

Texting Templates (Plain Text Version): Air Quality

This document outlines essential messages community leaders can share with their networks before, during or after a public health emergency. It is designed for partners to quickly copy and paste messaging into text threads or to quickly translate. Thank you for helping to keep your community safer!

Pre-Event: BE PREPARED

Smog, also known as ground-level ozone, is air pollution. It is created when fossil fuels combine with sunlight and create a haze that decreases visibility. Soot is air pollution made up of tiny particles—chemicals, soil, smoke, and dust—carried in the air. Smog and soot come from vehicles, factories, and anything else that uses fossil fuels.

(57 words)

Keep up with local news. Philadelphia has an air quality index to track daily and hourly changes. Be sure to continue [checking air quality](#). Local news sources and agencies will provide updates on danger levels.

(35 words)

Air pollution affects everyone's health, but it can affect some people more than others. People are at greater risk if they have heart or lung disease, are very old, or very young. Air pollution can cause asthma attacks, coughing, reduced lung function, and strokes. Wearing a mask is the best way to protect yourself from polluted air. Staying indoors is recommended when air quality levels are worse than normal.

(69 words)

Discuss what is best for you [during an air quality event](#) with a healthcare provider. The symptoms you experience may differ from those around you.

(25 words)

Everyone can take steps to protect themselves and others from air pollution. Travel by public transit or carpool with others, and if you are driving, limit the amount of time your engine is running.

(34 words)

Make an [emergency preparedness kit](#). Planning ahead saves time during a potential emergency. Consider stocking up on protective equipment like KN95 or N95 masks for you or other community members. You can purchase masks at most major retailers or find several types at any of the Health Department's [resource hubs](#).

(50 words)

Keep building ventilation up to date. Clean and change filters regularly and keep your building well insulated. Sign up for [ReadyPhiladelphia](#) to stay informed.

(24 words)

During Event: BE AWARE

Stay indoors in a space that has access to filtered air, such as a [City cooling center](#), shopping mall, or library. Avoid activities that increase indoor air pollution, like burning candles, using fireplaces, and vacuuming.

(35 words)

Reduce energy use at home. The more energy you use, the more pollution you add to the air. Lowering your thermostat or water temperature are easy changes. Learn more about how to [reduce the environmental impact of energy use](#).

(39 words)

Keep windows and doors closed. Letting in outside air with certain pollutants can be harmful to your lungs. If you have AC, change settings to circulate inside air free of that pollutant. Circulating inside air is your best protection.

(39 words)

Drink water to stay hydrated during poor air quality.

(9 words)

Keep activity levels low and limit your time outdoors. If you work outside, talk with your employer about ways to reduce exposure to pollution.

(24 words)

All smoke is dangerous. Smoke contains fine particles that can irritate your eyes and throat and cause breathing problems. If you can avoid the smoke, you will avoid anything that might be in the smoke. Exposure to smoke can worsen existing illnesses.

(42 words)

Post-Event: STAY SAFE

Keep in contact with your healthcare provider. If you have symptoms, speak with a healthcare provider. A healthcare provider will be able to tell you the best course of action based on the symptoms you are experiencing.

(37 words)

Stay indoors until conditions improve. Even if the air looks healthy, it may still be hazardous to your health. Continue to shelter in place until City officials issue an all-clear message. Wear a mask and take precautions when outdoors after an air quality event. Sign up for [ReadyPhiladelphia](#) and follow PDPH to stay informed.

(54 words)