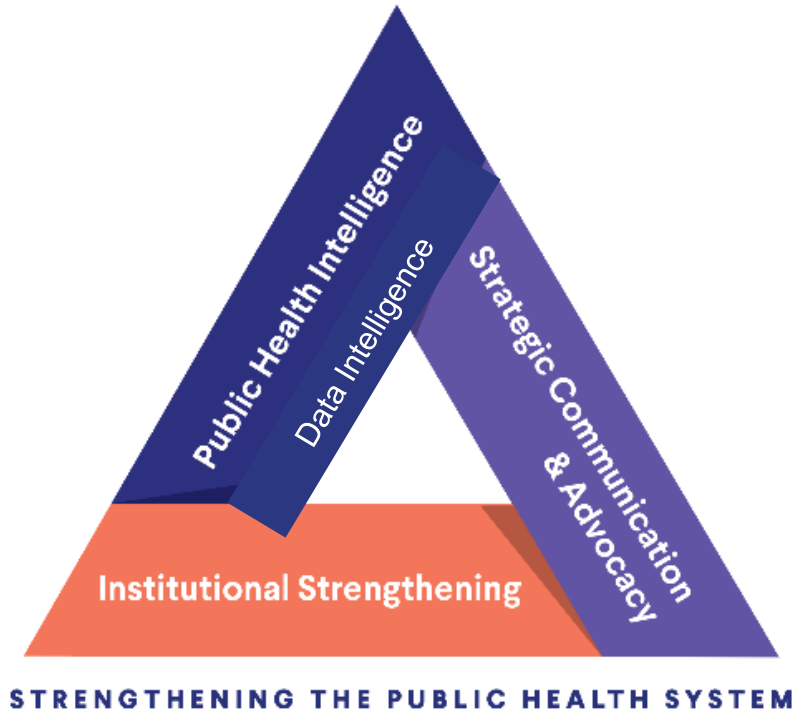


Communicating about the health effects of air pollution to the public

Sammy Simiyu
Health Sector Engagement Consultant
Vital Strategies

Strengthening Health Systems to Address Environmental Determinants of Health



- 1) Identify important **gaps, perceptions, and misinformation** of air pollution health impacts, sources and solutions
- 2) Strengthen **public health data systems and data use to inform policies and investments**, including active support to increase capacity to collect and use routinely collected data to inform and measure progress on clean air action
- 3) **Mainstream air quality into ongoing public health efforts** to address child survival and non-communicable disease

Clean Air Catalyst: Jakarta, Indore, and Nairobi

Communicating Health Effects of Air Pollution

Enhance Public Awareness and Education

- lifestyle changes, and preventive measures to minimize exposure.

Safeguard Vulnerable Populations

- precautions to protect vulnerable members by understanding the specific risks associated with air pollution

