



Communicating Air Quality Panel

An Environmental Justice Perspective

Clean Air Act Advisory Committee
Crowne Plaza –Old Town Alexandria, VA
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WE ACT for Environmental Justice

(West Harlem Environmental Action)

“to build healthy communities by assuring that people of color and/or low-income participate meaningfully in the creation of sound and fair environmental health and protection policies and practices”



Clean Air

**Affordable & Equitable
Transportation**

Toxic Free Products

Healthy Indoor Environments

Roles & audiences for communicating air quality in N. Manhattan/NY State

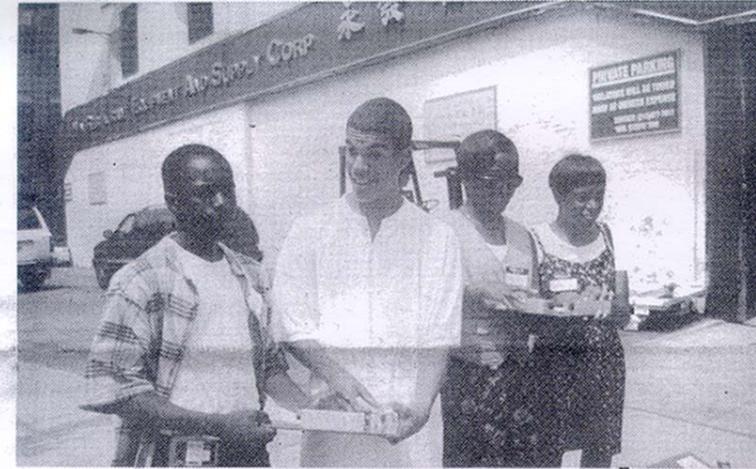
Role: Environmental Health Director

- Engage the community (members, youth, academics, other entities) in community based research projects that support our communications
- Lead environmental health trainings, develop workshops, create a tool box of education resources

Role: Community Outreach & Organizers

- Educate the community about environmental health issues (home visits, responding to community concerns, convening focus groups)
- Education to build a robust , diverse coalition

Members of the “Earth Crew” Engaging in air monitoring



Earth Crew members (from left to right: Carl Willis, David Betancourt, Latanya Stevens and Felicia Reynolds) keep a close watch as they count the number of diesel buses and trucks rolling down the streets of Northern Manhattan.

Launching Campaign, “Breathe at Your Own Risk”



Roles & audiences for communicating air quality - DC & national community



Environmental Justice Leadership Forum on
Climate Change

- EJLFCC, national coalition formed in 2008 of EJ leaders & advocates, scientists and others.
- Representing 19 states, over 35 member organizations
- Expanding focus & engagement beyond climate change, to clean air & other environmental challenges (providing public comment, testimony, developing a platform)

Communication Challenges/Opportunities

Knowing Your Audience

- I'm already overwhelmed....
- Keep it simple (message and action)
- Knowing what is important (Health)

Understanding Audience Concerns

- Accountability Issues
- Valuing on-the-ground expertise
- Can we trust you?
- Something can happen!