

New Media Now!

**Communicating Air Quality
to the Plugged-In Public**

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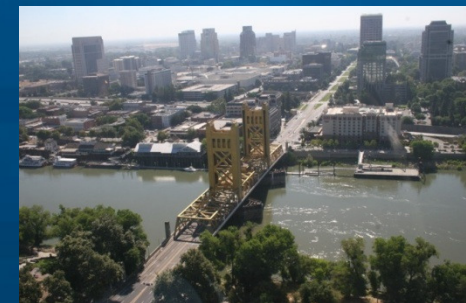
Presented at the
National Association of Clean Air Agencies
May, 2009



PUBLIC HEALTH

Background on Sacramento County

- 994 square miles
- 1.9 million population
- In 400-mile-long central valley
- 90 mi from San Francisco and the Sierra Nevada



What We're Covering

- **Part 1: New Media** – what is it, and why you should add these techniques to your communications toolkit
- **Part 2: Case in Point** – how we used new media techniques last summer to enhance communications
- **Part 3: How-to** – how you create a fast-turnaround video for your web site and YouTube, and what equipment you need to get started as next steps



What is “New Media?”

New Media is a term meant to encompass the emergence of digital, computerized, or networked information and communication technologies



Source: (Wikipedia)

Part 1: Fast Tour of Popular New Media

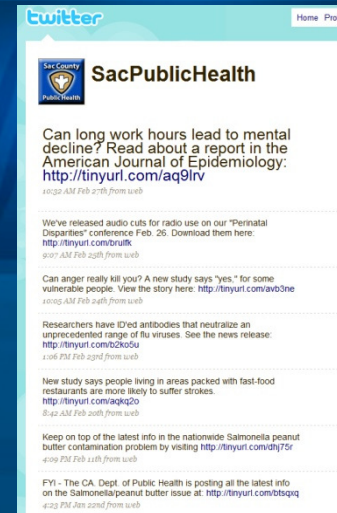
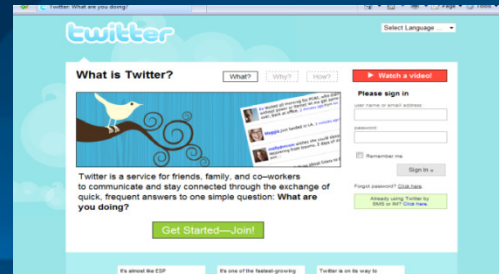
Let's take a lightning-fast tour of popular New Media options!



PUBLIC HEALTH

Twitter.com

What it does:	Lets you stay in touch using the web, your phone or IM. Sends short, 140-character messages to people who subscribe.
Cost:	Free
Potential uses:	Notifications of events, releases, developments, emergencies – anything!



www.twitter.com



Social Networking

Blogspot.com

What it does:	Allows you to set up a blog and embed photos and video
Cost:	Free
Potential uses:	Keep colleagues or constituents updated on issues of interest



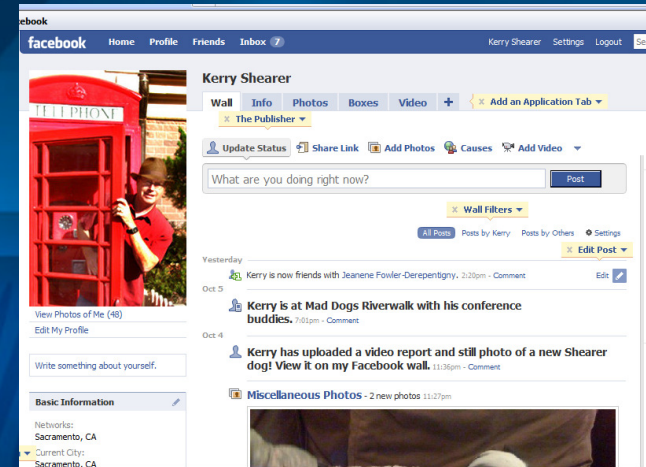
www.blogspot.com



Social Networking

Facebook.com

What it does:	Social networking. Keep in touch with friends, colleagues, consumers.
Cost:	Free
Potential uses:	A place to interact with others and keep them updated on what you're doing



www.facebook.com

Facebook now 5 years old.
22% of adults have Facebook pages.



