

# Phase II Lung Health Program Dissemination Report

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**Project:** *Air Aware*

**Lead Organization:** Clean Air Champions

## **Partner(s):**

Key program partners include:

- **Air Aware Advisory Committee** – Complete list available in final report.
- **Allergen NCE** – Asthma, allergy, genetics experts; member of advisory committee.
- **Asthma Society of Canada** – Expert asthma, health advisors; member of advisory committee.
- **Coaching Association of Canada** – Co-developer of the e-learning module for coaching certification.
- **GreenLearning** – Experts in curriculum programming.

## **Project Objective(s):**

- Solicit, secure and engage experts to guide and aid in the development of the program.
- Raise awareness among youth, teachers, coaches, parents, general public, emerging sport leaders and athletes on the link between air pollution and health, particularly as it relates to asthma and allergy.
- Motivate and support youth, teachers, coaches, parents and athletes to take action to protect their health and live more sustainable, healthy lifestyles.
- Support coaches and teachers by integrating air quality and sustainable living messaging into the curriculum-connected classroom learning and sports club activities.
- Support coaches to work with their athletes to take action to protect their health and live more sustainable, healthy lifestyles using tools such as the AQHI and Asthma Action Plan.
- Develop comprehensive program resources for target audiences including curriculum-connected activities, PowerPoint presentations, rack cards, video, mobile app, website (both official languages) and more.
- Recruit new athletes and provide the knowledge and skills needed for Champions to effectively deliver presentations.

## **Project Methodology:**

Hosted strategic planning workshops (one for Air Aware overall, one for the Coach Module) with key stakeholders and developed a Technical Advisory Committee which served as review and approval panel throughout the duration of the program.

- Recruited new and trained existing and new Champions to deliver the Air Aware program.
- Conducted outreach to engage individual and organizational stakeholders in the development and delivery of Air Aware.



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- Developed Air Aware web pages and resources in both official languages ([www.airaware.net](http://www.airaware.net))
- Conducted national outreach to promote the program and Air Aware messaging to the news media.
- Developed and implemented a Social Media campaign including launch of mobile app and public service announce/promotional video via YouTube.
- Attended, participated in and conducted presentations at conferences and events reaching 2,500 sport, education and industry professionals.
- Developed Air Aware presentations that were delivered by Champions in 78 schools across Canada in both official languages reaching in excess of 7,000 students, coaches, teachers and family members.
- Developed Air Aware presentations that were delivered by Champions in sport and recreation communities across Canada in both official languages reaching over 5,000 active youth, coaches, parents and administrators.
- Developed and launched the first ever high-performance coach e-learning module in partnership with the leading coaching certification body in Canada.

#### **Key Finding(s):**

- Teacher and coach feedback indicates that overall Air Aware is a valuable program with strong messages and effective delivery mechanisms.
- Based on pre- and post- presentation survey data, youth are increasing their knowledge of air quality, asthma and allergies, and the importance of living more sustainable lifestyles.
- The coach module is raising much interest and awareness among coaches to date and the indications from the pilot are that there is need and demand for the module to be made available to a wide range of coaches and certification levels (via the National Coaching Certification Program).
- The Champions were identified by teachers and coaches as valued assets to the program and excellent role models for youth on issues of air quality and health.
- Partnerships enhanced the program's credibility and reach amongst a wide range of stakeholders.
- Because of their involvement, Champions are increasing their knowledge of air quality and environmental issues, and are living more sustainably.

#### **Project Outcomes:**

Community sport leaders, coaches, teachers, youth, and other stakeholders in the health, environment and sports fields have:

- an increased awareness about the risk of air pollution to health, particularly related to asthma and allergy;
- an increased awareness of the need for early detection of asthma and allergy, and self-management of asthma and allergy; and
- increased access to authoritative and consistent respiratory health info.



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Training and support for athletes to deliver the program led to:

- an increased number of Canadian athletes trained to deliver Air Aware programming across the country;
- an increased number of Canadian athletes trained and practiced in transferable professional skills;
- an increase in the level of engagement of Champions and contributions from them to enhance and improve the program overall; and
- increased promotion and visibility of Canadian athletes and Canadian sport.

**Area(s) for Further Development/Next Steps:**

For the classroom based program:

- There is opportunity to create specialized, interactive and targeted programs that better align with the subject matter and curriculum links of different subjects.
- Expand programming for younger age groups.
- Design resources and tools for teachers that are easy to access and inviting to use.

For the coach and athlete module:

- Create an athlete module to respond to the distinctive needs of athletes when it comes to air quality and respiratory health concerns and allergies.
- Develop a more targeted outreach strategy specific to the various stakeholders and decision makers in the sport and recreation sector.
- Conduct a needs assessment to inform an outreach and engagement strategy for parents.

For Champion training:

- Create more opportunities for peer-to-peer knowledge exchange and support among Champions.

For all components of the program:

- Grow partnerships and establish research partnerships.
- Build on the strengths of Champions by streamlining content and increasing the program's focus on storytelling and interaction with the audience.

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