

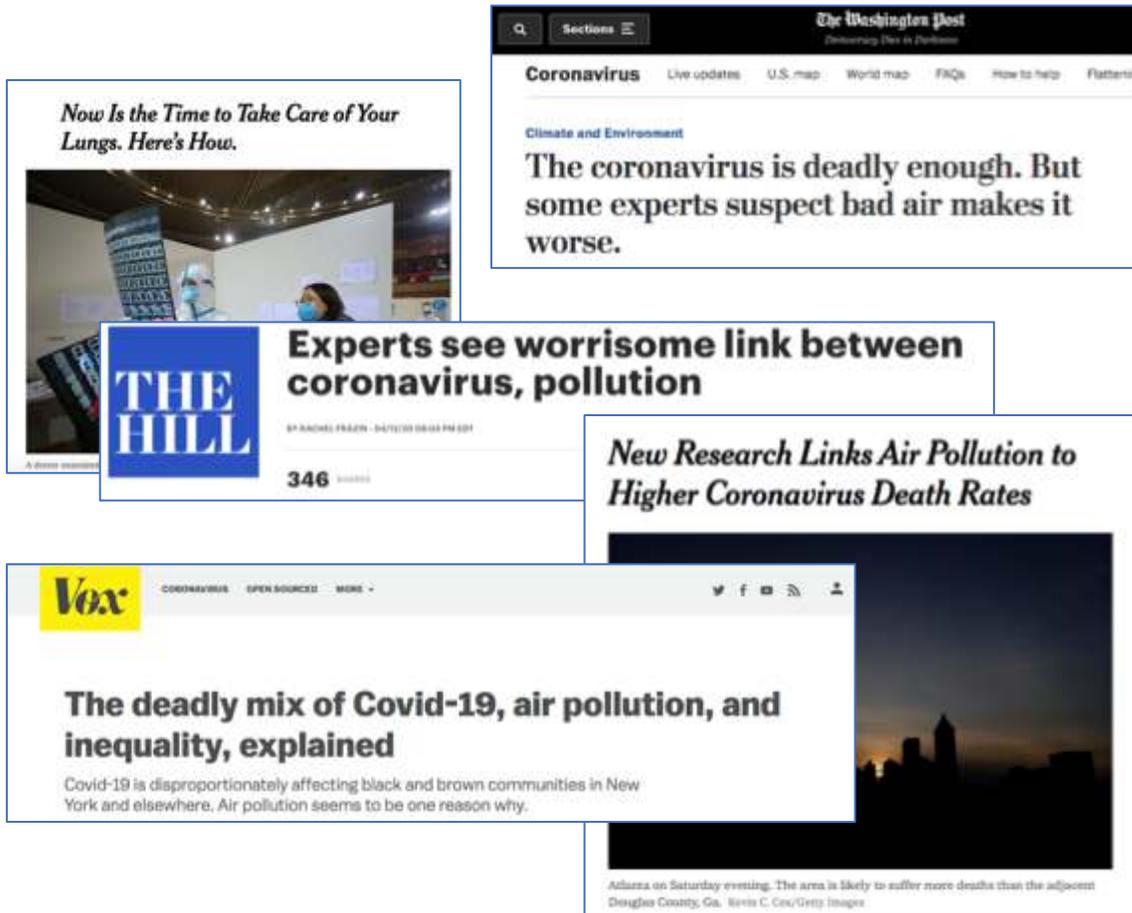


SHERRY MATTHEWS GROUP

## Clean Air Partners Responsive Summer Campaign Plan Updated 6/18/20

### SITUATION ANALYSIS

- COVID-19 is dominating the news, social media, and the overall public's mind space.
- As COVID-19 is a **respiratory** ailment, **air quality is relevant**, particularly as evidence indicates that **long-term exposure to pollution makes COVID-19 more severe**, with even a small increase in fine particles is associated with a significant increase in the COVID-19 death rate.
- The same groups at risk for severe COVID-19 cases are also the most vulnerable to harmful effects of poor air quality.
- Public health, **particularly lung health**, and economic factors are top of mind for all.



