WHO Social Media Toolkit
New WHO DATA ON #AirPollution
(outdoor and household)
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Geneva, Switzerland

The new WHO #AirPollution data cover more than 4000 cities and burden of disease from both outdoor and household air pollution and their combined effects on people’s health.

This is what you can do

Write your own post and tweets with hashtags:
  #AirPollution
  #BreatheLife
  #CleanAir4Health

Tag WHO’s HQ and regional offices so we can amplify your tweets:
@WHO @WHO_Europe @WHOWPRO @WHOAFRO @WHOEMRO @WHOSEARO
@pahowho

Find all the visuals here: http://www.who.int/phe/infographics/air-pollution/en/index.html


Key Messages

- 9 out of 10 people breathe polluted air @WHO reveals the alarming toll of 7 million deaths every year from #AirPollution goo.gl/vQCY1j
• How safe is the air you breathe?
Check @WHO updated data on #AirPollution in more than 4000 cities worldwide: goo.gl/vQCY1j

• #AirPollution is a critical risk factor to #BeatNCDs, and is responsible for:
  24% of adult deaths from heart disease
  25% from stroke
  43% from chronic obstructive pulmonary disease
  29% from lung cancer.
goo.gl/vQCY1j

• #AirPollution kills! Ambient air pollution alone causes 4.2 million deaths each year
goo.gl/vQCY1j
- Household #AirPollution from cooking with polluting fuels and technologies caused around 4 million deaths. #BreatheLife! goo.gl/vQCY1j

- Around 3 billion people – more than 40% of the world’s population – still do not have access to clean cooking fuels and technologies in their homes - the main source of household #AirPollution. goo.gl/vQCY1j
• More than 90% of #AirPollution-related deaths occur in low- and middle-income countries, mainly in Asia and Africa. Everyone deserves #CleanAir4Health! goo.gl/vQCY1j

• Many megacities exceed @WHO’s guideline levels for air quality by more than 5 times, representing a major risk to people’s health #BreatheLife goo.gl/vQCY1j
Major sources of #AirPollution include:
1. Inefficient use of energy by industry, transport, agriculture and households.
2. Waste burning and deforestation.
3. Natural sources like desert dust

#AirPollution does not recognize borders. Countries need to work together on solutions:
1. Sustainable transport.
2. Efficient and renewable energy production and use.
3. Waste management.

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WHAT ARE THE SOURCES OF AIR POLLUTION?

INDUSTRY & ENERGY SUPPLY

DUST

TRANSPORT

AGRICULTURAL PRACTICES

HOUSEHOLD ENERGY

WASTE MANAGEMENT

Countries cannot tackle air pollution alone. It is a global challenge, we must all combat together.

CLEAN AIR FOR HEALTH  #AirPollution

SOLUTIONS

CLEAN AIR FOR HEALTH  #AirPollution
• To support countries to tackle #AirPollution, @WHO works with many sectors:
  - transport,
  - energy,
  - urban planning,
  - rural development,
  - local governments. goo.gl/vQCY1j

• Political interest in #AirPollution is accelerating. More countries need to take action to improve air quality. #CleanAir4Health
  www.breathelife2030.org
The #BreatheLife Challenge is the first in our series of campaigns to mobilize citizens to act in their own interests, for better air quality and better health. We want to rally people to walk, bike and use public transport to clean the air and to take a pledge to reduce air pollution emissions by “a marathon a month”—the equivalent of 42 kilometers or 26 miles of car use. Committing to “a marathon for clean air” will offer people a way to take action together.

We invite your organization to promote the challenge on different platforms.

- Shift from cars to clean transport, cut #AirPollution.
  Join the #BreatheLife Challenge this month to improve air quality in your city.
  www.BreatheLife2030.org/Challenge

- Help improve air quality in your city:
  1. Use public transport, cycle or walk
  2. Pledge to leave your car at home
  3. Take the #BreatheLife Challenge: www.BreatheLife2030.org/Challenge

- Use public transport and take part in the #BreatheLife challenge this month to improve air quality. Learn more here: www.BreatheLife2030.org/Challenge
  You need #CleanAir4Health!
• Take the #BreatheLife challenge and cycle instead of driving to improve air quality in your city. You need #CleanAir4Health! www.BreatheLife2030.org/Challenge

• Accept the #BreatheLife challenge and measure kilometers you walk instead of driving to improve air quality in your city. You need #CleanAir4Health www.BreatheLife2030.org/Challenge