

The more we explore our differences, the greater the opportunity to discover our similarities

# Common Themes

- Political will
- Science
- Communication
- Engagement
- Resources
- Equity

- Pulp mill odour is the smell of money
- Good news: it is still worthwhile to continue to work to reduce emissions in the face of a changing climate!
- But beware of unintended co-disbenefits

Common theme heard today: we need to communicate “science” more effectively to the public

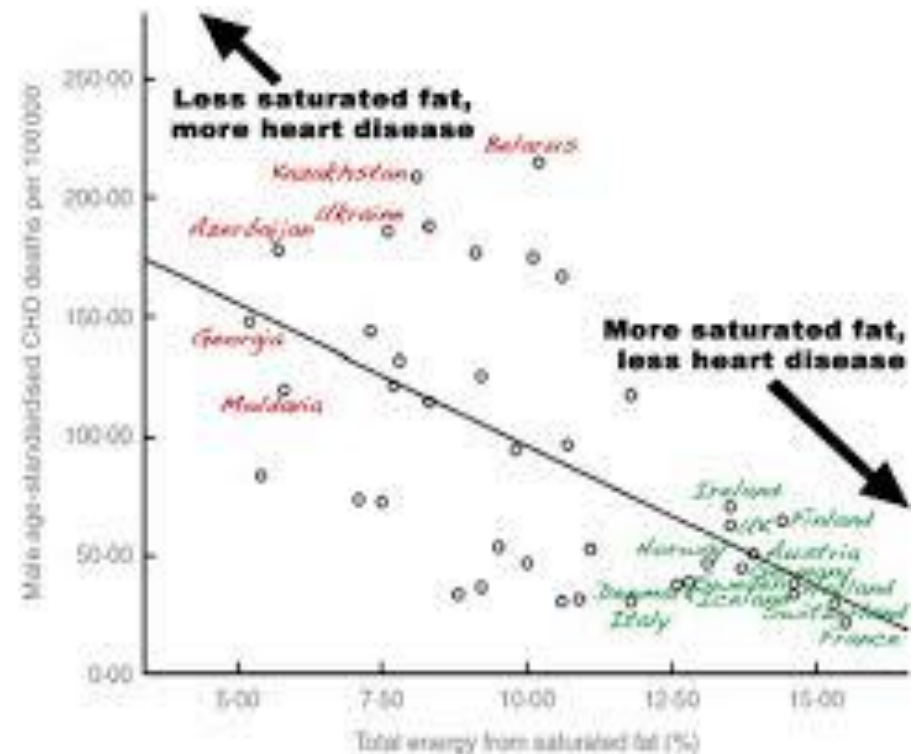
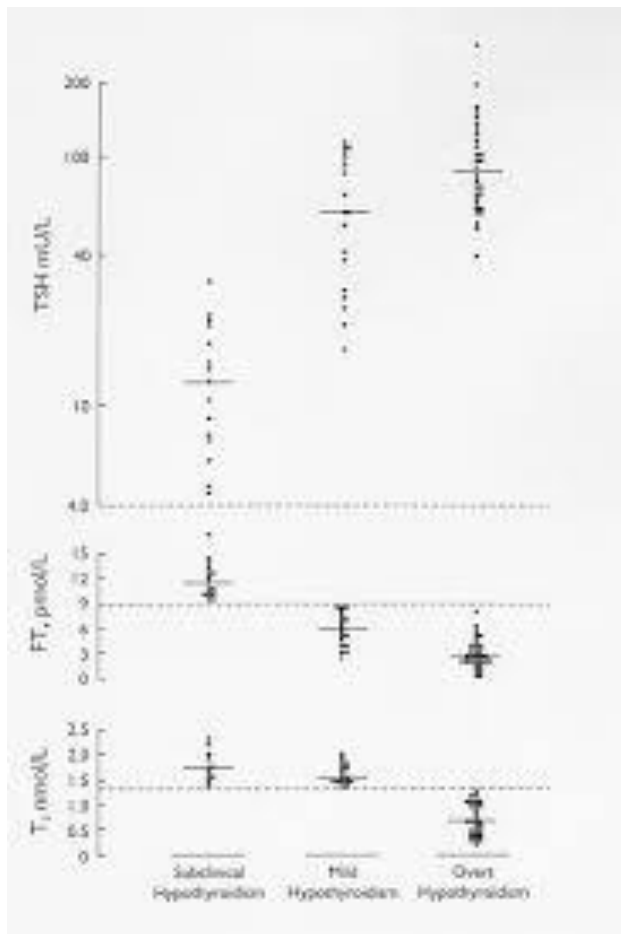


Fig. 1. Saturated fat intake and CHD mortality in Europe (1998).  $R^2$  linear = 0.339.

- Percentage of Canadians living in rural areas has declined to about 15 – 20% of the population
- Prince George an example of a community taking ownership of local air quality; and this is occurring in about a dozen areas in BC
- Residential wood burning is significant source of PM2.5 in all communities; from MV to Vanderhoof to London to Timaru

- Big problems can trigger big responses with significant commitments of dollars and resources once the political will is there to act
  - Support at the state level
  - Dedicated elected officials
  - Highly committed populace

- Eco-justice or social justice can be a driver to improve air quality
- Messages to promote positive environmental decisions need to be carefully tailored to the audience you want to influence.

- Participation and engagement of public health practitioners and agencies is critical
- Public health involvement has been limited but with high yield



# Citizen Science

- +ve – could end up with rich monitoring networks that could be very helpful for air quality management
- -ve – right now the technology is not up to snuff and can create confusion
- Be careful what you ask for: inexpensive monitors could potentially create billions of data points that would be challenging to work with

