

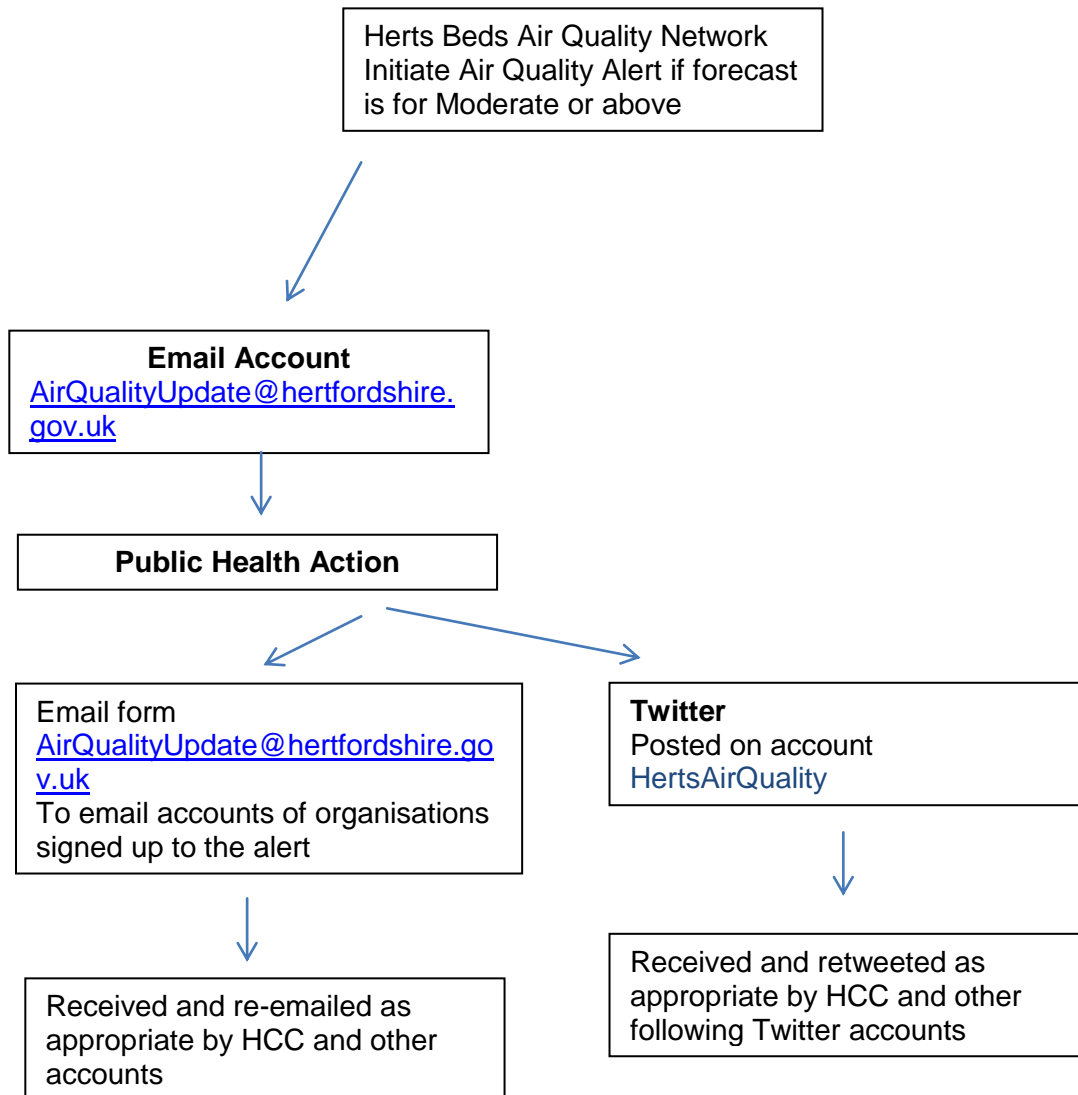
**Hertfordshire Air Quality Group
Air Quality Alert Update**

