

Action Programs

**7 Regions outline 7 Programs on
7 Issues in 7 Minutes!**

Moderator: Laura J. DeGuire

Michigan DEQ

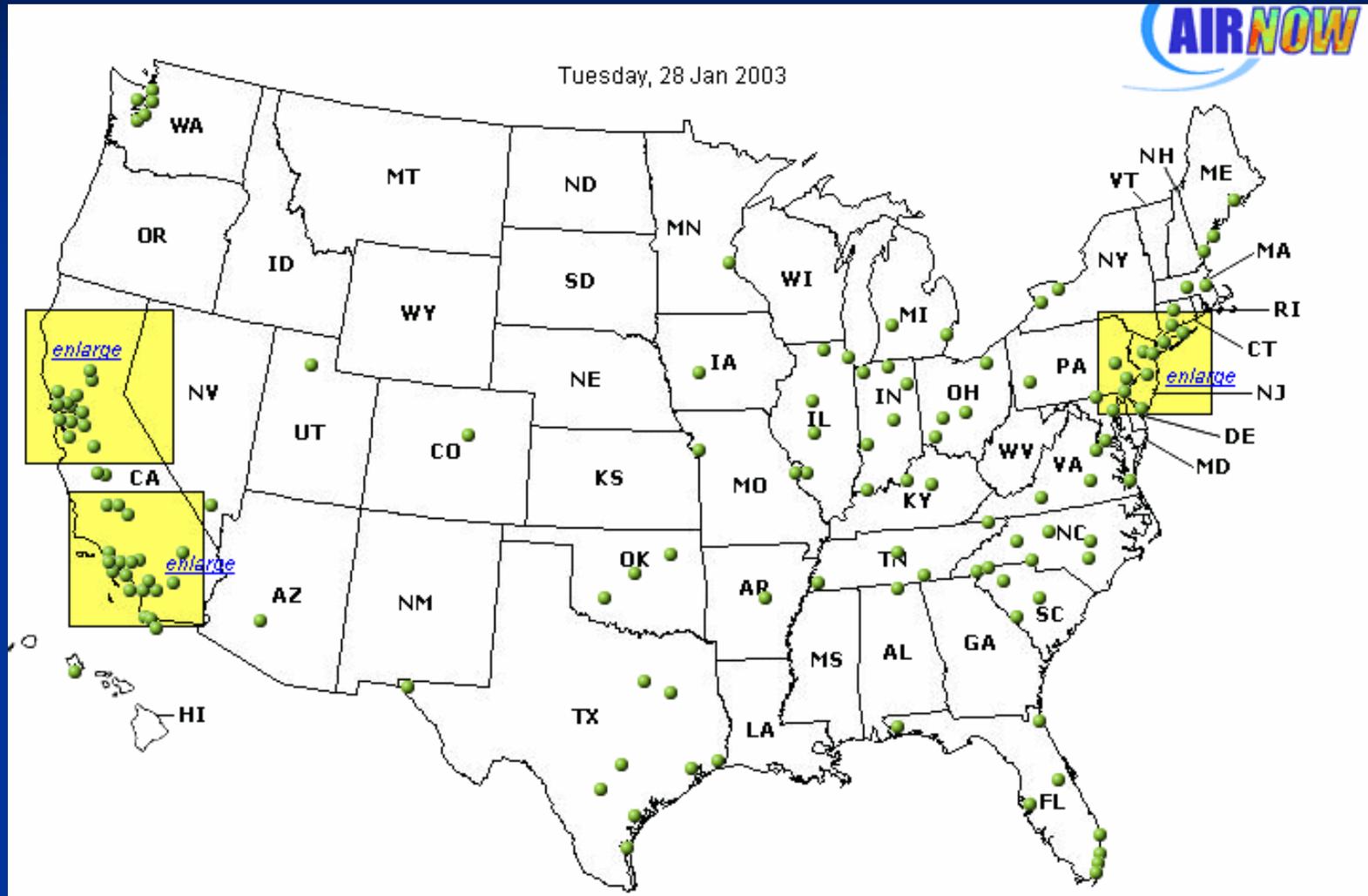


AIR & WASTE MANAGEMENT
ASSOCIATION



U.S. EPA National Air Quality Conference-2003

ACTION PROGRAMS NATIONWIDE:

