

Schools Air Toxics Monitoring Initiative: Communications

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- Kelly Rimer?



Helmet Helps Smog Study

THE lady under this plastic headpiece is getting a dose of smog, made up of smoke and fog. Photoelectric cells attached to glassless goggles record blinks due to eye irritation. She reads a book to produce uniform reactions. The test is part of a study being made by Stanford Research Institute to find out more about the smog that often blots out Los Angeles' sunshine.

- The real Kelly

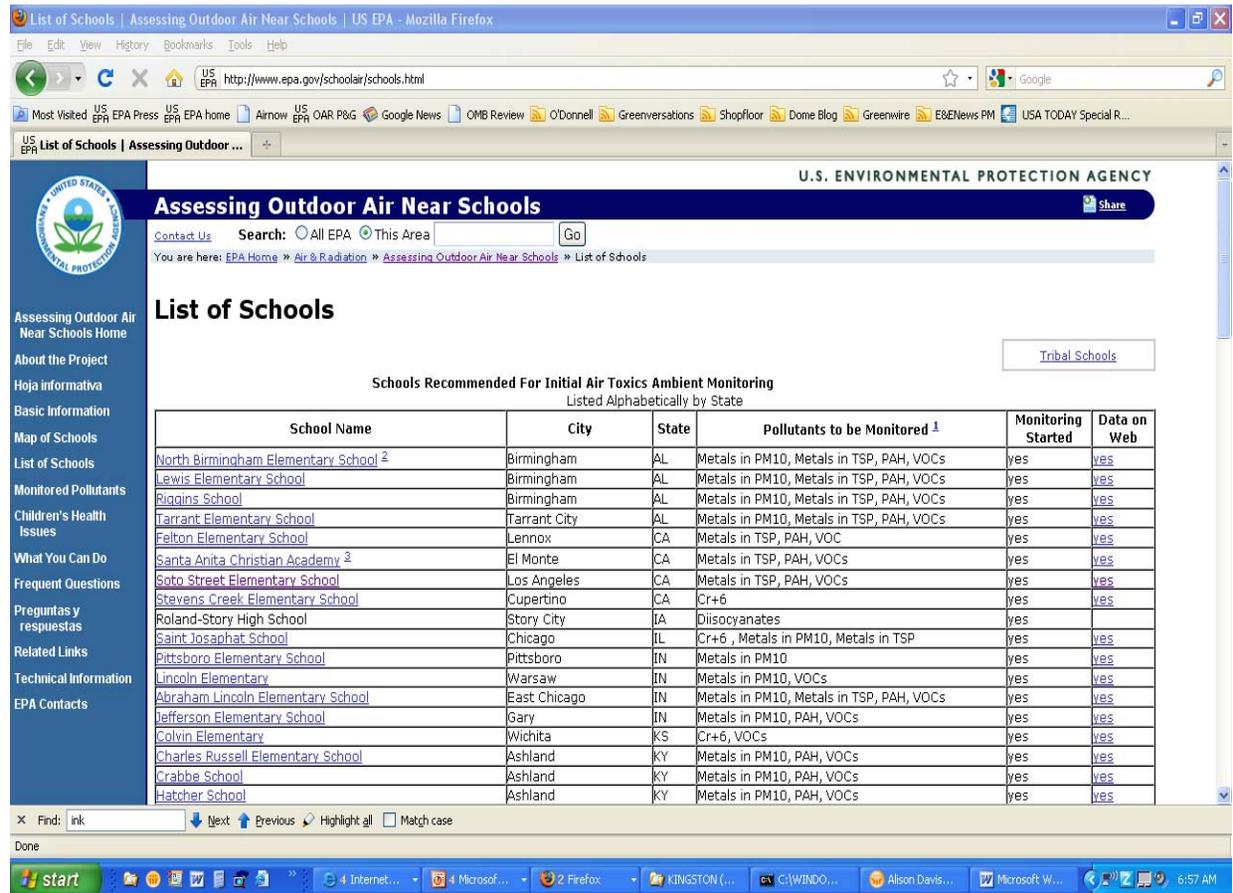


Audiences

- Internal
 - EPA Regions
 - States
 - Local Agencies
 - Other EPA offices
- External
 - Children's health groups
 - NEJAC
 - Media
 - **Schools & surrounding communities**

Outreach Mechanisms/Materials

- Web
- News briefs
- Media
- Meetings
- Fact Sheets
- Qs &As
- Letters



Assessing Outdoor Air Near Schools

U.S. ENVIRONMENTAL PROTECTION AGENCY

List of Schools

Schools Recommended For Initial Air Toxics Ambient Monitoring
Listed Alphabetically by State

| School Name | City | State | Pollutants to be Monitored ¹ | Monitoring Started | Data on Web |
|---|--------------|-------|--|--------------------|---------------------|
| North Birmingham Elementary School ² | Birmingham | AL | Metals in PM10, Metals in TSP, PAH, VOCs | yes | yes |
| Lewis Elementary School | Birmingham | AL | Metals in PM10, Metals in TSP, PAH, VOCs | yes | yes |
| Riggins School | Birmingham | AL | Metals in PM10, Metals in TSP, PAH, VOCs | yes | yes |
| Tarrant Elementary School | Tarrant City | AL | Metals in PM10, Metals in TSP, PAH, VOCs | yes | yes |
| Felton Elementary School | Lennox | CA | Metals in TSP, PAH, VOC | yes | yes |
| Santa Anita Christian Academy ³ | El Monte | CA | Metals in TSP, PAH, VOCs | yes | yes |
| Soto Street Elementary School | Los Angeles | CA | Metals in TSP, PAH, VOCs | yes | yes |
| Stevens Creek Elementary School | Cupertino | CA | Cr+6 | yes | yes |
| Roland-Story High School | Story City | IA | Diisocyanates | yes | |
| Saint Josaphat School | Chicago | IL | Cr+6 , Metals in PM10, Metals in TSP | yes | yes |
| Pittsboro Elementary School | Pittsboro | IN | Metals in PM10 | yes | yes |
| Lincoln Elementary | Warsaw | IN | Metals in PM10, VOCs | yes | yes |
| Abraham Lincoln Elementary School | East Chicago | IN | Metals in PM10, Metals in TSP, PAH, VOCs | yes | yes |
| Jefferson Elementary School | Gary | IN | Metals in PM10, PAH, VOCs | yes | yes |
| Calvin Elementary | Wichita | KS | Cr+6, VOCs | yes | yes |
| Charles Russell Elementary School | Ashland | KY | Metals in PM10, PAH, VOCs | yes | yes |
| Crabbe School | Ashland | KY | Metals in PM10, PAH, VOCs | yes | yes |
| Hatcher School | Ashland | KY | Metals in PM10, PAH, VOCs | yes | yes |