Foster Community Engagement and Advocacy

- local initiatives and advocate for cleaner air policies

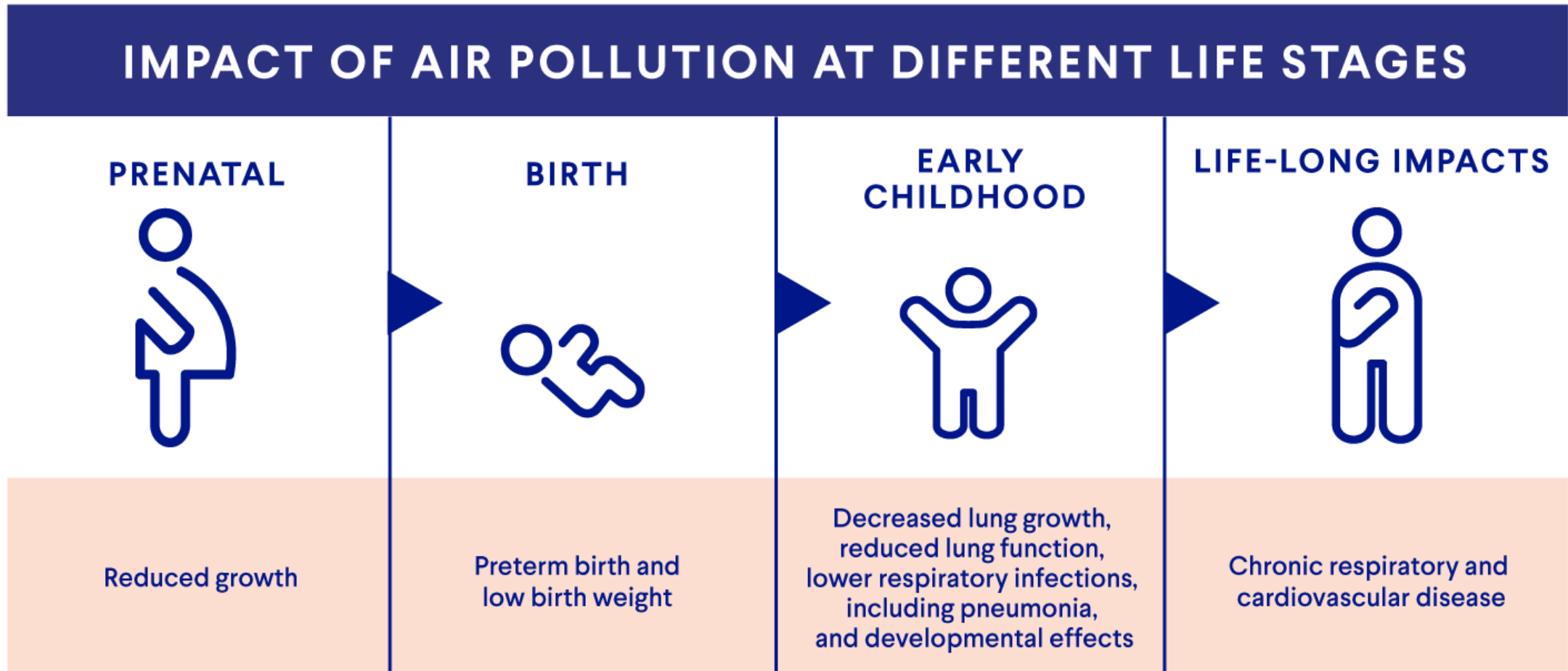
Promote Prevention and Early Intervention