Social Networking

YouTube.com

What it does:

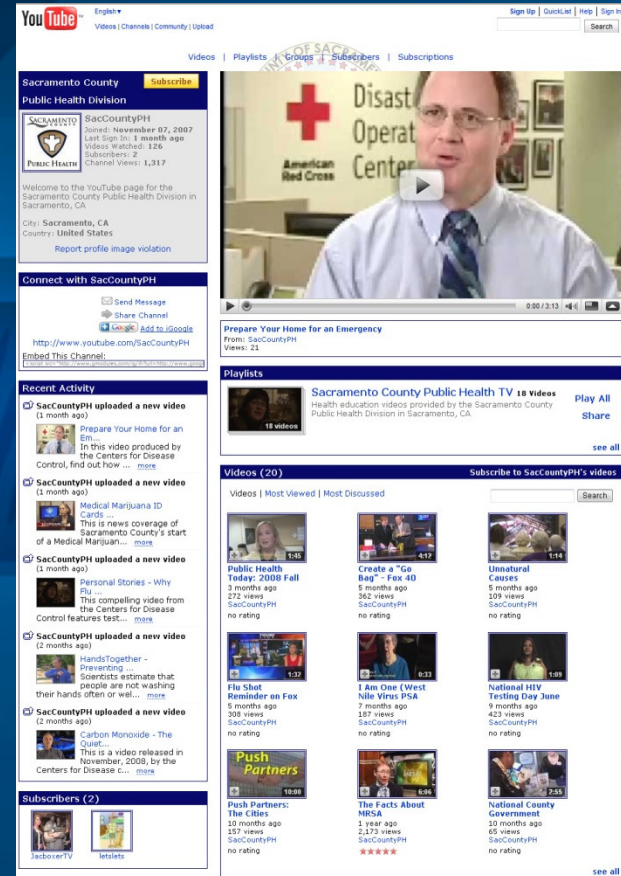
Largest video sharing site. Set up a channel, host videos, and embed on your web site

Cost:

Free

Potential uses:

Share your agency's messages with the world. Go direct to the people, bypassing the media.



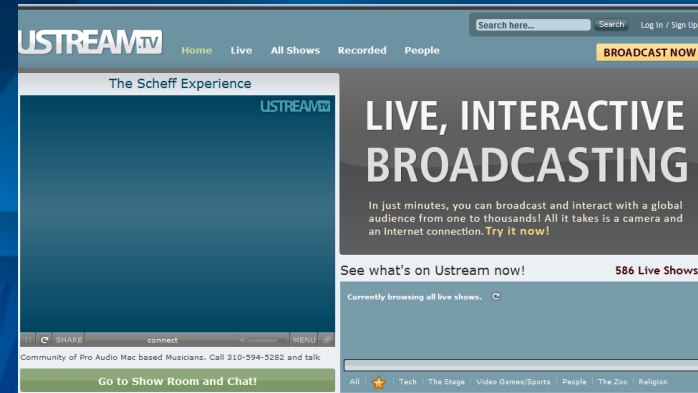
www.youtube.com



Social Networking

uStream.tv

What it does:	Live streaming audio/video with viewer text chat capability
Cost:	Free
Potential uses:	Stream a meeting live; host a demonstration; conduct a “town hall” or “ask the experts” event



www.uStream.tv



Live streaming video

Slingbox

What it does:	A piece of hardware that connects to your TV antenna, cable box or TiVo
Cost:	\$130-\$275
Potential uses:	Watch live TV newscasts on any computer anywhere, on your smartphone, and record or play back media coverage