**Now more than ever, Clean Air Partners has the opportunity to be at the forefront to relay messages about public health and air quality during this unprecedented time.**

### **RESPONSIVE RECOMMENDATIONS**

- In the near term, our plan needs to adjust to respond to social distancing and stay at home orders (no in-person events, reduced transit, reduced PSA opportunities) and instead take advantage of opportunities to engage with local residents via virtual channels (online, social media, broadcast, etc.).
- Recognizing that sponsorship funding is unlikely, resources should be prioritized for communications vs. fundraising; we recommend only approaching potential funders that are already associated with the Clean Air Partners board. Partnerships will be even more important to virtually expand the program's reach and messaging.
- Several components in the original 2020 marketing and communications plan are still relevant and appropriate:
  - Year-round messaging via partnerships and online channels, with efforts ramping up during summer months, when air quality matters most.
  - A media tour pitching Clean Air Partners spokespeople for interviews to extend the coverage the summer campaign.
  - Dedicated meteorologist outreach with weekend forecasts on social media and specific call-to-action messages for higher alert days.
  - Building on social media progress and successful meteorologist and partner outreach by incorporating targeted paid social posts.
  - Shifting messaging to more accurately reflect the current status of regional air quality.
- The plan will continue to adapt based on the media, economic, and public health conditions and success achieved with proposed components.

### **AUDIENCE INSIGHTS**

- Based on the 2018 Clean Air Partners survey results, **women** and **households with children** were most likely to view air pollution as more of a problem than others do, making these prime audiences for air quality messaging.
- With cancelled school, childcare, and social activities, parents are now home with their children and looking for ways to keep them engaged and calm during the pandemic.
- These parents – and particularly moms, whom this responsibility tends to fall to disproportionately – are quickly running low on activities and quality content and turning to the internet and social media for ideas.
- Parents are easily targetable and highly engaged online, even more so now than before the COVID-19 pandemic.

### **MESSAGING + AIR QUALITY TIPS**

Messages should focus primarily on the **public health impact** of air quality as well as **cost saving benefits** of simple actions people can take to reduce pollution. We recommend refraining from

promoting mass transit while social distancing is in place. The following messages are recommended for the current situation:

- When air quality is unhealthy, limit outdoor activity especially for sensitive groups (kids with asthma, older adults, etc.).
- Set your thermostat a few degrees higher in the summer and use a fan to keep cool. This reduces energy consumption and will save you money.
- Turn off lights and appliances when not in use.
- Use smart power strips to reduce electricity usage by shutting down power to products in standby mode, which can save up to 10% on your power bill. Replace incandescent light bulbs with energy efficient CFLs or LED bulbs.
- Use caulk/weather stripping to weatherproof home and change heating and air conditioning filters every month.
- Use eco-friendly yard care products and green products to clean your home.
- Postpone mowing and trimming on poor air quality days or use electric garden equipment.
- Implement low-maintenance landscaping to support pollinators. Plant native plants, wildflowers, shrubs, or ground covers, and minimize grass.
- Keep driving to a minimum. Telework, limit trips, and avoid idling.
- Fill up your gas tank during evening hours. Don't top off and tighten your gas cap.

#### **PHASE I: LAUNCH WITH AIR QUALITY AWARENESS WEEK**

Air Quality Awareness Week (May 4-8, 2020) gives Clean Air Partners a platform to engage the news media, meteorologists and online audiences with timely messages.

We'll highlight Air Quality Awareness Week with a series of prompts and activities that parents can participate in with their children. Examples may include:

- Illustrate the Air Quality Index (AQI) using materials around your home. Get creative!
- Share your best tip to reduce pollution and improve air quality. What can others start doing today?
- Tell us about one person in your life with asthma or other lung condition, and what you personally can do to help keep them healthy.

We will distribute these calls to action from the Clean Air Partners channels and encourage partners and participants to share the results on their own social channels with a dedicated hashtag: #CAPairweek. We'll promote the week of activities with partners to increase participation.

#### **Promotional Activities:**

- *Social Content and Paid Amplification*
  - Create 6 Facebook posts and 15 Twitter posts for this effort, including graphics where appropriate.
    - Promote the week of activities ahead of Air Quality Awareness Week

