

INTRODUCTION

Health Canada estimates that thousands of premature deaths and hospitalizations can be linked to air pollution each year. Those most at risk of health problems from poor air quality include children, seniors and people with pre-existing respiratory and cardiac conditions. Air pollution worsens asthma, allergies, bronchitis and heart problems. As well, it irritates the eyes, nose and throat, and makes it difficult for even healthy lungs to work well.

The public needs an accurate warning system so that they can take action to protect them from air pollution. In response to this, Environment Canada and Health Canada led the development of a health-based air quality index, known as the Air Quality Health Index (AQHI). The AQHI incorporates the most recent scientific information on the health effects of key air pollutants – ground level ozone, particulate matter and nitrogen dioxide. It measures local air pollution and reports the health risk on a scale from 1 to 10, with 1 representing the lowest risk to health.

This electronic AQHI Toolkit contains information, resources and multi-media tools to help your organization launch an AQHI education and outreach campaign in your community. It includes a short video, radio and web advertisements, newsletter articles, a PowerPoint presentation and a host of colourful print resources. This Toolkit also contains information on 20/20 The Way to Clean Air – a campaign to help people reduce home energy use and vehicle use by 20%. When the community works towards reducing air pollution in the first place, we may have fewer days when the AQHI reaches high health risk levels.

This kit was developed by Toronto Public Health with funding from Health Canada. The materials on this disc are intended to assist community groups, agencies and health units in promotion of the AQHI in their communities. The Toolkit contains information specific to Toronto and the Greater Toronto Area, however, you are encouraged to adapt it by including information (i.e. statistics) specific to your region. Toronto Public Health gives permission for you to use and reproduce all of the enclosed materials; however, the design of the materials cannot be modified without additional consent. Please acknowledge Toronto Public Health and Health Canada when using or referring to these materials. None of the logos can be removed, covered or modified in any way.

TOOLKIT MATERIALS

Chapter 1 - Radio Advertisements

This disc contains two humorous and entertaining advertisements in .mp3 audio format that promote the Air Quality Health Index. They are not region-specific and can be used as a radio advertisement or placed on your website. Simply click on the mp3 to open the file.

 Radio Advertisement Connoisseur.mp3

 Radio Advertisement Tortoise.mp3

Chapter 2 - PowerPoint Presentations and Speaking Notes

A PowerPoint presentation is available for you to provide an educational session to your clients. Your audience will learn about air pollution, the Air Quality Health Index and 20/20 The Way to Clean Air. The presentation includes speaking notes with an easy-to-use script that walks you through each slide. There are two versions of the presentation - one specific to Toronto and the other specific to the Greater Toronto Area. These PowerPoint presentations are saved as .ppt versions for Power Point 97 – 2003 and the speaking notes are saved as .doc versions for word 97-2003.

 Toronto AQHI Power Point Presentation.ppt

 Toronto AQHI Power Point Presentation Speaking Notes.doc

 GTA AQHI Power Point Presentation.ppt

 GTA AQHI Power Point Presentation Speaking Notes.doc

Chapter 3 – Graphic Templates and Newsletter Articles

Enclosed are three graphic templates that advertise the AQHI. These templates were designed for easy placement in your newsletter and/or on your website, as a complete message with all Toronto and GTA logos.

Also included are pre-written articles on the AQHI and 20/20 The Way to Clean Air. There are Toronto-specific and generic versions. Both come in short and long format.

The sizes of the graphic templates are allowed to be changed to suit the needs of your organization if you have PC or Mac software capabilities to do so. However, any adjustments in size must be done so proportionally. If placing these on your website, please hyper-link the templates to www.airhealth.ca.

 AQHIAd4A.jpeg

 AQHIAd4B.jpeg

 AQHIAd4C.jpeg

 Long Toronto AQHI Article.doc

 Short Toronto AQHI Article.doc

 Long GTA AQHI Article.doc


 Short GTA AQHI Article.doc

Chapter 4 - Print Resources

This section contains downloadable AQHI print resources in the form of printable PDFs*. They are available in versions targeted to Toronto and the Greater Toronto Area. They include the following:

AQHI Brochure

A 4-panel brochure that describes the AQHI and explains how to use it.

 Toronto AQHI Brochure.pdf

 GTA AQHI Brochure.pdf

AQHI Reference Card

A two-sided card that lists the health messages for each of the AQHI risk categories.

 Toronto AQHI Postcard.pdf

 GTA AQHI Postcard.pdf

AQHI Posters

Three 8.5” x 11” posters representing low, moderate and high health risk readings.

 Toronto AQHI Print Advertisements 8.5” x 11”.pdf

 GTA AQHI Print Advertisements 8.5” x 11”.pdf

AQHI Spin-the-Wheel Resource


An 8 ½ x 14 colourful spinning wheel that can be changed to coincide with the AQHI reading. Posting this resource will make it easy for users to see the best time for outdoor activities. The Spin-the-wheel resource consists of three pieces, including a metal pin; it is therefore only available to view and order.


 Toronto AQHI Spin Wheel.pdf (view only)

 GTA AQHI Spin Wheel.pdf (view only)

20/20 The Way to Clean Air Planner


The 20/20 Planner is an energy reducing guide that offers easy-to-use checklists outlining a range of home energy and transportation actions you can take to reduce air pollution.

 Toronto 2020 Planner.pdf

 GTA 2020 Planner.pdf

20/20 Home Energy Use Tip-card

A card outlining useful tips to reduce energy use at home.

 Toronto 2020 Home Tip-card.pdf

 GTA 2020 Home Tip-card.pdf

20/20 Vehicle Use Tip-card

A card outlining tips to reduce vehicle use and minimize vehicle emissions.

 Toronto 2020 Vehicle Tip-card.pdf

 GTA 2020 Vehicle Tip-card.pdf

*Some of these resources are available in thirteen different languages. To access these resources please visit www.cleanairpartnership.org/air_quality_health_index or www.toronto.ca/health/airquality/aqhi/index.htm

Chapter 5 - Educational Film

This 3-minute video features athletes, doctors, government representatives and television and sports personalities explaining air quality, health and the AQHI. This film can be posted on your website and/or shown as part of any educational event.

It can be played on a standard DVD player as well as on a computer. The video can not be modified in any way. Please note that sub-titles for this film are available in other languages. To download the sub-titles for this film please visit www.cleanairpartnership.org/air_quality_health_index or www.toronto.ca/health/airquality/aqhi/index.htm

ACCESSING TOOLKIT CONTENTS

The AQHI toolkit has been designed to run on both DVD players and computers. This allows the toolkit files to be accessed on a computer and the educational film to be viewed on a standard television.

To access the toolkit contents on a Microsoft Windows computer:

1. Insert dvd.
2. If a menu automatically appears, select 'Run Toolkit'
3. If no menu appears:
 - a) Click on the computer's 'Start' button.
 - b) Select 'My Computer'.
 - c) Under "Devices with Removable Storage," right click on the DVD drive icon.
 - d) Select 'Autoplay'.

Note: To access the toolkit on a Macintosh, insert the disc and follow on screen instructions.

HOW TO SAVE TOOLKIT CONTENTS TO CUSTOM LOCATION:

To save a chosen toolkit resource for print or use on your website or newsletter:

1. Select a resource from the toolkit menu.
2. Open the resource by clicking on it.
3. Click the 'File' Button in the top left of the screen.
4. Select 'Save As'
5. Choose a location to save the file to.



Air Quality Health Index Toolkit