

## It's Not Just About Weather Anymore

Jen Carfagno The Weather Channel

EPA 2003 National Air Quality Conference







- •National on-air programming
- •Local on-air programming
- •Weatherscan Local
- •weather.com





- •Notify! by The Weather Channel
- •The Weather Channel Radio
- •Newspapers USA Today
- •Interactive Television
- •Wireless Products





•International websites - weather.co.UK











## **Current Air Quality Products**



## **Coming Attractions**



NOAA-TWC Partnership



Series of 3 segments on Air Quality

weathe

live by it

## "It's In the Air"

## "The Air Quality Crystal Ball"

"Using Air Quality Forecasts"



## Visit from EPA AIRNow Team July 2002

Air Quality Index (AQI) and Forecasting: What's it all About?

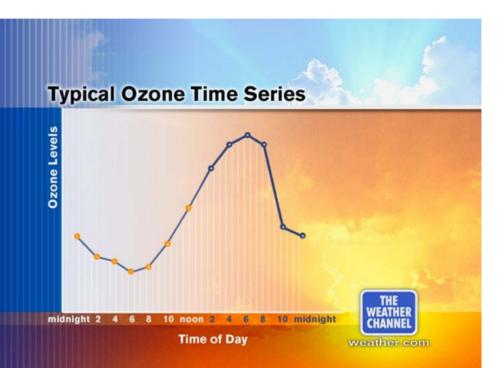
Chet Wayland, John White, Susan Stone, Alison Davis U.S. Environmental Protection Agency Office of Air Quality Planning and Standards Research Triangle Park, NC

Tim Dye Sonoma Technology, Inc. Petaluma, CA

## New On-air Products!

#### Health Effects of OZONE

- Coughing, scratchy throat, pain with deep breath
- Reduction in lung function
- Aggravation of asthma



weather

live by it



weather.com



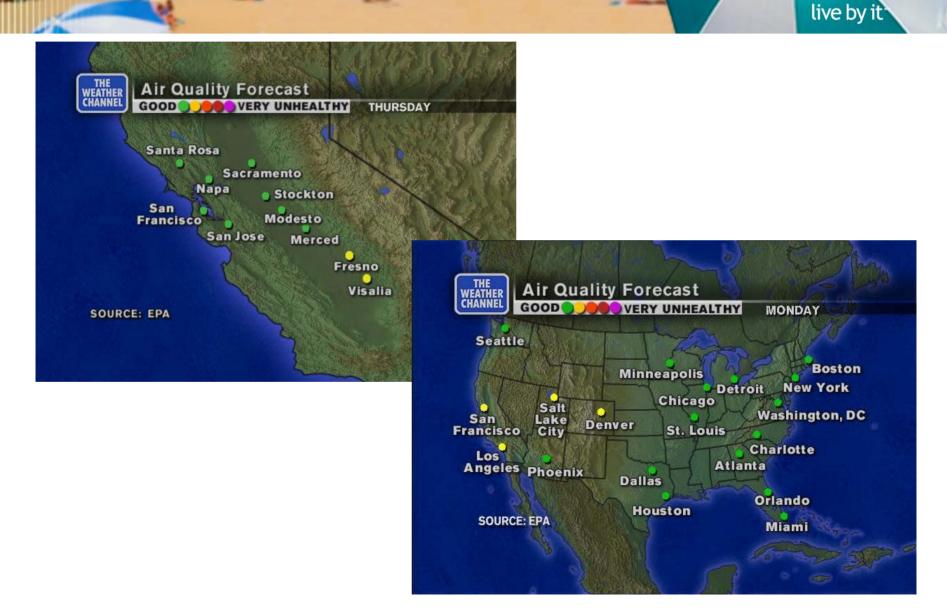
Implementation of Sonoma Tech Data Feed



Notification of upcoming poor air quality episodes from Sonoma Tech, Puget Sound, New York



