

Midwest Wood Smoke Study - Grand Rapids Outreach Plan  
Draft 8/22/2011

Background

The Lake Michigan Air Directors Consortium (LADCO), the University of Wisconsin – Stevens Point, the Wisconsin Department of Natural Resources (WDNR), the Wisconsin Department of Health Services (WDHS), the University of Wisconsin Extension Services, and the WDHS-Wood County will be working together with the Community of Grand Rapids Wisconsin on a wood smoke study. The purpose of this non-regulatory study is to develop information on air quality in the community, and on the role of wood smoke in affecting local air quality.

The objectives of the outreach plan are to:

- 1) Communicate the results of the study; in particular, share the information on local air quality and the impact of wood smoke with the community, and
- 2) if appropriate, (a) use the results of the wood smoke study to educate the community on the health impacts of wood smoke, (b) inform and motivate the community about options for wood smoke management, and (c) gauge the willingness of homeowners to actually change their approach to wood smoke management as a result of education and information about air quality in their community.

Phase 1) Pre-study outreach (Sept. 2011)

Provide the community with general background on the wood smoke study. Explain to the community the reasons for conducting the study:

- Wood is a popular source of energy (e.g., for home heating) across the upper Midwest.
- LADCO (and its member states) want to better understand the impact of wood smoke on local air quality.
- A case study involving ambient monitoring in a small community will help provide this information.
- Grand Rapids was identified by Wisconsin DNR as being interested in the issue of wood smoke, and was approached about cooperating with the study.

Describe what we hope to learn from the project:

- A better understanding of the air quality in the community
- A better understanding of the impact that residential wood heating appliances have on local air quality.
- The relative importance of wood smoke as a source of PM2.5.

#### Phase 2) Mid-Study outreach (Jan.2012)

Provide a briefing to community leaders on the progress of the study:

- What data are the monitors collecting?
- What do the data show and what do the data mean (generic health impacts)?
- How does the data compare with other monitoring sites in the State?

#### Phase 3) Study results outreach (spring 2012)

Provide the community with a full description of monitoring results, and, if appropriate, information on the benefits of cleaner wood-burning practices (i.e., cost savings, increased energy efficiency, and reduced air emissions and associated public health benefits).

If appropriate, then disseminate within the community information on voluntary actions for reducing wood smoke, with an emphasis on saving money, increasing energy efficiency, and improving health impacts. (LADCO may be able to provide limited financial assistance for any such voluntary actions.)

#### Phase 4) Evaluation survey (summer 2012)

The objective of the survey is to determine if the results of the wood smoke study, combined with outreach education on wood smoke management, have motivated behavior change in the community. Survey will be distributed to all community members. Sample questions include:

- Do you understand health impacts from wood smoke?
- Do you understand your wood smoke reduction options?
- Will you continue to heat with wood?
- Will you continue outdoor burning?