

THE CHALLENGE TO OUR AIR QUALITY

Dane County is one of the fastest-growing areas in Wisconsin. As we grow, we have continued to work hard to combat air pollution, and air quality is improving as a result. However, due to more protective federal standards, our healthy air status cannot be taken for granted.

- ▶ Air pollution from vehicle exhaust now causes 50% of our total air pollution.
- ▶ Demand for electricity is increasing, causing current power plants to operate more.
- ▶ The federal government recently adopted more stringent ozone and fine particle standards. If Dane County violates the new standards, we may be designated a “non-attainment” area and face mandatory air pollution control regulations. Compliance could cost Dane County citizens and businesses millions of dollars each year.

A PRESCRIPTION FOR A HEALTHY COMMUNITY

Clean air means a healthier community. Air pollution can harm active children, older adults, people with asthma or bronchitis and even healthy, athletic adults. Today about 40,000 Dane County residents (10% of our citizens) suffer from asthma that is aggravated by air pollution.

By reducing emissions from business operations and employee commuting, employers can contribute to a healthier community. It makes good business sense, too, because these steps help reduce health care costs, avoid federal regulation, and attract an outstanding workforce to our region.

THE BENEFITS TO YOUR ORGANIZATION

Join the *Healthy Air Employer Network* to make a big difference in our community. With **FREE** assistance through this program, you will:

- ▶ Reduce emissions from business operations and get bottom-line benefits
- ▶ Avoid costly air pollution control regulations
- ▶ Help your employees change their commuting habits and save money
- ▶ Take steps as a civic leader to ensure public health on *Clean Air Action Days*
- ▶ Gain recognition as a *Healthy Air Employer*

Members of the *Healthy Air Employer Network* are already taking action to clear Dane County’s air. Look for their names at www.healthyairedane.org and join them today.



When you join the Healthy Air Employer Network, you contribute to the health of our community and the health of your employees.



SIGN UP to become a member of the *Healthy Air Employer Network* at www.healthyairedane.org

Or fill out this form (please print) and mail it to:

Dane County Clean Air Coalition, City-County Building, Rm. 421
210 Martin Luther King Jr. Blvd., Madison, WI 53703-3345

Organization Name _____

Contact Name _____

Mailing Address _____

() _____

Phone _____ E-mail _____

Once you pledge to take action, you’ll be part of an online communication and technical assistance network with **FREE** on-site assistance available.

THE HEALTHY AIR PLEDGE

As a member of the *Healthy Air Employer Network*, we pledge to help improve air quality by:

1. Designating a coordinator to inform our employees of impending Clean Air Action days so they can take action to reduce emissions.
2. Implementing one or more long-term activities to permanently reduce our emissions through an organization-wide policy or process change.
3. Growing the *Healthy Air Employer Network* by inviting at least one new member to join.

Find Employer Tookits at www.healthyairedane.org

ABOUT AIR QUALITY

Measuring Air Quality

The Air Quality Index (AQI) is used to report actual levels of ozone and fine particle pollution. The higher the levels, the greater the health concern. Visit www.healthyairedane.org to check our daily air quality.

Ozone

Ozone, a gas that is the main ingredient of smog, is a concern during the summer months. It is formed when pollutants emitted by vehicles, power plants, and other sources react chemically in the presence of sunlight. Even at low levels, it can affect respiratory health.

Fine Particle Pollution

Microscopic airborne particles (1/30th the size of a human hair) can occur year-round but levels are typically higher in the winter. The smaller the particle, the greater the health risk to children, older adults and people with asthma and heart ailments. Major contributors to fine particle pollution include trucks, passenger cars, off-road equipment, electric power generation, wood burning and agricultural sources.

Clean Air Action Days

When the Air Quality Index is forecast to be at an unhealthy level for sensitive groups of people, the *Dane County Clean Air Coalition* alerts the public. The Coalition asks government agencies, businesses and citizens to cut down voluntarily on activities that produce air pollution. You can sign up for personal e-mail notification and learn what steps you can take on Clean Air Action Days at www.healthyairedane.org.

ABOUT US

The Dane County Clean Air Coalition (DCCAC) is a partnership of businesses, schools, government agencies and citizens whose goal is healthy air.

We have leveraged over a million dollars in grants to help reduce air pollution through programs and partnerships like the *Healthy Air Employer Network*.

Learn more at www.healthyairedane.org



Dane County Clean Air Coalition
City-County Building, Room 421
210 Martin Luther King Jr. Blvd.
Madison, WI 53703-3345
(608) 266-9063

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JOIN EMPLOYERS WHO CARE FOR OUR AIR



EMPLOYER NETWORK