

Long and winding road from data to users satisfaction

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How it started?

- Initiative of one pneumologist to establish pollen measurements
- Just a nice add, not a national recognized programme
- Very limited resources
- Outstanding enthusiasm of individuals has made it possible to develop services
- Developing a relationship with users was vital



Visibility and advocating for support

Decision makers and politicians need to be aware of our services to the society. Our resources depend on their decisions.

Link with national and international organizations. Excellent products do not guarantee appreciation and that the users will use them.

We can not take it for granted that they know what is our contribution to the benefit of society. If they does not “get it,” a tendency to repeat the same message in the same way, only louder, doesn’t work. **Be innovative!**

We have to make our products and services visible, show our credibility, competency, reliability. Show that we are able to serve the users and the society.

Beeing aware that service delivery shall be:

- available and timely,
- dependable and reliable,
- usable,
- useful,
- credible,
- authentic,
- responsive and flexible,
- sustainable,
- expandable.



Source: WMO

Need for skills and strategy

Developing communication skills is necessary, but not enough.

We need to know our audience. Know what, when, how, who, where, and to whom communicate.

This is why we need a communication strategy



Source: Change-Management-and-Communication

Dialogue with users

Assuming others have pieces of the answer

Collaborative

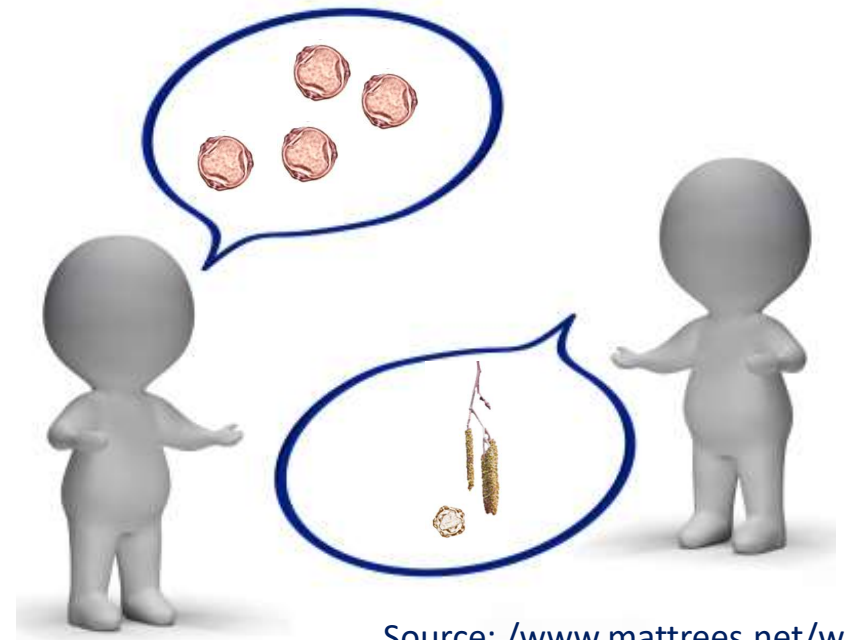
About finding common ground

Listening and understand

Exploring assumptions

Discovering new possibilities

Seeking constructive progress

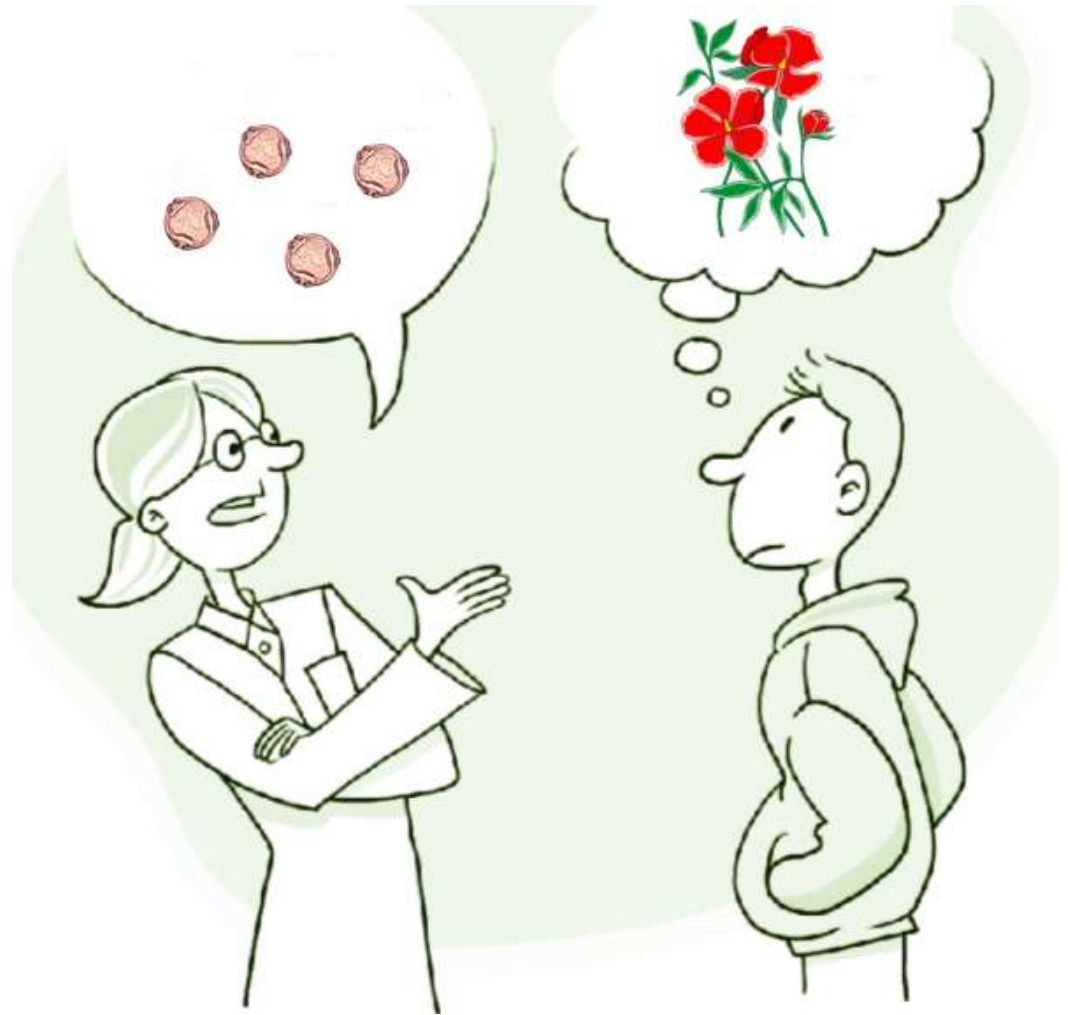


Source: [/www.mattrees.net/wp-content/uploads/2015/07/writing-dialogue.jpg](http://www.mattrees.net/wp-content/uploads/2015/07/writing-dialogue.jpg)

Outreach

We took every and each occasion to communicate with potential users and journalists

