

SAVE THE DATE

March 25, 2010

Four Seasons Hotel
791 West Georgia Street
Vancouver, BC

Airwaves: Improving Air Quality & Health Communication

OBJECTIVES

- ♦ Identify key health messages, target audiences, and how/when these messages are communicated.
- ♦ Identify information needs of the public and other stakeholders and how this information can be communicated more effectively.
- ♦ Assess the effectiveness of current messaging strategies and explore the techniques to maximize audience understanding and receptivity.
- ♦ Bring together partners to form stronger alliances in the communication of air quality and health.

HIGHLIGHTS

- ♦ Public Health Perspective on Air Quality
- ♦ The Science Behind the Messaging: the Health Effects of Air Pollution
 - Update on Health Effects of Fine Particulate Matter
 - Who are the Sensitive Populations?
- ♦ Health Messaging During Short Term Pollution Events
- ♦ Public Support and Local Action
- ♦ Looking to a Better Future: Role of Industry, Government, and Planners

REGISTRATION \$100 Student Fee: \$50 *To register over the phone, please call: 604.731.5864 or 1.800.665.5864

Name _____ Credentials/Title _____ Institution/Organization _____

Address _____ City/Province/Postal Code _____

Phone _____ Fax _____ E-mail _____

PAYMENT METHOD VISA MasterCard Cheque (payable to the BC Lung Association)

Credit Card # _____

Exp. Date _____

Send Registration By Mail: **BC Lung Association 2675 Oak St., Vancouver, BC V6H 2K2** By Fax: 604.731.5810 By E-mail: biagtan@bc.lung.ca

For more info, contact: Dr. Menn Biagtan T: 604.731.5864 E: biagtan@bc.lung.ca www.bc.lung.ca/airquality/airquality.html