

airTEXT forecasting and alert system for London

Catheryn Price

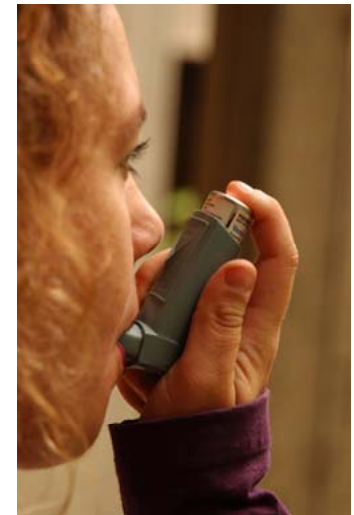
Cambridge Environmental Research Consultants

Clearer Future Conference, 2008, Sheffield

15 September 2008

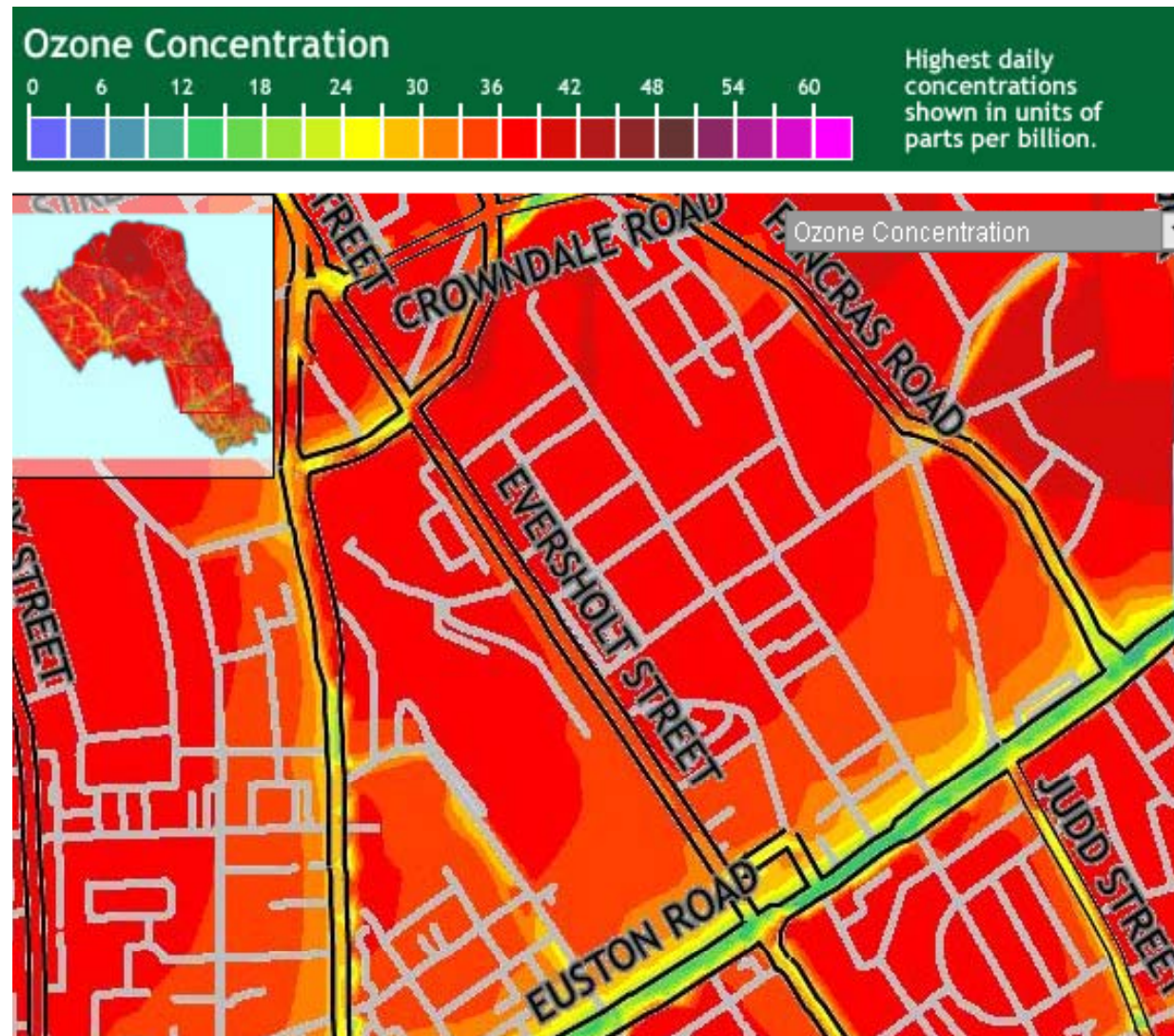
- Cambridge Environmental Research Consultants have produced daily forecasts for councils for 10 years
- The ADMS-Urban dispersion model is at the heart of CERC's forecasting system
- Acknowledgement: Stephen Potter of London Borough of Croydon, Chair of the airTEXT Consortium

