



Wildfire Smoke Partner Toolkit

September 2022

Partner agencies are encouraged to use this toolkit to help share information about wildfire smoke. The toolkit includes sample email/newsletter templates, sample social media posts, and graphics.

[Email/Newsletter Templates](#)

Template #1 – Short Newsletter

Protect Yourself From Wildfire Smoke!

New Resources Now Available

Wildfires are unfortunately a regular occurrence in California and can happen at any time of the year. Learn how to protect your family from wildfire smoke impacts. The Sac Metro Air District has published several new resources to help!

Check out their [Wildfire Smoke Information page](#) to find local air quality and smoke conditions using the EPA AirNow Fire & Smoke Map and additional information on wildfire smoke health impacts. You can also access new Air Quality Action charts for schools, businesses, public agencies, and the general public, among other resources that provide guidance to reduce exposure to smoke.

For Wildfire Smoke resources, please visit the Sac Metro Air District's website at www.AirQuality.org/WildfireSmoke.

Template #2 – Email or Longer Newsletter

Subject Line: Are you prepared for the impacts of wildfire smoke?

Wildfires are unfortunately a regular occurrence in California and can happen at any time of the year. Smoke from wildfires, even those that happen far away, can impact Sacramento County. The amount of smoke and which areas in the county are impacted is largely dependent on wind patterns and can change throughout the day.

Here are some tips to help you stay safe during wildfire smoke events:

- **Smoke is unhealthy to breathe.** If you see or smell smoke, you should remove yourself from the area or go indoors and close the doors and windows. Breathing wildfire smoke, even for short periods of time, can cause coughing, itchy eyes, runny nose, headache, and shortness of breath. Children, pregnant women, older adults, and people with asthma, COPD, heart disease or other health issues are especially susceptible to negative health impacts from smoke exposure.
- **Stay Informed and Track Air Quality.** Go to www.AirQuality.org/WildfireSmoke for information about current smoke conditions in Sacramento County as well as tools like the AirNow Fire & Smoke Map, which tracks air quality impacts from fires and smoke in real-time. Be sure to also download the EPA AirNow and Sacramento Region Air Quality Apps, available in all app stores, to help track current air quality conditions year-round.
- **Take Action to Protect Yourself.** When wildfire smoke causes unhealthy air quality conditions, there are several things you can do to reduce your exposure. Check out the Sac Metro Air District's [Air Quality Action Charts](#) for tips on when to stay indoors, create cleaner air spaces indoors, and what to do to protect yourself if you must go outside during a smoke event.

For more Wildfire Smoke resources, please visit the Sac Metro Air District's website at www.AirQuality.org/WildfireSmoke.

Sample Social Media Posts

Facebook

- Breathing wildfire smoke, even for short periods of time, can affect anyone and result in coughing, itchy eyes, runny nose, headache, and shortness of breath. The Sacramento Metropolitan Air Quality Management District has resources to help you protect yourself. www.AirQuality.org/WildfireSmoke
- Smoke is unhealthy to breathe and can contain toxic air pollutants that are particularly harmful to your health. Learn more about wildfire smoke impacts and ways to protect yourself on the Sac Metro Air District's website. www.AirQuality.org/WildfireSmoke
- Creating a "clean room" during a wildfire smoke event can help you breathe a little easier indoors. Learn more about indoor air filtration with this fact sheet from AirNow. https://www.airnow.gov/sites/default/files/2020-10/indoor-air-filtration-factsheet_1.pdf
- Did you know that vacuuming, cooking with grease and burning candles all increase indoor air pollution? During a wildfire smoke event, create a "clean room" in your home

and avoid these activities. <https://www.epa.gov/indoor-air-quality-iaq/create-clean-room-protect-indoor-air-quality-during-wildfire>

- Children, older adults and those with certain medical conditions are most at risk when exposed to wildfire smoke. Get tips for preparing for wildfire smoke events by visiting the Sacramento Metropolitan Air Quality Management District's website. www.AirQuality.org/WildfireSmoke
- Wildfire smoke contains fine particulate matter (PM2.5) that can enter your bloodstream when you breathe it in. If you must go outside during a wildfire smoke event, use a well-fitted N95 mask. Cloth masks do not protect you against smoke. Learn more about wildfire smoke on the Sac Metro Air District's website. www.AirQuality.org/WildfireSmoke
- If you see or smell smoke, go indoors and keep doors and windows closed. Children, pregnant women, older adults and those with certain medical conditions are especially vulnerable. <https://www.epa.gov/pm-pollution/how-smoke-fires-can-affect-your-health>
- When the AQI exceeds 150 CalOSHA requires employers to provide N95 masks to outdoor employees. <https://www.dir.ca.gov/dosh/doshreg/Protection-from-Wildfire-Smoke/Wildfire-smoke-emergency-standard.html>
- If you have asthma or another condition worsened by smoke, make sure you're ready for a wildfire smoke event. Have your management plan handy, refill your medications, and keep supplies like N95 masks, air filters & food/water on hand. <https://www.epa.gov/pm-pollution/how-smoke-fires-can-affect-your-health>
- The AirNow Fire & Smoke Map can help you track smoke impacts during a wildfire. Find a link to the map and get more information to help you stay safe on the Sac Metro Air District's website. www.AirQuality.org/WildfireSmoke
- When wildfire smoke is in the air, it's important to quickly find out what the recommended actions are to reduce smoke exposure. The Sac Metro Air District has quick reference Air Quality Action Charts for schools, businesses, and the general public. www.AirQuality.org/WildfireSmoke

