



Public Health Alerts Process



Environmental Health Departments standard operating procedures and process for communicating health alerts to Albuquerque residents.

PRESENTATION: Jeremy T. Dyer

ENVIRONMENTAL HEALTH | FEB 2026



Air Quality Program

Senior Environmental Health Scientist

Reviews the available data daily, as well as during burning events.

- What is burning and likely to be emitted
- How long is it likely to last
- AFR; BernCo Fire; etc.
- Air monitors
- Weather and Smoke Models

Measurements of particulates are specified by the appropriate regulatory bodies.

If the conditions meet the criteria for an alert, he contacts the PIO, Deputy Director, and Director of EHD with the pertinent information.



What triggers an alert from comms?



If the environmental scientists' thresholds are triggered for an alert, an email and a text message is sent to the PIO and department leadership advising them an alert is required along with pertinent details about the alert.

- High levels of air pollutants –smoke, blowing dust, ozone, etc.
- Hazardous material discharges
- Effective date/time to expected end of the alert
- Note for safety for high-risk populations

Communications are sent on multiple platforms after confirmation from the environmental scientist.

Communication Channels

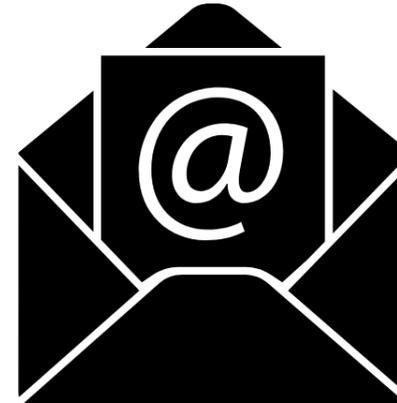
- **Social Media:**
 - Facebook: more than 1.4K followers
 - X (formerly Twitter): more than 1.5K followers
- **Text:**
 - English: more than 3.1K subscribers
 - Spanish: 39 subscribers
- **E-mail:**
 - More than 15.7K contacts in our system— nearly 10K are still active subscribers
 - Alerts also go to a separate email list for all of our media contacts in the area— print, television, and radio outlets
- **Total combined reach on our platforms:** more than 18.8K people and growing
 - ABQ media area reaches is roughly 708K TV households— in addition to their own online presence



@CABQAIRQuality



@CABQAIR



Visit: www.cabq.gov/airquality to sign up for email alerts



Text: ABQHealth for English or ABQSalud for Spanish

ONE
ALBUQUE
ROUE

Public Health Outreach & Education



The Public Health Compliance Manager with the Air Quality Program runs our proactive community outreach program dedicated to educating the public on air quality, health, and safety. They provide information on how to sign-up for our Health Alerts via email, text, and our social media platforms.

Events info:

- 14 events in the past year
 - Community, family, senior, etc.
- Roughly 4.2K people reached during these events

The outreach program will provide training and education upon request and scheduling availability.

Opt-In for Alerts



Opt-in to Receive Real-Time Emergency Health Alerts on Your Mobile Phone.

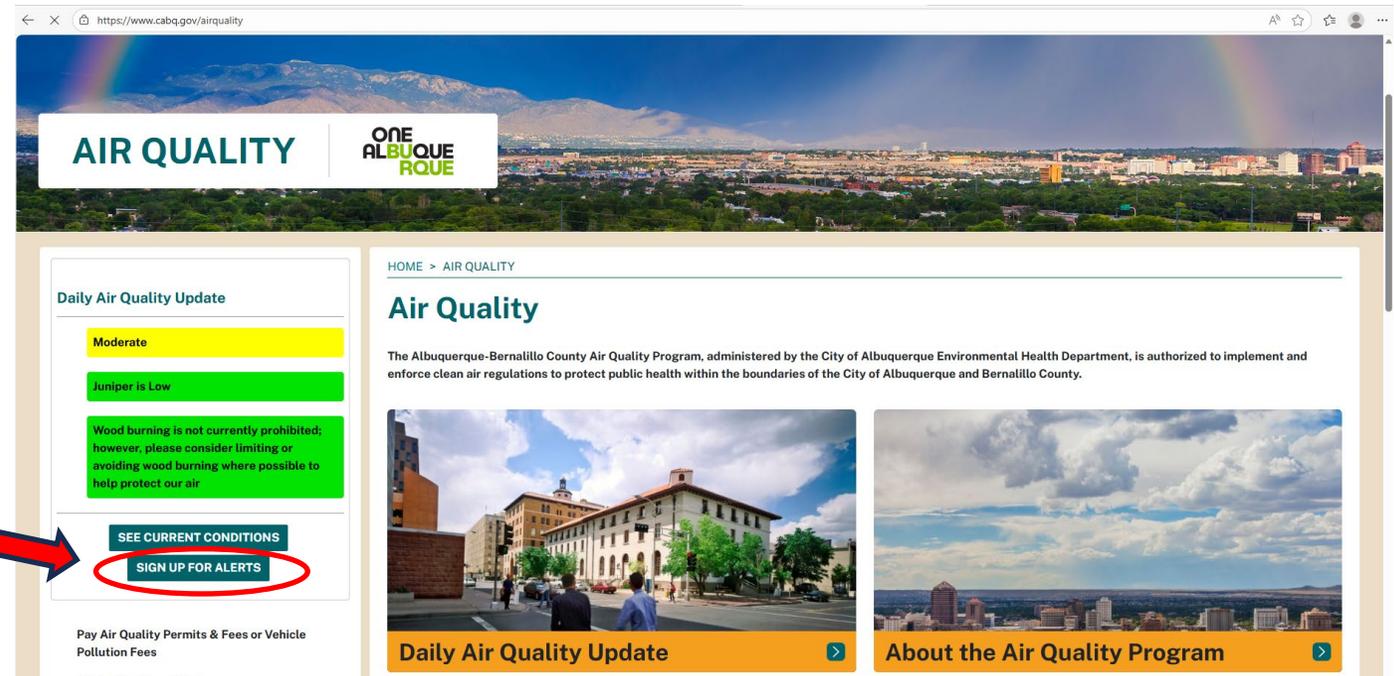
Text “ABQHEALTH” for alerts in English or “ABQSALUD” for alerts in Spanish to 226787 from your mobile phone.

You will receive a welcome message and instructions to start or stop messages at any time. Mobile alerts are intended for general health alerts that may affect the entire community, at a high-priority level.

Mobile alerts are issued for:

- High levels of air pollutants, including smoke, blowing dust, and ozone
- Food safety recalls or alerts
- Hazardous material discharges
- Important infectious disease developments

Daily updates can be received via email by signing up online at: www.cabq.gov/airquality





ONE
ALBUQUE
ROUE

Questions?

