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Title: Beyond the Horizon: Opportunities to leverage forecasting data in citizen science public health initiatives

Abstract:

Understanding the complexity of relationships between our environment and our health is a challenging endeavor. Forecasting data is frequently used to communicate environmental health risks through traditional mass media like local newscasts, listserv emails, and push notifications. There is an increasing interest in citizen science and the approach to this methodology is evolving as it is used to explore increasingly complex questions. Citizen science initiatives offer a unique mechanism for communicating forecasting data, and provide an innovative approach to leveraging that data to protect public health. Further, integration of these data can enhance the credibility and perceived legitimacy of a citizen science project – potentially bringing increased interest and participation in the project. This presentation will highlight one approach to integrating NOAA/NWS forecasting data with a citizen science project through a mobile app. The processes and outcomes of the integration will be explored, in addition to implications for future research and practice.