- Free air pollution alert and health advice service for people vulnerable to pollution
 - Asthma
 - Emphysema, bronchitis (COPD)
 - Heart disease and angina
- Forecasts as maps on internet
- Alerts sent by
 - SMS (text message); Voice message to home landlines; email
- Started with London Borough of Croydon pilot



airTEXT pilot : Croydon

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- Launched London-wide (+ Slough) in March 2007 at City Hall
- Supported by GLA, DEFRA, EA, HPA, 26 London Boroughs
- Currently 3000 subscribers
- Web site uses GoogleMaps



airTEXT : the service

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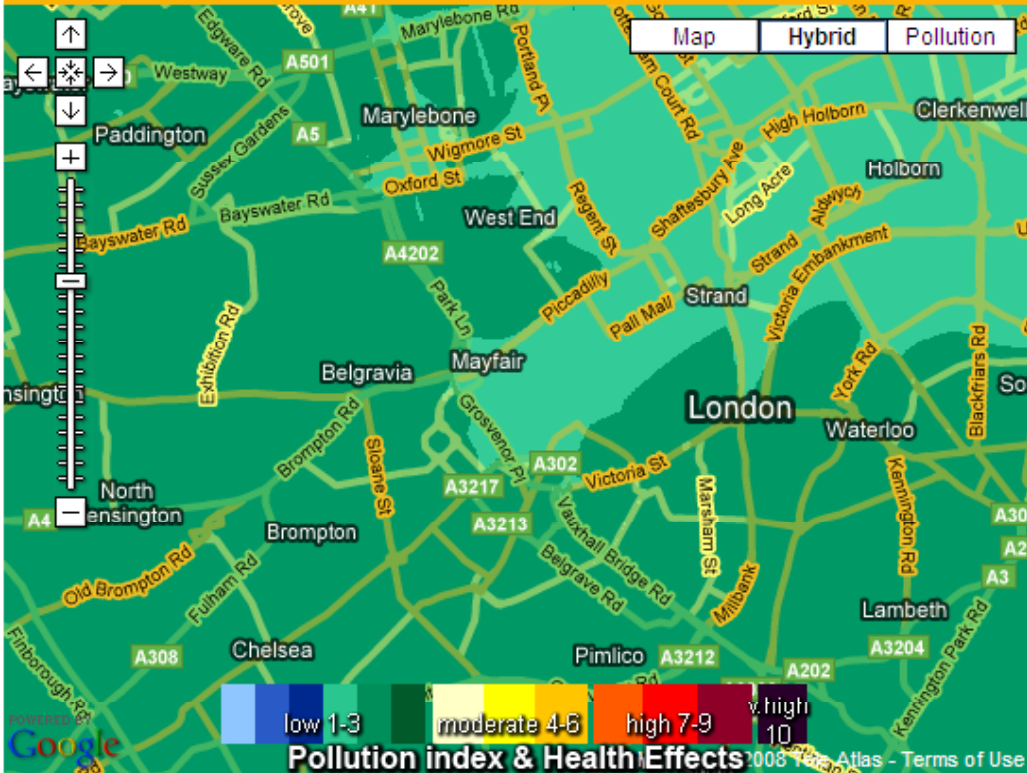
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 air pollution forecasts and alerts for 

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forecasts | log in | how it works | health advice | news & views