- reduced disease burden

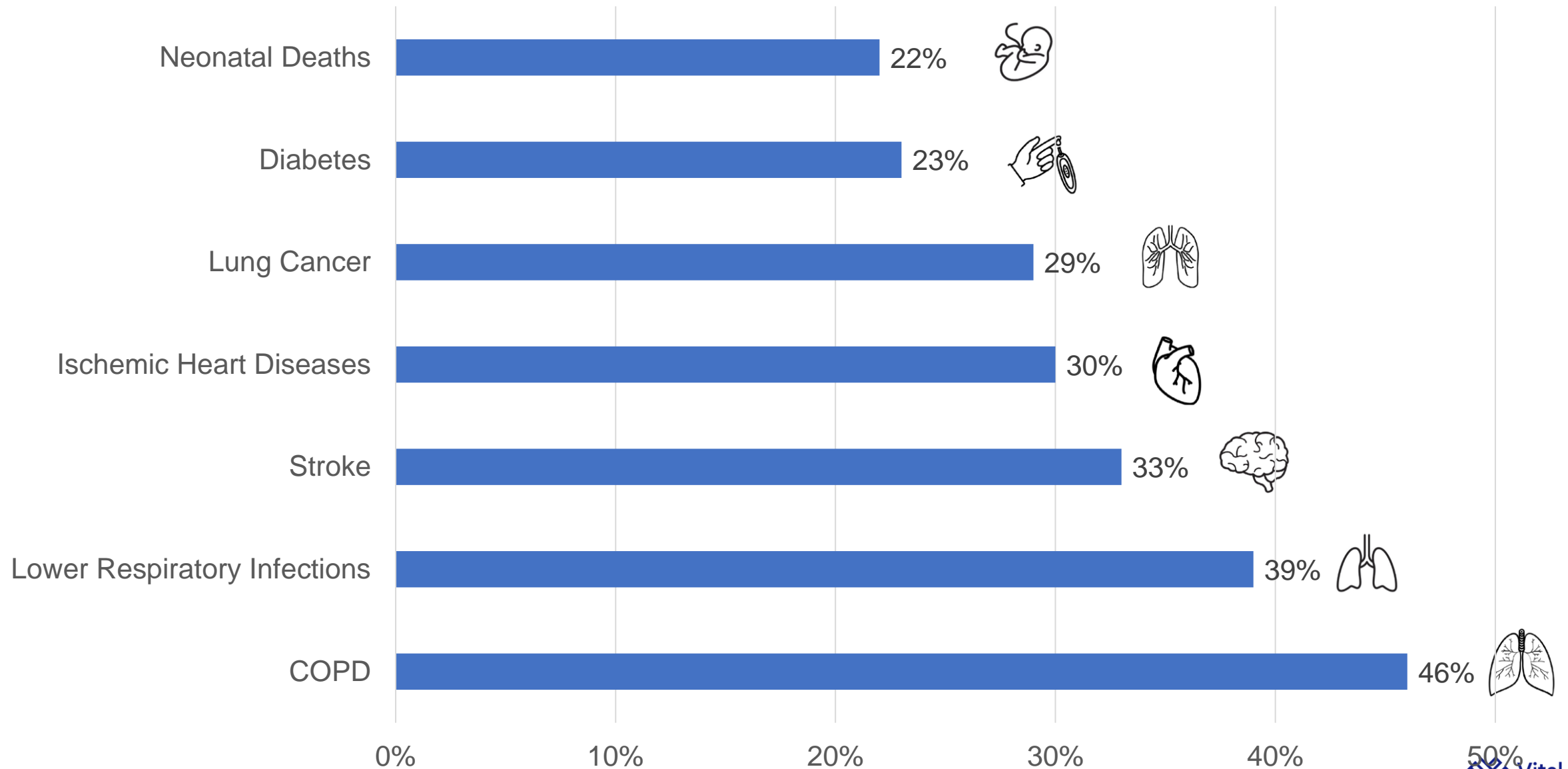
Encourage Collaboration

- government agencies, non-profit organizations, academia, and community groups

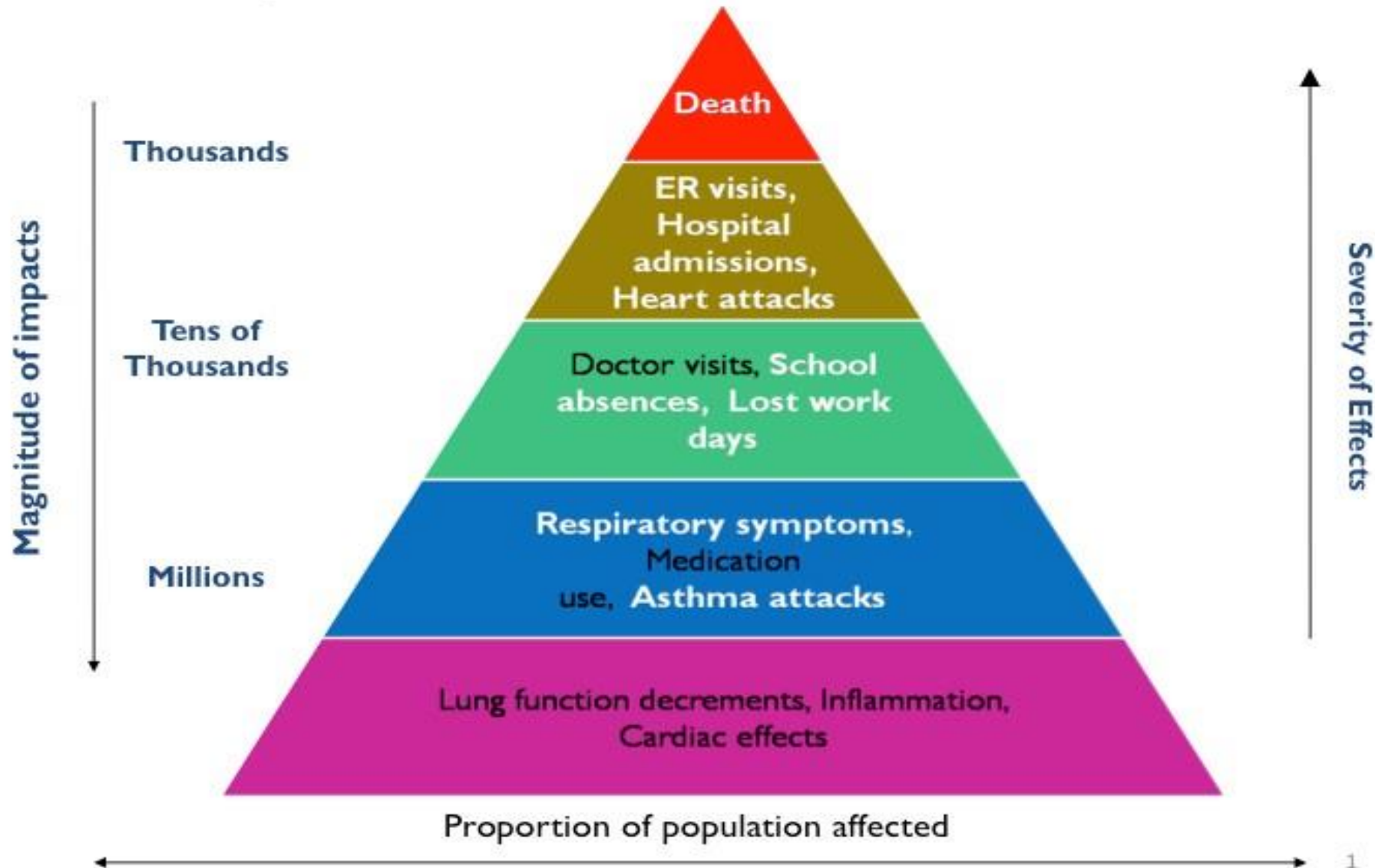
Air pollution has adverse health effects along the life course



