

# Wildfire Resources and Outreach

Fresno CSC  
August 10, 2022

# Communicating with Public During Wildfire Events

- Providing accurate and timely health-protective air quality information to the public is a priority
- Utilize social media platforms, mobile apps and local English- and Spanish-language media to get the word out
- Communicate with Valley schools to ensure accurate information to make decisions for their students
- Communicate directly with public through phone calls, email, events throughout Valley to discuss air quality, including wildfire impacts



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Attn: Local news, weather, health and assignment editors

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## Wildfire season is here

*District encourages Valley residents to prepare for smoke impacts from wildfires*

The 2022 Wildfire season has arrived to central California with isolated grass and wildland fires threatening to bring smoke into the San Joaquin Valley. The Valley Air District is encouraging residents to be prepared and plan now for potential poor air quality due to wildfire smoke that might reach the Valley as we head into the hotter, drier time of the year.

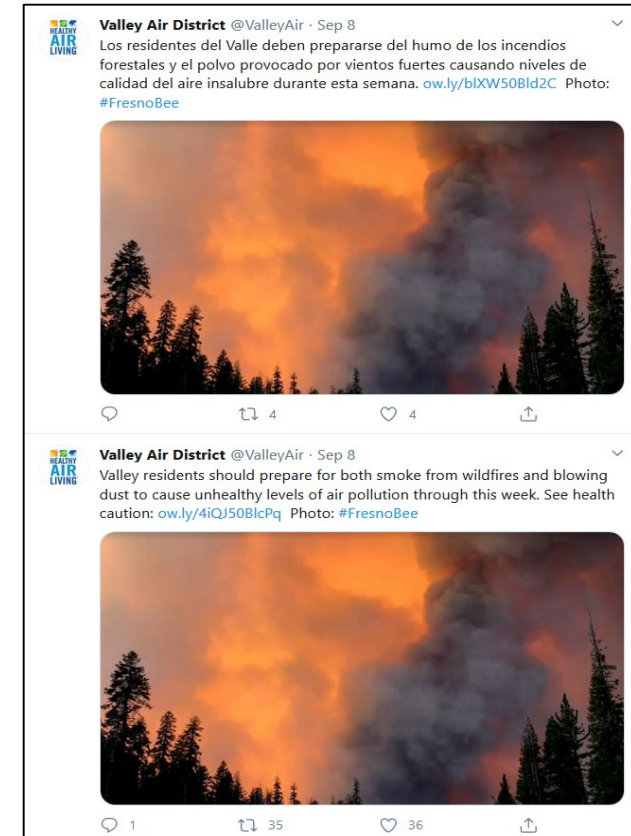
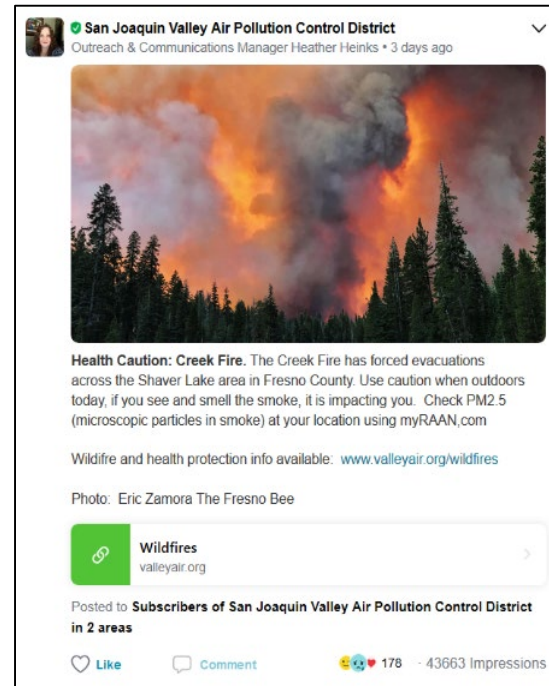
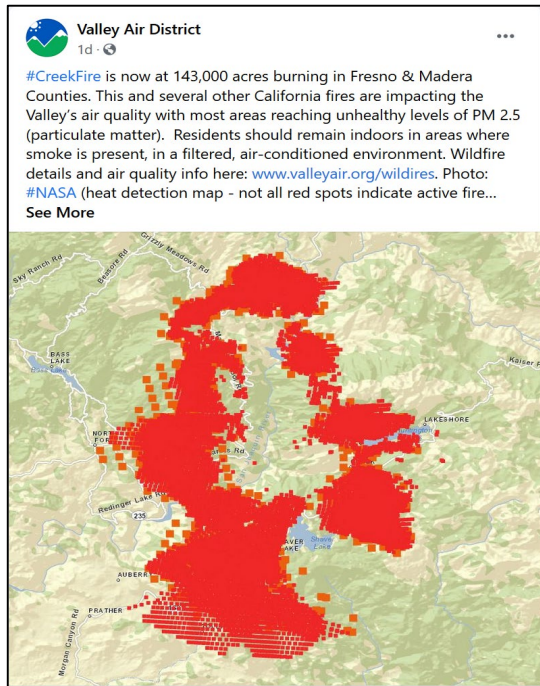
The District reminds residents to change out air filters in their home and set up a [Clean Air Room](#) for when smoke impacts become severe. A Clean Air Room is a room in your home or apartment where you and your family can escape the worst of the smoke impacts from wildfires. Follow these easy steps to create a Clean Air Room:

