



Clean Air Day

Planning Toolkit





WHAT IS CLEAN AIR DAY?

Clean Air Day is an annual event held on the **first Wednesday of June during Canada's Environment Week**. It is a day to recognize the vital importance of clean air and to celebrate sustainable actions like zero-emissions transportation.

Across the country, municipalities, schools, workplaces, and organizations are coming together to host events, participate in activities, and demonstrate their commitment to celebrating and improving the air we share.

NB Lung is dedicated to protecting the air we breathe through our advocacy and policy work, our Drive Electric program, and ongoing air quality monitoring in New Brunswick. We have also worked with municipalities across Canada to offer **free transit on Clean Air Day** since 2023. This year, we encourage you to celebrate **Clean Air Day** by taking part in a local event or organizing your own!

Visit our website to learn about Clean Air Day and get in touch with NB Lung to help promote your event!

Did You Know?

Clean Air Day has been celebrated in Canada since 1971!

THE IMPORTANCE OF AIR QUALITY

Air quality is essential to our health and the health of our environment.

According to the World Health Organization, air pollution is the largest environmental risk to human health, contributing to heart and breathing problems, increased hospital visits, and premature deaths, even at low levels.

In Canada, air pollution contributes to approximately 17,400 premature deaths each year, alongside countless health impacts and a staggering annual economic cost of \$146 billion.

TRANSPORTATION & AIR QUALITY

Transportation is one of Canada's largest single contributor to key air pollutant emissions and responsible for 28% of the country's total GHG emissions. Fossil fuel-powered transportation degrades air quality, posing health risks and making outdoor activities like biking or walking less safe. On the flip side, choosing

Improved air quality doesn't just save lives—it enhances the overall well-being of communities. **Cleaner air reduces asthma attacks** in children, avoids hospital visits, and prevents **millions** of lost school and workdays every year. **Importantly**, many air pollutants are also **greenhouse gases** or contribute to their formation, meaning addressing air pollution also helps fight climate change.



sustainable modes of transportation—like walking, biking, or taking public transit—not only benefits your health but also improves the air quality in your community. **By making cleaner choices today, we can help preserve clean air for future generations.**

AIR QUALITY HEALTH INDEX

LEARN ABOUT THE AIR QUALITY AROUND YOU
AND WHAT IT MEANS FOR YOUR HEALTH



The Air Quality Health Index (AQHI) is a tool designed to help Canadians understand how outdoor air quality impacts their health. This easy-to-use scale from 1-10+ measures the relative risks of three key pollutants:

- **Ground-level Ozone (O₃)**
- **Particulate Matter (PM_{2.5})**
- **Nitrogen Dioxide (NO₂)**

The AQHI provides **real-time information** about air quality. It's especially useful for vulnerable groups, such as **children, older adults, and individuals with pre-existing conditions**, who may need to take extra precautions.

For **Clean Air Day** event organizers, the AQHI is an essential tool for ensuring the safety and enjoyment of participants. By checking the AQHI on the **Weather CAN app or website**, you can schedule activities during times when air quality is best. If the AQHI indicates high pollution levels, you can adapt your plans by moving events indoors or adjusting the intensity and duration of physical activities. Check out NB Lung's Indoor & Outdoor Air Quality web pages for more information.

The AQHI is a very important resource for planning community events and outdoor activities.

PLANNING YOUR CLEAN AIR DAY EVENT



Hosting a Clean Air Day event is a great way to engage your community in learning about the importance of clean air and taking action to protect it. Whether your event is large or small, incorporating interactive and educational components can help participants feel inspired and empowered to make a difference. Check out the next page for virtual and in-person event ideas!

If you're planning something small, share your efforts with the **Clean Air Day** community online by using the hashtags **#CleanAirDay** and **#CleanAirEverywhere**. Planning something larger? NB Lung is here to help you promote your event with **customizable posters and social media assets; get in touch with our team to have your event listed on our website.**

Sustainability & Accessibility

When planning your **Clean Air Day** event, consider ways to make it both environmentally friendly and inclusive for all participants.

- Choose a venue that is accessible by multiple modes of transportation (walking, biking, public transit), and highlight these travel options in your event promotion.

- Ensure the location accommodates individuals with varying physical abilities, offering ramps, accessible parking and washrooms.

- Consider providing closed captioning for speeches, presentations, or online components.

