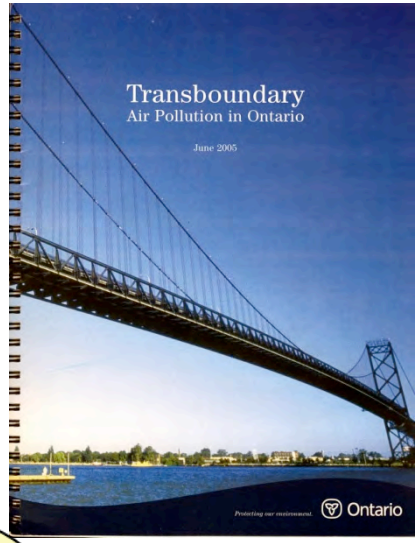
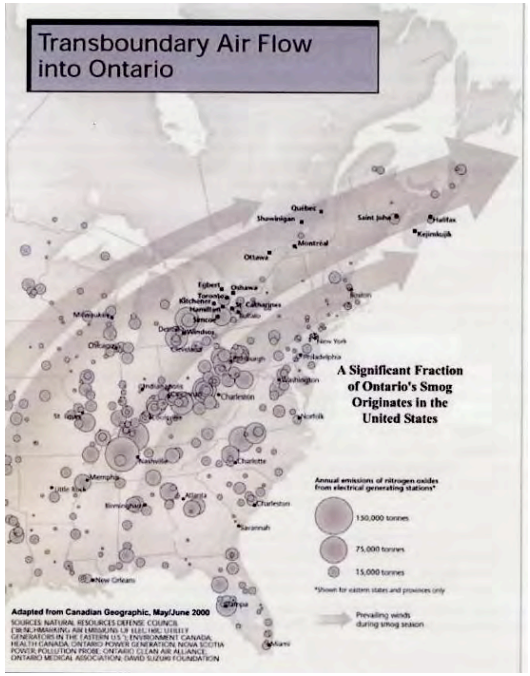
- Toronto Public Health
  - 1,800 premature deaths in 1999
- Ontario Medical Association
  - 1,900 premature deaths in 2000
  - 5,800 premature deaths in 2005
  - 10,000 premature deaths in 2026
  - 10,000 premature deaths in 2008
- Health Canada
  - 5,800 premature deaths in 8 Canadian cities, 2,900 premature deaths in 4 Ontario cities
- Canadian Medical Association
  - 21,000 premature deaths across Canada
  - 90,000 premature deaths from acute exposure and 700,000 from long term exposure by 2031

- Medical Profession
  - Public Health Agencies: Public health department, public health units; Toronto Public Health
  - Professional Associations:
    - Ontario Medical Association
    - Ontario Public Health Association
    - Canadian Medical Association
- Government Departments
    - Health Canada
    - Provincial Ministries of Health
- Other agencies, e.g. ENGOs, Health NGOs
    - Pollution Probe, David Suzuki Foundation, Sierra Club, Toxics Watch Society of Alberta, Canadian Lung Association, Canadian Cancer Society
- Industry partners

Imperial Oil

Esso





Targets

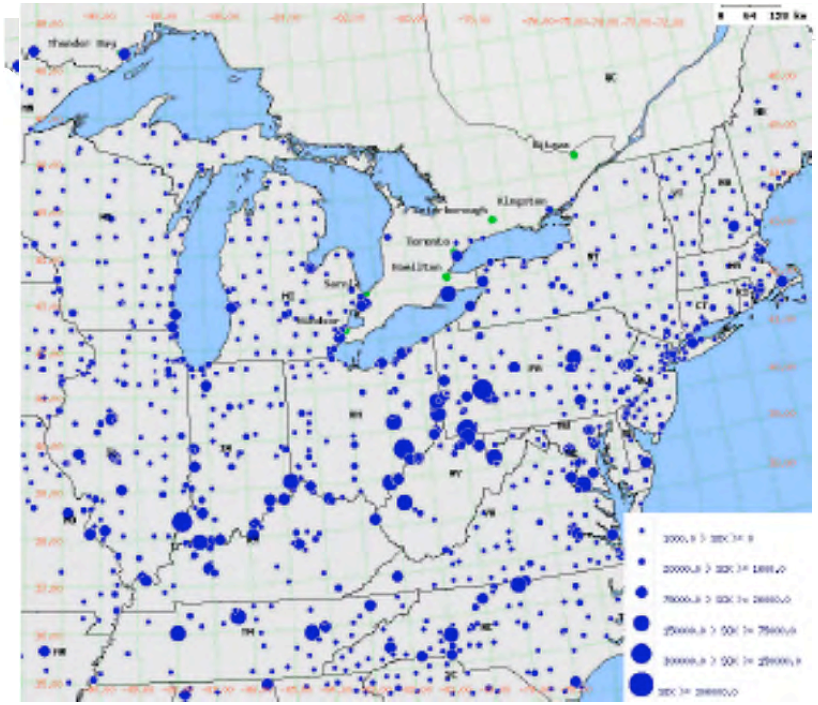
NATIONAL CAPS for 2012 to 2015
(% reduction from 2006 emissions)

