



2024 Advocacy Training

Understanding, Influencing and Advocating for Cleaner Air

The background of the slide is a photograph of two industrial smokestacks. The smokestack on the right is in the foreground and is emitting a very thick, billowing plume of white smoke that rises high into the sky. A second, smaller smokestack is visible in the background to the left, also emitting smoke. The sky is a clear, bright blue. A dark teal banner with rounded corners is overlaid on the left side of the image, containing the text.

Welcome!

Let's Advocate for Clean Air!

Presenters



Brittany L. Griffin
Advocacy Manager



Special Guest



Ryan Carter
Policy Manager



Kennedy Williams
Community Engagement
Coordinator

Session Objectives



Participants will understand the sources of air pollution and its impact on health and the environment.



Participants will become familiar with national and state air quality legislation.



Participants will learn effective advocacy strategies to promote better air quality policies.

Poll Question 1

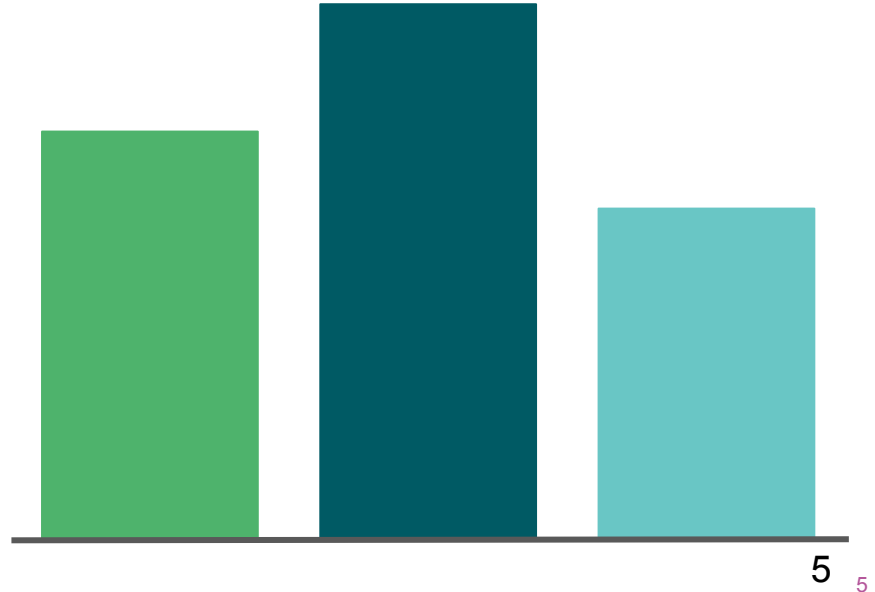
Which of the following songs would best describe your social change/advocacy mood?

