



Stop the Smog Outreach Campaign

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Purpose of the Campaign

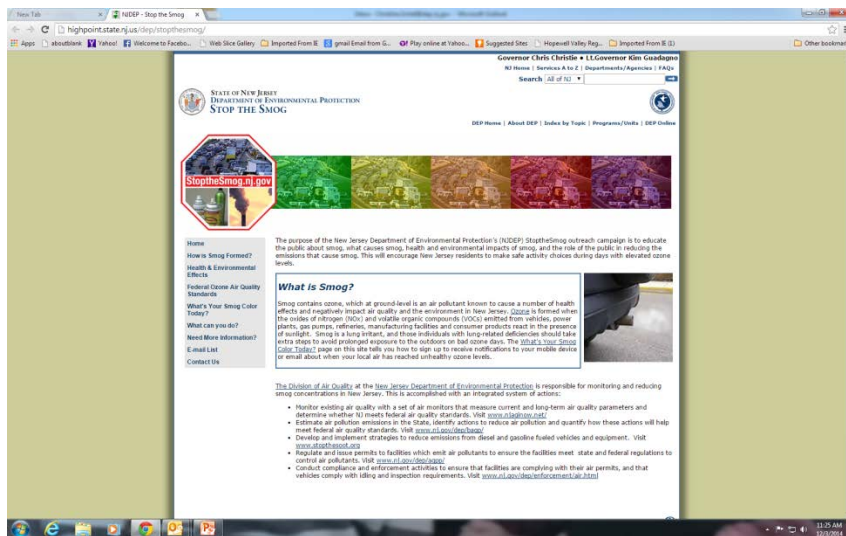
- Educate the general public about ozone: what it is, what's your role in creating it and how can you protect yourself when ozone is high
- Need for public awareness and involvement is critical, especially in light of EPA's efforts to lower ozone standard
- Meets one of Clean Air Council 's recommendations to the Department to increase outreach efforts

Campaign Logo



- Reflects NJ's 3 main sources of ozone precursors:
 - Mobile sources
 - Stationary sources
 - Consumer products

Website



- www.stopthesmog.nj.gov
- One stop shopping for public information on smog, its impacts and actions
- Listserv for more detailed information and announcements
- Soft launch – Beginning of 2015

Brochures

HEALTH EFFECTS OF OZONE

IMMEDIATE EFFECTS

- Increased difficulty breathing
- Inflammation of lung lining
- Impairment of the lung's natural defenses
- Increased episodes of respiratory infections, including pneumonia
- Temporary reduction of lung function (even in healthy adults)
- Increased hospital admissions and emergency room visits
- Excess mucus production
- Increased potential for premature death, specifically in people with cardiovascular and respiratory disease

LONG-TERM EFFECTS

- Irreversible changes in lung structure

FOR UP-TO-DATE 24 HOUR LOCAL AIR QUALITY INFORMATION CONTACT

The New Jersey Department of Environmental Protection:
www.nj.gov/dep/air/

Stop the Smog Campaign
www.StopTheSmog.nj.gov

SMOG AND YOUR HEALTH

Do Your Lungs a Favor

New Jersey Department of Environmental Protection
Stop the Smog Campaign
New Jersey Department of Health

- Three currently in production
- Joint venture between the DEP and the DOH
- Will use partners (e.g., enviros. and health associations) to help distribute.
- Also will be posted as PDFs on the website

What can I do to reduce my exposure to ground-level ozone?

- Learn about the Air Quality Index (AQI) and find out the current level of ozone by signing up to receive Air Quality Alerts at www.enviroflash.info.
- Limit outdoor activities on moderate to unhealthy AQI days.
- Plan outdoor activities early in the morning or late in the evening when ozone levels are lower.
- For children with asthma, follow the instructions on your Asthma Action Plan (see www.pacrj.org).

Air Quality Index (AQI) Values	Levels of Health Concern	Recommended Actions to Take to Protect Your Health
0-50	Good	No health impacts are expected when air quality is in the range shown.
51-100	Moderate	Unusually sensitive people should consider limiting prolonged outdoor exertion when air quality is in the range shown.
101-150	Unhealthy for Sensitive Groups	Active children and adults, and people with respiratory disease, such as asthma, should limit prolonged outdoor exertion when air quality is in the range shown.
151-200	Unhealthy	Active children and adults, and people with respiratory disease, such as asthma, should avoid prolonged outdoor exertion, and everyone should limit outdoor exertion when air quality is in the range shown.

For more information, visit www.stopthesmog.nj.gov or www.state.nj.us/health/epht

Where's Your Ride on the SMOG Pyramid?

Helping you choose the cleanest way to travel

BEST

WALK, BICYCLE OR TELECOMMUTE

PUBLIC TRANSPORTATION

CARPPOOL/VANPOOL

ELECTRIC CAR

HYBRID OR HIGH MPG VEHICLE (40+ MPG)

MID-SIZE CAR (30+ MPG)

LARGE CAR, SUV, TRUCK (20 MPG OR LESS)

WORST

Choose the smallest, most fuel-efficient vehicle that meets your needs.

Where's Your Ride on the SMOG Pyramid?

Helping you choose the cleanest ride to school and other activities

WALK, BICYCLE or "WALKING SCHOOL BUS" (before 8:00)

SCHOOL BUS

CARPPOOL

DRIVING CHILD by CAR

BEST

WORST

Know your options so you can help choose the cleanest way to get to school and other activities.

For more information, visit www.stopthesmog.nj.gov or www.state.nj.us/health/epht

Stop at the Click



- Utilizes existing DVRPC developed messaging
- Phase I – State refueling stations and personnel
 - Partnering with DOT, Treasury and NJSP
 - Phase I already underway.
- Phase II – Partnering with gasoline retailers to educate gas station attendants.

Weather Broadcaster Workshop



- Weather broadcasters are the “front line” for communicating with the public
- Workshop creates an opportunity for Department scientists and meteorologists to meet with local weather personnel
 - Educate them on smog formation and learn what they need from us.
- Tentative timeframe -- March 2015

What Else Do I Need To Know About the Campaign?

- Expected Full Launch -- Air Quality Awareness Week, April 2015: Governor's Proclamation
- Partners to help spread the word -- Metropolitan Planning Organizations, business and environmental organizations, NJDOT, NJ Transit, Sustainable Jersey, summer camp organizations, and health/medical associations.
- Future endeavor (2016 and beyond) -- Work with Sustainable Jersey Schools to incorporate behavior changes and educational materials into schools and criteria for scoring

How You Can Help?

- Partner with us and spread the word!
- Help your employees take action
 - Offer incentives for ridesharing, telecommuting and/or public transportation
 - Post “Stop at the Click” messaging at fleet refueling stations
 - Install workplace charging stations
 - Join forces with municipalities and Sustainable Jersey to help make your community green.
 - Implement energy efficient efforts in the workplace
 - Use clean/green cleaning and maintenance supplies
 - Schedule landscaping and maintenance activities for good air quality days