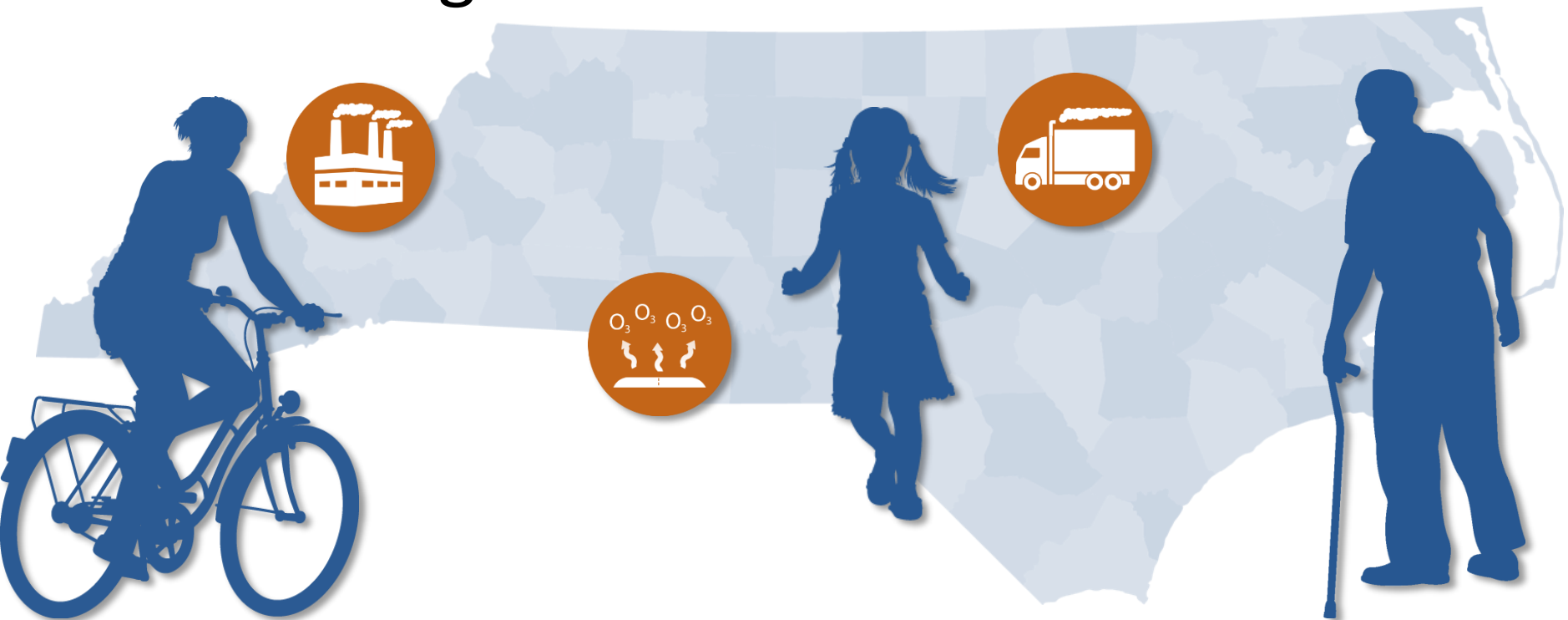


Medical Advocates for Healthy Air: Harnessing a Medical Voice for Clean Air

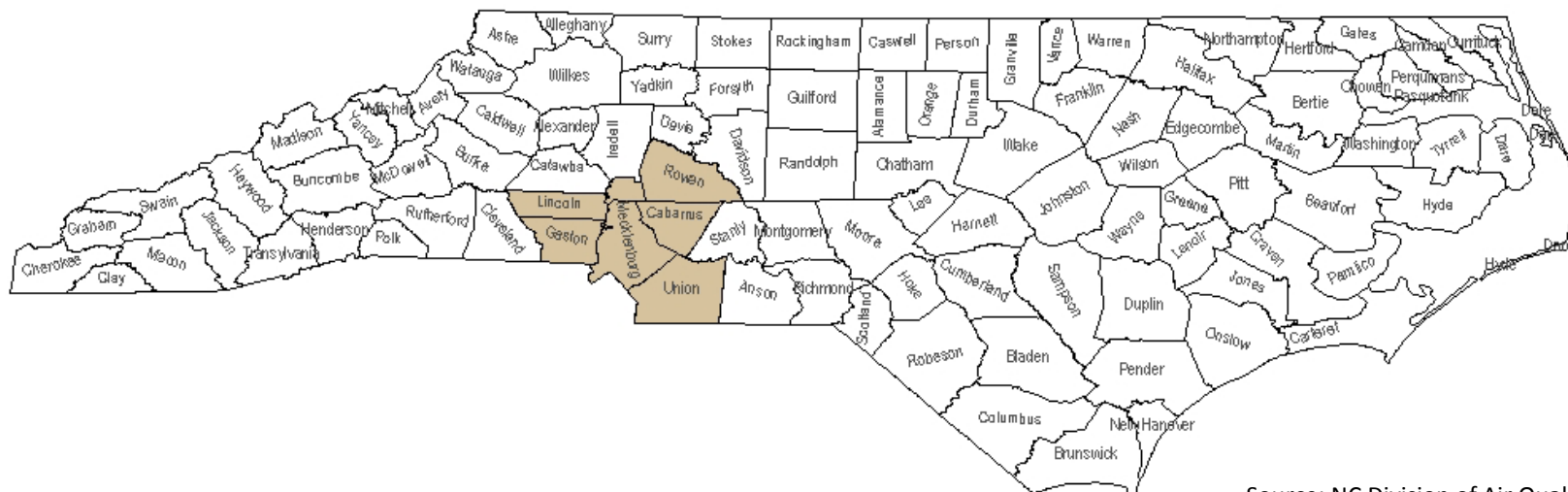


CAC's Mission

To ensure cleaner air quality for all North Carolinians through ***education*** and ***advocacy*** and by working with our ***partners*** to reduce sources of pollution.



North Carolina's main AQ Issue: Ozone



Source: NC Division of Air Quality

Charlotte's Fs on State of the Air Report: 2013, 2012, 2011, 2010...

when will we improve?

**How do we communicate air quality?
By going through
Medical and Health experts.**

MAHA

+ Medical Advocates for Healthy Air



- **Educates medical and health professionals**
- **Advocates for strong clean air policies**
- **Partners with other organizations**
- **Harnesses voice of over 400 medical and health professionals**
- **Provides medical/health speakers & references to media**

What does “values-based marketing” mean to us?

Target values of each audience:

- Teachers=Education
- Parents=Children
- Politicians=Voters ... or funders
- **MAKE IT PERSONAL!**

Commonly focus on Pediatricians=Children

- Children are more vulnerable to air pollution
- Children’s issues cross political divides
- Children cannot advocate for themselves
- Children’s doctors more inclined towards advocacy



How do we market our message?



The screenshot shows the MAHA website. The header features the MAHA logo and the tagline "Medical Advocates for Healthy Air". Below the header is a navigation menu with links for "About Us", "Priority Issues", "Pollution & Health", "Clean Air Institute", "Actions", and "MAHA News". The main content area includes a large photograph of a group of people in white lab coats holding signs that say "MAHA", "PRECAUTION DO NO HARM", and "Clean Air + Clean Water". To the right of the photo is a text box asking "How can MAHA better serve you?" and offering a "Take Action >>" button. Below the photo are three buttons: "Join MAHA Today!", "Educational Resources", and "Research Studies". At the bottom, there is a quote: "MAHA is an initiative of Clean Air Carolina. Our mission is to ensure cleaner air quality for all North Carolinians through education and advocacy and by working with our partners to reduce sources of pollution." Below the quote is the text "Air Pollution Killed 7 Million — in 2012 Alone" and the date "March 26, 2014 Filed under Health".



The screenshot shows the Clean Air Carolina Facebook page. The header includes the Facebook logo, the name "Clean Air Carolina", a search bar, and the name "Rebecca" with a "Home" link. The main content area features a large cover photo of a mountain landscape with a "Cover Photo" label. Below the cover photo is the Clean Air Carolina logo and the text "Clean Air Carolina" with "516 likes · 136 talking about this". Below this is a "Non-Profit Organization" section with the text "Your advocates for healthy air. www.cleanaircarolina.org". To the right of this section are three social media icons: "Photos", "Pinterest", and "Events". Below these icons is a "Likes" section with a thumbs-up icon and the number "516". At the bottom of the page are links for "About", "Suggest an Edit", "Photos", "Pinterest", "Events", and "Likes".

