* Wildfires are a growing concern in the US
  + Currently account for x/y/z proportion of PM2.5 pollution in the US
  + They have been getting worse over the past decade, especially in the Western US
    - BUT, they affect way more than just the Western US because plumes can spread far east
    - Gradient of exposure for wildfire PM2.5:
  + They are projected to get even worse in the future, under climate change
  + As a whole, PM2.5 pollution in the US has been trending down, but wildfire smoke PM2.5 is trending up, even enough to offset a lot of the overall gains in PM2.5 that have been made
* PM2.5 is bad, wildfire smoke PM2.5 may be worse
  + PM2.5 is linked to a/b/c health impacts, including mortality
  + PM2.5 is bad biologically because the small diameter means it can penetrate deeper into the lungs, then into the circulatory system and make it all throughout the body; can cross BBB, can cause inflammation, etc
  + Wildfire smoke PM2.5 may be even worse than all-source PM2.5—see studies x/y/z
    - Biological explanation?
* Wildfire smoke PM2.5 is understudied in general, and especially with respect to mortality
  + Extensive literature is mostly on all-source PM2.5, but wildfire PM2.5 is not necessarily the same (may be worse), and its exposure profile is different, plus it is growing
  + Given that it is worth studying, we propose this study on (etc)
  + Previous studies looking at association between wildfire smoke and mortality mostly do so by looking at short-timeline, small-scale, fine-grain data
* Previous literature looking at PM2.5 and mortality have tended to take a particular approach
  + Studies that look at long-term PM2.5 exposure on mortality at the ecological level have often used quasi-Poisson regression with two-way fixed effects, frequently described as a variant of DID methods
    - Talk about causal inference briefly, and what DID/TWFE hypothetically does
  + Table 1 summary
* We took a similar approach, and then varied different reasonable model specifications to show how much of a difference reasonable decisions can make on model outputs (“garden of forking paths”-type stuff)