Air Quality Alert Update	By When
<p>1. Objective</p> <p>To establish an air quality alert system for Hertfordshire, using whenever possible local data, to provide advice to people whose health is at risk from poor air quality particularly those with existing respiratory cardiovascular and conditions, young children, the elderly, and those who are active out of doors.</p> <p>To promote this system to individuals at risk, carers of individuals at risk and partner organisations.</p> <p>2. Start Date</p> <p>An air alert system will be established in June 2016. The original launch date has been put back because of advice received about not starting new initiatives during either the local elections in May or the European Referendum in June.</p> <p>It is now proposed that the launch date will be Monday 27th June.</p> <p>This will initially be a direct launch to organisations only with to view to running it for 3 months and evaluating the process of disseminating information about air alerts before publicising wider.</p> <p>3. Data Source</p> <p>National data on air quality is available hourly from DEFRA.</p> <p>In addition to this national air quality monitoring system, Hertfordshire has a number of air quality measuring devices that can be utilised to support a local alert system. .</p> <p>The Hertfordshire air quality alert will be based on data recorded by the Hertfordshire and Bedfordshire Air Quality Network.</p> <p>It is not anticipated there will not be any contradiction with national data – but this will be monitored as part of the on-going evaluation of the air alert system – and that national air quality forecasts can be incorporated into any Hertfordshire alert to provide additional context.</p> <p>4. The trigger for making an alert</p> <p>It is proposed that a Hertfordshire alert will be made whenever an air quality of <u>Moderate</u> or above is measured by more than one station in the Hertfordshire and Bedfordshire Air Quality Network.</p> <p>Based on data collected in previous years it is anticipated that 12 alerts a year will be triggered.</p>	<p>June 2016</p> <p>Available Now</p> <p>Available Now – new PM_{2.5} data added as it becomes available</p>

