

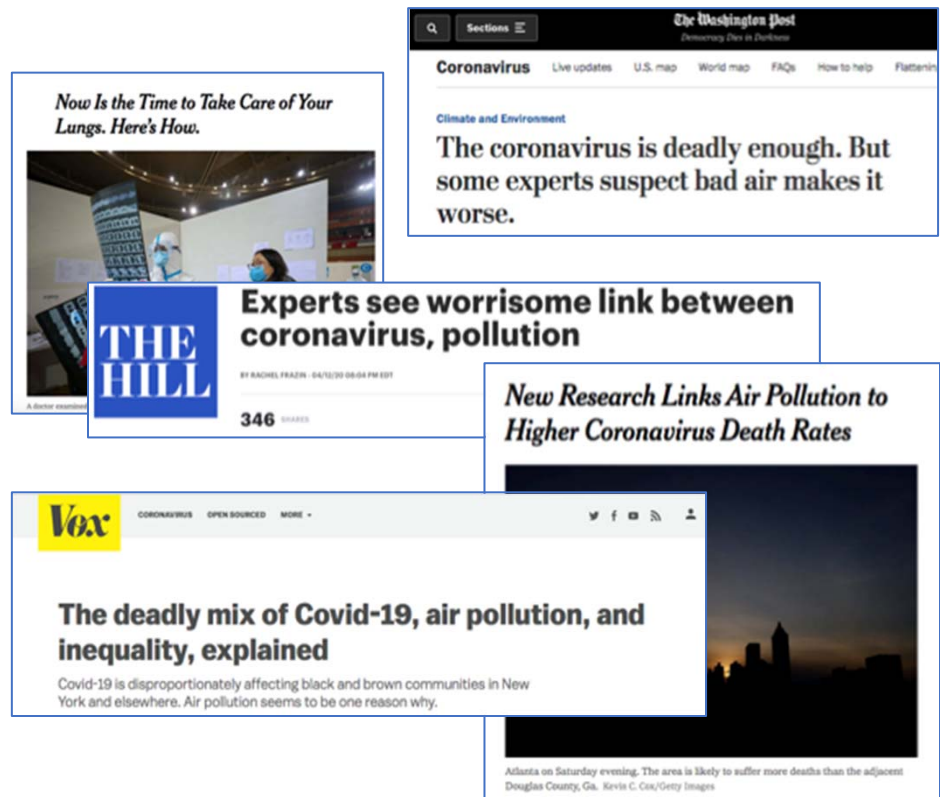


CLEAN AIR
PARTNERS

Marketing and Media Outreach Quarterly Report
September 2020

2020 Summer Campaign: Pivoting in the Pandemic

As COVID-19 began to dominate our lives, lung health and air quality became increasingly relevant. COVID-19 is a respiratory ailment, and evidence indicates that long-term exposure to air pollution makes its effects more severe. **Clean Air Partners had the opportunity to be at the forefront of conversations about public health and air quality during this time – and we rose to the challenge.**



2020 Summer Campaign: Pivoting in the Pandemic

Social distancing and stay-at-home orders meant no in-person outreach events and reduced transit PSA opportunities. **We shifted focus to primarily virtual and broadcast news channels.**

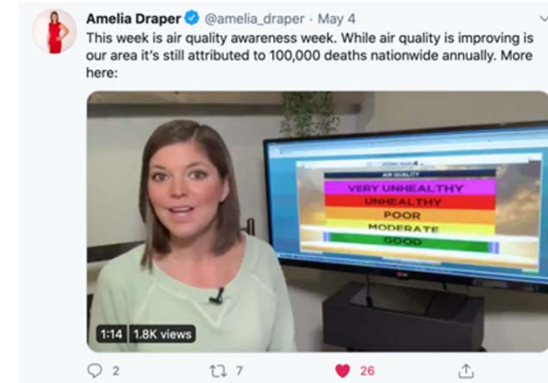
With the contracting economy, sponsorship funding was unlikely. **We concentrated resources on communications and focused on growing partnerships** with like-minded organizations and individuals online.

The 2018 survey said women and households with children are most likely to view air quality as a problem. With cancelled school, these parents have been even more engaged online and looking for ways to occupy their children. **We prioritized targeting parents on social media and offering easy and educational activities for their families.**

We shifted messaging to focus primarily on the **public health impact of air pollution and the cost-saving benefits of simple steps people can take.**

2020 Summer Campaign Components

- News pitching
- Virtual Media Tour
- Social Media
 - #CAPairweek
 - #CAPozoneaction
- Digital Ambassadors
- Partner Outreach
- Meteorologist Outreach



2020 Media Relations Results

(to date)

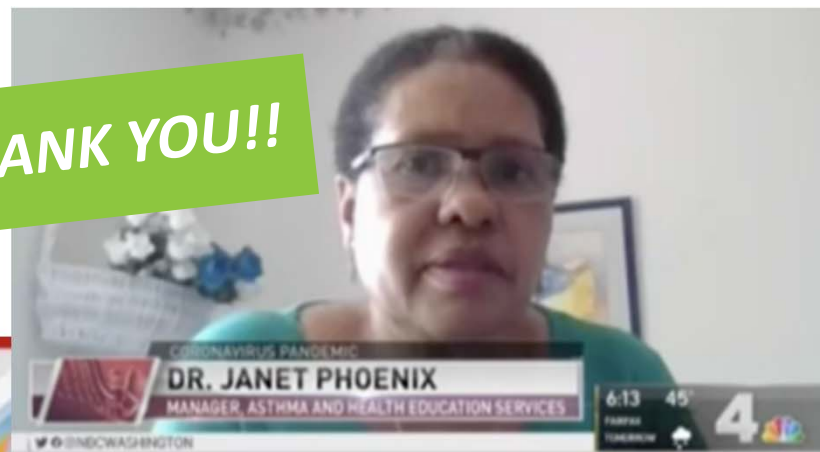
MEDIUM	NUMBER OF STORIES	RATINGS/ CIRCULATION	ESTIMATED PUBLICITY VALUE
Broadcast	19	395,427	\$120,370
Online	130	81,220,707	\$3,756,458
TOTALS	149	81,616,134	\$3,876,828

A report released in February on the North America Air Quality Monitoring System Market (2019-2025) referenced Clean Air Partners as an example of a public-private partnership established to monitor regional air quality. This led to an additional 93 online stories (not included in totals).

