



# The *Air*TEXT Project

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# *Air*TEXT objective

- send air pollution alerts to vulnerable individuals via SMS text message



*Information about air quality widely available throughout the EU but never been targeted in timely and proactive way at vulnerable individuals*



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# Selection of Participants

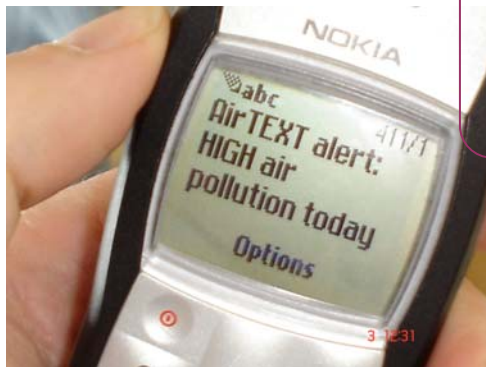
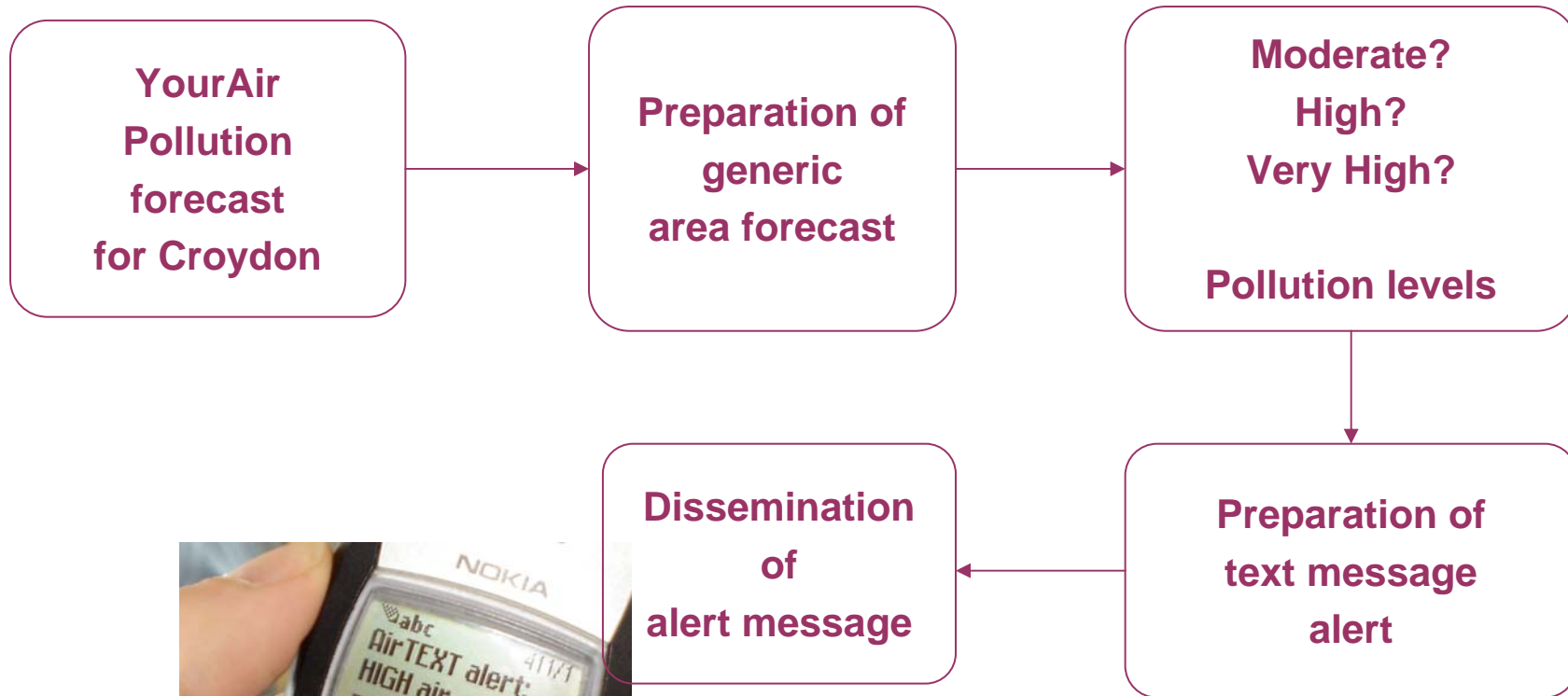
- 1000 participants
- asthma
- chronic obstructive pulmonary disease (COPD)
- other respiratory diseases
- heart disease (often overlooked)
  
- pre-selection by Primary Care Trust
- chest clinics
- GP (family doctor) surgeries etc.



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# How *AirTEXT* works:



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# Frequency and Timing of Alerts

- alerts will be sent prior to 08:00 hours on days of moderate or worse air quality
- annual frequency of messages in range 28–69
- most likely number of alerts = 46



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# Evaluation

- **Attitudes and Responses:**
  - Do patients modify behaviour and better manage symptoms?
  - Do they visit hospital/doctor less?
  - What is perception of air pollution on symptoms? (feel worse on 'alert days'?)
  - Are there barriers to the technology (young and old people?)
- **Systems/costs:**
  - Is text messaging cost effective intervention?
  - Functioning of messaging system?
  - Timely/concise?
- **The future:**
  - What else would people like?
  - How could it be improved?
  - Recommendations for continuation/extension of service to other users



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# Expected benefits

- enable patients to self-manage their symptoms
- 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
- raise awareness of air pollution and impacts among participants
- demonstrate that it's a highly cost-effective intervention: €14 per participant per year
- generation of publicity as a 'first' – benefits to PROMOTE



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