City of Tempe
June 5, 2008

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AGENDA ITEM 1RS #2
DATE 06-05-08

Why Do This?

- In 2006 the average hospital stay for Arizona residents with asthma was 3.2 days
- In 2006 the number of Arizona residents visiting the Emergency Room for asthma-related issues was 22,614
- Potential loss of up to $7 billion in highway funds

Campaign Kickoff

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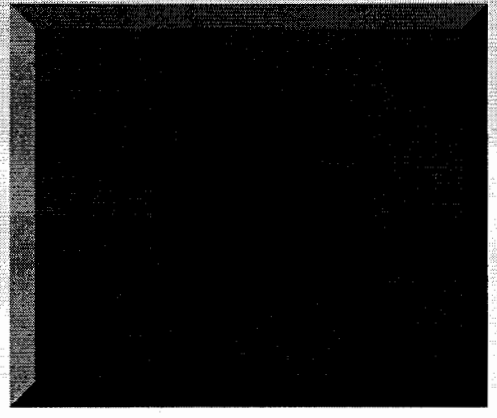
Campaign Components

- Television (English/Spanish)
- Radio (English/Spanish)
- Print (Spanish)
- Website
- Media outreach
- Community outreach
- Partnerships

Television Commercial



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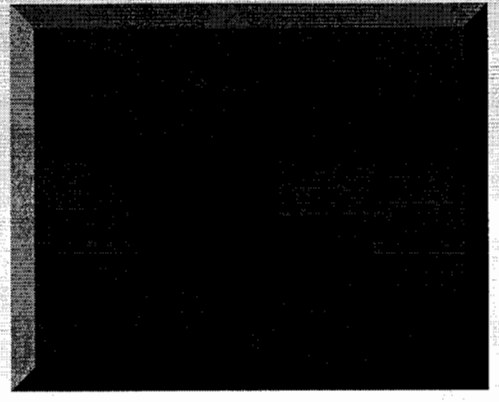
Radio Commercial



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Print Ad (Spanish)

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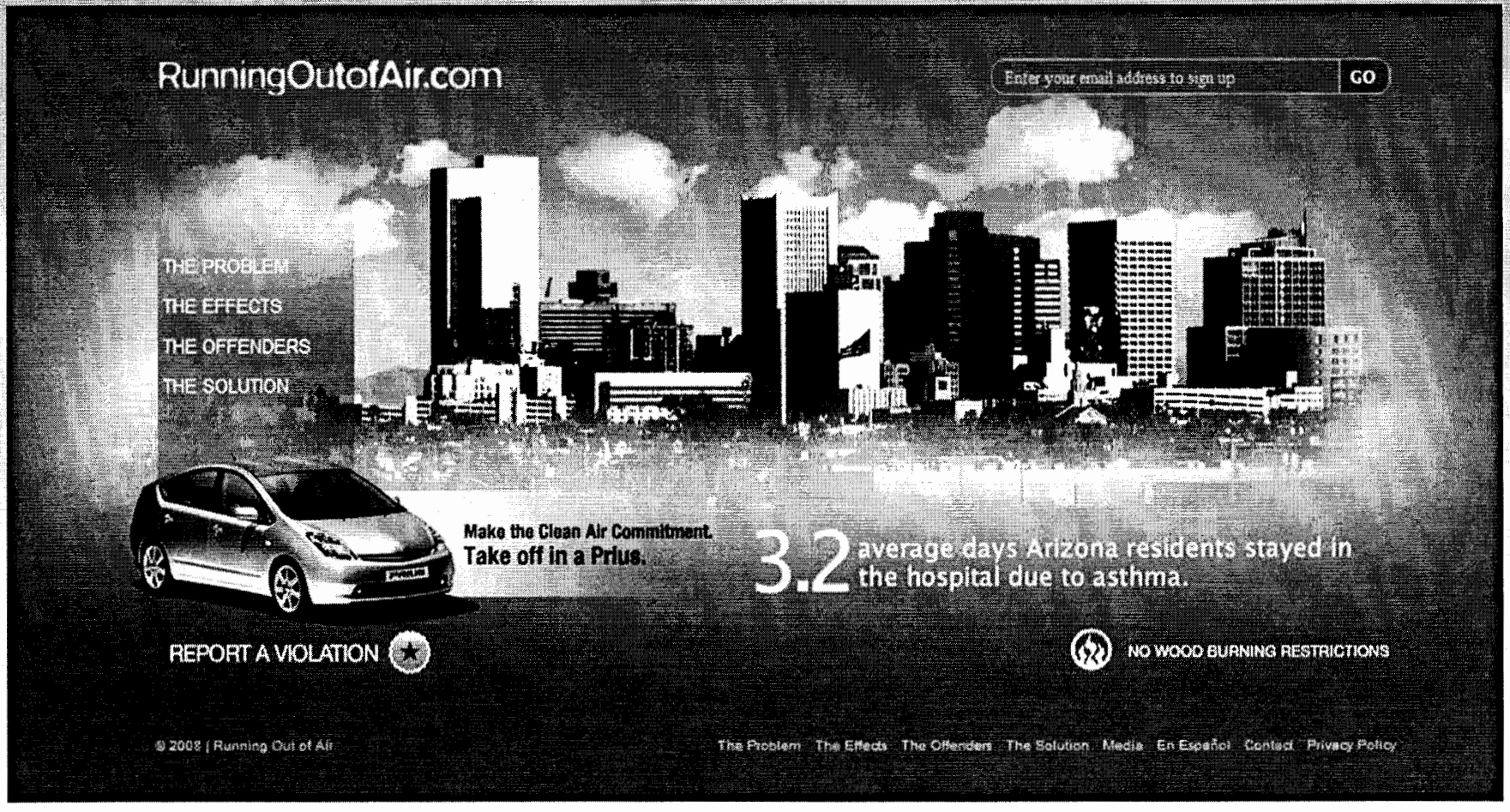
The Driving Force

Website



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Community Outreach

- Presentations to cities and towns
- Presentations to business and community organizations
- Presentations to major employers
- 10 “Clean Air Crew” events through May 4
- School outreach program
- Phoenix Suns partnership

Our Commitment to You

- Development of materials for public outreach
  - Tempe recognized as Running Out of Air partner on campaign website
  - Presentation materials including training
  - Support for outreach efforts within Tempe
  - Newsletter articles
  - Preparation of email to constituents

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How Tempe and the Members of Council Can Help

- Make the Clean Air Commitment
- Ask established communication outlets and community organizations to Make the Clean Air Commitment
- Running Out of Air link on Tempe website
- Be a Running Out of Air Ambassador in Tempe

Thank You

Q & A

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