

Outreach

Possible Strategy	Feedback and Possible Actions	Staff
Outreach to Schools to Reduce Exposure to Harmful Air Pollutants	<ul style="list-style-type: none"> • Project kits <ul style="list-style-type: none"> ○ At home projects ○ Sensors to test air quality ○ Air quality “hands on” and fun, let them see the result ○ Experiential projects to help understanding • Kids volunteering/ambassadors <ul style="list-style-type: none"> ○ Points system/service learning credit ○ Boy/Girl Scout partnership ○ Clean Air badges • Presenting to school boards/teachers • Talk about health outcomes and connect with specific pollutants 	SMAQMD Communications Staff
Participate in Events	<ul style="list-style-type: none"> • The A’s/Rivercats/Kings/Republic FC <ul style="list-style-type: none"> ○ Outreach during games; Player visits during community events • Walk/Run (5k) • Fundraising efforts <ul style="list-style-type: none"> ○ Corporate/social responsibility • Clean Air parade • Youth Sports/associations/leagues • “Science Fair” for Elementary Students <ul style="list-style-type: none"> ○ Air quality topics; Get families engaged; Start early • More outreach events <ul style="list-style-type: none"> ○ Host events, don’t just attend them; host at least 2/year ○ Educational events ○ More college students <ul style="list-style-type: none"> ▪ Sac City/Los Rios, CSUS • Farmers markets 	SMAQMD Communications Staff
Outreach through Traditional and Social Media	<ul style="list-style-type: none"> • Business Education <ul style="list-style-type: none"> ○ Truck Drivers/Diesel Operators ○ Amazon/deliver drivers/warehouses ○ Employees • Community Led-Projects <ul style="list-style-type: none"> ○ Teen-led projects <ul style="list-style-type: none"> ▪ Increase visibility with kids/teens ▪ Accountability/future thinking ▪ Education on best practices ○ DIY Air Filters • Tree Care education and resources 	SMAQMD Communications Staff

	<ul style="list-style-type: none"> ○ Partnering with nurseries, fruit trees, trees best for your area. ○ Co-benefits of trees = Urban Heat Island ○ Gray water for irrigation (outreach partnerships opportunities) • Infographics <ul style="list-style-type: none"> ○ Teens idling = how much pollution • QR Codes <ul style="list-style-type: none"> ○ Use on mailers to help people connect and learn more • Mailers <ul style="list-style-type: none"> ○ Health impacts ○ Campaign info-asthma ○ CBYB info ○ Attached to utility bills • Consumer materials <ul style="list-style-type: none"> ○ Help users select the best air purifier/most cost effective ○ Help users save money ○ Merv Ratings best for asthma ○ CARB consumer information website • Multi-Language materials <ul style="list-style-type: none"> ○ Events in other languages ○ Work with CBOs that serve non-English audiences ○ Faith-based groups • Social Media <ul style="list-style-type: none"> ○ Nextdoor: Committee members/individuals could share information ○ Instagram/YouTube ○ Create interest • Indoor air quality education <ul style="list-style-type: none"> ○ Gas stoves • Media Outreach <ul style="list-style-type: none"> ○ Annual series on air pollution- Heather Waldman ○ Good Day/KCRA/CB8/13/31 ○ Radio stations 97.5 ○ Catholic program-radio ads ○ Sac Observer • Door Knocking <ul style="list-style-type: none"> ○ Expanded boundary • Accessibility <ul style="list-style-type: none"> ○ Seniors needing tech help ○ Places to go when air quality is poor ○ Unhoused people 	
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Promote Air Quality Education in Schools	<ul style="list-style-type: none"> • Work with Burbank Urban Gardening Program (BUG) • Teacher outreach <ul style="list-style-type: none"> ○ Create curriculum • “Pre-packaged” kits that could be shared with summer camps, afterschool programs, and in classrooms 	SMAQMD Communications Staff
Build Relationships with Community Members and Stakeholders through Outreach and Education	<ul style="list-style-type: none"> • Increase cultural competence and build relationships • Incentivize participation • Increase capacity for outreach • Prioritizing efforts, focusing on areas we can be successful • Creating “safe” space and partnerships • Building trust and addressing fears <ul style="list-style-type: none"> ○ Allowing anonymous feedback ○ Remote meetings • Increasing approachability/credibility • Increasing Staff for outreach • Interns 	SMAQMD Communications Staff

Partnerships

- Using partnerships to have more impact
- Sac Tree Foundation
- SMUD
- Arbor Day Foundation
- Faith-based groups
- Elected Officials
- FedEx, Amazon
- Public Health for asthma education

Target Audiences

- Most impacted communities first