Virtual Media Tour: Dr. Janet Phoenix

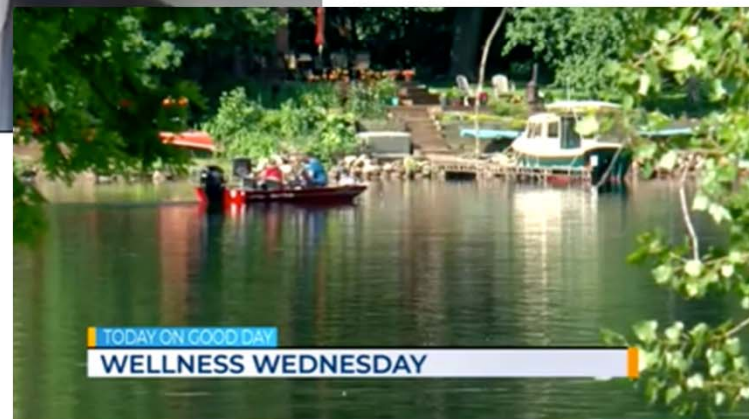
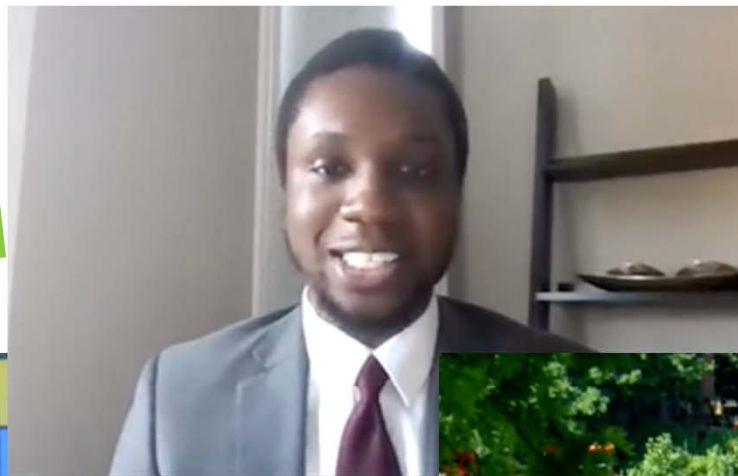


THANK YOU!!



Virtual Media Tour: Joshua Shodeinde, MDE

THANK YOU!!



Business Wire Pick-Up

Clean Air Partners Urges Area Residents to Improve the Air

Simple Steps Can Reduce Air Pollution and Safeguard Public Health

May 04, 2020 08:00 AM Eastern Daylight Time

BALTIMORE & WASHINGTON--(BUSINESS WIRE)--Coronavirus fears have put millions of Americans on high alert about the dangers that can lurk unseen and undetected in the air. Health experts also warn air pollution expected to increase in the upcoming summer months can have serious health effects. Clean Air Partners is reminding area residents of simple steps they can take to improve the air and protect public health in the Baltimore-Washington area as its annual ozone season public education campaign gets underway in conjunction with Air Quality Awareness Week May 4-8.



Meteorologist Outreach

- Social Media and traditional media outreach
- Weekend Forecast on Twitter
- Code Orange Day pitching
- Graphics for meteorologists to share
- Providing content and pitching participation in our campaign waves



Air Quality Awareness Week: Content + Challenges

MONDAY, MAY 4th – AIR QUALITY AND TREES

- Trees clean the air, mitigate climate change, and save energy
- Share a photo of a tree in your yard or neighborhood and tell us what you love about it.
- Tree Detective Lesson Guide and Video Lesson

TUESDAY, MAY 5th – WORLD ASTHMA DAY

- Do you know someone with asthma or another respiratory condition? With their permission, tell us about a person in your life whose health is impacted by air quality. What can you do to keep them healthy?

WEDNESDAY, MAY 6th – ALL ABOUT THE AQI

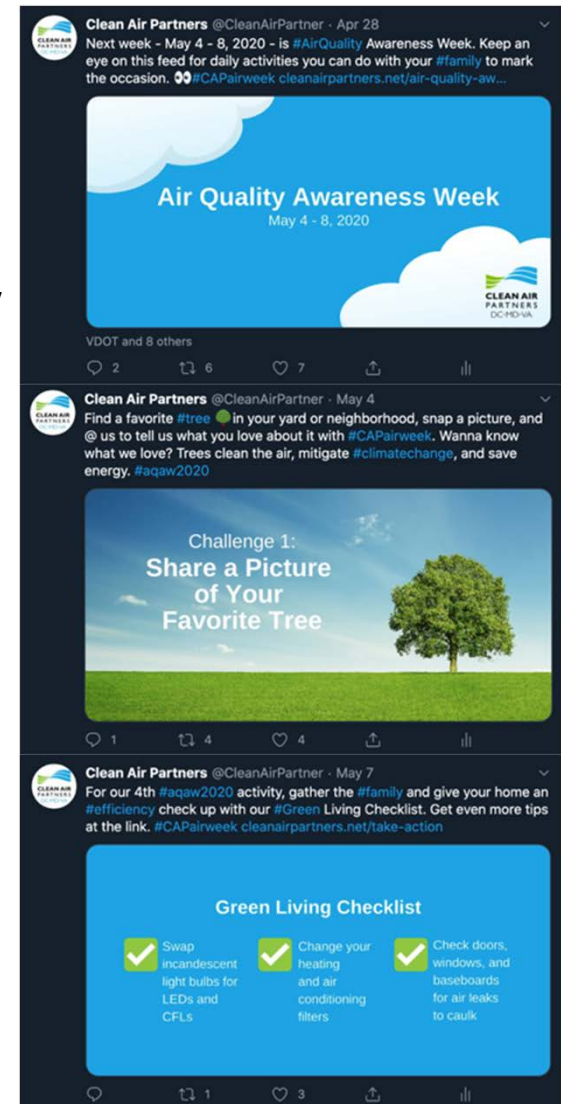
- Illustrate the AQI using materials in your home - be creative!

THURSDAY, MAY 7th – GREEN LIVING

- Air Quality Pledge Bingo
- Give your home a quick green living check up.

FRIDAY, MAY 8th – DO YOUR SHARE FOR CLEAN AIR

- What's your favorite tip to reduce air pollution?



