

NOACA Air Quality Public Advisory Task Force

Public Health Forum Work Group

Draft Final Report – 8-Hour Ozone Options

**“Driving Toward Economic and Environmental
Sustainability for Northeast Ohio”**

March 1, 2006

Contributions to this Report

This Draft Final Report could not have been compiled without the dedicated assistance of the following, who have all been part of the greater “team.”

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NOACA Air Quality Public Advisory Task Force

Public Health Forum Work Group Draft Final Report – 8-Hour Ozone Options “Driving Toward Economic and Environmental Sustainability for Northeast Ohio” March 1, 2006

I. Executive Summary

The Public Health Forum Work Group of the NOACA Air Quality Public Advisory Task Force met several times to plan a single event as a means to educate the general public regarding the health effects of air pollution. After much discussion regarding potential events, the target audiences, the education message(s), potential venues; prospective partners and needed materials, the decided to celebrate Healthy Air Days in order to allow for multiple events at multiple venues; targeted at a variety of audiences; conveying a variety of message by a plethora of partners.

The Work Group has planned the following activities to celebrate Healthy Air Days and in the conveyance of information the public about health effects of air pollution and achieving attainment of the 8-Hour Ozone NAAQS in Northeast Ohio:

- Healthy Air Days
- "No Drive Day"
- Exhibit at the Cleveland Marathon's Health & Beauty Expo
- Marketing Materials
- School Participation

The Work Group has also identified the following activities are great opportunities to also educate the public:

- "Try Transit Week"
- Air Pollution Documentary
- Public Health Forum

In addition, the Public Work Group and/or its members has reviewed and studied many health impact reports regarding air quality. A brief summary of a select few has been included as Appendix A.

II. Introduction

The NOACA Air Quality Public Advisory Task Force established Work Groups for Mobile Sources, Point Sources, Area Sources, Long-Term Planning Strategies, and a Public Health Forum on air pollution. Together, these Work Groups have assisted the Task Force in creating options for recommendations to the Ohio Environmental Protection Agency (Ohio EPA) for inclusion in the State Implementation Plan (SIP) for the new 8-Hour Ozone National Ambient Air Quality Standards (NAAQS). They will continue by assisting with the SIP for the new NAAQS for fine particulates (PM_{2.5}), thus helping Northeast Ohio to come into attainment for these criteria air pollutants.

The Task Force and the Work Groups together will enable NOACA to assist the region to protect public health and to comply with federal law.

In addition, they will assist NOACA and Northeast Ohio to plan for future growth, economic viability, and environmental sustainability. The Work Groups have carefully weighed the many advantages and disadvantages of each proposed strategy.

This Draft Final Reports does not focus on traditional control strategies. Instead, it focuses on public outreach, in particular on the issue of how to communicate to the public the adverse impacts of air pollution on human health.

Scope of Work

The Task Force identified the public's general lack of information regarding air quality issues including a limited knowledge regarding pollution sources and their impact on health and quality of life.

The Public Health Forum Work Group was charged with exploring how to communicate the seriousness of Northeast Ohio's Ozone nonattainment status to the public, so that they could protect themselves and their families as well as contribute to potential solutions.

Public Health Forum Work Group Membership

The Public Health Forum Work Group is made up of the following members; supplemented by public participants with knowledge and expertise in the areas under study:

Dr. Nora Nock, CWRU, Work Group Chair
Dr. David Lang, Cleveland Clinic Foundation
Dr. Kathleen Fagan, Lorain Community Health Partners
Colin Johnson, Cuyahoga County Board of Health
Jennifer Karraffa, Cuyahoga County Planning Commission
Linda Kimble, Cleveland Clean Air Century Campaign
Sharon Martin, League of Women Voters
Tim McCormack, Cuyahoga County Planning Commission

Caris Post, American Lung Association
David Pauer, Active Living Ohio
Chris Trepal, Earth Day Coalition
JoAnn Uhlik, Greater Cleveland Partnership
Rich Zavoda, Mittal Steel

Meetings

The Public Health Forum Work Group met:

October 27, 2005
December 6, 2005
January 10, 2006

each time at NOACA's offices. In addition, NOACA staff met with the HealthSpace Museum staff prior to the October 27, 2005 meeting. On February 16, 2006, NOACA staff met with IdeaStream staff regarding the potential involvement of WVIZ/WCPN in public outreach efforts.

Process

Members of the Public Health Forum Health Work Group brought many public education and outreach ideas to the table. Originally, the Work Group had hoped for a health data forum, which would present air pollution problems in terms of the impacts on the health of Northeast Ohio residents. Upon further review, it was determined that this type of study would be time intensive and would probably not correspond with the kick-off of the 2006 summer Ozone Action Day season, which had been tentatively discussed as the event target date.

After much discussion, the Work Group agreed that in order to reach a variety of audiences, multiple events would be needed. The Work Group also recognized its own limitations and that of the NOACA staff in planning or assisting in the planning of multiple events.

As a result, the Work Group agreed to sponsor a weeklong event during the week of May 15-21, 2006, entitled "Healthy Air Days."

IV. Potential Avenues to Achieve Work Group Goals

Healthy Air Days – May 15 - 21, 2006

The promotion of a weeklong event entitled “Healthy Air Days” allows multiple audiences and multiple venues for public education opportunities.