1. Choose a room where your entire family can relax and spend the majority of their time
2. Prevent smoke from entering the room by tightly closing doors and windows
3. Stay cool. Run fans, window air conditioners or central air conditioning
4. Filter the air in the room with a store-bought air purifier or create a [DIY air purifier](#)
5. Avoid creating smoke or other particles indoors (no candles, no open flame cooking, no smoking)
6. Spend as much time as possible in the clean air room to get the most benefits
7. Remember cloths mask don't work for wildfire smoke, chose N95 masks instead



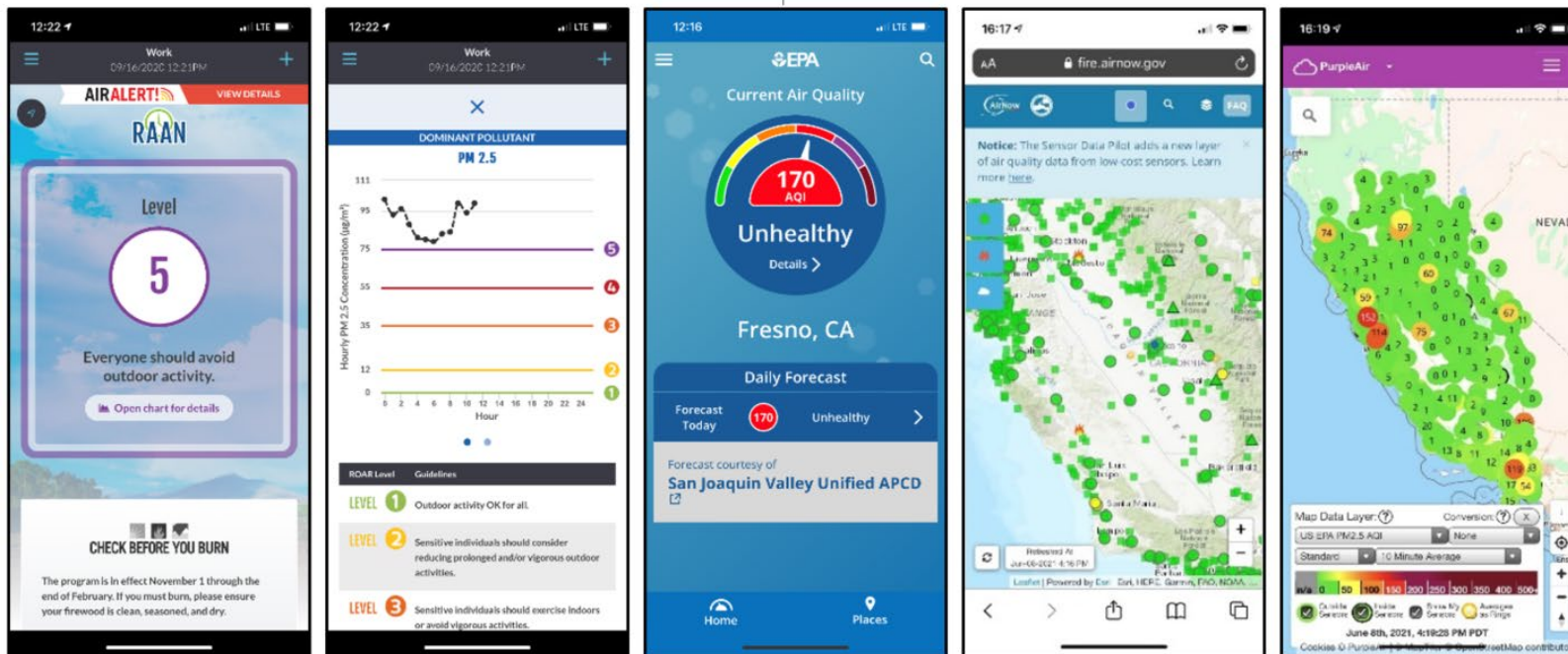
# Increasing Importance of Social Media

- Posting in both English and Spanish on four primary social media accounts
  - Facebook, Twitter, Instagram and Nextdoor