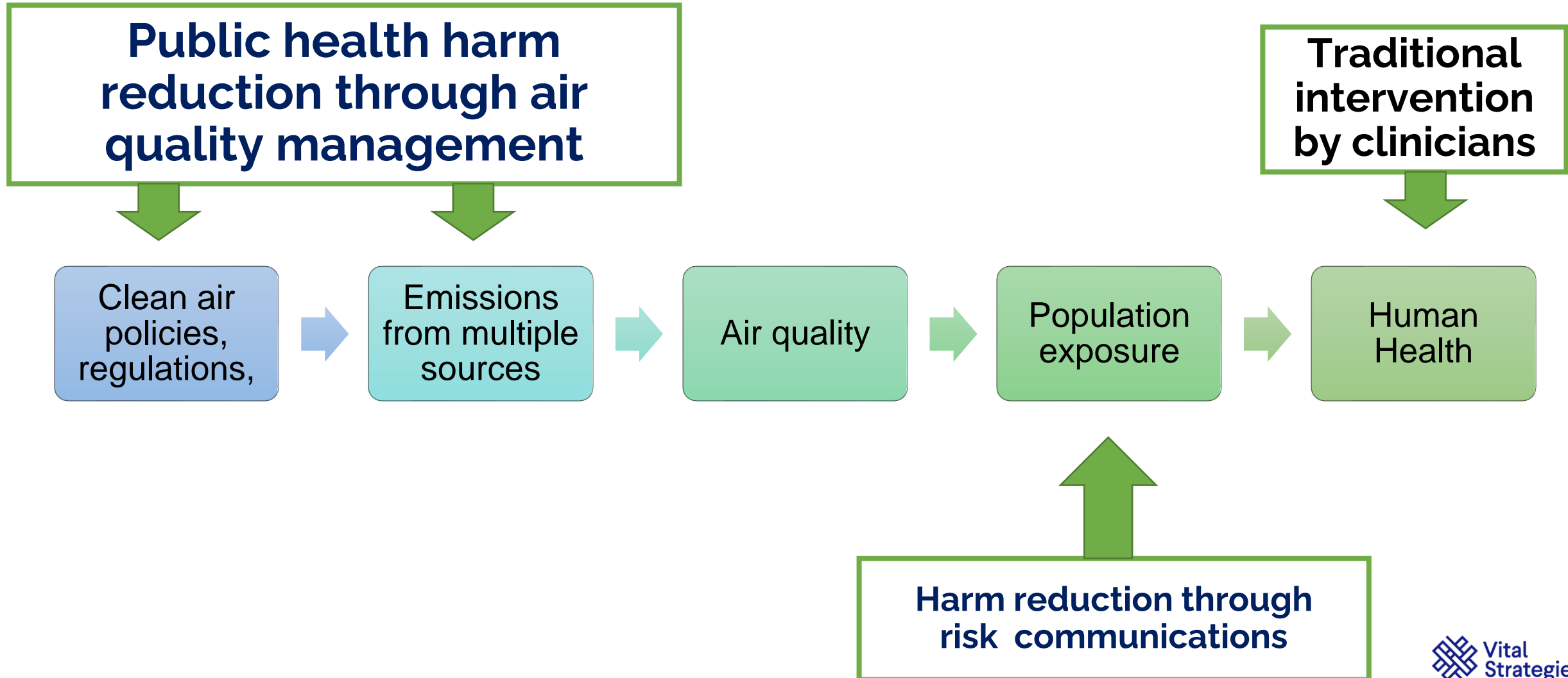
Deaths (%) Attributed to Air Pollution in Kenya, By Cause, 2019



