

## **PRESS RELEASE**

### **USAID Hosts a Training for Journalists to Enhance Reporting on Air Pollution**

**Goa, 3 August 2023:** From August 2-3, in Goa, the United States Agency for International Development (USAID), in partnership with Vital Strategies, organised a training programme to convene journalists on the critical topic of air pollution, with the goal of sharing best practices and enhancing the use of data in reporting.

As part of the Cleaner Air and Better Health project supported by USAID, the training engaged over 25 mid- to senior-level journalists working with English and regional outlets from seven states.

Air Pollution continues to be a major environmental health risk factor in India. As India shapes its climate goals across sectors like energy, transport and industries towards a net-zero future, there is a need for an integrated approach in mitigation measures to ensure local benefits of improving air quality and health, while developing focused engagements for prevention and cure.

**Soumitri Das, Project Management Specialist (Environment), USAID** said “As influencers of public discourse and investigators of complex problems, journalists have a vital role in ensuring that the public is informed and engaged constructively. This training programme aimed at increasing their capacity to source, understand, and translate relevant data into rich and compelling stories on air pollution and its impact on health.

**Sumi Mehta, Vice President, Environmental and Climate Health, Vital Strategies** said, “As data becomes more prevalent and accessible, good reporting on public health requires journalists who are versed in data use. We are thrilled to engage with such a talented pool of journalists.”

For more information, please contact:

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#### **About the Cleaner Air and Better Health Project**

Cleaner Air and Better Health (CABH) is a five year (2021 to 2026) project supported by the United States Agency for International Development (USAID). It aims to strengthen air pollution mitigation and reduce exposure to air pollution in India by establishing evidence-based models for better air quality management. The project is being implemented by a consortium led by the Council on Energy, Environment and Water (CEEW) and includes ASAR Social Impact Advisors (Asar), Environmental Design Solutions (EDS), Enviro Legal Defence Firm (ELDF), and Vital Strategies.

#### **About Vital Strategies**

Vital Strategies believes every person should be protected by an equitable and effective public health system. We work with governments, communities, and organizations around the world to reimagine public health so that health is supported in all the places we live, work and play. The result is millions of people living longer, healthier lives. To learn more visit [www.vitalstrategies.org](http://www.vitalstrategies.org) or follow us [@VitalStrat](https://twitter.com/VitalStrat).