Planned Public Activities

A No Drive Day - Wednesday, May 17, 2006

NOACA, along with the Greater Cleveland Regional Transit Authority (GCRTA) and potentially the Akron Metropolitan Area Transit Study (AMATS), will sponsor a "No Drive Day" on Wednesday, May 17, 2006.

It is hoped that area residents, businesses, and government entities will use mass transit on that day, telecommute, carpool, walk, bike, or use other means of transportation not involving single-occupancy vehicles.

NOACA, as the transportation and environmental planning agency for 5 counties, will advertise this event via a variety of marketing avenues.

- Public service announcements will be issued during the weeks leading up to and during the week-long event.
- An on-line campaign will be launched with www.cleveland.com, the Cleveland Plain Dealer’s on-line affiliate.
- Bus passes will be purchased and offered to those who sign-up online to receive email advisories.

Potential funding options will also be researched regarding an on-line campaign with www.ohio.com, which is the Akron Beacon Journal’s on-line affiliate.

A Healthy Air Exhibit – Cleveland Marathon’s Health & Beauty Expo - May 19-20, 2006

NOACA, along with related agencies, e.g., the American Lung Association, the Cleveland Clean Air Century Campaign, and other environmental organizations will work towards providing a visible air/health presence at the Cleveland Marathon’s Health and Beauty Expo. A collective presence will have more of an impact than a single NOACA booth.

Potential activities could include a drawing for an electric scooter as a means to engage attendees and to encourage sign-ups for free "Health Advisories" offered on high air pollution days by NOACA. The Expo would also provide a venue for the distribution of educational materials.

School Participation Event

The Work Group agreed that some sort of outreach activity should be planned to provide air quality and source of pollution education to school age children. NOACA will explore potential partnership relationships for this type of outreach efforts with Ideastream (WVIZ/WCPN) and the Earth Day Coalition.

School-related suggestions have included having teachers teach one air pollution segment during the week, focusing on all grades. A poster contest was also suggested, focusing on grades 2-6. Posters displayed at event...

Marketing / Education Materials

NOACA will provide a variety of marketing and education materials for distribution as part of Healthy Air Days such as:

- Healthy Air Days flyers
- Healthy Air Day website that includes resource materials
- OAD program Brochures
- FP3 program Brochures
- FP3 window cling-ons
- FP3 window bumperstickers
- Anti-idling vinyl signs – for distribution to fleets/docking locations
- Balloons
- Bus passes

Other Potential Activities

Try Transit Week

GCRTA has expressed interest in partnering on a Health Air Day; combining it with “Try Transit” Week. Other transit agencies in Northeast Ohio will also be invited to participate.

A Public Health Forum

The Work Group, acting on the Task Force's recommendation, suggested a professional health care forum on local health impacts from air pollution. The forum could strive to educate the general public regarding the national and local health impacts of ozone and PM_{2.5}. The forum would aim to discuss in “layman’s” terms what types of emissions sources and diseases have been associated with these pollutants and discuss interventions being considered by federal, state and local agencies to reduce these potential health effects.

In addition, the forum would provide information on other factors including indoor air pollutants that can trigger or exacerbate these health affects and discuss how they can intervene at the individual level to help improve the general air quality in Northeast Ohio.

NOACA staff has spoken with Dr. Lang, Cleveland Clinic Foundation, regarding planning partnerships with the Clinic and the Asthma Coalition. Staff and Dr. Lang also spoke about potential data/speakers for the forum. Dr. Lang has been corresponding with Dr. Nora Nock, CWRU, regarding data accumulation regarding ozone and PM_{2.5} impacts on sensitive populations that could be presented at a Public Health Forum event.

Air Pollution Documentary

The Work Group suggested actively involving the new “IdeaStream – PBS/NPR partnership” in the planning and development of the forum with the idea of video taping and replaying the forum on PBS and public access channels.

V. Funding

Currently, some funding has been identified to assist in marketing the "No Drive Day" and the Exhibit at the Health & Beauty Expo. NOACA staff is still reaching out to potential partners for additional funding. In addition, staff is researching funding opportunities for the Air Pollution Documentary.

In regards to the Public Health Forum, NOACA staff is available to provide assistance to local health care experts who are interested in developing local epidemiology statistics related to air pollution and health impacts. Ideastream has a public Town Hall meeting room that could live broadcast or video tape an informational session regarding local statistics when available.

VI. Other Planned Events

The Work Group found that local air quality stakeholders are already taking initiatives to celebrate Healthy Air Days with specific events. The Work Group recommends encouraging all public agencies and private businesses to consider sponsoring a local event for their constituencies or employees.

The Cleveland MetroParks will be sponsoring a “Green Bag Lunch” for its employees on May 17, 2006 where air quality will be a discussion topic.

Other activities being recommended to celebrate Healthy Air Days and the "No Drive Day" include:

- Allowing employees to telecommute and work from home that week
- Providing one week's bus passes to employees
- Providing employees with an hour of commute time to and from work if they are taking public transportation, carpooling, biking or walking.

- Instituting an "anti-idling policy" for all fleet vehicles

VI. Timelines

Healthy Air Days

February – March 2006

Partnership solicitation
Activity planning
Creation of "Healthy Air Days" logo and materials for partners to use

March – April 2006

Obtaining promotional items
Placing partners' events on NOACA website
Contact with schools

May 2006

Advertising
Notifying media
Finalizing plans and marketing materials

Professional Health Education Forum

Date to be determined, following collection of study data

Appendix A Summary of Air Pollution / Health Studies