



National Radon Action Month Newsletter

Welcome to EPA's December 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 national [Radon Leaders Saving Lives](#) campaign, to double the number of lives saved from radon-induced lung cancer within 5 years. Below you will find the latest updates, tools and tips to help you conduct your National Radon Action Month activities in January.

Less Than One Month Until National Radon Action Month!

Have you decided what activities and events you will be organizing in your community? Have you set goals to measure your success? Then it's time to spread the word. This month's checklist (below) can help you finalize your plans and implement your activities. You can find more helpful tips by downloading EPA's [Event Planning Kit](#); the [Ideas for Radon Outreach Activities](#) section includes examples of actions others have taken.

Share and Promote Your National Radon Action Month Events Online

Use the enhanced Activity Submittal Form at www.nramactivities.com to promote your exciting plans to raise awareness about radon risk during January, inspire stakeholders to conduct their own activities, and get recognition as a leader in the nationwide radon initiative to save lives! Once you submit your activities, view your and others' events and read radon program success stories on the EPA's [Activities Page](#).

Who Will Lead Activity Plans for January?

Ohio and New Jersey have already publicized some of their exciting activities taking place in January, including partnering with local utilities to place awareness messages on January bills, and working with a magazine to publish a story about radon risk. Read more about Ohio and New Jersey's activities and other events taking place across the country by browsing the [National Map](#) of activities and events on the National Radon Action Month Web site.

As National Radon Action Month approaches, EPA is using a running tally to recognize the five states with the most activities planned in support of National Radon Action Month, so make sure your activities count on behalf of your state! Entries must be submitted through the [Activity Submittal Form](#), which is faster and easier to use than ever before. Start sharing your activities today!

National Radon Poster Contest – Winners Selected

The National Safety Council (NSC) received more than 1,672 outstanding entries from schools and tribes across the country for the 2009 National Radon Poster Contest! The winning poster for each state is available for viewing on [NSC's Web site](#). National winners will be announced soon. Thanks to all of the Poster Contest entrants who used their talent and creativity to raise awareness about this important health issue!

States wishing to highlight their winners on their website can receive electronic copies of their state's 1st, 2nd, and 3rd place winners by contacting Kristin Lolmaugh at Kristin.Lolmaugh@nsc.org.

Celebrate your state and local contest winners by planning a poster contest award ceremony. Congratulate those that participated and recognize the outstanding work of your state winners. Those states that have not yet requested the \$1,000 mini-grant can still request the funds for their award ceremony and prizes for state winners and teachers. For further information and to order a no-cost Poster Contest Award Ceremony Planning Kit, contact Kristin Lolmaugh at Kristin.Lolmaugh@nsc.org.

Radon Leaders and Poster Contest Winners to be Honored at Washington, DC Ceremony

If you are in the Washington, DC area this January, don't miss the opportunity to attend the January 28th Awards Ceremony in Washington, DC. This Awards Ceremony places special emphasis on recognizing radon leaders and

celebrating the winners of the National Radon Poster Contest. Every year, state representatives, radon professionals, community groups, and non-profit organizations join together to celebrate their accomplishments in Washington, DC at this special event. [Learn more](#) about this year's radon leaders and Poster Contest winners.

Radon PSAs

Get the word out about radon in your community by using Public Service Announcements (PSAs) to deliver your Green campaign message! Several new PSA options are now available—learn more below and on EPA's Partner page.

New Living Healthy and Green PSAs available

Read about EPA's new Radon Media Campaign on the [Event Planning Kit](#) page, and learn about the different types of PSAs available to you! You can also check out the new radio, print, and television radon PSAs at www.epapsa.com. Order a kit and ask your local media outlets to run the PSAs. Keep track of the campaign's success in your area using Fertile Data—visit www.fertiledata.com and log in with the user name *Radon* and password *Media Results*. Then, sort by market/media and determine if your local stations are supporting campaign coverage in your community. Encourage and remind your local stations to support the campaign by running the PSAs; and if they already are, help reinforce this message by acknowledging and thanking your local stations!

Do you want to localize the Living Healthy and Green (Green Sox) Campaign for your community? You can customize PSAs for your area! If you are a non-profit organization, send an e-mail to radonevents@cadmusgroup.com with your program's professionally designed, high-resolution logo, hotline number, and Web site address.

Seasonal Living Healthy and Green Radon Print PSAs

Need a special holiday message to encourage people to test their homes for radon? Check out the new holiday PSAs featuring Fuad Reveiz, a home builder and former professional football player conveying the message that "*Radon Test Kits Make Smart Stocking Stuffers*" on the [Partners](#) page, and use these images on your Web site to help spread the word about radon!



State Legislators Record PSAs to Raise Awareness

Over 60 legislators took the lead in the effort to get the word out about radon risk by recording radon PSAs to be played on their communities' airwaves. [Find out](#) if your local legislators recorded a radon PSA. If they didn't, encourage them to join the national effort to double the lives saved from radon exposure over five years by using their unique position to share with people in their communities the importance of testing for radon. For tips on working with your state and local officials, visit [Tips for Working with Your Local Official](#) in the [Event Planning Kit](#).

New Radon Collateral Available to Order

Supplement your National Radon Action Month activities with fun giveaways including pens, notepads, and rulers. EPA has made this collateral available to help you promote the message to "Live Green & Healthy — Test for Radon." Materials are available on a limited basis—act quickly to ensure a supply for your outreach activities in January! Materials will be available for state radon programs as supplies last. If you would like to order collateral materials, contact your state radon program. Learn more about the collateral and how to place an order on the National Radon Action Month [Resources and Materials](#) page. Orders need to be placed by December 17, 2008, so act quickly!

This Edition's Checklist:

- Identify and engage key partners to help you implement your activities.
- Finalize your timeline and any resources needed.
- Promote your activity in your community.
- Invite the media to attend. See [Media Outreach Tips](#) for more information.
- Share your activities and events using the [Activity Submittal Form](#) to gain additional publicity on EPA's Web site.

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 us an e-mail at radonevents@cadmusgroup.com.