# AIR QUALITY

OZONE AND PARTICULATE MATTER 2.5

## Ideas for Taking Action

Wisconsin Environmental Public Health Tracking Program

### TAKING ACTION

We know it's a challenge to translate data into action. To help get you started, we created a short menu of potential strategies for addressing air quality. To help communities of all sizes and resource levels, we organized this guide by the scope of the strategy, from addressing knowledge, attitudes, and skills to addressing laws and policies. Each strategy contains links to more resources.

## INDIVIDUAL LEVEL | Knowledge, Attitudes, Skills

- Encourage residents to check their air quality forecast.
- Encourage residents to avoid the outdoors on days when air quality is poor.

## INTERPERSONAL LEVEL | Family, Friends, Social Networks

- Train doctors to talk to their patients about air quality, especially those with chronic health conditions.
- Promote airnow.gov, a way to check local air quality forecast, on social media channels.

## ORGANIZATIONAL LEVEL | Organizations, Schools, Workplaces

- Encourage the use of lower-polluting diesel technologies among local and regional transit authorities.
- Promote active transportation programs such as safe routes to school and walking school buses.
- Encourage worksites to incentivize active commuting (e.g., biking, walking).

## COMMUNITY LEVEL | Design, Access, Connectedness, Spaces

- Promote the U.S. Environmental Protection Agency's school flag program to alert the community of outdoor air quality.
- Offer incentives for using public transportation.
- Consider roadside vegetative barriers to reduce air pollution by roadways.

## POLICY LEVEL | National or Local Laws and Policies

- Work with community planning and design staff to develop bicycle and pedestrian master plans.
- Increase access to public transportation systems.
- Promote school policies that limit exposure to exhaust from school bus idling.

Find more strategies and explore air quality data at dhs.wisconsin.gov/epht.

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