



## **Report for PRAMP Board of Directors May 2020**

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At the time of my last report many of our outreach plans were cancelled or postponed due to Alberta's COVID-19 response. Since then we have launched new initiatives and PRAMP has been able to keep increasing our reach.

### **Education – New Program for Teachers and Students**

At present we are involved in two collaborations with the Alberta Airsheds Council that respond to the needs of Alberta educators and their students who have had to move classes on-line.

First, a lesson plan was developed for Grade Five Science classes that addresses air quality. The lesson includes an experiment that students can do at home to monitor the air quality in an outdoor location that is accessible to them over a two -week period.

### **Children's Contest for Clean Air Day**

In addition, we are participating in a contest for kids that gives them an opportunity to share their creative talents. Participants are asked to submit a poem, artwork, photo or video addressing the subject of air pollution.

The materials for our collaborative activities with AAC have been forwarded to the Grade Five teachers whose classrooms we visited in late 2019, and so far, the responses have been very positive.

### **Social Media – Facebook and Twitter**

COVID-19 isolation has resulted in an adaptation to communicating through the internet, and PRAMP has responded by consulting with Dave Beninger to enhance and polish our Facebook and Twitter formats. After only a few weeks our Facebook followers have increased from 50 to 286.

There are still a couple of things in the works to further increase our Facebook following. Selective posts are being "boosted" (meaning that for a small fee, Facebook increases the number of regional Facebook users who see the posts). Our first experiment with that was boosting the post promoting Mike and Lily's webinar with the Boreal Research Institute. That boost resulted in more people signing up.

### **Photo Contest for Clean Air Day**

Next, we are running a photo contest for adults. This contest will be run exclusively through Facebook and will also culminate at the end of May. Contest 2020 will be the next post we boost.

Both Contest 2020 and the contest in collaboration with AAC are themed as celebrations of Clean Air Day 2020 and the prize winners will be announced on that date, June 3.

### **Radio Ads**

The radio ads we are running through Peace River Broadcasting began by explaining what AQHI measurements mean, then were changed in April to respond to the announcement of the opening of



the wildfire season and the resulting fire bans in some municipalities. During May we will use them to promote our contests.

#### Vermiculture Workshops

As soon as we are responsibly and safely able, we are planning to host community vermicomposting workshops and have purchased an **ad in the current Move Up magazine** to promote those. So far, we have had two groups indicate interest.

Despite the limitations imposed by Alberta's response to COVID-19, PRAMP Outreach and Education is anticipating a busy and fruitful summer 2020.