

## The SOS Initiative - Stop Our Soot

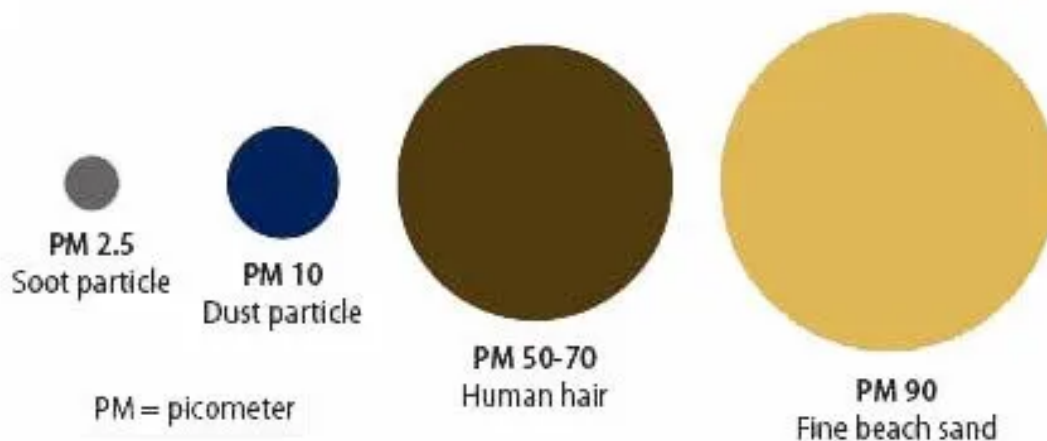
SOOT is a common term for a microscopic black carbon particle produced by incomplete combustion of fossil fuels (i.e. coal and diesel fuel) or biomass (i.e. wood, charcoal, or straw).

SOOT affects our health, our pocket books and our environment for all of us including our families, friends, neighbors and indeed every person on the planet.

A Lancet Study has found that global outdoor air pollution (mainly from SOOT) is responsible for more premature deaths than high cholesterol. Health care costs go up. People miss school and work.

SOOT is small - 20 to 28 times smaller than a human hair.

See the following graphic – Sizes Relative to Size of Soot.



**Sizes Relative to Size of Soot**  
**Source: Environmental Protection Agency**

# The Need For SOS

*“Long-term exposure to urban air pollution containing SOOT increases the risk of coronary heart disease.” Long-term Exposure to Air Pollution and Incidence of Cardiovascular Events in Women.*

*- New England Journal of Medicine, Feb 01, 2007*



## SOS's GOOD NEWS

“A Massive Simulation Of Soot’s Climate Affects Finds That Basic Pollution Controls Could Put A Brake On Global Warming, Erasing In A DECADE Most Of The Last CENTURY’s Temperature Change...” Short-term effects of Controlling Fossil-Fuel Soot, Biofuel Soot and Gases, and Methane on Climate, Arctic Ice, and Air Pollution Health, by Mark Jacobson

- Journal of Geophysical Research- Atmospheres

“Compared To The Larger, Longer Term Task Of Getting Greenhouse-Gas Pollution Under Control, Limiting Soot Wouldn’t Be Hard. Unlike New Energy Technology and Profound Changes In Lifestyle

The Tools Already Exist –

- Exhaust filters
- Diesel fuel enhancers
- Solar ovens
- Clean-burning wood stoves
- Solar lights vs. kerosene lamps

- Journal of Geophysical Research- Atmospheres



**Credit: gerson\_rodriguez-pixabay.com**

# SOS's APPROACH

Our answer to these problems and opportunities is a dynamic global response - Soot Busters International. Soot Busters will be a catalyst in reducing global soot emissions by 50% by the year 2040.

## We Will Accomplish This Goal By:

**1. EDUCATION:** Provide Appropriate Educational Materials, including You Tube videos aimed at educating people around the world (especially children) regarding the problems of and the solutions for reducing / eliminating soot.

