

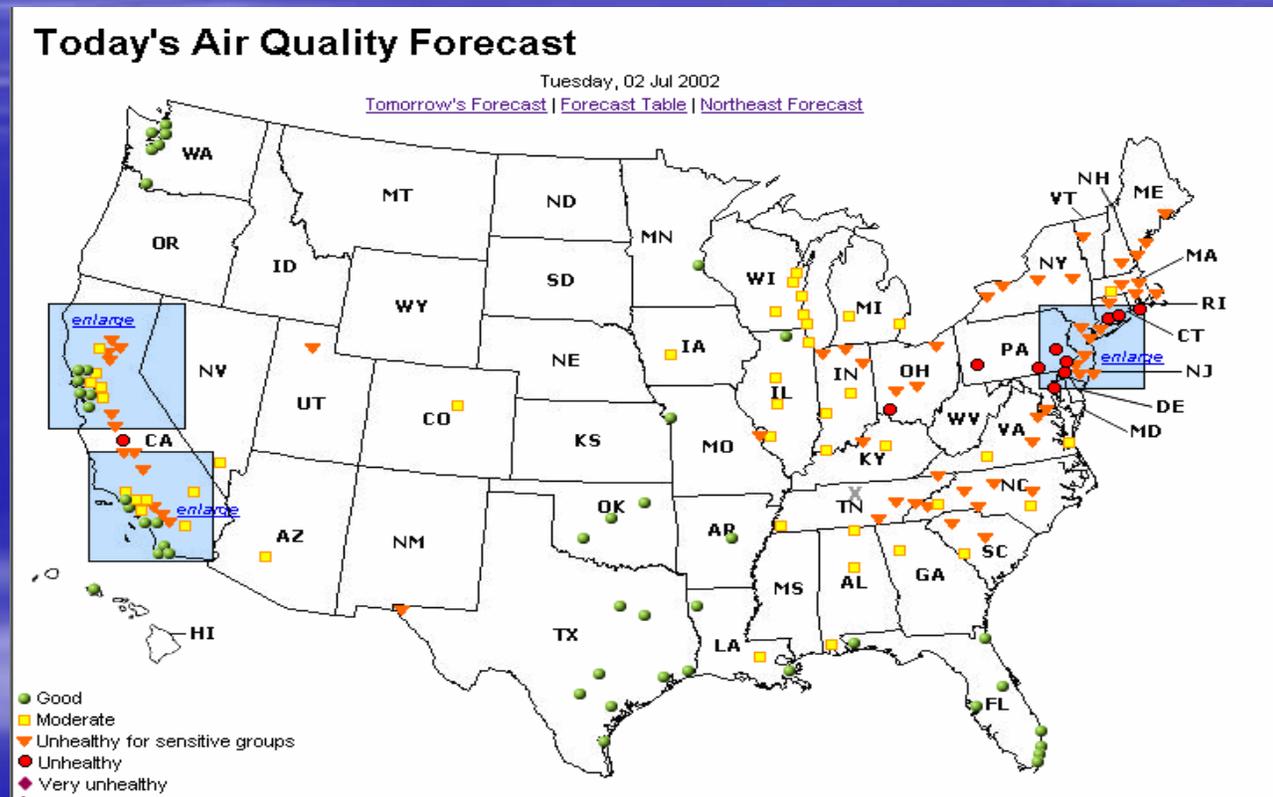


Year-Round AQI Forecasts -- Outreach Efforts

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AIRNow Distribution

- Forecasts
- Maps
- Health Info
- Media Info



Outreach Efforts

- **Simple Messages for Media to Use**
 - **Forecasts (ozone and PM)**
 - **Steps to reduce exposure**
 - **Where to look for detailed info**

Outreach Efforts

- **Educate Meteorologists about PM**
- **Enlist Them to Carry AQI Year-Round**
- **Expand Media Partnerships**
- **Educate Health Care Professionals**

Year-Round AQI Launch

- **National Launch and Press Event –
October 2003**
- **Parallel Regional Office Launches**

