

Outreach for the Air Quality Health Index and the 20/20
Way to Clean Air Campaign to First Nations people and
Chinese community members with asthma and associated
allergies residing in Toronto and the Greater Toronto
Area (GTA)

Final Report

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Executive Summary

Air pollution affects thousands of Canadians annually and can cause lost productivity, pain and suffering including exacerbations of respiratory diseases, increased respiratory infections, and hospitalizations of respiratory and cardiovascular disease sufferers^{i, ii}. In addition, various studies show that increases in air pollution result in a rapid increase in the number of hospitalizations due to asthma^{iii, iv, v}. Due to the strong links between air pollution and respiratory disease, the Asthma Society of Canada (ASC) is undertaking this project in partnership with Toronto Public Health (TPH) to raise awareness about air pollution and respiratory health in First Nations people and Chinese community members residing in Toronto and the Greater Toronto Area (GTA), in particular people affected by asthma and associated allergies.

The ASC incorporated the AQHI and the 20/20 Way to Clean Air Campaign outreach initiatives into its own programming activities, such as the Asthma Ambassadors program, the National Asthma Patient Alliance (NAPA) program, the Asthma and Allergy Education and Support Program, distribution of promotional materials to organizations and individuals in Toronto and the GTA, and attending community outreach events. The ASC distributed information on the AQHI and the 20/20 Way to Clean Air Campaign through the ASC website, the monthly e-newsletter along with other communication means. Asthma Ambassadors were trained on the AQHI and the 20/20 Way to Clean Air campaign to become representatives tasked with delivering asthma information to their networks along with details on these programs. Using social networking tools such as Twitter and Facebook, the ASC posted frequent links and information on these programs to those who follow the ASC's activities. In addition to all of these communication methods, the ASC distributed printed materials through special mailings to organizations in First Nations and Chinese communities. The ASC also distributed materials at community outreach events and spoke with members of the public on the AQHI and the 20/20 campaign. Through all of these initiatives, the ASC was able to reach its project goal of outreaching to a minimum of 500 people residing in First Nations and Chinese communities in Toronto and the GTA.

Additionally, in order to raise awareness of the AQHI and 20/20 Way to Clean Air Campaign, the ASC created and implemented an online survey to determine the overall awareness of these programs in those residing in First Nation communities and the Chinese community in Toronto and the GTA. With this new data, the ASC will be able to collect a number of important results regarding personal behavior change, making responsible environmental choices, and the frequency of the AQHI use.

The AQHI and the 20/20 campaign information has been incorporated into the ASC's regular programming activities which will allow us to foster long-term sustainable information dissemination to additional members of these communities past the completion of this project.

I. Project Background

1. The role of the Asthma Society of Canada in promoting the AQHI and the 20/20 Way to Clean Air Campaign

The Asthma Society of Canada (ASC) is committed to helping asthma patients breathe easier, and therefore recognizes the vital importance of clean air and a healthy environment. Numerous studies from Canada and around the world suggest that air pollution is a key trigger for the exacerbation of asthma and higher levels of air pollution result in a rapid increase in the number of hospitalizations due to asthma.^{vi vii,viii,ix,x,xi,xii,xiii} According to Health Canada, thousands of premature deaths and hospitalizations can be linked to air pollution each year. Those most at risk of health problems from poor air quality include: children, seniors and people with pre-existing respiratory and cardiac conditions. Air pollution worsens asthma, allergies, bronchitis and heart problems. As well, it irritates the eyes, nose and throat, and makes it difficult for even healthy lungs to work well. The public needs an accurate warning system so that they can take action to protect them from air pollution. In response to this, Environment Canada and Health Canada led the development of a health-based air quality index, known as the Air Quality Health Index (AQHI). The AQHI incorporates the most recent scientific information on the health effects of key air pollutants – ground level ozone, particulate matter and nitrogen dioxide. It measures local air pollution and reports the health risk on a scale from 1 to 10, with 1 representing the lowest risk to health. While the AQHI helps protect people from air pollution, Toronto Public Health (TPH) created a social marketing campaign to reduce air pollution. Entitled 20/20 The Way to Clean Air^{xiv}, this campaign is designed to help individuals reduce both home energy use and vehicle use by 20%.

There are a variety of programs and services provided by the ASC geared towards people with asthma and associated allergies and their families through direct outreach as well as working with community-based healthcare professionals. Specifically, the ASC has identified First Nations and Chinese communities as target groups that should be further reached in providing information on asthma and air quality. The ASC has a special interest in working with Aboriginal communities and helping these communities understand asthma and how to manage it properly. First Nations communities have a noticeably higher prevalence of asthma compared with the general Canadian population which shows an important need for ongoing support and education. This may be because of this groups' exposure to various environmental determinants of respiratory health such as: smoking, poor housing, wood burning, and poor indoor/outdoor air quality. With Chinese being the most prevalent second language spoken in Toronto, this represents a substantial need for asthma and air quality information to be available to this population. The ASC has recognized this need by producing its Asthma Basics Booklet Series (Diagnosis, Triggers, Medication, and Kids booklets) and the Breathe brochure in Chinese in addition to English and French.

2. Project Goals and Objectives

The main goal of the project *“Outreach for the Air Quality Health Index and the 20/20 Way to Clean Air Campaign to First Nations people and Chinese community members with asthma and associated allergies residing in Toronto and the Greater Toronto Area”* was to increase the number of First Nations and Chinese residents, media, and organizations based in Toronto and the GTA receiving information on the AQHI and the 20/20 Way to Clean Air Campaign. The key objectives of the project were as follows:

- Organize activities and promote the AQHI and the 20/20 campaign between January 2011 to June 2011 using existing ASC resources and outreach programs
- Outreach to a minimum of 500 people including those with asthma and associated allergies from the following target groups using existing ASC communication channels:
 - First Nations people (workshops/presentations)
 - Chinese communities (translated materials/community events)
- Foster longer-term, sustainable information dissemination to people with asthma and associated allergies through the “Asthma Ambassadors” and “NAPA ” programs past the completion of this project by recruiting additional Asthma Ambassadors and/or NAPA members within First Nations and Chinese populations

3. Project Activities

In the proposal submitted to Toronto Public Health on December 1st, 2010, the Asthma Society of Canada (ASC) listed a number of project activities related to the promotion of the Air Quality Health Index (AQHI) and the 20/20 Way to Clean Air Campaign to First Nations and Chinese communities within Toronto and the Greater Toronto Area (GTA). The final report below outlines the project activities conducted in both First Nations and Chinese communities that have been either confirmed or completed as of June 17th, 2011. New materials have been developed by the ASC for certain activities using both the templates and the text available in the AQHI DVD Toolkit developed by Toronto Public Health. Materials and documents associated with the project can be found in the Appendices at the end of the report.

II. Promoting the AQHI and 20/20 Campaign to Chinese community in Toronto and the GTA

1. National Asthma Patient Alliance

NAPA, the National Asthma Patient Alliance, is the patient advocacy group supported by the Asthma Society of Canada. With just under **267** active NAPA members in the Greater Toronto area, **991** active members nationwide, and over **3700** informational members across the country, this group of self-subscribed asthma individuals receives our monthly newsletter and breaking news e-mail alerts (known as NAPAlerts).

On March 15th, a blog story about the AQHI and 20/20 campaign materials available in Chinese was posted on the NAPA Blog, which is accessible to all the NAPA members and general public (see Appendix 1 for text). The NAPA Blog is linked through the ASC main webpage at www.asthma.ca, and it was mentioned in the April 2011 newsletter.

On April 6th, our April e-Newsletter was released and contained an article about the AQHI and 20/20 campaign materials available in Chinese which was sent nationwide to all subscribers. This story was adapted from the AQHI DVD Toolkit (see Appendix 2 for details).

On June 2nd, our June e-Newsletter was released and contained an article about the AQHI including the ASC report to Environment Canada about people’s perspectives on the index (see Appendix 3 for details).

Subscribers were reminded about the AQHI materials available from the ASC including booklets in Chinese.

The newsletters were received by **3701** (3638 online, 63 offline) subscribers across the country. While many of our information members do not give us their postal code or city upon sign-up, **466** (447online, 19 offline) members with GTA postal codes received the newsletters, in addition to people who did not supply addresses.

2. Social Media Presence

The ASC employs a Twitter account and a Facebook account for communication with individuals through social media networks. Both of these networks are regularly updated by the ASC staff to provide the most up-to-date information on asthma, associated allergies, and air quality.

We released 17 ‘tweets’ through Twitter, on March 3rd, 15th, 16th and 29th, April 6th, 13th, 25th and 29th, May 8th, 20th, 28th and 31st, June 3rd, 7th and 16th about the AQHI and the 20/20 campaign (see Appendix 4 for text).

The ASC has **1345** Twitter followers who received these messages; however, since Twitter users are not organized by location, it is unclear how many of the ASC’s 1345 Twitter followers reside in Toronto and the GTA.

We have updated our Facebook status and group wall twice on March 15th and April 25th with information and links to the AQHI and the 20/20 campaign (see Appendix 5 for text).

Our Facebook group has **610** people who are fans of the group, and consequently receive updates in their news feed with new postings made by the ASC on the AQHI and/or 20/20 campaign. Just like Twitter, Facebook users are generally not organized by location. In addition to the ASC’s Facebook group, **three** of our Asthma Ambassadors posted information about the AQHI and 20/20 campaign on their personal Facebook page which reached an undetermined number of users. Approximately, these messages reached over **1000** users; however, this number could not be accurately verified as these users’ networks are constantly changing.

3. Asthma Society Websites

There are multiple online formats for the ASC to promote both of these programs such as websites and blog pages.

The ASC has created an AQHI page on our website at <http://www.asthma.ca/global/aqhi.php>, and has placed the links to the AQHI and 20/20 campaign resources in Chinese on that page (see Appendix 6 for the AQHI page). These links on our AQHI page were made active as of March 15th.

We also maintain the NAPA blogging page. Our NAPA blog is quite popular and frequently updated with general information on asthma and associated allergies. On March 15th, a blog story about the AQHI and

20/20 campaign materials available in Chinese was posted on the NAPA Blog, which is accessible to all the NAPA members and the general public (see Appendix 1 for text).

4. Asthma and Allergy Education and Support program

Previously known as the Asthma Help Line, this service provides over the phone and e-mail education and counseling for those who call our toll free phone number or e-mail the ASC asking for information about their condition. It is staffed by Certified Asthma Educators/Certified Respiratory Educators (CAEs/CREs) who provide over the phone or e-mail interactive support and education. Based on area code phone number identification (416, 647, 905 or 289), our CAEs/CREs deliver AQHI and 20/20 campaign information when they are answering inquiries from individuals residing in the GTA. They have been given a “starting script” (see Appendix 7) based off the AQHI DVD Toolkit material “Long Toronto AQHI Article” and are trained with the program information in case there are any direct questions about either program. This information has been delivered since August 17th 2010. During the project period, our CAEs/CREs delivered AQHI and 20/20 messaging to **25** people in Toronto and the GTA.

5. “Asthma Today” Widget

Our “Asthma Today” Widget is a desktop tool which can be downloaded, and provides your local weather forecast with a link to the AQHI, and is consistently updated with news from the Asthma Society of Canada and our partners. AQHI information has been consistently available since the launch of the widget in November 2009, and information about the AQHI and 20/20 materials available in Chinese was added as a news story on March 15th (see Appendix 8 for text). The widget is available at www.asthma.ca/widget.

6. Distribution of Printed Materials

Selected healthcare organizations and churches in the Chinese community in Toronto and the GTA (see Appendix 9 for the distribution lists) received a special package of materials, including the DVD, the spinner wall chart (only to healthcare organizations), posters in English and Chinese, postcards in English and Chinese, 4-fold brochures in English and Chinese, and the 20/20 planner supplied by Toronto Public Health. Two special mailings were done on March 16th (**14 packages**) and May 25th (**61 packages**).

An information letter included in the packages was developed based on the AQHI DVD Toolkit material ‘Long Toronto AQHI Article’ (see appendix 10 and 11 for the letters to healthcare organizations and churches).

7. Health Fairs and Information Sessions

The Asthma Society is often asked to staff a booth at a health fair or related event. We had a number of events in April and May at which we distributed the English AQHI 4-fold pamphlet and 20/20 Planner and Chinese AQHI brochure and 20/20 vehicle use reduction/home energy use reduction tip cards along with the AsthmaToday Widget postcards. We attended **8** events in the GTA over this time period. These events were:

- 4 public health fairs
 - City of Mississauga 2011 Health , Wellness & Safety Fair – March 29, 2011
 - Green Living Show – April 13-15, 2011
 - Anaphylaxis Canada Spring Conference “Anaphylaxis Awareness in the community” – May 7, 2011
 - The Hospital for Sick Children Information Week, Family Resource Centre – May 9-13, 2011
- 2 corporate health fairs
 - Kretschmar Inc. Wellness Event – May 11, 2011
 - CEP Local 6007 union of Bell Canada Health and Safety Week – May 2-5, 2011
- 1 information session
 - Rexdale Community Health Centre Information Session – May 3, 2011
- 1 community/school event
 - Seja’s Run “Make Clean Air Count” at Toronto French School – May 14, 2011(the promo card for this event is included with the hard copy of the report)

These events were staffed by NAPA members, Asthma Ambassadors, and ASC staff, while CAEs/CREs provided educational sessions at two locations (Rexdale Community Health Centre and Seja’s Run).

