



**Mothers  
& Others  
FOR CLEAN AIR**

**PARTNERS & STEERING COMMITTEE**

**FOUNDING MOTHERS:**

Stephanie V. Blank  
Laura T. Seydel

**ARTHUR M. BLANK FAMILY FOUNDATION**

Penelope McPhee

**TURNER FOUNDATION, INC.**

Judy Adler

**AMERICAN LUNG ASSOCIATION IN GEORGIA**

June Deen  
Ateya Wilson

**CHILDREN'S HEALTHCARE OF ATLANTA**

Lisa JeanCharles, BS, MPH  
Jodie Rodriguez, RN, MS, CPNP

**EMORY UNIVERSITY'S ROLLINS SCHOOL OF  
PUBLIC HEALTH**

Dr. Anne Fitzpatrick  
Dr. Roby Greenwald  
Dr. Jeremy Sarnat

**GEORGIA CONSERVANCY**

Katherine Moore  
Robert Ramsay

**GEORGIA PTA**

Irene Barton  
Eve Neumeister

**MOREHOUSE SCHOOL OF MEDICINE**

Dr. Frances Dunston  
Dr. Yvonne Fry-Johnson

**PHYSICIANS FOR SOCIAL RESPONSIBILITY**

Dr. Anne Mellinger-Birdsong

**SOUTHEAST PEDIATRIC ENVIRONMENTAL  
HEALTH SPECIALTY UNIT (PEHSU)  
AT EMORY**

Janice Nodvin

**MESSAGE FROM THE DIRECTOR:**

**M**others & Others for Clean Air (M&O) and clean air advocates helped bring about real progress in local air quality solutions in 2011, even while experiencing some frustrating setbacks at the federal level. M&O combines education and advocacy for long-term air quality improvement with education and tools that reduce exposure and health risks from air pollution in the short-term. In 2011 our clean air advocacy work focused on transit expansion while we grew initiatives to reduce exposure to air pollution through community-based diesel outreach and the new M&O Air Quality Index flag program.

Mothers & Others for Clean Air leverages the strength of its partners to influence decisions affecting air quality, and in 2011 our health partners were critical to the public voice for transit. Close working relationships with six leading health institutions leveraged a strong letter and guest editorial urging the Atlanta Regional Roundtable to prioritize transit, bicycle and pedestrian infrastructure on the list of projects to be funded by a regional 10-year tax. The list approved in October included \$3.4 billion for public transit projects, about 52% of the total amount available for transportation projects in the 10-county Metropolitan Atlanta region.

In addition to deepening relationships and exploring new opportunities for collaboration with existing partners, in 2011 our partnership again expanded when we added the Southeast Pediatric Environmental Health Specialty Unit (PEHSU) as a formal partner in May. This new partnership already has extended our ability to reach Georgia's school nurses, pediatricians and pediatric nurse practitioners about air pollution and other important children's environmental health concerns.

M&O is very fortunate to enjoy strong and continued support from the founding mothers, Laura Seydel and Stephanie Blank, as well as the founding funders, the Arthur M. Blank Family Foundation and the Turner Foundation, Inc. In 2011 Kaiser Permanente continued its generous support of our work to reduce children's exposure to ambient air pollution and reduce health risks from toxic diesel exhaust in neighborhoods bearing a disproportionate burden from air pollution, and we are very grateful for the ongoing support of this local health institution. I also would like to thank Dr. Roby Greenwald, Assistant Research Professor at Emory, for his investment of time and energy as M&O Steering Committee Chairperson for 2011.

Your participation is critical to advancing clean air solutions, from stronger federal standards and rules to local emissions reductions and common-sense steps to reduce your family's exposure to air pollution. Thank you for standing up for clean air! We look forward to working with you to create a healthier environment for Georgia's children.

