Review of Air Aware and Lessons Learned

AIR AWARE

air-aware.co.uk

Air Quality and Climate Change Online Seminar

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Project Summary

- Funding from DEFRA 21/22 Air Quality Grant

- 2 year project (2022 - 2024)

- Partnership between LBH, LBN, LBTH & CoL

- Funding to **raise awareness of air pollution,** but particularly to provide information to people on **how they can reduce their exposure** to air pollution

- 3 workstreams - linked by Air Aware

Department for Environment Food & Rural Affairs

Hackney

Newham London

TOWER HAMLETS

CITY OF LONDON

Project review & evaluation

- Contracted services of **independent organisation** to help evaluate overall effectiveness of the project at raising awareness of air pollution

Baseline survey with residents:

Assess general awareness of and concern for air pollution, including as a public health issue

Focus group session with trained healthcare professionals:

To review if confidence and knowledge had improved & patients could benefit

Webtool testing with residents:

To test if use of webtool increased user awareness of air pollution and how exposure can be reduced

Air quality champions focus group:

To review if volunteers knowledge, confidence & ability to support others had improved
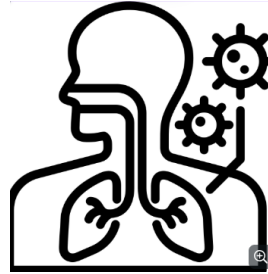
Baseline Survey

256 residents interviewed across Hackney, Newham, Tower Hamlets and City of London

4 out of 5 respondents were concerned about the impacts of air pollution on health

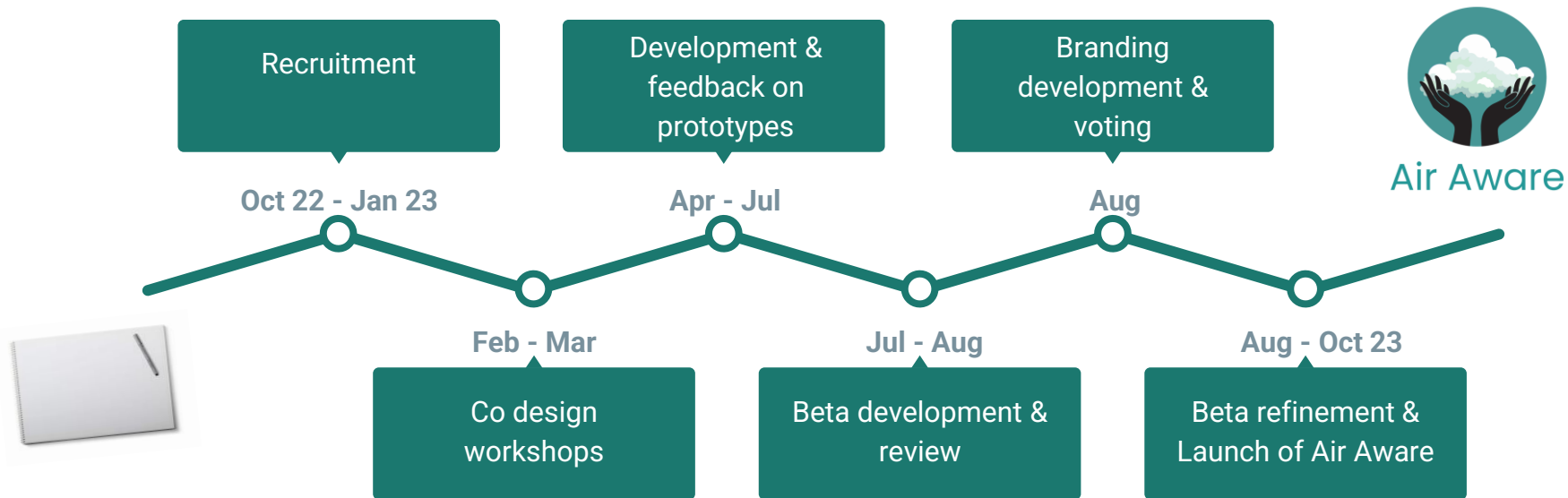Survey asked people about their motivation to take action and the barriers they face

Most were not aware of pollution levels in their area

global action plan

Department for Environment Food & Rural Affairs

Hackney

Newham London

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Codesigning a web-based information tool

Recruitment

Development & feedback on prototypes

Branding development & voting

Air Aware

Oct 22 - Jan 23

Apr - Jul

Aug

Feb - Mar

Jul - Aug

Aug - Oct 23

Co design workshops

Beta development & review

Beta refinement & Launch of Air Aware

Department for Environment Food & Rural Affairs

Hackney

Newham London

TOWER HAMLETS

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Recruitment

Created BY the community FOR the community

The Audience: Who is the tool for?

