

Newsletter Content

Instructions

Spare The Air has sample newsletter articles that can easily be placed into your organization's communications to help share information about the program. All content below is designed to be a starting point to spread awareness about the campaign and the importance of knowing about air pollution's health impacts.

Article #1 – Spare The Air Introduction

As we prepare for the Sacramento summer heat, you should also be ready to check the daily air quality index (AQI)! From May 1 through October 31, the Sacramento region's annual Spare The Air program helps residents and businesses stay current with the AQI, air pollution health impacts, and ways to improve local air quality. When the AQI is forecast to meet or exceed 126, the Spare The Air program will issue a Spare The Air alert to ask residents to reduce their driving and notify them of unhealthy air quality conditions, so they can reconsider strenuous outdoor activities when air pollution levels are high.

Exposure to air pollution can affect everyone's health. Breathing in air pollutants can cause health complications, from coughing or itchy eyes to more serious conditions such as pulmonary disorders like asthma or lung cancer. Individuals in sensitive groups are more likely to be affected, including:

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

(Article #1 is continued on the next page.)



Follow Spare The Air on social media for news, events, and Spare The Air alerts



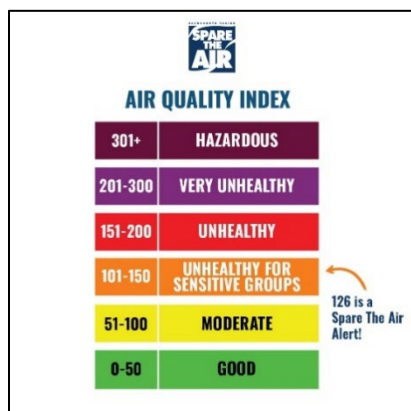
Driving less, taking public transit, and using alternative forms of transportation (such as riding a bike or scooter), are the simplest ways to help reduce air pollution. For more information on how to help preserve the Sacramento region's air quality or to check your area's AQI forecast, visit [SpareTheAir.com](https://www.sparetheair.com). You can also follow updates and tips on the Spare The Air program's social media pages: [Facebook](#) and [Instagram](#).

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

The Air Quality Index (AQI) is a measurement that helps us understand air pollution levels and its impacts to our environment and health. The AQI chart outlines six categories. The higher the AQI, the greater the level of air pollution.

The AQI was developed by the U.S. Environmental Protection Agency and is a tool that provides an easy way to determine whether you should enjoy the outdoors as usual or consider limiting outdoor activities to reduce exposure to elevated levels of polluted air. The Sacramento region's [Spare The Air](#) program monitors the AQI, issues Spare The Air alerts when the forecast reaches 126 or higher, and offers tips and resources to help reduce air pollution.

During Spare The Air season, May 1 through October 31, residents and businesses can check the daily AQI forecast and check for Spare The Air alerts by visiting [SpareTheAir.com](https://www.sparetheair.com).



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Article #3 – Air Pollution Health Impacts

Vehicle emissions are the leading cause of ground-level ozone (smog) air pollution in the Sacramento region. Smog not only impacts the environment but also negatively affects your mental and physical well-being. During the summer months, smog typically reaches its highest level during the afternoon and early evening hours. The [Spare The Air](#) program aims to help residents and businesses protect themselves from air pollution by providing air quality forecasts, real-time readings, air pollution alerts, and tips and resources to improve local air quality.

Exposure to smog can lead to immediate, short-term effects that can cause constriction in your airways with symptoms that include:

- Increased fatigue
- Reduced resistance to infections
- Wheezing, chest pain, dry throat, headache, or nausea
- Weakened athletic performance
- Lung damage, even after symptoms disappear
- Added stress to the heart and lungs

Prolonged exposure to smog can lead to more permanent health impacts, including:

- Accelerated aging of the lungs
- Loss of lung capacity and decreased lung function
- Aggravated respiratory diseases such as asthma, bronchitis, emphysema, and possibly cancer
- Shortened life span

Main contributors to smoggy conditions include a mix of high heat, relatively stagnant air, and greenhouse gas emissions trapped inside of the Sacramento Valley “bowl.” Individual adverse health effects are unique to personal health conditions, the air pollutant type and concentration, and the length of exposure. To check air quality conditions before heading outside, visit [SpareTheAir.com](#) for real-time updates!



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