



MARKETING FOR OUTDOOR HEALTH

[www.solutiongroup.ca](http://www.solutiongroup.ca)

### Specialists in Air Quality and Health Communication

Communication Solutions is a leader in health and environment marketing and communication. We excel at building awareness, increasing understanding, engaging others and influencing their actions.

For more than a decade, our team has had the privilege of working with some of the leading health and environment related organizations in the region, province and country. We have provided services for such clients as the World Health Organization, Health Canada, Environment Canada, Government of Alberta, BC Ministry of Environment, and Clean Air Champions as well as municipalities, health authorities, hospitals and allied health organizations within British Columbia, Alberta, Ontario and Atlantic Canada.

While we have an extensive background in health and wellness communication, over the past seven years we have built and maintained deep expertise in communication related to **air quality and its effects on health**, as well as promotion of options and calls-to-action for personal and sustainable stewardship options.

This expertise has been developed through our leadership and participation in the communication, branding, partnership creation, public outreach and social marketing efforts related to air quality, and the Air Quality Health Index across British Columbia. During this time we also provided extensive consultation on outreach strategies for introduction of the Index across Canada.

As the marketing and communication team responsible for social marketing to increase awareness of air quality and its effects on health in BC since 2004, we have built multiple partnerships with government agencies, non-profits, health and environment organizations, advocacy groups, and media to engage them in spreading air quality and health messages.

All the while, we remained committed to a simple communication principal – that public understanding and use of the AQHI required an increased individual awareness of the relationship between air quality and health. We guided British Columbians to better manage their health by “getting to know their air.”

More recently, we have lead social media outreach about air quality and health in BC and across Canada. Our efforts to integrate social media with traditional media outreach during the 2009 and 2010 BC wildfires have been heralded as proactive, innovative and having a significant health protective value.

Our expertise in air quality and health has not been limited to the Air Quality Health Index. We were also retained by the Province of Alberta in 2010 to develop a comprehensive, province-wide communication strategy and implementation plan on the importance of Air Quality, Health and Stewardship options for Albertans. Following this initiative, we worked with the province to provide an implementation roadmap for the introduction of the Air Quality Health Index in 2011.



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Additionally, we have been contracted by BC Ministry of Environment in partnership with Metro Vancouver to advise on partner engagement, stakeholder outreach, web presentation, e-marketing and media relations strategies to increase awareness and stewardship through visibility. We developed [www.clearairbc.ca](http://www.clearairbc.ca) as a tool to support this outreach program.

Through 2010-2011, we also worked as a pan-Canadian communications partner with the non-profit group, Clean Air Champions, to research and recommend ways for sustainability-focused Olympic level athletes to promote improved lung health and air quality stewardship to youth through sport and recreation.

Communication Solutions has repeatedly served as subject experts and presenters on branding, stakeholder engagement, social marketing and the use of social media related to air quality and health promotion including;

- Participant, 2012 National AQHI Workshop – Vancouver 2012
- Speaker: Key stages in air quality and health communication, PNWIS-AWMA Cross Border Conference – Harrison Hot Springs 2011
- Speaker: Your attention please – using staged communication to introduce air quality and health to the public, EPAs Air Now Conference – San Diego 2011
- Speaker: Wildfire Season – Old Challenges / New Ways of Communicating , Sixth Annual Canadian Workshop on Air Quality – Quebec City, 2009
- Speaker: Using social media to communicate about air quality and health during the 2009 BC forest fires, AQHI national stakeholders' forum – Victoria 2009.
- Speaker: Using Social Media to communicate health issues including air quality, BC Lung Association Annual Stakeholder Workshop – Vancouver, 2012
- Speaker: Making the AQHI as well understood as the weather?, Canadian Meteorological and Oceanographic Society Annual Conference – Kelowna, 2008
- Speaker: Overview of BC's Air Quality Health Index Communications Strategy, 6<sup>th</sup> Annual BC Environmental Stewards Workshop, Fraser Basin Council – Lillooet, 2010
- Speaker: Promoting the Air Quality Health Index – A How To Guide, Annual Canadian Workshop on Air Quality – Niagara Falls, 2008
- Speaker: Branding the Air Quality Health Index, National AQHI stakeholders forum – Toronto, 2006