

# THIS IS NOT AN AMERICAN AD FOR AN OBSCURE PHARMACUTICAL PRODUCT.

## POSSIBLE SHORT-TERM SIDE EFFECTS MAY INCLUDE:

- headaches
- dizziness
- drowsiness
- nausea
- coughing
- difficulty breathing
- irregular heartbeat
- eye, nose, and throat irritation
- aggravated asthma
- wheezing
- pain breathing

## POSSIBLE LONG-TERM SIDE EFFECTS MAY INCLUDE:

- asthma
- bronchitis
- heart attack
- premature death in people with lung/heart disease
- diminished lung capacity
- accelerated aging of lungs
- emphysema
- abnormal blood production
- increased risk of developing leukemia or lymphoma
- weakened immune system
- death

These are the potential side effects of exposure to Benzene. Ozone. Nitrogen Oxides. Fine (airborne) Particulate Matter. Carbon Monoxide- These are the potential side effects of exposure to vehicle emissions. We can reduce emissions and potential effects by adopting an "idle-free" movement.

## JUST HOW OFTEN DOES THE AVERAGE SYLVAN LAKE RESIDENT IDLE THEIR VEHICLE?

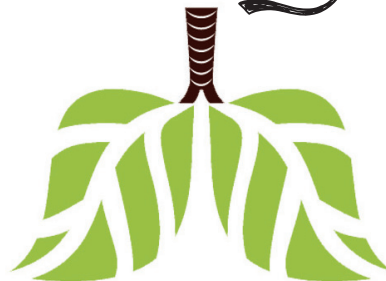
The average length of time a resident of Sylvan Lake idles their vehicle is 8 minutes. That means 8 minutes idling to pick someone up; 8 minutes idling while running into a shop; 8 minutes idling to warm up or cool down a vehicle.

In a recent survey of Sylvan Lake residents, 67% of respondents indicated that a major concern with regards to idling vehicles, was "pollution/poor air quality". While 53% of respondents indicated a concern with the effects of idling on the environment, only 48% of respondents were concerned with their own health and well-being.

The Town of Sylvan Lake, and the Parkland Airshed Management Zone (PAMZ), wants to change this. We want 100% of our population to understand the potential health risks associated with vehicle idling. We want Sylvan Lake idle-free.

## JOIN SYLVAN LAKE'S IDLE-FREE MOVEMENT.

*breathe easy.*



[www.sylvanlake.ca/programming/breatheasy](http://www.sylvanlake.ca/programming/breatheasy)

# GOING IDLE-FREE: WE UNDERSTAND.

It's cold. It's hot. It's your favourite song on the radio. It's only 2 minutes. You're in the loading zone. The dog is in the back seat. Your soccer star doesn't want to leave the car.

This may prove a tricky habit to break, and the dog may have to stay at home during your ice-cream run. Windows will roll, songs missed, and you may find yourself in the company of a few tweens in cleats as you run in to grab a bucket of chicken for the team, but this will pay off. You, your family, friends, coworkers, and neighbours all benefit.

**DID YOU KNOW?** If 12000 driver(s) of light-duty vehicles avoided idling for 8 minute(s) a day, this would:

Reduce the use of 895,318 litres of fuel per year  
Reduce 2,175,936 kilograms of GHG emissions per year  
Equal to taking 1,554 vehicle(s) off the road  
Equal to having 13,056 tree(s) planted to absorb GHG emissions

**DID YOU KNOW?** We take over 20,000 breaths each day. Air quality is vital to your health.

**DID YOU KNOW?** Health Canada's website states that the effects of air pollution are far reaching, but mainly affect our respiratory and cardiovascular systems. If our air is not clean, our lungs, our heart and our general wellbeing are at risk. Anyone who exercises outdoors increases their exposure to airborne pollutants. Outcomes for all of us range from subtle impacts to wheezing, coughing and an aggravation of respiratory and cardiac conditions. This can result in increased medications, doctor and emergency room visits and even premature death. Health Canada has a lot more to say on the subject. We encourage you to do your own research.

<http://pamz.org/resources/education/idle-free/>

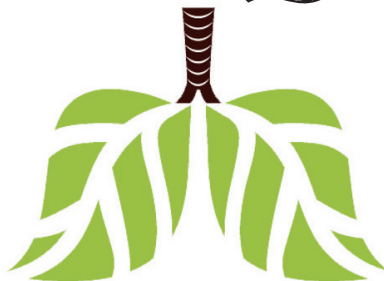
<http://www.nrcan.gc.ca/energy/efficiency/communities-infrastructure/transportation/idling/4397>

Check out our online *breathe easy* video series, myths, facts, and other idle-free details online at:

[www.sylvanlake.ca/programming/breatheasy](http://www.sylvanlake.ca/programming/breatheasy).

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