



Brought to you by United Voices for Healthier Communities

October 23, 2010

Communications & Media Management

The Western Chapter ISA (WCISA) will be coordinating all Marketing and Public Outreach of Healthy CommuniTrees. We need your help in coordinating our efforts so that we can create a unified message. With your cooperation, we can share the fruits of this project with the public and educate our communities about the many benefits of trees.

The Campaign

Between now and October 23, 2010, WCISA will create and circulate materials for your use. These materials will explain the project and provide some basic information about the benefits of trees.

Our unified effort will reach across media in all our target communities. As a group, will be contacting large daily publications, local community papers, radio stations and television news and public affairs programs.

The materials offered to those target media will include press releases and background information, specific information about registration information available at our website (www.unitedvoices.org) and public service announcements for radio.

Media Coordination

In order to recruit and educate the greatest number of people, our media efforts must be carefully and fully coordinated. Your role in that effort is essential.

1. We are more than happy to work with your public relations department. In fact, we prefer it. You know your regional media outlets better than we do and have already built relationships in your communities. Please put us in contact with your PR department so we can create a successful campaign together.

2. We ask that you do not contact media on your own until you have coordinated with us. It's important to our efforts that we monitor and coordinate all contact with all media.

3. If you speak to media after you've coordinated with us, (which we highly encourage) we ask that you make every effort to deliver key messages we have crafted so that everyone who learns about The Healthy Communities Grow on Trees Project gets the same information. This will also strengthen our educational efforts.

The Messages

While the information we are providing to the public will shift and change as we get closer to October 23, there are some key messages which will be part of everything we communicate. We ask that you review these messages and use them in your contacts with media.

WE CAN ALL BREATHE EASIER WITH TREES

- *Trees Clean the Air*
 - 100 mature trees remove five tons of CO₂ and 1000 pounds of pollutants per year
 - Tree leaves absorb dirty air and remove pollutants.
 - Trees absorb carbon dioxide and produce clean oxygen for us to breathe.
 - Trees cool the air by releasing moisture into the air through transpiration.
- *Trees Create Safer Neighborhoods*
 - Apartment buildings surrounded by trees and greenery are dramatically safer than buildings devoid of green. The greener the surroundings, the fewer crimes occur against people and property.
 - Green spaces bring people together outdoors. Their presence increases surveillance and discourages criminals.
- *Trees Promote Relaxation*
 - Greenery helps people to relax and renew, reducing aggression.
 - Levels of aggression are significantly lower among people who have some kind of nature outside of their apartments versus those who don't.
 - Exposure to green spaces, it has been shown, can mitigate the harmful effects of chronic mental fatigue, reducing aggressive behavior in the process.
- *3300 trees – the facts*
 - When the trees we plant for this project are fully grown, they will remove 170 tons of CO₂ and 33,000 pounds of pollutants **every year**.
- Facts from the Sacramento Tree Foundation: <http://www.sactree.com/doc.aspx?87>

UNITING OUR VOICES FOR HEALTHIER COMMUNITIES

- *Our united effort to plant more trees across the state*
 - *United Voices for Healthier Communities (UVHC) is comprised of 7 organizations throughout California. We've come together to get more trees planted and to spread the word about the benefits of trees. Planting locations are in San Diego County, the Fresno area and the Central Coast.*
- *Planting responsibly*
 - *We are dedicated to proper planting standards. Our technical advisor and team of certified arborists will ensure that we're planting appropriate trees for each location, and will be at each planting to see that they're planted correctly. All trees planted will have guaranteed maintenance for the first two years.*
- *Spreading the word about trees*
 - *Each planting event will have an educational component to teach volunteers how to properly plant and care for trees, as well as teaching the public about their benefits.*

TREES CREATE JOBS

- *Healthy CommuniTrees will create 7 new jobs throughout the California.*
 - *6 full time and 1 part time job with the Urban Corps of San Diego County, 2 part time jobs in Fresno, CA and Lompoc, CA, and 1 part time job as program manager in Novato, CA.*

We greatly appreciate your help in this effort. If you have any questions at all about our media and educational campaign, please contact Mary Pendleton at 415-571-8616 or mary@wcisa.net. Thank you.