8. Outreaching to Organizations Providing Services to Chinese Community Members

The following organizations (please see the list below) have been contacted by the ASC to determine their interest in having a presentation about the AQHI and the 20/20 Campaign delivered to their community members and/or customers. They have also been asked if they would like to display and distribute the AQHI and 20/20 materials. The organizations have been chosen based on their large client base in the specific areas within the Chinese community in Toronto and the GTA.

- Chinese Cultural Centre of Greater Toronto
- The Cross-Cultural Community Services Association
- South Riverdale Community Health Centre
- T&T Supermarket
- Centre for Information and Community Services
- Markham South Welcome Centre
- Carefirst Seniors
- Yee Hong Centre for Geriatric Care

All of the above organizations received the information package and a follow-up phone call to determine their needs in receiving additional information on the AQHI and the 20/20 campaign. The ASC will work further with those organizations to promote the index.

Additionally, we have connected with the Queen West Community Health Centre to promote the AQHI and the 20/20 campaign through the Prenatal Program for Chinese speaking parents. The program has

approximately 200 women in attendance weekly. Due to the program's schedule, the ASC has not been able to secure a presentation date within the project timelines; however, the presentation will be delivered in the nearest future. We have also been in contact with Logos Baptist Church (Milliken) to promote the AQHI and the 20/20 campaign at the community's diabetes clinic.

9. Media Presence

We have promoted the AQHI and the 20/20 Campaign in the following **three** media outlets targeting the Chinese population in Toronto and the GTA :

Newspaper:

- June 4, 2011 Saturday Supplement – Lifestyle, Ming Pao Daily Newspaper (available in print and online formats in Chinese communities; one of the largest Chinese newspaper in Toronto with a circulation of **158,000**) (see Appendix 12 for the advertisement)
- June 5, 2011 Sunday Supplement – World Journal Magazine, World Journal Daily Newspaper (available in print and online formats in Chinese communities with a circulation of over **45,000**) (see Appendix 13 for the advertisement)

Radio Station:

- June 1 and 3, 2011 at 8:04am, Fairchild Radio FM 88.9/AM 1430 (most listened-to radio station among Chinese Canadians). The radio clip has been posted on our AQHI website along with other Chinese AQHI and the 20/20 campaign information at http://www.asthma.ca/global/aqhi.php#chinese_information

10. Asthma Ambassadors Program

Asthma Ambassadors is a peer-to-peer support program administered by volunteers, who deliver asthma information to their friends, peers, and networks after receiving additional training and educational resources. Each ambassador residing in Chinese community in Toronto and the GTA has received training through our AQHI webpage (http://www.asthma.ca/global/aqhi.php#chinese_information), email communications, and face-to-face discussions with the ASC staff.

Information about the AQHI and the 20/20 campaign in Chinese has been distributed to more than **1255** individuals by **7** Asthma Ambassadors in person as well as using email and social media communication tools (**255** via email/person and **1000** on Facebook).

In addition, the Asthma Ambassadors visited **four** popular neighbourhoods within the Chinese community (e.g., Highway 7, Markham, Pacific Mall, and Sheppard and Leslie) and distributed materials including the AQHI brochure and postcard in Chinese, and the 20/20 vehicle use/home energy use reduction tip card in Chinese to **10** health care organizations and businesses (see Appendix 14 for the distribution list).

11. Feedback Survey

A survey (see **Appendix 15**) was designed for Chinese community members in Toronto and the GTA to assess their main perspectives on the AQHI and their current knowledge about the index. The survey also asks questions about their understanding of health issues related to air pollution as well as their intent to change behaviours based on the information about the AQHI and the 20/20 Campaign. The survey has been available online and in hardcopies to the Chinese community starting on Friday, June 3rd, 2011.

We have received in total of **56** responses as of Friday, June 17th, 2011. Due to the positive response received from the community members, the ASC has decided to continue the survey until the end of June 2011 with the results being submitted to Toronto Public Health in the supplementary report in July 2011.

Additionally, a quick survey (see Attachment 16) was developed to obtain feedback on the AQHI materials in Chinese from healthcare professionals and community organizations working with the Chinese community members. The survey was faxed to **75** organizations which received the AQHI package from the ASC. To ensure that the feedback has been received, the ASC made follow-up phone calls to **10** organizations on the list to confirm the usefulness of the package received. After follow-up phone calls, most of the organizations indicated potential benefits of the information provided to their clients and would like to receive additional AQHI and the 20/20 campaign materials from the ASC.

III. Promoting the AQHI and 20/20 Campaign to First Nations communities in Toronto and the GTA

1. Distribution of Printed Materials

The ASC distributed printed materials to selected First Nations healthcare organizations, friendship and resource centres, housing facilities, and other services (see Appendix 17 for the distribution list). We distributed packages on two separate dates to different First Nations organizations throughout Toronto and the GTA. A total of **49** packages have been sent out to First Nations organizations.

The first set of printed materials was sent to First Nations organizations listed within the original proposal and additional First Nations organizations located within the City of Toronto. Each organization received a package from the ASC, which includes the AQHI DVD Toolkit, the spinner wall chart, the AQHI postcards in English, the AQHI brochure in English, and the 20/20 campaign planner supplied by the Toronto Public Health. Other ASC materials were also included in the package, such as the Asthma Widget postcard (see Appendix 18) and the “Allergies Count Too- ACT Now!” postcard that describes the ASC new Allergy and Asthma Education and Support Program (see Appendix 19). A total of **25** packages were distributed on May 24th, 2011.

The second set of distributed materials was sent to First Nations organizations in the Greater Toronto Area (GTA) and the Simcoe Muskoka Region. Each organization received the same package received by the first distribution list excluding the AQHI DVD Toolkit. Another **24** packages were distributed to the second set of selected organizations on June 1st, 2011.

An information letter (see Appendix 20) is also included in each package and was developed based on the AQHI DVD Toolkit material, 'Long Toronto AQHI Article'.

2. Follow-Up Feedback Survey (faxes and phone calls)

After sending out the packages to the selected First Nations organizations, the ASC sent follow-up letters (see Appendix 21) through faxes. The follow-up letter includes a small survey asking the organization if they have received a package from the ASC and about their thoughts on its usefulness. They were also asked if they would like to receive more resources from the ASC for their organization. Every First Nations organizations within our distribution list were sent a follow-up letter.

Because we received very few responses from the First Nations organizations by fax, we called each organization on the distribution list to administer the survey over the phone. The organizations were receptive of the information packages. A total of **5** organizations confirmed their need for more resources. These organizations include the Native Women's Resource Centre of Toronto, Noojimawin Healthy Authority, Sherbourne Health Centre, the Aboriginal Healing and Wellness Strategy, and Ontario Early Years Centre - Simcoe North. In addition, we are still conversing with other organizations about sending more resources to them in the near future.

3. Media Presence

To further inform First Nations community members in Toronto and the GTA about the Air Quality Health Index, a list of viable media outlets in area that targets First Nations audience has been developed (see Appendix 22). Three separate types of media were researched: newspaper, radio, and television. We have found a total of three successful methods of broadcasting information within First Nations communities in Toronto and the GTA.

Listed below are the media outlets that we have used to promote information about the AQHI:

Newspaper:

- *mediaINDIGENA*: an online interactive newspaper (see Appendix 7) that focused on current Indigenous events reaching audience spanning over 119 countries; 78% of audience is from Canada with Toronto having one of the largest audience
- *Turtle Island News*: a newspaper distributed in print and online (see Appendix 8); noted as Canada's largest Native newspaper as well as Ontario's favourite Aboriginal newspaper found in every Ontario First Nations university, college, professional office, media outlet, native center, government office, and newsstands.

Television:

- *Talk Durham* (episode: June 14th, 2011): a television show on Rogers TV in the Durham Region (Channel 10 and 63)

- The ASC has chosen *Talk Durham* because Durham, Ontario has a highly dense population of Aboriginal community members; according to Canada Census data, approximately 4,000 First Nations community members are situated in the Durham Region (see Appendix 9)

A print advertisement (see Appendix 10) has been developed by the ASC with the information based on the AQHI DVD Toolkit for the *Turtle Island News* as well as a simplified version for a web advertisement on *mediaINDIGENA* (see Appendix 11). The ASC was also invited to the talk show, *Talk Durham*, in their special Summer Safety episode on Tuesday, June 14th, 2011 (see Appendix 12). The ASC had a representative introduce the AQHI tool live on television and teaching the audience how to use and access the tool on a daily basis.

The ASC has attempted to get in contact with a few radio stations, such as Aboriginal Voices and CUIT FM on the Indigenous Wave Show. However, the radio stations were unreachable over both telephone and e-mail. Therefore, the ASC have unfortunately been unable to broadcast a radio message within the Toronto and GTA to inform First Nations communities about the AQHI and the 20/20 campaign at this moment.

4. Online Survey

An online survey (see Appendix 13) has been developed by the ASC to distribute to First Nations community members throughout Toronto and the GTA. The survey will also help the ASC get feedback on how First Nations participants would like to receive the AQHI readings each day and how useful they thought the tool is. The survey will also assess the community's perspectives on the AQHI and their knowledge about this tool. The survey includes questions about both the use of the AQHI and the willingness of to contribute to the 20/20 Campaign. The survey was available to the First Nations community online starting on Friday, June 3rd, 2011.

The online survey is currently up and running now. We have received a total of **8** responses as of Friday, June 17th, 2011. The survey will continue to run until the end of June 2011 and the results will be submitted to Toronto Public Health in the ASC's supplementary report in July 2011.

5. Fact Sheet

As mentioned in the proposal, a fact sheet has been developed by the ASC to be given out to the First Nations participants after each workshop/presentation. The information within the fact sheet is based on the information provided within the AQHI DVD Toolkit. The fact sheet has been specifically designed to target First Nations community through its design and images.

The front of the fact sheet (see Appendix 14) introduces the AQHI as a tool and provides information on how users can benefit from the scale. On the back (see Appendix 15), health messages for both the 'at risk population' and the 'general population' is displayed with each associated level of the index. The health messages gives suggestions of how people should plan their outdoor activities based on the level of the scale. Carefully chosen images are used to facilitate the explanations as well. In addition, information has

been simplified to satisfy the reading level found in most First Nations communities for better understandability. The reading level is 7.1. Lastly, the fact sheet introduces the 20/20 The Way to Clean Air Campaign and encourages First Nations community to participate and order their own planner from the Asthma Society of Canada. The ASC will be piloting the fact sheet in the upcoming booth set-up and they will be distributed to the First Nations community.

6. Booth and Presentation

The ASC has contacted Andrea Chrisjohn, the executive Director of Toronto Council Fire Cultural Centre, who has shown great interest in being a part of promoting the Air Quality Health Index. The Toronto Council Fire Cultural Centre (<http://www.councilfire.ca/index.html>) is committed to providing services, such as counseling, employment services, youth and children workshop, and health support, for the Indigenous population of Toronto. These programs are used to maintain the well-being of First Nations community members.

The ASC has been invited to take part in the Annual General Assembly (AGA) on June 29th, 2011. The ASC will be setting up a booth at the AGA where we will be distributing AQHI resources and ASC resources to First Nations participants. Here, we will be able to inform the First Nations community members one-on-one about the AQHI as well as to collect more information about First Nations community members.

In July, the ASC has been invited again by the Fire Council Cultural Centre to make a group presentation to the First Nations community of Toronto about the AQHI and the 20/20 The Way to Clean Air campaign. This will be a great opportunity to get in touch face-to-face with the community again and educate them personally about these two programs. The date of the presentation has yet to be finalized.