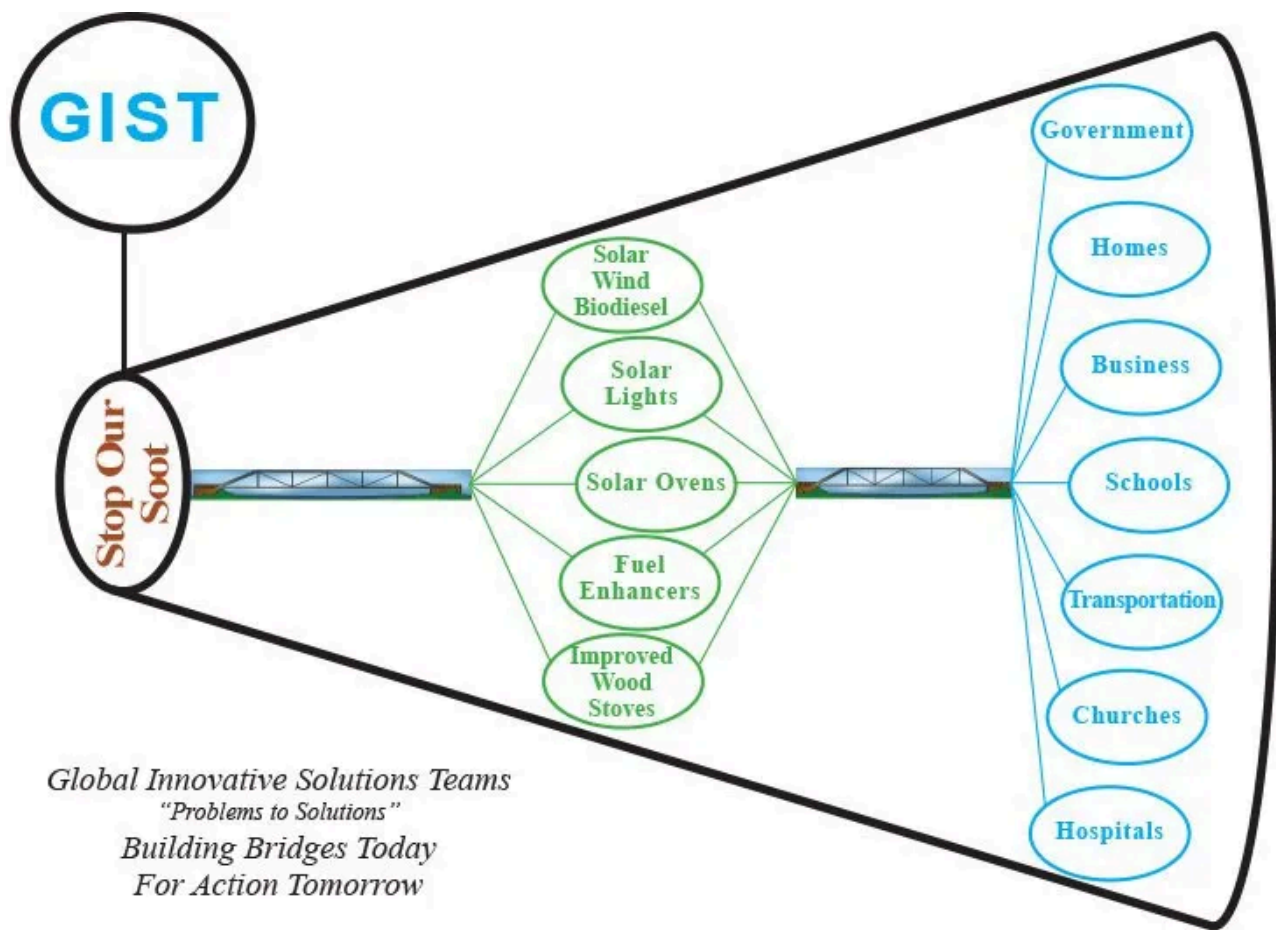
**2. ACTION:** Implement New Strategies For Relevant Manufacturers to partner with local entrepreneurs to market soot reducing / eliminating products.

Transfer of the new technology of clean US coal plants to developing countries, plus China and India.

Organize Soot Busters clubs to educate and empower young people to reduce soot in their U.S. communities and partner with young people in developing countries to do the same.

**3. DEVELOPMENT:** Develop Voluntary Soot Related Standards for families, communities, businesses, anyone who uses diesel fuel. Those who meet the standard(s) will be encouraged to display a decal with the Soot Buster logo on it.

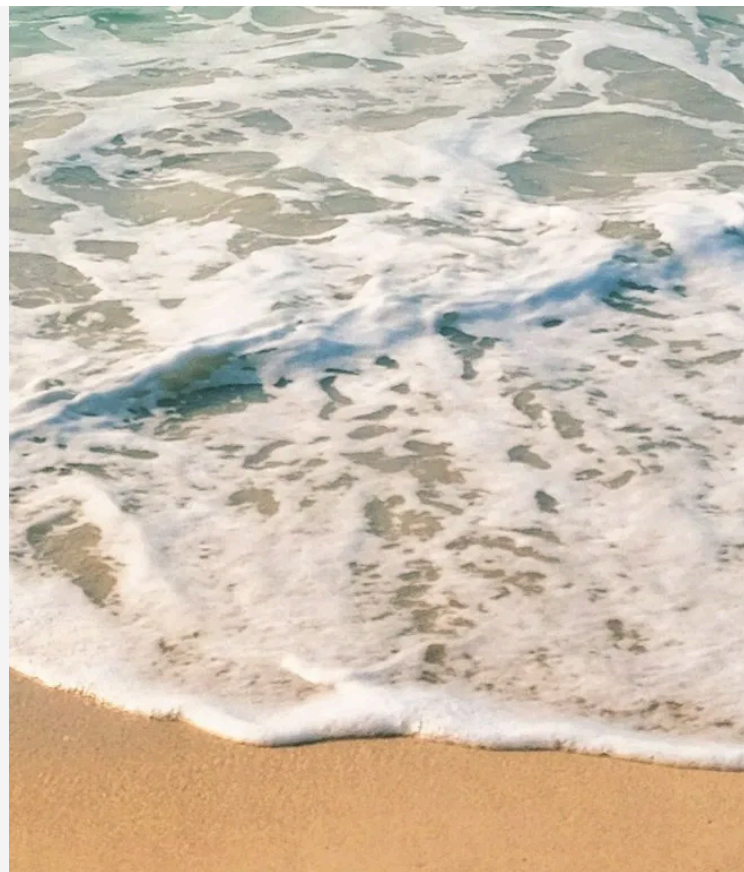




## We Believe The Solutions Already Exist

- Some of the solutions need improvements, tweaking or additional partners.
- Others need a reallocation of resources, improvement of policies and/or manpower.
- Most importantly, they need a team of committed people!

We'll say it again, the solutions already exist. The power to achieve change is within our wheelhouse.







## How You Can Help

Thank you for considering support for our efforts to create a better world by implementing innovative solutions around the globe to provide cleaner air. Through your generous contributions, we can change the world!

[Donate](#)



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