

North Carolina's Open Burning Outreach Campaign



N.C. Division of Air Quality



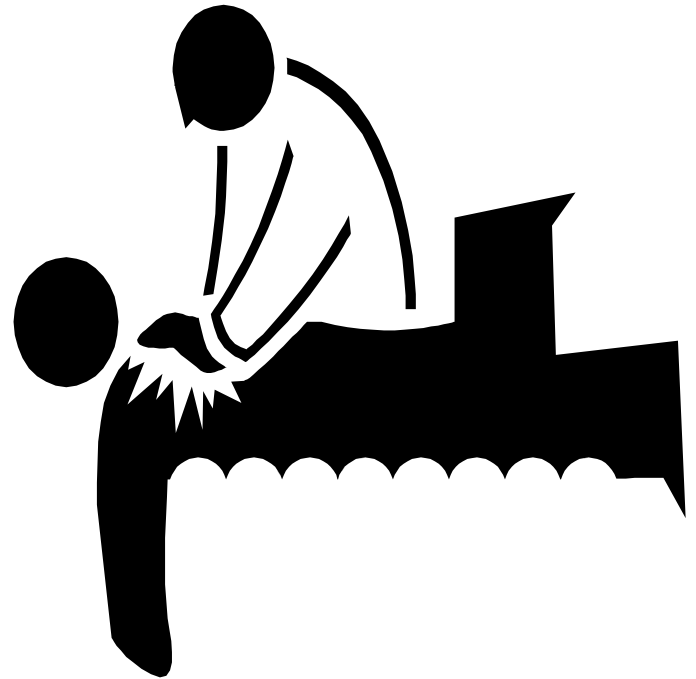
N.C. Open Burning Rule

- One of NC's oldest air quality rules
- First adopted in 1971
- Prohibits most outdoor burning
- Set conditions for allowable fires
- Violators can be fined up to \$10,000 or more in serious cases



Why Is Burning Restricted?

- Smoke pollutes the air
- Contains many toxic air pollutants
- Creates haze
- Smoke is unhealthy to breathe





If It Doesn't Grow, Don't Burn It



- Only leaves, branches and other plant growth can be burned – nothing else
- If local pickup is available, even yard waste cannot be burned
- It is always illegal to burn trash and other non-vegetative material



Never Burn These Materials:

- Trash, garbage
- Lumber
- Treated wood
- Tires
- Newspapers
- Other paper products
- Building materials
- Asphalt shingles
- Plastics, synthetics
- Heavy oils
- Paints
- Household, agricultural chemicals

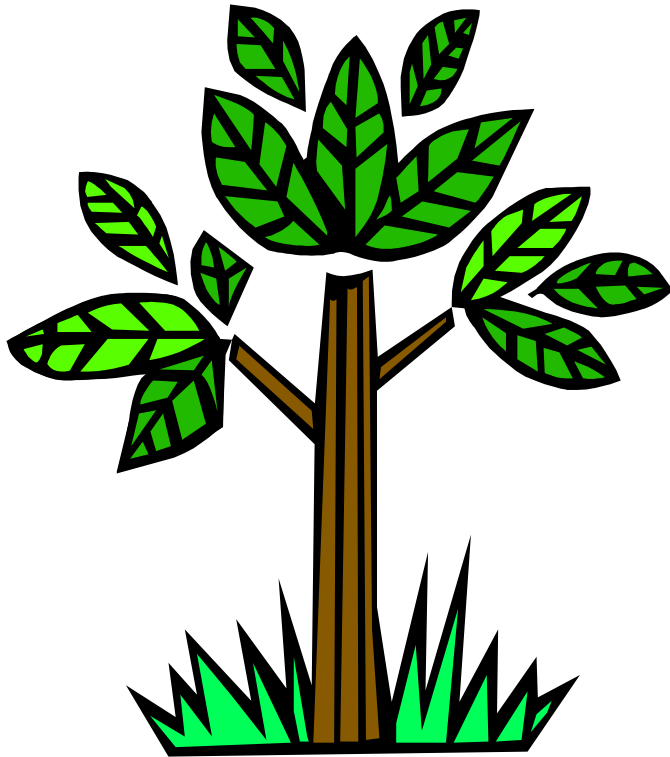


Burn Ban on Ozone Action Days

- No open burning on Air Quality Action Days (Code Orange, Red) in forecast areas
- Charlotte, Triangle, Triad, Asheville, Fayetteville and Hickory metro areas
- Applies to: homeowners, land clearers, contractors, fire training (structures)
- Exceptions: Agriculture, forestry, wildlife management, permanent fire training facilities