A Change Is Gonna Come by Sam Cooke

Get Up, Stand Up by Bob Marley and Peter Tosh

Imagine by John Lennon

What's Going On by Marvin Gaye



Overview



**Part I:
Understanding
Air Quality Issues**



**Part II:
Building an
Advocacy Strategy**

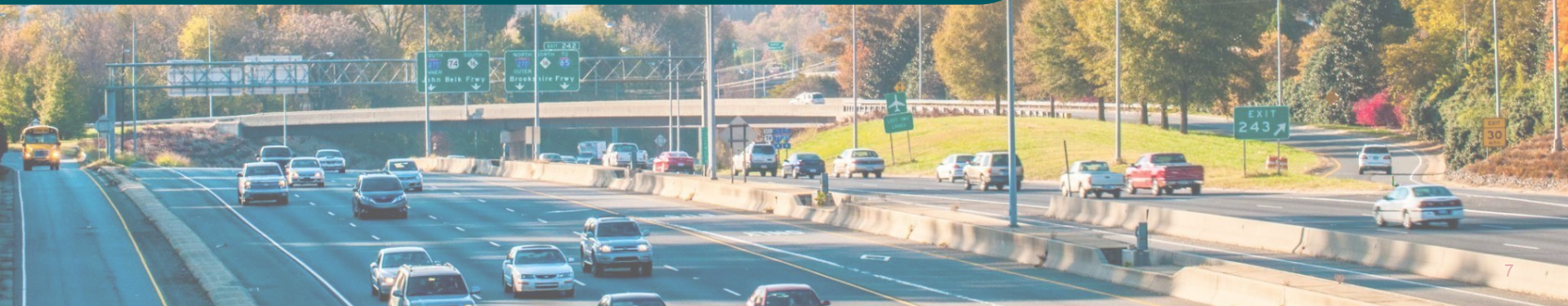


**Part III:
Resources and
Tools**



**Part
IV:
Q&A**

Part I: Understanding Air Quality Issues



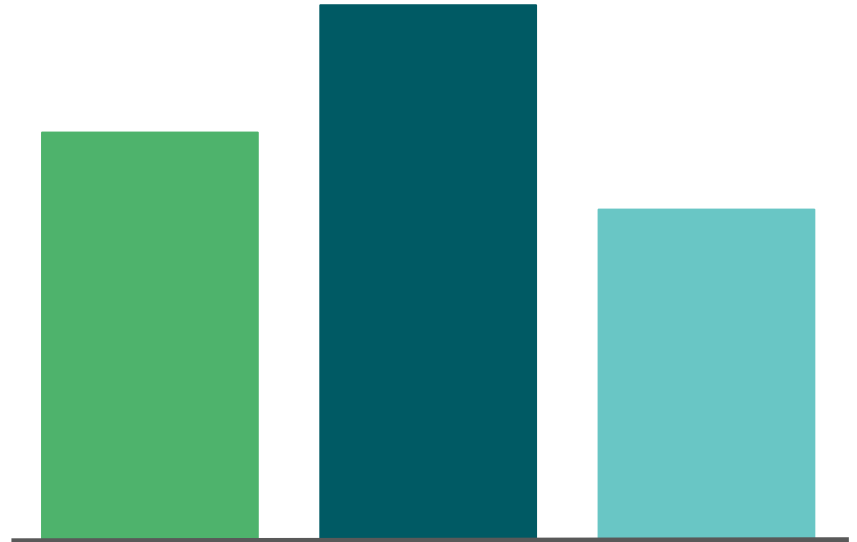
Poll Question 2

What is the leading source of air pollution in North Carolina?

Transportation

Factories and Power Plants

Hog Farms

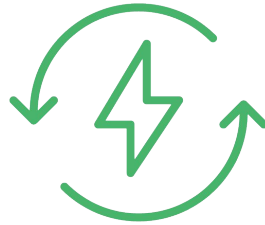


Sources of Air Pollution



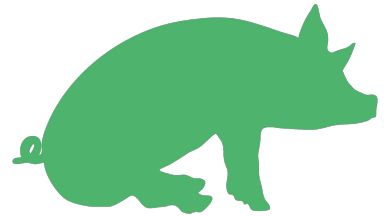
Mobile

cars, buses, planes,
trucks



Stationary

power plants, factories,
oil refineries,
industrial facilities



Area

agricultural areas,
construction &
wood-burning areas

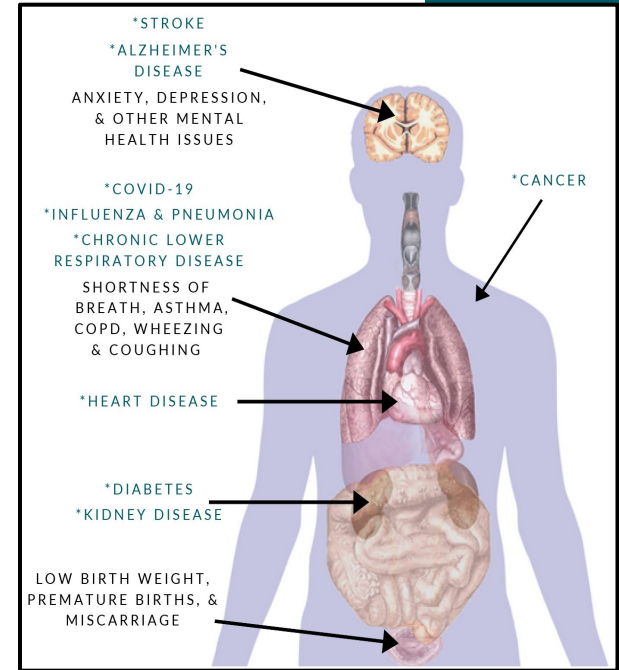
What is Air Pollution?

