

PRAMP Board Meeting September 17, 2019

Agenda Item 3A: Outreach Update

Activity	Comments
April	
Peace River Trade Show	<ul style="list-style-type: none"> Many more people were aware of PRAMP compared to previous year Mini sticks and pucks were very popular
May	
Role description for Education and Outreach Coordinator finalized	<ul style="list-style-type: none"> Ads posted for Education and Outreach Coordinator in local papers, social media
Wildfire smoke events	<ul style="list-style-type: none"> Enhanced social media and information about impacts of wildfire smoke and health
Prepare and submit grant request to AEP for 2019-2022 Education and Outreach	<ul style="list-style-type: none"> Grant request submitted; no response to date
Coordinate Alberta Airsheds Council Communications Planning	<ul style="list-style-type: none"> New video completed on Wildfire Smoke
June	
Presentation to Grimshaw Council	<ul style="list-style-type: none"> Grimshaw has joined PRAMP
Hiring process for Education and Outreach Coordinator	<ul style="list-style-type: none"> Eileen Coristine hired
Participate in Clean Air Forum	<ul style="list-style-type: none"> Media interview with CBC Edmonton
Plan and coordinate new branded materials and website updates	<ul style="list-style-type: none"> Work with designers and PRAMP team
July	
Reach out to six honey producers in the region	<ul style="list-style-type: none"> Meetings arranged with 3 producers
Reach out to 3 area MLAs	<ul style="list-style-type: none"> Meeting arranged with 2 MLAs
Begin to on-board Eileen Coristine	
August	
Meeting with MLA Dan Williams	<ul style="list-style-type: none"> Shelly Shannon, Eileen Coristine and Karla Reesor
Visits with 3 honey producers	<ul style="list-style-type: none"> Relationships built; photos, videos for use in outreach programs
Continue to develop PRAMP branded materials and annual report	<ul style="list-style-type: none"> Work with designers, PRAMP team, Executive

Meet with LICA and WBEA in Bonnyville to collaborate on education and outreach programs	<ul style="list-style-type: none"> • LICA provided packages of classroom programs that PRAMP can adapt and use
September	
Presentation with Alberta Capital Airshed to International Association for Public Participation in Charlotte, NC on the topic of engaging communities for air monitoring	<ul style="list-style-type: none"> • New learning and working relationships from conference
Participation at MLA Dan Williams Red Tape Reduction Round Table – Hosted by Peace River & District Chamber of Commerce	<ul style="list-style-type: none"> • Shelly Shannon
New PRAMP materials finished	<ul style="list-style-type: none"> • New PRAMP branded giveaways: <ul style="list-style-type: none"> ○ Honey purchased from local producer ○ Lip balm from local producer ○ AQHI magnets ○ AQHI notepads • New PRAMP postcard with data summary • Updated PRAMP introductory postcard • Hats (gifts for members/Directors) • Pins (gifts for members/Directors) • PRAMP jackets for staff (in progress)
Community Annual Report for 2018-19 complete	<ul style="list-style-type: none"> • New format with more colour and visual appeal • New information for community about AQHI and health impacts related to air quality
AGM and Open House	<ul style="list-style-type: none"> • First event with Woodland Cree First Nation • First time using radio ads for the events

Outreach Plan – Approved by the Board April 25, 2019

<p>PRAMP Goals</p> <ol style="list-style-type: none"> 1. Assist in verifying that air quality is improving and odours are being minimized as a result of operational and regulatory requirements. 2. <i>Operate transparently and give residents and stakeholders timely access to data and information in a manner that is readily understood.</i> 3. Demonstrate that oil and gas operators have effective control mechanism. 4. Verify that air quality is at acceptable levels and that emissions residents are exposed to are below toxic thresholds. 5. Maintain its status as an independent Not-for-Profit Organization and Airshed that is focused on continuous improvement and responsible growth. 		<p>Outreach Objectives</p> <p>Goal 2 is the focus for PRAMP’s education and outreach work. In particular, PRAMP is seeking to Engage and Educate to achieve the following Objectives:</p> <ul style="list-style-type: none"> ❖ Improve air quality literacy in the Peace River area so that residents understand: <ul style="list-style-type: none"> ○ What is air quality and the Air Quality Health Index (AQHI)? ○ How is air quality monitored and analyzed? ○ Why is it important to understand air quality? ○ How are air quality measurements and odours related? ❖ Increase PRAMP engagement with the community to better understand and assist in responding to air quality and odour concerns. 															
<p>Who do we want to reach?</p> <ul style="list-style-type: none"> ❖ School age children ❖ Indigenous communities ❖ Town and rural residents ❖ Local industry ❖ Local municipalities 		<p>How will we reach the audiences?</p> <ul style="list-style-type: none"> ❖ Events <ul style="list-style-type: none"> ○ Trade shows ○ Community events ○ Stakeholder meetings ○ Science fairs (CWSF, PCRSF) ❖ Partnerships <ul style="list-style-type: none"> ○ Boreal Research Institute ○ Inside Education ○ Alberta Health/Services ○ FNMI: TSAG/AESN ○ Airsheds/AAC ❖ School Programs <ul style="list-style-type: none"> ○ CARS (with Inside Education) ○ PRAMP programs ❖ Citizen Science <ul style="list-style-type: none"> ○ Hand held devices ❖ Communications <ul style="list-style-type: none"> ○ Newsletters ○ Social media, print media ○ Website 															
<p>Budget</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Planning</td> <td style="text-align: right;">\$ 3,000</td> </tr> <tr> <td>Outreach Contractor</td> <td style="text-align: right;">\$14,000</td> </tr> <tr> <td>Events</td> <td style="text-align: right;">\$14,000</td> </tr> <tr> <td>Partnerships</td> <td style="text-align: right;">\$ 4,000</td> </tr> <tr> <td>Materials</td> <td style="text-align: right;">\$ 6,000</td> </tr> <tr> <td>Communications</td> <td style="text-align: right;">\$ 8,000</td> </tr> <tr> <td>TOTAL</td> <td style="text-align: right;">\$49,000</td> </tr> </table>		Planning	\$ 3,000	Outreach Contractor	\$14,000	Events	\$14,000	Partnerships	\$ 4,000	Materials	\$ 6,000	Communications	\$ 8,000	TOTAL	\$49,000		
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<p>April</p> <ul style="list-style-type: none"> • Board approval of work plan and contractor role 	<p>May / June</p> <ul style="list-style-type: none"> • Post Outreach job description • Assess partnership options and community events • Plan Citizen Science project 	<p>July/August</p> <ul style="list-style-type: none"> • Outreach Contractor begins • Contractor contacts schools for fall programs (Aug) 	<p>Sept to Nov</p> <ul style="list-style-type: none"> • Station launch event • AGM and Open House • Programs in schools • Arrange stakeholder meetings 														

