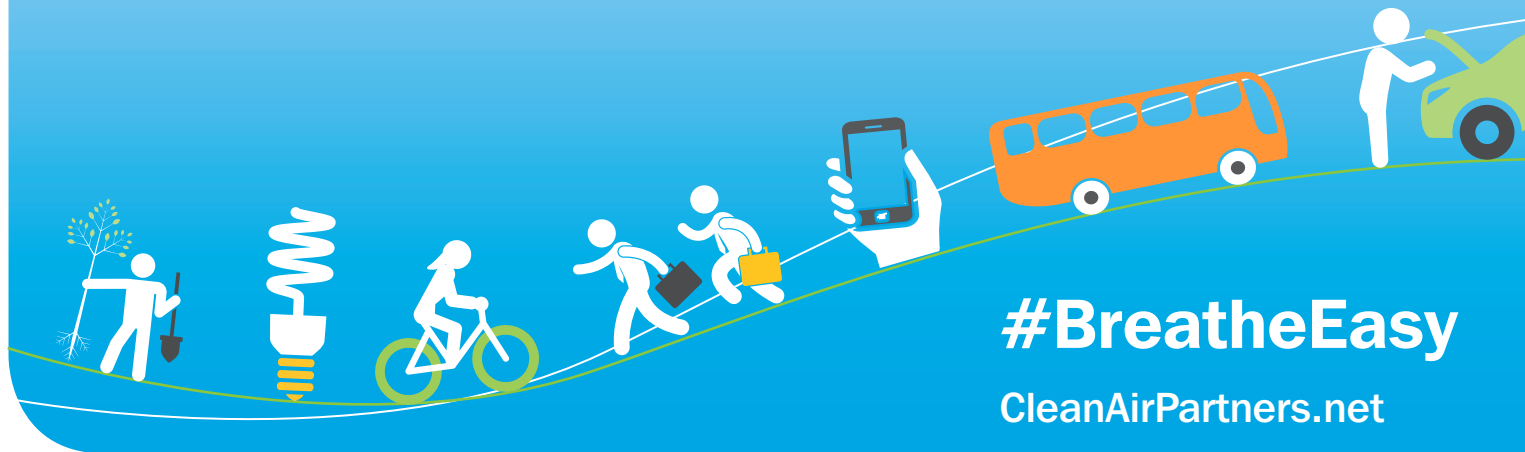




# Toolkit

Clean Air Partners  
Promotional Items



## WHY YOU SHOULD GIVE A DARN

This piece explores the state of the air in the greater metro Baltimore-Washington region and how it affects us all. It gives some simple everyday actions to improve air quality.

It's currently available as a web-based infographic. If using on social media, please request the title image to use with the post and link to the Clean Air Partners website.

[www.cleanairpartners.net/uploadimages/CAP\\_Give\\_a\\_Darn\\_Infographic\\_FINAL.pdf](http://www.cleanairpartners.net/uploadimages/CAP_Give_a_Darn_Infographic_FINAL.pdf)



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# KEEPING YOUR LUNGS HAPPY

An informative guide that provides simple tips residents can take during Code Green, Yellow, Orange, and Red air quality days. This fun, visual piece is available in various sizes for social media and web use.

If using image on social media, please request the title image and link to the Clean Air Partners website.

Available in English and Spanish.

English: [www.cleanairpartners.net/uploadimages/CAP\\_Air\\_Quality\\_Infographic2014.pdf](http://www.cleanairpartners.net/uploadimages/CAP_Air_Quality_Infographic2014.pdf)

Spanish: [www.cleanairpartners.net/uploadimages/CAP\\_Air\\_Quality\\_Infographic2014\\_Spanish.pdf](http://www.cleanairpartners.net/uploadimages/CAP_Air_Quality_Infographic2014_Spanish.pdf)



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**CLEAN AIR PARTNERS' GUIDE TO Keeping Your Lungs Happy**

Before you venture outdoors, check your air quality through Clean Air Partners' Air Quality App. Visit [CleanAirPartners.net](http://CleanAirPartners.net) for more information!

Unfamiliar with the Clean Air Partners Air Quality Action Guide? That's okay! Take a look at the snapshot below to learn how to protect your health and improve our region's air quality.

**CODE GREEN**  
Good  
Your lungs have nothing to worry about – not, please, help keep your air clean. Need some recommendations? Clean Air Partners has you covered. Enjoy the great outdoors!

**CODE YELLOW**  
Caution  
Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.

**CODE ORANGE**  
UNHEALTHY FOR SENSITIVE GROUPS  
Pollution levels are harmful to our region's sensitive groups. Limit your physical outdoor activity.