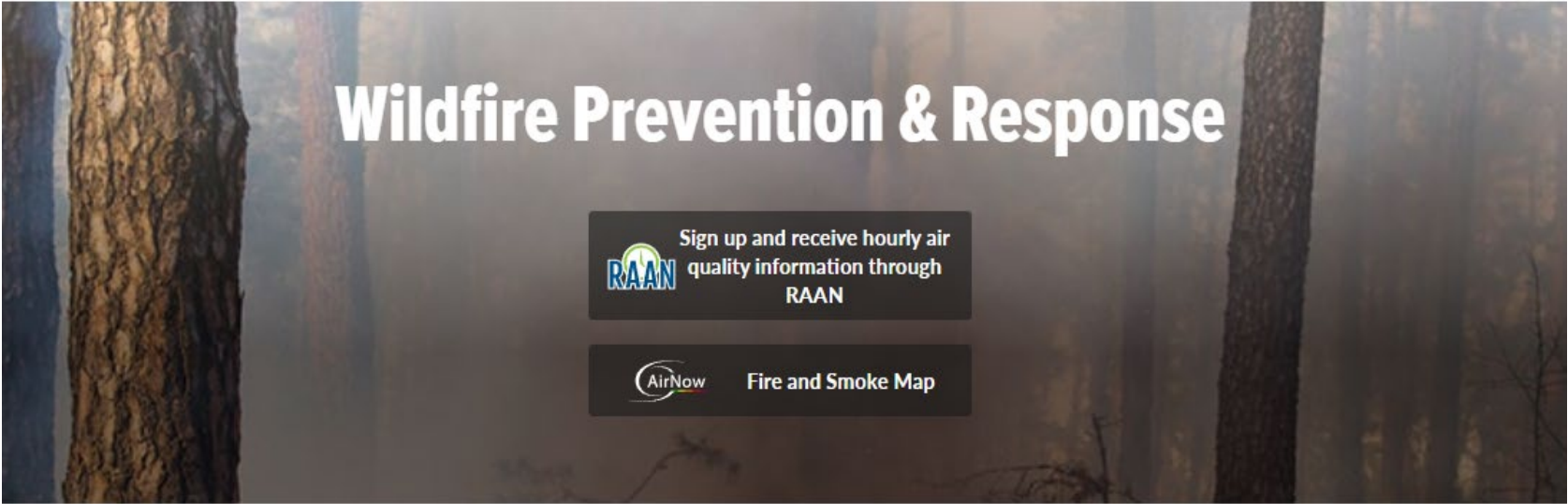
# Educating Residents on Available Air Quality Tools

- Residents have found mobile applications useful as they provide real-time air quality information in an easily consumable way
- The Valley Air application has been downloaded over 42,000 times
- New air quality tools have become available in recent years
  - District promotes these tools to ensure public has full range of information





# District's Wildfire Prevention and Response Webpage



- Wildfire Information
- How to Protect Yourself from Wildfire Smoke
- Efforts to Prevent and Minimize Wildfires
- Air Quality Information
- Cal/OSHA Worker Safety
- Foothill & Mountain Communities
- Resources

If you can smell smoke and see ash, that is an indication that you are being affected by poor air quality.