IV. Conclusions

The ASC was able to achieve the main goal of the project by increasing the number of stakeholders in First Nations communities and the Chinese community in Toronto and the GTA who received information on the AQHI and the 20/20 Way to Clean Air Campaign. The target of reaching to a minimum of 500 people with asthma and associated allergies in Toronto and the GTA was met by reaching out to approximately **1,181** people residing in Toronto and the GTA, with an additional over **7,201** people not assigned to a specific geographical location through various ASC programs and events. The ASC was successful in incorporating the AQHI and the 20/20 Way to Clean Air campaign messages into its own programming and initiatives, such as the Asthma Ambassadors program, the NAPA program, distribution of printed materials, and the Asthma and Allergy Education and Support Program. As well, the ASC conducted a number of outreach activities to further promote the AQHI and the 20/20 Way to Clean Air Campaign through attending health fairs, setting up booths, distributing newsletters, providing updates through social networking websites, using the AsthmaToday Widget, and advertising the AQHI in printed/online media (newspapers and magazines), TV and the radio. All of these methods employed by the ASC throughout the duration of the project ensured that many residents of Toronto and the GTA have been reached with AQHI and the 20/20 campaign information. The ASC has already made the AQHI and the 20/20 Way to Clean Air Campaign part of its regular programming activities which will

ensure that longer-term sustainable information is being disseminated to those living with asthma and associated allergies past the completion of this project.

Specifically, the ASC was successful in raising awareness of the AQHI and the 20/20 The Way to Clean Air Campaign among Chinese and First Nations communities in Toronto and the GTA. Both communities have been quite receptive to our efforts in promoting the index and the 20/20 campaign, in particular to receiving related educational and promotional materials. In the Chinese community, the ASC also advertised the AQHI in newspapers and magazines as well as the radio. The outreach to the First Nations community in Toronto and the GTA was equally positive. The ASC was able to promote the AQHI through multiple media outlets: online, print, and television. The ASC has also launched its own survey specifically designed for First Nations community members to understand their preferences of learning about the index. Awareness in First Nations communities will continue to increase once the ASC pilots its own fact sheet on the AQHI and the 20/20 Campaign to the First Nations community in Toronto and the GTA.

In conclusion, the ASC has increased awareness of the AQHI and the 20/20 Way to Clean Air Campaign in these two different communities. Our success will continue to grow as the ASC is continuing to collect more data from both communities through our online survey about the AQHI awareness. In addition, the ASC has scheduled booths and presentation in multiple events in the near future. Combined recommendations based on the project activities as well as key findings from the online surveys will be submitted in the supplementary report in July 2011 along with the key online survey results.

Appendices

Appendix 1 – NAPA Blog post

Tuesday, March 15, 2011

New Materials Available in Chinese

The Asthma Society is pleased to expand our offering of materials available in different languages!

Beginning today, you can find a [link on our website](#) to access information about the Air Quality Health Index, and 20/20: The Way to Clean Air energy conservation program.

The AQHI is a web-based scale which describes a local reading of air quality as it relates to your health. The AQHI is calculated daily based on the levels of a combination of air pollutants in the air which are known to be harmful to your health. The AQHI reading describes a number between 1 and 10+. The greater the number, the higher the level of air pollution, and the greater the associated health risk. Alongside the AQHI are Health Messages which help explain the index, and provide recommendations on how to adjust your outdoor activity level based on the current reading specific to your individual health risk to air pollution.

If you know someone who would prefer to find this information available in a Chinese language format, please direct them to http://www.asthma.ca/global/aqhi.php#chinese_information.

This is in addition to our **Asthma Basics** book series, already available online in 3 languages. Click each link to find the asthma information that is right for you!

Asthma Basics 1: Diagnosis

[English](#)

[French](#)

[Chinese](#)

Asthma Basics 2: Triggers

[English](#)

[French](#)

[Chinese](#)

Asthma Basics 3:: Medications

[English](#)

[French](#)

[Chinese](#)

Asthma Basics 4: Kids

[English](#)

[French](#)

[Chinese](#)

All of these materials can be ordered in hard-copy format as well! If you would like to order some, please contact info@asthma.ca to place your order.

Appendix 2 – April NAPA/ASC E-newsletter Story

More Asthma Materials available in Chinese



The Asthma Society is pleased to expand our offering of materials available in different languages!

You can find a [link on our website](#) to access information about the Air Quality Health Index (AQHI), and 20/20 - The Way to Clean Air energy conservation program in Chinese, developed by Toronto Public Health.

The AQHI is a web-based scale which describes a local reading of air quality as it relates to your health. The AQHI is calculated daily based on the levels of a combination of air pollutants in the air which are known to be harmful to your health. The AQHI reading describes a number between 1 and 10+. The greater the number, the higher the level of air pollution, and the greater the associated health risk. Alongside the AQHI are Health Messages which help explain the index, and provide recommendations on how to adjust your outdoor activity level based on the current reading specific to your individual health risk to air pollution.

If you know someone who would prefer to find this information available in a Chinese language format, please direct them to http://www.asthma.ca/global/aqhi.php#chinese_information. You can also find more information about the AQHI from Environment Canada in [English](#) and [French](#).

This is in addition to our Asthma Basics booklet series, already available online in 3 languages. Click each link to find the asthma information that is right for you!

Asthma Basics 1: Diagnosis:
[English](#), [French](#), [Chinese](#)

Asthma Basics 2: Triggers
[English](#), [French](#), [Chinese](#)

Asthma Basics 3: Medications
[English](#), [French](#), [Chinese](#)

Asthma Basics 4: Kids
[English](#), [French](#), [Chinese](#)

Our Asthma Patient Bill of Rights is also available in [English](#) and [French](#), and in a bilingual wall-poster. All of these materials can be ordered in hard-copy format as well! If you would like to order some, please contact info@asthma.ca to place your order, or call 1-866-787-4050.

Appendix 3 – June NAPA/ASC E-newsletter Story

Thank You for Your Help with our AQHI Report



The Asthma Society of Canada has completed a report for Environment Canada outlining your opinions and preferences to learn about the [Air Quality Health Index](#).

The AQHI is a guide and forecast which you can use to plan your daily activities based on the amount of air pollution in your area. Using colour-coded numbers from 1 to 10+ and the related health messages, you can modify your outdoor activity schedule if necessary when poor air quality is currently in, or forecast for, your area.

152 of you completed various surveys or feedback sessions. 87.5% of you believe that air pollution affects you and your well-being personally. However, only 45.5% of you currently pay attention to air pollution levels in your area. When asked about the AQHI, 93.1% of you found this tool to be easy to understand and use, and that you wished that your local readings were communicated to users through multiple channels (such as the Internet, local media, and applications like the [Asthma Society's Desktop Widget](#)).

Our overall recommendations take your feedback into consideration. We suggest a number of things, for example that there be a better focus on helping people identify their personal AQHI number at which they start experiencing difficulties. We also suggest providing optional updates in formats you request, like alerts you can receive when the readings or forecasts are high.

Thank you very much to everyone who participated in this valuable project. We hope you continue to use the index on a regular basis to plan your activities, especially as we inch closer to a forecasted for a long, hot summer in many parts of the country.

For a new, FREE application to get the AQHI on your iPhone, iPod Touch and iPad, you can visit itunes.apple.com/us/app/aqhi/id426506056?mt=8. To find AQHI information in Chinese, please [click here](#), and please contact us at info@asthma.ca if you would like a full copy of this report.

Appendix 4 - Twitter Updates

March 3rd

Poor air quality can happen at any time of year. Learn about the Air Quality Health Index (AQHI) by visiting www.airhealth.ca or asthma.ca

March 15th

Air Quality Health Index and Energy Reduction information now available in Chinese. Click here for the links: <http://ow.ly/4f6pG>

March 15th

(re-tweet of PEI lung association)

AQHI is 2 today...great day for a walk! Enjoy your outdoor activities...your lungs will thank-you for it

March 16th

Saskatoon, Winnipeg, Toronto, Ottawa, Montreal and Quebec City, your AQHI forecasts are 'moderate'. What does that mean? <http://ow.ly/4fC5g>

March 29th

Saskatchewan, Manitoba, Greater Toronto and Montreal, your AQHI forecasts are for 'moderate risk'.

What does that mean? <http://ow.ly/4pJLy>

April 6th

Winnipeg, your AQHI forecast is 7 - high risk! Toronto, you're at moderate risk right now. Use the AQHI for your lungs -<http://ow.ly/4um6R>

April 13th

Toronto, Mississauga and Prince George - your AQHI right now is a 4 - moderate risk. Find out more at <http://ow.ly/4zoC5>

April 25th

Some Montreal and Greater Toronto areas have 'Moderate' AQHI readings today. Find out how to protect yourself - www.airhealth.ca

April 29th

Great news: every AQHI monitoring station in Canada has a 'low risk' forecast for today and tomorrow. Happy breathing!

May 8th

The Air Quality Health Index helps you plan outdoor activities based on current and forecast air pollution levels. Visit <http://ow.ly/4P3Gv>

May 20th

This free iPhone, iPod and iPad app can bring your local AQHI forecast right to your screen on demand: <http://bit.ly/m8PtLz> #airquality

May 28th

Montreal, Toronto, your AQHI forecast is moderate risk today. Learn how to monitor your air quality at www.airhealth.ca

May 31st

Toronto: along with today's heat and humidity, your AQHI is at 6. Consider reducing strenuous activities outdoors if you're at risk

June 3rd

Are you a member of the Chinese community in the Greater Toronto Area? We would appreciate your help with this survey: <http://svy.mk/jamkOb>

June 7th

Prince Albert, Saskatoon, Regina, and the corridor from Toronto-Ottawa-Montreal-Quebec City, your AQHI is in the moderate range today.

June 7th

For your AQHI information, make sure to visit www.airhealth.ca. Member of the Chinese community? Please click here: <http://ow.ly/5c2pZ>

June 16th

Quebec City, Montreal and Toronto, your Air Quality Health Index forecasts are 4 & 5 today. What does this mean? Visit www.airhealth.ca

Appendix 5 - Facebook Updates

March 15th

Now translated into Chinese: Air Quality Health Index information and 20/20: The Way to Clean Air information. Find the brochures, postcards and tip sheets at http://www.asthma.ca/global/aqi.php#chinese_information

April 25th

Some Montreal and Greater Toronto areas have 'Moderate' AQHI readings today. Find out how to protect yourself - www.airhealth.ca

Appendix 6 - Asthma Society AQHI Webpage links



Asthma Society of Canada

National Asthma Patient Alliance [JOIN NOW](#)

1-866-787-4050
ASTHMA & ALLERGY SUPPORT LINE

Donate Now! [>](#)

AsthmaToday widget

Follow us on twitter

[AQHI](#) [Subscribe](#) [Contact Us](#)

[Home](#) [Kids](#) [Allergy](#) [NAPA](#) [Websites](#) [Partners](#) [About Us](#)

[About Asthma](#)
[Treatment](#)
[Taking Control](#)
[Lifestyle](#)
[Resources & Support](#)

Air Quality Health Index

1	2	3	4	5	6	7	8	9	10	+
Low (1-3)			Moderate (4-6)			High (7-10)			Very High (Above 10)	

Check the AQHI in Your Area!
Click Here [>>](#)

[AQHI Main Page >>](#)

[Background Information >>](#)

[About the AQHI >>](#)

[AQHI Health Messages >>](#)

空氣質素 健康指數
AQHI Information Available in Chinese [>>](#)

AQHI Poll

1) Are you aware of the Air Quality Health Index (AQHI)? ☐ Yes ☐ No

2) What is your preferred communication method of receiving the AQHI information? Please check all that apply.

☐ Internet Websites

☐ Internet Access through Laptop/Desktop

☐ Internet Access through Mobile Phone

☐ Social Networking Websites (Twitter, FaceBook etc.)

☐ Local Radio

- Air Health BC (British Columbia AQHI)
- Ontario Region- AQHI
- Quebec- AQHI
- Nova Scotia Environment- AQHI
- 20/20: The Way to Clean Air

Because cars, trucks and coal-fired power plants are major sources of air pollution, reducing energy use can reduce the number of high AQHI days. The "20/20 The Way to Clean Air" Campaign is designed to help individuals reduce both home energy use and vehicle use by 20 per cent. To order a free 20/20 Planner with a step-by-step action plan to reduce your energy use call 1-866-583-2020 or visit www.cleanairpartnership.org/2020.

中文信息 Information Available in Chinese


空氣質素 健康指數
Air Quality Health Index Brochure in Chinese [>>](#)


重新認識空氣質素
Air Quality Health Index Postcard in Chinese [>>](#)

20/20 在道路上節能的建議
20/20 Vehicle Use Reduction Tip Card in Chinese [>>](#)

20/20 家居節能建議
20/20 Home Energy Use Reduction Tip Card in Chinese [>>](#)

Home | Legal & Privacy | Credits | Sponsors | Glossary | info@asthma.ca Last updated: March 2011

MEMBER OF Imagine Canada
MEMBRE D' 
The ASC is an Imagine Canada's Ethical Code charity.

We subscribe to the HONcode principles
[Verify here](#) 

Appendix 7 – Certified Asthma Educator/Certified Respiratory Educator “Script” for Greater Toronto Area Residents

Use the Air Quality Health Index to Protect Yourself from Local Air Pollution

In Toronto, it is estimated that every year 1,700 early deaths and 6,000 hospitalizations are associated with poor air quality. Air pollution worsens heart problems and aggravates lung conditions, such as asthma and bronchitis. In healthy people, air pollution reduces lung function and irritates the eyes, nose and throat.