- According to the [World Health Organization](#) (WHO), **air pollution** is described as “contamination of the indoor or outdoor environment by any chemical, physical, or biological agent that modifies the natural characteristics of the atmosphere.”
- Air pollution happens when substances that can harm our health or the environment get into the air we breathe, whether indoors or outdoors.



Health Impacts

- Poor air quality is associated with respiratory illnesses (heart attacks, asthma, bronchitis, etc.)
- 9 out of the 10 leading causes of death in North Carolina are caused or exacerbated by air pollution



Source: [United States Environmental Protection Agency](https://www.epa.gov/air-pollution/health-effects-air-pollution)

Health Impacts Cont.

Vulnerable Populations

- Under Resourced or BIPOC (Black, Indigenous, and People of Color) communities often live in close proximity to emission sources.
- According to the EPA, Black Americans are 34% more likely to live in areas with the highest projected levels of childhood asthma.
- Some groups are also more sensitive to air pollution.
Examples: children, elderly, and those with pre-existing health conditions.



Environmental and Economic Impacts

Climate Change

- Air pollution harms agricultural productivity, causing decreased crop yields and livestock health
- Healthcare costs
- Reduced Tourism

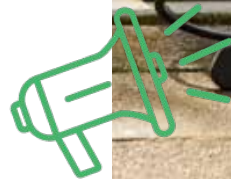


Part II: Building an Advocacy Strategy



This Section:

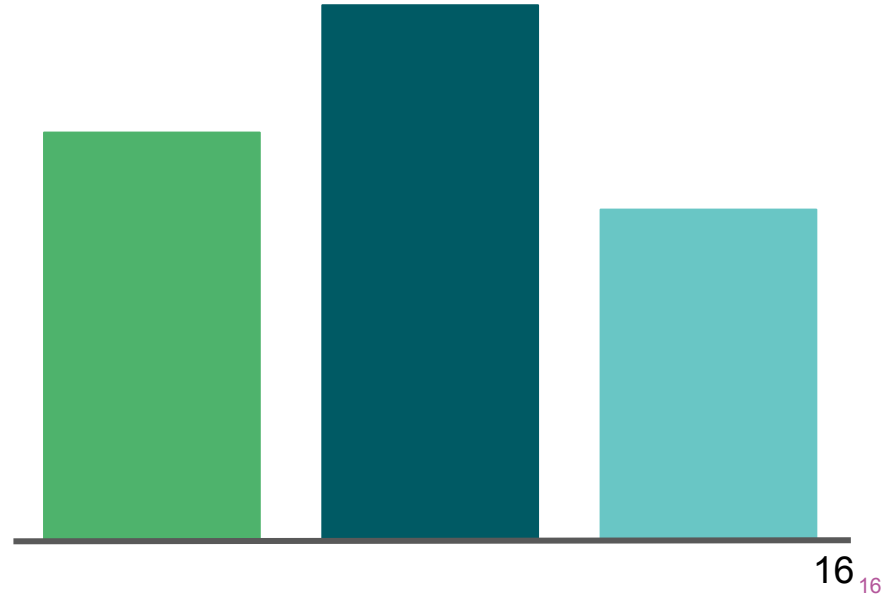
1. Air Quality Legislation
2. Purpose of Advocacy
3. Strategies
4. Working with Policymakers
5. Community Engagement



Poll Question 3

How many Criteria Pollutants does the Clean Air Act protect?

Four
Six
Three
Ten



Clean Air Act

The [Clean Air Act \(CAA\)](#) is the **federal law** that regulates air emissions from stationary and mobile sources.