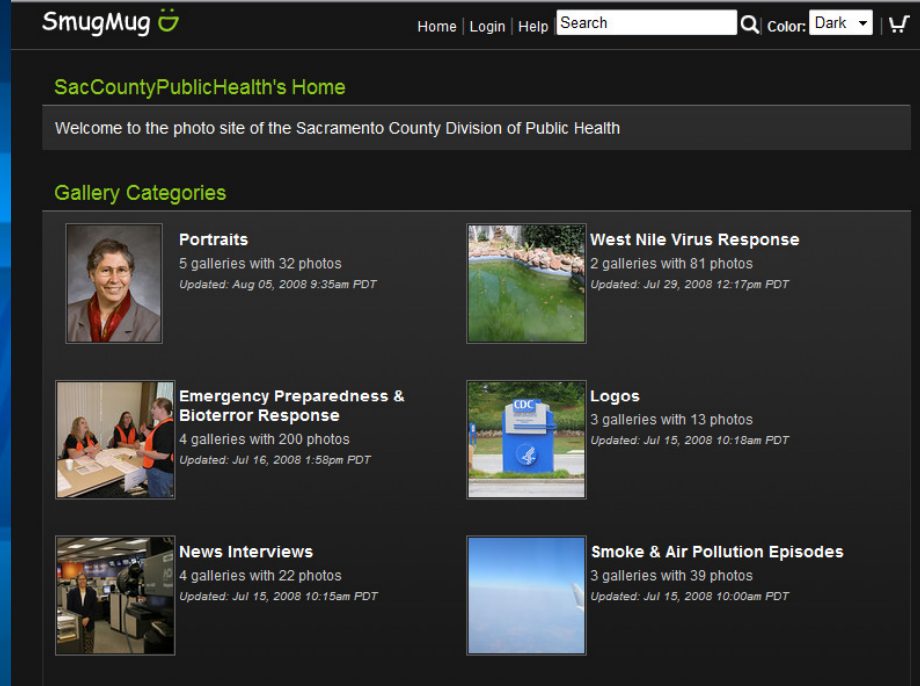
www.slingbox.com



Media monitoring over your cell phone

Smugmug.com

What it does:	Online photo storage so they're accessible from anywhere in full original quality
Cost:	\$59/year
Potential uses:	Instant access to all your photos. Easy to share with others



www.smugmug.com

<http://saccountypublichealth.smugmug.com/>



TV Station Live Chat

We regularly participate in a TV station's "Live Online" webcast with viewers on health topics



Uses streaming video to web, text-back questions from viewers, and live newscast cut-ins/promos



Ready-to-use Audio Cuts

One of the most effective things we do. We interview our own topic experts using a Zoom H2 MP3 audio recorder, edit the cuts down to sound bites, write intros and tags, and put the cuts on our web site for use. We then notify all radio newsrooms the audio is available. It is regularly used, even by our all-news radio station.



The screenshot shows the website for the Department of Health & Human Services, Division of Public Health, County of Sacramento. The page features a navigation menu with categories like ALCOHOL & DRUG, CHILD PROTECTIVE SERVICES, MENTAL HEALTH, PRIMARY HEALTH, PUBLIC HEALTH, and SENIOR & ADULT. A sidebar on the left lists services such as Emergency Services, Alcohol & Drug Services, Children's Services, Family Assistance, Licensing & Certification, Mental Health Services, Health Services, Senior Services, Shelter & Homeless, and Training & Classes. The main content area displays a news article titled "Grab & Go Sound Bites for Media from the Sacramento County Public Health Division". The article includes a sub-headline "First Human Cases of West Nile Virus for 2008 Reported in Sacramento County" and a lead paragraph: "Here's audio from Dr. Glennah Trochet (pronounced TROW-SHAY), Sacramento County's Health Officer." A note in red text states: "Note: To play a cut, click on the cut number. To download a cut, right-click on the cut number and select 'Save target as' to save it to your hard drive." Below the note, there is a link for "Cut 1 - Length: 14 seconds" and a lead paragraph: "Lead: Dr. Trochet announces the first two human cases for 2008." The outcue is: "...from Citrus Heights".