Air Quality Awareness Week: Digital Ambassadors

Social Media "Street Team"

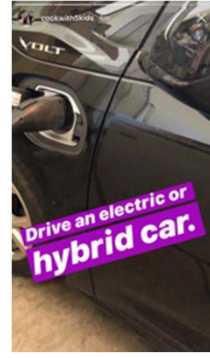
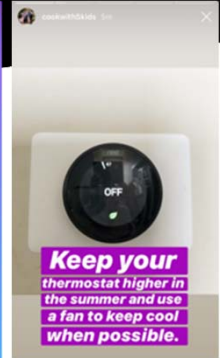
Name	City	State	Total Followers	Instagram Followers
Amy Latta	Baltimore	MD	213,809	30,940
Talya Knable / The Mother Fix	Timonium	MD	22,857	21,742
Akeeba Maze	Ellicott City	MD	45,319	8,355
Christy E / Stained with Style	Fulton	MD	16,006	7,799
Marion / Jewish Mommy Life	Bethesda	MD	24,449	5,349
Jennifer Hernandez / Jenny the Voice	Lanham	MD	19,107	5,263
Melody Jones	Arlington	VA	9,396	3,748
Hip Mama's Place	Manassas	VA	105,877	83,571
Julie / Eat Well Explore Often	Falls Church	VA	54,581	47,250
Sara Lafountain	Fairfax Station	VA	37,384	9,243
Jumoke Jackson	Mount Rainier, Washington	MD, DC	59,103	52,355

Air Quality Awareness Week: Digital Ambassadors

Social Media "Street Team"

Digital Clean Air Ambassadors	12
Total Impressions	49,050
Total Engagements	9,465
Likes on Content	6,476
Comments on Content	279
Content Shares	43
Content Saves	2,655

AQAW Selected Ambassador Instagram Stories



AQAW Selected Ambassador Instagram Posts

 amylattacreations · Follow

MY KIDS WERE
BORED
SO I SENT THEM ON A
Scavenger Hunt...
FOR ALL THE
LIGHTS
THEY FORGOT TO TURN OFF.



260 likes

amylattacreations #ad I mean, seriously! Turn them off or pay the electric bill, kiddos! And did you know it actually helps improve air quality too? How do you and your family reduce your carbon footprint? Share your tips and tag #CAPAirWeek to help Clean Air Partners celebrate National Air Quality Awareness Week!

View all 13 comments

May 4

 jennythevoice · Follow
Maryland



Liked by run4margaritas and 171 others

 jennythevoice · Follow
Maryland

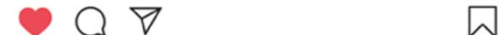
Si algo hemos aprendido estando en cuarentena, es el impacto del humano a la naturaleza. Mientras hemos estado en casa, le hemos dado un descanso a nuestro medio ambiente. Los resultados han sido increíbles. Hemos visto, mares más claros, animales corriendo libremente y hasta el aire menos denso. Es un buen momento para recapacitar y reconocer que muchas de nuestras acciones afectan de manera negativa al ambiente.

Air Quality Awareness Week llega, de May 4th - 8th, 2020. Por eso me uno a Clean Air Partners para que esta semana la aproveches y le enseñes a tus pequeños lo importante que es tomar las decisiones correctas cuando se trata de nuestras acciones y el impacto que pueden tener en nuestro medio ambiente y podamos así respirar un aire más puro. Yo, por ejemplo, les enseño a mis hijos que hay una manera orgánica y mejor de cuidar nuestro jardín. A través del Compostaje que es una manera de obtener un abono natural para nuestras plantas. Podemos darle a nuestro jardín los nutrientes que necesita y protegerlo sin necesidad de utilizar pesticidas o químicos.

"If we work as a community, changing the little things makes a big difference over the long term. With every breath, air quality matters." Unete también y trabajemos por tener una calidad mejor de aire en nuestra región. Para más tips de como puedes colaborar a tener un mejor ambiente ingresa al sitio oficial <https://www.cleanairpartners.net/>.



 mrfoodtastic · Follow
Brooklyn, New York



Liked by tiara.buddramos and 149 others

mrfoodtastic #Sponsored It's Air Quality Awareness Week and there's no better time than now to teach your kids what that means.

Quick tip: Set your thermostat a few degrees higher in the summer and use a fan to keep cool. This reduces energy consumption and will save you money. Invest in a programmable thermostat if you can.

What are your air quality tips?

Visit www.cleanairpartners.net to learn more air quality tips

#CAPairweek

View all 8 comments

5 days ago

AQAW Selected Ambassador Facebook Posts



Akeeba Maze

May 4 at 3:37 PM · 🌐

#sponsored I feel so silly! Today we walked to do our weekly grocery run instead of driving the half mile. We've walked it a few times, but before the stay-at-home orders I would normally just be in a rush and drive, knowing very well it was better for my health to walk and better for the environment. But today, in honor of Air Quality Awareness week we walked, and it was the easiest change I've made in awhile - I feel like "Why didn't I do this before?" I've always been cons... [See More](#)



👍❤️👍 17

1 Share



{will run for margaritas}

Like This Page · May 5 · 🌐

#sponsored One of my favorite parts about #socialdistancing is the ability to explore. We are, and always will be, an outdoor family but I love the extra time outside. The time to create new adventures, the time to find unexpected places to explore, and the time to spend with nature.

Did you know that trees clean the air, mitigate climate change, and save energy? The kids and I are on a mission t... [See More](#)

👍❤️👍 7

1 Comment 1 Share



Most Relevant ▾



Kelly Fitzpatrick Parry Walk, bike, scoot and hike 🚶🚲🛼

Like · Reply · 4d


























👍 1



Write a comment...



AQAW Digital Ambassador Posts: Key Comments

-  **crayonsandcravings** I try to reduce my effect on air pollution by combining errands so that I drive less often.
-  **amydraheim** You know I'm so into this! One of my best tips to reduce pollution is to buy second hand goods, and when we travel, we try to rely on bicycles and public transportation instead of renting a car. 💖
- 1w 1 like Reply
- View replies (1)
-  **mysuitcasejourneys** Love this! We can all help even if it's the smallest acts 🙌
- 1w 2 likes Reply
-  **halorenequestrian** New windows make all the difference! Just replaced mine!
- 5d Reply
- View replies (1)
-  **daniellehartruns** Wow that is awesome and certainly a must for every household
- 5d Reply
-  **suzannajjarphotography** These are some good tips! I always try and buy/use green products as often as possible.
- 4d 1 like Reply
-  **argo.sr** That's a great idea about gas grills. Will look into it before summer season
-  **farmtechromania** We also use gas grills at home and look for the energy saver symbols when we buy home appliances.
- 4d 1 like Reply
-  **lahbgdgr_** I'm happy I live in a neighborhood where I don't need a car.
-  **etOpia** 🌱🌱🌱🌱🌱🌱🌱🌱
- 1w 1 like Reply
- View replies (1)
-  **smart_lilcookie** This is so true and wonderful that you're teaching your kids how important it is to take care of the planet.
-  **diningwithdiana** That's so cool! We do all those things. I always unplug my little convection oven and hubs is always like "why u do that for" lol 😊 every little bit helps especially these days since we barely drive anywhere
-  **_qurt6_** Never heard of them. Going to check out their website now, thanks.
- 4d 1 like Reply
-  **koro4ok265** Thank you! I'm super sensitive about air pollution and environmental issues.
-  **diningwithdiana** That's so cool! We do all those things. I always unplug my little convection oven and hubs is always like "why u do that for" lol 😊 every little bit helps especially these days since we barely drive anywhere
- 1w 1 like Reply
-  **cameonouveau** I Try my best not to use air conditioning 🙌
- 4d 1 like Reply
-  **homemadeforelle** Breathing in clean air should never be taken for granted!
- 4d 1 like Reply
-  **3love.story** My goal is to put solar panels on the roof of our home.
-  **lizdean** Clean air is so important especially in the home. And energy efficient is great too!
-  **bitzniggles** I think this is a great initiative! We should definitely be more conscious about air quality.
-  **globetrotterkin** Poor air quality... is definitely a huge issue! Hope we can all be getting more fresh air in the future with better awareness! 🙌
-  **mamatina** Una iniciativa muy importante. Involucrar a los niños creo es primordial.
- 1w Reply
-  **yasmaribello** Amo estas iniciativas y me encanta sembrar en casa 🌱🌱🌱 además con los niños que se emocionan al ver que pueden contribuir
-  **melissa_laplante5** Getting outdoors is so important! As for what I'm doing to improve air quality in our home... we have ditched all toxic chemicals and switched to non toxic alternatives 🌱💖
- 4d 1 like Reply
- View replies (1)
-  **brooke_isthenewblack** Love this! Definitely I didn't even know it was air quality awareness week! Thank you for informing! Now I'll have to figure it out!
- 4d 1 like Reply