Criteria Air Pollutants:

- [Ozone](#)
- [Particulate Matter](#)
- [Carbon Monoxide](#)
- [Lead](#)
- [Sulfur Dioxide](#)
- [Nitrogen Dioxide](#)

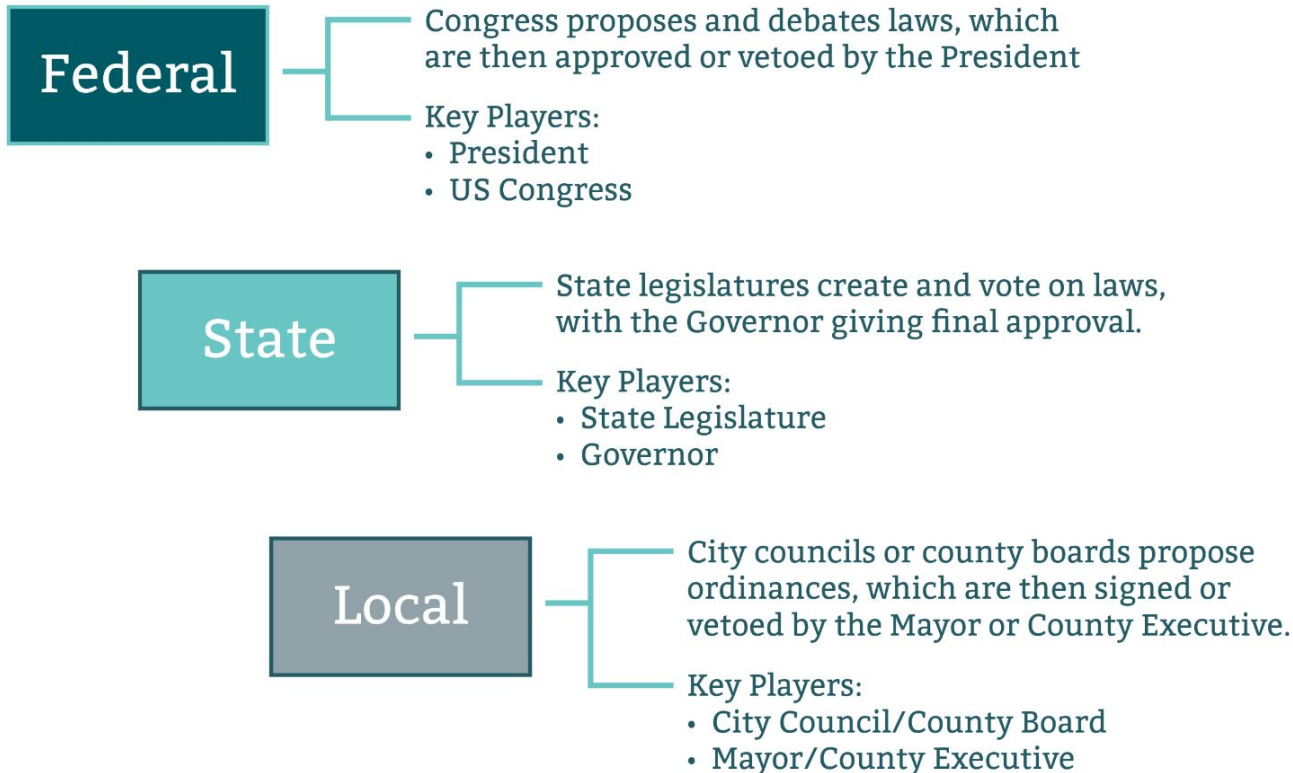


Examples of NC Air Quality Legislation

- The [Clean Smokestacks Act](#) (CSA) required significant actual emissions reductions from coal-fired power plants in North Carolina.
- The [Inspection/Maintenance \(I/M\) Program](#) for cars and trucks. Makes sure that the air pollution controls are working properly on vehicles.
- [House Bill 951: Carbon Plan](#) (2021-2022 Session)