Map | Hybrid | Pollution



low 1-3 moderate 4-6 high 7-9 very high 10



Pollution index & Health Effects

Tuesday February 26th, 2008
Central London: **LOW** air pollution expected everywhere. forecast issued, 7pm Monday
airTEXT will alert you by SMS, voicemail or email if elevated pollution is expected in your part of London.
[Sign up now, it's free!](#)
[Get the forecast](#)

Central London
Total Pollution
Tomorrow

Calendar
Search for postcode:

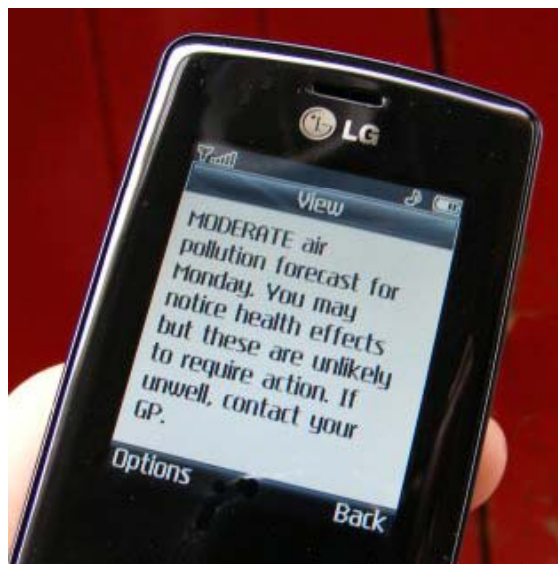
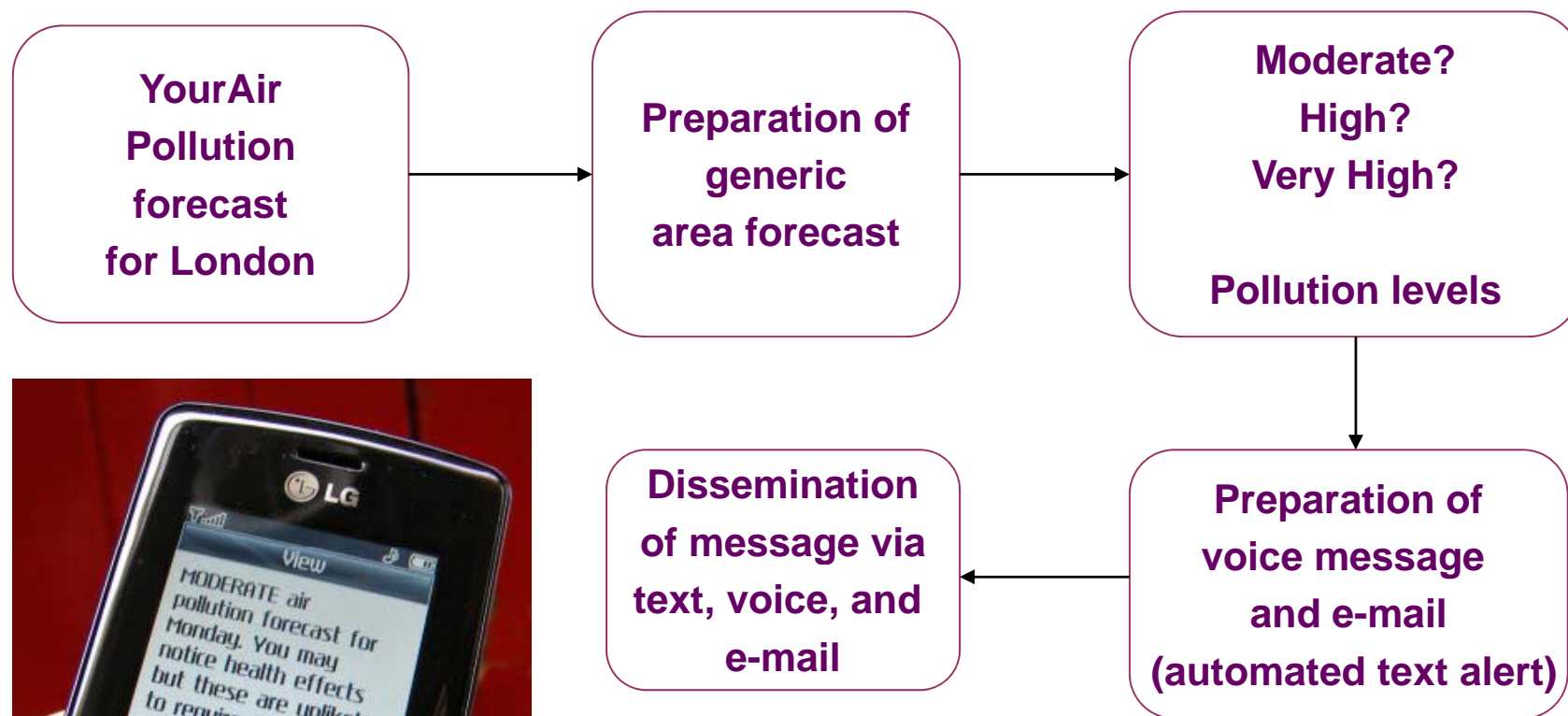
The air pollution level is shown by the colour of the map underneath the roads, not the colour of the roads.

