



Michigan EnviroFlash Program

EnviroFlash delivers FREE air quality index and "Action! Day" notifications to the public via e-mail or cell phone text messages. This allows residents to adjust their daily activities when poor air conditions are expected to occur.

Michigan Department of Environmental Quality (DEQ) meteorologists determine what the air quality level for the next few days is likely to be. Forecasted pollutants include ground-level ozone and fine particulate.

A subscriber receives an **EnviroFlash** forecast message if the Air Quality Index is predicted to reach or exceed the health level selected by participants plus notification when an air quality "Action!" Day (advisory) is announced. It's a quick and easy method to distribute information when poor air quality is forecasted.

GOOD	MODERATE	UNHEALTHY FOR SENSITIVE GROUPS	UNHEALTHY	VERY UNHEALTHY
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Fortunately, air in Michigan is usually good or moderate; but when poor air quality is expected, people in sensitive population groups (*i.e. kids; people with asthma or heart disease; people who work or exercise strenuously outdoors*) need to know - in the most convenient manner - as soon as possible. On those rare days when "unhealthy" air is forecasted, people can make choices to voluntarily reduce air emissions and also protect their health by reducing exertion when pollutant concentrations are elevated.

Those with small children and people with cardio-pulmonary health problems (such as asthma) usually choose to be notified when the air is predicted to be unhealthy for sensitive groups. People who work or exercise strenuously are in this category due to increased deep respiration.

Current air quality information is already available via DEQ's **MIair** website and EPA's AIRNow website. **EnviroFlash** is an additional service that sends air information directly to your computer or cell phone. Residents can choose to receive forecasts via e-mail or as a cell phone text message.

SIGN UP NOW! HERE'S HOW:

Go to www.michigan.gov/deqair & select the **EnviroFlash** icon. Select "Enroll in AQI"; then "subscribe to EnviroFlash". Follow these steps:



1. Type in your e-mail address, name & zip code information.
2. Select either e-mail format - or - "short" for pagers & cell phones.
To receive text message enter the e-mail address associated with your cell phone.



AT&T/Cingular yourtendigitnumber@txt.att.net
Sprint yourtendigitnumber@messaging.sprintpcs.com
T-Mobile yourtendigitnumber@tmomail.net
Verizon Wireless ... yourtendigitnumber@vtext.com

If you do not know the e-mail address associated with your cell phone contact your service provider.
NOTE: While there is no fee to use EnviroFlash, standard text messaging rates do apply.

3. Choose a forecast level. Most people pick orange.

The Michigan EnviroFlash program is a partnership between Michigan DEQ Air Quality Division and the United States EPA.