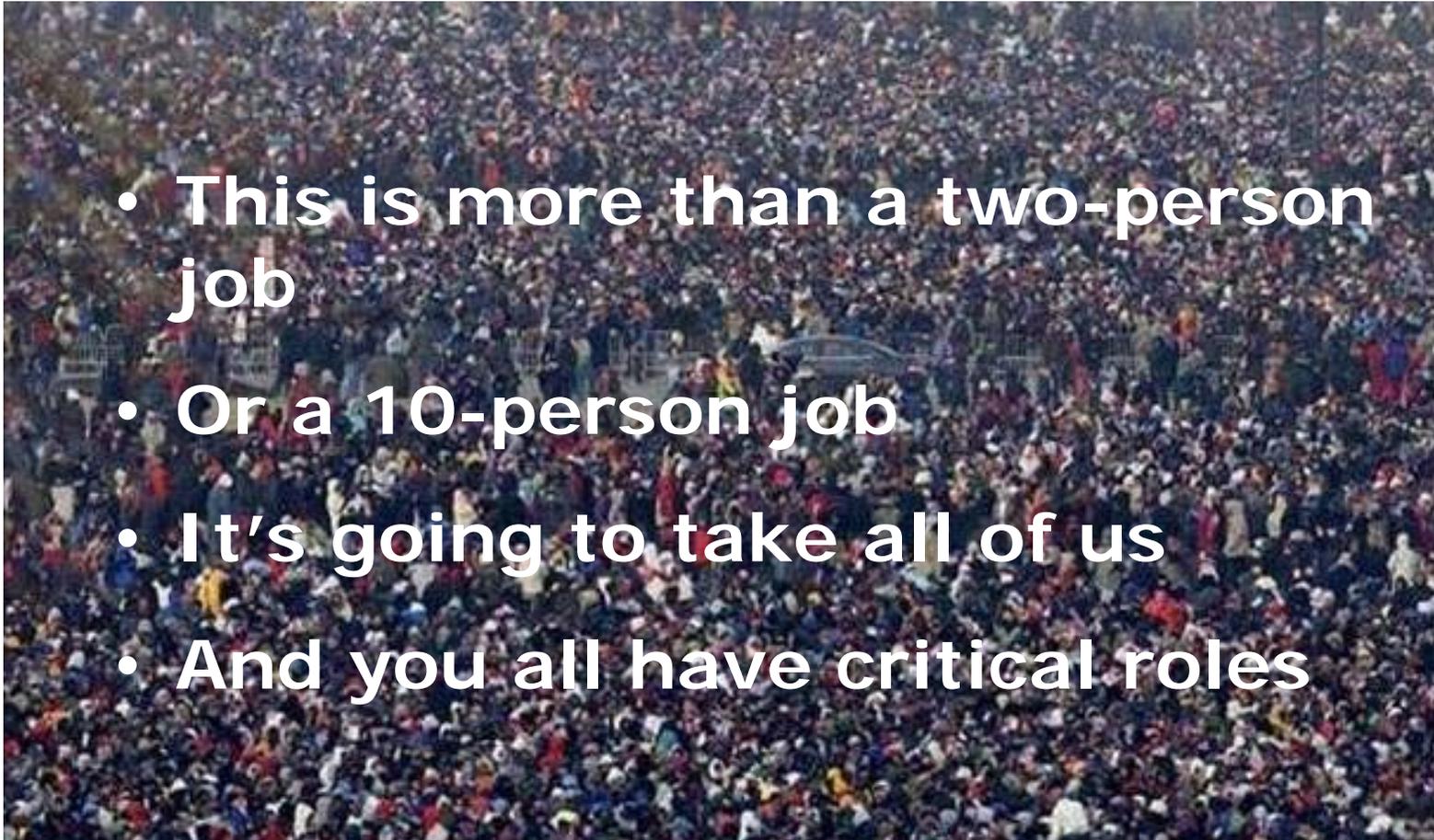
Challenges

- Coordination
 - HQ, regions, states, locals, other EPA offices, NEJAC, etc.
- Sharing data before screening study is complete
 - Transparency can help allay public fears
 - But increases chance that press & public will jump to conclusions based on a few samples
- Retaining accuracy while keeping it simple

What to Expect as We Move Forward... (Besides the Unexpected)

- News briefs from EPA
 - Issued regionally when first data sets for each school are posted
 - When reports are completed
 - Nationally when there's a national first – first school, first report, etc.
- Other announcements when there is news
- Communications materials for key issues

Everyone Here is Part of the Communications Team

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- This is more than a two-person job
 - Or a 10-person job
 - It's going to take all of us
 - And you all have critical roles

Thank you