Affordably! Almost entirely on-line

- * Website
- * eBlasts
- * Quarterly newsletters
- * Medical sign-on letters
- * Webinars
- * Social Media

But know the value of showing up

- * Press conferences
- * Local meetings
- * Partner events

Website: Air Quality and Health Research and Webinars



+ Medical Advocates for Healthy Air

[About Us](#) [Priority Issues](#) [Pollution & Health](#) [Clean Air Institute](#) [Actions](#) [MAHA News](#)

[MAHA](#) > [Pollution & Health](#) > Research Studies

Research Studies

Below you will find various research studies on air pollution in general. For studies on a particular air pollutant, please click the grey buttons on the right.

2013

- [Global association of air pollution and heart failure: a systematic review and meta-analysis](#)
Shah et al, *The Lancet*
- [Globalization, Climate Change, and Human Health](#)
Anthony McMichael, *The New England Journal of Medicine*
- [Global premature mortality due to anthropogenic outdoor air pollution and the contribution of past climate change](#)
West et al, *Environmental Research letter*
- [Review of evidence on health aspects of air pollution](#)
WHO
- [Perinatal Air Pollutant Exposures and Autism Spectrum Disorder](#)
Roberts et al, *Environmental Health Perspective*
- [Pollution linked to Pediatric Insulin resistance](#)
E. Thiering et al, *Diabetologia*
- [Traffic-Related Air Pollution Exposure in the First Year of Life and Behavioral Score at Seven Years of Age](#)
Newman et al, *Environmental Health Perspective*



+ Medical Advocates for Healthy Air

[About Us](#) [Priority Issues](#) [Pollution & Health](#) [Clean Air Institute](#) [Actions](#) [MAHA News](#)

[MAHA](#) > [Clean Air Institute](#)

Clean Air Institute

MAHA is developing a Clean Air Institute to provide medical and health professionals with up-to-date educational resources related to air quality and health. The Clean Air Institute will consist of on-line courses and webinars on the health effects of ground level ozone, particulate matter, air toxics, diesel pollution, fracking and climate change.



Ground-Level Ozone

CME CREDIT! [Ozone and Your Patient's Health: Training for Healthcare Providers](#)

By Environmental Protection Agency

Climate Change & Health

NEW! [How Will Climate Affect Our Health in the Southeast US?](#) During this webinar, Dr. George Luber, of the Center for Disease Control and Prevention (CDC), examines this question and tells us what can be done to prepare for and prevent some of the adverse health consequences of climate change.



Join MAHA Today!

Educational Resources

Research Studies

Air Quality News



Training program for pediatric residents: Levine Children's Hospital

Clean Air
Carolina

MAHA
+ Medical Advocates for Healthy Air

North Carolina's Air Quality:
Advocating for Patient Health



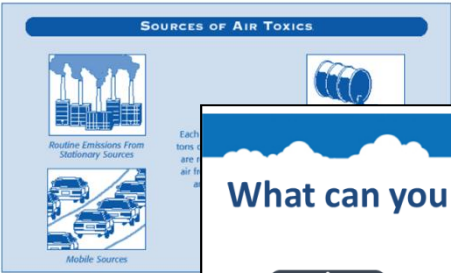
Air Toxics

What Are Air Toxics?

Total 187 pollutants
In 2005, 80/134 are
carcinogens

- Formaldehyde*
- Benzene*
- Acrolein*
- Arsenic*
- Cadmium*
- Hexavalent Chromium*
- Acetaldehyde
- Toluene
- Xylene
- PAHs
- Methyl Chloride


SOURCES OF AIR TOXICS




* NC toxic drivers: 2009 Annual Air Quality

Ground Ozone

What can you do?



Learn more from the EPA's Training Course for Health Care Providers:
<http://www.epa.gov/o3healthtraining/>



Sign up for and talk to your patients about the air quality index:
<http://www.enviroflash.info>

How are
your patients
impacted by
air quality?



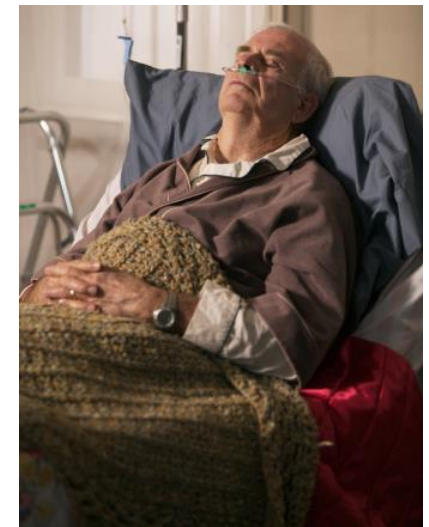
Asthma



Lung Cancer



**Pre-term Birth/
Low Birth Weight**



COPD

Stay involved!



