

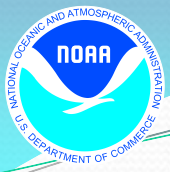
# Air Quality Outreach Summary

## *2017 Air Quality Forecaster Focus Group Workshop*

*September 27-28, 2016*

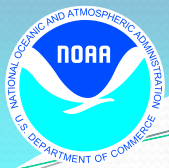
*Jannie G. Ferrell*

*NWS, Analyze, Forecast, and Support Office*



# Outline

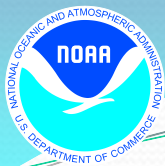
- Air Quality Outreach Activities
- Feedback Summary



# Outreach Activities

Nat'l AQ Awareness Week, May 1 - 5

- ✓ Website topics – wildfires, asthma, world asthma day, AQ around the world, etc.
- ✓ Facebook and Twitter posts
- ✓ State, local, and international AQ awareness week activities



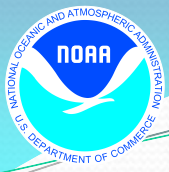
# Air Quality Awareness Week Site

The screenshot shows a web browser window with the URL <https://www3.epa.gov/airnow/airaware/>. The browser tabs include 'Inbox (36,506) - jani', 'Summer Safety Articl...', 'National Oceanic and...', 'Top Parenting Blogs', 'Your Letter for Ron', 'How it works - FromA', and 'US EPA Air Quality Awareness'. The website header features a navigation menu: Home | Wildfires | Asthma & Air Quality | Air Quality Trends | Air Quality Around the World | Citizen Science | State & Local Events.

The main content area has a blue background with a large image of a mountain landscape. On the left, a white circle contains the text: **Air Quality Awareness Week**, *Be Air Aware*, and *May 1-5, 2017*. Below this, a blue banner reads: **Learn how air quality affects your health during Air Quality Awareness Week, Monday, May 1 - Friday, May 5, 2017. This year's theme is Be Air Aware. Visit the State and Local Events page for activities in your area.**

Below the banner, a blue bar states: **Air Quality Awareness Week 2018 will be held April 30 – May 4**. At the bottom of this section are five circular icons: a wildfire, two people talking, a city skyline, the Earth, and a smartphone displaying an air quality app.

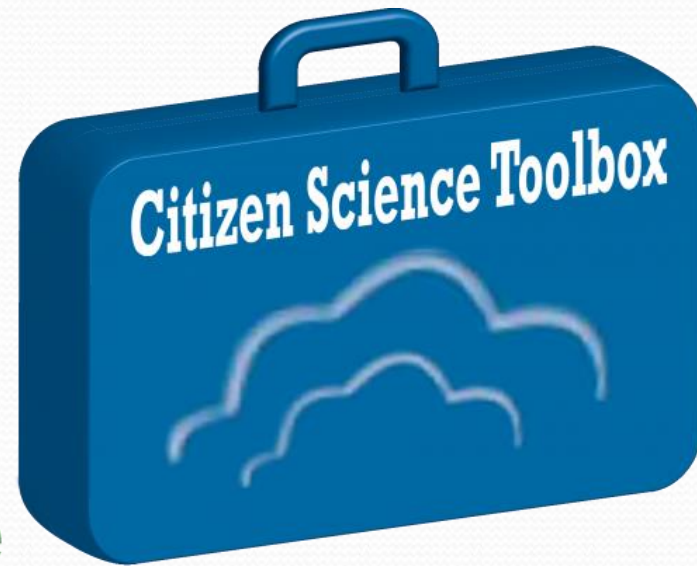
The Windows taskbar at the bottom shows the Start button, icons for Internet Explorer, File Explorer, Windows Media Center, Internet Explorer, Google Chrome, Microsoft Word, Adobe Reader, PowerPoint, and Excel. The system tray on the right shows the date and time: 3:23 PM, 9/20/2017.

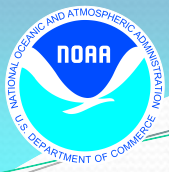


# AQAW Site – Citizen Science

**Air  
Sensor**

**Measure · Learn · Share**



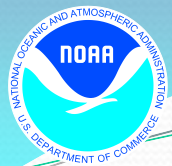


# AQAW Site Info

## **Be Air Aware –**

### **A few suggestions:**

- Limit driving and idling; car pool, combine errands, use public transportation, bike, or walk.**
- Turn out lights when you're not using them.**
- Set your thermostat a little higher when the weather gets warm.**
- Refuel your vehicle early morning or after dusk.**
- Avoid the drive-thru and go inside to order your food.**



## 3 MAY Post

**Two of the most common pollutants in the US are ozone and particles.**

**<https://www.airnow.gov/>  
[#SpringSafety](#)**

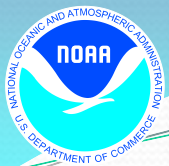
**25k  
Impressions**



## Poor air quality can be hazardous

- Two of the most common pollutants in the US are ozone and particles
- Children, teens, older adults, and people with heart or lung disease have a greater risk

[weather.gov/airquality](https://weather.gov/airquality) 



## 4 MAY Post

**Keep your heart healthy - eat right, exercise, don't smoke & pay attention to air quality.**

**<https://www.airnow.gov/>  
[#SpringSafety](#)**

**26k**

**Impressions**

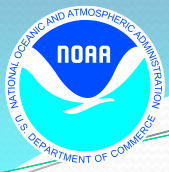


## Air quality impacts your health

- Are you paying attention to air quality?
- Avoid spending time outside when the air quality is poor to help protect your heart

[weather.gov/airquality](https://weather.gov/airquality) 





# Outreach Activities

- NWS Air Quality Safety Page ([www.nws.noaa.gov/airquality](http://www.nws.noaa.gov/airquality)).
- AQ outreach toolkit in NWS safety campaign summer launch; included an article
- WRN Ambassadors (surpassed 6000 in 2017)



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

# Clearing The Air On Weather and Air Quality

## Particulate Matter

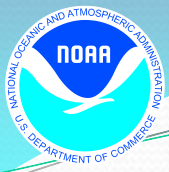
Airborne particles such as **smoke, dust, dirt, soot, and salt**. The sources of these particles are numerous—including vehicles, factories, fires, and any other natural or human activity resulting in the addition of particulates into the air.

## Ground Level Ozone

Ground level ozone is not directly emitted into the air, but forms when **nitrogen oxides (NO<sub>x</sub>)** emissions react with other **volatile organic compounds (VOCs)** in the presence of heat and sunlight.

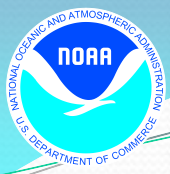
Emissions from industrial facilities and electric utilities, motor vehicle exhaust, and chemical solvents are some of the major sources of NO<sub>x</sub> and VOCs.





# Apache Survey Feedback

- *September 2016-August 2017:  
37 surveys received; 33 last season*
- *Mostly from individuals/general public*
- *Mostly seeking interpretation and clarification*



## Forecaster Focus Group Feedback

*Questions/Comments?*

*THANK YOU!*