



**To: Bay Area UASI Approval Authority**

**From: Francis Zamora, SF DEM Director of External Affairs and  
Dr. Jan Gurley, SF Department of Public Health Deputy Health Officer**

**Date: August 08, 2019**

**Re: Item 08: Air Quality Messaging Project Update**

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**Staff Recommendations:**

No recommendation

**Action or Discussion Items:**

Discussion

**Background:**

The Air Quality Messaging Project is a collaboration between the Association of Bay Area Health Officers (ABAHO), San Francisco Department of Emergency Management, the Bay Area Air Quality Management District (BAAQMD), and the Bay Area UASI. The key deliverable for the project is an Air Quality PIO Toolkit. The Toolkit is designed as a resource to enable public information officers to provide consistent messaging related to air quality incidents throughout the Bay Area.

The Toolkit covers core guidance on air quality messaging, sample messages and templates, and recommendations for effectively communicating with the whole community.

**Discussion:**

San Francisco Department of Emergency Management Director of External Affairs Francis Zamora will provide an overview of the Air Quality PIO Toolkit and key messaging. Dr. Jan Gurley, from the SF Department of Public Health, representing the Association of Bay Area Health Officers (ABAHO), will provide background on recommendations related to the use of N95 respirators during an air quality incident. The attached Appendix A is an accompanying PowerPoint presentation.