

WHAT IS THE ISSUE?

Australia's air quality is generally amongst the best in the world, but often experiences extreme weather conditions and periodically make it the worst.

SIGNIFICANCE OF ISSUE:

Out of the 118 countries ranked for air quality Australia regularly ranks in the top 15, but during bushfires, dust storms and other extreme events Australia's 24hr air quality rating can drop to zero.

Anthropogenic air pollutant PM2.5 is airborne particles 2.5 microns in diameter, making them particularly dangerous as they can be inhaled and penetrate deep into the human system. PM2.5 is also one of the new pollutants that Australia often falls below the acceptable threshold of.

The long-term trend shows that PM2.5 is rising, even with excluding the 2019/20 bush fires.

1 in 6 premature deaths per year are a result of air pollutants.



2-3 KEY USERS:

Steve is a doctor who lives and works in NSW

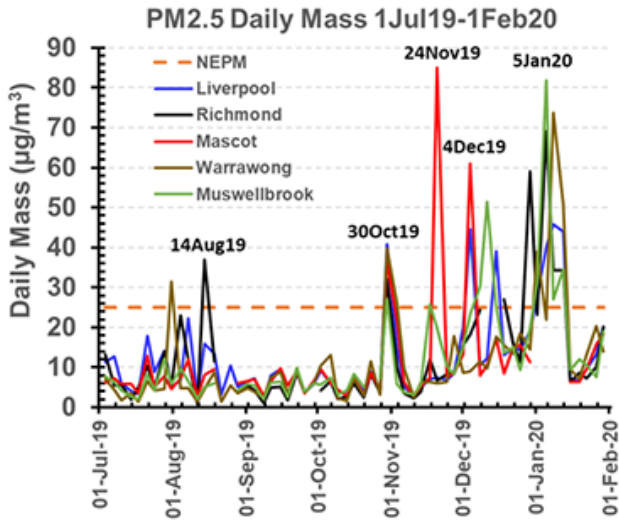
Amy is a new mother who gave birth during the bushfire months.



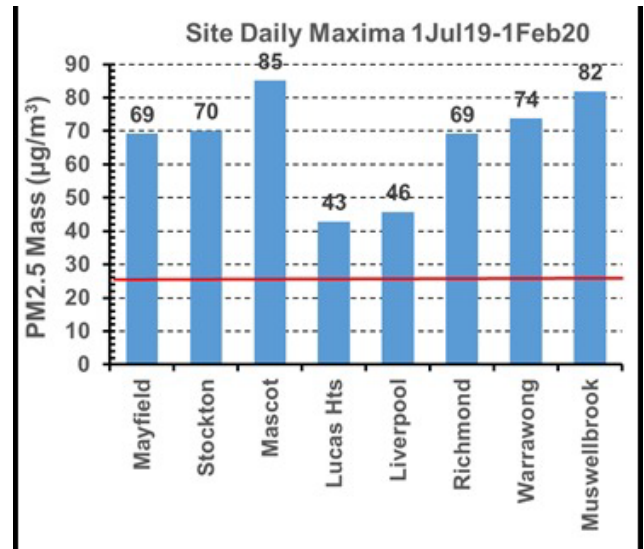
2-3 POINT OF VIEW STATEMENTS:

Steve needs a more direct way of helping people deal with air pollutants because right now the advice involves long term action.

Amy needs an easier way to understand pollutant levels daily as she would prefer to avoid going outdoors on poorly rated days.



Fine particle pollution levels plotted against the national health goal. Spiking severely during bushfires.



Daily average fine particle pollution levels across NSW during the 2019/20 bushfires.

INDUSTRY SECTORS:

- Families
- Hospitals
- Respiratory clinics
- Fire department

SOURCES OF INFORMATION:

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