Lots of misunderstandings

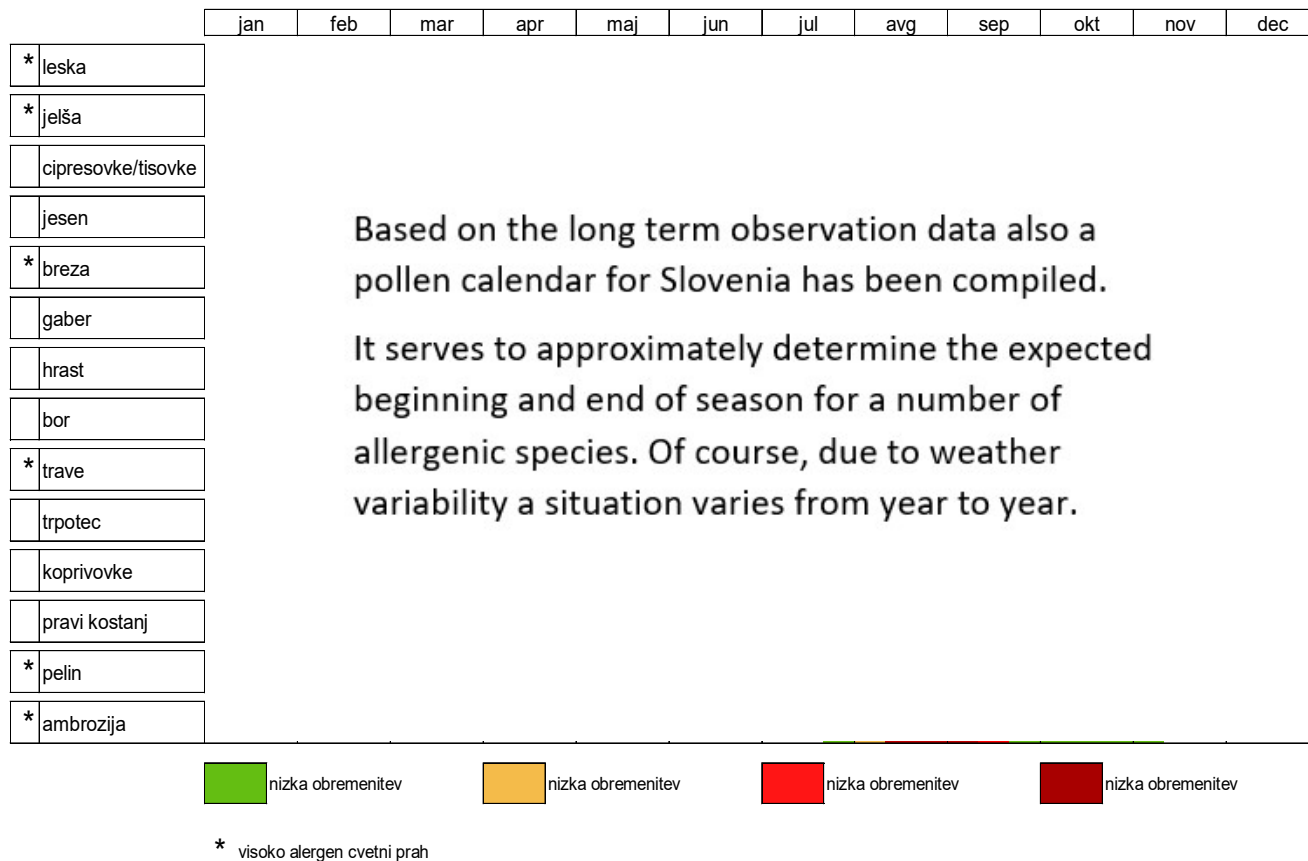


Not everybody is sharing our enthusiasm



Pollen calendar

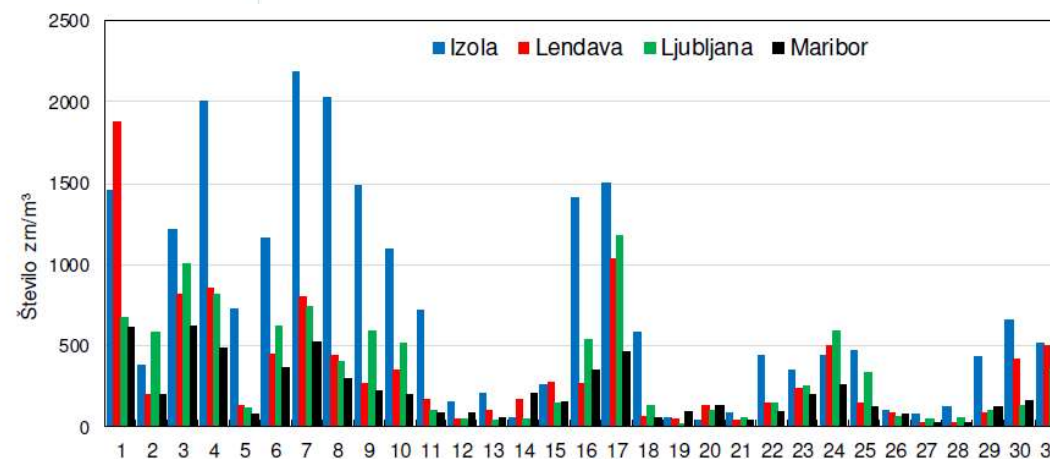
Comprehensive information about pollen is available on web sites: <https://www.nlzoh.si/> and [Cvetni prah | www.nijz.si](http://www.nijz.si)



Mesečni bilten ARSO - Letnik 2019



Monthly bulletin



Slika 1. Povprečna dnevna koncentracija cvetnega prahu marca 2019

<https://www.arso.gov.si/o%20agenciji/knji%C5%BEnica/mese%C4%8Dni%20bilten/bilten2019.htm>

Pollen diary – empower individuals to relate symptoms to pollen



Dnevnik cvetnega prahu



Dobrodošli v novem Dnevniku cvetnega prahu!

Če ste že zapisovali podatke v starejši verziji Dnevnika cvetnega prahu, uporabite enak uporabniški id in geslo za vpis na tej strani. Podatki, ki ste jih vnesli, so bili preneseni v novejši dnevnik.

