

Wildfire Resources and Outreach

Stockton CSC
June 7, 2023

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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Are You Wildfire Ready?

Air District encourages residents to prepare for wildfire season.

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

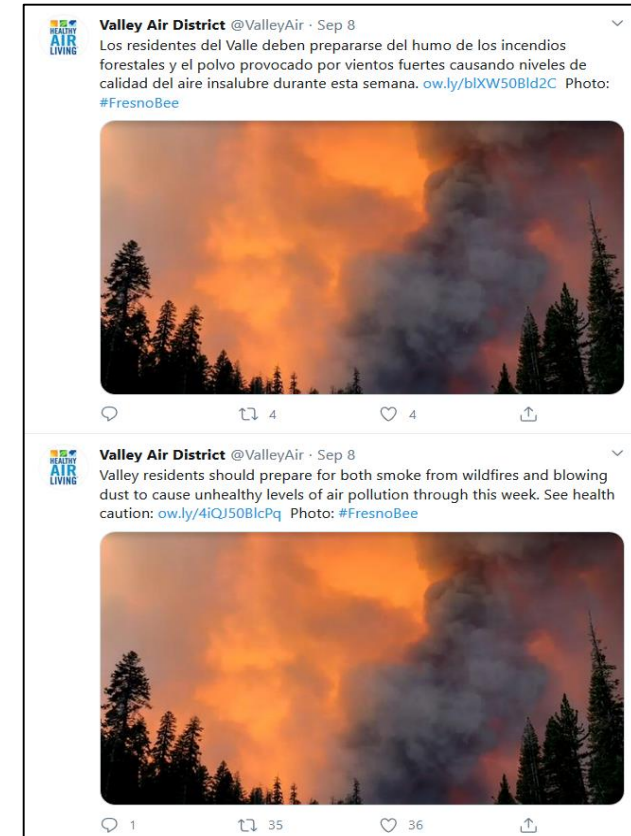
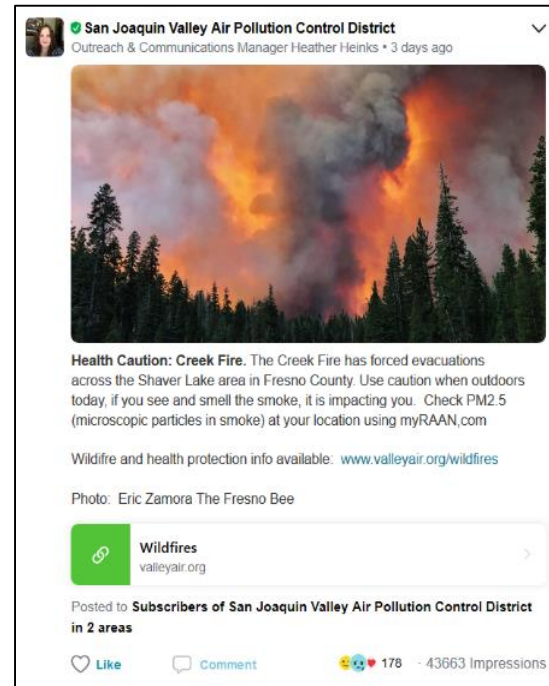
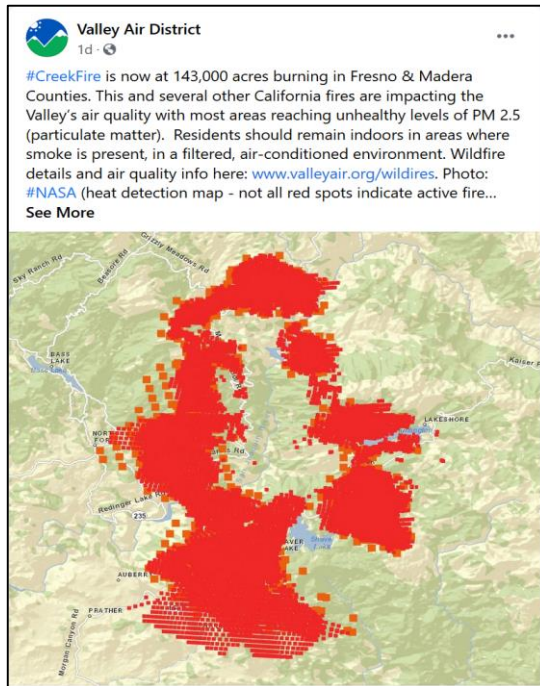
Hot and dry conditions throughout the San Joaquin Valley can create the potential for wildfires and lead to smoke impacts in our region. Due to historic rain and snow this past winter, there is the risk of an increased build-up of undergrowth and potential for significant dry vegetation during the summer months. This will present a higher risk for hotter, faster-moving fires in mountain communities surrounding the Valley, often sending smoke into the San Joaquin Valley.

Wildfire smoke contains particulate matter (PM), which can trigger asthma attacks, aggravate chronic bronchitis, and increase the risk of heart attack and stroke. Those with existing respiratory conditions are especially susceptible to the adverse health effects of this form of pollution. Anyone experiencing poor air quality due to wildfire smoke should move indoors to a filtered, air-conditioned environment with windows closed and contact their primary care provider for more information.

The public can check the District's wildfire page at www.valleyair.org/wildfires for information about any wildfires affecting the Valley. In addition, anyone can follow air quality conditions by downloading the free "Valley Air" app on their mobile device. Those residents in foothill or mountain communities should also listen to emergency alerts and be prepared to evacuate if needed.

