

April 5, 2010

Alan Abbs  
Air Pollution Control Officer  
Tehama County Air Pollution Control District  
1750 Walnut Street, P.O. Box 8069  
Red Bluff, CA 96080

Dear Alan,

On behalf of the American Lung Association in California (ALAC), I wanted to remind you that on April 28, the American Lung Association national office will be releasing its annual State of the Air Report. Like previous years, the 2010 report will be grading counties across the U.S. on eight-hour ozone levels as well as 24-hour and annual particle pollution levels for the three-year period 2006 through 2008. This year, however, we will incorporate new approaches into our communications strategy and messaging surrounding the report's release to reflect more of the progress that have been achieved toward healthier air in California. Because your leadership and work play such an integral role in improving the air quality in the state of California, it is important to ALAC that you be fully informed on our efforts.

Below are some of the key strategies that ALAC will be using to guide our communications efforts. As you will see, recognizing the air district's accomplishments is one of the key strategies this year. I have asked Mat Ehrhardt, President of CAPCOA, to provide us with examples of your accomplishments so they can be highlighted as part of our communications outreach efforts.

- Highlight progress and leadership in improving air quality in California
- Recognize the air quality management districts for their accomplishments, especially with regard to retrofitting and replacing diesel engines.
- Advocate for key state actions such as maintaining strong diesel truck and construction equipment regulations and adopting advance clean car regulations
- Put a human face on the issue of air quality
- Engage California advocates, consumers, corporate sponsors and health professionals through a call-to-action
- Reinforce that the job to improve air quality is not finished

The overarching message this year is the health of all Californians. We will leverage the report to demonstrate the reality of what the state's citizens are breathing, the negative impact poor air quality has to their health and to emphasize that we all have a responsibility to work together to create change. Specifically, we have developed the following key messages to support our

communications efforts. We will be further tailoring these messages for more specific target audiences. The messages are as follows:

1. California is one of the nation's leaders in improving air quality. The state has made an extraordinary effort to enact policy and regulatory change, as well as a tremendous investment in funding, to improve the quality of air our state's citizens breathe.

Proof points: What California has done to improve air quality – Example: key diesel regulations for trucks, buses and construction equipment.

Proof points: Funds invested in various projects that yielded results – Example: state dollars invested in incentive programs such as grants and loan programs to reduce diesel pollution and promote clean alternative fuels.

2. California's air quality management districts are working very hard to improve air quality and ALAC looks forward to our continued partnership with them in the fight for clean air.

Proof points: What the air quality management districts have accomplished to improve air quality – Example: number of diesel trucks and school buses replaced or retrofitted; key progress in adopting new regulations such as wood burning regulations.

3. Yet, as the State of the Air 2010 report shows, California has a long way to go to ensure that we clear the air of dangerous pollutants that causes significant health problems.

Proof point: Six of the top ten polluted cities are in California, including major cities like Fresno, Los Angeles and the state's capital, Sacramento (insert 2010 data)

Proof point: Data on air quality

4. Air pollution is linked to serious lung and heart illnesses that results in multiple hospital and emergency room visits and premature deaths in California.

Proof points: Data on asthma; regional highlights on communities such as Long Beach; impact on COPD and other lung diseases

5. The cost of air pollution in California takes an extraordinary toll on the state.

Proof point: Annual cost of health care – Example: cite CARB health cost estimates; Rand study estimates on hospital costs and emergency room visits associated to polluted air

6. California citizens can help make real change to improve the air quality in their communities.

Proof points: Drive one less day per week; avoid burning wood; reduce the use of plastic bottles; use public transportation, bike or walk as often as possible, etc.

7. The job is not over. We can and must do better to improve the air we breathe in California. Inaction is not an option.

Proof point: What California should do – Example: California must adopt strong, visionary new regulations to clean up the vehicle fleet even further and bring the cleanest vehicles including hybrid-electric, battery electric and fuel cell vehicles to California; protect key regulations like state diesel control regulations; fight the repeal of AB 32 that may make it onto the November ballot

Please note that we will further expand the messages above as we fully develop them.

I hope you have found this informative. I look forward to any comments or questions you may have about the strategy or messaging. Thank you for the help you have already given us in reviewing the State of the Air data and for all the work that you do to improve the air quality in California.

Sincerely yours,

Jane Warner  
President and CEO  
American Lung Association in California