Tukaj lahko dnevno zabeležite svoje simptome alergijske bolezni, da jih lahko kasneje primerjate z dejansko obremenjenostjo zraka s cvetnim prahom glavnih alergogenih rastlin. Prosimo, **vpišite se** za dostop.

Informacije, predstavljene na teh straneh, so samo za osebno uporabo in **NE NADOMESTIJO alergološkega testiranja, ki ga opravi zdravnik**. Prosimo, upoštevajte naše **pogoje uporabe**.

- Vpiši novega uporabnika
- Aktiviraj uporabniški račun
- Pozabil sem geslo

Če imate težave s prijavo ali vpisom, prosimo, kontaktirajte svojega **Skrbnika strani v državi**.

Elektronski naslov

Geslo

Prijava

Podrobnosti o projektu | Impresum | Podporniki projekta | polleninfo.org | Upravljanje projekta scicon | © 2010 by Uwe E. Berger MBA & Dr. Siegfried Jäger | 2.11

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Regular regional workshops with users and medical staff



Workshops aim, organized annually in regions

- Attract media attention
- Ensure support of institutions
- Educate medical personal
- Providing material for promotion and education, enabling the best use of information
- Awareness raising (media)
- Collect feedback from users

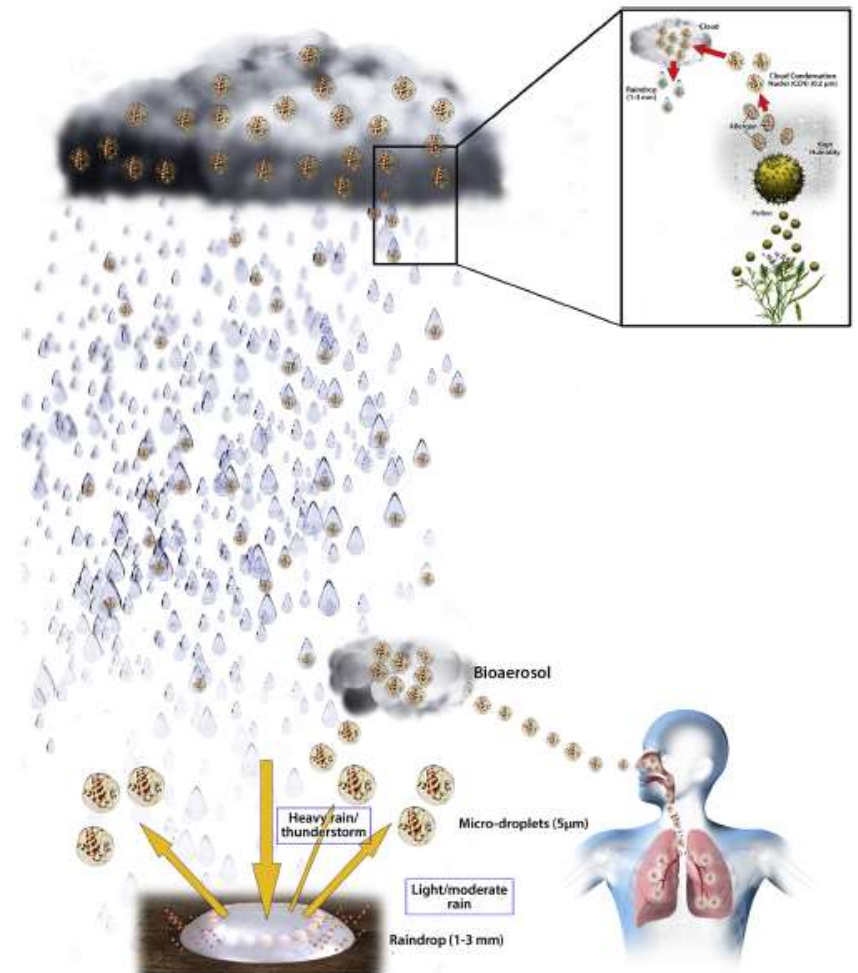
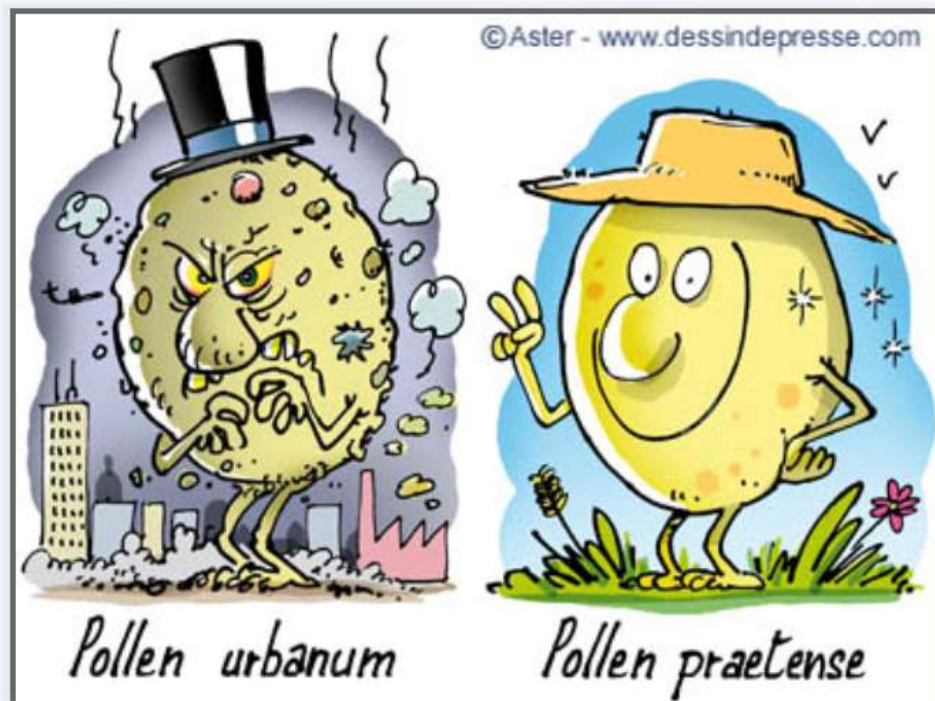


