



Community Grant Outcome Report

Name: The Wisconsin Healthy Air Initiative: An Outreach Program Promoting Voluntary Reductions of Toxic Air Emissions

Grantee: Dane County Clean Air Coalition

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Academic Partner: Marty Kanarek, PhD, MPH, Professor, and Mark Werner PhD, Adjunct Assistant Professor, UW SMPH, Department of Population Health Sciences

Program: Implementation

Grant Duration: 04-01-2006 to 09-30-2009 (42 months)

Expenditures: \$418,321 of \$450,000 (93%)

Use of Funds: Public health education campaign, policy and advocacy

► **Description:** This project sought to improve air quality in Dane County by providing no-cost engineering and technical assistance to area manufacturers to help curb emissions. This program targeted emission reductions both at the worksite and in commuting to work.

► **Results:** The Healthy Air Initiative served 123 manufacturers in Dane County, enrolling 55 employers in the Healthy Air Employer Network. It tailored its approach to employers based on the emissions produced.

Healthy Air professionals made no-cost site visits to 28 of the 30 top emitters in Dane County, visiting with company executives, providing options for emission reductions, and evaluating current efforts. Tier Two companies received technical education materials through direct mail, driving them to the Healthy Air website for more support. Companies seemed eager to take on these issues when approached from a public health perspective.

The result was lower public health risks in Dane County from the following major air pollutants: ground-level ozone, fine particles, and the various pollutants that serve as precursors to ozone and fine particle pollution formation, such as nitrogen oxides (NO_x) and volatile organic compounds (VOC). During the project period, Dane County met newly stringent US EPA health standards for air quality.

► **Met Objectives:** Project complete

► **Baseline Progress on State Health Plan Objectives:** Healthy Air advanced environmental and occupational health objectives.

► **Academic Partner Role:** Consultation and advocacy. The academic partners provided data and advice on setting achievable goals and advocated policy to local businesses.

► **Matched Dollars (cash or in-kind):** \$0

► **Dissemination:** The initiative partnered with the Greater Madison Chamber of Commerce, and its efforts were detailed in the membership newsletter. The organization also maintained a website and produced press releases for use by media. The Healthy Air Initiative developed a toolkit for all employers in Dane County linking them to resources for commuting option programs. It published an educational toolkit specifically for manufacturers regarding processes, materials, facilities and operations. During the project a number of Best Practices in air quality management emerged, and are published on the Healthy Air website (www.healthyairedane.org). The website offers statewide information through toolkits, case studies, health education and other resources.

► **Sustained:** Each of the Healthy Air team partners will continue to participate in the Dane County Clean Air Coalition, which is self-funded by its members. It also attracted \$591,470 in funds from the Environmental Protection Administration and other sources to continue its work on improving air quality.