



U.S. Environmental Protection Agency

AIRNow

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Tips on How to Introduce the Year-Round AQI Forecasts to Your Viewers

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FOR KIDS!

Tips on How to Introduce the Year-round AQI Forecasts to Your Viewers



- **Include AQI information in your forecast every day. You can refer to air quality or you can mention the pollutants - ozone and particles - to draw a distinction between the two.**
- **Use key messages along with a supporting health message (what actions people should take) in your on-air script.**

SAMPLE SCRIPT (Ozone forecast is code orange):

- "Tomorrow's forecast is code orange -- that means air quality is unhealthy for sensitive groups. The primary pollutant is ozone.

If you are in a sensitive group, including people with lung disease (such as asthma), active adults and children, cut back your strenuous outside activities or reschedule them when air quality is better. You might want to go for a walk instead of a jog."


SAMPLE SCRIPT (Particle pollution forecast is code orange):

- "The air quality forecast for tomorrow is unhealthy for sensitive groups (or code orange) for particle pollution, which means air quality is unhealthy for people with heart or lung disease (such as asthma), older adults and children.

If you are in a sensitive group, cut back your strenuous activities or reschedule them when air quality is better. Coaches, it's a good idea to rotate your players, especially if any have asthma."

- **Offer a link to the EPA Web site on your Web site and mention it in your on-air script for people who would like more information on air quality issues.**

FOR EXAMPLE:

-  For more real-time information on air quality, go to our Web site at [enter site]. [Other Web sites are to the State/local agency or EPA's site at [www](http://www.epa.gov).

[epa.gov/airnow.](http://epa.gov/airnow)]

- **Use graphics to help relay your on-air message. Graphics that you can adapt or use "as-is" can be downloaded from EPA's Web site at www.epa.gov/airnow.**
- **Include facts about the year-round AQI forecasts in daily Q&A on your Web site. A fact sheet can be downloaded from EPA's Web site at www.epa.gov/airnow/tvweather/exfactsht.html.**

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