

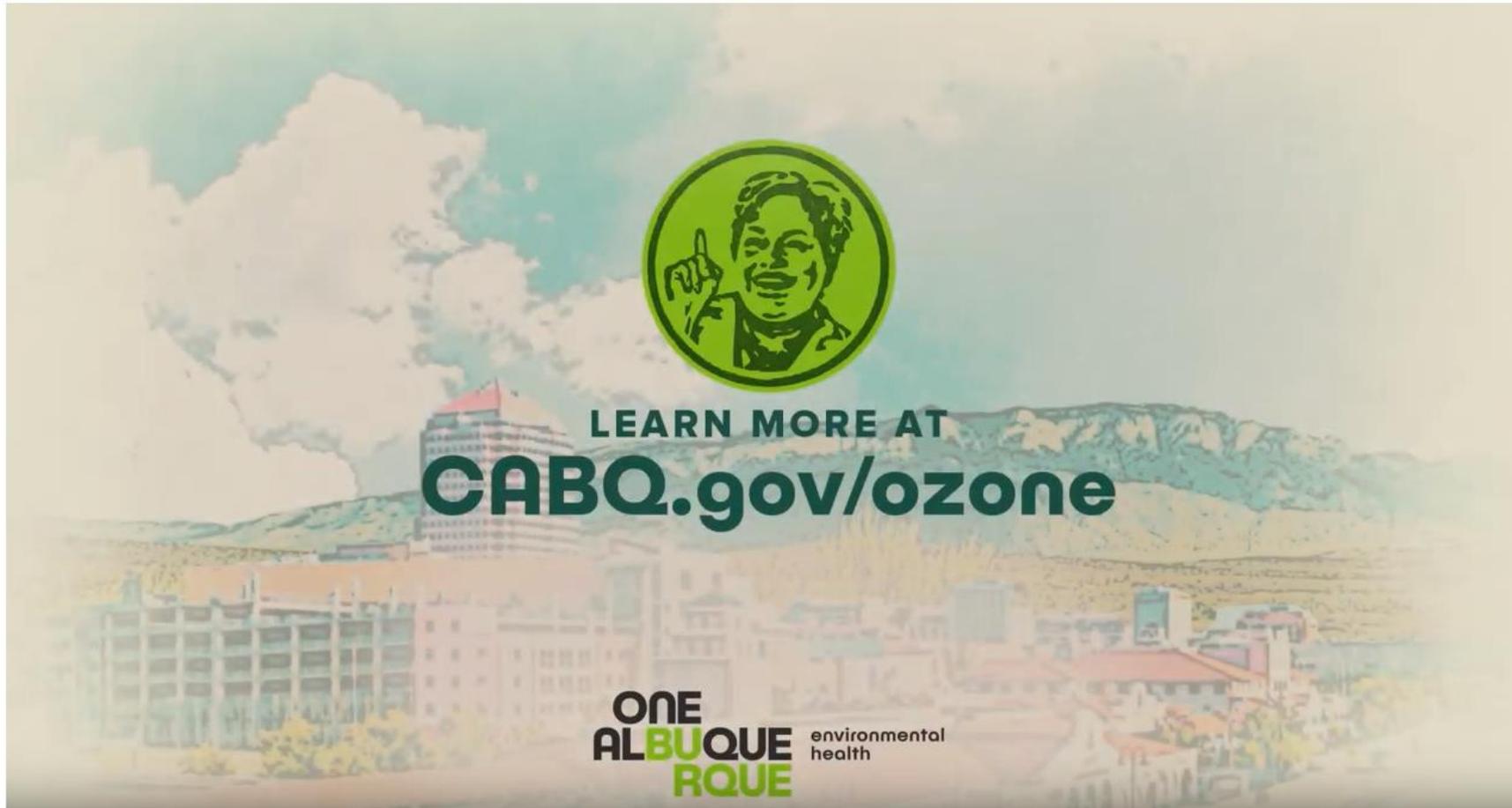
Ground-Level Ozone Awareness Campaign

Erin Engelbrecht
Environmental Health Community Liaison
Air Quality Board August 14, 2019



OPPORTUNITY

As the ground-level ozone level rises, the City of Albuquerque is committed to engage with community in promoting awareness benefiting our air quality, the environment and public health.