The **Air Quality Health Index** (AQHI) is a national tool available to help individuals protect themselves and the people they care for. The Air Quality Health Index reports air quality in relation to health on a scale from 1 to 10. The higher the reading, the greater the health risk and need to take precaution. When the Air Quality Health Index reaches seven or above, people with heart or breathing problems should reduce or reschedule strenuous outdoor activities. The AQHI provides health messages for both the at-risk and the general population. The at-risk group includes children, the elderly, and people with pre-existing heart and breathing problems. The current air quality reading and forecast can be found by visiting www.airhealth.ca.

The AQHI helps to protect our health, and also serves as a reminder of the need to protect our environment. Because cars and trucks, and our reliance on coal-fired power plants to generate electricity are major sources of air pollution in Toronto, reducing energy use can reduce the number of high AQHI days. Toronto Public Health’s “20/20 The Way to Clean Air” Campaign is designed to help individuals reduce both home energy use and vehicle use by 20 per cent. To order a free 20/20 Planner with a step-by-step action plan to reduce your energy use, call 1-866-583-2020 or visit www.cleanairpartnership.org/2020.

Appendix 8 – “Asthma Today” Widget Story

AQHI materials and energy conservation materials now available in Chinese!

http://www.asthma.ca/global/aqi.php#chinese_information

Appendix 9 - Printed Materials Distribution Lists (Chinese Community)

March 16th

Category	Department	Organization	Address	City	Province	Postal Code
Health Care Organizations	Health Info Centre	South Riverdale Community Health Centre	955 Queen St. E.	Toronto	ON	M4M 3P3
		Smart Health Medical Clinic	4080 Steeles Ave. E.	Markham	ON	L3R 4C3
		Unionville Family Medical Clinic	1 - 8 Cox Blvd	Markham	ON	L3R 4G1
		Meadow-West Family Practice	22-6855 Meadowvale Town Centre Cir	Mississauga	ON	L5N 2Y1
	Patient Education Centre	Markham-Stouffville Hospital	381 Church Street, PO Box 1800	Markham	ON	L3P 7P3
Churches		Toronto Chinese Baptist Church	78 Beverley Street	Toronto	ON	M5T 1Y1
		North Toronto Chinese Baptist Church	88 Finch Avenue W.	North York	ON	M2N 2H7
		North York Chinese Baptist Church	675 Sheppard Ave E	North York	ON	M2K1B6
		East Toronto Chinese Baptist Church	22 Carnforth Rd.	North York	ON	M4A 2K7
		Toronto Chinese Community Church	100 Acadia Avenue	Markham	ON	L3R 5A2
		Markham Chinese Baptist Church	9580 Woodbine Ave	Markham	ON	L6C 1H8
		Markham Chinese Presbyterian Church	2250 Denison Street	Markham	ON	L3S 1E9
		Richmond Hill Christian Community Church	9670 Bayview Ave.	Richmond Hill	ON	L4C 9X9
		Richmond Hill Chinese Baptist Church	136 Hillview Drive	Richmond Hill	ON	L4C 1T2

May 25th

Category	Department	Organization	Address	City	Province	Postal Code
Community Centre		Chinese Cultural Centre of Greater Toronto	5183 Sheppard Avenue East	Scarborough	ON	M1B 5Z5
	Toronto Centre	The Cross-Cultural Community Services Association	310 Spadina Avenue, 3/F, Suite 301	Toronto	ON	M5T 2E8
	York Centre	The Cross-Cultural Community Services Association	Metro Square, 3636 Steeles Avenue East, Unit 213A	Markham	ON	L3R 1K9
	Scarborough Centre	The Cross-Cultural Community Services Association	325 Bamburg Circle, Unit A107	Toronto	ON	M1W 3Y1
		South Riverdale Community Health Centre	955 Queen Street East	Toronto	ON	M4M 3P3
	Head Office / Immigrant Resource Centre	Centre for Information and Community Services	2330 Midland Avenue	Toronto	ON	M1S 5G5
	Toronto Integrated Service Centre	Centre for Information and Community Services	3850 Finch Avenue East Suite 403	Toronto	ON	M1T 3T6
	Toronto Office	Centre for Information and Community Services	58 Cecil Street, B3, Cecil Community Centre	Toronto	ON	M5T 1N6
	LINC Centre	Centre for Information and Community Services	4002 Sheppard Avenue East Suite 501	Toronto	ON	M1S 4R5

Woodside Square LINC Centre	Centre for Information and Community Services	1571 Sandhurst Circle, Unit 202	Toronto	ON	M1V 1V2
North York Office	Centre for Information and Community Services	2975 Don Mills Road West, 2/F, Oriole Community Centre	Toronto	ON	M2J 3B7
York Region Immigrant Youth Centre	Centre for Information and Community Services	5284 Highway 7 East, Unit 2	Markham	ON	L3P 1B9
	Markham South Welcome Centre	7220 Kennedy Road	Markham	ON	L3R 7P2
	Scarborough Centre for Healthy Communities	4110 Lawrence Ave., E	Scarborough	ON	M1E 2S1
	Malvern Family Resource Centre	1321 Neilson Road	Scarborough	ON	M1B 3C2
	Birchmount Bluffs Neighbourhood Centre	93 Birchmount Rd.	Scarborough	ON	M1N 3J7
	Cliffcrest-Scarborough Village Family Resource Centre	14 Centre St	Scarborough	ON	M1J 3B5
	Corvette Family Resource Centre	30 Corvette Ave	Scarborough	ON	M1K 3G2
	Warden Woods Community Centre	3485 ST.CLAIR AVE. EAST	Scarborough	ON	M1K 1L3
	West Scarborough Neighbourhood Community Centre	313 Pharmacy Ave.	Scarborough	ON	M1L 3E7
	Church Street Community Centre	519 Church Street	Toronto	ON	M4Y 2C9
	Gerrard Resource Centre	349 Ontario Street	Toronto	ON	M5A 2V8
	Parent Resources (St. Lawrence)	92 Front Street East	Toronto	ON	M5E 1C4

		Regent Park Community Health Centre - Parents for Better Beginnings	33 Belshaw Place, 2nd Floor	Toronto	ON	M5A 3H6
		Centre for Information and Community Services	3850 Finch Avenue East Suite 403	Toronto	ON	M1W 3T9
		McGregor Community Centre (Seasonal)	2231 Lawrence Ave E	Scarborough	ON	M1P 2P5
		Scarborough Town Centre	300 Borough Drive	Scarborough	ON	M1P 4P5
		Scarborough Youth Resource Centre	Scarborough Town Centre 300 Borough Dr (Upper Level of Mall)	Scarborough	ON	M1P 4P5
Daycare	Administration Office	Yip's Canada	100 Lee Avenue	Unionville	ON	L3R 8G2
	Leslie Campus	Victoria Education Centre	9901 Leslie Street	Richmond Hill	ON	L4B 3Y3
	Woodbine Campus	Victoria Education Centre	1038 Woodbine Ave.	Toronto	ON	M4C 4C4
		Bayview Elite Learning Centre	9011 Leslie	Thornhill GTA	ON	L3T 6L8
		Trillium School	4277 14th Avenue	Markham	ON	L3R 0J2
Early Years Centre		Scarborough East Ontario Early Years Centre	4218 Lawrence Ave., East Unit 15	Toronto	ON	M1E 4X9
		Galloway Early Years Centre	100 Galloway Rd	Toronto	ON	M1E 1W7
		Mornelle Ontario Early Years Centre	110 Mornelle Court	Toronto	ON	M1E 4R1
		Scarborough Rouge River Ontario Early Years Centre	2041 McCowan Road	Scarborough	ON	M1S 3Y6

		Scarborough Southwest Ontario Early Years Centre	2555 Eglinton Avenue East, Suite 212	Toronto	ON	M1K 5J1
		Toronto Centre Rosedale Ontario Early Years Centre	80 Sackville Street, Room 106	Toronto	ON	M5A 3E5
		Scarborough Agincourt Ontario Early Years Centre	2900 Warden Avenue suite 347a	Toronto	ON	M1W 2S8
		Toronto Scarborough Centre Ontario Early Years Centre	3478 Lawrence Avenue East Unit C-4	Toronto	ON	M1H 1A9
Healthcare Centre	Richmond Hill Centre	Carefirst Family Health Team	420 Highway 7 East, Unity 27	Richmond Hill	ON	L4B 3K2
		The YWCA of Greater Toronto	3090 Kingston Rd. Suite 101	Scarborough	ON	M1M 1P2
Hospital	Community Respiratory Services	North York General Hospital	4001 Leslie Street	Toronto	ON	M2K 1E1
	Family Health Centre	Toronto East General Hospital	840 Coxwell Avenue	Toronto	ON	M4C 5T2
	Asthma Education Centre	Markham-Stouffville Hospital	381 Church Street, PO Box 1800	Markham	ON	L3P 7P3
Library		Port Union Library	5450 Lawrence Ave. East	Scarborough	ON	M1C 3B2
		Highland Creek Library	3550 Ellesmere Rd	Scarborough	ON	M1C 3Z2
		Morningside Library	4279 Lawrence Ave East	Scarborough	ON	M1E 2S8
		Bendale Library	1515 Danforth Rd	Scarborough	ON	M1J 1H5
School		Peter Secor Public School	255 Coronation Dr	Scarborough	ON	M1E 2J3

	Corvette Family Resource Centre	Corvette Public School	30 Corvette Ave	Toronto	ON	X1X 1X1
		Sir Samuel B Steele Jr Public School	131 Huntsmill Blvd	Toronto	ON	M1W 2Y2
		Golf Road Jr Public School	730 Scarborough Golf Club Rd	Scarborough	ON	M1G 1H7
Senior Care Centre		Carefirst Seniors	3601 Victoria Park Ave., Suite 501	Scarborough	ON	M1W 3Y3
		Yee Hong Centre – Scarborough McNicoll	2311 McNicoll Avenue	Scarborough	ON	M1V 5L3
		Yee Hong Ho Lai Oi Wan Centre – Markham	2780 Bur Oak Avenue	Markham	ON	L6B 1C9
		Yee Hong Centre – Mississauga	5510 Mavis Road	Mississauga	ON	L5V 2X5
		Yee Hong Centre – Scarborough Finch	60 Scottfield Drive	Scarborough	ON	M1S 5T7
Supermarket	Milliken Store	T&T Supermarket	5661 Steeles Avenue East	Scarborough	ON	M1V 5P6
	Warden Store	T&T Supermarket	7070 Warden Avenue	Markham	ON	L3R 5Y2

Appendix 10 - Information Letter to Healthcare Organizations

Dear Healthcare Professional,

The Asthma Society of Canada (ASC) is pleased to provide you some information materials (in English and Chinese) about the Air Quality Health Index and the Toronto Public Health 20/20 Campaign for your organization. Please help deliver the following message to your community members or patients:

Use the Air Quality Health Index to Protect Yourself from Local Air Pollution

In Toronto, it is estimated that every year 1,700 early deaths and 6,000 hospitalizations are associated with poor air quality. Air pollution worsens heart problems and aggravates lung conditions, such as asthma and bronchitis. In healthy people, air pollution reduces lung function and irritates the eyes, nose and throat.

The **Air Quality Health Index (AQHI)** is a national tool available to help individuals protect themselves and the people they care for. The Air Quality Health Index reports air quality in relation to health on a scale from 1 to 10. The higher the reading, the greater the health risk and need to take precaution. When the Air Quality Health Index reaches seven or above, people with heart or breathing problems should reduce or reschedule strenuous outdoor activities. The AQHI provides health messages for both the at-risk and the general population. The at-risk group includes children, the elderly, and people with pre-existing heart and breathing problems. The current air quality reading and forecast can be found by visiting www.airhealth.ca.

The AQHI helps to protect our health, and also serves as a reminder of the need to protect our environment. Because cars and trucks, and our reliance on coal-fired power plants to generate electricity are major sources of air pollution in Toronto, reducing energy use can reduce the number of high AQHI days. Toronto Public Health's "20/20 The Way to Clean Air" Campaign is designed to help individuals reduce both home energy use and vehicle use by 20 per cent. To order a free 20/20 Planner with a step-by-step action plan to reduce your energy use, call 1-866-583-2020 or visit www.cleanairpartnership.org/2020.

If you require additional copies of any materials that are enclosed, please feel free to contact me by e-mailing zhen@asthma.ca or calling 1-866-787-4050 ext 105. A Resource Request Form is also attached for educational materials that can be ordered from the ASC.

