

CERP Outreach Strategies

Shafter Community Steering Committee
January 13, 2020

SC.2: REDUCE CHILDREN'S EXPOSURE THROUGH INCREASED ENROLLMENT IN THE HEALTHY AIR LIVING SCHOOLS PROGRAM

Overview: The goal of this strategy is to reduce children's exposure to unhealthy air by increasing the enrollment of schools in the Healthy Air Living (HAL) Schools program. Children are considered sensitive receptors with respect to air pollution because their lungs are developing, they breathe disproportionately more air than adults, and they tend to spend more time exercising outdoors. The Healthy Air Living Schools program asks participating schools to actively monitor local air quality using the Real-time Air Advisory Network (RAAN) and to modify outdoor activities accordingly. This strategy enrolls more schools in the program, effectively reducing the short- and long-term exposure of an increased number of children to harmful air.

Description of Proposed Actions: This strategy would seek to enroll both Shafter school districts in the Healthy Air Living Schools program. Participating schools and districts would assign one or more designees to receive automated RAAN notifications when local air conditions become harmful, and would modify, relocate, or cancel outdoor activities such as recess, physical education, practices, and sporting events in accordance with the health-protective Real-time Outdoor Activity Risk (ROAR) guidelines. SJVAPCD representatives would meet with teams of key staff (such as administrators, coaches, nurses, science teachers) from both school districts within the boundary to ensure understanding of and adherence to the program. SJVAPCD representatives would also attend four (4) school community events such as health fairs or parent nights to educate the community about air quality and the HAL Schools program. Related air quality educational materials would be distributed to each district's Family Services department, community liaison office, or similar for circulation to the public.

IR.1: AUTOMOBILE IDLE-REDUCTION OUTREACH TO REDUCE THE EXPOSURE OF SENSITIVE RECEPTORS TO VEHICLE EMISSIONS

Overview: The goal of this strategy is to reduce the exposure of sensitive individuals to vehicle emissions at locations serving children, seniors, and those with medical conditions. Engines left idling may emit air toxics like benzene, formaldehyde, and acetaldehyde, which can be especially harmful to the health of sensitive populations. Elevated levels of air toxics and other pollutants can be prevented by encouraging drivers to turn off their engines when parked. It is important to target anti-idling messaging to areas commonly serving sensitive individuals to reduce health impacts on the most vulnerable populations.

Description of Proposed Actions: This strategy would provide and distribute ten (10) sets of bilingual English and Spanish idle-reduction street signs to be installed in locations that commonly serve sensitive groups throughout the community boundary. Sites may include the parking lots of schools, child-care facilities, libraries, senior centers, parks, nursing homes, medical centers, and pediatric offices. When possible, educational materials or infographics would be provided to each location to explain the importance of reducing idling and its impacts on health and air quality. SJVAPCD representatives would also develop and deliver four (4) presentations about the impacts of vehicle exhaust and related District resources such as incentive funding for cleaner vehicles and school programs that deliver free idle-reduction signs to schools throughout the Valley. Note that idling of heavy duty trucks is proposed to be reduced by Strategy HD.3.

0.1: OUTREACH TO INCREASE COMMUNITY AWARENESS AND KNOWLEDGE OF AIR QUALITY

Overview: The goal of this strategy is to provide additional information to the community about real-time air quality conditions and measures the public can take to protect themselves during episodes of poor air quality. An understanding of what conditions constitute poor air quality, the relative seriousness of a given episode, and any potential health impacts is necessary for the public to make informed decisions about how and when to limit their exposure. It is critical for the public to have widespread knowledge of tools available to inform them of real-time conditions, assist with the interpretation of such conditions, and to describe what actions may be taken to protect themselves.

Description of Proposed Actions: This strategy would increase community awareness of available tools to keep informed of real-time changes in air quality through social media campaigns and a series of partner workshops. Social media campaigns would be launched on three platforms: Facebook, Twitter, and Instagram. A partnership with local civic and community organizations would be established to host workshops at locations commonly available to the public such as libraries, schools, and community, health, or recreation centers. Both the social media outreach and live workshops would promote real-time tools such as myRAAN, the Valley Air App, the Real-time Outdoor Activity Risk (ROAR) Guidelines, the wildfire page of the District's website, as well as information about general air quality education, wildfire smoke impacts, health effects, and similar topics. This strategy would aim to increase myRAAN registrations, Valley Air App downloads, and social media followers among members of the community.

0.2: OUTREACH TO SHARE CLEAN AIR EFFORTS AND HOW COMMUNITIES CAN GET INVOLVED

Overview: The goal of this strategy is to increase public awareness of air quality improvement programs currently available through the SJVAPCD. Increased education may lead to more widespread understanding of the air quality challenges faced by both the community and the San Joaquin Valley at large, and greater adoption of the District's resources, incentive funding, and community engagement. Education is important to empower the public to protect themselves from exposure when possible, to make greater use of District resources and programs, and to encourage community members to adopt practices in their daily lives that help further reduce emissions.

Description of Proposed Actions: This strategy would increase awareness of available programs by establishing a series of outreach events within Shafter. These workshops would be hosted in locations commonly available to the public such as libraries, schools, and community, health, or recreation centers. Topics may rotate to include a wide range of District programs such as Clean Green Yard Machines, Burn Cleaner, Drive Clean in the San Joaquin, Healthy Air Living Schools, and similar topics. This strategy would also create an annual youth symposium to educate and encourage high school students to share air quality information with their peers, helping to sustain community awareness through future generations.

RB.2: EDUCATE PUBLIC ABOUT HARMFUL IMPACTS OF RESIDENTIAL WOOD BURNING

Overview: The goal of this strategy is to conduct outreach in the community to educate residents about the health impacts of wood burning and the importance of reducing it. Wood burning education is important because airborne particles produced by wood smoke (such as PM2.5) negatively impact human health, especially sensitive populations such as children or seniors who may live in homes that burn wood for heating, cooking, or recreation. This strategy's focus includes providing information about programs available to support the transition to natural gas and electric devices as well as the Check Before You Burn program and Rule 4901.

Description of Proposed Actions: This strategy would create a series of four (4) public workshops to educate Shafter residents about wood burning topics and to address questions and concerns interactively and accessibly within a forum setting. Workshops would take place in locations commonly available to the public such as libraries, schools, and community, health, or recreation centers. Wood burning infographics and educational materials would also be circulated to at least six (6) community spaces throughout Shafter and the surrounding community with the goal of continuing to spread awareness and increasing applications for incentive funds supporting the transition to natural gas and electric devices.

RB.4: REDUCE ILLEGAL BURNING THROUGH RESIDENTIAL OPEN BURNING EDUCATION

Overview: The goal of this strategy is to reduce illegal burning of residential waste through outreach and education. It is important for residents to understand both the unlawfulness of burning garbage and its negative health impacts on all. Smoke from burning trash, yard waste, or burn barrels may contain toxic air contaminants and other pollutants that are especially harmful to human health. Education is critical to effectively reducing this dangerous practice.

Description of Proposed Actions: This strategy would establish a series of four (4) public workshops to educate Shafter residents about the illegality and health impacts of burning waste, and to address questions and concerns interactively and accessibly within a forum setting. Workshops would take place in locations commonly available to the public such as libraries, schools, and community, health, or recreation centers. This strategy would also invest funds into geo-targeted outdoor ads in areas with frequent violations, including two (2) billboards, two (2) pieces of street furniture (such as bus shelters or kiosks), and one (1) buses routed through relevant locations. Additionally, two (2) postcard mailers would be sent to county residents in rural areas.