With warm regards and best wishes for a happy and healthy 2012,

Rebecca Watts Hull

Director

*Mothers & Others for Clean Air is a partnership of leading public health, environmental and child advocacy organizations dedicated to improving air quality for all Georgians by educating the public about the negative health impacts of air pollution and engaging people in both individual change and public policy advocacy.*

## MOTHERS & OTHERS FOR CLEAN AIR 2011 HIGHLIGHTS



### EXPANDING OUR REACH:

- » Grew our Facebook and Twitter followers to almost 200 and developed a new look for the 'News' page of our web site, facilitating regular posts. Expanded the M&O network membership from 1400 to 1600+.
- » Presented to, met with and engaged in clean air initiatives hundreds of concerned Georgians at more than two dozen events, including a Children's Health Town Hall at Emory with EPA Administrator Lisa Jackson; the Georgia Association of School Nurses Annual Conference; and many mothers groups, community festivals and school-sponsored parent information sessions.
- » Strengthened our media presence both with a larger number of online, print and audio placements and by collaborating with M&O partners. Highlights included a collaborative guest editorial in the Atlanta Journal-Constitution (AJC) on transportation and public health, interviews about smog season safety and federal rules on Georgia Public Broadcasting and Public Broadcasting Atlanta, and many online news source articles on clean air issues. M&O media placements both support the program's educational mission and also further its clean air advocacy goals.

### ENGAGING SCHOOL AND COMMUNITY LEADERS AND GOVERNMENT AGENCIES TO REDUCE DIESEL POLLUTION:

- » Facilitated Southeast regional committee including leaders from departments of transportation, state environmental protection agencies and municipal planning organizations to tackle the challenge of growing freight movement in the Southeast without also growing harmful diesel pollution.



- » Initiated process with City of Atlanta and Atlanta Regional Commission toward applying for federal funding to address truck congestion and associated air pollution in Northwest Atlanta.
- » Educated thousands of Georgia parents and school nurses about the health risks of diesel soot exposure and engaged them in lobbying their schools' transportation staff to apply for federal funding to clean up dirty diesel school buses.

### ENGAGING NEW PARTNERS AND EXPANDING TOOLS TO PROTECT CHILDREN FROM AIR POLLUTION:

- » Implemented M&O's new school air quality index (AQI) flag program at 15 metro Atlanta schools including elementary, middle and high schools and developed age-appropriate presentations and teaching tools.
- » Developed and distributed new tools (door signs, tabletop flags, posters) for early childhood learning centers to communicate to parents and staff daily air quality changes and how to reduce exposure for the children in their care.
- » Partnered with the National Football League's "Play 60" program to encourage physical activity and the Chris Draft Family Foundation's asthma education program to connect our smog avoidance messaging with positive messages about physical activity and being active safely with asthma.

### COLLABORATING TO INFLUENCE GEORGIA DECISION-MAKERS FOR CLEANER AIR AND BETTER HEALTH:

- » With Georgia Conservancy and U.S. Green Building Council—GA Chapter, launched an EPA-funded project to develop a training curriculum for educational leaders on school siting best practices based on EPA's new guidelines. Recruited an advisory committee of experts in



- » air pollution and physical activity epidemiology, community and land use planning, school facilities planning and parent involvement specialists to guide the content and approach of the curriculum.
- » Widely disseminated a collaborative health leaders' letter urging members of the Atlanta Regional Roundtable to prioritize transit, bicycle and pedestrian projects on the list to be funded by the Transportation Special Purpose Local Option Sales Tax (TSPLOST); letter and subsequent editorials and news articles featured leaders from American Lung Association in Georgia, Children's Healthcare of Atlanta, Emory Children's Center, Emory's Rollins School of Public Health, Georgia Chapter of the American Academy of Pediatrics and Morehouse School of Medicine.

### ENGAGING OUR PARTNERS AND MEMBERS IN ADVOCACY TO IMPROVE AIR QUALITY AND REDUCE EXPOSURE:

- » Engaged partners and members in testifying at a May public hearing in support of a strong Mercury and Air Toxics rule that would significantly reduce toxics and particulate matter from coal-fired power plant emissions (a strong rule was finalized by EPA in December).
- » Provided regular updates and opportunities to contact the White House and members of Congress in response to repeated attacks on the Clean Air Act and EPA's authority to regulate air pollution.
- » Partnered with NFL veteran Chris Draft and the Georgia High School Association to publicize a guest article and provide tools to coaches to help reduce student athletes' exposure to air pollution.