BREATHE LIFE.
Clean Air. Healthy Future.
MUSTER THE PRESTIGE AND “BRAND” RECOGNITION OF WHO & PARTNERS to COMMUNICATE ABOUT RISKS AND BENEFITS
Target Groups

- General Public – urban social-media connected worldwide, parents concerned about children’s health; students
- Urban & National policymakers - BreatheLife network
- Health sector - Policymakers & specialists in cardio, pulmonary & cancer (as “influencers”);
GLOBAL COMMUNICATION PLATFORM

- Fresh data and content that drives forward the global story of air pollution

LOCAL CAMPAIGNS ACCELERATOR

- Engage urban leaders and municipalities to launch local campaigns
- Share local stories globally to demonstrate progress and a sense of what’s possible

HEALTH & ENVIR SECTOR LEADERSHIP

- Sensitize Health & Environment sectors to the health & climate impacts of air pollution.
- Build capacity to publicly lead
TACTICS

- Authoritative Air Quality evidence
- Infographics made complex data simple
- Videos & exhibits—emotional story
- Global-Regional-Local campaigning - to amplify the story
AIR POLLUTION IS AN INVISIBLE KILLER

How safe is the air in your city? See the results:
Air Quality in The United Republic of Tanzania

41,221 Annual Deaths from air pollution

Outdoor
Air pollution
Air Quality
22 annual average PM 2.5.

Indoor
Air pollution
Child Deaths
9720 per year.
SHAREABLE INFOGRAPHICS

THE INVISIBLE KILLER

Air pollution may not always be visible, but it can be deadly.

- 29% of deaths from lung cancer
- 24% of deaths from stroke
- 25% of deaths from heart disease

BREATHE LIFE. Clean Air. Healthy Future.
How air pollution impacts your body
Posted by World Health Organization (WHO)
58,957 Views

They weave clots that can be deadly blockers of blood flow
EVENTS FOR POLICYMAKERS & PUBLIC

• COP 21 2015
• UN Habitat, October 2016
• RICKY KEJ ENSEMBLE, 31 October 2018

GENEVA !!!
02 ‘THINKING GLOBALLY & ACTING LOCALLY’
BreatheLife kickoff – 12 cities announced intent, including - Ecuador, Chile, Colombia, Mexico & Nepal

Today 43 cities have joined/ from Seoul and Singapore to Malé, Maldives & Accra. More announcing at WHO Conference
LONDON JOINS BREATHE.LIFE CAMPAIGN: MAYOR SADIQ KHAN ANNOUNCES ON 4 OCTOBER

London will work with Breathe.Life cities around the world to reduce emissions of harmful pollutants and improve air quality.
Promoting Every City’s Story

First Comprehensive Air Quality Management Plan for the Greater Accra Metropolitan Area Announced:

Air quality plan, coupled with new air quality standards and monitoring system, expected to save lives and cut asthma-related medical visits in the Greater Accra Metropolitan Area.
CAMPAIGN WAY FORWARD

Policymakers

Health sector

General public - Parents
WAY FORWARD

“BREATHELIFE” REGIONAL HUBS IN ASIA, AFRICA, AMERICAS

HEALTH SECTOR / HIAP OUTREACH - CARDIO, PULMONARY & CANCER SPECIALISTS

PUBLIC OUTREACH WITH PARTNERS IN KEY CITIES
- SCHOOLS
- SOCIAL MEDIA
- EVENTS
- BREATHELIFE CHALLENGES
REGIONAL CAMPAIGNS

**ABURRÁ VALLEY, COLOMBIA JOINS THE GLOBAL BREATHELIFE CAMPAIGN:**

We share the territory, we breathe the same air. Be part of the solution, not the pollution.

**BREATHELIFE WELCOMES THE GREATER MALÉ REGION OF THE MALDIVES:**

Capital of the Maldives, Malé joins the BreatheLife campaign a veteran of climate action that brings co-benefits for air quality.

**AFRICAN COUNTRIES PROGRESSING TOWARDS CLEANER CAR IMPORTS:**

Countries across the region are responding to the Nairobi conference.