The San Joaquin Valley Air Pollution Control District is unveiling a new, comprehensive initiative that aims to improve the health and life of all residents through effective, efficient and entrepreneurial strategies that clean the Valley’s air.

Healthy Air Living, a year-round program, offers “tools” for every segment of the Valley’s population to make better choices that will improve the Valley’s air quality and consequently, quality of life.

“This is the broadest, most comprehensive initiative the District has ever undertaken,” said Seyed Sadredin, the District’s executive director. “We envision Healthy Air Living becoming an exciting part of the Valley’s fabric of life: The way we live and the way we do business.”

Healthy Air Living will also supplant the long-standing, Spare the Air summertime notification program, which involved the active efforts of more than 700 Valley employers, the education community and residents.

“This year, there is no Spare the Air, as we have decided to move forward with Healthy Air Living,” said Jaime Holt, the District’s chief communications officer.

Among the components of Healthy Air Living are:

• Resources for encouraging transportation alternatives;
• Promotion of “green” contracting;
• Partnerships with businesses, faith-based organizations, municipalities and health organizations;
• Incentives; and
• Healthy Air Living Week, July 7-13, a week-long focus on lifestyle alternatives that benefit air quality.

Healthy Air Living is also a critical component of the District’s long-term strategy for reaching attainment of health-based air-quality standards.

The District will formally introduce Healthy Air Living in three free springtime summits:

• March 25 in Bakersfield, Holiday Inn Select Hotel and Conference Center;
• March 26 in Fresno, Radisson Hotel and Conference Center; and
• March 27 in Modesto, Doubletree Hotel.

The public, business, municipalities, and local organizations are welcomed and encouraged to attend.

“Healthy Air Living is ambitious, and we have no doubt that it will be embraced by the entirety of the Valley’s population. It will change the way we live, work and play in the Valley,” said Sadredin.

For more information on Healthy Air Living or to register for the summit, visit the District’s website (seen below).