Agency (updated 1/31/02)

1. **Public health or action based?** Both. Our agency sends out calls to action when air quality forecasts indicate deteriorating conditions. Our partners at the American Lung Association of Washington (ALAW) carry more detail about health effects and precautions.
2. **Responsibility & Funding:** Puget Sound Clean Air Agency meteorology and monitoring staff tell us when it is time to issue a call to action – a Burn Ban, a Smog, Watch or an early notice. Communications Department staff issue messages to our Clean Air Network – just over 1,900 e-mail and about 75 fax subscribers – which includes news media, businesses, organizations and individuals. ALAW sends out messages to their Breathe Easy Network, a separate e-mail and fax network of health-related organizations, day cares and schools, senior centers, health-sensitive individuals and news media.
3. **Staffing 24/7?** Yes. We assign a Communications Department staffer to coordinate with meteorology/monitoring folks on weekends and evenings.
4. **New/Old Message:** We are in attainment for all criteria pollutants, so we use broad messages about air quality in general, rather than focusing on a specific pollutant. We base the weather and air quality message on current and projected conditions in consultation with our meteorology/monitoring folks, but we use the same calls to action so people are familiar with the actions we are asking them to take. We offer an array of choices (unless it is a Burn Ban, a regulatory program) so it's as easy as possible for everyone to do something to help (one percent solutions, we call them).
5. **Really Do-able?** Yes. See above. The only way we know for sure is through surveys – and trusting them that they really are doing what we ask them. We can see the numbers drop, and we hope individual actions are helping, although changing meteorology helps too.
6. **Credibility:** Apparently our program is credible, because it is growing rapidly, and we see spikes in new subscribers whenever we have a call to action of some sort. The e-mail network (we're trying to wean people off fax) has grown from 227 subscribers in May 2001 to 794 subscribers in May 2002 and to 1,902 subscribers on Jan. 24, 2003.
7. **Evaluation:** We just fielded our second survey on Jan. 23, 2003, and had responses from about 14 percent of 1,900 subscribers by Jan. 30. 52 percent said they send our message on to more than 26,000 individuals and almost 160 other organizations. When we surveyed the network in August 2001, when we had responses from about 20 percent of about 425 subscribers (fax and e-mail), they told us they send our messages on to about 65,000 individuals and 2,500 businesses or organization, a

remarkable multiplier effect. In the second survey, we also asked them what they did, and more than 75 percent reported that they did at least one action we requested.