AQAW Selected Meteorologist Engagement

Amelia Draper @amelia_draper

It's Air Quality Awareness Week! @CleanAirPartner #CAPairweek

Do something that can positively impact air quality. What did you do? 	List one method to get around that doesn't pollute the air? 	Find something that you can repair. What was it? 	How many gallons of air do you breathe per day? 	Eat something local. What did you eat?
The air you breathe is composed primarily of? 	Find a way to reuse something. What is it? 		Find a way to reduce energy. How did you do it? 	What is the Air Quality Index-AQI today?
What is the primary source of oxygen on Earth? 	What is the condition in which a person's airways swell. 	What can you recycle today? 	What is one thing that you can do to keep your lungs healthy? 	Do something that can reduce carbon dioxide in the atmosphere.

Justin Berk @JustinWeather

It's Air Quality Awareness Week.
🌱🌳🌞

Today is Tree Awareness as they help to filter the air. @CleanAirPartner has a list for each day this week of something you can share with your kids. cleanairpartners.net/air-quality-aw...

11:43 AM · May 4, 2020 · Twitter for iPhone

Ryan Miller @RyanMiller_WX

Hey, @CleanAirPartner & @AIRNow! Got some more #airqualityawarenessweek #AQAW2020 info on air today via @ABC7News! #OutsideTheClassroom.

0:00 | 491 views

11:50 AM · May 6, 2020 · Twitter Web App

Joseph Martínez T44 @JMartinezDC · May 5

Replying to @CleanAirPartner

I love maple trees because of the beautiful colors they show during the fall season 😊 @CleanAirPartner #CAPairweek

12:12 PM ·

Tony Pann @TonyPannWBAL

Hey Maryland, it's Air Quality Awareness Week! Something we all agree is important. Today, it's suggested we post a picture of a tree that we like. Simply put: trees are good for the planet. More info on AQAW here: cleanairpartners.net/air-quality-aw...

11:20 AM · May 4, 2020 · Twitter Web App

6 Retweets 23 Likes

call me Ron, or Quint ... @Ron21015 · May 4

Replying to @TonyPannWBAL

Bloodgood Maple 😊

Bordercollielove @ldemott Yates · May 4

Replying to @TonyPannWBAL

More than one tree. My backyard is very green.

Jen Filosa @jafilosa · May 4

Replying to @TonyPannWBAL

Flowering Dogwood - the time we have to take family walks has given us an opportunity to see the beauty right in our neighborhood. 😊😊😊

2 1 4

A. Camden Walker @camdenwalker

Air Quality Awareness Week #AQAW2020 can help keep those remote learners in your household mentally active! See the @CleanAirPartner video lesson & daily activities that your entire family can do: bit.ly/2xG5drk More on D.C.'s recent clean air: CWG.news/AirQuality

3:35 PM · May 5, 2020 · Twitter Web App

Gwen Tolbart, Fox5DC @gwenfox5dc · May 7

Beautiful maple trees in my mom's #NovaScotia #Canada always my fav (pic from last Fall) love them & know the importance of clean air to get to enjoy them each year so no matter where they are trees are good for the planet #cleanairawarenessweek @CanEmbUSA @CleanAirPartner

1 6 10

AQAW Engagement Highlights

Clean Air Partners
Published by Lauren Karasek [?]
· May 5 · 🌐

It's day 2 of Air Quality Awareness Week. Today's challenge: Do you know someone with asthma or another respiratory condition? Tell us about a person in your life whose health is impacted by air quality and what you personally can do to help them stay healthy. With their permission, share a picture of them, and tag us with the hashtag #CAPairweek

Tag Photo Edit

360 Likes 8 Comments 13 Shares

Like Comment Share

Most Relevant ▾

Myrtle Haller Bishoff Me it is triggered by extreme cold air in winter, any smoke , overdoing exercise, laughing and getting to excited
1 Like · Reply · Message · 5d

Clean Air Partners Thank you for sharing Myrtle - it's so important for everyone to understand!
Like · Reply

Comment as Clean Air Pa... 📷 📺 📄 📁

Norma Hrica I have COPD and it is very hard at times to get my breath, especially using the stairs. I can not be around smoke or any closed in area that is not ventilated. I am on 3 nebulizers of medication. Thank goodness I am doing ok
2 Likes · Reply · Message · 5d · Edited

Clean Air Partners Thank you for sharing your story, Norma. It's so important for everyone to understand that their small steps to improve air quality can have a real impact on real people!
Like · Reply
· Commented on by Lauren Karasek [?] · 5d

Shelley Covington My daughter and myself.
1 Like · Reply · Message · 4d

Inda Henry Myself
1 Like · Reply · Message · 4d

Judy Manrique Me
1 Like · Reply · Message · 5d

Linda Newby Me!
1 Like · Reply · Message · 5d

Clean Air Partners @CleanAirPartner · May 6
Illustrate the Air Quality Index using materials from around your home - get creative! Then post your AQI, tag us, and use the hashtag #CAPairweek. #aqaw2020

Air Quality Index

- Good - 0 to 50
- Moderate - 51 to 100
- Unhealthy for Sensitive Groups - 101 to 150
- Unhealthy - 151 to 200
- Very Unhealthy - 201 to 300

1 Like 4 Retweets 1 Heart

Clean Air Partners @CleanAirPartner · May 7
This is awesome @bastian_schoell! We love when learning is fun, and it's always good to take a look from a new perspective. What a beautiful AQII!