Thank you,

Zhen Liu
Project Coordinator

Appendix 11 – Information Letter to Community Churches

Dear Church Member,

The Asthma Society of Canada (ASC) is pleased to provide you some information materials (in English and Chinese) about the Air Quality Health Index and the Toronto Public Health 20/20 Campaign for your church or clinics. Please help deliver the following message to your community members:

Use the Air Quality Health Index to Protect Yourself from Local Air Pollution

In Toronto, it is estimated that every year 1,700 early deaths and 6,000 hospitalizations are associated with poor air quality. Air pollution worsens heart problems and aggravates lung conditions, such as asthma and bronchitis. In healthy people, air pollution reduces lung function and irritates the eyes, nose and throat.

The **Air Quality Health Index (AQHI)** is a national tool available to help individuals protect themselves and the people they care for. The Air Quality Health Index reports air quality in relation to health on a scale from 1 to 10. The higher the reading, the greater the health risk and need to take precaution. When the Air Quality Health Index reaches seven or above, people with heart or breathing problems should reduce or reschedule strenuous outdoor activities. The AQHI provides health messages for both the at-risk and the general population. The at-risk group includes children, the elderly, and people with pre-existing heart and breathing problems. The current air quality reading and forecast can be found by visiting www.airhealth.ca.

The AQHI helps to protect our health, and also serves as a reminder of the need to protect our environment. Because cars and trucks, and our reliance on coal-fired power plants to generate electricity are major sources of air pollution in Toronto, reducing energy use can reduce the number of high AQHI days. Toronto Public Health's "20/20 The Way to Clean Air" Campaign is designed to help individuals reduce both home energy use and vehicle use by 20 per cent. To order a free 20/20 Planner with a step-by-step action plan to reduce your energy use, call 1-866-583-2020 or visit www.cleanairpartnership.org/2020.

If you require additional copies of any of the enclosed materials, please feel free to contact me by e-mailing zhen@asthma.ca or calling 1-866-787-4050 ext 105. A Resource Request Form is also attached for educational materials that can be ordered from the ASC.

Thank you,

Zhen Liu
Project Coordinator

Appendix 12 – Newspaper advertisement (Ming Pao Daily Newspaper)

The advertisement is set against a blue background with white clouds and a large blue butterfly graphic on the left. It contains several text blocks and a visual scale.

空氣質素 健康指數

知道何時適宜活動。新的空氣質素健康指數像比例尺，從1度至10度，量度空氣質素與您健康之間的關係。度數愈低，風險愈低。

1	2	3	4	5	6	7	8	9	10	+
---	---	---	---	---	---	---	---	---	----	---

認識指數，保障健康。請瀏覽
www.asthma.ca/global/aqhi.php

AsthmaToday軟件是一個有用的工具，通过它可以隨時了解哮喘和過敏症相關的重要問題以及規劃你的戶外活動所需的信息。免費下載網站：
www.asthma.ca/widget/

Asthma.ca
Asthma Society of Canada

請致電或電郵加拿大哮喘協會諮詢有關哮喘和過敏症的信息：
1-866-787-4050
info@asthma.ca

Newspaper advertisement text in English:

Air Quality Health Index

Know when to be active. The new Air Quality Health Index relates air quality to your health on a simple scale from 1 to 10. The lower the number, the lower the risk. Protect your health. Know the numbers. For more information, visit www.asthma.ca/global/aqhi.php.

Any questions regarding asthma and associated allergies, feel free to call our help line at 1-866-787-4050 or email info@asthma.ca

The AsthmaToday Widget is a useful tool for people living with asthma and associated allergies to stay informed on important issues and information needed to plan your outdoor activities. It can be downloaded free of charge from the ASC's website: <http://www.asthma.ca/widget/>

Appendix 13 – Newspaper advertisement (World Journal Daily Newspaper)

The advertisement is set against a light blue background with stylized white clouds. On the left, a large blue silhouette of a person is shown in a dynamic pose, jumping or running. The central focus is a white cloud containing the title '空氣質素 健康指數' (Air Quality Health Index) and a paragraph explaining the index: '知道何時適宜活動。新的空氣質素健康指數像比例尺，從1度至10度，量度空氣質素與您健康之間的關係。度數愈低，風險愈低。' Below this text is a horizontal scale bar with 11 segments, numbered 1 to 10, and a '+' sign. The segments are color-coded: 1 (blue), 2 (light blue), 3 (green), 4 (light green), 5 (yellow), 6 (orange), 7 (red-orange), 8 (red), 9 (dark red), 10 (black), and '+' (red). Below the scale bar, the text '認識指數，保障健康。請瀏覽' (Know the index, protect your health. Please visit) is followed by the URL www.asthma.ca/global/aqhi.php. To the left of the scale bar, another white cloud contains the text 'AsthmaToday軟件是一個有用的工具，通过它你可以隨時了解哮喘和過敏症相關的重要問題，以及規劃你的戶外活動所需的信息。免費下載網站：' (AsthmaToday software is a useful tool, through it you can随时了解哮喘和過敏症相關的重要問題，以及規劃你的戶外活動所需的信息。免費下載網站：) followed by the URL www.asthma.ca/widget/. To the right of the scale bar, a small screenshot of the AsthmaToday widget is displayed, showing a weather forecast and asthma-related news. In the bottom right corner, the Asthma Society of Canada logo is shown, featuring a stylized blue bird. Below the logo, the text 'Asthma Society of Canada' is written, followed by the contact information: '請致電或電郵加拿大哮喘協會諮詢' (Please call or email the Canadian Asthma Society for consultation), '有关哮喘和過敏症的信息：' (Information about asthma and allergies:), '1-866-787-4050', and 'info@asthma.ca'.

空氣質素 健康指數

知道何時適宜活動。新的空氣質素健康指數像比例尺，從1度至10度，量度空氣質素與您健康之間的關係。度數愈低，風險愈低。

1 2 3 4 5 6 7 8 9 10 +

認識指數，保障健康。請瀏覽
www.asthma.ca/global/aqhi.php

AsthmaToday軟件是一個有用的工具，通过它你可以隨時了解哮喘和過敏症相關的重要問題，以及規劃你的戶外活動所需的信息。免費下載網站：
www.asthma.ca/widget/

Asthma.ca
Asthma Society of Canada
請致電或電郵加拿大哮喘協會諮詢
有关哮喘和過敏症的信息：
1-866-787-4050
info@asthma.ca

Newspaper advertisement text in English:

Air Quality Health Index

Know when to be active. The new Air Quality Health Index relates air quality to your health on a simple scale from 1 to 10. The lower the number, the lower the risk. Protect your health. Know the numbers. For more information, visit www.asthma.ca/global/aqhi.php.

Any questions regarding asthma and associated allergies, feel free to call our help line at 1-866-787-4050 or email info@asthma.ca

The AsthmaToday Widget is a useful tool for people living with asthma and associated allergies to stay informed on important issues and information needed to plan your outdoor activities. It can be downloaded free of charge from the ASC's website: <http://www.asthma.ca/widget/>

Appendix 14 – Organizations visited by Asthma Ambassadors

Organization	Mailing Address	Telephone Number
Gourmet Vegetarian Restaurant	280 West Beaver Creek Drive, Richmond Hill, ON L4B 3Z1	(905) 886-0680
Dr. Samuel Cung, Optometrist	Pacific Mall 4300 Steeles Avenue East, Unit E13, Markham, ON L3R 0Y5	(905) 946-2453
Runway (Art Inn)	Pacific Mall Unit F31, 4300 Steeles Avenue East Markham Ontario, L3R 0Y5	(905) 940-9669
Martin, Siu, Bayview Hill Pharmacy	Unit 104, 420 Highway 7 East, Richmond Hill, ON L4B 3K2	(905) 882-9588
Dr. Ann Chen D.D.S, Family Dentist	1110 Sheppard Avenue East, Unit 15, G/F North York, ON M2K 2W2	(416) 730-1331
Cindy Cheong-Chan, Main Drug Mart	#105 - 1100 Sheppard Ave. E Toronto, ON M2K 2W1	(416) 221-1700 Ext. 22
York Multi Clinic	280 West Beaver Creek Road, Unit 12, Richmond Hill, ON L4B 3Z1	(905) 889-6699
Dr. Raymond Chan, Family Physician	Doncrest Medical Centre 420 Highway 7 East, Unit 101 Richmond Hill ON L4B 3K2	(905) 709-0777
Intervouny Laboratories LTD.	1100 Sheppard Avenue East, Suite 108, Willowdale, ON M2K 2W1	(416)221-5500
Sushi on Seven	4568 Hwy 7, Markham, ON L3R 1M5	(905)940-9288

Appendix 15 – GTA AQHI Awareness Survey (Chinese Community)

Greater Toronto Area AQHI Awareness Survey (Chinese Community)

Thank you for entering our Greater Toronto Area AQHI and 20/20 Awareness Survey. The entire survey should take you no longer than 5 minutes to complete.

At the end of the survey, you will have the opportunity to enter into a draw for one of thirty one prizes:

- One (1) prize of two (2) SmartSilk pillows, certified Asthma and Allergy Friendly
- Thirty (30) prizes of an Asthma Society hygrometer, thermometer, and alarm clock

If you wish to be eligible for this draw, you will be asked for your e-mail address. Otherwise, no personal identifying information will be collected.

Thank you for your participation.

1. Where do you live?

- ☐ City of Toronto
- ☐ Markham
- ☐ Richmond Hill
- ☐ Scarborough
- ☐ Brampton
- ☐ Mississauga
- ☐ Other (please specify)

2. What language do you speak?

	Speak	Read	Understand	None
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mandarine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cantonese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How long have you been in Canada?

- ☐ Less than a year
- ☐ 1-5 years
- ☐ 6-10 years
- ☐ 11-15 years
- ☐ 16-20 years
- ☐ More than 20 years

Greater Toronto Area AQHI Awareness Survey (Chinese Community)

4. What are the top five health related issues in your community?(Please list them all below)

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>

5. What is your connection to asthma? (Please check all that apply).

- ☐ Person with asthma
- ☐ Person with associated allergies
- ☐ Person with Chronic Obstructive Pulmonary Disease (COPD)
- ☐ Person with Reactive Airway Disease (RAD)
- ☐ Parent, Guardian or Caregiver of someone with asthma
- ☐ Health care provider
- ☐ Relative of someone with asthma
- ☐ Teacher of someone with asthma
- ☐ Friend/colleague of someone with asthma
- ☐ None

6. Do you think you live in or near a location where there is a problem with air pollution?

- ☐ Yes
- ☐ No

7. Where do you think air pollution comes from? (check all that apply).

- ☐ Factory/Industry
- ☐ Gasoline Refinement
- ☐ Residential Uses (ie. heating)
- ☐ Transportation Exhaust (ie. roads and highways)
- ☐ Electricity Generation Plants
- ☐ Other (please specify)

Greater Toronto Area AQHI Awareness Survey (Chinese Community)

8. Are you concerned about air quality in Greater Toronto Area?

- ☐ Yes
- ☐ No
- ☐ Do not care

If your answer is NO to this question, please tell us why.

9. Do you currently, or have you in the past, paid attention to air pollution levels?

- ☐ Yes - I currently pay attention to them
- ☐ Yes - I paid attention in the past, but not anymore
- ☐ No - I never paid much attention

10. Have you heard of the Air Quality Health Index before?

- ☐ Yes
- ☐ No

11. Where have you heard about the Air Quality Health Index? (Please check all that apply).

- ☐ The Asthma Society of Canada
- ☐ News(Chinese newspaper or Chinese radio news broadcast)
- ☐ Internet
- ☐ Word of Mouth (relatives, friends, neighbours, colleagues)
- ☐ Public Location (health fair, bulletin board, community centre, pharmacy, church)
- ☐ Health Care Professionals
- ☐ Other (please specify)

12. Do you see benefits about receiving local air pollution levels information?

- ☐ Yes, it is beneficial in maintaining a healthy lifestyle/overall health
- ☐ Yes, it is beneficial in managing chronic respiratory condition
- ☐ No
- ☐ Don't Know/Unsure

Greater Toronto Area AQHI Awareness Survey (Chinese Community)

13. Will (have) you adjust(ed) your lifestyle due to air pollution?

- ☐ Yes
- ☐ No

14. Please specify how you adjusted, or will adjust, your lifestyle. (Please check all that apply).

- ☐ Adjust outdoor exercise activities
- ☐ Exercise indoors instead of going outdoors
- ☐ Adjust outdoor work activities
- ☐ Adjust outdoor leisure activities
- ☐ Minimize outdoor exposure to air pollution by avoiding certain areas
- ☐ Become more environmentally friendly
- ☐ Other (please specify)

15. Do you feel that knowing more information about local air quality would encourage you to make choices which help reduce air pollution?