**CODE RED**  
UNHEALTHY FOR EVERYONE  
Everyone should limit strenuous outdoor activity during Code Red – air quality is unhealthy to breathe for all.

#BreatheEasy this summer and download the Clean Air Partners Air Quality App to discover simple ways you can improve our region's air quality, protect your health, and improve the environment.

[CleanAirPartners.net](http://CleanAirPartners.net)

**GUÍA DE CLEAN AIR PARTNERS PARA Mantener sus pulmones felices**

Antes de aventurarse al aire libre, revise la calidad del aire con el Air Quality App de Clean Air Partners. Visite [CleanAirPartners.net](http://CleanAirPartners.net) para más información!

¡Este contenido es una guía de acciones para calidad del aire de Clean Air Partners! ¡No los considere como un consejo o sugerencia para tomar o no tomar una decisión o elegir un método o material o material de calidad del aire de buena calidad!

**CÓDIGO VERDE**  
Buena  
Sus pulmones no tienen nada de qué preocuparse – pero sí quieren a mantener el aire limpio. ¿Necesita recomendaciones? Clean Air Partners se las da. Disfrute al aire libre!

**CÓDIGO AMARILLO**  
Atención  
Hay algo de contaminación en el aire. Los grupos sensibles (niños, adultos mayores, personas con problemas respiratorios o pulmonares y deportistas en actividad al aire libre) deben tener mucho cuidado al pasar tiempo al aire libre.

**CÓDIGO ANARANADO**  
INADecuado PARA GRUPOS SENSIBLES  
Los niveles de contaminación son nocivos para los grupos sensibles de nuestra región. Limite su actividad física al aire libre.

**CÓDIGO ROJO**  
INADecuado PARA TODOS  
Todos deben limitar su actividad intensa al aire libre durante el Código Rojo. La calidad del aire es nociva para todos.

#BreatheEasy este verano y descargue el Air Quality App de Clean Air Partners para descubrir cómo puede mejorar la calidad del aire en su región, proteger su salud, y mejorar el medio ambiente.

[CleanAirPartners.net](http://CleanAirPartners.net)

## AIR QUALITY ACTION GUIDE

Our widely-used action guide provides simple steps individuals can take to improve air quality and protect their health.

The guide makes a great handout or rack card in your office or front lobby.

Rack cards are available for print. Guide is available for download (available in English and Spanish).

English: [www.cleanairpartners.net/uploadimages/action\\_guide14.pdf](http://www.cleanairpartners.net/uploadimages/action_guide14.pdf)

Spanish: [www.cleanairpartners.net/uploadimages/action\\_guide14\\_spanish.pdf](http://www.cleanairpartners.net/uploadimages/action_guide14_spanish.pdf)



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### You can do something every day to improve the air we breathe.

**Download the Air Quality App** to know your daily and three-day air quality forecast.

**Limit driving.** Telework, carpool or vanpool, or take public transit.

**Save Energy.** Make energy efficient changes around your house and workplace.

**Get Exercise.** Walking or riding a bike on short trips will save gas and help protect the air.

**Talk to your kid's school** to request Clean Air Partners' air quality curriculum, "On the Air".

For more information visit: [www.cleanairpartners.net](http://www.cleanairpartners.net) **#BreatheEasy**



## AIR QUALITY ACTION GUIDE

Your "how to" guide for cleaner air

Air Quality Rating	Steps to Protect Your Health and Our Environment
<b>GOOD</b> 0-50	Enjoy the great outdoors. <ul style="list-style-type: none"><li>- Rather than drive - bike or walk when possible.</li><li>- Conserve energy. Replace incandescent bulbs with CFLs.</li><li>- Plant a tree to improve health and air quality.</li></ul>
<b>MODERATE</b> 51-100	Some pollution. Even moderate levels pose risks to highly sensitive groups. <ul style="list-style-type: none"><li>- Bundle errands. Eliminate unnecessary trips.</li><li>- Check the Air Quality App to see if tomorrow's forecast is unhealthy.</li><li>- Perform regular maintenance on your car.</li></ul>
<b>UNHEALTHY</b> For Sensitive Groups 101-150	Pollution levels are harmful to children, older adults and anyone with a respiratory or heart condition. Limit physical outdoor activity. <ul style="list-style-type: none"><li>- Don't drive alone. Carpool, take public transit.</li><li>- Refuel your car in the evening.</li><li>- Put off lawn care until air quality improves.</li><li>- Use a gas or electric grill instead of charcoal.</li></ul>
<b>UNHEALTHY</b> 151-200	Everyone should limit strenuous outdoor activity when the air is unhealthy to breathe. <ul style="list-style-type: none"><li>- Telework and take public transit.</li><li>- Turn off lights and electronics when not in use.</li><li>- Avoid lawn mowing or use an electric mower.</li><li>- Sign up for health alerts at <a href="http://cleanairpartners.net">cleanairpartners.net</a>.</li><li>- Don't use chemicals on your lawn and garden.</li></ul>
<b>VERY UNHEALTHY</b> 201-300	Pollution levels are very unhealthy for everyone. Avoid any physical outdoor activity. <ul style="list-style-type: none"><li>- Follow all of the action steps above.</li></ul>