 This project is an **ESA PROMOTE** service in co-operation with **25 London agencies and authorities.** 

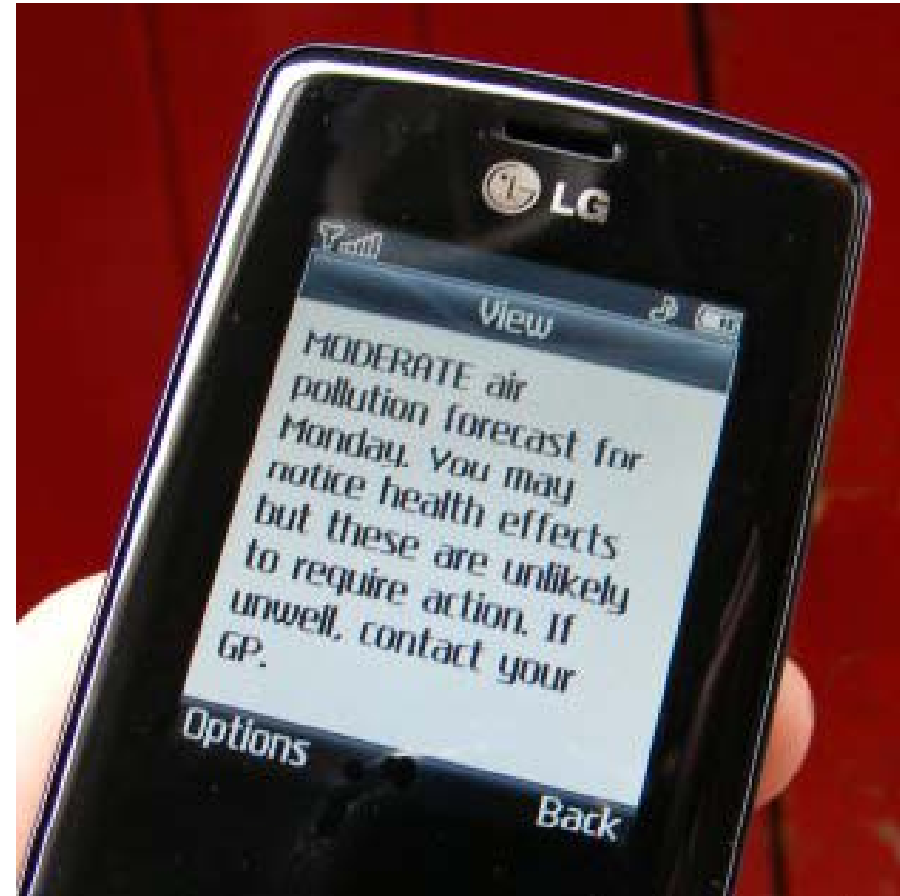
- Air pollution information and health advice widely available, but passively, not actively, disseminated and take-up rates were low.
- Need to improve access to air quality information by vulnerable groups.
- Target information in a timely way directly to those most at risk.
 - enable patients to self-manage their symptoms & reduce exposure
 - reduce acute impacts of air pollution (accident and emergency treatment – visit to doctor)
 - improve patient quality of life and address health inequalities
 - reduce resource implications on National Health Service
 - evaluate health intervention