Consistent AQI colors on all products



THE WEATHER CHANNEL

weathen

air quality features

Air Quality Forecast for California Last updated Jan 30, 2003								liv
	Today	Tomorrow						
City	Forecast Level	Forecast Level						
	Principal Pollutant	Principal Pollutant						
Bakersfield, CA	Unhealthy for	Unhealthy for						
	Sensitive Groups	Sensitive Groups						
	FINE PARTICLES	FINE PARTICLES						
Coastal LA, CA	Moderate	Moderate						
	FINE PARTICLES	NITROGEN DIOXI	DE					
Eastern LA, CA	Moderate	Moderate						
	NITROGEN DIOXIDE	NITROGEN DIOXI	DE					
Fresno, CA	Unhealthy for	Unhealthy for						
	Sensitive Groups	Sensitive Groups						
	FINE PARTICLES	FINE PARTICLES						
Metropolitan LA, CA	Moderate	Moderate						
	NITROGEN DIOXIDE	FINE PARTICLES						
Modesto, CA	Unhealthy for	Unhealthy for						
	Sensitive Groups	Air Quality Kr	w Ind		cators	cators Legend	cators Logond	cators Legend Le
	FINE PARTICLES	All Quality IV	sy mu		Cators	cators Legena	cators Legend	
Oakland, CA	Moderate							
a 1.61	FINE PARTICLES	Good	Mo	d	lerate	lerate Unhealthy for	lerate Unhealthy for Unhealthy	lerate Unhealthy for Unhealthy Very
Oxnard, CA	Good					sensitive		
- · · · ·	OZONE					groups	groups	· · · · · · · · · · · · · · · · · · ·
Sacramento, CA	Good	0000		Ī				
o o i oi	OZONE	OZONE						
San Francisco, CA	Moderate	-						
	FINE PARTICLES	-						
San Jose, CA	Moderate	-						
Conta Basa CA	FINE PARTICLES	-						
Santa Rosa, CA	Moderate							
Charline Ct	FINE PARTICLES	-						
Stockton, CA	Unhealthy for Sensitive Groups	Unhealthy for Sensitive Groups						
	sensitive or oups	sensitive Groups						

THE WEATHER CHANNEL

weather



#### air quality features

#### Air Quality 101

#### Introduction

All kinds of activities contribute to polluting the air we breathe. In addition to industrial causes of pollution, day-today activities such as driving, filling your car with gas, dry cleaning, and using household paint can release gases and particles to the air. In high enough concentrations, these pollutants can harm our environment and us. More information:

- Introduction
- <u>Ozone</u>
- Particulate Matter
- Sulfur Dioxide
- <u>Nitrogen Dioxide</u>
- <u>Carbon Monoxide</u>
- What You Can Do

The average adult breathes over 3,000 gallons of air every day. Children breathe even more air per pound of body weight and are more susceptible to air pollution. The elderly are also more sensitive to air pollution because they often have heart or lung disease.

People exposed to high enough levels of certain air pollutants may experience burning in their eyes, an irritated throat, or breathing difficulties. Long-term exposure to air pollution can cause cancer an long-term damage to the immune, neurological, reproductive, and respiratory systems. In extreme cases, it can even cause death.

For details on individual pollutants, select a link in the green box above.

#### What is the Air Quality Index?

Like the weather, air quality can change from day to day or even hour to hour. The U.S. Environmental Protection Agency (EPA) and others are working to make information about outdoor air quality as available to the public as information about the weather. A key tool in this effort is the Air Quality Index, or AQI.

The AQI is an index for forecasting daily air quality. It tells you how clean or polluted your air is, and what associated health concerns you should be aware of. The AQI focuses on health effects that can



#### More information:

- Introduction
- <u>Ozone</u>
- Particulate Matter
- Sulfur Dioxide
- Nitrogen Dioxide
- <u>Carbon Monoxide</u>
- <u>What You Can Do</u>

#### 🚰 weather.com - Help Page - Microsoft Internet Explorer

#### Air Quality Reports

Air Quality Reports provide forecast air quality ratings for today and tomorrow. This information is from the U.S. Environmental Protection Agency.

\_ ( 🗖

Air Quality Reports are available between May and September for most cities. Ratings range from "Good" to "Very Unhealthy." See chart below.

When available, the principal pollutant is also listed. Pollutants include:

Ozone Coarse particulate matter Fine particulate matter Sulfur Dioxide Nitrogen Dioxide Carbon Monoxide

#### Air Quality Key Indicators Legend

Good

No health impacts are expected when air quality is in this range.

#### Moderate

Unusually sensitive people should consider limiting prolonged outdoor exertion.

#### Unhealthy for Sensitive Groups

Active children and adults, and people with respiratory disease, such as asthma, should limit prolonged outdoor exertion.

#### Unhealthy

Active children and adults, and people with respiratory disease, such as asthma, should avoid prolonged outdoor exertion; everyone else, especially children, should limit prolonged outdoor exertion.

#### Very Unhealthy

Active children and adults, and people with respiratory disease, such as asthma, should avoid outdoor exertion; everyone else, especially children, should limit outdoor exertion.

#### Ozone Action Day

An Ozone Action Day may be called by your State or local air quality agency when ozone levels are forecast to reach unhealthy levels. These programs, often partnerships with local businesses, encourage voluntary actions to reduce emissions of pollutants that contribute to ground level ozone information.

Source: U.S. Environmental Protection Agency. For more information, visit www.epa.gov/airnow/.



THE WEATHER CHANNEL

weather.com

live by it





Continued consistent reporting of air quality forecasts



Ozone Action Day field



More locations



Year-round...we are looking forward to it!



CAROL

## Homework

The name of your local action day program.

Average number of action days per year/season.

Send to: jcarfagno@weather.com





NORTH