Be an Advocate

Participate in sign-on letters and petitions, on-line or on paper. *When you wear a white coat, people listen.*



Contact Your Legislator

Write a letter or an email. Find out who represents you: <http://tinyurl.com/ncrepresents>



Stay On Top of Air Quality Issues

Join newsgroups, environmental health lists, and our listserv! <http://MedicalAdvocatesforHealthyAir.com>



Write a Letter to the Editor

Find best-practice tips at http://cleanaircarolina.org/?page_id=953

The General Assembly is considering a bill (H.952) pushed by big polluters to repeal your health protections from toxic air pollution.



Medical Advocates for Healthy Air oppose H.952 because it puts your family at risk of breathing toxic air which can cause cancer, fetal death, respiratory disease, and cardiac disease.

Tell your legislator to listen to your doctors and not the big polluters and vote NO on H.952.

Public advocacy



Speaker's Bureau

Media Response and Public Comments

& newsobserver.com

HOME NEWS SPORTS BUSINESS POLITICS LIVING OPINION COMMUNITIES

Opinion > Other Views
Point of View

NC agency move would allow 9 times more arsenic in our air

BY LAWRENCE W. RAYMOND AND ROBERT PARR
July 10, 2013



The agency charged with protecting North Carolinians from air pollution – the N.C. Division of Air



+ Medical Advocates for Healthy Air

About Us Priority Issues Pollution & Health Clean Air Institute Actions M

MAHA > Actions > Public Comments, Letters of Support, other advocacy

Public Comments, Letters of Support, other advocacy

[Support for EPA's proposed methane reduction from oil and gas industry, December 5, 2013](#)

[Comments to NC DAO re: Duke Energy/Progress permit renewal at Roxboro steam plant, November 27, 2013](#)

[Comments on NC DAO's Proposed Changes to AQ Regulations, Dr. Jonathan Kotch, Public Hearing, September 19, 2013](#)

[Comments NC DAO's Proposed Changes to AQ Regulations, June Blotnick, Public Hearing, September 19, 2013](#)

[Comments on Titan Cement's Updated PM Permit Request, August 9, 2013](#)

[Comments on New South Lumber Company Permit Request, August 7, 2013](#)

[Comments supporting EPA's Tier 3](#)

[Comments to NC Department of Air](#)

[Letter to leading US banks encourage](#)



Home > Opinion > Columnists

Global warming bad for planet, but it may kill us first

Story Comments Print Font Size

Recommend 6 Tweet 1 +1 0 Share 1

Posted: Monday, July 29, 2013 8:54 am

Dr. Karl Fields

Do you have allergies? Asthma? Congestion or breathing difficulties? Good luck dealing with these until we act on climate change.

Our health is not a partisan issue; it is a basic right, and one that is at risk if global warming continues current trends. The decade from 1990 to 2000 was to that point the warmest in history, and every year from 2001 to 2010 exceeded the temperatures of

MAHA Urges Leading Banks to Stop Financing Coal

May 15, 2013 Filed under Climate Change

Coal generation contributes to both air pollution and climate change, resulting in direct and indirect impacts on public health. Medical Advocates for Healthy Air is calling on major financiers of the U.S. coal industry to re-direct their energy lending to clean, renewable sources. [A letter](#) tailored to Bank of America, PNC Bank, Citibank, Morgan Stanley and UBS is currently being circulated throughout NC's medical and health communities. The amounts next to each institution below notes their investment in the U.S. coal industry during 2009-2010 (source: Bloomberg League Tables):



- Bank of America – \$4.3 billion
- PNC – \$3 billion
- Citi – \$2.8 billion
- Morgan Stanley – \$1.5 billion
- UBS – \$1.4 billion

If you are a medical or health professional, [please add your name to the letter here](#). Clean Air Carolina Director, June Blotnick, spoke at the Bank of America shareholder meeting in Charlotte on May 8, 2013. Read her remarks and those of others on the health impacts of burning coal:

Partnership





**AQ Flag at Mecklenburg Co.
Health Department**

IN NORTH CAROLINA

195,623
children
suffer
from
asthma

HELP US HELP THEM

MAHA
+ Medical Advocates for Healthy Air

Current asthma stats from ALA

Rebecca Cheatham

Charlotte and Western NC

rebecca@cleanaircarolina.org

Gayatri Ankem

Triangle and Eastern

gayatri@cleanaircarolina.org

Join Medical Advocates for Healthy Air

www.MedicalAdvocatesforHealthyAir.org