TheObsessedBaker @bastian_schoell · May 7
Replying to @KennaSwift and @CleanAirPartner
It ended up being a spelling challenge for kids, too, so all good. Most importantly, you inspired us to see it all differently. 🌟

1 Like 1 Retweet 3 Hearts



AQAW Partner Highlights

Dept. of Energy & Environment #StayHomeDC @DOE... · May 7
 #StayHomeDC and celebrate Air Quality Awareness Week with us and partners from @AirNow, @CleanAirPartner, @CaseyTrees and @OSSEDC by downloading the District's Air Quality Distance Learning Packet! 🌱💧
 #AQAW2020



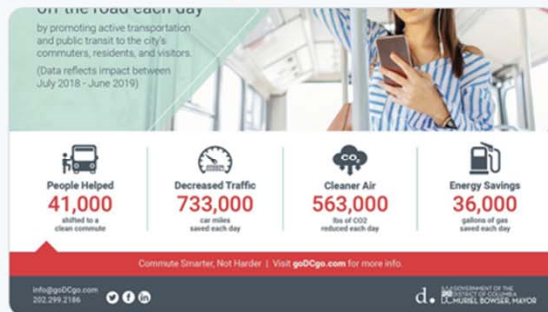
Download our Air Quality Education Resource Packet!
coronavirus.dc.gov

Virginia DEQ @VirginiaDEQ · May 6
 DEQ issues color-coded air quality alerts so you can breathe easy and stay safe. Fortunately, Virginia's air quality is usually "green," or good, but pollution levels can vary as summer heat increases. Sign up for DEQ's forecasts: fal.cn/37VPb #AQAW2020 #CAPairweek

WHEN THE AQI IS		AIR QUALITY IS	
0-50	GREEN	GOOD	
51-100	YELLOW	MODERATE	
101-150	ORANGE	UNHEALTHY FOR SENSITIVE PEOPLE	
151-200	RED	UNHEALTHY	

DEQ

goDCgo @goDCgo · May 7
 We're in the final days of Air Quality Awareness Week 2020! Let's help @airnow reach their goal by promoting and sharing events that increase air quality awareness and encourage others to check the Air Quality Index (AQI) daily. #CAPairweek bit.ly/2VychQe



Virginia DEQ @VirginiaDEQ · May 5
 Good air quality is especially important for children, the elderly & people with asthma or other respiratory conditions. DEQ monitors air quality ☺️ and sends out regular forecasts so you can make sure it's a good day to stay outside: fal.cn/37UzC #AQAW2020 #CAPairweek





COPD Foundation @COPDFoundation · May 6

May 4-8, 2020 is Air Quality Awareness Week. Do you or someone you know live with #COPD, #asthma or another respiratory condition? How is your health impacted by air quality? #WorldAsthmaDay #CAPairWeek



3 6



Alexandria T&ES @AlexandriaVATES · May 4

The car free way to maintain the city's PM 10 monitor (a particulate monitor). Learn more about the City's air quality at alexandriava.gov/airquality #AlexandriaVA #AirQuality #CAPairWeek

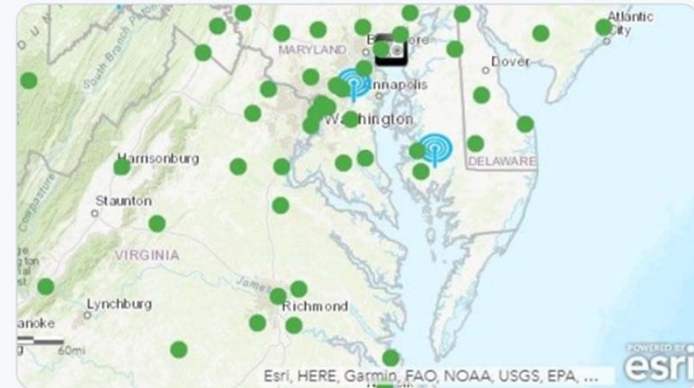


1 1 1



MD Environment @MDEnvironment · May 6

Did you know MDE monitors air quality across the state and has current air quality data available on their website 24/7? Check it out here: buff.ly/2L3B20t #AQAW2020, @WeAre4CleanAir #CAPairWeek @CleanAirPartner



3 2



Casey Trees @CaseyTrees · May 6

Happy Air Quality Awareness Week! Trees remove carbon dioxide from the air, produce oxygen and also intercept airborne pollutants common to cities. This video with @CleanAirPartner looks at trees and their role in air quality: youtu.be/9KGOYDomq0 #AQAW2020 #CAPAIRWEEK



Dig Deeper: "Cleaner Air Tree by Tree" Lesson Guide
How can you estimate the benefits of a tree on air quality? This video will guide you through an activ...
youtube.com

2 4

2020 AIR QUALITY AWARENESS WEEK

#CAPairweek

SOCIAL MEDIA/DIGITAL OUTREACH RESULTS

Total Social Media Impressions (owned channels, boosted content, digital ambassadors)	154,602
Total Online Engagements (likes, comments, shares, saves, clicks)	15,446
Digital Ambassadors Engaged	12
Meteorologists Engaged	14
New Social Follows	14
Public Hashtag Uses - #CAPairweek	76
Partners Involved	7

Ozone Action Week:

Content + Challenges - #CAPozoneaction

Monday, August 3rd – Cool Down

- Easy ways to stay cool while reducing your carbon footprint and your energy bills.
- Share how you keep cool and energy efficient

Tuesday, August 4th – Exercise Safe

- Check the air quality index before outdoor workouts.
- Select a safe workout. Share your exercise selfie.

Wednesday, August 5th – Plant Smart

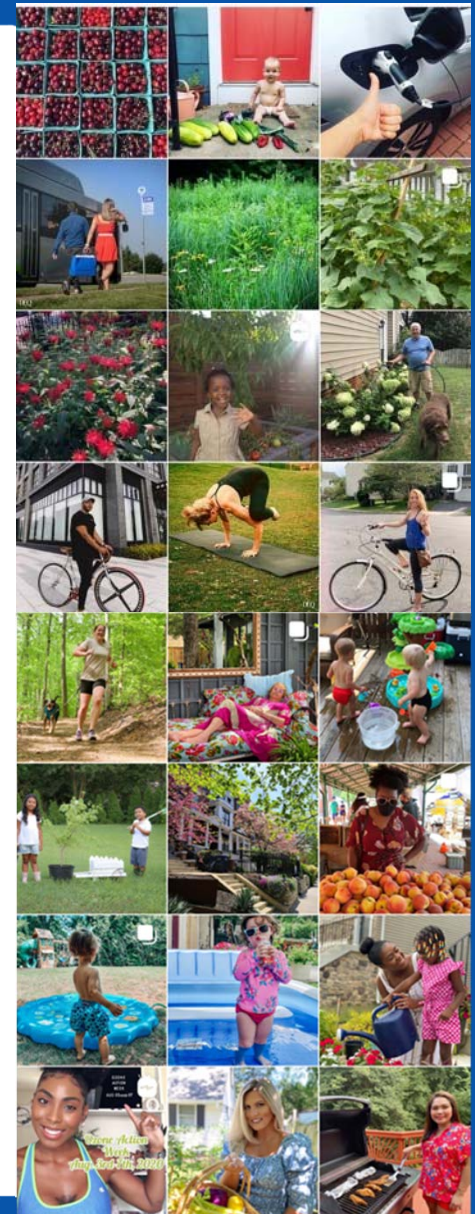
- Maintain garden and lawn with electric equipment + avoid pesticides in favor of natural options. Plant native plants and wildflowers!
- Share your CO₂-breathing, air-cleaning plant babies and garden hauls.