Allowable Burning



- Campfires
- Outdoor cooking
- Bonfires for festive occasions
- Yard waste if no public pickup
- Land clearing



Burning Yard Waste

- Allowed only if no public pickup available
- Leaves, branches and other yard waste
- Does not allow stumps and logs over 6 inches in diameter
- Smoke cannot create a nuisance





Other Exceptions

- Managing forests or wildlife habitats
- Training fire fighters
- Controlling agricultural pests and diseases
- Disposing storm debris hurricanes and other natural disasters
- Land clearing



Conditions for Allowable Burning

- Fires must be on site of origin
- Must occur between 8 a.m. and 6 p.m.
- Winds must blow away from roads or fires located least 250 feet away
- Fires must be at least 1,000 feet from occupied buildings



Goals of Outreach Campaign

- Increase public awareness
- Reduce violations
- Improve air quality
- Protect public health
- Save staff time and resources



Enforcement Issues

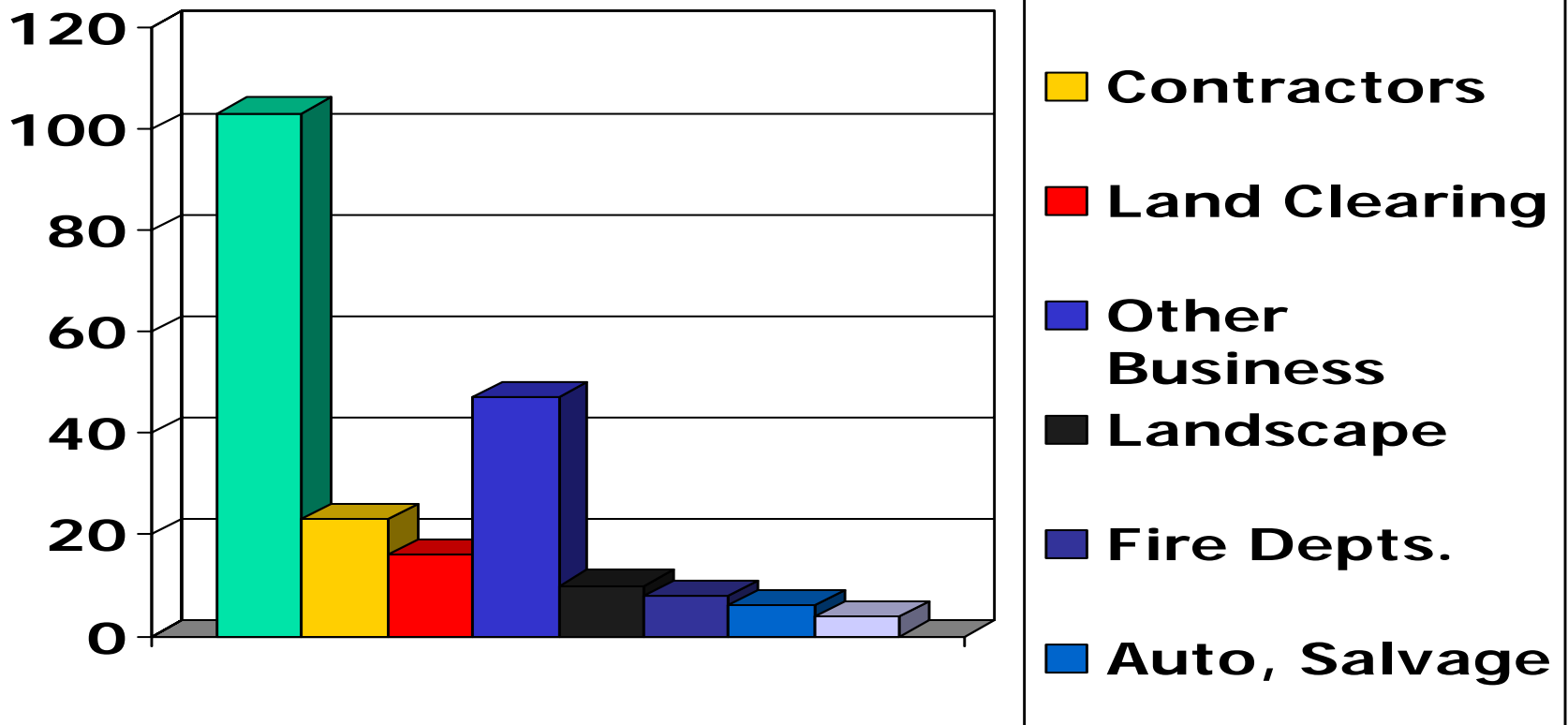
- Open burning is DAQ's biggest enforcement problem
- Enforcement costs totaled \$154,248 in 2000 alone
- Open burning cases account for:
 - 67% of all air quality complaints
 - 53% of all violation notices
 - 34% of enforcements and settlements