www.SCPH.com

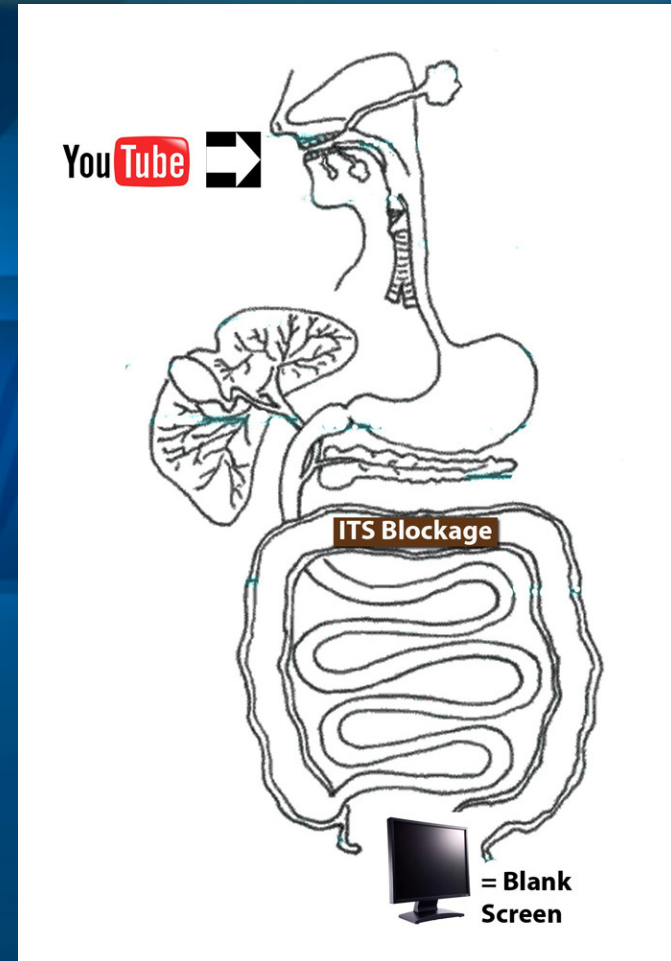


I.T. Services Blockage

I.T. Blockage – one of the initial internal challenges to the use of new media.

There is no reason that communications people should be blocked from accessing the sites you need to do your job.

This is a huge communications issue. If you are being cut off from YouTube, Facebook, Twitter, etc., you must work with management and I.T. to get it resolved so you can understand these outreach methods and use them to effectively communicate for your agency.



PUBLIC HEALTH

Smoke Episode #1: June 21-28, 2008

- Hundreds of lightning-sparked fires broke out in northern California
- Smoke filled the Sacramento region
- Air monitors showed extremely high levels of fine particles
- Public concern over health effects of bad air quality



Smoke Episode #1: June 21-28, 2008

Response:

- Sacramento AQMD & Public Health developed & issued joint Smoke Health Statements
- AQI forecast bug embedded on Public Health home page
- Created a “Breaking News” page on Public Health web site covering the smoke issue
- Divided interviews up: AQMD did AQI & forecasts; Public Health handled health impacts



Smoke Episode #1: June 21-28, 2008

Response:

- Public Health developed a short, 4-minute video acknowledging the smoke situation and giving the health impacts & precautions
- The video was placed on:
 - AQMD's "SpareTheAir.com" web site
 - Public Health's "Breaking News" page (YouTube player)
 - Sacramento County web site



Smoke Episode #1: June 21-28, 2008

In addition to the significant traffic to AQMD's SpareTheAir.com, this resulted in:

- 2,000 video views over 2.5 days (Fri. PM-Mon. AM)
- Feature story on KOVR-TV 13, our CBS affiliate
- High visibility of Public Health in an issue of regional significance
- Excellent inter-agency cooperation