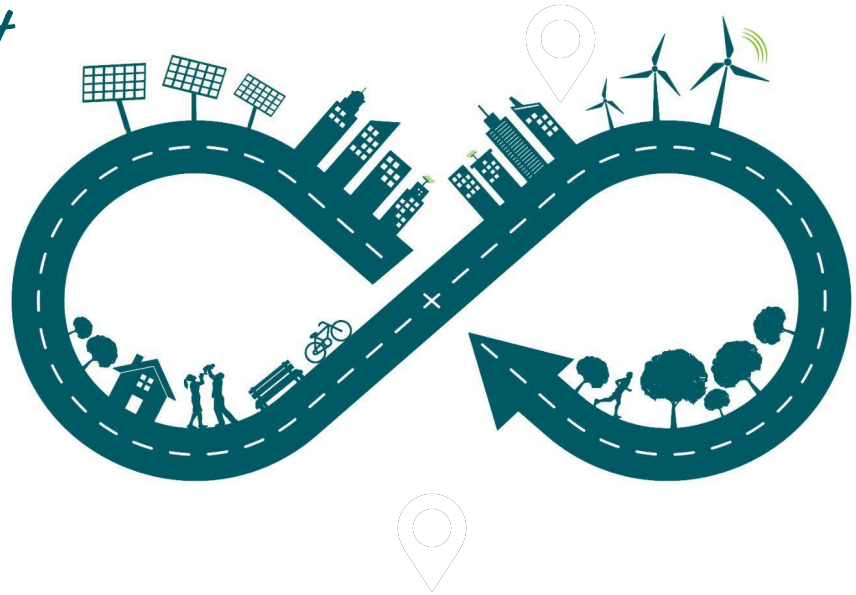


Regulation of Air Pollutants



Basics of Advocacy

Advocacy is not an overnight success. It takes persistence, planning, and optimism.



Purpose of Advocacy

- ❖ Raises Awareness
- ❖ Influence Policy
- ❖ Empowers individuals and communities
- ❖ Supporting and Protecting Rights
- ❖ Encourages Accountability



Setting Clear Goals & Objectives

1. Identify the Issue
2. Research
3. Set SMART Goals
4. Prioritize Goals
5. Outline Strategy and Communications
6. Mobilize
7. Monitor and Evaluate



5 Strategies

1. Data & Research

- Air quality monitoring (use this data)
- Health impact studies

2. Education & Awareness Campaigns

- Public outreach (social media, workshops, etc.)
- Media engagement (letters-to-the-editor, op-eds)

3. Policy Advocacy

- Lobbying or Fly-ins (visiting elected officials)
- Testifying at Public Hearings , Public Commenting

4. Community Engagement

- Community Meetings
- Petitions

5. Legal Action

- In severe violations of air quality regulations



Social Media Awareness

- ❑ Get connected
 - ◆ Comment on posts
 - ◆ Use relevant hashtags
- ❑ Raise awareness
 - ◆ Share credible info
 - ◆ Use visuals
- ❑ Call others to action
 - ◆ Spread the word on public hearings
 - ◆ Encourage others to speak up and/or submit comments



Follow Us!

@cleanairenc

#CleanEnergyFuture

#FightClimateChange

#CommunityVoice

Fly-Ins

- A **fly-in** is an organized day where voters meet with their legislators face-to-face on behalf of issues their communities care about.
 - Participating in fly-in's can be a way to show support for an issue
 - It's also a way to push bills in legislature



Lobbying at the NC General Assembly

- NC Legislature Overview
- Be polite, even if you didn't vote for them
- Stay on topic
- Be persistent
- Be authentic
- Start talking to your legislators NOW



Community Engagement

- Coalitions & Partnerships
- Hosting Educational Workshops & Events
- Community Outreach (petitions)



Part III: Resources and Tools



Community Tools and Resources

Communication Platforms:

- **Slack:** A messaging app for teams that allows for organized discussions, file sharing, and integration with other tools.
- **WhatsApp:** A widely used messaging app that supports group chats and broadcasting messages.