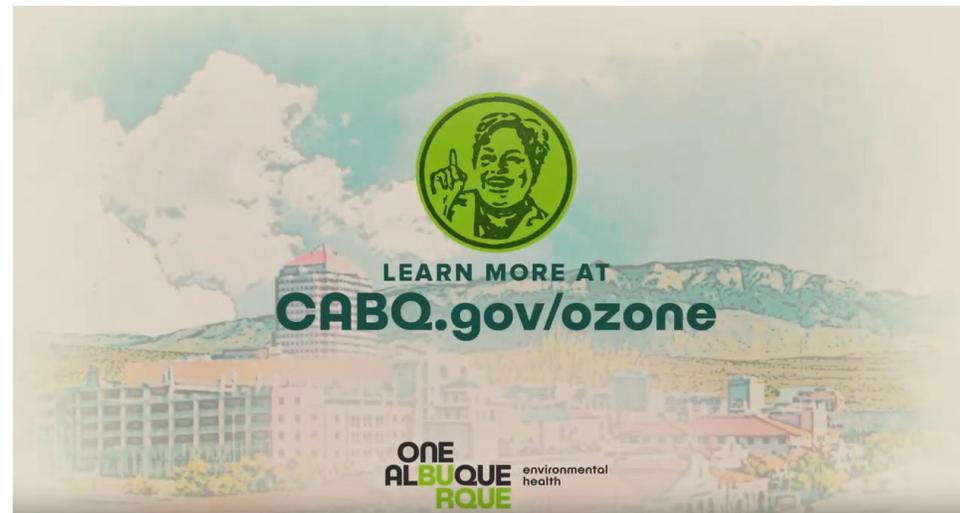
Campaign Goals

Public Awareness of Ground-Level Ozone

- **Causes of Ground Level Ozone**
- **Behavior Change to Protect Health and the Environment**
- **Enhance Air Quality Daily Reports**
- **Health Alerts to Protect Sensitive Groups**

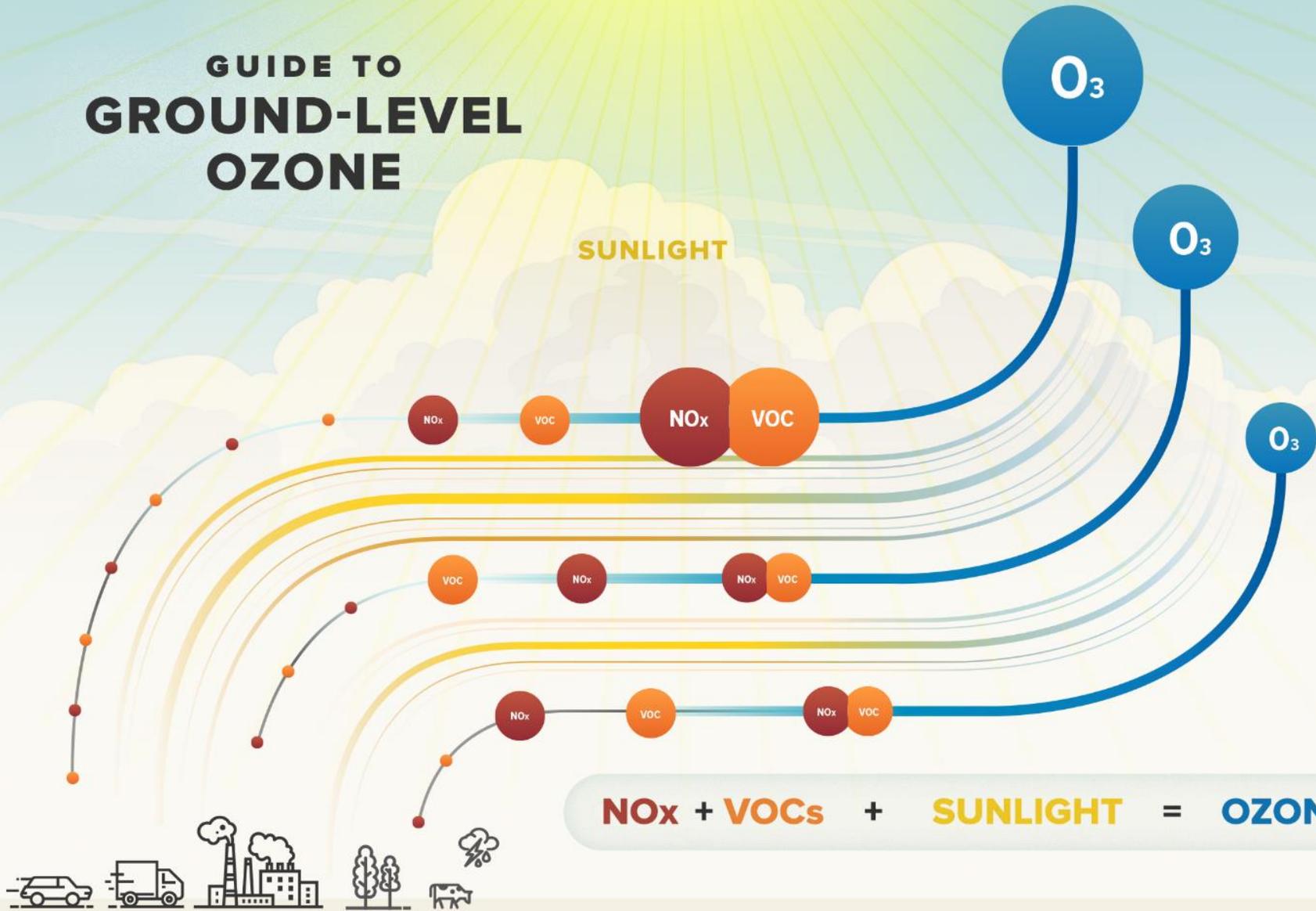
What is Ground-Level Ozone?