**#BreatheEasy** this summer and download the Clean Air Partners Air Quality App to discover simple steps to improve air quality, protect public health, and reduce greenhouse gas emissions.

## GUIDE TO HEATING YOUR HOME

This fall and winter inspired guide provides helpful wood-burning and home heating tips to help reduce energy costs and harmful air pollutants (from smoke). This informative piece is available in various sizes for social media, and web use.

If using image on social media, please request the title image and link to the Clean Air Partners website.

[www.cleanairpartners.net/uploadimages/CAP\\_Guide\\_To\\_Heating\\_Your\\_Home\\_FINAL.pdf](http://www.cleanairpartners.net/uploadimages/CAP_Guide_To_Heating_Your_Home_FINAL.pdf)



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## GREEN GUIDE TO THE HOLIDAYS

This festive piece illustrates very easy, holiday-inspired tips and best practices to keep energy costs down, purchase environmentally friendly gifts and decorations, and stay off the naughty list during the holiday season. This infographic is available in various sizes for social media and web use.

If using image on social media, please request the title image and link to the Clean Air Partners website.

[www.cleanairpartners.net/uploadimages/](http://www.cleanairpartners.net/uploadimages/)

[CAP\\_Green\\_Guide\\_To\\_The\\_Holidays\\_FINAL.pdf](#)



# Toolkit

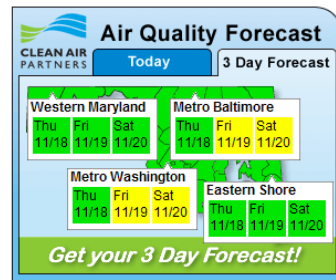
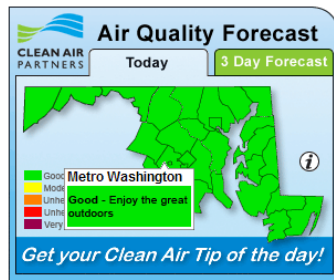
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## AIR QUALITY WIDGET

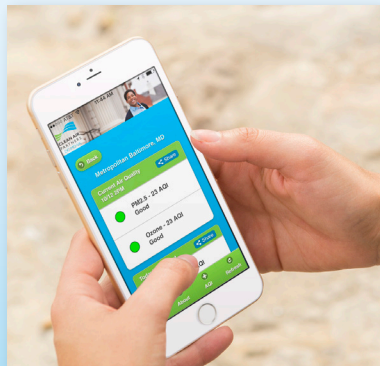
Embed this widget on your website and give your users the most current air quality forecast information. The widget includes a daily and three-day air quality forecast, a clean air “tip of the day”, and links to the Clean Air Partners website.

[www.cleanairpartners.net/widget.cfm](http://www.cleanairpartners.net/widget.cfm)



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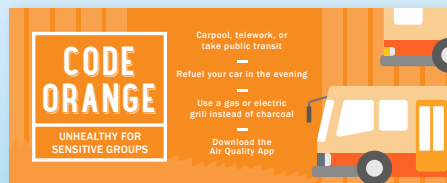
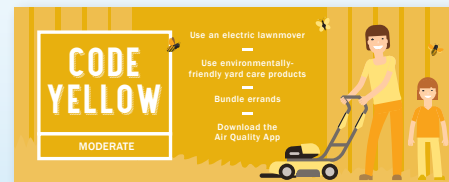


## AIR QUALITY APP

Encourage team members, co-workers, friends, and family to download the Clean Air Partners App—allowing area residents to get real-time air quality forecasts, current air quality information, and alerts when the air is unhealthy to breathe via their smartphone. The app is available for free download at iTunes under “Weather” and at Google Play for Android users.

## SOCIAL AND DIGITAL CONTENT

During Air Quality Awareness Week, use these helpful digital pieces in your social media channels or on your website throughout the week!