New Products

New Products

- For Meteorologists
 - Short Course on AQI and PM
 - AMS Conference Session and Exhibit
 - CD-ROM Tool Kit
- For Press Events
 - Press Kits
 - Video News Release
 - Regional Launch Tool Kits

PM Air Quality Guide



Air Quality Guide for Particulate Matter

Air Quality	Air Quality Index	Health Advisory
Good	0-50	None
Moderate	51-100	Unusually sensitive people should consider reducing prolonged or heavy exertion.
Unhealthy for Sensitive Groups	101-150	People with heart or lung disease, older adults and children should reduce prolonged or heavy exertion.
Unhealthy	151-200	People with heart or lung disease, older adults and children should avoid prolonged or heavy exertion. Everyone else should reduce prolonged or heavy exertion.
Very Unhealthy	201-300	People with heart or lung disease, older adults and children should avoid all physical activity outdoors. Everyone else should avoid prolonged or heavy exertion.
Hazardous	301-500	Everyone should avoid all physical activity outdoors; people with respiratory or heart disease, the elderly and children should remain indoors and keep activity levels low.

Note: Consider limiting physical activities during the time when particulate matter (PM) levels are expected to be elevated. When PM levels are high outdoors, they also may be high indoors, depending on how well the filter systems in your home or building works. To reduce exposure, you can reduce the intensity of the activity or the amount of time spent at the activity.



Particles and Your Health

When Should I be Concerned?

How can you know when PM levels are a concern? In many areas, local media—radio, television, and newspapers—all provide reports telling you when PM levels are unhealthy. Some national media, such as USA Today and The Weather Channel, also provide air quality information. These reports may refer to the Air Quality Index. For example, a typical report might say:

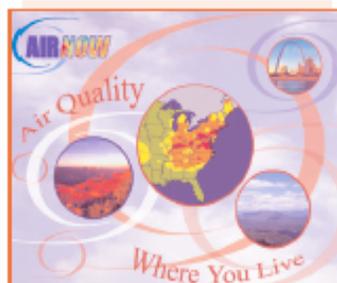
The Air Quality Index today is forecast to be 90 or "moderate" due to fine particles. Unusually sensitive individuals may want to limit prolonged or heavy exercise during the morning intensive when particle levels will be highest.



AIR QUALITY INDEX FOR PARTICLES		
Air Quality Index	Air Quality	Protect Your Health
0 to 50	Good	None.
51 to 100	Moderate	Unusually sensitive people should consider reducing prolonged or heavy exercises.
101 to 150	Unhealthy for Sensitive Groups	People with heart or lung disease, older adults, and children's health should avoid prolonged or heavy exercises.
151 to 200	Unhealthy	People with heart or lung disease, older adults, and children's health should avoid prolonged or heavy exercises. Everyone else should reduce prolonged or heavy exercises.
201 to 300	Very Unhealthy	People with heart or lung disease, older adults, and children's health should avoid all physical activity outdoors. Everyone else should avoid prolonged or heavy exercises.
301 to 500	Hazardous	Everyone should avoid all physical activity outdoors; people with heart or lung disease, older adults, and children should remain indoors and keep activity levels low.

What is the Air Quality Index (or AQI)?

The AQI is a scale used to report actual levels of particles (and other common pollutants) in air. The higher the AQI value, the greater the health concern. Take a look at the table below. Notice how the AQI scale is divided into six categories, each corresponding to a different level of health concern? And notice how each category has a specific color, from green ("good") to brown ("hazardous")? This color scheme helps you quickly know if air pollutants are reaching unhealthy levels in your area. In the newspaper report below, for example, the black arrow points to orange, indicating that PM levels are "unhealthy for sensitive groups."



Daily air quality and health information are available on the AIRNOW web site.

Want to know more about air pollution and how it affects you? Visit EPA's AIRNOW web site at www.epa.gov/airnow for information you can use every day as you make decisions about your activities.

AIRNOW contains a wealth of information, including:

- Air quality forecasts for more than 200 cities across the country—and recommendations about how to protect your health when air quality is poor
- Real-time air quality reports
- Tips about what you can do to help make our air cleaner
- Links to the air quality program nearest you.

