

CONFIDENTIAL

National and Local Air Quality
Atmosphere and Local Environment Programme
DEFRA
<http://www.defra.gov.uk/environment/quality/air/airquality/index.htm>

From: [Redacted]
Sent: 30 May 2012 17:17
To: [Redacted]
Cc: [Redacted]
Subject: RE: Publicising High Ozone levels

Proposed agenda for meeting on 31 May

We are meeting tomorrow to discuss several issues related to comms and info notices on pollution. I thought I would circulate a suggested agenda for the meeting

1. Agreement of notice to be issued to inform of pollution events including:
 - a. What should be issued PN/IN/etc – I think we have all agreed it should be an IN but useful to know the difference
 - b. When should it be issued – start of "season" , first ozone event, first event of any pollutant or whichever comes first? Could also be issued for all high or very high events? I think we have agreed it should be at the start of the season but is this right? Need to consider purpose of notice to make a decision on this.
 - c. Content – have we agreed the content for the notice? I think this is so but [Redacted] or [Redacted] can update
2. Update on Twitter feed and how this will be retweeted by Press Office – [Redacted] to give overview please and then confirm arrangements. I think it is retweet for very highs (rather than highs). Who typically might pick up this retweet?
3. Agreement to draft and publish our policy on the UK-Air website – this is to deal with questions about what it is – we can say it is published and then people can read that. They might still disagree with the approach but at least it is published.
4. Support to Press Office on media enquiries
 - a. Overview of what standard briefing Press Office has and what updating is needed
 - b. Agreement on arrangements for seeking additional advice – who to contact, who to copy it to.
5. AOB update on FOIs from [Redacted] if necessary.

I hope this is OK as an agenda if there are other suggestions please let me know.

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From: [REDACTED]
Sent: 31 May 2012 16:48
To: [REDACTED]
Cc: [REDACTED]

Subject: RE: Publicising High Ozone levels

Follow Up Flag: Follow up
Flag Status: Flagged

Further to our discussion today we agreed the following

[REDACTED] the policy. [REDACTED] any reminder of [REDACTED] information services an information Bulletin would be published on our website at the start of each year (end of February/early March). This would also be sent to relevant journalists etc. Content for this had been more or less agreed between [REDACTED] and [REDACTED]. We also agreed that Press Office should discuss with DH press office whether they could put out the IB to their networks or at least provide a link to air pollution health advice on press notices dealing with related issues.

- a. **Action:** Press Office and [REDACTED] to diarise this for 2013 so that we were ready to put the notice out.
 - b. **Action:** Press Office to liaise with DH Press Office on sharing our Info Bulletin with their networks
2. It was noted that we could not guarantee that an information bulletin would go out to the sections of the public we would want to reach (unless it was picked up by the media and only then if they ran the story in an informative rather than newsy way. Therefore we agreed that we would engage with the relevant health stakeholders especially Asthma UK and Lung charities etc so that they would publicise the info bulletin on their websites and if possible their newsletters. [REDACTED] was already seeking to arrange a meeting with these groups and would take this forward
- a. **Action:** [REDACTED] to follow up focused publicity opportunities for the IB with relevant charities
3. In the meantime we would still for this year only issue an information bulletin when the first ozone high was forecast for any region.
4. We agreed that Press Office would retweet very high forecasts from the Defra UK-Air Twitter service. AEA would contact Press Office direct via email to advise when this was necessary. If it there was a forecast for such an event over a weekend [REDACTED] would check the forecast and advise Press Office so that Duty Officers could check the Twitter feed to retweet as necessary.
- a. **Action:** [REDACTED] to confirm with AEA arrangements for the retweeting service
5. We discussed arrangements for contacting people in ALE for advice on press questions. We agreed that:
- a. Press Office [REDACTED] would compile the briefing that was currently used and would pass this down to [REDACTED]. Press office would also indicate when lines were last used (where they could) and also what gaps they were aware of.
 - b. [REDACTED] would coordinate the review of these lines and update as necessary. We would also try to identify obvious gaps which might need briefing.
 - c. There would then be some iteration and we would agreed a first version of the pack at the end of June.
6. We agreed that we would prepare a note setting out who the main contacts should be for which areas and who the deputy should be. We noted that whilst these would be the first line of contact if they were not available then Press Office would have to go to whoever was available. Therefore it was important to have the briefing pack agreed and available to all on the list.
- a. **Action:** [REDACTED] to prepare contact list

I hope these are all the actions agreed. But please let me know if I have missed or misconstrued any.

Thanks