

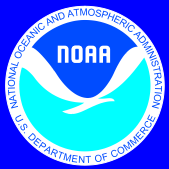
# 2012 Air Quality Outreach Summary

## 2012 Air Quality Forecaster Focus Group Workshop

September 13-14, 2012

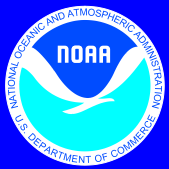
*Jannie G. Ferrell*

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



# Outline

- 2012 Air Quality Outreach Activities Summary
- 2012 Feedback Summary
- Forecaster Focus Group Feedback



# 2012 Air Quality Outreach Activities

- Nat'l AQ Awareness Week, April 30 - May 4, 2012

**“Healthy Air. Healthy You”**

Mon: **It's Not Just Ozone. Particle Pollution It Matters, Too**

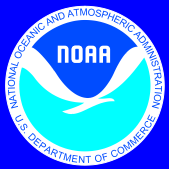
Tue: **Know When You Can Breathe Easy**

Wed: **Heads Up: Particle Pollution Can Harm Your Heart**

Thu: **Where there's smoke there's particle pollution!**

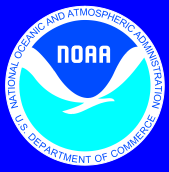
Fri: **You Can Help Keep the Air Cleaner and Your Family Healthier**

- Several state and local AQ awareness week activities across country



# 2012 Air Quality Outreach Activities

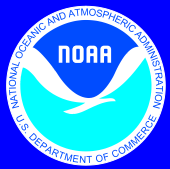
- NOAA participated in 2012 National EPA Air Quality Meeting in April
- No Air Quality Constituent Group Meeting this year



# Feedback Summary

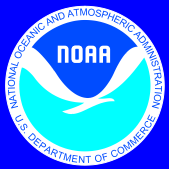
## Feedback Sources:

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



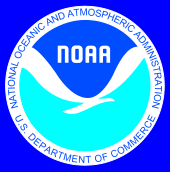
# Apache Feedback General Breakdown

- *September 2011-August 2012: 29 surveys received mostly from general public; 36 last season*
- *Summary :*
  - Request for expanded time or area/more information or products - 3 (9 last season)
  - Request for Clarification: Health relationship/safety interpretation - 17 (13 last season)



# Forecaster Focus Group Feedback

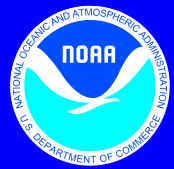
- No Focus Group Feedback Form available this season
- Last year (2011) **two** locations provided very useful data (4 in 2010)



# Forecaster Focus Group

Please continue providing  
feedback!





# Forecaster Focus Group Feedback

*Your Input Is Important!*

*Questions?*

*Comments?*

*Suggestions?*

**THANK YOU!**