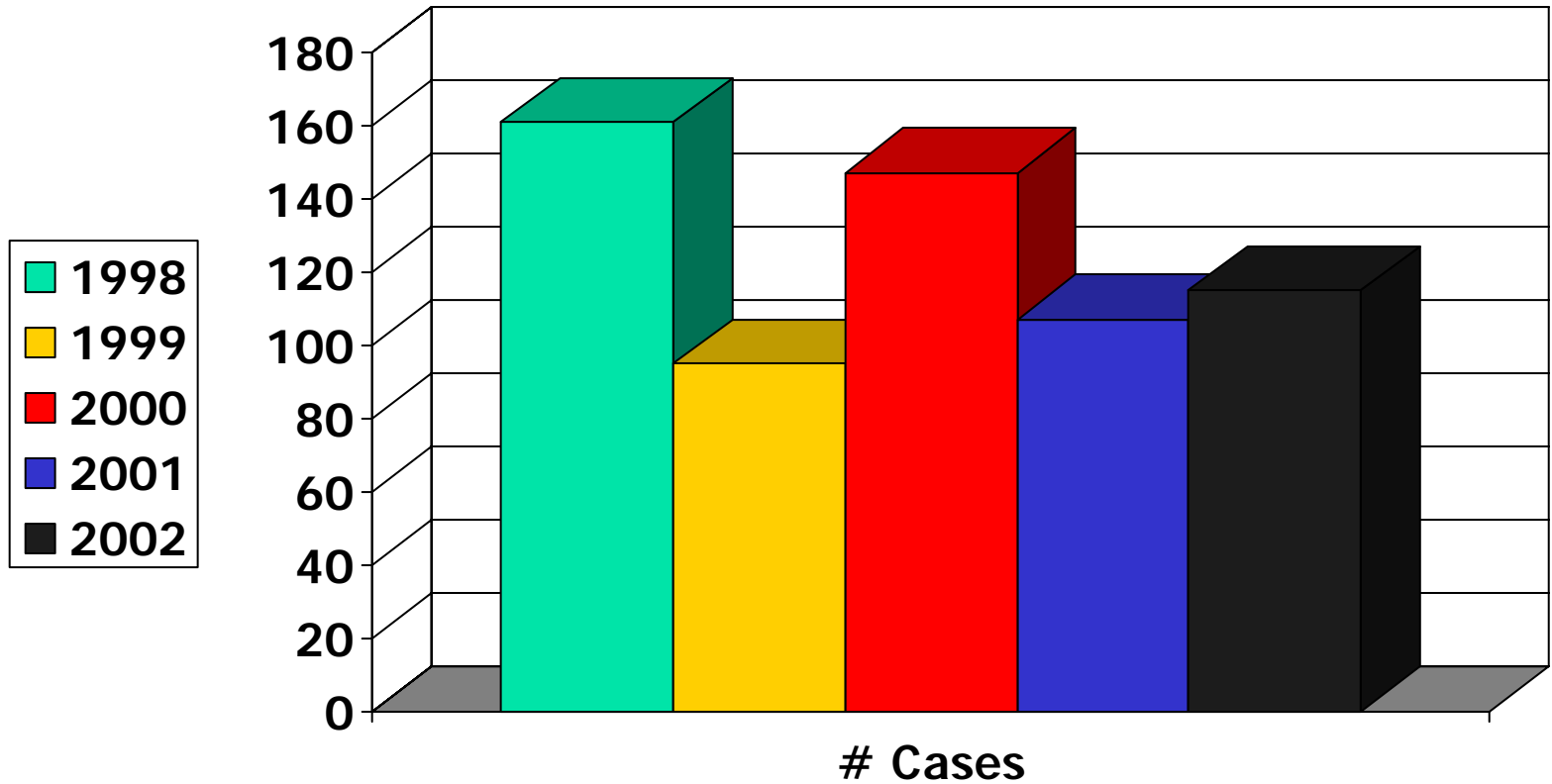
Sources of Violations

- Backyard burners
- Land clearers
- Contractors
- Small businesses
- Farms
- Tire, landfill fires
- Controlled burns

