

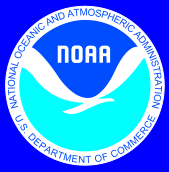
# 2014 Air Quality Outreach Summary

*2014 Air Quality Forecaster Focus Group  
Workshop*

*September 9-10, 2014*

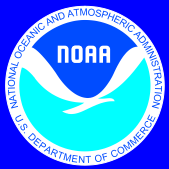
*Jannie G. Ferrell*

*NWS, Office of Climate, Water, and  
Weather Services*



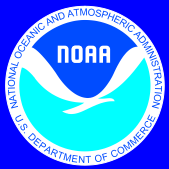
# Outline

- *2014 Air Quality Outreach Activities Summary*
- *2014 Feedback Summary*



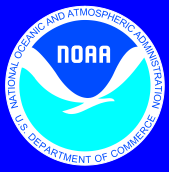
# Outreach Activities

- *Nat'l AQ Awareness Week, April 28-May 2*
- *Awareness Week Website with daily messages*
- *Daily Facebook and Twitter posts*
- *Several state and local AQ awareness week activities across country*



# Outreach Activities

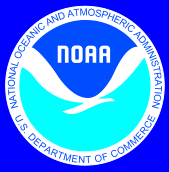
- *Weather Ready Nation (WRN) Ambassadors supported AQ Awareness Week.*
- *Summer Weather-Ready preparedness social media toolkit, with focus on summer camps (estimated 40 mill. children ages 5-18), provided to WRN Ambassadors and Weather Coordination Meteorologists*



# Feedback Summary

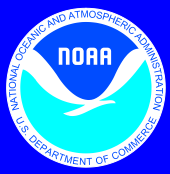
## *Feedback Sources:*

- *Main NWS Air Quality Page  
([www.weather.gov/aq](http://www.weather.gov/aq))*
- *Survey Feedback System (Apache)*
- *Emails*



# Apache Survey Feedback

- *September 2013-August 2014:  
29 surveys received; 39 last season*
- *Approx. 50% individuals/ general public*
- *Nearly 50% interpretation/clarification requests*



# Forecaster Focus Group Feedback

*Questions?*  
*Comments?*

**THANK YOU!**