

## Element 14 – Communicate Results to Support Action – Steering Committee Worksheet Results

Type of Information	Who is the targeted audience?	What are the best communication tools to use	How often to communicate	Other considerations?
<p>General air quality information – Health effects of air pollution</p> <p><b>Environmental Justice information</b></p> <p>Real-time hourly data</p> <p>Preliminary raw laboratory data – specific toxics information</p> <p>Validated, finalized data (includes: hourly data and laboratory data)</p> <p>Community monitoring locations</p> <p>Progress Report/Final Report</p>	<p><b>General pop w/ emphasis on target audiences:</b></p> <p><b>Children/youth leaders</b></p> <p>Parents</p> <p><b>Elderly</b></p> <p>Sr. Living Facilities</p> <p>Sr. mobile home sites</p> <p>Assisted living</p> <p>Churches</p> <p>Schools</p> <p>Hospitals (may be difficult to work with)</p> <p><b>Community in general</b></p> <p>Asthma sufferers</p> <p><b>Students</b></p> <p><b>Seniors</b></p>	<ol style="list-style-type: none"> <li>1. Flyers</li> <li>2. Brochures</li> <li>3. Newsletters</li> <li><b>4. Nextdoor.com</b></li> <li>5. Workshops/presentations</li> <li>6. Schools websites</li> <li>7. Social media (not for seniors)</li> </ol> <p>FAQs</p> <p>(For children) Teachers, activities, need school and parent buy-in, limited access</p> <p>Incentives to bring people to events like inhaler meds</p> <p>Nebulizer fund</p> <p>Community events</p> <p>Sporting events</p> <p>Radio</p> <p>Social media (Facebook, Instagram, Youtube, <b>Nextdoor</b>)</p>	<p>30-45 days (1-4)</p> <p>1/year (5, 6)</p> <p>Daily updates (7)</p> <p>Q: How much does repetition help?</p> <p>A: Depends on medium – bad for newsletters, websites are mostly static</p> <p><b>AQView to post to social media daily</b></p> <p><b>Bimonthly or quarterly</b></p>	<p><b>Translate to top 5 languages in community (Spanish, Hmong, Russian, Vietnamese)</b></p> <p><b>Multi lingual</b></p> <p>Senator</p> <p>City Council</p> <p>Health outreach events</p> <p>Need index/user friendly website that shows what data mean.</p> <p>Periods of bad AQ are of most concern.</p> <p>Pollen in spring, wildfires, wood burning season</p> <p>Promote with social media.</p> <p>Use size and color to make data clear. Be aware of bad eyesight and colorblindness</p>

Group 1 responses shown in blue

Group 2 responses shown in green

**Duplicate/equivalent responses shown in bold**

Some of the listed audiences are events (e.g. sporting events). The District interprets this as the target audience being people attending the event.

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	<p>Neighbors  <b>Churches</b>                      Local climate orgs                      Citizenship classes                      Art walk                      Farmer's Market                      Q: Is audience different?                      A: Depends on how complicated data are.                      AQI or ug/m3                      Use AQI for website                      CSC (Community Steering Committee)                      CARB                      Visiting schools and teaching how EJ and pollution effects them                      Health fairs                      Sporting events</p>	<p><b>Nextdoor</b>                      Sac Metro Website                      Host workshops/ explanations of the data                      Pictures                      Charts                      Videos                      Large outreach events with sponsored music, food, etc.</p>		<p>Have information on how the public can protect itself from air pollution.                      City Council meetings                      State Assembly meetings                      High level report                      Data re-reported as comprehensive report.                      Will not be read if too large.                      Needs Exec Summary                      Consider info about where face masks or other protection                      Include info about where more public health info is.</p>

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