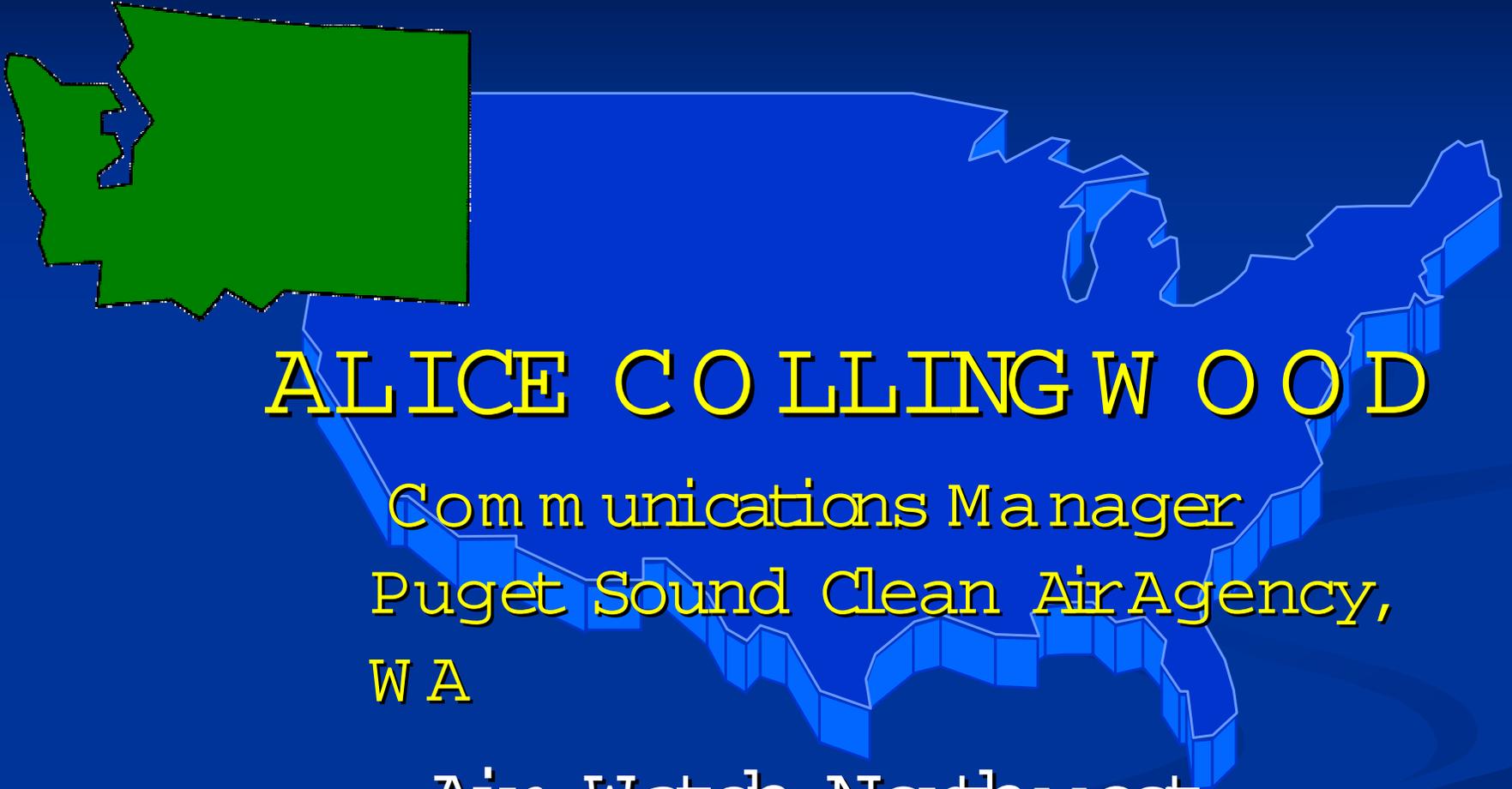


VOLUNTARY PROGRAMS

- ✱ AIR WATCH NORTHWEST
- ✱ OZONE ACTION
- ✱ AIR QUALITY ACTION
- ✱ SPARE THE AIR
- ✱ HEARTLAND SKY
- ✱ RIDEFINDERS
- ✱ PARTNERS FOR CLEAN AIR



NORTHWEST



ALICE COLLINGWOOD

Communications Manager
Puget Sound Clean Air Agency,
WA

Air Watch Northwest

GREAT LAKES

ANNA M. TYSKIEWICZ

Ozone Action! Coordinator
West Michigan Clean Air Coalition

Ozone Action!



