



4A: Proposed Education and Outreach Work Plan

24 January 2020 Board Meeting

Introduction

In December, PRAMP received education and outreach grants funds in the amount of \$47,905 for the fiscal year ending March 31, 2020. PRAMP's education and outreach grant for 2018-19 (\$49,000) concluded on November 29, 2019. The Grant Report for 2018-19 was submitted to Alberta Environment and Parks (AEP) and is included as Attachment 1.

AEP has approved a grant for PRAMP in the amount of \$47,905 in support of education and outreach for each of the next three fiscal years. A PRAMP work plan will need to be submitted at the beginning of each fiscal year. The multi-year commitment for grant funding is a tremendous benefit to PRAMP. Beginning in 2020-21, we anticipate receiving funds much earlier in the year which will enable more effective and efficient education and outreach activities and improved outcomes.

Board Decision

For the 2.5 months remaining in 2019-20, PRAMP staff have prepared a proposed Education and Outreach Work Plan. Staff has prepared the Work Plan in consultation with the Communications Working Group and the Executive. Best efforts will be made to support the PRAMP goals with the engagement, education and outreach work outlined in the work plan. Staff is seeking Board approval to implement the plan.

The Board is asked to decide on the following:

1. Does the Board approve the proposed Education and Outreach Work Plan for December 2019 to March 2020?

Prepared by: Karla Reesor, Executive Director

PRAMP Outreach Dec 2019 to March 2020

<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? ○ What actions can individuals take to improve air quality? ❖ 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 ❖ Alberta government representatives 	<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 ○ Alberta Health/Services ○ FNMI: TSAG/AESN ○ Peace Airshed Zone Association ○ Alberta Airsheds Council (AAC) ❖ School Programs <ul style="list-style-type: none"> ○ PRAMP programs ❖ Citizen Science <ul style="list-style-type: none"> ○ Hand-held devices (AirBeam) ○ Purple Air devices ❖ On-going Communications <ul style="list-style-type: none"> ○ Newsletters ○ Social media, print media ○ Website 																		
<p>Budget Summary (details shown on page 3)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Planning (3-year plan)</td> <td style="text-align: right; padding: 2px;">\$ 3,000</td> </tr> <tr> <td style="padding: 2px;">Stakeholder Engagement</td> <td style="text-align: right; padding: 2px;">\$ 5,000</td> </tr> <tr> <td style="padding: 2px;">Education</td> <td style="text-align: right; padding: 2px;">\$ 4,000</td> </tr> <tr> <td style="padding: 2px;">Events</td> <td style="text-align: right; padding: 2px;">\$ 4,000</td> </tr> <tr> <td style="padding: 2px;">Materials</td> <td style="text-align: right; padding: 2px;">\$ 9,000</td> </tr> <tr> <td style="padding: 2px;">Advertising</td> <td style="text-align: right; padding: 2px;">\$10,000</td> </tr> <tr> <td style="padding: 2px;">Communications</td> <td style="text-align: right; padding: 2px;">\$ 6,000</td> </tr> <tr> <td style="padding: 2px;">Education and Outreach Delivery</td> <td style="text-align: right; padding: 2px;">\$ 6,000</td> </tr> <tr> <td style="padding: 2px;">TOTAL</td> <td style="text-align: right; padding: 2px;">\$47,000</td> </tr> </table>	Planning (3-year plan)	\$ 3,000	Stakeholder Engagement	\$ 5,000	Education	\$ 4,000	Events	\$ 4,000	Materials	\$ 9,000	Advertising	\$10,000	Communications	\$ 6,000	Education and Outreach Delivery	\$ 6,000	TOTAL	\$47,000	
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Expenditures (planned and tentative)	Estimate
Planning	
<ul style="list-style-type: none"> • Develop new 3-year plan with performance measures 	\$3,000
Stakeholder Engagement	
<ul style="list-style-type: none"> • Indigenous communities • MDs/Counties – Big Lakes, Smoky River, Northern Sunrise, Peace, Town of Peace River • NGOs – Peace Regional Eco Centre, Friends of an Unpolluted Lifestyle • MLAs, MP • Industry 	\$5,000
Education	
<ul style="list-style-type: none"> • Classroom programs on air quality and vermi-composting • Youth clubs, e.g. 4-H • Service Clubs • Boreal Research Institute Nature Series • Community programs on vermi-composting 	\$4,000
Events	
<ul style="list-style-type: none"> • Growing the North (Grande Prairie) • Mighty Peace Teachers’ Convention (Grande Prairie) • Pond Hockey (Lac Cardinal) • Carnivale (St. Isidore) • Science Fair (Peace River) • Agriculture, Home and Sport Trade Show (Fairview) • Peace River Trade Show (Peace River) 	\$4,000
Promotional Materials	
<ul style="list-style-type: none"> • Additional AQHI lanterns • USB memory sticks • Pop up banners for trade shows • Tent for outdoor events • Projector and screen • Additional Purple Air devices 	\$9,000
Advertising	
<ul style="list-style-type: none"> • Move Up magazine • Wrap for new station at Reno • Additional signs at stations • Radio and print ads for AQHI 	\$10,000
On-going Communications	
<ul style="list-style-type: none"> • Newsletter • Social media (Facebook and Twitter) • Alberta Airsheds Council materials • Website development 	\$6,000
Education and Outreach Delivery	\$6,000
TOTAL	\$47,000



