

**NACAA PUBLIC OUTREACH COMMITTEE
COMMUNICATIONS PLAN
(Draft as of July 20, 2018)**

The NACAA Public Outreach Committee has historically worked to protect public health and the environment by providing a forum for state and local air agency communicators to share their knowledge, experience and resources to help educate the public on the causes and effects of air pollution and what citizens can do to respond.

It is proposed that the Public Outreach Committee update its' mission to adapt to the current social and political climate which presents both opportunities and challenges to improving air quality and addressing climate change in our local jurisdictions, states and throughout the nation.

The proposed mission for the Public Outreach Committee is as follows:

Develop and implement an active communications strategy to influence the state and national policy-making process to improve air quality, protect public health, and address climate change.

Three elements of the communications strategy would be:

1. Direct communication – provide information directly to state, federal, and local elected officials and decision-makers on key air quality issues.
2. Serve as a resource for state and local agencies of information on air quality issues with key messages– develop talking points, informational materials and other resources.
3. Elevate public interest and engagement -- tell the “air quality story” through top of mind issues that are relatable to the public to increase awareness, support and engagement.

The strategy will include press and communications contacts for each policy position.

ISSUES

While air quality in and of itself may not be the highest priority or primary driver for some policy and decision-makers and the public, it is almost always relatable to key issues that are at the top of mind. Framing air quality in context of issues that are being faced by decision makers may provide greater traction to influence the policy and rulemaking process. Putting air quality in the context of top of mind issues may also increase opportunities for NACAA members to “tell the story.” In some cases, there may be issues on the national stage that specific communications plans will be developed to pursue specific outcomes. Some current issues that may include, but are not limited to:

- a) Jobs and the Economy
- b) Deregulation and Transparency in Government
- c) Health and Safety
- d) Energy and energy security
- e) High Profile Incidents / Disasters / Issues

COMMUNICATION PLATFORMS

- a) Direct Communication – Advocacy Days
- b) TV
- c) Radio
- d) Print (including trade publications)
- e) Digital (including trade publications)
- f) Agency Websites

- g) Social Media
 - i) Google
 - ii) Facebook
 - iii) Instagram
 - iv) Twitter
 - v) YouTube
 - vi) Blogs & Other?

TOOL KITS

- a) Messaging
- b) Facts and data
- c) Print materials
- d) Material for digital and social media platforms
- e) Videos?