



INSTRUCTIONS

Looking to inspire action and awareness? Add our pre-written newsletter articles to your organization's emails! These engaging pieces are designed to inspire positive conversations about the health benefits of cleaner air.

Article #1 – Stay Informed About Air Quality This Summer!

It's important to stay informed about local air quality, especially as we head into another hot and sunny Sacramento summer. From May 1 through October 31, the Sacramento region participates in the annual Spare The Air program, designed to help residents and businesses stay updated on the Air Quality Index (AQI), the health impacts of air pollution, and tips for improving air quality in our community.

When the AQI is forecast to reach 126 or higher, the [Spare The Air program](#) will issue alerts advising residents to reduce driving and take steps to protect their health during these unhealthy air quality conditions.

The goal is to protect everyone's health, so we Breathe Better Together. Those in sensitive groups are more vulnerable to the effects of air pollution, and include:

- » Children under age 14
- » Adults over age 65
- » Pregnant women
- » Outdoor workers and athletes training outside
- » People with pulmonary or respiratory diseases, including congestive heart failure and asthma

Air pollution causes a range of health issues, from minor symptoms like coughing and itchy eyes to more serious conditions such as pulmonary disorders. One of the easiest ways to improve air quality is by reducing vehicle use. Consider driving gas-powered vehicles less, taking public transit, or using alternative transportation such as biking or walking.

Want to help preserve the Sacramento region's air quality? Visit [SpareTheAir.com](#) for simple tips and resources on reducing pollution. Stay ahead of the weather and air quality with our Spare The Air alerts and daily AQI forecasts – sign up today at [SpareTheAir.com/signup](#). Together, we can make this summer healthier for everyone!



Article #2 – The Importance of the Air Quality Index (AQI)

The Air Quality Index (AQI) measures air pollution levels and helps us understand the impact on both our environment and health. The AQI chart includes six categories, with higher values indicating greater levels of air pollution.

Developed by the U.S. Environmental Protection Agency, the AQI is a clear tool that helps you decide whether to enjoy the outdoors as usual or consider ways to limit your exposure. The Sacramento region's Spare The Air program monitors the AQI, issues Spare The Air alerts when the forecast reaches 126+ and provides resources to help reduce air pollution.



During Spare The Air season, May 1 through October 31, visit SpareTheAir.com for the current air quality conditions near you, daily AQI forecast, and Spare The Air alerts. Sign up to receive SMS/email updates at SpareTheAir.com/signup!

Article #3 – Understanding Health Impacts of Air Pollution

Vehicle emissions are the main source of ground-level ozone air pollution, often called smog, in the Sacramento region. Our region's unique "bowl-shaped" valley, when combined with hot temperatures and weak winds, can trap pollution and cause smog levels to spike during summer afternoons and evenings. Smog poses health risks for everyone, with more serious impacts on sensitive groups. By working together to Breathe Better Together, partners can help reduce exposure and protect those most at risk by signing up for Air Alerts at SpareTheAir.com, sharing updates with your networks, and taking simple steps to reduce emissions on high pollution days.

SPARE THE AIR PARTNER TOOLKIT

NEWSLETTER CONTENT



Breathe
Better
Together

Short-term Effects of Smog Exposure Can Cause:

- » Increased fatigue/reduced energy
- » Increased susceptibility to infections
- » Respiratory symptoms such as wheezing, chest pain, dry throat, headaches, or nausea
- » Decreased athletic performance
- » Potential lung damage, even after symptoms disappear
- » Added stress to the heart and lungs

Long-Term Health Consequences May Include:

- » Accelerated lung aging and reduced lung capacity
- » Worsening of respiratory conditions such as asthma, bronchitis, emphysema, and increased cancer risk
- » Shortened life span

Sensitive groups:

- » Children under age 14
- » Adults over age 65
- » Pregnant women
- » Outdoor workers
- » Athletes who train vigorously outdoors
- » People with pulmonary or respiratory diseases, including congestive heart failure and asthma

Breathe Better Together — Start with a Quick Air Check

Before heading outdoors, it's important to check the current air quality conditions at SpareTheAir.com to help protect your health. Sign up for Air Alert to receive daily email air quality forecasts, including Spare The Air day information, and opt in to SMS texts to receive Spare The Air day alerts at SpareTheAir.com/signup.