

Quarterly Wood Smoke Report

Advisories Summary

- No advisories were issued in April.
- May and June yellow day advisories were driven by high ozone concentrations, not particulate matter.
- Paid advertising focused on the “Skip the Fire, Love Your Lungs” message, targeting outdoor recreational burning.
- The Multnomah County Fire Defense Board initiated a phased fire ban, beginning June 16th, 2023.

Advisories issued:

	Yellow	Red
Apr	0	0
May	2	0
Jun	2	0



Outreach Summary



117 Complaints/info requests



251 Educational mailers sent



56 new subscribers
All: 699



79 new subscribers
All: 2643



Earned media:
Neighborhood newsletters;
Alliance for Green Heat



SE Examiner; Billboards;
OPB; Tri Met Bus Tails;
Social Media Ads



5 events attended
2 presentations

937,373 impressions

National Level Conference Presentation, Billboards, OPB Ads, and Bus Tails, oh my!

Did you hear or see us this quarter? Program Staff worked on supplementing usual communications on the impacts of wood smoke in Multnomah County by presenting the County’s unique approach to taking local action for health and cleaner air to a national audience. Bus ads, billboards and OPB spots were also featured throughout the month of June.

Raising Awareness during Air Quality Week and Smoke Ready Week

The County participated in both [Air Quality Awareness Week](#) (May) and Smoke Ready week (June). To view available social media content for wildfire smoke season, see the new regional [Smoke Ready Toolkit](#).



This one-page quarterly report provides an overview of the wood smoke curtailment program from Apr. 2023 through Jun. 2023. Program advisories follow a protocol that specifies guidance for air quality forecasting, internal communications, and public notifications.