Smoke Episode #2: July 6-10, 2008

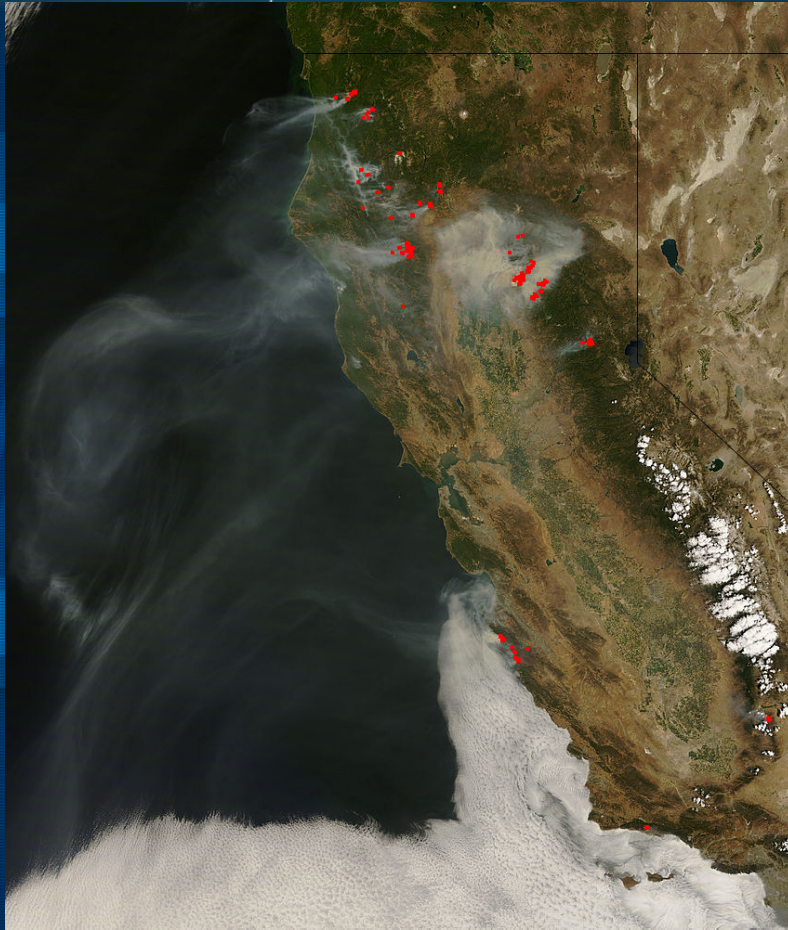
Repeat!

- Wildfires continue
- Wind patterns again fill the region with smoke
- Off-the-charts particle levels in some areas of northern California and the Sierra foothills

**New Threat:
HEAT WAVE! 100-107
degrees all week!**



Smoke Episode #2: July 9 Data



PM_{2.5} Real-time Data

Particulate Matter (PM)

[View Ozone Real-time Data](#)

NOTE: We are experiencing technical difficulties with the Auburn and Colfax PM 2.5 monitors and are working to repair the problem. Once resolved, the data will appear. Thank you for your patience.

July 9, 2008 8PM (PDT)

Site Name	Current PM _{2.5} AQI	Max PM _{2.5} AQI (PDT)
Davis	121	127 at 3PM
Elk Grove	116	128 at 3PM
Folsom	237	237 at 8PM
Roseville - N.Sunrise/Douglas	269	269 at 8PM
Sacramento - Del Paso Manor		
Sacramento - T Street	132	160 at 6PM
Vacaville	101	105 at 3AM
Woodland	84	109 at 3PM

Ozone Real-time Data

Ozone

[View PM 2.5 Real-time Data](#)

July 9, 2008 8PM (PDT)

Site Name	Current Ozone AQI	Max Ozone AQI (PDT)
Auburn	84	87 at 6PM
Colfax	21	51 at 12PM
Cool	127	137 at 4PM
Davis	111	122 at 6PM
Elk Grove	67	114 at 6PM
Folsom	140	182 at 6PM
Grass Valley	140	140 at 7PM
North Highlands	97	122 at 6PM
Placerville	129	150 at 6PM
Roseville - N.Sunrise/Douglas	100	127 at 6PM
Sacramento - Airport Road	61	80 at 6PM
Sacramento - Del Paso Manor	84	129 at 6PM
Sacramento - T Street	84	111 at 6PM
Sloughhouse	122	177 at 6PM
Vacaville	48	145 at 3PM
Woodland	54	54 at 7PM
Yuba City	43	43 at 7PM

[AQI Chart - English](#) • [AQI en español](#)



PUBLIC HEALTH

Smoke Episode #2: July 6-10, 2008

Response: Everything we did before, plus...