NORTHEAST

KATHLEEN BROCKETT

Education/Outreach Supervisor
NH DES Air Resources Division

Air Quality Action Day Program

WEST

TERESA LEE

Director of Public Information
Bay Area AQMD, CA

Spare the Air

CENTRAL

A map of the United States is shown in a dark blue color. The central region, including Missouri, is highlighted in a bright green color. The map is positioned in the background of the slide.

JAMES JOERKE

Air Quality Program Manager
Mid-America Regional Council,
MO

Heartland Sky

MID-ATLANTIC

FELICIA WOODRUFF

Executive Director
Ridefinders VA

Richmond Ridefinders

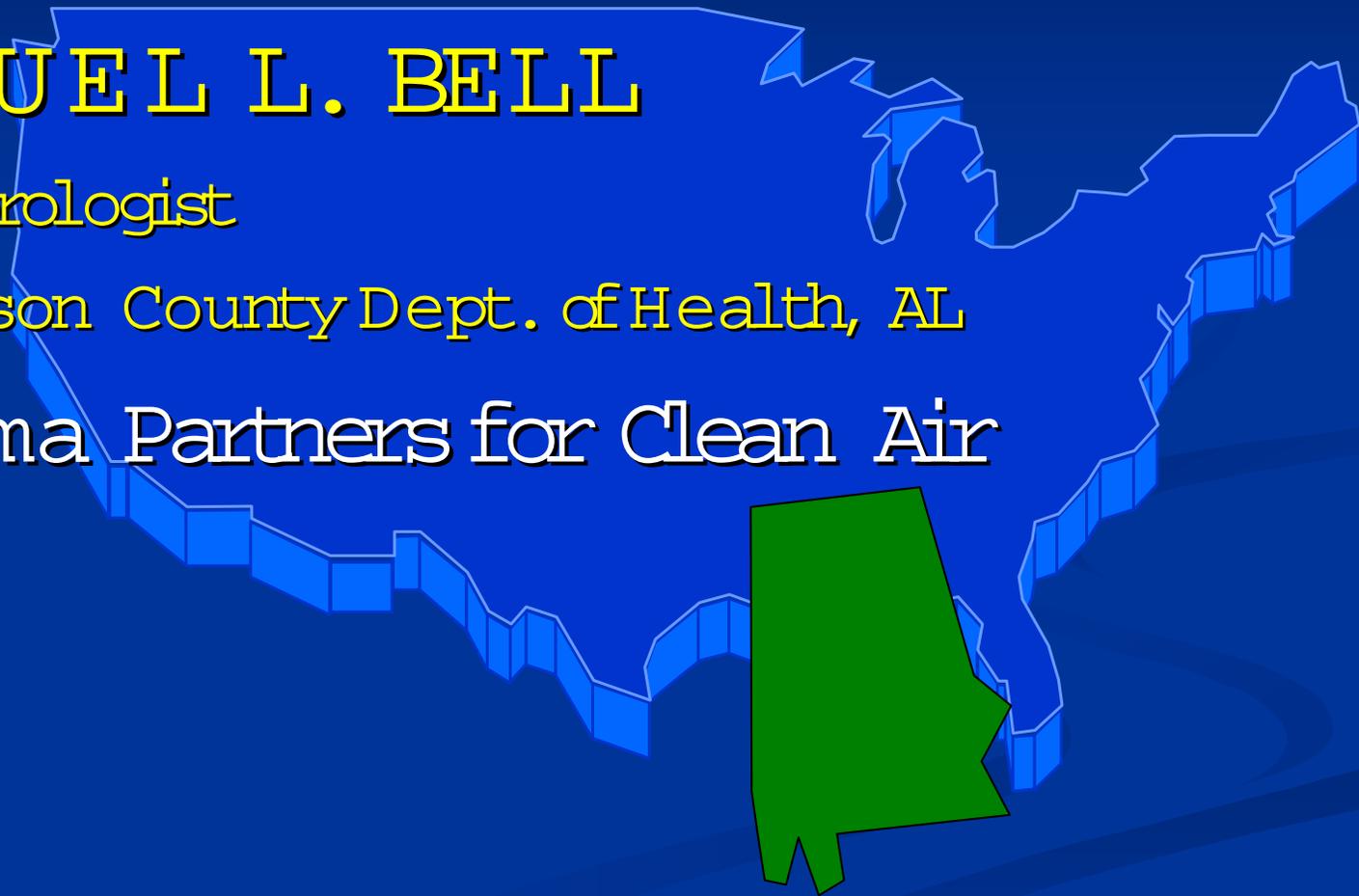
