

The **Clean Air Primer** brings home the causes and consequences of air pollution and what we can do about it

Exciting, visually rich and a compelling interactive experience, the Clean Air Primer:

- Draws people into the heart of important air quality topics
- Explores air pollution science, impacts and solutions
- Showcases original geo-spatial movies, videos, photos, graphics and animations, to tell the clean air story

Created by Delphi International in an interactive, web-ready format, the Clean Air Primer guides people into individual sections where they select what interests them, focus on particular problems, and discover how each contributes to the larger picture.



- ▶ **Ride Today's Air Currents** takes us on a journey from the Pacific Coast far inland into California, flying over sources of pollution and geographic landscapes--so detailed you can find your house.
- ▶ **The Big Picture** is a one-stop overview of air quality. It's a self-guided tour about where pollution comes from, what's in the air and why we should care, how ozone forms, how haze effects visibility, why air gets trapped, and how air quality is monitored.
- ▶ **The Health Primer** is an excellent exploration of the interactions and health effects of air pollution on the body.
- ▶ In **On the Road Solutions**, we discover how transportation is changing and the benefits of using mass transit options. The Interactive Car uncovers numerous tips on how to buy, use and maintain our vehicles to minimize air pollution consequences.
- ▶ In **Solutions for our Home, School and Office**, we explore tips and interactive animations to find out what to do to clear the air where we live and work and which energy technologies are helping to clean up air pollution.
- ▶ **The Clean Air Champion Game** is a fun and challenging way to discover how clean air begins at home.

Content Reviewed By: California Air Resources Board, the Bay Area Air Quality Management District, the California Department of Education, and the National Park Service Air Resources Division.

Recognition for Impact, Innovation, and Educational Excellence: California Department of Education (CDE) and the American Lung Association (ALA). CDE has reviewed for use in California grades 5-12 to be correlated with the California Standards and Framework for Earth Sciences, Physical Sciences and Life Sciences.

Nominations for the 2004 Clean Air Awards: RIDES for Bay Area Commuters, the San Francisco Department of the Environment, and the American Lung Association think it does so well at increasing public awareness about the importance of clean air and improving national access to information on clean air issues that it is nominated for the 2004 Clean Air Awards for going "above and beyond" to make the San Francisco Bay Area a better place to live and breathe.

The **Clean Air Primer** can be customized to display any Air Districts' name and logo. At a surprisingly low cost it can be customized to adapt to specific air districts' public information outreach objectives. Need more information? Let's talk. Delphi can be reached via email at delphi@delphi-intl.com.