- ☐ Yes
- ☐ No

16. Have you heard of 20/20: The Way to Clean Air program before?

- ☐ Yes
- ☐ No

17. In your opinion, what is the program 20/20: The Way to Clean Air designed to do?

- ☐ Reduce the number of poor air quality days 20% by the year 2020
- ☐ Donating \$20 to plant 20 new trees in Toronto parks
- ☐ Telling people how to reduce home and automobile energy use by 20% each
- ☐ Increasing renewable energy production by 20% each year, for the next 20 years

Greater Toronto Area AQHI Awareness Survey (Chinese Community)

18. 20/20: The Way to Clean Air is a program designed by Toronto Public Health to give you practical ways to cut your home energy use by 20%, and your automobile energy use by 20%. And not only does it help the environment, cutting your energy consumption also saves you money!

Would you be more likely to cut your energy consumption if it reduced the number of poor air quality days in the Greater Toronto Area?

- ☐ Yes
- ☐ No

19. What actions will you take or have you taken to reduce your home energy use? (Please check all that apply).

- ☐ Turn off the lights when you leave a room
- ☐ Replacing frequently-used outdoor lights with motion detector lights, or putting outdoor lights on a timer
- ☐ In the winter, set your thermostat (for heating) at a lower temperature
- ☐ In the winter, open your window coverings during the daytime to let heat in, and close them after dark to trap the heat
- ☐ In the summer, set your thermostat (for air conditioning) at a higher temperature
- ☐ In the summer, close your window coverings during daylight hours to keep the cool air in
- ☐ Closing the doors to unused rooms when your furnace or air conditioner are running
- ☐ Use cold water when washing your clothes
- ☐ Hanging your clothes to dry
- ☐ Clean your furnace filters every 2 months
- ☐ Clean the coils on the back of your refrigerator
- ☐ Using the dishwasher only when full, and using the energy-saving cycle
- ☐ Unplug your second fridge or stand-alone freezer
- ☐ Plugging your electronics into a power bar, and turning off the power bar directly to reduce "phantom" or "stand by" power use
- ☐ None of the above
- ☐ Other (please specify)

Greater Toronto Area AQHI Awareness Survey (Chinese Community)

22. How would you prefer to receive information about programs such as the AQHI and 20/20: The Way to Clean Air? (Please select all that apply).

- ☐ Asthma Society of Canada communications (website, newsletter, blogs)
- ☐ Pop-up windows or buttons on websites
- ☐ AsthmaToday Widget or other computer gadgets (eg. toolbars)
- ☐ Social Networking (Facebook, Twitter, LinkedIn)
- ☐ Other websites searching on my own
- ☐ Local Radio
- ☐ Local Television
- ☐ Local Newspaper
- ☐ Electronic Device "Applications"
- ☐ Automated telephone information lines
- ☐ Information available at public transit locations
- ☐ Community Centres
- ☐ Community Churches
- ☐ Other (please specify)

23. What language would you prefer to receive information about programs such as the AQHI and 20/20: The Way to Clean Air? (Please check all that apply)

- ☐ English - Written and Oral Information
- ☐ Chinese (Simplified) - Written Information
- ☐ Chinese (Traditional) - Written Information
- ☐ Mandarin - Oral Information
- ☐ Cantonese - Oral Information

24. What is the best way to inform people in your community about programs such as the AQHI and 20/20: The Way to Clean Air?

Thank you for completing our survey!

If you would like the chance to win one of our 31 draw prizes, please enter your e-mail address in the box below. The Asthma Society of Canada respects your privacy. The personal information you

Greater Toronto Area AQHI Awareness Survey (Chinese Community)

provide will be held in confidence and used only as described. We do not rent or trade names, and your information does not pass outside the Asthma Society of Canada.

- The grand prize is one (1) prize of two (2) SmartSilk pillows, certified Asthma and Allergy Friendly
- The second prizes are thirty (30) prizes of one (1) Asthma Society of Canada hygrometer, thermometer and alarm clock

If you do not wish to enter the draw, please leave the box blank. Otherwise, please enter an e-mail address where we will be able to contact you if you win, to arrange delivery of your prize.

25. If you wish to enter the draw for a chance to win one of our prizes, please enter your e-mail address below:

Congratulations! You have completed the survey. Thank you very much for your participation. Your input is valuable for the development of programs to benefit Canadians with asthma. For more information about the programs listed, please visit www.airhealth.ca and www.toronto.ca/health/2020. For additional ways to comment on the AQHI, please visit <http://airqualityhealthindex.blogspot.com/>.

Appendix 16 – Follow-up survey

A Follow-up Letter from the Asthma Society of Canada

Dear Health Care Professional:

Recently, the Asthma Society of Canada (ASC)¹ sent your office an information package including a letter outlining the Air Quality Health Index and 20/20 The Way to Clean Air Campaign and materials available to your clients/organization in Chinese community.

As a follow-up to receiving the ASC letter and materials, we ask that you please take a minute to answer the following questions, and return this letter to our office via fax. Your feedback will provide us with the opportunity to evaluate our outreach strategies. Please answer the following questions:

- | | | |
|--|-----|----|
| 1. Did you receive our information package? | Yes | No |
| 2. If you received the package, did you: | | |
| a. Have the opportunity to read the material? | Yes | No |
| b. Feel that the material is a good resource for your clients | Yes | No |
| 3. Would you consider ordering the educational material for your office/community? | | |
| | Yes | No |

Feel free to contact us at 1-866-787-4050 with any further questions or comments. Please fax this form back at 416-787-5807.

Best regards,

Zhen Liu

Project Coordinator

¹ The Asthma Society of Canada (ASC) is a nationally registered, voluntary health organization with a 37-year reputation of providing health education services to consumers and health care professionals. The ASC offers evidence-based and age-appropriate asthma and allergy education, and disease management programs. Our vision at the ASC is to empower every child and adult living with asthma in Canada to have an active and symptom-free life.

Appendix 17 – Distribution list of printed materials for First Nations organizations


Organization Name	Address	City	Postal Code
Organizations listed within the original proposal			
The Native Canadian Centre of Toronto	16 Spadina Road	Toronto, ON	M5R 2S7
Toronto Council Fire Native Cultural Centre	439 Dundas Street East	Toronto, ON	M5A 2B1
Wigwamen Inc.	25 Imperial Street, Suite 310	Toronto, ON	M5P 1B1
Wigwamen Terrace (Senior Housing)	14 Spadina Road	Toronto, ON	M5R 3M4
Native Child and Family Services of Toronto	30 College Street	Toronto, ON	M5G 1K2
Native Women's Resource Centre of Toronto	191 Gerard Street East	Toronto, ON	M5A 2E5
First Nations Junior and Senior School of Toronto (First Nations Elementary School)	935 Dundas Street East	Toronto, ON	M4M 1R4
First Nations House – University of Toronto	Borden Building North 563 Spadina Avenue, 3 rd floor	Toronto, ON	M5S 2J7
York University Aboriginal Services	HNES Building (Mail to Room 109) 4700 Keele Street	Toronto, ON	M3J 1P3
Ryerson Polytechnic University Aboriginal Student Services	Kerr Hall West Building (KHW), Third Floor 379 Victoria Street	Toronto, Ontario	M5B 2K3
Seneca College Aboriginal Student Services	1750 Finch Avenue East	Toronto, ON	M2J 2X5
George Brown College Native Student Services	200 King Street East - Room 542A P.O. Box 1015 Station B	Toronto, ON	M5T 2T9
Noojimawin Healthy Authority	25 Wood Street Suite 101	Toronto, ON	M4Y 2P9

Anishnawbe Health Toronto	225 Queen Street East	Toronto, ON	M5A 1S4
Sherbourne Health Centre	333 Sherbourne Street	Toronto, ON	M5A 2S5
Aboriginal Healing and Wellness Strategy	2 nd Floor, 330 Bay Street	Toronto, ON	M7A 2B6
Canadian Council for Aboriginal Business	250 The Esplanade, Suite 204	Toronto, ON	M5A 1J2
Inroads Toronto	4711 Yonge Street	Toronto, ON	M2N6K8
Additional First Nations Organizations in Toronto			
Aboriginal Housing Support Centre	20 Sewells Road	Toronto, ON	M1B 3G5
Native Men's Residence	Na-Me-Res 14 Vaughan Road	Toronto, ON	M6G 2N1
Oolagen Community Services	65 Wellesley Street, Suite 500	Toronto, ON	M4Y 1G7
Toronto Aboriginal Care Team	30 College Street	Toronto, ON	M5G 1K2
Anduhyaun (Native Women's Shelter)	106 Spadina Road	Toronto, ON	M5R 2T8
Gizhaadaawgamlik Daycare	935 Dundas Street East	Toronto, ON	M4M 1R
Nishnawbe Homes Inc.	360 Bloor St West, Suite 405	Toronto, ON	M5S 1X1
Additional First Nations Organizations in the GTA			
Georgian Bay Friendship Centre	175 Yonge Street	Midland, ON	L4R 2A7
Ontario Federation of Indian Friendship Centres	219 Front Street East	Toronto, ON	M5A 1E8
Barrie Native Friendship Centre	175 Bayfield Street	Barrie, ON	L4M 3B4
Mississaugas Of Scugog Island First Nation	22521 Island Road	Port Perry, ON	L9L 1B6
Peel Aboriginal Network	375 Howden Boulevard, Unit #8	Brampton, ON	L6S 4L6
Barrie Area Native Advisory Circle	64 Cedar Pointe Drive, Unit 1405	Barrie, ON	L4N 5R7
Barrie Area Native Advisory Circle:	562 King Street	Midland, ON	L4R 4P3

Biinoojinsauk Aboriginal Child Care Centre (Midland)			
Barrie Area Native Advisory Circle: Biinoojinsauk Aboriginal Child Care Centre (Orillia)	110 Matchedash Street North	Orillia, ON	L3V 4T8
Georgian Bay Native Women's Association	562 King Street	Midland, ON	L4R 4P3
Enahtig Healing Lodge & Learning Centre	RR #1, 4184 Vasey Road	Victoria Harbour, ON	L0K 2A0
Beausoleil Family Health Centre	1 Ogema Street	Christian Island, ON	L0K 1C0
Christian Island Elementary School	67 Kate Kegwin Street	Christian Island, ON	L0K 1C0
Anishnaabe Kwewag Gamig	P.O. Box 39	Roseneath, ON	K0K 2X0
Alderville First Nations	P.O. Box 46 11696 2 nd Line Road	Alderville, ON	K0K 2X0
The Biminaawzogin Regional Aboriginal Women's Circle	110 Matchedash Street North, 2nd Floor	Orillia, ON	L3V 4V2
Wahta Mohawk Resource Center	Muskoka Rd 38	Bala, ON	P0C 1A0
Seventh Generation Resource Management Inc.	9 O-Gema	Christian Island, ON	L0K 1C0
Chippewas of Rama First Nations	5884 Rama Road	Orillia, ON	L3V 6H6
First Nations Missions Fellows	81 Curlew Drive	North York, ON	M3A 2P8
Frontiers Foundation	419 Coxwell Avenue	Toronto, ON	M4L 3B9
Georgina Island First Nation Band Office	P.O. Box 12 R.R. #2	Sutton West, Ontario	L0E 1R0
Orillia Native Women's Group	105 Douglas Street	Orillia, ON	L3V 5Y8
Simcoe Community Services: Ontario Early Years Aboriginal	356 King Street	Midland, ON	L4R 3M8

Simcoe Community Services: Ontario Early Years Aboriginal (Orillia)	80 Colborne Street West	Orillia, ON	L3V 2Y7
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Appendix 18 – “Asthma Today” Widget Postcard





Asthma Today Widget!

The Asthma Society of Canada (ASC) has launched a new Asthma Today Widget!

The Asthma Today Widget is a useful tool for people living with asthma and associated allergies to stay informed on important issues and information needed to plan your outdoor activities.

The Asthma Today Widget can be downloaded to your computer or laptop to gain instant access to the Air Quality Health Index (AQHI), available for a number of Canadian cities, local weather forecasts, and the latest news updates from the ASC on programs, educational materials, and research.


The Asthma Today Widget software is easy to use and can be downloaded free of charge from the ASC's website:
<http://www.asthma.ca/widget/>



Appendix 19 – Allergies and Asthma Education and Support Program Postcard


Allergy and Asthma Education and Support Program


Allergies Count Too – ACT Now!



The Asthma Society of Canada (ASC) is pleased to announce the launch of our enhanced support line – the Allergy and Asthma Education and Support Program!