SOUTH

SAMUEL L. BELL

Meteorologist

Jefferson County Dept. of Health, AL

Alabama Partners for Clean Air



ACTION PROGRAMS ...

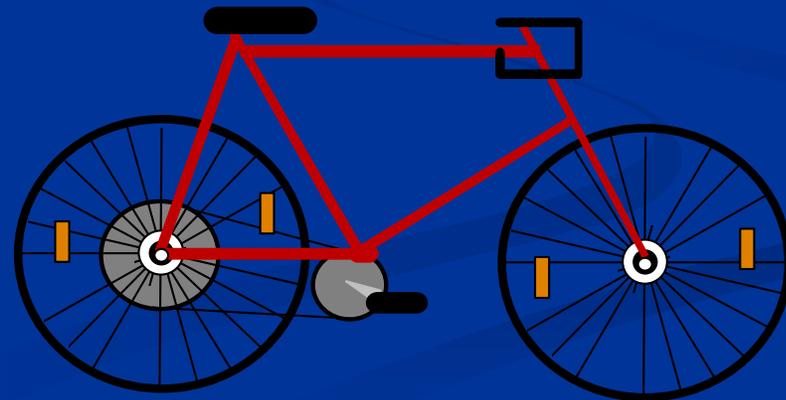


... work via
voluntary efforts
to reduce the
emissions that
generate air
pollution.

ISSUE 1

FOCUS:

- * PUBLIC HEALTH
- * TAKE “ACTION”
- * OR BOTH?



ISSUE 2

WHOSE PROGRAM IS IT?

- ✓ OWNERSHIP
- ✓ RESPONSIBILITIES
- ✓ FUNDING SOURCES



ISSUE 3

STAFFING

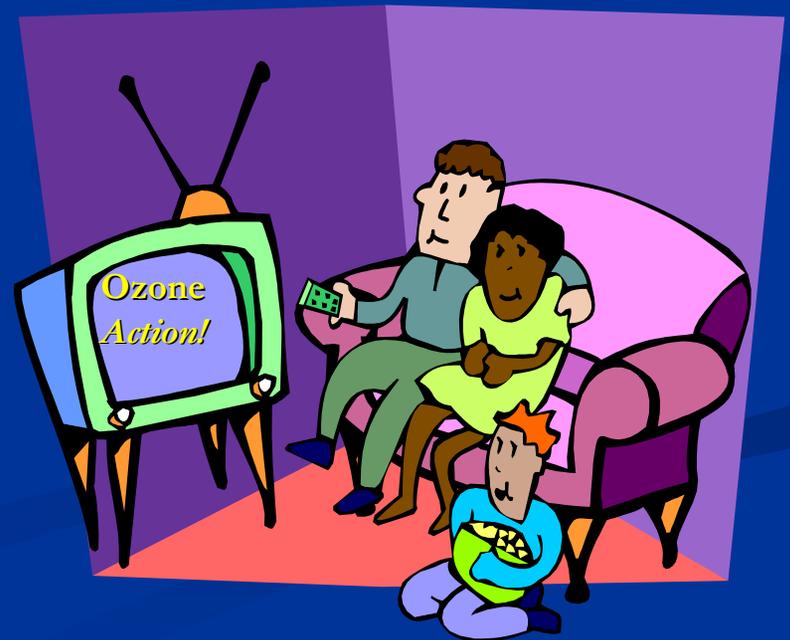
24/7?



ISSUE 4

NEW VS. OLD MESSAGE ...

FRESH or
FAMILIAR?



ISSUE 5

R-E-A-L-L-Y
DOABLE?



ISSUE 6

CREDIBLE?



ISSUE 7

EVALUATION

