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## Quick guide to Clean Air in Cities app

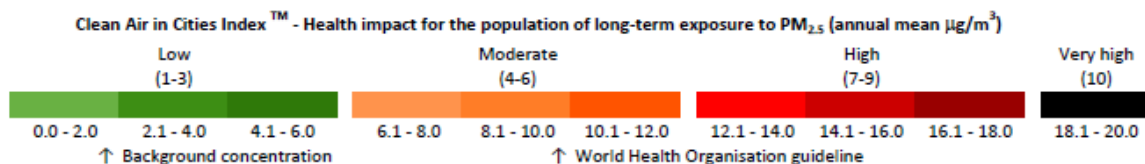
The free Clean Air in Cities app uses the **Clean Air in Cities Index™** (or **Birkett Index™**), developed by Clean Air in London (CAL), to report the health impact of long-term exposure to air pollution on the population in local areas, regions and England as a whole.

### App functionality

The App can be downloaded from the App Store. It can be found by searching for 'Clean Air in Cities' on the App Store or downloaded here <http://itun.es/i6xj69k>.

Key functionality of the App includes:

- the **Clean Air in Cities Index™** (or **Birkett Index™**) to report the health impact of long-term exposure to air pollution



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- population-weighted concentrations of annual mean concentrations of total PM<sub>2.5</sub> for local areas, regions and England as whole compared to the World Health Organisation (WHO) guideline;
- the percentage of total deaths attributable to long-term exposure to human-made PM<sub>2.5</sub> in each area;
- the pro rata calendar year-to-date number of deaths attributable to long-term exposure to human made PM<sub>2.5</sub> and time to the next such attributable death for every local area and region in England;
- 'Add' button allows Users to add local areas or regions and 'Edit' button allows Users to move or delete local areas or regions. The location capability on the App allows Users to choose from up to four nearby locations or select another area by typing its name;
- Users can also see the CAL website and a detailed explanation of the App under 'About'; and
- the App is free. Users are invited, as they add areas or regions, to make at least one donation to CAL to support the further development of the App and other projects.

**Note: the App does not estimate or display the number of actual deaths from air pollution or the risk for an individual.**

Total PM<sub>2.5</sub> is the sum of human-made (i.e. anthropogenic) and background (i.e. non-anthropogenic) mass concentrations of PM<sub>2.5</sub>. The number of attributable deaths for an area depends on the attributable fraction and total number of deaths in that area which means a larger, less polluted local area may have more such deaths than a smaller, more polluted local area. The calculations are all based on Government data or calculated by CAL using its understanding of the methodology recommended by the Committee on the Medical Effects of Air Pollution. Policy Exchange has estimated diesel vehicles were responsible for 91% of PM<sub>2.5</sub> exhaust emissions in London in 2009.

## Top tips for using the App

Please read 'About' for details.

1. Download the App from the App Store at <http://itun.es/i6xj69k>
2. App reports annual mean levels of dangerous airborne particles (PM<sub>2.5</sub>) and estimates the pro rata number of attributable deaths for the calendar year-to-date for the population in local areas, regions and England as a whole
3. App's location function lets you choose between up to four nearby areas. Why not add to England all the regions then the local areas in your region. The regions are: East Midlands, East of England, London, North East, North West, South East, South West, West Midlands and Yorkshire and Humber (see separate table)
4. You are invited to donate after adding several areas. Tap 'Not now' or make a donation to stop future invitations
5. Use 'Edit' to re-order areas e.g. England then regions then local areas within your region
6. App shows the percentage of total deaths attributable to human-made air pollution
7. Larger, less polluted areas may have more attributable deaths than smaller, more polluted areas.
8. App gives notifications periodically of further attributable deaths (which you can disable)
9. Tapping an area on the App allows you to share it via Twitter, Facebook or email
10. Details including health statistics at <http://cleanairinlondon.org/health/clean-air-in-cities-index/>

## Notes

1. **Clean Air in Cities Index**<sup>TM</sup> (or **Birkett Index**<sup>TM</sup>) illustrates Clean Air in London's view of the potential health impact of long-term exposure to different annual mean concentrations of total PM<sub>2.5</sub>. The Index starts at zero and increases in 10 bands of 2.0 µg/m<sup>3</sup> to 20 µg/m<sup>3</sup> in population-weighted exposure to total PM<sub>2.5</sub> in a local area or region. The WHO guideline is 10 µg/m<sup>3</sup> for total PM<sub>2.5</sub> but the WHO has found no safe level of human exposure to it down to 8 µg/m<sup>3</sup> or below. CAL has therefore chosen bands of LOW (zero to 6.0 µg/m<sup>3</sup>), MODERATE (6.01 µg/m<sup>3</sup> to 12.0 µg/m<sup>3</sup>), HIGH (12.01 µg/m<sup>3</sup> to 18.0 µg/m<sup>3</sup>) and VERY HIGH (18.1 µg/m<sup>3</sup> to 20.0 µg/m<sup>3</sup>). On this basis, the WHO guideline is at the top of the middle of the three sub-bands within the MODERATE band. The App does not estimate or display the number of actual deaths from air pollution or the risk for an individual.
2. The words **Clean Air in London**<sup>TM</sup>, **Clean Air in Cities Index**<sup>TM</sup> and **Birkett Index**<sup>TM</sup> along with their associated logos, are trademarks or registered trademarks of Clean Air in London, a company limited by guarantee, registered in England and Wales, with company number 7413769.
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