Overview

1. Air Pollution, Health, and Climate Change
2. Solutions and Strategies
3. Unmask My City initiative
4. Get Involved
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6.5 million premature deaths are caused by air pollution each year. Nearly half are due to outdoor air pollution.¹

80 percent of people in urban areas* are exposed to air pollution levels exceeding the WHO safety limits.²

*where air pollution is monitored

Photo: GCCA/GregMcNevin
Largest sources of global air pollution

Globally, 25% of PM2.5 comes from transportation sources, 15% from electric power production and other industrial activities, 18% from dust and sea salt, and 20% from home fuel burning. Sources are similar for PM10.¹

*PM2.5 and PM10 = particulate matter under 2.5 and 10 micrograms, respectively
Air pollution has many serious health impacts

- Respiratory disease
- Cardiovascular disease
- Adverse birth outcomes
- Growing evidence for impact on brain development and cognitive function
- New studies show air pollution is a risk factor for diabetes

Air pollution and climate change are interlinked

Air pollution is exacerbated
higher temperatures increase ozone formation, weather patterns change

CO2, black carbon, methane
and other climate pollutants can be reduced when we tackle air pollution.
Air pollution has far-reaching economic impacts

The health costs of outdoor air pollution was US$1.7 trillion in 2010 for the 35 OECD member countries, US$1.4 trillion in China, and US$0.5 in India.
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We have the knowledge and technology to solve this problem.

Masks or staying indoors are neither practical nor sustainable solutions.
Air quality can be improved by solving the root problem.
Monitoring air pollution is important for policy measures

- WHO Air Pollution Database contains PM10 and PM2.5 measurements from 3000 cities globally
- Not all cities, however, have official air pollution measurements

http://www.who.int/phe/health_topics/outdoorair/databases/cities/en/
Community-based monitoring can play a role to raise awareness, and call for better official monitoring.

While not a substitute for official monitoring, it gives communities access to data that can be used to raise awareness and call for formal monitoring.

Photo: GCCA/Greg McNevin
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Unmask My City is a global initiative by health professionals for clean, safe air in our cities.

Photo: GCCA/GregMcNevin
Unmask My City

UMC calls for cities to meet World Health Organization air quality guidelines by 2030 through city and regional-level policy changes, such as the following:

- Congestion charging to reduce car and truck traffic in cities
- Increased support for active transportation and electric public & private transport
- Transition away from dirty coal for home heating
- Blocking construction of new coal power plants
- Monitoring and regulating air pollutants
Unmask My City Campaign

Unmask partners in 11 cities around the world are kick starting Phase One in May 2017.

- São Paulo (Brazil)
- Chennai (India)
- Adana, Çanakkale, Hatay, and Istanbul (Turkey)
- Salt Lake City (USA)
- Warsaw (Poland)
- London (UK)
- Belgrade (Serbia)
- Emalahleni (South Africa)

All photos: GCCA/GregMcNevin
Key Feature: Light Mask and Air Monitor

- AirBeam monitor linked to light mask to visualise real-time air pollution levels
- Colours correspond to level of air pollution measured

<table>
<thead>
<tr>
<th>AQI Category¹</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>Green</td>
</tr>
<tr>
<td>Moderate</td>
<td>Yellow</td>
</tr>
<tr>
<td>Unhealthy for Sensitive Groups</td>
<td>Orange</td>
</tr>
<tr>
<td>Unhealthy</td>
<td>Red</td>
</tr>
</tbody>
</table>

¹ Air Quality Index

Photo: GCCA/GregMcNevin
Phase One: Globally, nationally & locally

• Launch events in several cities (rolling launch)
• Website, with community monitoring maps
• Op/eds
• Photo series
• Shareable video
• Infographic
• Twitter, Facebook, Instagram, LinkedIn
In Warsaw, Poland (1.7 mio)

- Road traffic is most significant source
- Coal exacerbates the problem: domestic burning causes over 50% of PM pollution in Poland
- Energy generation dominated by coal
Istanbul’s Campaign is focusing on...

- Population of 16 mio., largest city in Turkey
- Residents breathe air that is considered harmful to health: PM2.5 concentrations are 3.3 higher than WHO recommendations (annual exposure)
- Contributors: traffic, industrial activity, new construction and urban renewal
- Policy asks: improve monitoring, adopt clean air plan
Campaign activities/events

- Turkey: Press briefing with health partners, meetings with Ministry of Environment
- Poland: Panel debate, petition, press release
- Photo and video material, leaflets

www.unmaskmymycity.org
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Want your city to join Unmask?

Learn more about Unmask:
www.UnmaskMyCity.com
#UnmaskMyCity   facebook  twitter  Instagram  linkedin

Contact GCHA to join:
www.ClimateAndHealthAlliance.org
@GCHAlliance   facebook  twitter  linkedin

THE GLOBAL CLIMATE & HEALTH ALLIANCE
Thank you

Anne Stauffer

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