



MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY

Wildfire Smoke Messaging

AIR QUALITY DIVISION

What was your experience?



How did it affect your work/life?



How did you first hear of the Action Days?



Did the alerts/notification make you change your actions?



Notification/alert – does it make a difference?

Working with other state agencies on wildfire messaging

- Work with several state agencies, including:
 - Department of Health and Human Services
 - Department of Natural Resources
 - Department of Agriculture and Rural Development
- Agency communications staff cooperate on messaging
- Work to be timely with forecast and calling Air Quality Action Days



Getting the word out



Subscribers to EnviroFlash



Through subscription listservs with EGLE and DHHS



Through talking points shared with staff



Through weather apps and weather station



Updates to webpages



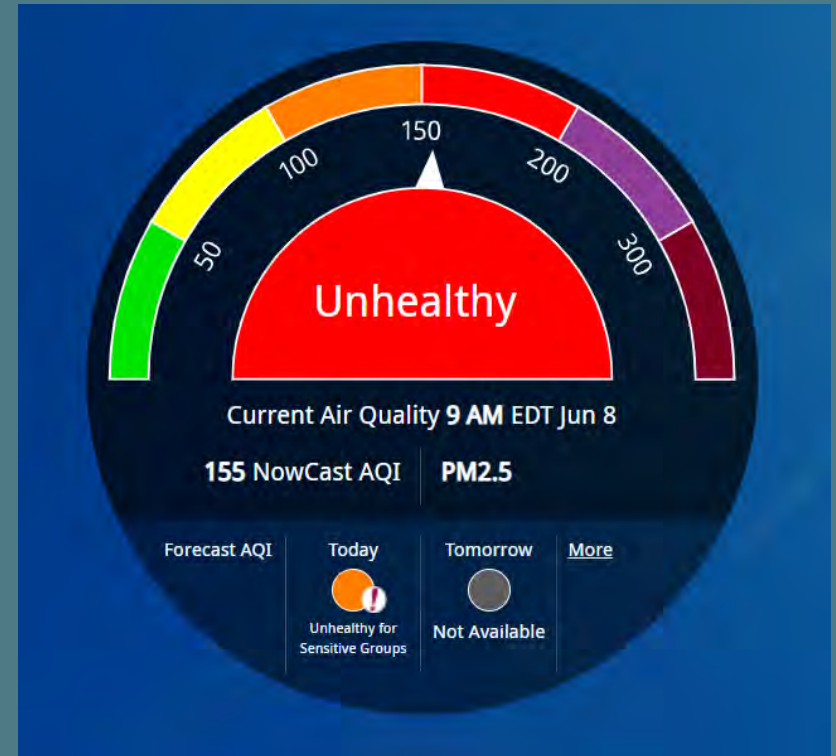
Use of state-wide alert banners on EGLE webpage



Multiple media interviews

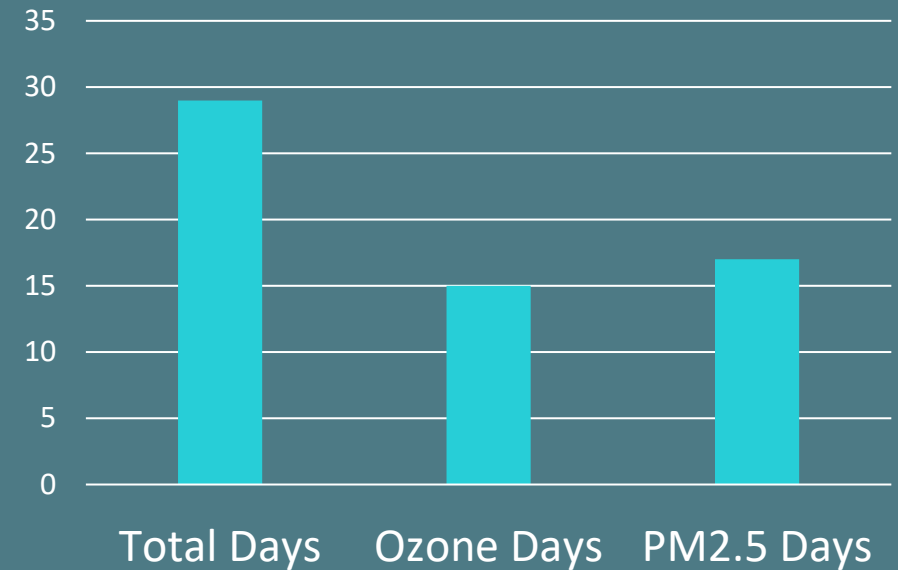
Forecasters Process

- Three EGLE staff meteorologists
- Specific process for communication
- Constant forecasting during smoke events



Metrics of interest

- Media coverage
 - Close to 50 interviews this summer
 - Smoke events and EGLE mentioned in 111 articles reaching a potential audience of 68 million people
- EnviroFlash
 - Increased subscribers by almost 7,000
- Added information to webpage about air quality action days for this year



Challenges

- Forecasting for smoke can be more variable and changeable than ozone or other forecasting.
- Anticipating questions from the media, public, etc.
- Timeliness of messaging.
- Agencies we don't normally work with.
- Who is responsible for the overarching decisions.





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