



National Radon Action Month Newsletter

Welcome to EPA's **April National Radon Action Month Newsletter**. By conducting National Radon Action Month events in your community, you are joining EPA, the states, radon professionals, and partner organizations in the [Radon Leaders Saving Lives](#) campaign to double the number of lives saved from radon-induced lung cancer within five years. **Look for the next edition of the Newsletter in Fall 2009 when we gear up for the 2010 National Radon Action Month!**

[Please complete the Online Feedback Form by May 4!](#)

2009 National Radon Action Month a Resounding Success!

Thank you to all who participated in posting activities and events on the National Radon Action Month Web site! Thanks to your dedication and passion for raising awareness about this important health risk, **1,874 activities** were conducted in **29 states**, representing **all 10 EPA Regions**. This represents an increase of nearly 170% in activities and events posted on the National Map—meaning Web site visitors had more than double the number of opportunities to find and attend events and activities in their area, to increase awareness, and to inspire action to test for radon in their homes. The combined impact of your efforts in January will contribute to increased radon mitigation, radon-resistant new construction, and lives saved from radon-induced lung cancer nationwide.

Learn more about innovative outreach efforts and see all of the activities and events submitted for the 2009 National Radon Action Month on the [Activities](#) and [Activities Summary](#) pages and in the [Events Summary Report](#).

Media Activities Were Most Popular

During the 2009 National Radon Action Month, stakeholders submitted more Media Activities than any other type! Out of a total of 1,874 activities, over 650 were media related – that's a 179% increase from media activities reported in 2008! Stakeholders reported a variety of media activities in 2009, including radio, television, and Internet news releases; articles and advertisements in newsletters, newspapers, and journals; and television, radio, and print public service announcements. Check out the [Results Handout](#) and the [Summary Report](#) to compare how many of each activity and event type were reported in 2009.

National Media Campaign Results Online

It's easy to track what media is carrying the radon message in your community. Actively thank the media who are covering of the risk of radon. And, actively engage the media who are not yet participating by inviting them to join us!

To find out what media outlets are promoting radon awareness in your community, go to www.fertiledata.com and log in with the user name "radon" and password "Media Results." Then, type in your zip code to see campaign coverage in your community and generate useful reports for your reference.

More than 724 Nationwide Radon Newspaper Placements

The North American Precis Syndicate (NAPS), a national news distribution system, reports that it tracked **more than 724** newspaper placements of the radon story "*The Importance Of A Radon-Resistant Home*" featuring Fuad Reveiz in 2008. These outstanding results put radon in the **top one-quarter of one percent of all news releases** distributed by NAPS. This Nationwide coverage is likened to a .300 hitter in baseball!

This news feature kicked off the "Building Greener with Radon-Resistant Features" campaign. The story is considered an "ever-green" news feature because it can be recycled for use over and over again and localized to suit individual needs. Newspapers and print publications can write, edit, and adjust this feature as desired. And, radon partners like you can use this news feature in your ongoing outreach work. Download a sample story!

Alabama Hosts 373 Activities

Congratulations to Alabama, the state with the most 2009 National Radon Action Month activities submitted! Special recognition also goes to Nevada, Iowa, Kansas, and New Jersey for rounding out the top five states with the most activities. Go to the [Summary Report](#) to view a complete list of states and activity totals, as well as other exciting results from the 2009 National Radon Action Month.

More Than 1,600 Students Participate in the National Radon Poster Contest

The 2009 National Radon Poster Contest garnered more than 1,600 entries from students-turned-radon-advocates in 27 states and one tribal nation! Thank you to everyone who helped to champion this important effort to raise awareness about radon risk among future generations of homebuyers and their parents and caregivers. Out of the more than 1,600 entries, 84 student posters were chosen as finalists in the Poster Contest, and only three were named as winners. The lucky three (including one first place winner) were well-rewarded: they received an all-expense-paid trip to Washington, D.C. to be honored at the January 28th Awards Ceremony. There, the first place winning poster was revealed—visit the [National Safety Council's Web site](#) to it and the other finalists' Poster Contest entries!

Share Your Feedback for 2010 by May 4!

Let radon colleagues know what helped you make the 2009 National Radon Action Month a success in your community —[share your results, comments, and feedback](#). Your responses are a way to highlight what helped you succeed during the 2009 National Radon Action Month, and provide recommendations for ways EPA can help you better prepare for the 2010 National Radon Action Month. The deadline for completing the form is **May 4**.

Promote Radon Risk Reduction Year-Round!

Now that you have successfully planned and conducted your National Radon Action Month activities and evaluations of your success are underway or completed, think about ways you can spread the word about radon risk year-round. Use the checklist below to help you determine how to translate your success from National Radon Action Month into the rest of the year. Download EPA's [Event Planning Kit](#) and read [success stories](#) from past National Radon Action Months for more ideas and inspiration, tools, and information.

This Edition's Checklist:

- [Share your feedback!](#) Let the radon community know about your success and the tools that helped you achieve it.
- [Read success stories](#) from several of the many radon stakeholders who planned and conducted successful events. Learn how you can use their strategies to maximize your next event's success.
- [Use the Event Planning Kit](#) for comprehensive information, tools, and ideas for new activities to keep your radon outreach fresh and on the cutting edge from year to year.

Tell Us What You Think

Is there a topic related to National Radon Action Month you want to see covered in the Newsletter, discussed at a Webinar, or presented at the National Radon Meeting? Need more information or have a quick question? Let us know by sending an e-mail to radonevents@cadmusgroup.com.