



DISTRICT DATA

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Upstream Research : Environment : Data

US – Upstream Research has launched a tool to map environmental toxicity and disease rates for locations in the US.

: Users can input any US address and receive an environmental report in seconds

: The reports bring together federal, state and local data, and updates with new data stories as they become available

: Upstream Reports state that 28% of human health is dependent on the environment

Over the past year, the disruptive health analytics company has worked to make environmental data available to the public. It enables the user to input any address in the US and receive a report within seconds.

On registering, the first report is free. Following that, additional location reports are £8.30 (\$10, €9.40) of which £4.15 (\$5, €4.70) is directed to national and local non-profit-making organisations supporting communities at acute environmental risk. With a desire for people to better understand the relationship between health and the environment, the data comes at a time when **air quality is a major concern**, on a wide scale and also in **particular sectors**.

A sample report gives an overview of the health and environmental quality of an area in New York and offers new data stories as they become available. The report shows that 81 people in one million are at risk of developing cancer because of poor air quality, and that there are 20 airborne carcinogen release points in the vicinity.

'For too long information about the environmental quality and overall health of an area has been scattered across numerous agencies and organisations,' says Nick Bedbury, CEO of Upstream Research. 'We can now combine terabytes of environmental risk data, often at a neighbourhood level, alongside disease rates and health outcomes. It's big data for the greater good.'

The Big Picture

More brands are taking it upon themselves to empower organisations and consumers through the accumulation and delivery of data. See how Uber is harnessing this to shape future cities in our **Behaviour** article.