APPENDIX L:
PRESS RELEASE FOR LOCAL NEWSPAPER

Here is a sample press release you could use to promote healthy and asthma-safer cleaning efforts in your schools. Simply populate the release with your school or district’s information and any supporting information you would like to add.

<USE LETTERHEAD OR INSERT SCHOOL LOGO HERE>

**FOR IMMEDIATE RELEASE**CONTACT:
<NAME>
<PHONE>

<INSERT DATE>

<SCHOOL DISTRICT NAME> Cleans for Asthma Safe Schools

*Leads a growing wave of schools replacing cleaning chemicals
linked to asthma, cancer*

<CITY NAME, STATE>—<SCHOOL DISTRICT NAME> announced today that it has successfully transitioned to asthma-safer and greener cleaning practices by following the California Department of Public Health’s (CDPH) *Healthy Cleaning and Asthma-Safer Schools: A How-To Guide.* This Guide, developed by CDPH’s Work-Related Asthma Prevention Program, helps to safeguard workers’ and students’ health through the use of less-toxic cleaning products.

<SCHOOL NAME>’s participation was a response, in part, to the fact that one in nine work-related asthma cases are related to cleaning products, according to the Work-Related Asthma Prevention Program. High rates of childhood asthma were another factor: one in six children in California have been diagnosed with asthma. It is the most common chronic disease among school-aged children, and is the leading cause of school absences due to chronic illness nationwide.

A study of air pollution caused by school cleaning supplies also motivated the school to switch. Conducted by the Environmental Working Group (EWG), the study revealed that cleaning supplies used in many California school districts could be polluting classroom air with chemicals linked to asthma and cancer.

“Our school is still focused on best practices for disinfection and germ control,” said <NAME, TITLE>, “but we expanded our efforts to address poor indoor air quality, which could affect the health and productivity of students and educators alike. In addition to helping us reduce asthma and absenteeism, green cleaners will even help us save money.”

<SCHOOL NAME>’s participation also decreased their environmental footprint. All of the cleaning products now used by the school are certified to meet stringent environmentally preferable criteria. They are free of ozone-depleting chemicals, less toxic to aquatic life, have fewer smog-producing chemicals, degrade quickly in the environment, and are more concentrated to reduce greenhouse gas emissions from shipping. The products must even meet criteria concerning recyclable packaging.

Schools interested in learning more about how to make the switch to asthma-safer and greener cleaners can contact the California Department of Public Health’s Work-Related Asthma Prevention Program via email at workrelatedasthma@cdph.ca.gov.

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<INSERT SCHOOL BOILERPLATE HERE>

About the Cleaning for Asthma-Safe Schools Partners:
The Occupational Health Branch is a program in the California Department of Public Health devoted to improving worker health and safety through prevention activities
http://www.cdph.ca.gov/programs/ohb

Information about the CLASS project:
http://www.cdph.ca.gov/programs/ohsep/Pages/class.aspx