
Education Work Group – August 17, 2018

In Attendance:

Voting Members

Alicia Stevens
Donna Gardino
Elisabeth Balster Dabney
John Kelly
Bill Simpson
Rick Hinkey
Jennifer Schmidt

Non-Voting Members

Nick Czarnecki

Facilitation Team

Sherry Modrow

Work Group Discussion

Health information

- People ask doctors about health impacts of air quality
 - Most don't know details about dangers of air pollution
- Dr. Hanley's presentation provides facts about particle pollution and health risks
- Reach out to school nurses and hospital personnel
 - Most have not been well informed
 - Management concerned about politicization of the issues
 - Need to know real health effects of air pollution
- Public Health
 - Dr. Jay Butler would like to partner with Fairbanks agencies
 - Hampered by funding cuts
 - Zip code study
- Local epidemiological studies – 2009 – could that be useful?

Schools and air quality

- Special purpose air quality monitors already in service at 11 schools
- Need Flag program for schools
 - Raise color-coded air quality flag – part of each day's flag-raising
 - Green, yellow, orange, red, purple
 - People must talk to school board and individual schools to raise support
 - Parent advocacy group could make it happen (PTSA?)

Messaging

- Editorial boards – Anchorage Daily News, Fairbanks Daily News-Miner
 - Ask for their buy-in
- Moral obligation to your neighbors not to pollute
- Need key information – concise, targeted, timely
 - One-page flyers on various aspects of air quality
 - How to burn wood without adding to the pollution problem

- Why we have air quality alerts
 - “You may still be eligible for the Wood Stove Change-Out Program!” with basic descriptive info
 - Distribute by paid ads, PSAs, AM radio
 - Much could come from FNSB big booklet
- Need central website with background and access to all resources for what we are facing.
 - DEC, EPA, FNSB, vendors
- Speakers’ Bureau
 - Credible speakers, specialists in this field
 - Good news: we can solve this issue
 - KJNP “over the coffee cup” and other conversational broadcasts

Publications and events

- Air Quality Conference
- FNSB booklet goes to every home
 - This year’s will have Stage 1 and 2 reminder; pledge to use cleaner energy; fridge magnet
- Highway signs – significantly more sophisticated
 - \$4 million in next round of funding
 - Three locations – partner with DOT
 - Combine alerts on signs with PSAs on radio
 - Paid radio/print ads could be sponsored by businesses

Suggestions

- Home heating calendar
 - Seasonally themed
 - Useful tips for preparation, maintenance, operation of various types of devices
 - Newspaper insert?
- Graphic showing amount of heat put out with amount of pollution per heat source

Questions

- Will increased boiler efficiency with use of #1 fuel outweigh extra cost of the fuel?
- Might the League of Women Voters consider hosting a forum on air quality?