- Minimize waste: promote the use of reusable water bottles and set up clearly labeled bins for recycling and composting. Opt for digital event materials instead of paper handouts by using QR codes.



IN-PERSON EVENTS

Organize a walking or cycling event to encourage healthy transportation and promote pollution-free travel. A “Walking School Bus” is a great way to engage schools, where students, parents, and teachers walk to school together in a safe, supervised group. For community events, consider inviting local officials or community leaders to participate.

Partner with local transit to offer free public transportation on Clean Air Day. This initiative highlights the role of public transit in reducing air pollution and provides an opportunity for people to try sustainable commuting options. Need help contacting your transit authority? *Get in touch with the NB Lung team!*

Host a photo / art contest. Create Photo categories for different groups, and display the submissions in a public venue or share them online to inspire others to photograph what Clean Air Day means to them.



Interactive stations are an effective way to engage participants in hands-on learning. Stations can cover topics like air quality, healthy transportation, renewable energy, or ways to improve indoor air quality at home. Tailor activities to your audience—use fun tasks for children and provide detailed information for adults. Stations also offer a platform for other organizations to share their efforts in promoting sustainability and clean air.



VIRTUAL EVENTS



Virtual Clean Air Day events offer an opportunity to engage audiences who may be unable to attend in person. Virtual programming can be just as impactful as in-person events, with the added benefit of reaching a broader audience and accommodating more flexible schedules. By thoughtfully planning your activities, you can create an engaging, accessible, and educational experience for all participants.

VIRTUAL EVENT IDEAS

Expert Panels and Q&A Sessions:

Host a live or pre-recorded presentation featuring climate experts, air quality scientists, or local environmental advocates. Include a live Q&A segment where students or participants can submit their questions.

Interactive Workshops: Organize hands-on virtual workshops, such as DIY indoor air filters, low-impact living tips, or sustainable transportation challenges. Provide downloadable instructions or kits to participants ahead of time.

Virtual Tours: Offer a virtual tour of green spaces, pollution reduction initiatives, or air monitoring facilities in your community, guided by experts or local organizations.

Photo and Creativity Contests:

Encourage participants to submit photos, artwork, or videos showing their contributions to clean air—whether it's biking, creating nature-inspired art, or planting a tree. Showcase submissions on social media or in a dedicated virtual gallery.

Educational Games and Challenges:

Create or share fun, age-appropriate games that teach participants about air quality and climate change. Consider gamified quizzes, scavenger hunts, or bingo cards focused on sustainability themes.

PROMOTING YOUR CLEAN AIR DAY EVENT

Promotion plays a crucial role in the success of your Clean Air Day event, helping to increase participation, amplify awareness, and showcase your commitment to sustainable initiatives. Whether your event is open to the public or limited to your school or workplace, sharing your efforts can inspire others to take action and spread the Clean Air Day message.

There are many ways to effectively promote your event:

Traditional Media: Share your event details with local radio stations, newspapers, and TV channels through press releases or media advisories.

Online Platforms: Utilize social media channels like Facebook, Instagram, and Twitter to post updates, share event highlights, and engage your audience. Consider using popular hashtags like **#CleanAirDay** and **#CleanAirEverywhere** to expand your reach.



Customized Materials: Take advantage of **NB Lung's downloadable posters and social media assets, available on our website**, to help you create consistent messaging.

Community Outreach: Post details on community bulletin boards, Facebook community groups, or in school and workplace newsletters.

Don't Forget to Share with NB Lung: If you're hosting a public event, let NB Lung know! Contact our **Clean Air Day team** to have your event listed on our website. This will help increase visibility and connect your efforts with the broader Clean Air Day community.

ADDITIONAL RESOURCES



**Looking to learn more about air quality
and healthy transportation?
We've got you covered.**

Accessibility Canada:

<https://accessibilitycanada.ca/get-help/resources/>

EcoSolar Home Tour:

<https://ecosolar.ca/>

Environment and Climate Change Canada (Air Pollution & Human Health):

<https://www.canada.ca/en/health-canada/services/air-quality/outdoor-pollution-health.html>

Environment and Climate Change Canada (Clean Air Day):

<https://www.canada.ca/en/environment-climate-change/campaigns/canadian-environment-week/clean-air-day.html>

NB Lung - Clean Air Day:

<https://nblung.ca/our-programs/clean-air-day/>



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