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**Maine Indoor Air Quality Council  
2009 – 2012 Strategic Plan**

Adopted by MIAQC Board of Directors on September 9, 2008

The Maine Indoor Air Quality Council is an *interdisciplinary* cooperative of professionals formed in 1998 to promote the improvement of all indoor air environments in the state. The Council operates according to the principle that understanding indoor air quality requires a multi-dimensional approach. Consequently, the Council and its Board brings together diverse professionals from the medical, technical and policy arenas to work towards a common goal. Our membership includes physicians & nurses, public health professionals, engineers, maintenance managers, inspectors and mitigators, lawyers, toxicologists, insurers, industrial hygienists, respiratory therapists, educators, architects, contractors, legislators and public policy decision-makers.

**Mission**

1. The mission of the Council shall be “to promote better quality of life through improved indoor environments”.
2. The Council shall identify and promote best practices for creating and\* maintaining healthy indoor environments. The Council shall recommend credible and science-based (peer reviewed whenever possible) resources based on the information available to the Council.
3. The Council will provide leadership and advocacy for indoor environmental improvement efforts with government and the private sector.\*
4. The Council shall raise public awareness of indoor air quality as it impacts quality of life and productivity.
5. The Council shall promote educational activities in accordance with its mission.

\*By-law amendment required.

## **Goals 2009 - 2012**

- I. Continue and expand the development and distribution of Indoor Air Quality Best Practice Recommendations with special emphasis on the topic of balancing energy efficiency and healthy indoor air.
- II. Expand the scope and reach of professional training and conduct broad education on Indoor Air Quality basics.
- III. Provide public policy leadership for Indoor Air Quality issues.
- IV. Build public and professional awareness of Indoor Air Quality issues and solutions.
- V. Achieve Financial Sustainability

## Implementation Priorities

MIAQC will determine specific action on strategic goals and objectives in each year's annual operating plan. The top priority issue for year 1 implementation of the strategic plan is ***balancing energy efficiency and healthy indoor air***. MIAQC will address best practice recommendations, public awareness, professional education, and public policy for this urgent public health issue.

### **I. Continue and expand the development and distribution of Indoor Air Quality Best Practice Recommendations with special emphasis on the topic of balancing energy efficiency and healthy indoor air.**

- A. Balancing Energy Efficiency and Healthy Indoor Air: review existing recommendations, identify and promote best practices.
- B. Continue to develop and disseminate MIAQC Best Practices Recommendations:
  - 1. Complete guidance documents:
    - a) Interpreting Test Results
    - b) Residential Renovations
  - 2. Assess whether to develop guidance and develop documents as determined:
    - a) Assessment and Environmental Control of Asthma Triggers
    - b) Investigations Protocols for Existing Homes
    - c) Non-Residential Renovations (or expand School Air Quality document per below)
    - d) Other topics that arise
  - 3. Review and update existing Best Practice Recommendations:
    - a) [School Air Quality](#) (possibly expand to include other non-residential environments)
    - b) [Guidance for Determining the Need for Indoor Air Quality \(IAQ\) Testing](#)
    - c) [Floorcovering Systems](#)
    - d) [IAQ Checklist for New Residential Construction](#)
- C. Collaborate with the ALA-NE to develop a comprehensive set of IAQ indicators
  - 1. Initiate research, tracking and an IAQ "report card".
- D. Work with Maine Housing to develop an IAQ Home Owners Manual.

### **II. Expand the scope and reach of professional training and conduct broad education on the basics of Indoor Air Quality.**

- A. Formalize an "IAQ 101" presentation for general audiences.
  - 1. Provide orientation, materials and support to board members and other "101" presenters.
    - a. Determine plans to actively market the program.
- B. Continue to present a major Annual conference.
  - 1. Assess the conference format and content, target audiences, location.
  - 2. Consider expansion to a regional New England event.
  - 3. Set goals for attendance and revenue.
- C. Develop a "business plan" to expand the scope and reach of educational seminars.

1. Confirm priority topics, content, audiences, frequency, in-person and potential delivery through video conferencing, satellite telecast, webinars and online courses, pricing, sponsorship and marketing plans. Priority topics include:
    - a) Energy Efficiency and IAQ
    - b) Asthma and IAQ
    - c) Residential Construction
    - d) Others as determined
  2. Work with the State Planning Office, State Office of Public Safety, and Department of Labor Safety Works Program to determine an ongoing plan for codes education.
- D. Continue to provide IAQ telephone information and referral services.

### **III. Provide public policy leadership for Indoor Air Quality issues.**

- A. Continue intensive participation in the development and work of the Technical Codes Board.
- B. Evaluate new building code for potential areas of weakness; implement code-strengthening strategies as determined
- C. Evaluate statutory provisions for warranty of habitability and maintenance codes for landlord provision of healthy living environments; engage in advocacy as determined.
- D. Continue to be a significant resource to Maine Asthma Program.
- E. Assess opportunities and forge connections with Maine's Public Health Districts and Healthy Maine Partnerships.
- F. Monitor development of the Maine Lead Poisoning Prevention Program for potential partnerships.
- G. Continue to monitor Maine legislative activity; engage in advocacy as determined.
- H. Continue to partner with IAQA to monitor federal policy; engage in advocacy as determined.
- I. Review and update existing policy recommendations as determined.
  1. [Energy Efficiency & Indoor Air Quality](#)
  2. [General Statement on Indoor Air Quality](#)
  3. [Health Basis for MIAQC Recommendations](#)
  4. [Interdisciplinary Approach to IAQ](#)
  5. [Mold Exposure](#)
  6. [Motor Vehicles as Indoor Environments](#)
  7. [Radon](#)
  8. [Source Control](#)
  9. [Tobacco Smoke](#)
  10. [Whole Building Approach to IAQ](#)

### **IV. Build public and professional awareness of IAQ issues and solutions.**

- A. Collaborate with the ALA-ME on the IAQ aspects of its Healthy Air Campaign.

1. Develop and implement an ongoing public education campaign regarding the balance between energy efficiency and healthy indoor air quality.
- B. Expand “popular topic” fact sheets; include Asthma and IAQ, others.
- C. Expand sponsored podcasts and availability of visual presentations.
  1. Consider a “self-guided” version of “IAQ 101” for publication on the web site.
- D. Revise content and develop and implement plans for redistribution of MIAQC’s well-received “refrigerator magnets”.
- E. Develop and implement a seasonal calendar of annual IAQ “reminders” to the public.
- F. Develop and implement a plan for “search engine optimization” to drive traffic to the MIAQC web site.
- G. Assess and act on opportunities to expand awareness of IAQ issues and MIAQC resources through radio, television and newspapers.

**V. Achieve Financial Sustainability**

- A. Increase membership outreach and engagement, and increase overall financial support.
- B. Complete evaluation of membership goals (new and renewing), structure, pricing, and marketing; implement membership outreach plans as determined.
- C. Develop and implement annual strategies to foster increased active participation of members in the work of the Council’s committees, projects and activities.
- D. Develop and implement plans for board development, including leadership roles and officer succession.
- E. Develop and implement an annual calendar of grant-seeking and sponsorship outreach and renewal.
  1. Enhance role of Development Committee.
- F. Increase staffing and financial resources to meet the goals and objectives of the strategic plan.
  1. Maintain a minimum operating reserve of ¼ of each year’s projected annual budget.