

UAE AIR QUALITY INFORMATION CAMPAIGN

AIM

This project aimed to promote air quality awareness in the UAE, where populations most exposed to poor air quality are often workers employed outdoors or on construction sites. These people often face language and technical barriers to accessing public health information. For this reason, this engagement consisted of examining the needs of UAE residents in regards to air quality information to develop an inclusive communication campaign.

RESEARCH

The content of the information campaign was informed by interviews with local air quality experts and from a multi-lingual community survey. By examining the gaps that exist in air quality communication and what residents want to learn more about, I was able to develop a research-based air quality communication campaign.



**SAMUEL CENTRE
FOR SOCIAL
CONNECTEDNESS**

OUTREACH

Based on residents' preferences in the survey, the social media content took the form of infographics and videos. The survey also showed that residents prefer to receive air quality information from the government. Therefore, the Environment Agency - Abu Dhabi will lead the dissemination of the content created and take on board the research when considering their long-term communication strategy ahead.



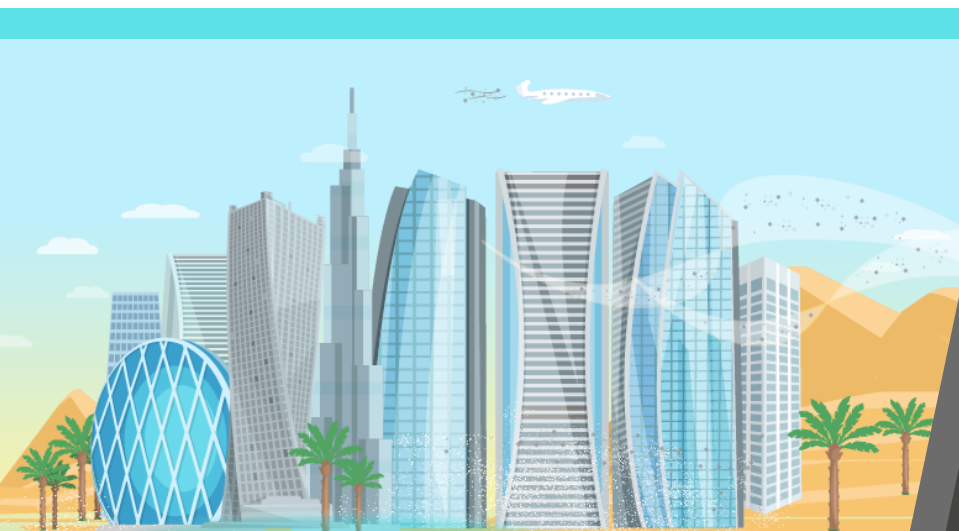
**DATA
DRIVEN
ENVIROLAB**



هيئة البيئة - أبوظبي
Environment Agency - ABU DHABI

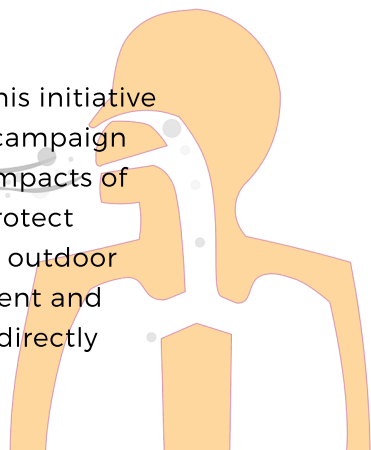
"Be a part of the solution, not part of the pollution" - Survey respondent

"Less than a handful of people that I've met really understand and can talk about the air quality challenges in the region" - Dubai urban planner



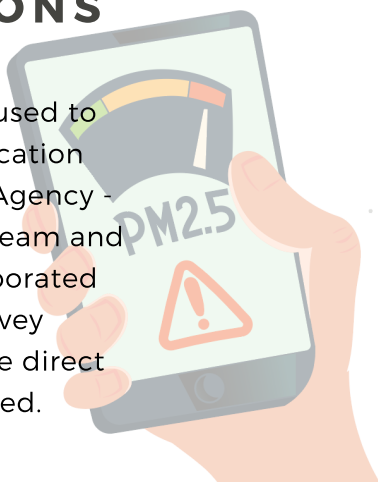
SOCIAL MEDIA CAMPAIGN

The immediate output of this initiative was a social media toolkit campaign that illustrates the health impacts of air pollution and ways to protect yourself against indoor and outdoor pollution sources. The content and form of the campaign was directly informed by the survey.



LONG-TERM COMMUNICATIONS

The survey responses will be used to inform the general communication strategy of the Environment Agency - Abu Dhabi. Their Air Quality team and Communications team collaborated with forming many of the survey questions and are some of the direct recipients of the data collected.



CHALLENGES

One of the biggest learning moments for me was to recognise how challenging it was with my positionality to reach non-English speaking populations in the UAE to complete my survey, even after translating it. I think this illustrates why we need to put in extra effort to reach vulnerable populations when sharing health information.



MILESTONES



5

SURVEY TRANSLATIONS

16



INTERVIEWS WITH EXPERTS



263

SURVEY RESPONSES

15



GROCERY VOUCHERS GIFTED

JOIN THE CAMPAIGN

View the research and informational video at: datadrivenlab.org/cities-air-pollution/