Beyond Deaths: Air Pollution's Health Impacts



Equipping Frontline Health Workers to Promote Clean Air for Health



Role of Frontline Health Workers in Promoting Clean Air for Health

- Clinicians:
 - Clinical guidance
- Beyond clinicians
 - Nairobi: Public Health and Community Health Officers trained in April 2023
- Why public health professionals?
 - Health education
 - Trusted health advocates

Communicate about leading sources of air pollution in Nairobi



Transportation



Waste Burning



Industry

Communicate strategies to reduce exposure



Advise the city residents to:

- **Be aware of local sources of air quality** in the environment, especially if there may be sudden changes in air quality.
- **What should you do on poor air quality days?**
- If walking or exercising outdoors,
 - Adjust timing to **avoid peak pollution** times.
 - Try to **avoid areas with heavy vehicular traffic** or **near known pollution sources**.

Critical times for Implementing health communication activities?



Directly

Example: Home visitation



During Emergency Situations

Example: Announcements during the pandemic



For Advocacy Purposes

Example: Healthy Lifestyle Campaigns

Playbook for Accredited Social Health Activistst - India

The purpose of this playbook is to build the capacity of ASHAs to integrate key messages on promoting clean air for health into their interactions with community members especially women and children. It is believed that this knowledge would empower ASHAs to prioritize air quality messages in their work.

The objectives of this playbook are:

- Raise awareness of air pollution, its sources, and the impact it has on health
- Suggest ways to increase community understanding of air quality and impacts
- Provide recommended approaches for reducing local emissions and lowering exposure to air pollution, and
- Promote improved communication within the community about these topics

Playbook for Accredited Social Health Activist (ASHA)

Air Pollution and its Impact on Health



Glimpses of the Playbook – Available in English and Hindi

आशा कार्यकर्ता के लिए एक प्लेबुक

वायु प्रदूषण और स्वास्थ्य पर इसके प्रभाव



Playbook for Accredited Social Health Activist (ASHA)

Air Pollution and its Impact on Health



Advice to the community during poor to severe air quality

- Close doors and windows on polluted days
- Remain indoors on days with poor air quality (severe AQI) and reschedule outdoor activities as per AQI level
- Consult the nearest doctor in case of symptoms like breathlessness, giddiness, cough, chest discomfort or pain, irritation in the eyes (red or watery)
- In winters take extra care where there is agriculture waste burning
- Always wear a high-quality mask when going out
- Avoid exercise or walks during peak hours of pollution



Consult the nearest doctor in case of symptoms like breathlessness, giddiness, cough, chest discomfort



Advice to vulnerable populations:

Groups who are extra susceptible to air pollution, like patients with chronic pulmonary or cardiovascular problems; pregnant women, young children, and the elderly should take additional measures:

- Avoid exposure to air pollution, restrict outdoor movements as far as possible and avoid any strenuous activity.
- Avoid exercise or walks during peak hours of pollution
- Avoid areas with heavy vehicular traffic or known pollution sources
- Seek immediate medical advice if symptoms worsen.
- follow doctor's instructions and keep prescribed medications readily available.
- Consider wearing a high-quality protective face mask like N95 or N99



