

Synopsis & Goals: *Unbreathable: The Fight for Healthy Air* highlights key environmental milestones over 50 years of the U.S. Clean Air Act, and reveals the ongoing devastation of air pollution today. Nearly half of Americans live in communities with unhealthy air, and asthma is the number one health issue for children. The film is directed at voters, health professionals, clean air activists, environmental justice and human rights organizations, NGOs, and the general public.

Case Study:

Unbreathable - The Fight for Healthy Air (2020) 30 minutes



Creative Design: *Unbreathable* informs with historical context, and inspires with community engagement stories. The film hooks viewers with stylized footage of people breathing and the text, "We take 20,000 breaths a day." Interviews with prominent political figures, such as Congressman Henry Waxman, Governor Arnold Schwarzenegger, and regulatory leaders, emphasize the importance of a bipartisan political approach. Personal accounts detail the devastating effects of air pollution and the environmental racism, stirring empathy and outrage. The film ends with a hopeful story of high school students in Baltimore City who mobilize their community to fight against the building of an incinerator and are successful. A final montage of political activism motivates audiences to action.

Collaborative Models: This film is a collaboration of American University's Center For Environmental Filmmaking (CEF, AU's Center for Environmental Policy (CEP) and the American Lung Association (ALA). From the outset, director Maggie Burnette Stogner had clear goals about designing the film for impact, and worked with the

partners to broaden the scope to include environmental justice and youth climate activism. Weekly partner meetings helped to shape the film's impact vision, and the core team continues to meet regularly to strategize outreach programs.

Outreach Strategies: Using a Spiral Impact approach, "Unbreathable" is a catalyst for engagement and action, and can be adapted for use by a wide range of groups. Outreach includes festivals, health and environmental conferences, virtual webinar events, symposiums, ALA's new "Stand Up For Clean Air" campaign, and distribution through New Day Films. The film is being made available to key influencers such the Society of Environmental Journalists, Sierra Club, Eco-America, youth climate activist groups, and others. A website provides FAQs, educational resources, an environmental justice kit, and recordings of many of the virtual webinar panels.