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## #BREATHEASY ADS

Prompt your audience to stay in the know about air quality by downloading the Air Quality App or by taking simple actions like using public transit to improve air quality!

All ads can be customized to various sizes and allow for your organization's logo.



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# MAGNETS

Help Clean Air Partners keep air quality top of mind by giving out Keeping Your Lungs Happy refrigerator magnets.

Available in English and Spanish.



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### Keeping Your Lungs Happy

Visit [CleanAirPartners.net](http://CleanAirPartners.net) to download our free Air Quality App and discover additional steps you can take each day to improve our region's air quality, protect your health, and improve the environment.

Get outside!

**CODE GREEN**  
GOOD

Your lungs have nothing to worry about—but, please help keep your air clean. Enjoy the great outdoors!

Careful, if you're at risk.

**CODE YELLOW**  
MODERATE

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.

No soccer practice today-hi. And no walks in the park Grandpa.

**CODE ORANGE**  
UNHEALTHY FOR SENSITIVE GROUPS

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.

Don't go for a run like I just did. "cough, cough"

**CODE RED**  
UNHEALTHY FOR EVERYONE

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.

CleanAirPartners.net

**CLEAN AIR PARTNERS**  
DC-MD-VA

¡Estos pasos sencillos pueden proteger su salud!

Calificación de la calidad del aire	Pasos para proteger su salud
<b>BUENO</b> 0-50	La contaminación del aire representa poco o ningún riesgo para la salud. Disfrute al aire libre.
<b>MODERADO</b> 51-100	Algo de contaminación. Incluso los niveles moderados representan riesgos para grupos altamente sensibles.
<b>INSALUBRE</b> Para grupos sensibles 101-150	Los niveles de contaminación son nocivos para los niños, adultos mayores y cualquiera con problemas respiratorios o cardíacos. Limite la actividad física al aire libre.
<b>INSALUBRE</b> 151-200	Todos deben limitar la actividad intensa al aire libre cuando el aire es nocivo para respirar.
<b>MUY INSALUBRE</b> 201-300	Los niveles de contaminación son muy nocivos para todos. Evite cualquier actividad física al aire libre.

Visite [CleanAirPartners.net](http://CleanAirPartners.net) para descargar nuestro Air Quality App gratis y descubra nuevas maneras de proteger su salud y mejorar la calidad del aire en nuestra región.

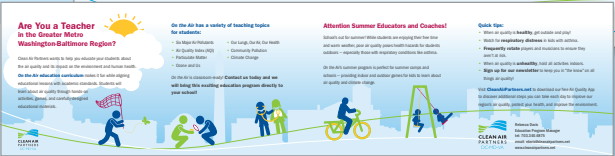
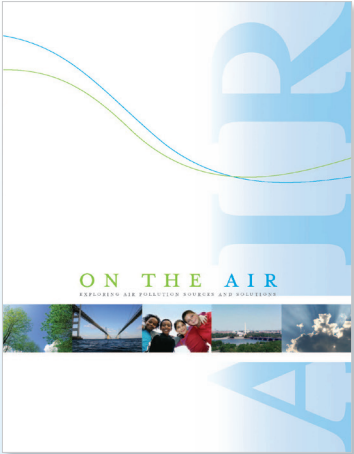
# ON THE AIR CURRICULUM

Clean Air Partners' *On the Air* curriculum is an interactive teaching kit designed to help educate students about the affect poor air quality has on their health and the environment. Using hands-on activities such as labs and investigations, *On the Air* inspires students to explore their environment and learn about air pollution topics. Contact Clean Air Partners to request the curriculum.

Engage with teachers or simply rest this fun cube-shaped education piece on your desk! The new *On the Air* brochure illustrates student and environment-related activities and topics taught in the curriculum.

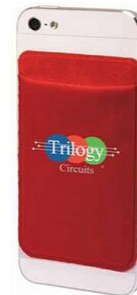


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## CROSS-PROMOTIONAL ITEMS

Support a healthier region and promote your organization through co-branded environmentally-conscious promotional items, such as notebooks, pedometers, smartphone sleeves, or something of your choice. These are great giveaways for your next event!



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Promotional Items



*If you would like to obtain materials or if you have any questions, please contact:*

**Jennifer Desimone**

Managing Director Clean Air Partners

1-877-515-4593 ext. 2

[jdesimone@mwkog.org](mailto:jdesimone@mwkog.org)

[CleanAirPartners.net](http://CleanAirPartners.net)