

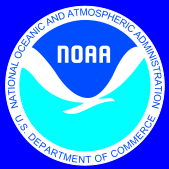
2015 Air Quality Outreach Summary

*2015 Air Quality Forecaster Focus Group
Workshop*

September 10-11, 2015

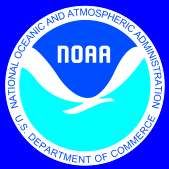
Jannie G. Ferrell

NWS, Analyze, Forecast, and Support Office



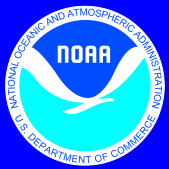
Outline

- *2015 Air Quality Outreach Activities Summary*
- *2015 Feedback Summary*



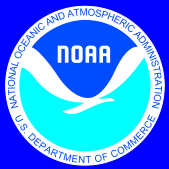
Outreach Activities

- *Nat'l AQ Awareness Week, April 27-May 1*
- *Awareness Week Website with daily messages*
- *Facebook and Twitter posts*
- *NWS participation in Twitter chat on AQ and health, led by CDC and EPA .*
- *Several state and local AQ awareness week activities across country*



Outreach Activities

- Air Quality Safety Page developed and implemented (www.nws.noaa.gov/airquality).
- Air Quality outreach toolkit included in NWS new seasonal safety campaign, in summer launch.



NATIONAL WEATHER SERVICE

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

[HOME](#)

[FORECAST](#)

[PAST WEATHER](#)

[WEATHER SAFETY](#)

[INFORMATION CENTER](#)

[NEWS](#)

[SEARCH](#)

[ABOUT](#)

[Air Quality Safety](#)

[Forecast and Alerts](#)

[Before an Air Quality Alert](#)

[During an Air Quality Alert](#)

[Air Quality Index](#)



Children and adults with asthma who are active outdoors are most vulnerable to the health effects of sulfur dioxide. Photo: CDC

Air Quality Resources

[Air Quality Safety](#)

[AirNow Air Quality Forecast](#)

[Air Quality Awareness Week](#)

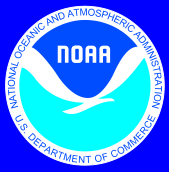
[Hourly Air Quality Forecast](#)

[Wildfire Smoke Health Concerns](#)

[Wildfire Safety](#)

[Education and Outreach Materials](#)

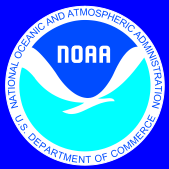
[Links, Partners](#)



Feedback Summary

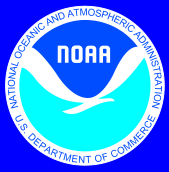
Feedback Sources:

- *Main NWS Air Quality Page
(www.weather.gov/aq)*
- *Survey Feedback System
(Apache)*



Apache Survey Feedback

- *September 2014-August 2015:
27 surveys received; 29 last season*
- *Approx. 60% individuals/ general public*
- *Mostly seeking interpretation/ clarification*



Forecaster Focus Group Feedback

Questions/Comments?

THANK YOU!