Educate and explain the relationship between hay fever and pollen



- Symptoms of allergic rhinitis do not always run parallel to the pollen season due to the preliminary triggering effects of low pollen load with no symptoms and with minimal inflammation of the nasal cavity (Bosquet et al. 2001)
- The amount of allergens in pollen grains is not constant

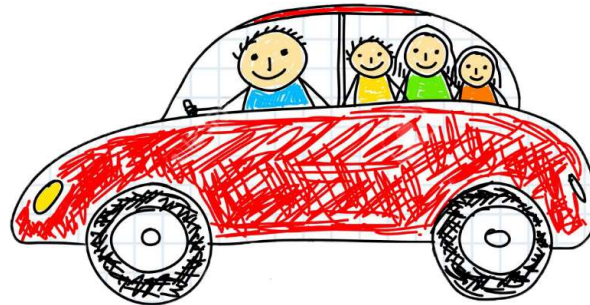
Interpret and raise awareness



Cecchi L., D'Amato G., Annesi-Maesano I. 2018, External exposome and allergic respiratory and skin diseases. J Allergy Clin Immunol. 2018 Mar;141(3):846-857.

Challenges

- Regional differences
- Pollen in vehicle
- Pollen indoors
- Plant species in gardens and parks
- Real time data
- Better forecast
- Better space coverage



EUMETNET AutoPollen programme



EUMETNET AutoPollen programme is bringing together very different communities

from National hydrometeorological services to public health authorities, numerical modellers, developers and producers of measuring equipment, academia and medical practitioners, but also general interested public and media.

AutoPollen

- A leap from a national to continental scale
- Not so easy as it may seem!
- Many stakeholders
- Variety of interests, priorities and needs
- Difficult to identify all potential stakeholders



How we measure our success?

Outstanding experts and scientists?

Excellent products?

Amount of collected data?

Infrastructure: network, supercomputers?