Thursday, August 6th – Travel Green

- Alternative forms of transportation (walking, biking EVs, hybrids) + tips to lower emissions of gas-powered vehicles.
- Post a picture of your green ride

Friday, August 7th – Cook with Conscience

- Use local produce and ingredients to reducing emissions from food transport. Opt for gas and electric over charcoal grills.
- Show us what you're grilling up!



Ozone Action Week: Digital Ambassadors

Social Media "Street Team"

Name	Location	Total Followers	Instagram Followers
Marion Haberman / My Jewish Mommy Life	Bethesda, MD	24,449	5,349
Jocelyn Brown / Hip Mama's Place	Manassas, VA	105,877	83,571
Melody Jones / Run 4 Margaritas	Arlington, VA	9,396	3,748
Jennifer Hernandez / Jenny the Voice	Lanham, MD	19,107	5,263
Akeeba Maze	Ellicott City, MD	45,319	8,355
Maiya Pilar	Baltimore, MD	12,996	12,996
Ashley Freligh / Spit Up and Sit Ups	Arlington, VA	29,098	11,271
Alexis Reed / Flecks of Lex	Silver Spring, MD	12,627	10,070
Romin Shahpouri	Washington, DC	9,762	9,753
Noémie V. Gaines	Hyattsville, MD	8,480	8,365
Lauren Edmondson / Awakened Yogi	Falls Church, VA	8,781	6,261

Ozone Action Week: Digital Ambassadors

Metrics

Influencers Engaged	15
Total Impressions	109,034
Total Engagements	16,714
Likes on Content	12,218
Comments on Content	642
Content Shares	133
Content Saves	3,764
Clicks to Website	64

OAW Selected Ambassador Instagram Posts



spitupandsitups • Follow
Arlington, Virginia

spitupandsitups [#AD] Show us how you and your family are reducing pollution during Ozone Action Week. Tell me your best tip in the comments or on your own post with #CAPOzoneAction!

Ozone Action Week runs from August 3-7 and was created by Clean Air Partners to increase awareness around ground-level ozone pollution during the summer months when it is at its highest levels. Poor air quality days impact our friends, neighbors, children, family, coworkers, and our environment. It also presents a great danger for our DMV area residents to breathe. For its inaugural week, let's share our tips

172 likes
AUGUST 3



rominandyusa • Follow
Washington D.C.

rominandyusa [#sponsored] // Hello friends, Romin here. I'm coming to you all for a CALL TO ACTION. I'm teaming up with Clean Air Partners for Ozone Action Week to help decrease the pollution in our air. It's no secret that our Ozone layer has been in trouble for some time now and this is your chance to make a HUGE impact on our home planet, you'll be surprised what will help. Obviously the biggest one, driving gas-powered vehicles is the number one way most of us contribute to ground-level ozone pollution, so let's explore other forms of transportation like bicycles and help decrease your city's pollution little by little. Plants always help cleanse the air so planting trees and/or planting a garden will help, turn the

752 likes
AUGUST 4



chelseyaetdc • Follow
Washington D.C.

chelseyaetdc Stop and smell the fresh air! 🌿
#ad Something not too many people think about is how lucky we are to have clean air! That's why I'm working with Clean Air Partners to promote Ozone Action Week on August 3-7th! There are a few simple ways to improve the air quality around us. My favorite being that gardening is a great way to produce clean oxygen and reduce carbon dioxide from the air. This includes planting trees, native plants, wildflowers, shrubs, along with this vegetable garden! You could also use a gas or electric grill, rather than a charcoal grill. Even by eating local food when possible reduces the pollution from food

1,006 likes
AUGUST 5



maiya.pilar • Follow

maiya.pilar Ozone Action Week : Aug. 3-7, 2020

#ad Join me as I celebrate Ozone Action Week from August 3-7, 2020 with my friends at Clean Air Partners! During this week, Clean Air Partners' mission is to increase the awareness of air quality with tips on how individuals and families can reduce air pollution. As an asthmatic and someone who is invested in my health and the health of my environment, I believe it's imperative to do my part to lend a helping hand. In this video, I share a few tips on how you can do the same.

With the current health pandemic, now is the time to take control of your health and this is a great way

715 views
AUGUST 3



melodyparryjones • Following
Arlington, Virginia

melodyparryjones We are the Gardeners, Summer 2020 edition

Our family loves planting, gardening, and filling our yard with wildflowers that attract pollinators. Planting is always one of my favorite times of the year, and I love when we're finally able to enjoy the fruits of our labor. This year we have cucumbers, tomatoes, peppers, eggplant, mustard & lettuce greens, and herbs.

Planting wildflowers, native shrubs, or a garden is so important for our earth because they take carbon dioxide out of the air and release oxygen, cleaning the air and reducing pollution. Planting a

107 likes
AUGUST 5



hipmamasplace
Riverview Estates, Manassas

6,715 likes

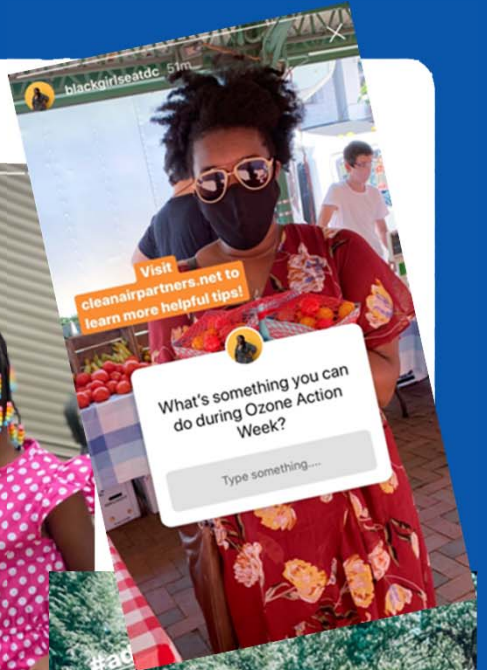
hipmamasplace August 3-7, 2020 is Clean Air Partners' Ozone Action Week and I'm glad to have partnered with them once again to help increase awareness around simple actions that residents in the greater metropolitan Baltimore-Washington region can take to improve air quality.