Attachment 1: PRAMP Report on 2018-19 Education and Outreach Grant Agreement



December 19, 2019

Jenna Curtis
Community Engagement Lead
Strategy Division
Alberta Environment and Parks
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9915 – 108 Street
Edmonton, AB T5K 2G8

By email: jenna.curtis@gov.ab.ca

Re: Report on Grant Agreement 19GRSTR14

Dear Ms. Curtis,

The Peace River Area Monitoring Program (PRAMP) Committee has achieved significant benefits for the Peace River area from the funds included in Grant Agreement 19GRSTR14 provided by Alberta Environment and Parks (AEP).

As per the terms of the agreement, we are pleased to provide the attached report outlining the summary of expenditures and the results achieved. The expenditures total \$48,490.13. While the report summarizes many of the results achieved, we have highlighted three key initiatives:

- Engaging with Local Apiaries – the PRAMP Honey Tour
- Introducing the Air Quality Health Index to the Region
- PRAMP School Presentations lead by PRAMP Outreach Coordinator

We look forward to continuing to support air quality education and outreach in the Peace River area.

If you have any questions, please feel free to be in touch.

Sincerely,

Karla Reesor
Executive Director

PRAMP Engagement and Knowledge Translation Program Grant Agreement 19GRSTR14-01 – Final Report

December 2019

1. Summary

The Engagement and Knowledge Translation Grant (the Grant) received from Alberta Environment and Parks (AEP) has enabled the Peace River Area Monitoring Program (PRAMP) Committee to develop and deliver new initiatives to raise awareness and increase understanding about air quality and air quality monitoring in the Peace River area.

See Attachment 1 for the Financial Report.

An overview of the grant deliverables is provided below with a focus on three particularly impactful initiatives that were enabled as a result of the grant funds.



2. Key Initiatives



Engagement with local Apiaries – the PRAMP “Honey Tour”

The Peace River area is a large honey producing region in Canada as a result of the long summer days and the abundance of crops in the area, including canola, clover and alfalfa. PRAMP connected with honey producers in the area and visited three apiaries to learn more about the connection between air quality and bee activity. Bee producers noted a strong connection between poor air quality (smoky conditions in particular) and reduced honey production.

PRAMP created a short video showing the apiaries and with interview clips from the honey producers. The video is on the PRAMP website and has become a valuable addition to classroom presentations in the area. Students enjoyed learning about bees and the connection to air quality.

As a result of the honey tour, PRAMP also developed a Clean Air = Healthy Bees campaign and used the eye-catching artwork to brand locally purchased honey, lip balm from local beeswax and other promotional materials. The Clean Air = Healthy Bees campaign has proven to be a unique way to engage students and community members on the importance of healthy air quality.



Introducing the Air Quality Health Index to the Region



In 2018 and 2019, PRAMP purchased an air monitoring station that is now providing, for the first time in the region, the Air Quality Health Index (AQHI). The station is located near Cadotte Lake on Woodland Cree First Nation land. The location was selected after consulting with stakeholders in the area about air quality concerns.

The AQHI is a key indicator on health risks associated with air quality, and PRAMP has now started to provide information to school age children and other community members about the importance of the AQHI and how to find it. The AQHI is shown on the PRAMP website as well as other websites and apps.

PRAMP held an open house in Cadotte Lake following the siting of the new station, and it was an important opportunity to strengthen the relationship with Woodland Cree First Nation and to share information about the AQHI and PRAMP monitoring with more than 40 attendees.



PRAMP School Presentations lead by PRAMP Outreach Coordinator

The 2018-19 grant from AEP enabled PRAMP to hire its first Education and Outreach Coordinator. With her varied background as a journalist, outreach worker and farmer in the Peace River area, the PRAMP Education and Outreach Coordinator has brought new ideas, perspectives and knowledge to the PRAMP team.

With input from experienced partners (Lakeland Industry and Community Association and Wood Buffalo Environmental Association), PRAMP has developed a focused, interactive presentation on air quality and monitoring targeted for Grades 4-6. In just a few months, PRAMP was able to connect with all the elementary schools in the region and delivered the presentation to 17 classrooms and 277 students.