- ✧ Comprehensive counselling services delivered by Certified Asthma / Respiratory Educators
- ✧ Relevant, up-to-date information about asthma and associated allergies
- ✧ Empowering people with asthma and associated allergies in Canada live active and symptom-free lives
- ✧ Contact our Allergy and Asthma Education and Support Program by phone at 1-866-787-4050 or by e-mail at info@asthma.ca




Asthma.ca
Asthma Society of Canada

Appendix 20 – Letter to First Nations organizations accompanying packages of printed materials

June 1st, 2011

To Whom It May Concern,

The Asthma Society of Canada (ASC) is pleased to provide you some information materials (in English) about the Air Quality Health Index and the Toronto Public Health 20/20 Campaign for your organization. Please help deliver the following message to your members or clients:

Use the Air Quality Health Index to Protect Yourself from Local Air Pollution

In Toronto, it is estimated that every year 1,700 early deaths and 6,000 hospitalizations are associated with poor air quality. Air pollution worsens heart problems and aggravates lung conditions, such as asthma and bronchitis. In healthy people, air pollution reduces lung function and irritates the eyes, nose and throat.

The **Air Quality Health Index** (AQHI) is a national tool available to help individuals protect themselves and the people they care for. The Air Quality Health Index reports air quality in relation to health on a scale from 1 to 10. The higher the reading, the greater the health risk and need to take precaution. When the Air Quality Health Index reaches seven or above, people with heart or breathing problems should reduce or reschedule strenuous outdoor activities. The AQHI provides health messages for both the at-risk and the general population. The at-risk group includes children, the elderly, and people with pre-existing heart and breathing problems. The current air quality reading and forecast can be found by visiting www.airhealth.ca.

The AQHI helps to protect our health, and also serves as a reminder of the need to protect our environment. Because cars and trucks, and our reliance on coal-fired power plants to generate electricity are major sources of air pollution in Toronto, reducing energy use can reduce the number of high AQHI days. Toronto Public Health's "20/20 The Way to Clean Air" Campaign is designed to help individuals reduce both home energy use and vehicle use by 20 per cent. To order a free 20/20 Planner with a step-by-step action plan to reduce your energy use, call 1-866-583-2020 or visit www.cleanairpartnership.org/2020.

If you require additional copies of any of the enclosed materials, please feel free to contact me by e-mailing mary@asthma.ca or calling 1-866-787-4050 ext 105. A Resource Request Form is also enclosed for additional educational materials that can be ordered from the ASC.

Thank you for your kind attention.

Sincerely,

Mary Wong
Project Coordinator

Appendix 21 – Follow-Up Letter to First Nations Organizations

June 6th, 2011

A Follow-up Letter from the Asthma Society of Canada

To Whom It May Concern:

Recently, the Asthma Society of Canada (ASC)² sent your organization an information package including a letter describing the Air Quality Health Index and the 20/20 The Way to Clean Air Campaign and materials available to your clients/members.

As a follow-up to receiving the ASC letter and materials, could you please take a minute to answer the following questions, and return this letter to our office via fax. Your feedback will provide us with the opportunity to evaluate our outreach strategies.

- | | | |
|--|-----|----|
| 4. Did you receive our information package? | Yes | No |
| 5. If you received the package, did you: | | |
| a. Have the opportunity to read the material? | Yes | No |
| b. Feel that the material is a good resource for your clients | Yes | No |
| 6. Would you consider ordering the educational material for your office/community from the Asthma Society of Canada? | Yes | No |

Feel free to contact us at 1-866-787-4050 with any further questions or comments. Please fax this form back at 416-787-5807.

Best regards,

Mary Wong
Project Coordinator

² The Asthma Society of Canada (ASC) is a nationally registered, voluntary health organization with a 37-year reputation of providing health education services to consumers and health care professionals. The ASC offers evidence-based and age-appropriate asthma and allergy education, and disease management programs. Our vision at the ASC is to empower every child and adult living with asthma in Canada to have an active and symptom-free life.

Appendix 22 – List of First Nations Media Outlets in or received in Toronto and the GTA

Organization Name	Address	City	Postal Code	Website
Radio Stations				
Aboriginal Voices Radio (AVR) Network (CKAV-FM)	P.O. Box 87, Station E	Toronto, ON	M6H 4E1	http://www.aboriginalvoices.com/
Wawatay News (Radio and News Online)	P.O. Box 1180 16 Fifth Avenue	Sioux Lookout, ON	P8T 1B7	http://www.wawataynews.ca/
CFWP-FM – Whata Communications Society	2350 Muskoka Road 38	Bala, ON	P0C 1A0	http://www.mohawknationradio.ca
Spirit Winds Show on Rock 95	400 Bayfield ST, Suite 205	Barrie, ON	L4M 5A1	http://www.rock95.com/Announcers/spiritwinds.aspx
Indigenous Waves Show on CUIT 89.5 FM	89.5 Tower Road	Toronto, ON	M5S 0A2	http://www.ciut.fm/index.php/shows-2/indigenous-waves/
Newspaper (Print and Online)				
Turtle Island Newspaper	P.O. Box 329	Ohsweken, ON	N0A 1M0	http://www.theturtleislandnews.com/
Windspeaker Newspaper – Canada's National Aboriginal News Source	The Aboriginal Multi-media Society (AMMSA) 13245 – 146 Street	Edmonton, Alberta	T5L 4S8	http://www.ammsa.com/
First Nations Drum				http://firstnationsdrum.com/
Nation Talk	34 King Street East, 9th Floor	Toronto, ON	M5C 2X8	http://www.nationtalk.ca/
Media Indigena				http://www.mediaindigena.com/
First Perspective – Manitoba and Northwestern Ontario				http://www.firstperspective.ca/

Television				
Aboriginal Peoples Television Network (APTN)	339 Portage Avenue	Winnipeg, Manitoba	R3B 2C3	http://www.aptn.ca/
Talk Durham	301 Marwood Drive	Oshawa, ON	L1H 1J4	http://www.rogerstv.com/page.aspx?sid=3618&rid=2&lid=12

Appendix 23 – Screenshot of *MediaINDIGENA* (Online Newspaper)

The screenshot shows the homepage of the MediaINDIGENA website. The header features the logo, which consists of a circular emblem with stylized 'M' and 'I' characters, followed by the text 'MEDIA INDIGENA' and the tagline 'interactive indigenous insight'. Navigation links include 'HOME', 'ABOUT MI', 'TERMS OF USE', 'AGENDA', and 'ADVERTISE'. A secondary navigation bar lists categories: 'ARTS+CULTURE', 'BUSINESS/ECONOMY', 'ISSUES+POLITICS', 'LIVING', 'MULTIMEDIA', 'POLLS', and 'REFERENCE+RESOURCES'. On the right, there are links for 'Posts' and 'Feedburner', and a search bar labeled 'Search mediaINDIGENA'.

Inuit innovator pursues his own musical 'M.O.'

BY MARTHA TROIAN, ON JUNE 2, 2011



A spoken word performance for former Governor General Michaëlle Jean has turned into a new hip-hop career for an Inuit artist — he rapped, she liked it, and he's been going strong ever since.

Mosha Folger (*aka M.O.*) is the son of an Inuk mother and Brooklynite father. With his two younger sisters, he was raised in both Iqaluit and North Vancouver.

E-MAIL UPDATES
Get updates on every new MEDIA INDIGENA post
Enter e-mail address
Subscribe
Delivered by **FeedBurner**

Introducing the **Air Quality Health Index...**
1 2 3 4 5 6 7 8 9 10 +
Protect Your Health. Know Your Numbers.
For more information, go to
<http://www.asthma.ca/global/aqhi.php>
Asthma.ca
Asthma Society of Canada

Follow us on Twitter
@mediaINDIGENA

Appendix 24 – Screenshot of *Turtle Island News* (Online Newspaper)

Turtle Island NEWS
North America's #1 Native Weekly Newspaper

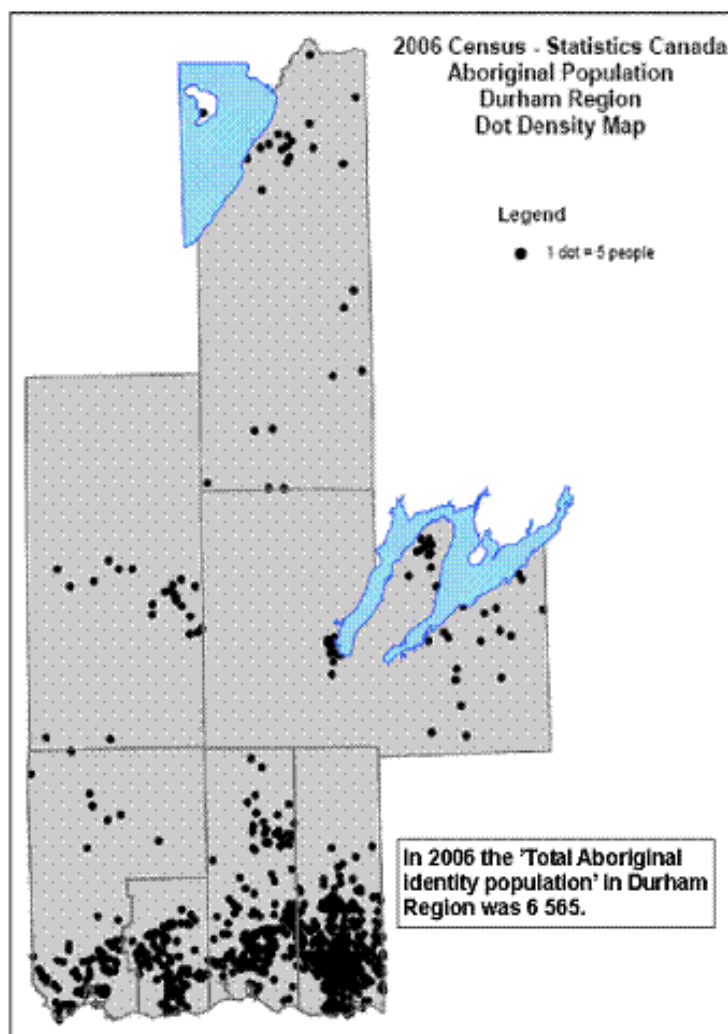
International INDIGENOUS SUMMIT on ENERGY & MINING
June 27-29, 2011 | Niagara Falls, Ontario

Okarahshona kenh Onkwewonwene Six Nations of the Grand Friday, June 17, 2011 - 9:21 AM Visit Us On... twitter FOLLOW ME facebook

WEATHER WATCH Elementary School Bus Schedules Secondary School Bus Schedules The Weather Network Ohsweken, ON 18°C Partly cloudy At Your Fingertip Indigenous people want to be consulted about projects in their ancestral lands

<http://www.theturtleislandnews.com/>

Appendix 25 – Census Canada Data of the Aboriginal Population Density in the Durham Region



PROVINCIAL - Approximately 240,000 Aboriginal People live in Ontario

- First Nations = 160,000
- Métis = 74,000
- Inuit = 2,000

REGIONAL - Over 6,000 Aboriginal People live in Durham (6,565)

- First Nations = 4,000
- Métis = 2,200
- Inuit = 140



Introducing the
Air Quality Health Index...

1	2	3	4	5	6	7	8	9	10	+
---	---	---	---	---	---	---	---	---	----	---

Wouldn't it be helpful to
know how all the air you
breathe affects your health and
when it's best to be active?

Now you can!


Asthma.ca
Asthma Society of Canada
For more information, go to
<http://www.asthma.ca/aqi.php>
or call 1-866-787-4050
or e-mail info@asthma.ca.

Appendix 27 – Online Advertisement for the *mediaINDIGENA*



Introducing the
Air Quality Health Index...

1	2	3	4	5	6	7	8	9	10	+
---	---	---	---	---	---	---	---	---	----	---

Protect Your Health. Know Your Numbers.
For more information, go to
<http://www.asthma.ca/aqhi.php>

Asthma.ca
Asthma Society of Canada

Appendix 28 – The Asthma Society of Canada’s participation in *Talk Durham*



Guest links for Tuesday June 14, 2011

Al Storie, Area Manager
Running Room
www.runningroom.com

Mary Wong
Project Coordinator from the Asthma Society

Sandy Black, City of Oshawa, Program Supervisor
Recreation, Culture and Community Services
www.oshawa.ca

Wayne Atkins, Boating Safety Officer
www.boatingsafety.gc.ca

Sgt. Nancy Van Rooy
Media Relations Officer, DRPS

Constable Alex McMillan, Traffic Services
Enforcement Officer
www.drps.ca

Appendix 29 – Greater Toronto Area AQHI Survey (First Nations Community)

Greater Toronto Area AQHI Awareness Survey (First Nations Community)

Thank you for entering our Greater Toronto Area AQHI and 20/20 Awareness Survey. The entire survey should take you no longer than 5 minutes to complete.

At the end of the survey, you will have the opportunity to enter into a draw for one of twenty one prizes:

- One (1) prize of two (2) SmartSilk pillows, certified Asthma and Allergy Friendly
- Twenty (20) prizes of an Asthma Society hygrometer, thermometer, and alarm clock

If you wish to be eligible for this draw, you will be asked for your e-mail address. Otherwise, no personal identifying information will be collected.