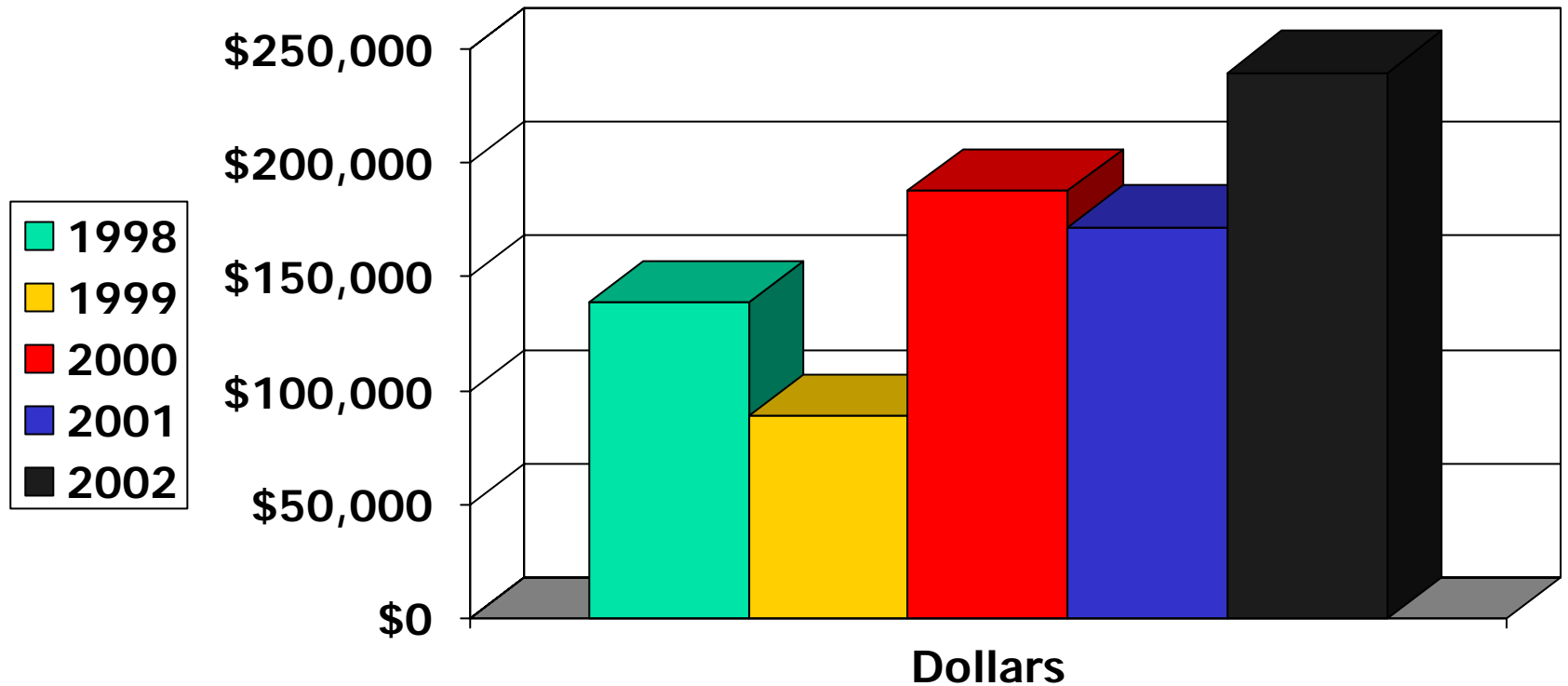
Sources of Violations



Open Burning Cases Per Year



Open Burning Fines Per Year





Outreach Materials

- Brochures and other publications
- Web site
- Violator-paid newspaper ads
- Billboards
- Classroom materials
- Videos
- Letters, presentations to targeted groups



Outreach Slogans

- **Old**

- “Don’t Get Burned”
- Emphasis on enforcement and penalties
- Could be misinterpreted

- **New**

- “Breathe ... Don’t Burn”
- Focus on health and environment
- More positive



Open Burning Publications

- Brochure
- Guide sheet
- Backyard Burners Insert
(English/Spanish)
- Land Clearers Insert (English/Spanish)
- Combined Insert for burn permits

Land Clearers

- Know the law when burning debris from land clearing



Burn piles must be at least 1,000 feet from occupied buildings.



