

Appendix A



Toronto Public Health 20/20 – The Way to Clean Air

BACKGROUND

Toronto Public Health has long provided leadership on local environmental quality. Air issues have been an important focus of this work as demonstrated by our role in developing the Smog Alert Campaign, which focuses on curbing city activities during smog episodes, helping at-risk groups and raising public awareness. Although Toronto Public Health has addressed climate change to some degree to date, we are poised to significantly expand our activity around this critical issue and how it relates to air quality. Public opinion polls show that many people know there are problems associated with climate change and air pollution and are prepared to act, but want tools and government leadership. Clearly there is a significant opportunity, in Canada's largest urban centre, to harness the collective energies and concern of its residents, as well as government, NGOs and business in addressing the pressing problems of climate change and air pollution.

20/20 is an exciting social marketing campaign of Toronto Public Health and the regional health units in Durham, Halton, Peel, and York. The campaign aims to reinforce existing community-based efforts and bring new resources to help residents address air pollution and climate change in the Greater Toronto Area. The program targets two key behavioral areas that are major contributors to climate change and air pollution: transportation and energy use. Initial research indicates that reductions in vehicle kilometres traveled (VKT) and home energy consumption would be a significant step toward lessening climate change and air pollution. The program is focused on promoting and enabling the attainment of a collective (GTA wide) and individual (household level) 20% goal. Not only does 20/20 encapsulate the theme of a 20% reduction in home energy and vehicle use, it also engages people in the creation of a vision for a cleaner, healthier city into the future.

Positive, direct and forward-looking, 20/20 is about creating a sense of possibility. The campaign is based on a number of core elements: promotion of a collective goal; targeting of key behaviours; providing meaningful, manageable and measurable actions; engaging key market segments; programming and funding partnerships; building awareness; and reporting progress to the public. Each of these elements will help to bring about constructive and sustainable change in individual behaviours and institutional systems, as well as build the reach of the campaign. The campaign is partnership driven and assumes a dual role: it acts as a hub for collaboration and joint promotion by supporting existing community efforts; and it fills key programming gaps with new tools and approaches. Ultimately, the campaign will promote existing programs, create new ways to reach the public, raise awareness and provide the tools to bring about the necessary behaviour changes.