- **Activated separate Heat Wave & Air Pollution web pages**
- **Developed new 4-min. video Monday afternoon covering smoke, ozone and heat**
- **Placed that video on:**
 - Heat Wave and Air Pollution pages on our web site
 - AQMD's "SpareTheAir.com"
 - County web site



Smoke Episode #2: July 6-10, 2008

www.SCPH.com

Heat Wave
Preparedness web
Page with YouTube
player embedded



The screenshot shows the Sacramento Division of Public Health website. The page title is "Heat Wave Preparedness". The main content area features a video player with the title "HEAT WAVE PREPAREDNESS" and the subtitle "Warning Signs of Heat-related Illness". The video player shows a scene of a house at sunset. Below the video player, there is a text block that reads: "Above is a video produced July 7, 2008, containing information on how you can protect your health during this period of unhealthy air and high temperatures." Below this text, there is a link: "View the Windows Media version". Further down, there is a "News Release -- July 7, 2008" section with the title "Poor Air Quality/Hot Weather Preparations" and the text: "Sacramento area officials are jointly preparing for the expectation of continued smoky conditions and triple digit weather." The website header includes the Sacramento logo and the text "Division of Public Health". The left sidebar contains a navigation menu with categories like "Our Services", "Quick Links", and "Related Links".



PUBLIC HEALTH

Smoke Episode #2: July 6-10, 2008

www.SCPH.com

Air Pollution web
Page with YouTube
player embedded



The screenshot shows the website for the Department of Health & Human Services, Division of Public Health, County of Sacramento. The page title is "Health Effects of Air Pollution". It features a search bar, navigation tabs for various services, and a sidebar with "Our Services" and "Quick Links". The main content area includes a video player for "AIR POLLUTION Health Effects of Ozone, Particles and Smoke" and a text block with links to "Air Quality Forecasts and Real-time Readings", "Air Quality Health Effects", "Using Disposable Respirators (English)", and "Using Disposable Respirators (Spanish)".

Department of Health & Human Services
Division of Public Health
County of Sacramento

Search [] This Site Only [] County of Sacramento [Go] Advanced Search [] Text only []

ALCOHOL & DRUG CHILD PROTECTIVE SERVICES MENTAL HEALTH PRIMARY HEALTH PUBLIC HEALTH SENIOR & ADULT

DIRECTOR
Lynne Frank

Our Services

- Emergency Services
- Adult Services
- Alcohol & Drug Services
- Children's Services
- Family Assistance
- Licensing & Certification
- Mental Health Services
- Health Services
- Senior Services
- Shelter & Homeless
- Training & Classes

Quick Links

- Emergency Hot Lines
- Events Calendar
- Online Forms
- Service Provider Info
- County Jobs

Related Links

- County Home Page
- Department of Human Assistance

How can we help you? [more >>](#)

Get Acrobat Reader

Health Effects of Air Pollution

E-MAIL THIS ARTICLE ALTERNATE FORMAT ASSISTANCE PRINT VERSION

AIR POLLUTION

Health Effects of Ozone, Particles and Smoke

Smoke from wildfires, ozone air pollution and high temperatures are impacting the Sacramento region. The video above, produced July 7, 2008 by Sacramento County Public Health, contains useful tips to help you protect your health.

[View the Windows Media version](#)

[Air Quality Forecasts and Real-time Readings](#)
View forecasts and current air quality conditions in the Sacramento region at the Sacramento Metropolitan Air Quality Management District's Spare The Air web site. [Air Quality Health Effects](#)

Find out how poor air quality can impact your health by visiting the Health Effects pages of the Sacramento Metropolitan Air Quality Management District's Spare The Air web site.

[Using Disposable Respirators \(English\)](#)
This is the English version of a fact sheet produced by Cal/OSHA discussing the "Do's" and "Don'ts" of using N95 and P100 disposable respirator masks to protect your health during smoke episodes.

[Using Disposable Respirators \(Spanish\)](#)



Smoke Episode #2: July 6-10, 2008

www.SpareTheAir.com

AQMD's Spare The Air web Page with YouTube player embedded

SPARE THE AIR

Sacramento Regional Air Quality Resource [Sign up here >>](#)

Home
 Current Conditions
 Health Effects
 Historical Data
 Things to Do
 General Information
 Homework Help
 Publications
 Employers
 Survey Results
 Links
 Air Alert sign up
 Check Before You Burn

View Our Commercial >>

2008 Summer Smog Season
 Spare The Air Days: 0
 8-hour Exceedances: 12

High Ozone and Smoky Skies Continue
 Fires in the greater Sacramento area continue to cause very smoky conditions. We are also experiencing high readings of ground-level ozone pollution so a Spare The Air advisory is in effect for Wednesday.