Wildfires that may be impacting air quality in the San Joaquin Valley:

**Oak Fire**  
Mariposa County

Wildfires with prior impacts to air quality in the San Joaquin Valley:

**Washburn Fire**  
Mariposa County

### IMPACTS OF WILDFIRE SMOKE

**= PARTICULATE MATTER (PM)**  
A complex mixture of extremely small particles made up of a number of components, including wildfire smoke, metals, dust and soot.

**How small?**  
HUMAN HAIR ~ 18-20 µm  
(see - scales in diagram)

PM2.5 (<2.5µm)  
PM10 (<10µm)

ENGLISH ESPAÑOL HMOOB

# Wildfire Trilingual Infographic

## IMPACTS OF WILDFIRE SMOKE

**= PARTICULATE MATTER (PM)**  
A complex mixture of extremely small particles made up of a number of components, including wildfire smoke, metals, dust and soot

**How small?**  
HUMAN HAIR – 50-70 µm  
(µm = microns in diameter)

PM2.5 (<2.5µm)  
PM10 (<10µm)

**= UNHEALTHY LEVELS OF PM**  
The Valley's topography and stagnant, dry winters traps pollution under the inversion layer

**What clears PM pollution?**  
WIND + RAIN

**CALIFORNIA IS AT RISK**  
FOR SEVERE AND INTENSE WILDFIRES

**PM HARMS OUR HEALTH**  
It can trigger or worsen health conditions  
Lung Infections COPD Asthma Attacks  
Acute Bronchitis Heart Attacks Stroke  
COVID-19 Dementia

**HOW CAN YOU PROTECT YOURSELF & OTHERS?**

**STAY INDOORS**  
CREATE CLEAN AIR ROOMS

**REPLACE AIR FILTERS**  
MORE FREQUENTLY THAN USUAL

**FACE MASKS**  
SOME MASKS MORE EFFECTIVE THAN OTHERS,  
CHECK WITH YOUR HEALTH CARE PROVIDER

**DO CONSULT YOUR DOCTOR**  
IF YOU ARE EXPERIENCING HEALTH  
IMPACTS DUE TO POOR AIR QUALITY

[www.valleyair.org/wildfires](http://www.valleyair.org/wildfires)

## Impactos del HUMO de INCENDIOS FORESTALES

**= MATERIAL PARTICULADO (PM)**  
Una mezcla compleja de partículas extremadamente pequeñas formada de varios componentes, incluyendo el humo de incendios forestales, metales, polvo y hollín

**¿Qué tan pequeñas?**  
PELO HUMANO – 50-70 µm  
(µm = micrones de diámetro)

PM2.5 (<2.5µm)  
PM10 (<10µm)

**= NIVELES DE PM INSALUBRES**  
La topografía del Valle y los inviernos secos y estancados atrapan la contaminación debajo de la capa de inversión

**¿Qué elimina la contaminación de partículas??**  
VIENTO + LLUVIA

**CALIFORNIA ESTÁ EN RIESGO**  
PARA INCENDIOS INTENSOS Y GRAVES

**PM DAÑA NUESTRA SALUD**  
Puede desencadenar o empeorar las condiciones de salud  
Infecciones Pulmonares Ataques de Asma  
Bronquitis Aguda Ataques al Corazón EPOC  
COVID-19 Demencia Ataque Cerebral