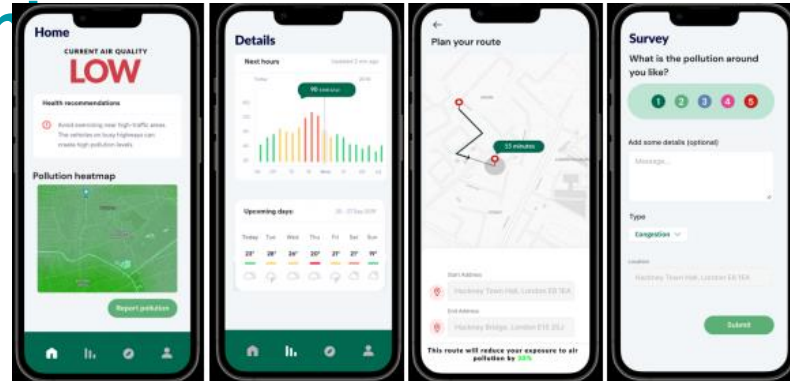**Where / How to recruit?**

Are they representative?

Department for Environment Food & Rural Affairs

OpenKit

COMMERCIAL

Hackney

Newham London

TOWER HAMLETS

CITY OF LONDON

Co-Design Workshops

Created BY the community

FOR

the community

Vs

There you go!

What do you think?

Air Aware: A tool for all

Maximising accessibility was key - to ensure access, appeal and usability for a wide audience.

- Multiple **screens** in **public areas**

- Text to speech & speech to text features

- Available in 17 of the most **commonly spoken languages** of project area

- Simple **font size** and **colour blind mode** adjustment
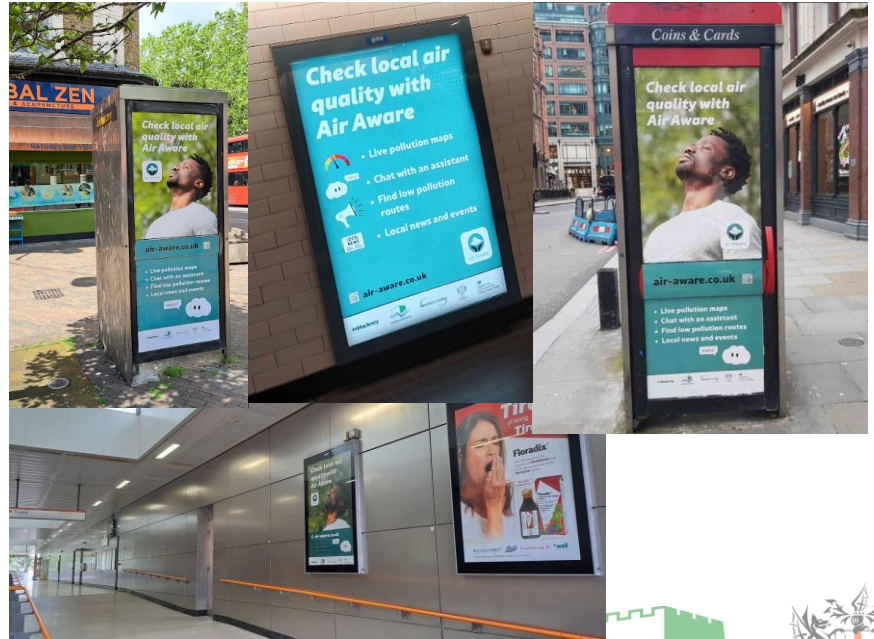
- Handy **user guide** on each page
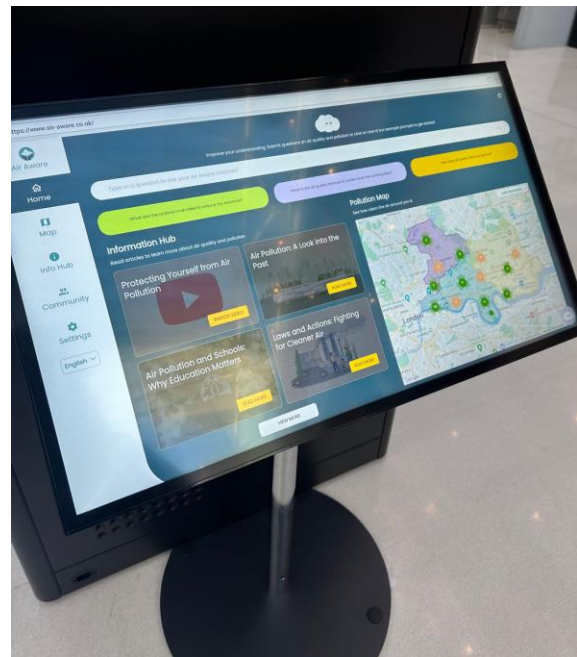
Launch of Air Aware

Air Aware went live in October 2023

SIDE 1

www.air-aware.co.uk

Launched widely in May 2024

Project review & evaluation

- Review of project as a whole

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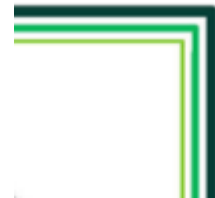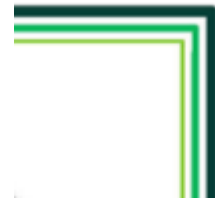
Air Aware: The Good

- The web tool designer

- Overall Project Management across 4 boroughs

- Feedback and Evaluation

- The reach and the legacy

Air Aware: ~~The Bad~~ Lessons Learned

- Data collection = data protection

- Maintaining volunteer participation

- Planning an advertising campaign

- After sales technical support

Air Aware: The Ugly

- There is no Ugly!

- There is beauty in everything!!

AND BREATHE...

Thank you for listening

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