- Ground-Level Ozone (O₃) is an invisible pollutant that threatens Albuquerque's air quality; but we have the power to reduce it.
- While some Nitrogen Oxides (NO_x) and Volatile Organic Compounds (VOCs) are naturally occurring (biogenic), most are man-made (anthropogenic).



GUIDE TO GROUND-LEVEL OZONE

SUNLIGHT



MAN-MADE SOURCES

NATURAL SOURCES



Public Awareness

- Website cabq.gov/ozone
- Social Media Twitter and Facebook
- Electronic Billboards
- Water Utility August Inserts
- NextDoor
- Bus system - Bus Wraps & Internal Posters
- Presentations to community
- Multi-lingual Translation & Partner Networks
- Spanish, Chinese, Vietnamese
 - Valley Community Interpreters
 - NM Asian Family Center



Behavior Change – Protect Health and Environment – TIPS

ABUELA'S TIPS



FOR ALBUQUERQUE



BIKE TO WORK TODAY, BEAUTIFUL BOSQUE TOMORROW.

Enjoy the emissions-free ride while you help reduce ground-level ozone.



FILL UP AFTER SUNSET, CLEAR UP THAT SUNRISE.

Fill up your vehicle during the coolest times of day to help reduce ground-level ozone.



UNDERINFLATED TIRES LEAD TO OVERPOLLUTED AIR.

Maintain proper tire pressure to boost your car's performance and our air quality.



EASE UP ON THE GAS, MAKE OUR CLEAN AIR LAST.

Driving over the speed limit is inefficient, dangerous, and generates increased emissions.



IDLING IN THE DRIVE-THRU LANE CAUSES SUPER-SIZE POLLUTION.

A car's idle is inefficient. Turning off your engine instead of idling saves gas and reduces emissions.