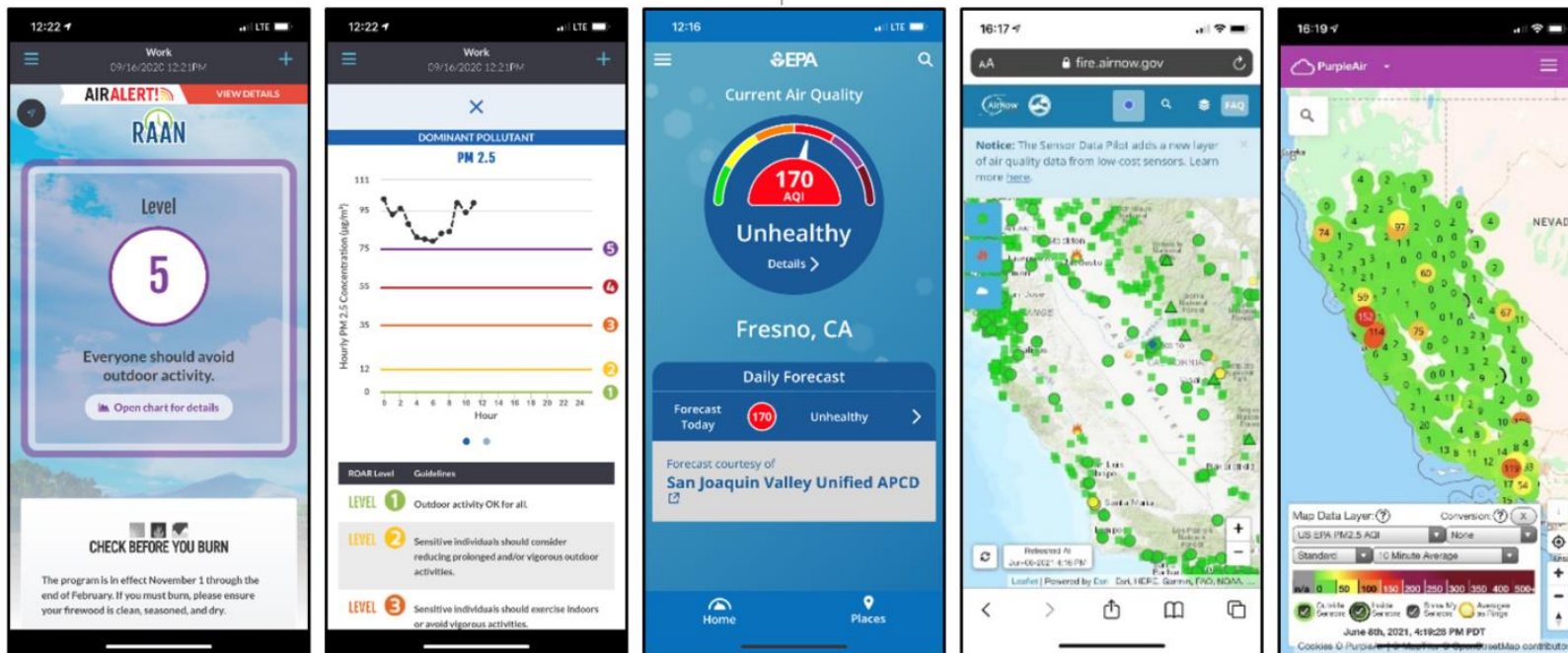
Increasing Importance of Social Media

- 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 59,490 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:

There are currently no wildfires impacting the Valley air quality

Check back often for updated information.

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

Check back often for updated information.

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 ~18-19 µm
(see - in scale below)

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

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
SIEMPRE O FRECUENTE

REEMPLAZA LOS FILTROS DE AIRE
CON MÁS FRECUENCIA DE LO NORMAL

CUBREBOCAS
ALGUNAS MASCARILLAS SON MÁS EFECTIVAS QUE OTRAS, CONSULTA CON SU PROVEEDOR DE SALUD

SE CONSULTE CON SU DOCTOR
SI LE HA SINTIENDO IMPACTOS DE SALUD DUEDO A LA MALA CALIDAD DEL AIRE

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 xyaws ua ke los ntawm ntaw yam, xws li pa taws, hmoov hlaw, hmoov av, thiab tshauv taws
Tej yam ntawd me npaum li cas?

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

PM NTAU DHAV TSIS NYAB XEEB
Lub hav Valley yog ib lub vos hntis ntis thiab thaum caj ntuj ne huab cua bias nyob tus tsis txav chaw thiab ntuj qhuav qhuav, ces ua kom cov PM tsis txawj ploj mus, vim muaj cua sov nyob saum toj thaiv bheej cua bias 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 NTSWG
MUJ TEJ HOM NTAUB NPOG QHOV NCAUJ QHOV NTSWG 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

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 Rooms” Program

- HEPA air filtration devices can reduce particulate matter in well-sealed indoor environments by more than 90 percent
 - District has increasingly encouraged use of air filtration devices during wildfires to ensure that the home has a dedicated space with safe indoor air quality during smoke events
- Clean Air Rooms program to provide FREE residential air filtration units to Valley residents, specifically those in disadvantaged and low-income communities
 - First-time applicants can check their address and apply online here: valleyair.org/cleanairroomportal
 - Devices will be awarded on a first-come, first-served basis and shipped directly to the applicant’s home
 - For more info or assistance in applying, call 559-230-5800.