AIRNOW also features an Air Quality Index page for kids—and reference materials for teachers. You can even use AIRNOW to link to haze cams in select cities across the country!

EPA number XXXX



United States
Environmental Protection
Agency

Particles and Your Health



What Are Airborne Particles?

Are You at Risk?

How Can You Protect Yourself?

Air Quality Media Kit

Ozone Media Kit - Home www.epa.gov/airnow/mediakits/ozone/

 **U.S. Environmental Protection Agency**
AIR Now
Recent News | Contact Us | Feedback | Search: []
[Publications](#) | [Air Quality Index](#) | [Air Quality Planning & Standards](#) | [Other](#) | [Help](#) | [Ozone Health](#)

Ozone Media Kit 

Background

- [Ozone at a Glance](#)
- [Ozone Air Pollution and Health](#)
- [The Air Quality Index - AQI](#)

Download Complete Media Kit

- [All Ozone Media Kit Files](#)

Using a Story?

- [Tag Sheet](#)
- [Sample News Stories](#)

Other materials available

- [Newspaper ads](#)
- [Newspaper ads](#)
- [Low-cost public service announcements](#)

Media and Figures

- [Air Pollution Facts and Figures](#)

Download and Use Free to Use for Publication and Broadcast

- [Photos](#)
- [Graphics](#)
- [Sound Bites](#)
- [Ozone Maps](#)

Contacts

- [State/Local Air Pollution Agencies](#)
- [U.S. EPA Headquarters](#)
- [U.S. EPA Regional Offices](#)

Links

- [Links to Other Related Sites](#)

Documents on this site require the free [Adobe Acrobat Reader](#).

Local revised 04/10/2001

1 of 2 1/2/03 2:11 PM

Ozone at:
epa.gov/airnow/mediakits/ozone

PM: Spring 2003

Asthma Video

- Indoor and Outdoor Air Triggers
- In Spanish
- Late Spring 2003



Smoke Effects

- Smoke web site (Spring 2003)
<http://www.epa.gov/airnow/smoke>

- Pamphlet



United States
 Environmental Protection
 Agency

Smoke and Your Health

If you have asthma or other lung disease, make sure you follow your doctor's directions taking your medicines and measuring your peak flows. Call your doctor if your symptoms worsen.

If you have heart or lung disease, if you are older adult, or if you have children, talk with your doctor about what he or she recommends for the area. When smoke is heavy for a prolonged period of time, fine particles can build up indoors even though you may not be able to see them.

Air cleaners can help indoors—but buy before a fire.

Some room air cleaners can help reduce particle levels indoors, as long as they are the right type and size for your home. If you choose to buy an air cleaner, don't wait until

there's a fire — make that decision beforehand, so you don't have to go outside when smoke levels are high. Note: Don't use an air cleaner that generates ozone. The just puts more pollution in your home.

For more information about home air cleaners, go to: www.epa.gov/oaqps/public/airclean.html

Dust masks aren't enough!

Paper "comfort" or "dust" masks — the kinds you commonly can buy at the hardware store — are designed to trap large particles, such as soot. These masks generally will not protect your lungs from the fine particles in smoke.



Smoke from a fire can travel rapidly, affecting air quality in areas hundreds of miles downwind.

If you have heart or respiratory disease, if you are an older adult, or if you have children, talk with your doctor about steps you should take to protect your self if smoke affects your community. If you live in a fire-prone area, plan ahead! Talk with your doctor before fire season, so you'll know what to do in a smoky situation.

Only your doctor can advise you about your specific health situation. But EPA's **Air Quality Index** can help you protect yourself when particle levels are high. Check the table to the left for specific steps you can take.

For more information:

- About smoke and health: <http://www.epa.gov/airnow/smoke>
- About wildfires, including current status: <http://www.nifc.gov/>
- About indoor air quality: <http://www.epa.gov/iaq/iaq-inres.html>

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How Does Smoke Affect You?

