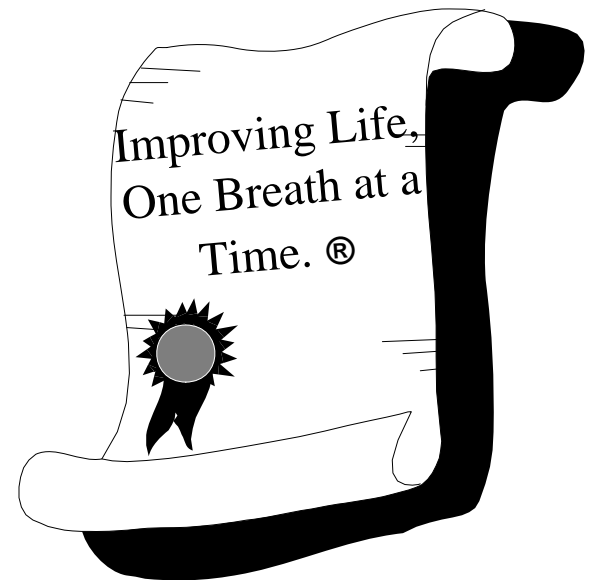




Saint Louis Regional Clean Air Partnership



**American
Lung
Association®**





If The Heat Isn't Enough, There's Smog

Air Quality Is No Coughing Matter For Some States, EPA

Cleaning Up Air May Add Pennies At Pump

Air Pollution Still Kills In Major Cities, Says Study

Standards Would Pose Major Headache for Motorists

Ozone Levels Here are High, Unhealthy

ST. LOUIS POST-DISPATCH



History of SLRCAP

In 1995, the American Lung Association of Eastern Missouri, Washington University, the Regional Chamber and Growth Association created SLRCAP. The goal was to increase the public's awareness about air pollution and its health effects and to encourage voluntary emissions reductions efforts, particularly on high ozone days, to “shave the peaks”.



SLRCAP Workgroups:

- Public Relations
- Work Trip Reduction
- Information Outreach



Public Relations

- Forewarn Aircast
- CACs/ETCs
- Promotional Materials
- Press Kits
- Advertising
- Community Presentations
- www.cleanair-stlouis.com





Marketing the Program

AQ Card Program

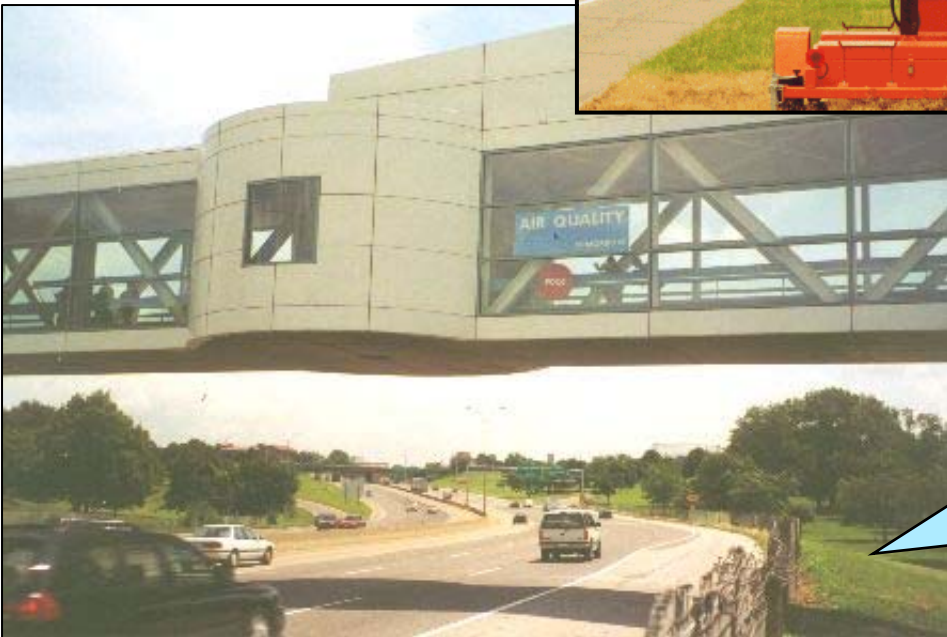
Clean Air Pass Program

Public Service
Announcements

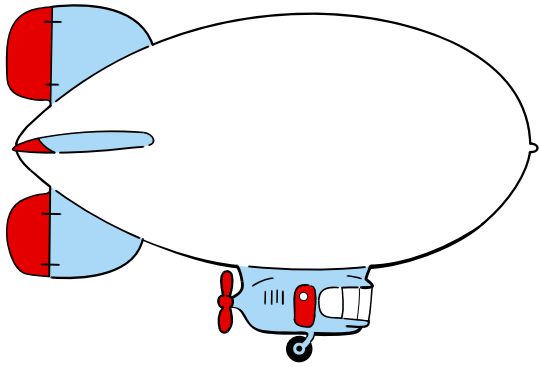
Yearly media outreach

Partners get the word out...

IDOT
&
MoDOT

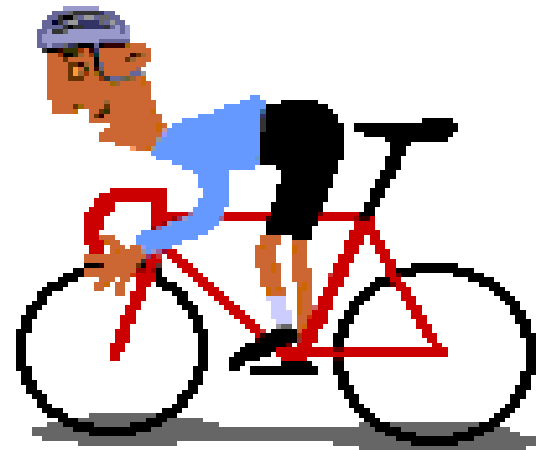


St. Louis
Science
Center



Work Trip Reduction

- RideFinders, Citizens for Modern Transit, Metro
- Public awareness, workshops, carpooling / vanpooling,





Information Outreach



Objective: To create credible and unbiased reports on air local pollution issues.



Organizational Partners

- Clean Air Coordinator Program
 - Promotions, events, fax/e-mail alerts
 - Workshops
 - Breakfast informational meetings
 - Recognition
 - Follow-up
 - In 2007, more than 1000 partners





Measuring successes and challenges



Annual CAC and ETC survey

Annual Public Opinion Survey



Anecdotal evidence from shows and exhibits

Media's use of the information

Number of visitors to web site



Number of phone calls logged to hotline

Resources on the Web

SLRCAP:
www.cleanair-stlouis.com





For information about air quality
and health, please call the
American Lung Association
1-800-LUNG-USA



**American
Lung
Association®**