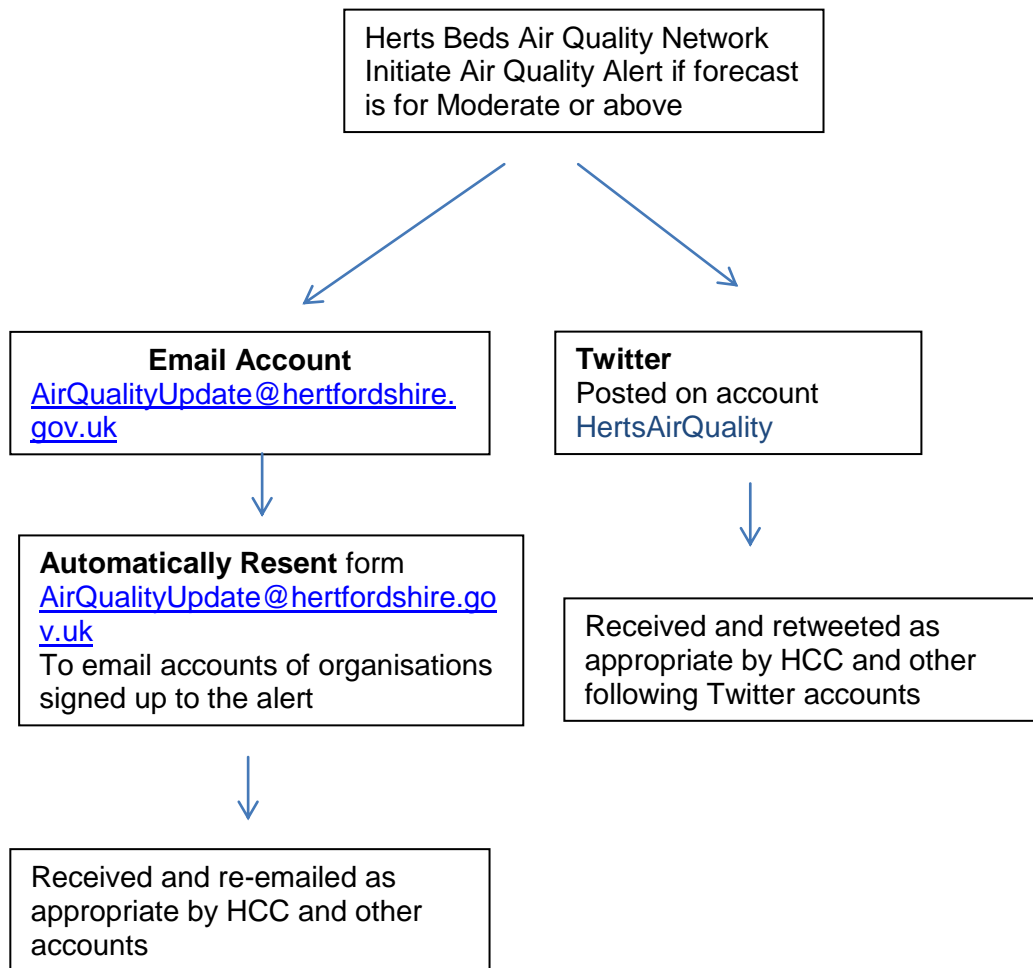
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<p>5.2 Twitter message</p> <p>The message will be sent from Twitter account HertsAirQuality</p> <p><i>Poor Air Quality is forecast for today in Hertfordshire. Details available here: http://www.hertsbedsair.net. Advice available here [Health in Herts Page]</i></p> <p>6. The wider Communications Strategy</p> <p>A communications strategy will be established to promote the health messages and the air quality alert system widely across Hertfordshire.</p> <p>The communication channels and proposed messages are:</p> <ul style="list-style-type: none"> • Websites (all partners) • Newsletters (e.g. HCC, District and Borough Council, CCGs resident newsletters) • Twitter, Facebook and Text Messaging accounts (all partners) <p>In the longer term to investigate the possibility of using:</p> <ul style="list-style-type: none"> • Bus stop screens – short message – check air quality at [link to either DEFRA at http://uk-air.defra.gov.uk/air-pollution/daqj or new Health Herts webpage] • Highways Gantries – short message - ????? <p>7. Recipients and their actions</p> <p>Partner organisations asked to sign up to receive an email alert or follow the twitter account.</p> <p>At risk individuals and carers asked to sign up to receive an email alert or follow the twitter account</p> <p>Organisations will be asked to forward the email or re-tweet the alert and promote the alert (e.g. through their websites) as appropriate.</p> <p>The list of expected recipients is:</p> <ul style="list-style-type: none"> • HCC Communication Team • East & North Herts NHS Trust Communication Team • West Herts Hospitals NHS Trust Communication Team • HCT Communication Team • East & North Herts Communication Team • Herts Valleys CCG Communication Team 	<p>June 2016</p> <p>June 2016 – Dec 2016</p> <p>October 2016</p> <p>June 2016</p> <p>October 2016</p>

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<ul style="list-style-type: none"> • District and Borough Councils Environmental Health Officers and Communication Teams • Care Homes and Hertfordshire Care Providers Association • Nurseries, Children Centres and Schools • Day Centres/Luncheon Clubs • Libraries <p>8. Risks and Mitigation</p> <p>That a local alert is made that contradicts the national or London forecast, which may cause confusion for those signed up to other alert systems. Based on an analysis of previous local readings this appears to be only a theoretical risk but data will be monitored to identify if this occurs.</p> <p>9. Equality Impact Assessment (EqIA)</p> <p>EqIA completed before the air quality alert system is established.</p> <p>11. Evaluation</p> <p>A feedback system will be established to allow evaluation of the usefulness of the air quality alerts.</p>	<p>Ongoing as part of evaluation</p> <p>May 2016</p> <p>May 2016</p>

Annex 1 Information Flow Diagram – for initial 3 months



Annex 2 Information Flow Diagram – after 3months - no need for Public Health action to cascade information



RT/24/05/2016