NOTE: We are experiencing technical difficulties with the Auburn and Colfax PM 2.5 monitors and are working to repair the problem. Once resolved, the data will appear. Thank you for your patience.

Wind can cause readings to shift by the hour, which brings the smoke into the valley.

If you smell or see smoke it is recommended that you remove yourself from the area or go indoors to avoid the unhealthy air.

Visit the tab to the left for Current Conditions.

WILDFIRES BURNING — Pollution Elevated

Click here to view a special health statement regarding elevated pollution levels and heat.

This AQI forecast updated daily by noon			
Date	AQI	CONDITION	POLLUTANT
Wed 7/9	187	Unhealthy	Ozone
Thu 7/10	162	Unhealthy	PM
Yesterday's High	179	Unhealthy	OZONE

[View Forecast by County](#)
[Extended Forecast](#)

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PUBLIC HEALTH

Example: Heat Wave Video

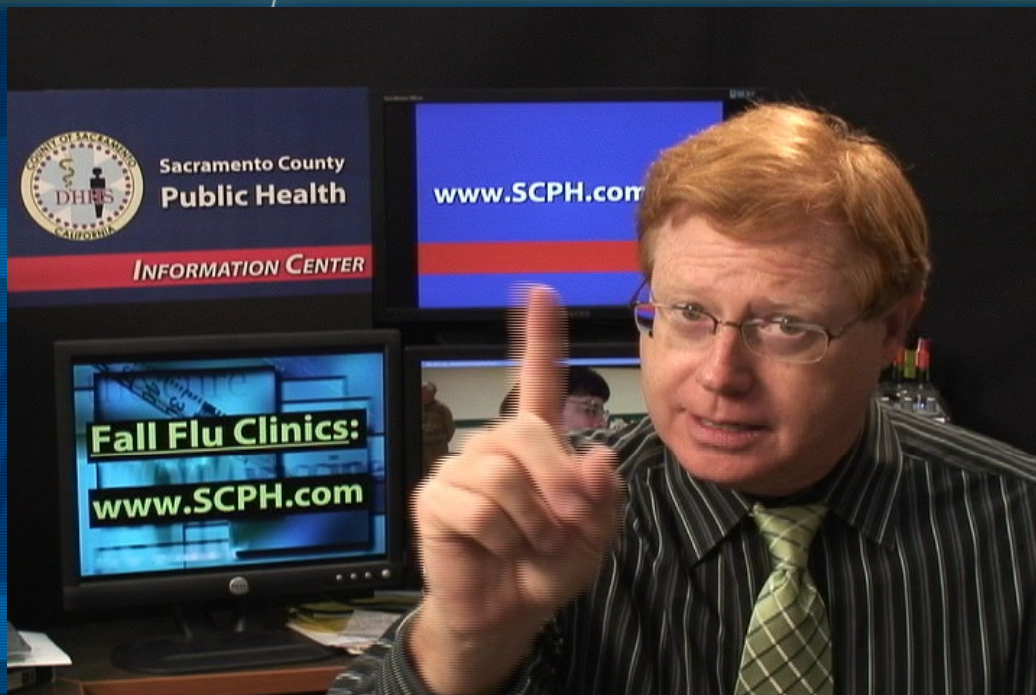
This video has been eliminated from the presentation due to file size.

View it online at: <http://www.youtube.com/watch?v=6Mn0hDln7us>



July 7, 2008

Example: Flu Shot Promo-Fox 40



This video has been removed from the presentation due to file size. View it online at:

<http://www.youtube.com/watch?v=iZjqtKxddQo>

New Media can be used to create spur-of-the moment videos to take advantage of opportunities as they are identified. We made this video to promote the flu shot season and e-mailed it to Fox 40 the week their new morning show premiered.



September 10, 2008

What You Need To Make a Video

- DV-format video camera and tripod
- Clip-on lavalier microphone (wireless)
- Adequate lighting
- Visually-interesting location
- A computer capable of video editing
- Video editing software
- Photo editing software



Part 3: Demonstration: Making a Video!

This is where YOU come in!

(Live demo using conference participants to make a 30-second video PSA, edit it, and upload it to YouTube in less than 15 minutes)



Thanks for listening!

How to Contact Me:

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