How *air*TEXT works

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- Currently free subscription for any member of the public
- Select to receive messages the evening before or the morning of an alert
- Alert sent if MODERATE, HIGH or VERY HIGH pollution predicted (COMEAP bands)
- Users can login and change their details



airTEXT - Users sign up to receive alerts & manage their account

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The screenshot displays the airTEXT website interface within a web browser window. The browser's address bar shows the URL "yourair air pollution forecasts and alerts for airTEXT". The page features a green navigation bar with "Fraud monitoring is on" and a yellow sidebar on the left. The main content area includes a "Postcode" input field, a "Text only" button, and links for "Contact us", "Partners", "Press", and "Terms & Conditions". Below this is a "yourair" logo and a "log in" button. A section titled "Control your airTEXT account" provides instructions on how to login using email, phone number, last name, and year of birth. A "Login" button is located below the input fields. To the right, a box titled "Login here so you can:" lists benefits such as unsubscribing from alerts, changing alert methods, and pausing alerts during holidays. The footer includes the "esa" logo, a project description, and the "CERC" logo.

Norton™ Fraud monitoring is on

yourair air pollution forecasts and alerts for airTEXT

Postcode *

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yourair air pollution forecasts and alerts for airTEXT

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forecasts | log in | how it works | health advice | news and views

Control your airTEXT account

Depending on how you receive your alerts, login in using your email address or your phone number, last name and year of birth.

Email or phone number

Postcode

Last Name

Year of Birth

Login

Haven't signed up yet? [Click here!](#) to set up your account.

Login here so you can:

- Unsubscribe from airTEXT alerts.
- Change your alerts to a different method.
- Change the phone number or email you get the alerts at.
- Pause the alerts while you are away on holiday.

esa

This project is an ESA PROMOTE service in co-operation with 25 London agencies and authorities.

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Internet

- Current advertising campaign: newspaper, tube and bus
- A study started in June, being undertaken by the University of Brighton, to assess the epidemiological effects of receiving air quality forecasts and to assess the service provision

BE IN THE KNOW BEFORE YOU GO...

Do you have asthma, breathing or heart problems?
Air pollution can affect your health.

Get **FREE** air pollution alerts for London straight to your home phone, mobile or by email.

Text **AIRTEXT** to **84142*** or register online at:
WWW.AIRTEXT.INFO

* You will be charged at your standard text rate.

POLLUTION INDEX

LOW	MODERATE	HIGH
1-2	3-4	5-6

airTEXT is a service provided by the London boroughs

CERC **PROMOTE** **asthma UK**



Forecasting for other cities : Beijing

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11 July 2008 - high pollution
1 month to the Olympics

Poor air quality - a cause of concern

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\\N2\Documents and info\Smog may stop Beijing Olympics marathon - Telegraph.htm

News **Sport** Business T

TV

Smog may stop

By David Bond, Chief Spor

Last Updated: 10:39pm GMT 17/

[Have your say](#) [Read com](#)

Olympic athletes whose eve
[effects of pollution, heat an](#)
International Olympic Commi

• BOA change tack again

Following a study of the Chi
August, the IOC have concl
conditions.

But endurance athletes, suc
world-record holding marath
Radcliffe, could be hit by th
with competitors in road cyc
biking, triathlon and race wa

In a further blow, Professor
head of the IOC's medical co
revealed yesterday that ast
Radcliffe were likely to suffe

The IOC are now preparing to monitor the
pollution in Beijing on a daily basis during the
Games and are drawing up plans to postpone
events if pollution and humidity pose a threat to competitors.