- NOx – 600 kt Cap (~40%)
- SOx – 840 kt Cap (~55%)
- VOCs – 360 kt Cap (~45%)
- PM – 160 kt Cap (~20%)

+

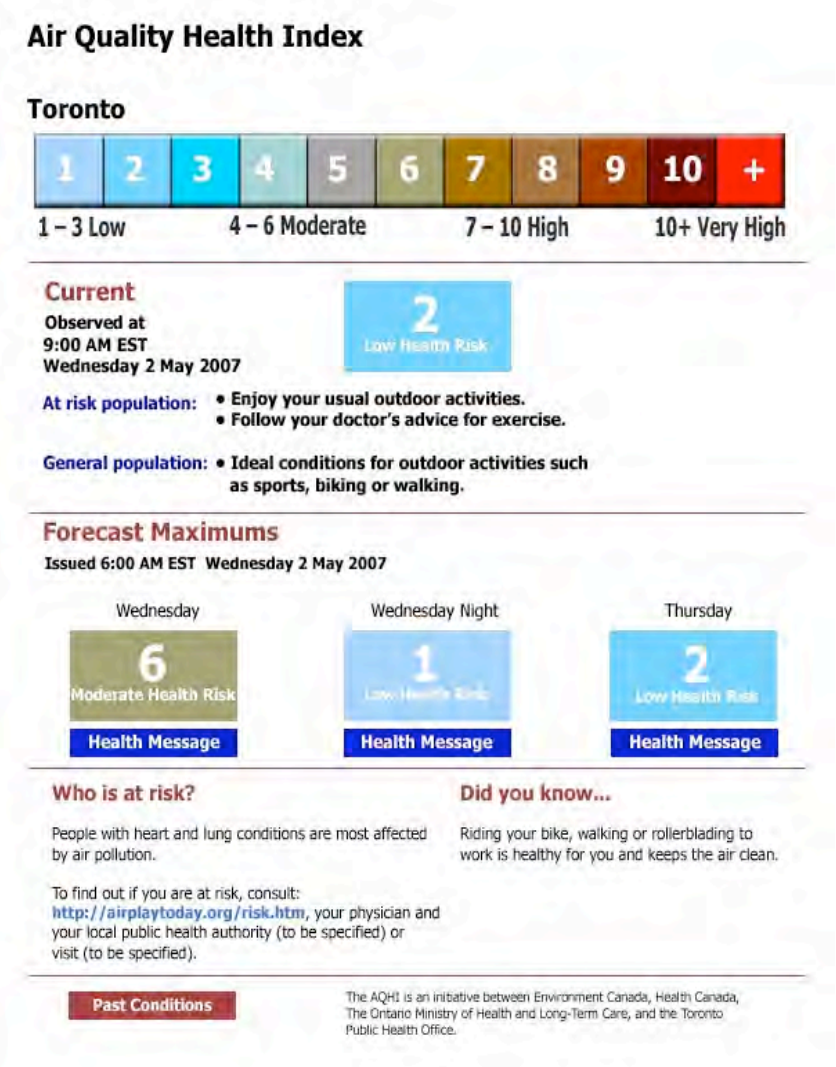
SECTOR SPECIFIC CAPS for 2012 to 2015

ALL TO BE VALIDATED, INCLUDING THE DATE OF COMING INTO FORCE



AQHI Presentation: UV Index-Like

- Illustrates level of health risk with **colour & number scale** of 1-10+
- **Labels the level of HEALTH risk** as “low”, “moderate”, “high” or “very high”
- **Forecasts** local air quality for the current and next day
- **Empowers individuals** to decide how they might be at risk
- Provides **health messaging** to tell Canadians—both general & at-risk populations—how to minimize that risk



Key Target Audience: General Public to Self Calibrate Risk Exposure

What is it *not*?

- A tool to assess the effectiveness of interventions/ policies to reduce emissions
- A trend indicator to determine air quality trends or to assess health risks
- All-inclusive (e.g., excludes pollen, humidity, odours…)