Discover more words of wisdom at CABQ.gov/ozone



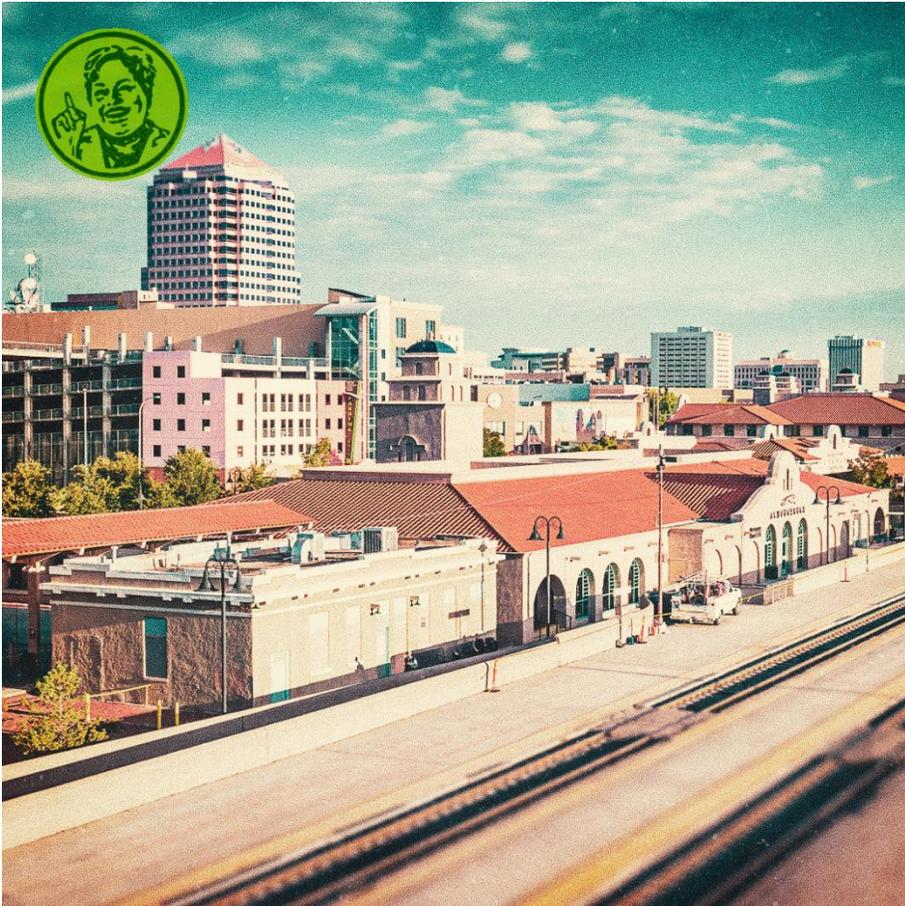
@CABQAIRQuality



@CABQAIR

ONE
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Behavior Change – Protect Health and Environment – TIPS on Social Media



Air pollution makes it hard to breathe, especially for people with lung disease, asthma and respiratory health issues. Be a clean air hero by helping to reduce air pollution for all Burqueños. Visit CABQ.gov/ozone to see how you can help. @NMDOH





Office of
**Neighborhood
Coordination**
Creating Community Together

E Environmental Health Community Liaison Erin Engelbrecht, City of Alb...

Poll: What will you do to protect our air, environment, and health from Ground Level Ozone this summer?

Ground-Level Ozone (O₃) is an invisible pollutant that threatens Albuquerque's air quality; but we have the power to reduce it. While some sources of Ground-Level Ozone are naturally occurring, most are human-made including emissions from vehicles, power plants, and factories along with fumes from paints, solvents, and fuels. From May through September, high levels of O₃ are most likely to occur.

The City of Albuquerque Environmental Health Department is launching a new awareness and prevention campaign on ground-level ozone. Learn more about ground level ozone at <http://www.cabq.gov/ozone>.

Together we can keep ground-level ozone levels down and air quality up.

What will you do to protect our air, environment, and health from Ground Level Ozone this summer?



Choose one:

- I will bike instead of driving whenever possible.
- I will fill up my vehicle during cooler times of the day.
- I will make sure that my tires are properly inflated.
- I will drive the speed limit to reduce emissions.
- I will turn off my engine instead of idling to save gas and reduce emissions.