Following were some of the comments PRAMP received in thank you notes from students:

The thing I liked the most was when you told us about how air quality affects bees. The reason this was my favourite part of the presentation was because it told us how we (and nature) can be a threat to everything that lives.

I thought it was cool that you can measure the air quality and tell when it is safe to go outside. I also liked that you are raising awareness about bees and what we can do to help save them.

I like that you are trying to save the bees so they can save our world.

In a follow up survey, teachers indicated that their students were very engaged in the presentation and they provided some helpful ideas for enhancing the presentation and connecting with different grade levels. PRAMP looks forward to continuing to develop relationships with area schools.



3. Additional Engagement and Knowledge Translation Program Results

3.1. Community Engagement

Events included:

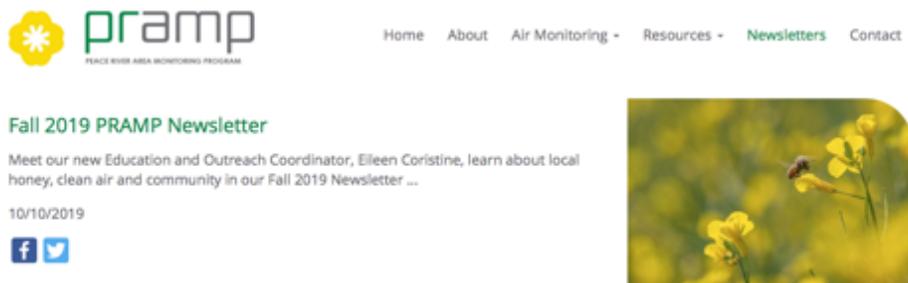
- The Honey Tour described above
- Booth at the Agricultural Trade Show in Falher (in partnership with Peace Airshed Zone Association) – hundreds of attendees from the region
- Booth at the Peace River Trade Show - hundreds of attendees from the Peace River area
- PRAMP AGM in Peace River – members of the public invited through ads in local newspapers and radio promotion
- PRAMP Open House at Cadotte Lake in partnership with Woodland Cree First Nation coinciding with the start up of a new Air Quality Health Index (AQHI) station in Cadotte Lake
- Presentations to:
 - Town of Grimshaw
 - MLA Dan Williams

Key Results

- Significant increase in awareness of PRAMP and regional air monitoring among attendees at Peace River Trade Show in 2019, compared to 2018
- Relationship enhanced with Woodland Cree First Nation through community open house with over 40 attendees
- Town of Grimshaw has become a member of PRAMP



3.2. On-going Information Sharing with the Community



Newsletters

- **Quarterly newsletters** on PRAMP events, air monitoring information and results of data analysis; shared by email to more than 60 individuals, and via social media; available on PRAMP website

Social Media

- PRAMP Twitter account focused on air quality information and local environmental matters; 77 followers
- **New PRAMP Facebook** page with 51 followers

New signage for Air Monitoring Stations

- PRAMP wrap on new AQHI station at Cadotte Lake

Website

- Significant enhancements to prampairshed.ca including:
 - AQHI information added to the landing page, updated hourly



3.3. Collaboration with Airsheds through the Alberta Airsheds Council

Working through the Alberta Airsheds Council (AAC) with Alberta's other nine Airsheds, PRAMP has contributed to and benefited from the high-quality educational materials that have been developed on key themes including wildfire smoke, healthy communities need clean air and an explanation of Airsheds. PRAMP relies on the videos to enhance classroom presentations and for viewing at community events.

All of the videos and other communications materials are available on the AAC website at albertaairshedsCouncil.ca.

The AAC is also developing a new campaign to reduce idling and it will be launched in January 2020.

Wildfire Smoke And Your Health



Wildfire smoke can impact your health. Learn about the Air Quality Health Index (AQHI) and how to protect yourself and those around you when the air quality is poor.

3.4. Delivering Air Quality Curriculum to School Age Children and the Community

The presentations on the importance of healthy air quality that were delivered to 17 classrooms in the Peace River area were described above.

Additional programs are being developed for schools and the community on the topic of vermiculture to promote limiting landfill waste and the associated emissions.

Attachment 1

**Peace River Area Monitoring Program Committee
Grant Financial Report
19GRSTR14
February 25, 2019 to November 29, 2019**

	<u>Amount</u>
AEP Grant 19GRSTR14	49,000.00
Advertising	661.50
Comms & Outreach Liaison	9,222.33
Communications Planning	11,808.11
Community Event	667.87
Outreach Materials	5,100.00
Photography	900.00
Printing and Copying	914.57
Promotion	15,117.27
Travel	4,098.48
Total Communications Expenses	<u>48,490.13</u>
Grant Surplus	<u><u>509.87</u></u>