

airTEXT Cold Weather Alerts for Islington



Mark Jackson

airTEXT Consortium Meeting
16th July 2013
Islington

CERC

Cambridge Environmental Research Consultants
Environmental Software and Services

Contents

Cold Weather Alerts for Islington

- Overview of service
- Report on the pilot

CERC

airTEXT Consortium Meeting, 16th July 2013

Overview - Cold Weather Alerts for Islington

- Pilot cold weather alert service for Islington operated during winter 2012-13
- Aim: to help COPD patients take practical measures to reduce harmful effects of cold weather
- Method: alert the patients when cold weather is expected, by sending messages to their landlines or mobile phones (at no cost to them). Email alerts were offered but there were no recipients. Alerts were triggered when Met Office issued cold weather alerts for London.
- Jointly funded by Department of Health (DoH) Warm Homes Healthy People fund and Islington Council's public health team

CERC

airTEXT Consortium Meeting, 16th July 2013

Alerts - Cold Weather Alerts for Islington

- Alert levels are based on the DoH Cold Weather Plan for England:

Level 1	Winter preparedness	In force all winter (1 Nov – 31 March)
Level 2	Severe winter weather is forecast	Mean temperature of 2°C and/or widespread ice and heavy snow are predicted within 48 hours
Level 3	Severe winter weather is occurring	Mean temperature of 2°C or less and/or widespread ice and heavy snow are actually occurring
Level 4	Major incident – Emergency response	Central Government declares Level 4 alert in the event of severe or prolonged cold weather affecting sectors other than health

CERC

airTEXT Consortium Meeting, 16th July 2013

Alerts - Cold Weather Alerts for Islington

- Alert messages (based on health advice in the DoH's Cold Weather Plan for England):

Message channel	Level 2	Level 3	Level 4
Voicemail (limited to one minute)	<p>Hello. This is an automatic alert message from the Islington COPD Cold Weather Alert Service.</p> <p>Today there is a yellow alert, which means that cold weather is forecast for Islington for the next 48 hours.</p> <p>Pay attention to the weather forecast and keep your home warm day and night. If you feel unwell, contact your GP. Goodbye.</p>	<p>Hello. This is an automatic alert message from the Islington COPD Cold Weather Alert Service.</p> <p>Today there is an amber alert, which means that there is cold weather in Islington today.</p> <p>Cold air can affect your breathing, so keep your home warm day and night, avoid outdoor exercise and if you do go out wear a scarf to warm the air you breathe. If you feel unwell, contact your GP. Goodbye.</p>	<p>Hello. This is an automatic alert message from the Islington COPD Cold Weather Alert Service.</p> <p>Today there is a red alert, which means that Islington is experiencing a prolonged period of cold weather.</p> <p>See TV and radio channels for advice about how to keep warm. Cold air can affect your breathing, so keep your home warm day and night, avoid outdoor exercise and if you do go out wear a scarf to warm the air you breathe. If you feel unwell, contact your GP. Goodbye.</p>

CERC

013

Report - Cold Weather Alerts for Islington

- It was a cold winter!



Pictures: bbc.co.uk

CERC

airTEXT Consortium Meeting, 16th July 2013

Report - Cold Weather Alerts for Islington

- The service operated 20th Dec 2012 - 8th April 2013.
- About 4,230 alert messages were sent over the period on 44 separate days. 24 were level 2 and 20 were level 3.
- There were 114 alert recipients: 54 for text alerts and 60 for voicemail alerts.
- The pilot operated successfully, and given funding the service could be operated in other boroughs next winter.
- *Thank you for your attention!*