



Improving San Francisco Bay Area's Response to Future Air Quality Incidents

Regional Coordination

August 8, 2019
UASI Approval Authority Meeting

Bay Area Air Quality Messaging Project



Agenda

- Project Overview
- Core Message
- Key Message: N95 Respirators
- Next Steps

Bay Area Regional Air Quality Messaging Project

Project Objectives:

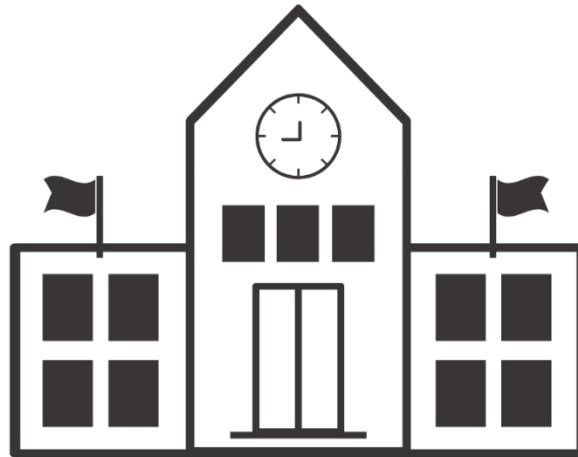
- Facilitate regional discussions on protective health measures for air quality incidents in the Bay Area.
- Develop guidance and resources for disseminating accurate, timely, relevant and accessible public information for all populations.
- Provide public information resources to San Francisco Bay Area cities and counties.



Public Health Messaging Principles



Weatherize Your Home



Go to a Cleaner Air Center



Heat Over Air Quality

N95 Respirators

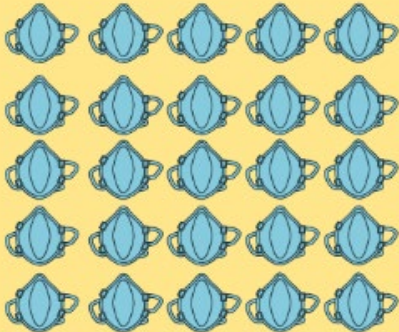
There is **NO Clear Evidence** that N95 respirators are beneficial to an individual's health during wildfire smoke air quality events. N95s can be harmful.




N95 Respirators

A LOOK AT N95 RESPIRATORS

1M
N95 RESPIRATORS
ARE NEEDED TO
PREVENT...



1 **PERSON FROM**
GOING TO THE
HOSPITAL



\$19,110,000

THE INVESTMENT
NEEDED TO
EFFECTIVELY
PROTECT ONE
PERSON



N95 respirators have a limited lifecycle & cannot be reused. Three N95s are needed per day per individual. At a unit price of \$0.91 the cost per week per 1,000 people is \$19,110.



LET'S MAKE BETTER
INVESTMENTS!

Investing in cleaner air facilities is a safer and more cost-effective option.

Questions?