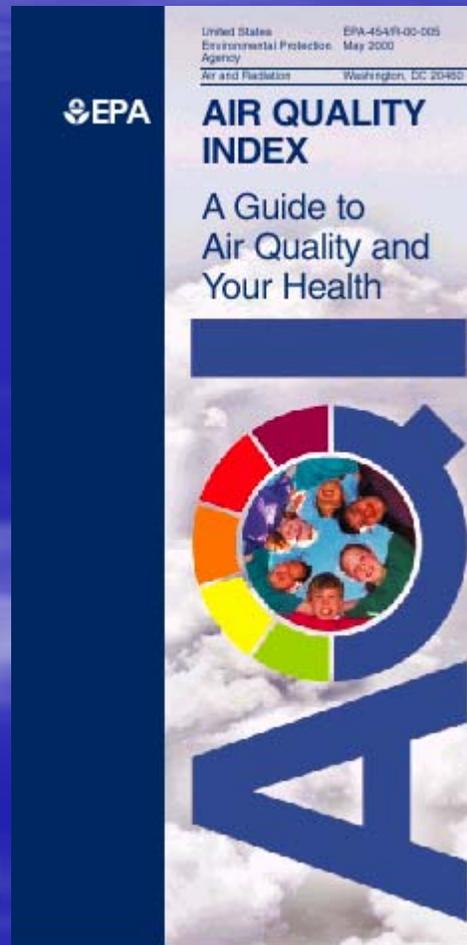
Are You at Risk?

How Can You Protect Yourself?

Copyright cover photo (left) and smoke (center) courtesy of ValleyPublic News. EPA-625-G-02-002

Revisions to Existing Documents

AQI -- A Guide to Air Quality and Your Health



Guideline for Reporting AQI

United States Office of Air Quality EPA-454/0-99-010
Environmental Protection Agency Planning and Standards July 1999
Research Triangle Park, NC 27711

Air

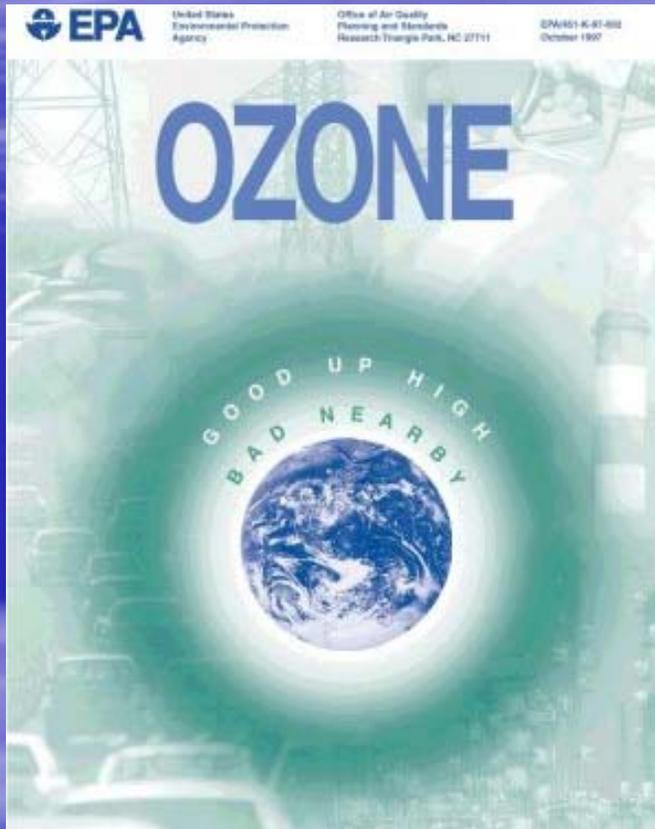


EPA

GUIDELINE FOR REPORTING OF DAILY AIR QUALITY - AIR QUALITY INDEX (AQI)



Ozone Good Up High, Bad Nearby



Regional Haze

What is being done about haze?

What can you do?

Where can you get more information?

Strategies to reduce haze

- ▶
- ▶
- ▶
- ▶

EPA

HAZE



EPA

How Air Pollution Affects the View



How far can you see?

What is haze?

What else can these pollutants do to you and the environment?

Where does haze-forming pollution come from?



Haze reduces how far and how well you can see the view.

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