- Prompt the social media audience to take part in our Air Quality Awareness Week activities
    - Provide additional supporting educational content about air quality and engage with board member organizations and partners.
  - Amplify the prompts on Facebook to area parents by boosting the post content with paid advertising optimized for engagement.
    - Target parents of children under 15 years old who live in the Washington, DC or Baltimore, MD metropolitan areas.
  - Monitor the #CAPairweek hashtag and engage with parents who respond to the prompt by liking and positively commenting on their posts. Share particularly strong user generated content from the Clean Air Partners channels.
- *Digital Influencers: “Social Media Street Team”*
  - Identify 7–10 DC and Baltimore area parenting (and especially mom) digital influencers with a following of 5,000–10,000 people on any social channel, but particularly focused on Instagram.
  - Contract them to create content promoting Clean Air Partners tips during Air Quality Awareness Week.
  - Develop a creative brief to guide influencers as they create the content, including:
    - Suggested clean air tips that they can illustrate
    - Messages, hashtags and calls to action they must include
    - Actions, words and phrases to avoid
  - Overall, prompt the influencers to illustrate a clean air tip that they and their family are undertaking this Air Quality Awareness Week and include a call to action to check out additional tips and activities on Clean Air Partners’ website and social channels.
  - Approve all influencer content and ensure FTC compliance.
  - Collaborate with the influencers to post approved content to their channels during Air Quality Awareness Week; share from Clean Air Partners social channels as desired.
- *Media Relations + Meteorologists*
  - Engage reporters and meteorologists to cover Clean Air Partners’ activities and tips during Air Quality Awareness week.
  - Pitch virtual media interviews featuring board members Janet Phoenix (Breathe DC, GWU) as spokespersons to speak about how pollution and air quality affect public health, with World Asthma Day as a potential hook.

## **PHASE II: SUMMER OZONE SEASON AND OZONE ACTION WEEK (AUGUST 2 – 8)**

Based on the results of efforts during Air Quality Awareness Week, we plan to continue the successful tactics of the launch throughout the summer.

As summer temperatures heat up, our team will pay close attention to the public health, economic, and news media landscapes to find appropriate opportunities to communicate timely air quality information to the public. Even with fewer vehicles on the road, we've already had our first Code Orange Day in Baltimore and anticipate more across the region.

To heighten awareness and focus the region during the hottest time of the summer, we'd like to designate the first week of August as Clean Air Partners Ozone Action Week. Messages will focus on concrete steps to take to reduce behaviors that contribute to the formation of ground level ozone.

We will distribute these calls to action from the Clean Air Partners channels and encourage partners and participants to share the results on their own social channels with a dedicated hashtag. We'll again promote the week of activities with partners to increase participation as well as implement the following tactics:

- *Media Relations + Meteorologists*
  - Engage reporters and meteorologists to cover Clean Air Partners' activities and tips throughout the summer with a special emphasis during CAP Ozone Action Week and on Code Orange Days.
  - Pitch virtual media interviews featuring board members as spokespersons to speak about the small steps everyone can take to help reduce the formation of ground level ozone.
  - Update and segment meteorologist Twitter list
    - Clarify morning, weekend, etc. folks
    - Identify the type of information that's helpful for them to receive
  - Real time outreach to morning meteorologists ahead of code orange/red days
    - Develop custom, branded graphics that meteorologists can share on their feeds and, potentially, during broadcast
    - Provide not only warning graphics, but also tips graphics to accompany
  - Weekly outreach to Friday afternoon and weekend meteorologists with the weekend air quality forecast
  - Potential additional outreach opportunities based on meteorologist feedback
- *Social Media Street Team – Digital Ambassadors*
  - Identify 7–10 DC and Baltimore area digital ambassadors with a following of 5,000–10,000 people on any social channel, but particularly focused on Instagram.
  - Contract them to create content promoting Clean Air Partners tips during Ozone Action Week.
  - Overall, prompt the influencers to illustrate a clean air action that they and their family are undertaking during the week and include a call to action to check out additional tips and activities on Clean Air Partners' website and social channels.

- Collaborate with the influencers to post approved content to their channels during Ozone Action Week; share from Clean Air Partners social channels as desired.
- One potential campaign option that we are currently exploring is a Clean Air Partners Electric Vehicle (EV) Car Giveaway Contest. If we are able to secure a donated vehicle, we recommend running the contest through iHeartMedia radio stations and will promote entries via multiple channels.
  - Contest messaging would educate people on the benefits on electric vehicles and every entry would amplify additional Clean Air Partners tips and translate into real world actions.
  - Clean Air Actions: To “earn” entries for the electric vehicle, people would post a photo or video of their clean air actions in the real world (turning off lights, using a power strip, using a fan, checking tire pressure, teleworking, walking, biking, planting a tree, etc.). More actions equal more entries.

### **PHASE III: LATE SUMMER/FALL - SEPTEMBER & OCTOBER**

As local residents return to work and other activities, a renewed focus on telecommuting and “eco-driving” may be appropriate since people may still need or want to avoid mass transit.

Opportunities may include:

- Car Free Days (9/22/20)
  - We’ll work with Commuter Connections to ensure our efforts are aligned whenever possible with a special emphasis on Car Free Day activities.
- Employer Outreach
- Walktober
- Energy Efficiency Day

These are unprecedented times, and our plan will continue to evolve with a close eye on the public health response, economic recovery, and the news and social media landscape.