marathon

[e at risk from the combined](#)
[Beijing, according to an](#)

pendent scientists last
l be unaffected by the

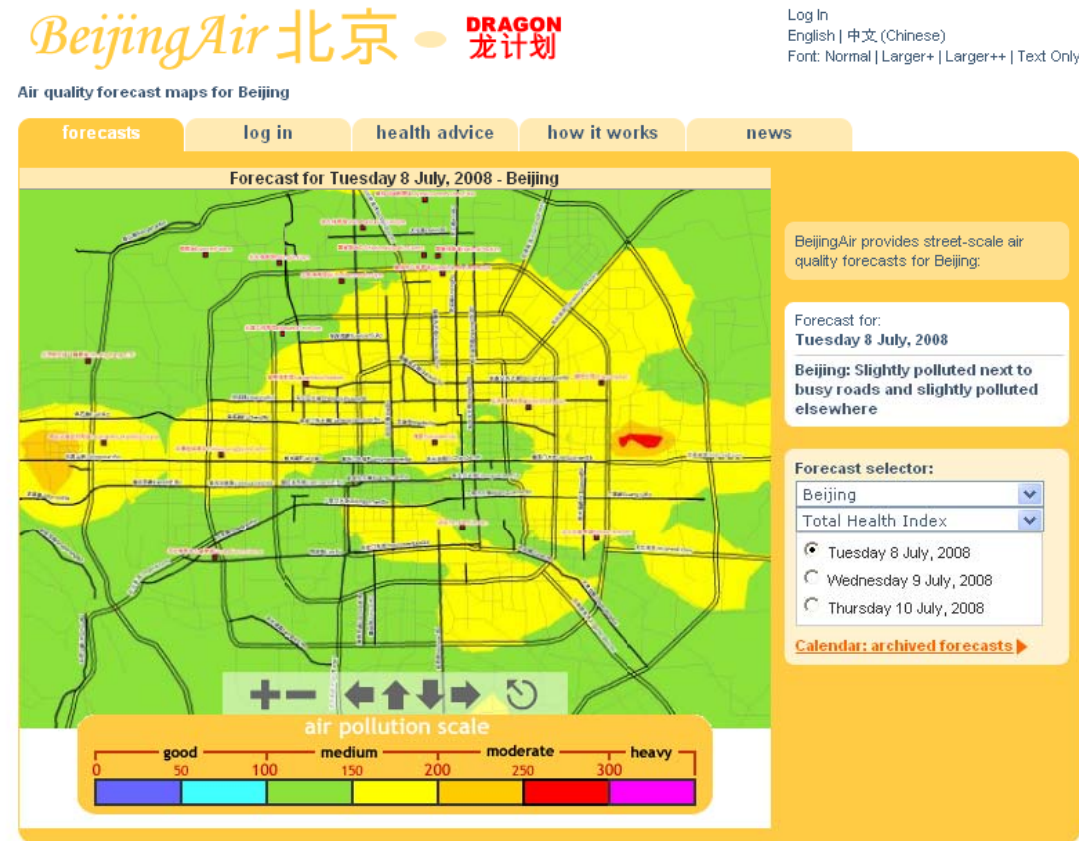


Pollution threat: the National Stadium in Beijing, also known as the Bird's Nest, is shown engulfed by smog