Vote

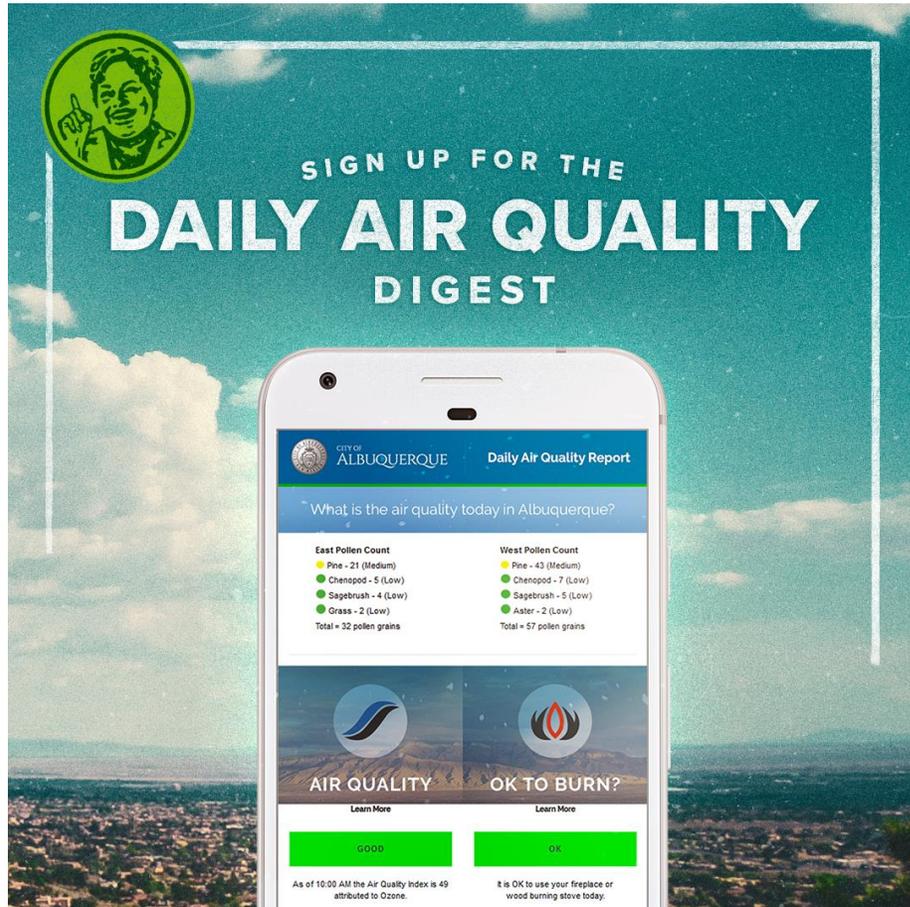
[View results \(7\)](#)

Ground-Level Ozone Prevention Tips from Environmental Health



Ground-Level Ozone (O₃) is an invisible pollutant that threatens Albuquerque's air quality; but we have the power to reduce it. While some Nitrogen Oxides (NO_x) and Volatile Organic Compounds (VOCs) are naturally occurring (biogenic), most are man-made (anthropogenic). For example, emissions from power plants, factories, and vehicles, along with fumes from paints, solvents, and fuels, contain NO_x and VOCs. From May through September high levels of O₃ are most likely to occur. Together we can keep ground-level ozone levels down and air quality up. Learn more about ground level ozone and how you can prevent it at: www.cabq.gov/ozone/tips

Daily Air Quality Info & Sign Up



Stay in the loop about ABQ's air quality with our Daily Air Quality Digest by signing up here:

<https://bit.ly/2MHjBF6>

Resources - Daily Air Quality Report

Today's Air Quality

 **Good**

 **Chenopodiaceae is Medium**

 **Yes, Stove or Fireplace Only**

[Sign Up For Alerts](#)

Air Quality

Today's Air Quality

 Air Quality  Po

Good **Chen**

[View More Pollen Information](#)

 CITY OF ALBUQUERQUE **Air Quality Program**

Thank you for your interest in Albuquerque's air. This subscription includes the following:

- Air Quality Index (Monday - Friday)
- Pollen Count (Monday - Friday)
- Any Health Alerts
- Any Wind or Dust Alerts
- Burn / No Burn Notifications

Email Address

[Subscribe](#)

<http://www.cabq.gov/airquality/>

Resources – Presentations and Digital

Partnerships and Presentations

- Government Agencies
- Neighborhood Associations
- Schools (for all ages)
- Libraries
- Community Center groups
- Non-profits Community Groups
- Health Organizations

Air Quality Resources – Digital

- Website CABQ.gov/ozone
- Twitter [@CABQAir](https://twitter.com/CABQAir)
- Facebook [@CABQAirQuality](https://www.facebook.com/CABQAirQuality)
- NextDoor Nextdoor.com

THANK YOU