Project Management Tools:

- **Asana:** Another project management tool that helps teams organize tasks, assign responsibilities, and track work progress.
- **Google Workspace (formerly G Suite):** Offers tools like Google Drive (for file storage), Google Docs (for collaborative document editing), and Google Calendar (for scheduling).

Survey and Feedback Tools:

- **Google Forms:** Create surveys and collect responses from activists to gather feedback or opinions on various issues.
- **SurveyMonkey:** Another tool for creating surveys and analyzing responses, useful for gathering data from a broader audience.

Event Management and Fundraising:

- **Eventbrite:** Use this platform to organize events, manage registrations, and sell tickets.
- **GoFundMe:** For fundraising efforts, whether for specific projects, events, or ongoing activism needs.

Legal and Advocacy Tools:

- **Change.org:** Start petitions and mobilize support for your cause, raising awareness and pressuring decision-makers.

2024 CleanAIRE NC Advocacy Manual!

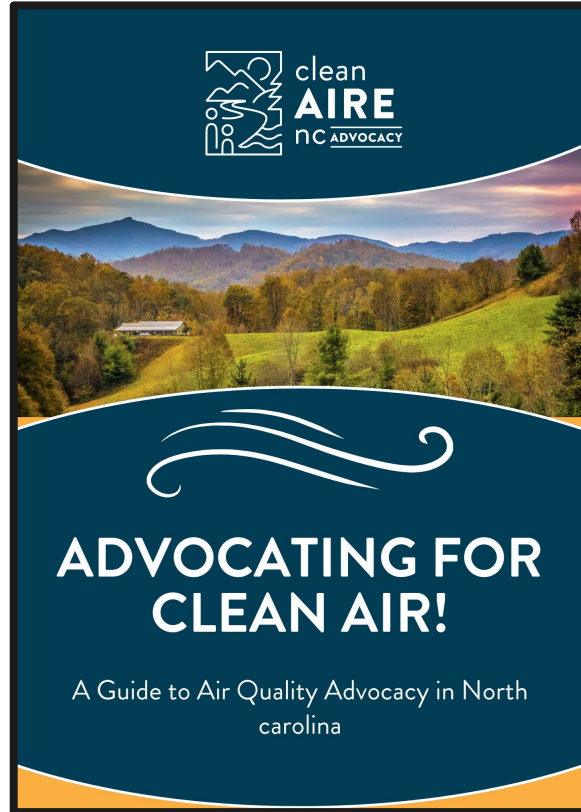


TABLE OF CONTENTS	
	Introduction: Let's Advocate for Clean Air!
	Section 1: Understanding Air Quality Issues
	1.1. What is Air Quality?
	1.2. Causes of Poor Air Quality
	1.3. Health Impacts of Air Pollution
	1.4. Environmental & Economic Consequences
	Section 2: Building an Advocacy Strategy
	2.1. What is Advocacy?
	2.2. Getting Organized: Best Practices for an Advocacy Campaign
	2.3. Researching Policies & Regulations
	2.4. Crafting Your Message
	2.5. Delivering Your Message
	2.5. Hosting Events
	Section 3: Working with Policymakers
	4.1. Understanding the Policymaking Process
	4.2 Who Makes Air Policy Decisions?
	4.3 The Zoning & Permitting Process
	4.4 Meeting with Public Officials
	Section 4: Glossary of Terms & Acronyms

More Resources

- [CleanAIREnc.org](#)
- [Environmental Protection Agency](#)
- [NC Division of Air Quality](#)
- [American Lung Association](#)
- [Catawba Riverkeeper](#)
- [North Carolina Conservation Network](#)
- [Sample Ballot](#)
- [Find Your Legislators](#)

Advocacy is Accountability

- Voting for candidates who prioritize the environment can lead to stronger policies and regulations.
- Voting is a way to hold elected officials accountable.
- We should do more, can do more and must do more!



REGISTER TO VOTE



Mark Your
Calendars!

- **OCT. 11:** Voter registration deadline, 5pm. Friday, for the 2024 general election.
- **NOV. 5:** Election Day!



Part IV: Q&A



Questions?



Contact Us



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