Poor air quality - a cause of concern

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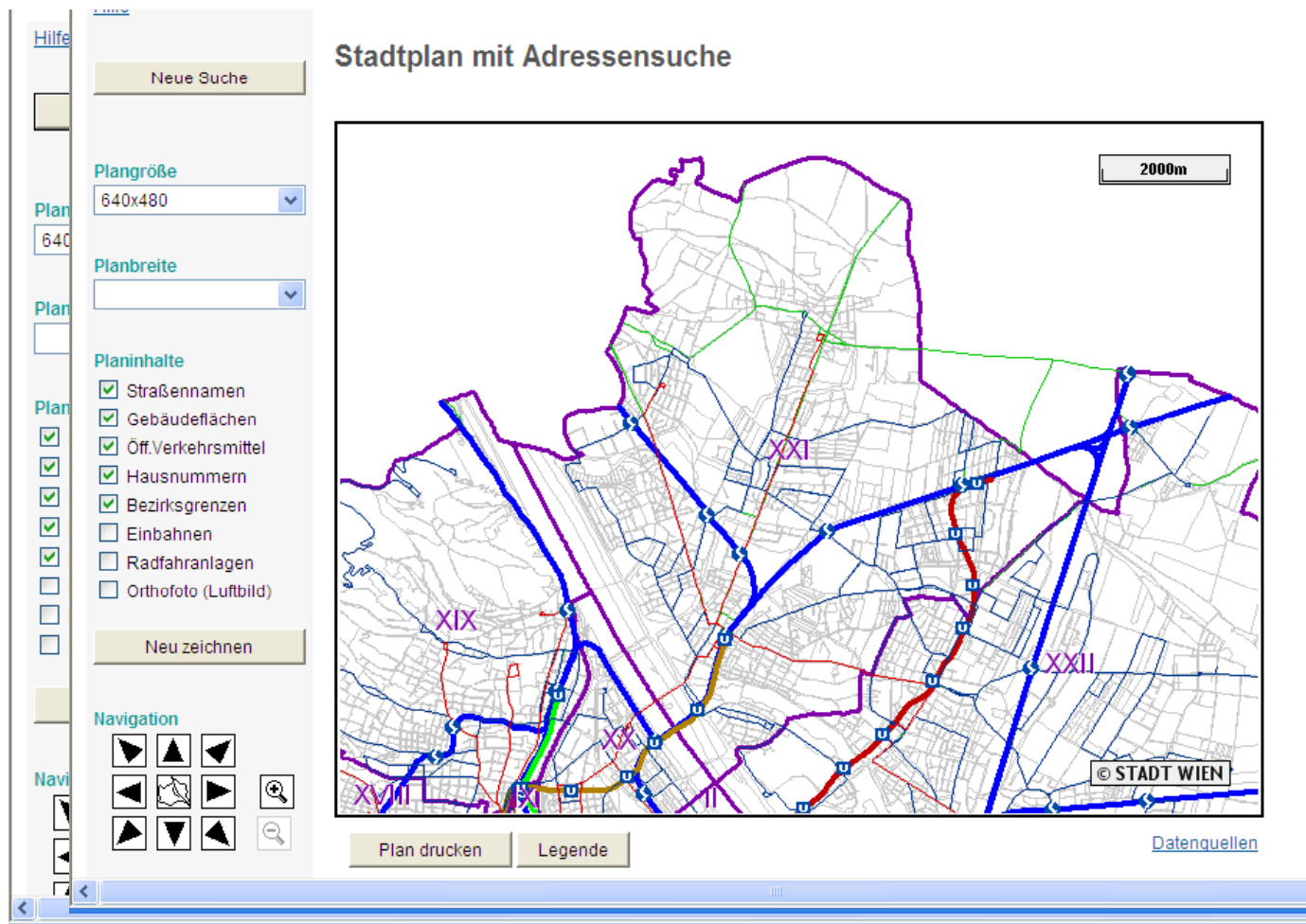
- Beijing forecasts under the DRAGON co-operation project between **ESA (European Space Agency)** and **China's MOST (Ministry of Science and Technology)**



Forecasting – ViennAir, Austria

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- Working with Robert Höller of UBA (Austrian Environment Agency) and City of Vienna



Forecasting – Vilnius, Lithuania

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- Working with Vilnius City Municipality

The screenshot displays the maps.lt website interface. The main header features the 'maps.lt' logo and the title 'NAUJAS VARDAS'. Below the header, there is a navigation bar with links: Home, Map, Services, Advertisement, Help, About us, and Site map. A search bar is present with a dropdown menu set to 'Lithuania' and a search button. The main map area shows a detailed street map of Vilnius, Lithuania, with various labels for districts and streets. On the left side, there is a sidebar with several sections: 'VILNIAUS miesto savivaldybės' (Vilnius City Municipality) with a date '2008-02-26', 'Parašyti oficialų skundą ar siūlymą' (Write official complaint or suggestion), 'Naujų užsakymų' (New orders) with a form for 'El. pašto adresas' (Email address) and buttons 'Užsisakyti' (Order) and 'Atsisakyti' (Cancel), 'E. darbuotojas' (Employee) with a form for 'Vartotojas' (User) and a 'Registruotis' (Register) button, and 'Svarbūs projektai' (Important projects) listing several initiatives. At the bottom of the sidebar, there is a section for 'VILNIAUS Laisvos teritorijos' (Vilnius Free territories). The bottom of the page features a copyright notice: '© 2001-2006, UAB HNIT-BALTIC. All rights reserved.' and a red text prompt: 'New Maps.lt version - TRY IT !!!'.