Thank you for your participation.

1. What is your sex?

- ☐ Male
- ☐ Female

2. How old are you?

- ☐ 18 and under
- ☐ 19 - 29
- ☐ 30 - 45
- ☐ 46 - 60
- ☐ 60+

3. Where do you live? (Please specify city)

City of Toronto	<input type="text"/>
York Region	<input type="text"/>
Peel Region	<input type="text"/>
Durham Region	<input type="text"/>
Halton Region	<input type="text"/>
Simcoe Muskoka District Health Unit	<input type="text"/>

4. Where do you reside?

- ☐ On Reserve
- ☐ Off Reserve

Greater Toronto Area AQHI Awareness Survey (First Nations Community)

5. What language do you speak?

	Speak	Read	Understand	None
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
French	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aboriginal Language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you chose Aboriginal Language, which one?

6. What are the top five health related topics/issues in your community?(Please list them all below)

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>

7. What is your connection to asthma and/or any chronic respiratory disease? (Please check all that apply).

- ☐ Person with asthma
- ☐ Person with associated allergies
- ☐ Person with Chronic Obstructive Pulmonary Disease (COPD)
- ☐ Person with Reactive Airway Disease (RAD)
- ☐ Parent, Guardian or Caregiver of someone with asthma
- ☐ Health care provider
- ☐ Relative of someone with asthma
- ☐ Teacher of someone with asthma
- ☐ Friend/colleague of someone with asthma
- ☐ None

8. Do you think you live in or near a location where there is a problem with air pollution?

- ☐ Yes
- ☐ No

Greater Toronto Area AQHI Awareness Survey (First Nations Community)

9. Please specify what you think the air pollution problem is due to (check all that apply).

- ☐ Factory/Industry
- ☐ Gasoline Refinement
- ☐ Residential Uses (ie. heating)
- ☐ Transportation Exhaust (ie. roads and highways)
- ☐ Electricity Generation Plants
- ☐ Other (please specify)

10. Are you concerned about air quality in Greater Toronto Area?

- ☐ Yes
- ☐ No
- ☐ Do not care

If your answer is NO to this questions, please tell us why.

11. Do you currently, or have you in the past, paid attention to air pollution levels?

- ☐ Yes - I currently pay attention to them
- ☐ Yes - I paid attention in the past, but not anymore
- ☐ No - I never paid much attention

12. Have you heard of the Air Quality Health Index before?

- ☐ Yes
- ☐ No

Greater Toronto Area AQHI Awareness Survey (First Nations Community)

13. Where have you heard about the Air Quality Health Index? (Please check all that apply).

- ☐ The Asthma Society of Canada
- ☐ Television
- ☐ Radio
- ☐ Internet
- ☐ Word of Mouth (relatives, friends, neighbours, colleagues)
- ☐ Public Location (health fair, bulletin board, community centre, church)
- ☐ Health Care Professionals
- ☐ Other (please specify)

14. Do you see benefits about receiving local air pollution levels information?

- ☐ Yes, it is beneficial in maintaining a healthy lifestyle/overall health
- ☐ Yes, it is beneficial in managing chronic respiratory condition
- ☐ No
- ☐ Don't Know/Unsure

15. Will (have) you adjust(ed) your lifestyle due to air pollution?

- ☐ Yes
- ☐ No

16. Please specify how you adjusted, or will adjust, your lifestyle. (Please check all that apply).

- ☐ Adjust outdoor exercise regime
- ☐ Exercise indoors instead of going outdoors
- ☐ Adjust outdoor work activities
- ☐ Adjust outdoor leisure activities
- ☐ Minimize outdoor exposure to contaminants by avoiding certain areas
- ☐ Become more environmentally friendly
- ☐ Other (please specify)

Greater Toronto Area AQHI Awareness Survey (First Nations Community)

17. Do you feel that knowing more information about local air quality would encourage you to make choices which help reduce air pollution?

- ☐ Yes
- ☐ No

18. Have you heard of 20/20: The Way to Clean Air program before?

- ☐ Yes
- ☐ No

19. How often do you have access to a computer?

- ☐ One time per week
- ☐ 2-3 times per week
- ☐ 4-5 times per week
- ☐ Daily
- ☐ Less than one time per week

20. Do you have a personal cellular device?

- ☐ Yes
- ☐ No

21. If an Air Quality Health Index application is made, how would you like to access it?

- ☐ Computer/Internet
- ☐ Cellphone
- ☐ Both
- ☐ I would not use this application
- ☐ Other (please specify)

22. In your opinion, what is the program 20/20: The Way to Clean Air designed to do?

- ☐ Reduce the number of poor air quality days 20% by the year 2020
- ☐ Donating \$20 to plant 20 new trees in Toronto parks
- ☐ Telling people how to reduce home and automobile energy use by 20% each
- ☐ Increasing renewable energy production by 20% each year, for the next 20 years

Greater Toronto Area AQHI Awareness Survey (First Nations Community)

23. 20/20: The Way to Clean Air is a program designed by Toronto Public Health to give you practical ways to cut your home energy use by 20%, and your automobile energy use by 20%. And not only does it help the environment, cutting your energy consumption also saves you money!

Would you be more likely to cut your energy consumption if it reduced the number of poor air quality days in the Greater Toronto Area?

- ☐ Yes
- ☐ No

24. What actions will you take/have you taken to reduce your home energy use? (Please check all that apply).

- ☐ Turn off the lights when you leave a room
- ☐ Replacing frequently-used outdoor lights with motion detector lights, or putting outdoor lights on a timer
- ☐ In the winter, set your thermostat (for heating) at a lower temperature
- ☐ In the winter, open your window coverings during the daytime to let heat in, and close them after dark to trap the heat
- ☐ In the summer, set your thermostat (for air conditioning) at a higher temperature
- ☐ In the summer, close your window coverings during daylight hours to keep the cool air in
- ☐ Closing the doors to unused rooms when your furnace or air conditioner are running
- ☐ Use cold water when washing your clothes
- ☐ Hanging your clothes to dry
- ☐ Clean your furnace filters every 2 months
- ☐ Clean the coils on the back of your refrigerator
- ☐ Using the dishwasher only when full, and using the energy-saving cycle
- ☐ Unplug your second fridge or stand-alone freezer
- ☐ Plugging your electronics into a power bar, and turning off the power bar directly to reduce "phantom" or "stand by" power use
- ☐ None of the above
- ☐ Other (please specify)

Greater Toronto Area AQHI Awareness Survey (First Nations Community)

25. What actions will you take/have you taken to reduce your automobile energy use? (Please check all that apply).

- ☐ Keep your tires properly inflated
- ☐ Keep your engine properly tuned
- ☐ Take your time speeding up and slowing down
- ☐ Turn off the car instead of idling for more than 10 seconds
- ☐ Choose an energy efficient vehicle
- ☐ Carpooling
- ☐ Using public transit
- ☐ Walking or biking
- ☐ Telecommuting – working from home
- ☐ Trip-chaining – combining errands into one journey
- ☐ Joining a car-share program
- ☐ None of the above
- ☐ Other (please specify)

26. Are you more likely to take steps to reduce your energy use when air quality is poor?

- ☐ Yes
- ☐ No, I (will) take steps to reduce energy use all the time
- ☐ No, I will not reduce my energy use, even when air quality is poor

Greater Toronto Area AQHI Awareness Survey (First Nations Community)

27. How would you prefer to receive information about programs such as the AQHI and 20/20: The Way to Clean Air? (Please select all that apply).

- ☐ Asthma Society of Canada communications (website, newsletter, blogs)
- ☐ Pop-up windows or buttons on websites
- ☐ AsthmaToday Widget or other computer gadgets (eg. toolbars)
- ☐ Social Networking (Facebook, Twitter, LinkedIn)
- ☐ Other websites searching on my own
- ☐ Local Radio
- ☐ Local Television
- ☐ Local Newspaper
- ☐ Electronic Device "Applications"
- ☐ Automated telephone information lines
- ☐ Information available at public transit locations
- ☐ Community Centres
- ☐ Community Churches
- ☐ Other (please specify)

28. What language would you prefer to receive information about programs such as the AQHI and 20/20: The Way to Clean Air? (Please check all that apply)

- ☐ English - Written Information
- ☐ English - Oral Information
- ☐ French - Written Information
- ☐ French - Oral Information
- ☐ Aboriginal Language - Written Information
- ☐ Aboriginal Language - Oral Information

If you chose Aboriginal Language, which one?

29. What is the best way to inform people in your community about programs such as the AQHI and 20/20: The Way to Clean Air?

Thank you for completing our survey!

Greater Toronto Area AQHI Awareness Survey (First Nations Community)

If you would like the chance to win one of our 21 draw prizes, please enter your e-mail address in the box below. The Asthma Society of Canada respects your privacy. The personal information you provide will be held in confidence and used only as described. We do not rent or trade names, and your information does not pass outside the Asthma Society of Canada.

- The grand prize is one (1) prize of two (2) SmartSilk pillows, certified Asthma and Allergy Friendly
- The second prizes are twenty (20) prizes of one (1) Asthma Society of Canada hygrometer, thermometer and alarm clock

If you do not wish to enter the draw, please leave the box blank. Otherwise, please enter an e-mail address where we will be able to contact you if you win, to arrange delivery of your prize.

30. If you wish to enter the draw for a chance to win one of our prizes, please enter your e-mail address below:

Congratulations! You have completed the survey. Thank you very much for your participation. Your input is valuable for the development of programs to benefit Canadians with asthma. For more information about the programs listed, please visit www.airhealth.ca and www.toronto.ca/health/2020. For additional ways to comment on the AQHI, please visit <http://airqualityhealthindex.blogspot.com/>.

Appendix 30 – Fact Sheet for First Nations Community Members (Front)



AIR QUALITY HEALTH INDEX (AQHI)

Protect your health. Know the numbers.

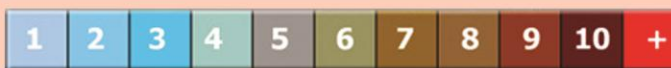
Introducing the Air Quality Health Index

The average person takes about 20,000 breaths a day. That's an amazing 10,000 litres of air that pass through your lungs every day! Wouldn't it be helpful to know how all that air affects your health - and when it's the best to be active? Now, you can.

The Air Quality Health Index (AQHI) is a new tool that measures air quality in terms of your health.

From 1 to 10

The Air Quality Health Index is simple. It measures air quality in relation to your health on a scale from 1 to 10. A reading of 1 represents a low risk to your health and 7 or greater represents a high risk. (On rare occasions, the Air Quality Health Index may be 10+, which means a very high risk.)



Risk: Low (1-3) Moderate (4-5) High (7-10) Very High (10+)

More than a Number

The Air Quality Health Index is more than just a number - it's a tool that helps you plan a healthy day. Since strenuous activities increase the amount of air you breathe, the Air Quality Health Index can help you decide when to enjoy the benefits of physical activity and when to reduce or reschedule your activity.

Make a habit of it! Check the Air Quality Health Index every day!

Appendix 31- Fact Sheet for First Nations Community Members (Back)

1	LOW RISK (1 - 3)	
2	At Risk Group*: Enjoy your regular outdoor activities.	
3	General Community: Best time for outdoor activities.	
4	MODERATE RISK (4 - 6)	
5	At Risk Group*: Lower the amount of outdoor activities when you are having symptoms.	
6	General Community: No need to stop your outdoor activity, but if you have any symptoms like coughing or an itchy throat, then you should stop your activity.	
7	HIGH RISK (7 - 10)	
8	At Risk Group*: Do less outdoor activities or do it another day. Children and the elderly should also do less outdoor activities to stay healthy.	
9	General Community: Do less outdoor activities or do it another day. If you have symptoms like coughing and an itchy throat, then you should stop your activity.	
10		
+	VERY HIGH RISK (ABOVE 10) At Risk Group*: Don't do any outdoor activities. Children and the elderly should stop as well. General Community: Do less outdoor activity or do it another day. If you have symptoms like coughing or an itchy throat, then you should stop your activity.	

Protecting Health and the Environment

The Air Quality Health Index helps to keep us healthy. It is also a reminder of the need to protect the Earth. If everyone uses less energy, we can lower the number of days when the Air Quality Health Index is high.

The 20/20 The Way to Clean Air is a plan that can help you use less energy in your home and vehicle by 20%. It is easier than you think! Call 1-866-787-4050 to get a copy of the 20/20 Planner, a free guide to help you to use less energy.

To find out more about the Air Quality Health Index, and start using this tool, visit: <http://www.asthma.ca/global/aqhi.php>

If you have any questions, feel free to call 1-866-787-4050 or e-mail info@asthma.ca.

Asthma.ca
Asthma Society of Canada

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