Piles must contain only natural vegetative materials.



Fires must be started after 8 a.m., and new material must not be added after 6 p.m.



Piles must be at least 250 feet from roads when the wind is blowing toward them.



Don't burn on Code Orange or Red air quality action days.



For forecasts, call 1(888) 784-6224 or visit www.ncair.org



You may need a burn permit from Forest Resources, (919) 733-2162 or www.dfr.state.nc.us



Some local governments prohibit outdoor burning.

Smoke from open burning pollutes the air and is unhealthy to breathe. Potential health effects include: lung and eye irritation, headaches, dizziness, asthma attacks, coughing and even death. Recycle or properly dispose waste.



North Carolina Division of Air Quality

www.ncair.org

1-877-OPEN BURN 1-877-673-6287

200,000 copies of this public document were printed on recycled paper at a cost of \$1,492.63 or \$ 0.0074 per copy. DAQ 10-11-04.

Breathe ... Don't Burn!

- Outdoor fires pollute the air
- Smoke is unhealthy to breathe
- Recycle or properly dispose waste



Never burn these items:



Newspaper, cardboard and other paper products.



Plastic and other synthetic materials.



Paints, household and agricultural chemicals.



Tires and other rubber products.



Asphalt shingles and heavy oils.



Lumber and other building materials.



Wire.



Buildings, mobile homes.



Burning is sometimes allowed:



Leaves, branches and yard trimmings can be burned, only if no public pickup is available and you follow DAQ guidelines. Do not burn on Code Red or Orange air quality action days. For forecasts, call 1-888-784-6224 or visit www.ncair.org. You may need a burn permit from Forest Resources, www.dfr.state.nc.us or call (919) 733-2162.



www.ncair.org

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Web Site Enhancements

- URL - <http://daq.state.nc.us/enf/openburn/>
- Links to Publications, Regulations
- Photos of Violations
- Press Releases
- Frequently Asked Questions
- Waiver and Fire training forms
- Links to other agencies



Violator-paid Ads

- First-time open-burning violators
- Option to buy newspaper ads rather than pay fines
- Ads in 70 newspapers, 59 counties
- Most effective in rural areas
- Ad rates range from \$40 in small weeklies to \$500+ in large dailies



Don't Get BURNED!

You can be fined up to \$10,000
for illegal open burning in N.C.

*Smoke from open burning can cause serious health problems
and pollute the air. That's why the state regulates open burning.
Only leaves, branches or other plant growth can be burned.*

IT'S ILLEGAL TO BURN:

- Garbage, paper and cardboard
- Tires and other rubber products
- Building materials, including lumber
- Wire, plastics and synthetic materials
- Asphalt shingles and heavy oils
- Paints, household and agricultural chemicals

Homeowners can burn yard trimmings, excluding logs and stumps, if it's allowed under local ordinances, no public pickup is available and it doesn't cause a public nuisance. Other allowable burning includes campfires, outdoor barbecues and bonfires for festive occasions. Landowners also can open burn vegetation to clear land or rights-of-way, provided that:

- Prevailing winds are away from built up areas and roads
- Fires are at least 1,000 feet away from occupied buildings
- Burning is done between 8 a.m. and 6 p.m.

Remember, burn permits issued by the N.C. Division of Forest Resources, its agents or any local government do not excuse a person from following these state air quality rules. For more information, contact:

Fayetteville Regional Office
Division of Air Quality
N.C. Department of Environment and Natural Resources
Phone: (910) 486-1541

(This ad paid for by a violator of the open burning law.)



Billboard Advertising

- Focus on Breathe ... Don't Burn slogan
- 25 signs along major highways across the state
- Advertising space free through N.C. Outdoor Advertising Association, estimated value \$62,500+
- DAQ pays production and installation costs, est. \$18,618 (\$745/sign)



Want Clean Air?



Stop Outdoor Burning

www.ncair.org



Breathe ... Don't Burn



Stop Outdoor Burning

www.ncair.org



Reaching Children

- Teacher's Guide
- Video
- Pencils
- Magnets
- Coloring sheets



Other Outreach Materials

- Videos
- PowerPoint presentations
- Magnets
- Exhibits
- Posters



Contact Information

Tom Mather
N.C. Division of Air Quality
Raleigh, NC

- Phone: (919) 715-7408
- E-mail: tom.mather@ncmail.net
- Web: www.ncair.org