Stop the Smog Outreach Campaign

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Purpose of the Campaign

• Educate the general public about ozone: what it is, what’s your role in creating it and how can you protect yourself when ozone is high

• Need for public awareness and involvement is critical, especially in light of EPA’s efforts to lower ozone standard

• Meets one of Clean Air Council’s recommendations to the Department to increase outreach efforts
• Reflects NJ’s 3 main sources of ozone precursors:
  – Mobile sources
  – Stationary sources
  – Consumer products
Website

- www.stopthesmog.nj.gov
- One stop shopping for public information on smog, its impacts and actions
- Listserv for more detailed information and announcements
- Soft launch – Beginning of 2015
Brochures

- Three currently in production
- Joint venture between the DEP and the DOH
- Will use partners (e.g., enviros. and health associations) to help distribute.
- Also will be posted as PDFs on the website
Stop at the Click

- Utilizes existing DVRPC developed messaging
- Phase I – State refueling stations and personnel
  - Partnering with DOT, Treasury and NJSP
  - Phase I already underway.
- Phase II – Partnering with gasoline retailers to educate gas station attendants.
Weather Broadcaster Workshop

• Weather broadcasters are the “front line” for communicating with the public

• Workshop creates an opportunity for Department scientists and meteorologists to meet with local weather personnel
  – Educate them on smog formation and learn what they need from us.

• Tentative timeframe -- March 2015
What Else Do I Need To Know About the Campaign?

• Expected Full Launch -- Air Quality Awareness Week, April 2015: Governor’s Proclamation

• Partners to help spread the word -- Metropolitan Planning Organizations, business and environmental organizations, NJDOT, NJ Transit, Sustainable Jersey, summer camp organizations, and health/medical associations.

• Future endeavor (2016 and beyond) -- Work with Sustainable Jersey Schools to incorporate behavior changes and educational materials into schools and criteria for scoring
How You Can Help?

• Partner with us and spread the word!

• Help your employees take action
  – Offer incentives for ridesharing, telecommuting and/or public transportation
  – Post “Stop at the Click” messaging at fleet refueling stations
  – Install workplace charging stations
  – Join forces with municipalities and Sustainable Jersey to help make your community green.
  – Implement energy efficient efforts in the workplace
  – Use clean/green cleaning and maintenance supplies
  – Schedule landscaping and maintenance activities for good air quality days