Avoid walks during peak hours of pollution





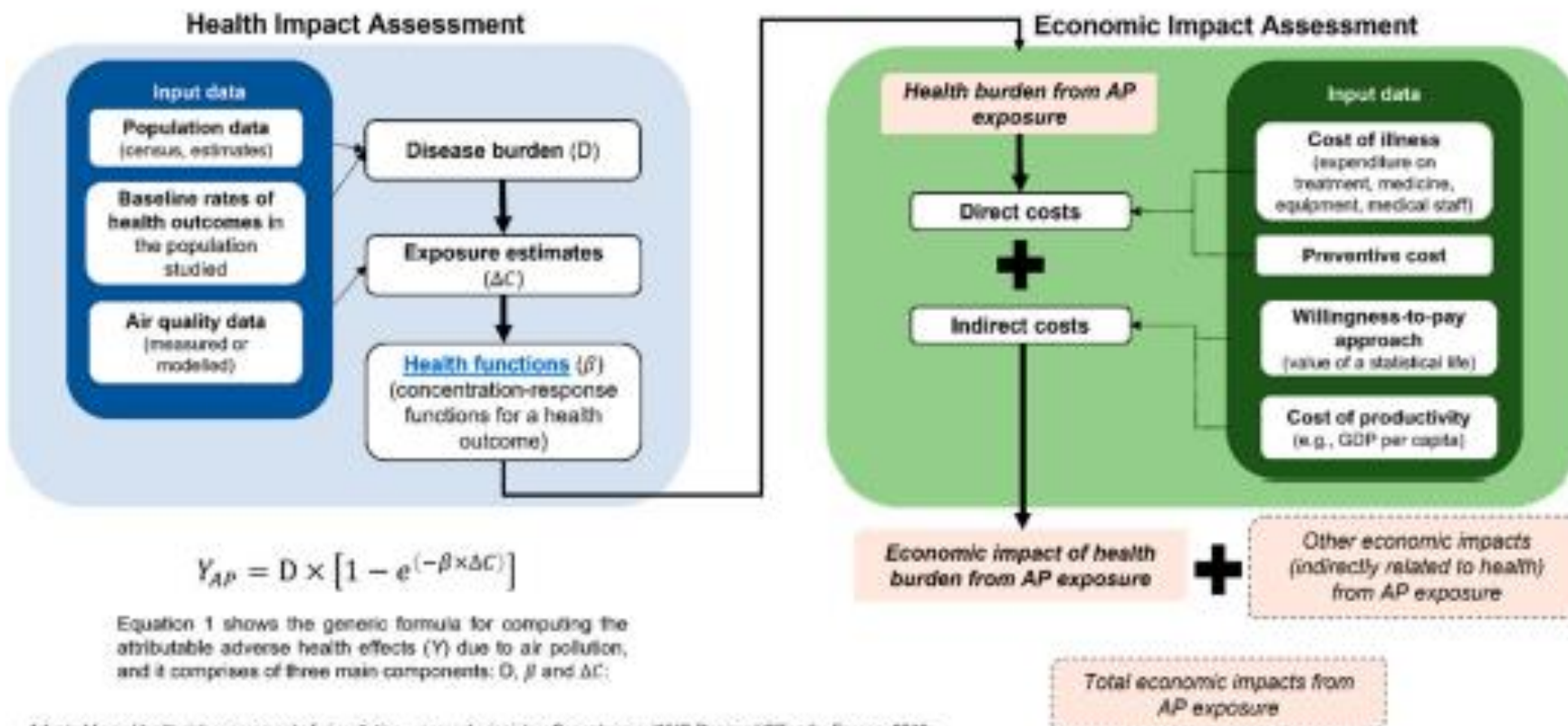
Article

Impacts of Air Pollution on Health and Cost of Illness in Jakarta, Indonesia

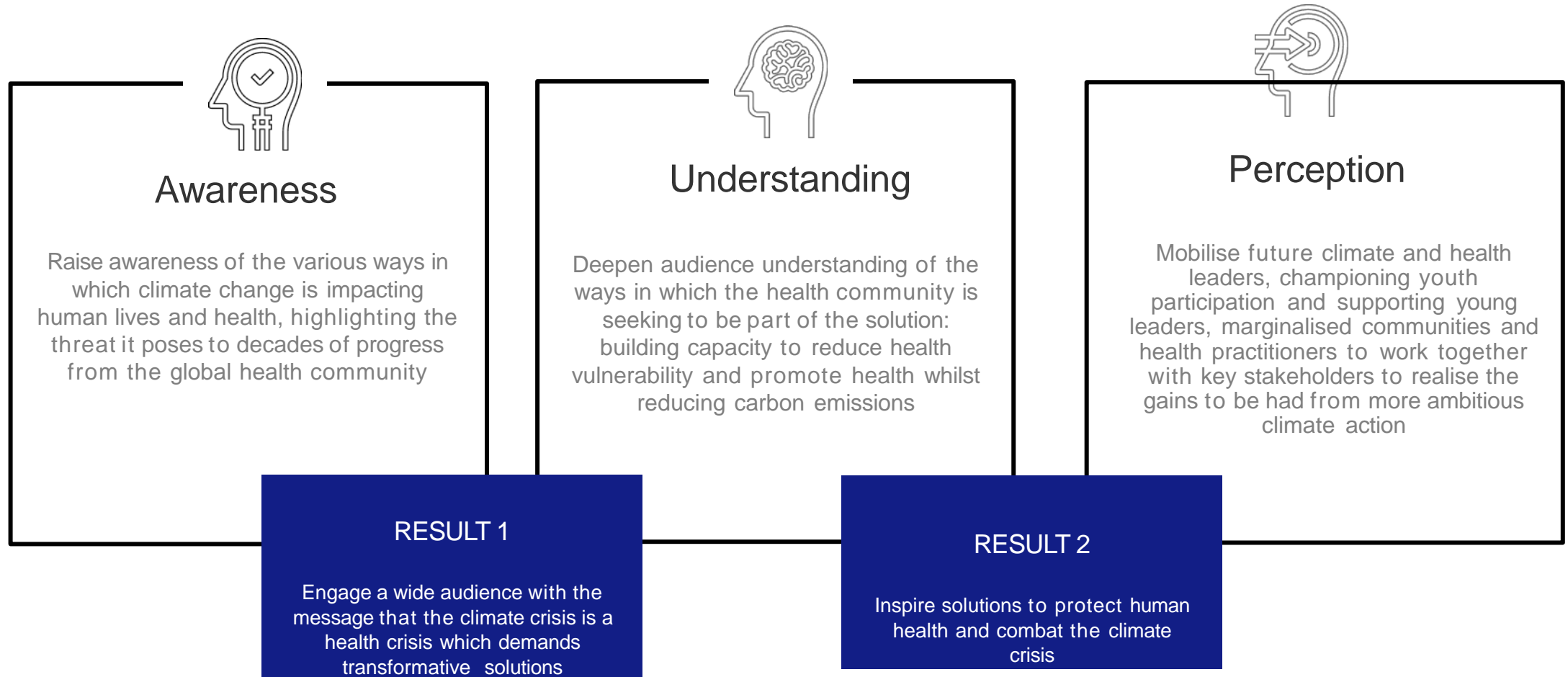
Ginanjar Syuhada ¹, Adhadian Akbar ², Donny Hardiawan ², Vivian Pun ¹, Adi Darmawan ³, Sri Hayyu Alynda Heryati ³, Adiatma Yudistira Manogar Siregar ², Ririn Radiawati Kusuma ¹, Raden Driejana ⁴, Vijendra Ingole ⁵, Daniel Kass ⁵ and Sumi Mehta ^{5,+}

Using local data to inform local policies

- Over 7000 adverse health outcomes in children, over 10,000 deaths attributed to air pollution each year in Jakarta
- Total annual costs of these health impacts approach 3 billion USD



New! Vital Strategies & BBC StoryWorks Programme Partnership



<https://www.bbc.com/storyworks/the-climate-and-us/vital-strategies-data>



AIR

INDONESIA

The data healing the lungs of a city

Opportunities to strengthen Communication for clean air action within State and Non State Actors ?

- **Capacity building of frontline health workforce.**
- **Advocacy and Community engagement**
- **Supporting the media**
- **Technical guidelines development**
- **Private sector and civil society engagement**

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