Twitter

- Breathing #wildfire smoke, even for short periods of time, can affect anyone and result in coughing, itchy eyes, runny nose, headache and shortness of breath. The @AQMD has resources to help you protect yourself. www.AirQuality.org/WildfireSmoke
- Smoke is unhealthy to breathe & can contain toxic air pollutants that are particularly harmful to your health. Learn more about Wildfire smoke impacts & ways to protect yourself on @AQMD's website. www.AirQuality.org/WildfireSmoke

- Creating a “clean room” during a wildfire smoke event can help you breathe a little easier indoors. Learn more about indoor air filtration. https://www.airnow.gov/sites/default/files/2020-10/indoor-air-filtration-factsheet_1.pdf
- Did you know that vacuuming, cooking w/ grease & burning candles increase indoor #airpollution? During a smoke event, create a “clean room” in your home & avoid these activities. <https://www.epa.gov/indoor-air-quality-iaq/create-clean-room-protect-indoor-air-quality-during-wildfire>
- Children, older adults & those w/ certain medical conditions are most at risk when exposed to wildfire smoke. Get tips for preparing for wildfire smoke events on @AQMD’s website. www.AirQuality.org/WildfireSmoke
- Smoke contains PM2.5 which can enter your bloodstream when you breathe it in. If you must go outside during a wildfire smoke event, use a well-fitted N95 mask. Cloth masks do not protect you from smoke. Learn more by visiting @AQMD’s website at www.AirQuality.org/WildfireSmoke
- If you see or smell smoke, go indoors & keep doors & windows closed. Children, pregnant women, older adults & those with certain medical conditions are especially vulnerable. <https://www.epa.gov/pm-pollution/how-smoke-fires-can-affect-your-health>
- When the AQI exceeds 150, CalOSHA requires employers to provide N95 masks to outdoor employees. Learn more: <https://www.dir.ca.gov/dosh/doshreg/Protection-from-Wildfire-Smoke/Wildfire-smoke-emergency-standard.html> #wildfires #smoke @CA_DIR
- If you have #asthma or another condition worsened by #smoke, make sure you’re ready for a wildfire smoke event. Have your management plan handy, refill medications & keep N95 masks, air filters & food/water on hand. <https://www.epa.gov/pm-pollution/how-smoke-fires-can-affect-your-health>
- The @AirNow Fire & Smoke Map can help you track smoke impacts during a wildfire. Find the map and get more information to help you stay safe on @AQMD’s website. www.AirQuality.org/WildfireSmoke
- When wildfire smoke is in the air, it’s important to quickly take recommended actions to reduce smoke exposure. @AQMD has Air Quality Action Charts for schools, businesses, and the general public to help! www.AirQuality.org/WildfireSmoke

Graphics

Facebook



Smoke is unhealthy to breathe. If you see or smell smoke, go indoors.

SACRAMENTO METROPOLITAN
AIR QUALITY
MANAGEMENT DISTRICT

To track Sacramento County smoke conditions, please visit:
AirQuality.org/WildfireSmoke



Remember to check on family members who may be more at risk when exposed to wildfire smoke.

SACRAMENTO METROPOLITAN
AIR QUALITY
MANAGEMENT DISTRICT

To learn more about the health impacts of wildfire smoke, please visit:
AirQuality.org/WildfireSmoke



Set your car's air system to recirculate to reduce your smoke exposure.

SACRAMENTO METROPOLITAN
AIR QUALITY
MANAGEMENT DISTRICT

For more actions to take during a wildfire smoke event, please visit:
AirQuality.org/WildfireSmoke



Cloth masks do not protect you from wildfire smoke. If you must go out, use a well-fitted N95 mask.

SACRAMENTO METROPOLITAN
AIR QUALITY
MANAGEMENT DISTRICT

For more actions to take during a wildfire smoke event, please visit:
AirQuality.org/WildfireSmoke



Use a portable or DIY air cleaner to create a cleaner air space in your home during a smoke event.

SACRAMENTO METROPOLITAN
AIR QUALITY
MANAGEMENT DISTRICT

For more actions to take during a wildfire smoke event, please visit:
AirQuality.org/WildfireSmoke

Twitter



Smoke is unhealthy to breathe. If you see or smell smoke, go indoors.



To track Sacramento County smoke conditions, please visit:
AirQuality.org/WildfireSmoke



Take action to reduce your exposure to wildfire smoke using Air Quality Action Charts.



To review Air Quality Action Charts, please visit:
AirQuality.org/WildfireSmoke



Limit outdoor activities as much as possible when wildfire smoke creates unhealthy air quality.



To review Air Quality Action Charts, please visit:
AirQuality.org/WildfireSmoke



Check your HVAC settings and recirculate indoor air, if possible, to prevent bringing smoke inside.



For more tips on how to prepare for wildfire smoke, please visit:
AirQuality.org/WildfireSmoke



Even short-term smoke exposure can cause coughing, itchy eyes, runny nose, headache and shortness of breath.



To learn how to protect yourself from wildfire smoke, please visit:
AirQuality.org/WildfireSmoke