

## CAA activities for AQAW 2016

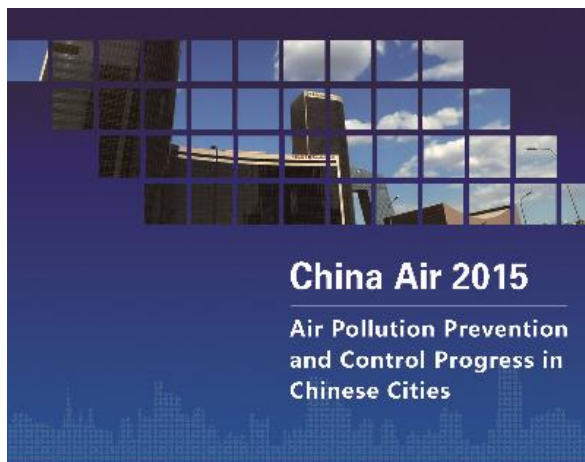
### China Air 2015: Air Pollution Prevention and Control Progress in Chinese Cities

The report – the first of a series to be produced annually until 2018 by Clean Air Asia’s China office as part of the “Promoting Science-Based and Stakeholder-Inclusive Air Quality Management in China” Project – provides air quality data for 74 major cities from 2013-2014, as well as the pollution-control policies of those cities, the three key regions (Beijing-Tianjin-Hebei Province, the Yangtze River Delta and the Pearl River Delta) and nationally, and analysis of Beijing and Shanghai’s experiences.

The report objectively monitors the implementation and progress of the multi-level policies that are being or will be enacted under the Chinese government’s 2013 “Air Pollution Prevention and Control Action Plan”, which maps out the nation’s air pollution prevention and control efforts until 2017.

English report: <http://cleanairasia.org/wp-content/uploads/2016/03/ChinaAir2015-report.pdf>

Chinese report: <http://www.allaboutair.cn/uploads/soft/151120/1-151120155057.pdf>



Clean Air Asia

## Air pollution campaign for the elderly

**Introduction:** Air pollution is the leading health and environmental concern among people living in China. According to the World Health Organization, ambient (outdoor) air pollution contributed to 1.2 million premature deaths in China in 2010, nearly 40 percent of the global total. Thanks to social media, the younger generation is well informed about the seriousness of air pollution and its health impacts and are in the habit of wearing masks and using air purifiers. Elderly people, however, don't have the same level of awareness. Clean Air Asia aims to raise awareness among the elderly, enable them to protect themselves, and reduce emissions in their daily lives.

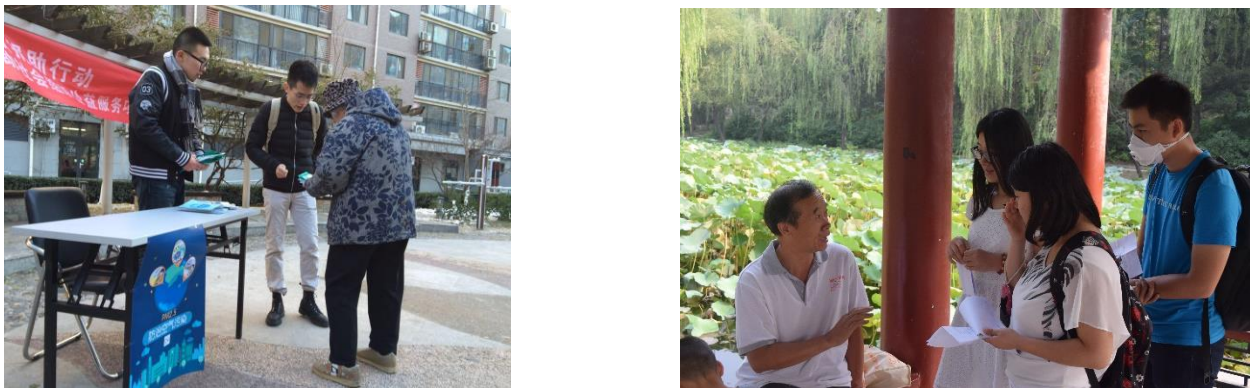
Online photo gallery: Seniors living in haze ( <http://news.qq.com/a/20160219/038532.htm#p=1>)



Talk show: Whether the elderly should dance outdoors in haze ([http://v.youku.com/v\\_show/id\\_XMTQxMjE3NTQ2MA==.html?from=s1.8-1-1.1](http://v.youku.com/v_show/id_XMTQxMjE3NTQ2MA==.html?from=s1.8-1-1.1))



Community activities: Informing the elderly about the health impacts of air pollution and proper protective measures



## Hairy nose campaign:

Clean Air Asia launched the Hairy Nose campaign in 2012. The campaign featured the message “**Do Not Adapt to Air Pollution**”, in which the severity of air pollution was symbolized by the length of people’s nose hair. The campaign also had a website where visitors could check the pollution levels in more than 400 Asian cities and select their own nose hairstyles. This was complemented by exhibition roadshows around Asia and a campaign video of a stylist who designed nose hairstyles. The Hairy Nose campaign was developed by BBDO Guerrero/Proximity Philippines using creative teams throughout the BBDO network. The use of humor enabled Clean Air Asia to effectively address the urgency that is needed to tackle air pollution in Asia.

Campaign site: <http://cleanairasia.org/hairynose/>

Video: <https://www.youtube.com/watch?v=Qnpzw893gg8>

Map: <http://cleanairasia.org/hairynose/map>



Screenshot of the Clean Air Asia website. The top left features the Clean Air Asia logo. The main content area is divided into two sections. On the left is an "Air Index Map" of Asia, showing various cities with colored circles representing air pollution levels. The map includes labels for countries like Kazakhstan, Uzbekistan, Turkmenistan, Afghanistan, Iran, Pakistan, Myanmar (Burma), Vietnam, Philippines, Malaysia, and Indonesia, as well as bodies of water like the Arabian Sea, Bay of Bengal, Laccadive Sea, South China Sea, and China Sea. On the right is a vertical interface for "STYLE YOUR NOSE HAIR". It features a scale from 1 (EXCELLENT) to 6 (CRITICAL), with corresponding nose hair lengths. Below the scale, it says "THE AIR IN YOUR CITY IS CRITICAL". At the bottom, there are two buttons: "STYLE YOUR NOSE HAIR" and "DON'T ADAPT". The bottom of the page features a dark banner with the text "LANZHOU CHINA" and "Critical levels of air pollution resulting in adverse health effects to public in general."