

Power for Purpose Campaign Glossary

Our work to pursue climate justice can often take us into a more technical area of policy advocacy. The purpose of this glossary is to clarify some key terms related to the Power for Purpose Campaign.

- *Action*: Something that produces a reaction. Both our advocacy with the White House and the work we do locally to generate comments can be actions, as long as there is a clear reaction we want.
- *Community*: your community; this could be your congregation or any other group you'd like to organize around the Power for Purpose Campaign.
- *Local power player*: a leader such as a clergy member, local business leader or local elected official who holds power and influence.
- *Pollution Standards*: Standards set by the Environmental Protection Agency limiting how much of a given pollutant (such as soot, smog, carbon, or mercury) can be put in the air/water. The EPA is required to update these standards periodically and Congress does not need to vote on them.
- *Proposed Standard*: A "draft" standard the Environmental Protection Agency shares to collect feedback on via public comments before finalizing it (which can take many months).
- *Final Standard*: This is the standard that power plants, automakers, and whomever is emitting pollutants must follow until the next time it is updated.
- *Comments*: The Environmental Protection Agency collects comments from the public on proposed standards. They collect these comments for a specific time period (usually 60 days) from individuals and from local power players. We collect comments to show broad support for strong standards during this process, and so that we can show the strength of our numbers when engaging directly with White House officials.
- *Soot Air Quality Standards*: These standards limit dangerous fine particulate pollution that triggers asthma attacks and leads to respiratory problems, heart attacks, and premature death (Source: [Climate Action Campaign](#)).
- *Smog Air Quality Standards*: These standards limit ground-level ozone pollution, which harms public health by causing difficulty breathing and exacerbating asthma attacks, especially on hot sunny days (Source: [Climate Action Campaign](#)).
- *Mercury and Air Toxics Standards*: These standards require coal-fired power plants to reduce mercury pollution, acid gases, and other hazardous pollutants. Mercury pollution causes permanent damage to the brains of babies and developing fetuses, leading to developmental delays, learning disabilities, and birth defects (Source: [Climate Action Campaign](#)).
- *Carbon Pollution Standards*: These standards limit carbon pollution from fossil fuel-fired power plants, which are responsible for one quarter of U.S. carbon pollution (Source: [Climate Action Campaign](#)).