#AD By taking simple actions, not only do we help improve air quality, we also reduce pollution and



OAW Selected Ambassador Instagram Stories

Fun Fact:
There are over 26,000 charging stations in the U.S.



OAW Selected Ambassador Facebook Posts

Black Girls Eat DC is at Eastern Market
 August 3 · Washington, DC · 🌐

Black and Brown people are the most negatively impacted by the effects of climate change, including poor air quality; it's called environmental racism.

#Sponsored That's why I've partnered with [Clean Air Partners](#) to celebrate Ozone Action Week, Aug 3-7 and highlight simple things we can all do to make a difference in our air. One thing I encourage is supporting local farmers when possible; they drive much shorter distances to provide food which reduces emissions. Also cut down on your own emissions by walking or biking to your local grocer, farmers market, or restaurant. #CAPOzoneAction What are some of the ways you all will ACT for Ozone Action Week?

📍 @blackgirlseatsdc
 FOLLOW @blackgirlseatsdc for more



Simmer Down with Noemie
 August 3 · 🌐

She may be young, but baby girl is definitely developing a green thumb! #ad In honor of Ozone Action Week this week, I've been teaching Emery about how we can do our part to improve the air quality in our neighborhood! Today's lesson is all about plants and gardening, which actually helps clean the air.

How will you and your families contribute this week?? Let me know in the comments, and be sure to share any tips or suggestions by tagging #CAPOzoneAction to spread the word 🌱 See Less

👍❤️🗨️🔗

Write a comment...

Awakened Yogi
 August 4 · 🌐

Did you know driving gas-powered cars is the #1 way the average person contributes to ground-level pollution? Biking or walking whenever you can is a fun way to do your part. Plus, your body will love you for it! Our bodies need movement to thrive. 🚲 I'm super excited to be moving out closer to the city next month where I can walk or bike to pretty much anything I need.

I'm working with [Clean Air Partners](#) to help promote Ozone Action Week, happening this week - August 3-7. 🚫 Poor air quality is terrible for our health & wellness, with symptoms ranging from asthma to cancer. Let's work together to reduce ground-level ozone pollution. Think about how you can do your part this week and every week, and use hashtag #CAPOzoneAction to share! www.cleanairpartners.net #sponsored



👍❤️🗨️🔗 1 Comment



Akeeba Maze
 August 5 · 🌐

#sponsored Do you want clean air for your child to breathe? Vote yes or no lol. August 3-7 is Ozone Action Week - a reminder to teach our kids about reducing air pollution. Your child may very well be the one who invents great alternatives to the top sources of air pollution. Comment what you're doing to model reducing air pollution and spark an interest in developing clean air in your children! Check out the link in my description for more ideas on reducing air pollution! #CAPOzoneAction

...
 #scienceeducation #homeschool

See Less

👍❤️🗨️🔗

Up Next

What Systemic ...

Comments

Write a comment...



Flecks of Lex
 August 3 · 🌐

#sponsored

This week kicks off #OzoneActionWeek, so I am joining my friends at Clean Air Partners to share tips for how we can each do our part in helping to improve our air quality. You know that I'm an outdoorsy woman, plus I loooooove Mother Nature, so good air quality is extremely important to me. Let me break it down to you this way: One of the only places we can go to the outdoors, so don't we want to enjoy the air we're breathing?

























Check out my Instagram Stories for tips on how to help improve our air quality. Do you have some tips to share? Please share them in the comments!

Ozone Action Week runs from August 3-7. Clean Air Partners is dedicated to educating and empowering individuals and organizations in the Baltimore-Washington Region to take simple actions to improve air quality, reduce pollution, and protect public health. Visit www.cleanairpartners.net for more information, and also to check the current air quality in our region. #CAPOzoneAction

Write a comment...



OAW Digital Ambassador Selected Comments

-  **flightssandfoods** I'm definitely getting some produce from the farm. 😊 Great message.
4w Reply
-  **fabworkingmomjulie** Ooh what a great week! Unplugging items not in use is a good one. And not leaving lights on during the day when you have sunlight
4w 1 like Reply
-  **daniellajaramillomua** Me encanto el mensaje ❤️ hermosos tus nenes
4w 1 like Reply
-  **jennythevoice** @daniellajaramillomua muchas gracias Daniella 😊
4w Reply
-  **stylechicksdotcom** Our family tries to group errands together so we aren't using our car everyday. And most warm days, using a good fan instead of the AC does the trick!
4w 1 like Reply
-  **spitupandsitups** @fabworkingmomjulie Great tips!
4w Reply
-  **hipmamasplace** @stylechicksdotcom That's one way to save energy and contribute to cleaner air! Thanks for sharing your tip!
4w Reply
-  **covidcuisine** I love this!! I get produce from Hungry Harvest, which is an anti-food waste organization that partners with local farmers. Great way to reduce food waste and keep it local! Also walk everywhere 🙌
4w Reply
-  **girlintheredshoes** Oh such great tips!
4w 1 like Reply
-  **misskren** Me encanto esto! I will check #ozoneactionweek
4w 1 like Reply
-  **shewho_wanders** Thanks so much for sharing all these tips! Really important to raise awareness about it
4w Reply
-  **spitupandsitups** @girlintheredshoes Thanks!
4w Reply
-  **jennythevoice** @misskren gracias 😊
4w Reply
-  **jenblanca** Our air quality is frequently bad out here, but it's nice to see more people out walking/biking
4w Reply
-  **sunshineandholly** These are awesome tips! I try to keep all the lights off during the day too to save energy.
4w Reply
-  **lomastrendymiami** Awesome pic! And thank you for sharing my dear about Ozone Action Week 🍀👏
4w 1 like Reply
-  **mommyblogexpert** So important for everyone to do their part to protect the air for our families and reduce air pollution for future generations.
4w Reply
-  **themuseumgirlblog** So important! Thank you for sharing! 💕
4w Reply
-  **jennythevoice** @lomastrendymiami thank you dear
4w Reply
-  **diaryofatravelingeatie** I love this, and it's so important. Thank you for sharing! ❤️ I walk wherever I can and try my best to buy local. I also recently bought reusable bags and napkins so I use less plastic and paper.
4w Reply
-  **mamelatina** 🌊 I didn't know it was ozone week! Great project.
4w Reply
-  **somehowimnotfat** Such an important cause!!! One of the positive things about covid is that we have cleaner air!!
4w 1 like Reply
-  **chelseyeatsdc** @somehowimnotfat so true!
4w Reply
-  **camly.me** That's amazing to spread how to be a part of cleaner air in your area.
4w Reply

#CAPOzoneaction Content Highlights

Clean Air Partners
July 31 · 🌐

Ready for Ozone Action Week next week? See all of the challenges at <http://www.cleanairpartners.net/ozone-action-week> and join us and our board members **SMECO PepcoConnect** and **Washington Gas** to reduce ground-level ozone pollution when it's at its greatest: during the summer months. #CAPOzoneAction



Ozone Action Week | Clean Air Partners

Ozone Action Week Climate Change

1,584

People Reached

28

Engagement

👍 4

Clean Air Partners
@CleanAirPartner

So, were you part of the #quarantine #gardening trend? We want to see your CO2-breathing, air-cleaning plant babies and garden hauls – take a photo, tag us, and include #CAPOzoneAction cleanairpartners.net/ozone-action-w...

