

Environmental Working Group
(Washington, DC)
Campaign to Reframe Pollution

Total Award: \$150,000 over 1 year

Program Contribution

Environment Program, \$100,000

Interprogram Initiatives for Social and Economic
Justice, \$50,000

To support the Campaign to Reframe Pollution which aims to reframe the ongoing debate over air pollution from cars, trucks and power plants into an initiative that seeks sensible steps to reduce asthma attacks, particularly in children, people of color, and older Americans. The Environmental Working Group (EWG) will design a strategic campaign - with the help of the Rockridge Institute - involving research and development, original policy analysis, and public affairs activities to develop messages that reframe pollution problems as health problems. The result will be the implementation of a high-profile, health-based research and communications initiative that will reframe environmental pollution policy *as a whole* into common sense actions to protect personal health, and responsible actions to reduce the enormous direct and indirect health costs of the many illnesses associated with environmental pollutants. This work is designed to increase the efficacy of EWG's already powerful media presence.

Environment Program: *Objective I, Strategies 1 & 2*

Interprogram Initiatives for Social and Economic Justice: *Objectives I & II*