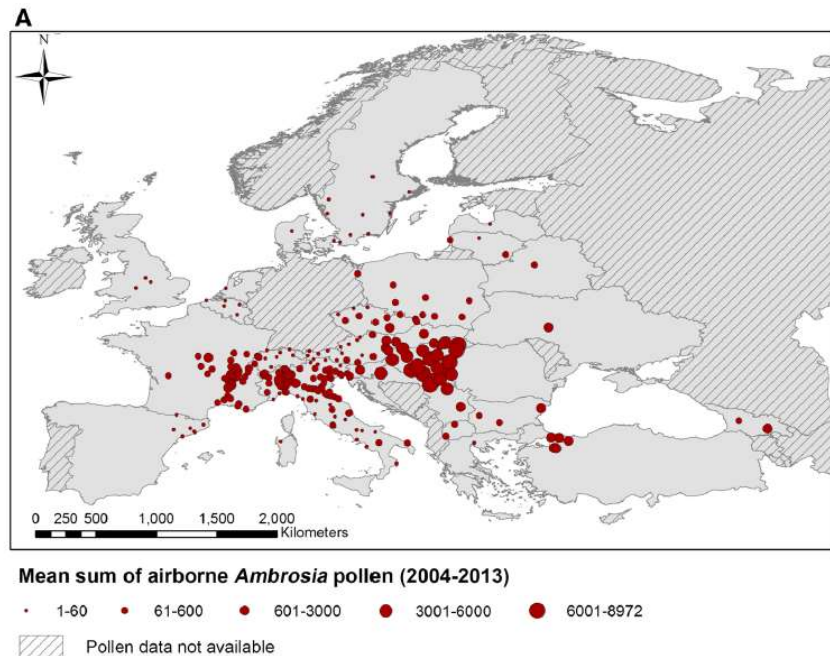
This is not enough for effective service delivery.

Effective communication is essential ingredient of service delivery.

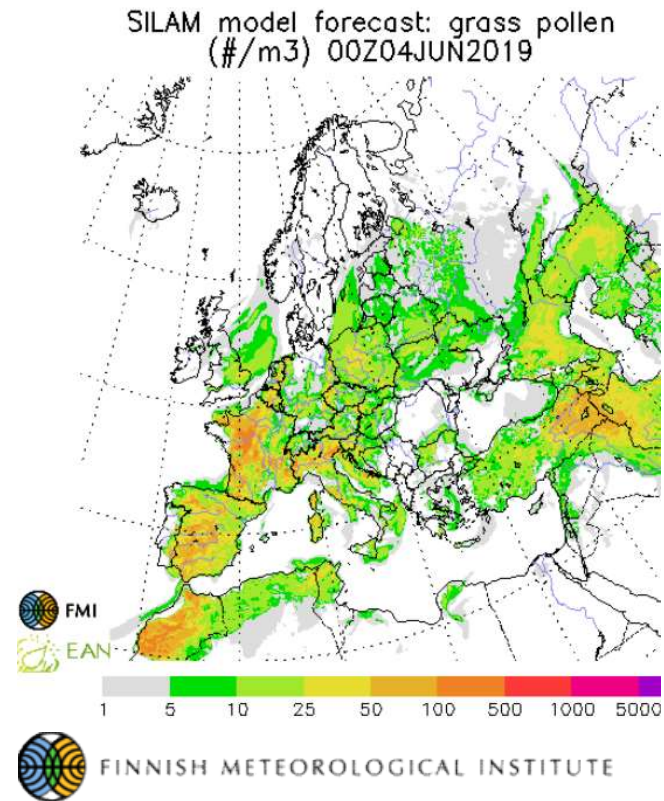
Only when **used** effectively products reach their purpose.

Dialogue with users: questionnaire and workshop

Regional differences - ragweed



Pollen distribution in Europe - SILAM model



Current products are unverified model forecasts, created for scientific use only.

Questionnaire for individuals identified a variety of expectations and opened new questions

- How to use pollen data and forecast
- Time and space resolution
- Behavioral adaptation
- Medication
- How to assimilate pollen data in NWP models
- Long time scale (seasonal index, typical season timing)
- Supporting international organizations
- Long-term adaptation measures

Questions to answer during the workshop:

- Is real-time pollen information really needed?
- What timescale do you need this information on?
- How would you like to receive this information (smartphone app, newspaper, website, etc.)

AutoPollen Stakeholder Workshop

Who shall participate?

- European allergy patients association(s)
- Epidemiologist
- Researchers (EU programme manager?)
- Agriculture
- Biometeorology
- Allergologist
- Pharmaceutical industry (organiser of clinical trials?)
- Health insurance company
- Information services (i.e. media outlets that provide pollen forecasts)
- Modelling/pollen forecast producers
- More potential stakeholders to be identified

Aim

- Bring together as many of the potential users (at the European level) of automatic pollen monitoring information to:
- Establish what information is useful to each group;
- How they would like to receive that information;
- Understand what infrastructure is necessary to ensure high-quality products; and
- Bring added-value through the discussions and collaborations between the diverse users.

Outcome depends on skilled facilitator