10:02 AM · Aug 5, 2020 · TweetDeck

View Tweet activity

16 Retweets 6 Quote Tweets 106 Likes

Clean Air Partners @CleanAirPartner · Jul 28

Next week - Aug. 3 - 7 - is Ozone Action Week. Join us for a week of challenges to reduce ground-level #ozone and help save #Maryland, #NoVA & #DC lungs. #CAPOzoneAction cleanairpartners.net/ozone-action-w...

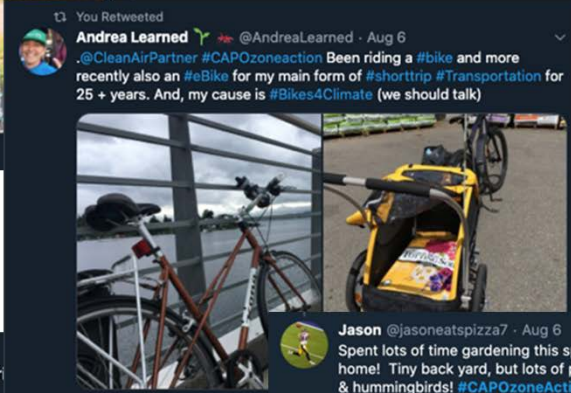
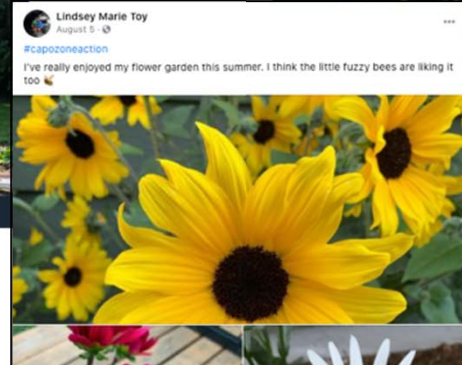
4 6

Clean Air Partners @CleanAirPartner · Aug 7

When you #cook, opt for #local ingredients and prefer gas or electric #grills over charcoal. Show us the environmentally friendly meals you're making by tagging us and including #CAPOzoneAction cleanairpartners.net/ozone-action-w...

2 13 94

#CAPOzoneaction Community Highlights



#CAPOzoneaction Partner Highlights

VDOT Northern VA @VaDOTNOVA · Aug 6
 Telework for our small but mighty team of 5 = 🟢. 🐾 how many miles we've saved so far during COVID!

👤: 2 mi x 5 + 0 TW = 10 mi
 😊: 12 mi x 4 + 1 TW = 48 mi
 🍷: 26 mi x 4 + 1 TW = 104 mi
 🍷: 74 mi x 4 + 1 TW = 296 mi
 🍷: 142 mi x 3 + 2 TW = 426 mi

🇺🇸 884 mi x 21 wks = 18,564 mi



Washington Gas @washingtongas · Aug 7
 For your final @CleanAirPartner #CAPOzoneAction challenge, use the hashtag to show us what you're #cooking up with conscience, from selecting #local products to #grilling with gas or electric vs. charcoal. cleanairpartners.net/ozone-action-w...



Virginia DEQ @VirginiaDEQ · Aug 4
 Despite Virginia's record-breaking heat & a Tropical Storm Warning, we've had low levels of ozone pollution – good news for those that exercise outdoors! Be sure to check the Air Quality Index (fa1.cn/39xEU). When green, it's safe to exercise outdoors #CAPOzoneAction



Washington, DC Moms @CleanAirMoms_DC · Aug 3
 It's Ozone Awareness Week, and we're teaming up with @CleanAirPartner to bring you tips to reduce ground-level #ozone this summer. Today's challenge: show us how you stay cool in an energy efficient way. Be sure to include the hashtag #CAPOzoneAction! cleanairpartners.net/ozone-action-w...



COPD Foundation @COPDFoundation · Aug 7
 Did you know? Ground-level ozone is at its highest in the summer months. Read more about @CleanAirPartner #CAPOzoneAction Week here. cleanairpartners.net/ozone-action-w...! #COPD



Metro Forward August 7
 Did you know today marks the last day of Ozone Action Week? Metro is committed to improving air quality by offering affordable, safe, and efficient transportation. Last year, our services helped the region avoid tailpipe emissions equal to 300,000 metric tons of CO2- the equivalent to emissions from burning approximately 40 million gallons of gasoline. Learn more about our clean air strategies here: <https://wmata.com/initiatives/sustainability/Clean-Air.cfm> #CAPOzoneAction



Breathe DC @BreatheDC · Aug 3
 It's Ozone Awareness Week! Check out @CleanAirMoms_DC and @CleanAirPartner for tips to reduce ground-level #ozone this summer. Here's one way we stay cool and energy efficient: THE TOE DIP! Cool feet help your whole body feel cooler. 🍷 #CAPOzoneAction #breathehealthy



2020 OZONE ACTION WEEK

#CAPozoneaction

SOCIAL MEDIA/DIGITAL OUTREACH RESULTS

Impressions on Owned & Influencer Content	727,515
Total Engagements	29,046
Influencers Engaged	15
Meteorologists Engaged	10
New Social Follows	32
Public Hashtag Uses	157

Partner Outreach

These partners and board organizations participated in #CAPairweek & #CAPozoneaction activities:

- Alexandria T&ES
- Baltimore Metropolitan Council
- Casey Trees
- COPD Foundation
- DC Department of Energy & Environment
- Go DC Go (DDOT)
- Maryland Department of Environment
- Metro Forward/Wmata
- Montgomery County Department of Environmental Protection
- Moms Clean Air Force
- One Montgomery Green
- Pepco
- SMECO
- Virginia DEQ
- Virginia Green Initiative
- Virginia DOT NoVA
- Washington Gas

THANK YOU!!

Upcoming Fall Efforts & Partnerships

- **Car Free Day** – September 22 – in partnership with Commuter Connections
- **Energy Efficiency Day** – October 7
- **Children’s Health Day** – October 8
- **Home Heating Guide** social content
- **Eco-driving Holiday Mini-Campaign** – Nov 10 - Dec 15
- **Continued Meteorologist Outreach**



CLEAN AIR
PARTNERS

Thank You