**¿Cómo Protegerse y Proteger a los Demás?**

**QUEDESE ADENTRO**  
SEVE O HUELLE HUMO

**REEMPLAZA LOS FILTROS DE AIRE**  
CON MÁS FRECUENCIA DE LO NORMAL

**CUBREBOCAS**  
ALGUNAS MASCARILLAS SON MÁS EFECTIVAS  
QUE OTRAS, CONSULTA CON SU PROVEEDOR MÉDICO

**¡CONSULTE CON SU DOCTOR**  
SI ES O SI SIENTEN IMPACTOS DE  
SALUD DUEDO A LA MALA CALIDAD DEL AIRE

[www.valleyair.org/wildfires](http://www.valleyair.org/wildfires)

## TEEB MEEM TSHWM NTAWM COV PA TAWS LOS NTAWM HAV ZOOV KUB HNYIAB

**= PLUA TSHAUV (HU UA PM)**  
Plua tshauv sib xyawv ua ke los ntawm ntaw yam, xws li pa taws, hmoov hlaw, hmoov av, thiab tshauv taws  
Tej yam ntawd me npaum li cas?

Trojplab hauvntawv loj 8 – 50-70 µm  
(µm = micron)

PM2.5 (me dua 2.5µm)  
PM10 (me dua 10µm)

**= PM NTAU DHAV TSIS NYAB XEEB**  
Lub hav Valley yog ib lub vos hav nris ntis thiab thaum caj ntuj ne huab cua txias nyob tus tsis txav thiab ntuj qhuav qhuav, ces ua kom cov PM tsis txawj ploj mus, vim muaj cua sov nyob saum toj thaiv bheej cua txias nyob hauv qab

**Dab tsis thiab tshem tau cov PM tawm?**  
CUA + NAG

**CALIFORNIA KHEEV RAUG HLUAV TAWS**  
KUB HNYIAB LOJ THIAB MUAJ ZOG HEEV

**PM UA TSIS ZOO RAU PEB KEV NOJ QAB NYOB ZOO**  
Nws ua kom pib lub cev txawj huam mob tuaj los sis kom pib tus mob me txawj huam loj tuaj xws li  
Mob Hlab Ntsws COPD (hlab ntsws txhaws)  
Mob Hawb Pob Mob Ntsws Plawv Nres  
Mob Stroke Kab Mob COVID-19 Tsis Meej Pem Zoo

**YUAV TIV THAIV KOJ TUS KHEEJ THIAB LWM TUS NEEG LI CAS?**

**NYOB TWJ YWM HAUV TSEV**  
YOG KOJ POM LOS HNOV TSW PA TAWS

**HLOOV DAIM NTXAJ LIM CUA**  
NTAU ZAUS DUA QHOV KOJ IB TXWM UA

**NPOG QHOV NCAUJ QHOV NTWSWG**  
MUJ TEJ HOM NTAUB NPOG QHOV NCAUJ QHOV NTWSWG  
ZOO DUA LWM HOM, NOOG KOJ TUS KWS KHO MOB

**MUS CUAG KOJ TUS KWS KHO MOB**  
YOG KOJ TSIS NYAB XEEB VIM HUAB CUA TSIS ZOO

[www.valleyair.org/wildfires](http://www.valleyair.org/wildfires)

# Clean Air Centers Pilot Program

- District recently launched new Clean Air Centers Pilot program
  - Offers vulnerable populations a respite from wildfires and other smoke events
- Guidelines established by CARB provide Valley with resources to assist in creating clean air centers at schools, community centers, senior centers, sport centers, libraries and other publically accessible buildings



# Now Open: “Clean Air Room” Pilot Program

- HEPA air filtration devices can reduce particulate matter in well-sealed indoors environments by more than 90 percent
  - District has increasingly encouraged use of air filtration devices during wildfires to ensure that the home has dedicated space with safe indoor air quality during smoke events
- Clean Air Room pilot program to provide residential air filtration units to Valley residents in disadvantaged communities as defined by the State’s CalEnviroScreen SB535 Disadvantaged Communities map
  - Check your address and apply online here:  
<https://www.valleyair.org/cleanairroom>
  - For more info or assistance in applying, call 559-230-5800.