

RADON: TEST, FIX, SAVE A LIFE.



JANUARY IS NATIONAL
RADON ACTION MONTH



New Radon Outreach Tools for January 2010 and Beyond

Tuesday, October 20, 2:00-3:30 pm (*EDT*)

Dial: (866) 299-3188
Access code: 2023439427



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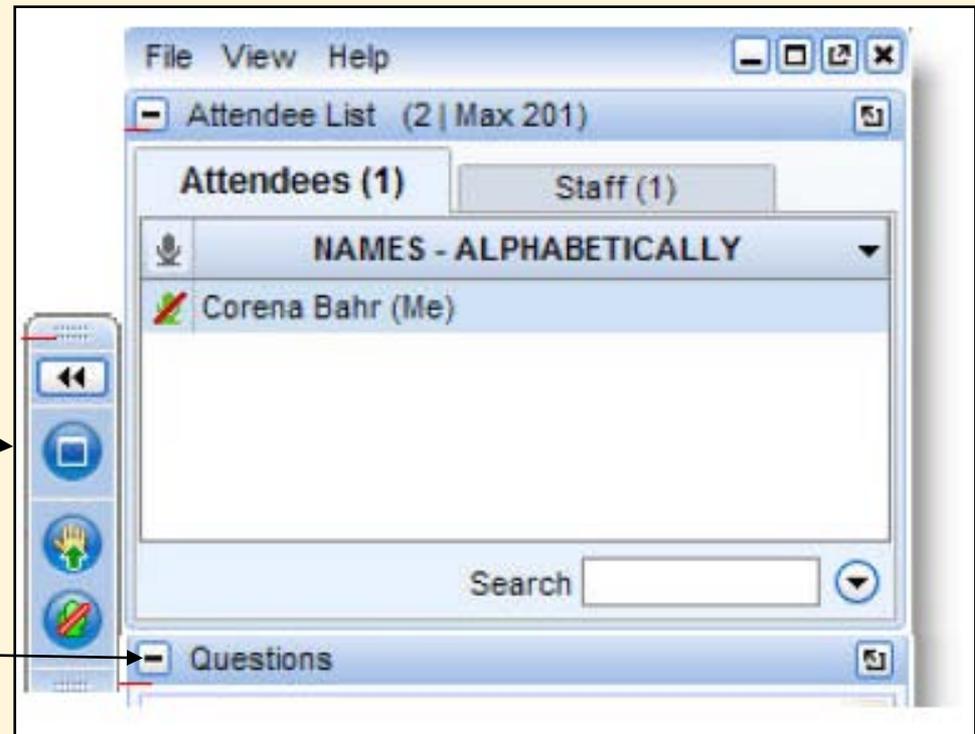


Using Webinar Technology

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Maximize
Presentation

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Question
Feature



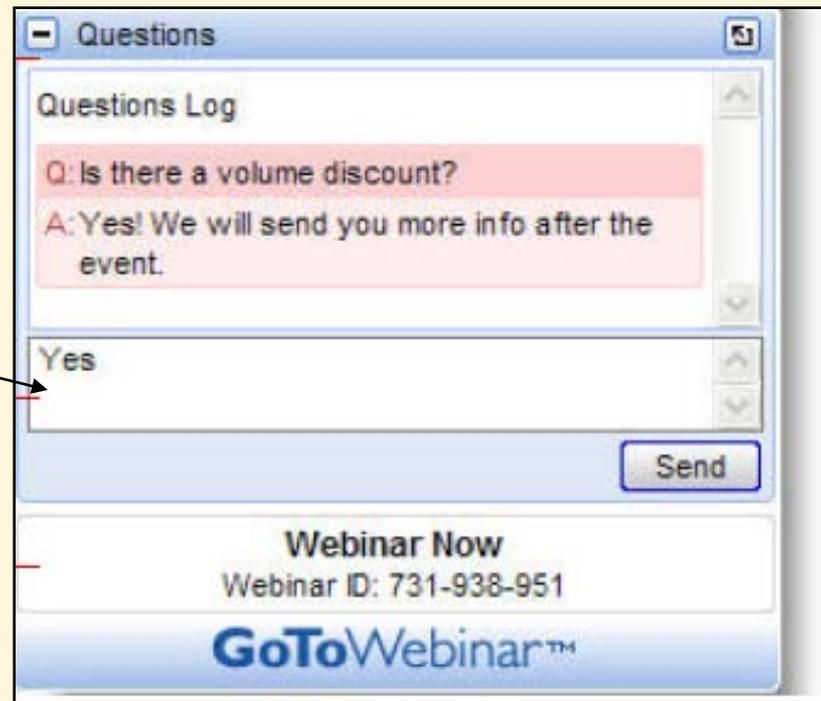
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Using Webinar Technology



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Using the Phone Lines

- As an attendee, your line will be muted to minimize background noise.
- To ask a question, please use the Questions Pane.
- If you need assistance, please contact me using the Questions Pane.

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Featured Speakers

- **Bruce Snead**, Kansas State University, *“Transition Update: National Radon Program Services”*
- **Shawn Price**, American Association of Radon Scientists and Technologists (AARST), *“Industry Focus: AARST Activities for NRAM”*
- **Susie Shimek**, U.S. Environmental Protection Agency, *“Partnership in Action: Get Involved with Radon Radio”*
- **Jeremy Ames**, U.S. Environmental Protection Agency, *“NRAM Activity Submittal on RadonLeaders.org”* and *“Rollout of Eddie’s Story Media Campaign”*
- **Kristy Miller**, U.S. Environmental Protection Agency, *“Living Healthy & Green Media Campaign Results and What’s Coming Next”*

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“Transition Update: National Radon Program Services”



Bruce Snead

Kansas State University

Phone: 785-532-4992

E-mail: bsnead@ksu.edu



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Transition Update: National Radon Program Services

History of the Transfer

- Transferred on September 26, 2009 from National Safety Council (NSC) to Kansas State University (KSU)
- KSU and NSC working together with EPA and states to ensure a smooth transition
- KSU will operate National Radon Program Services through April 30, 2011 to cover two complete poster contests

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National Radon Program Services - Windows Internet Explorer

File Edit View Favorites Tools Help

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share Sign in Convert Select

http://www.sosradon.org/ Bing

Favorites Suggested Sites Free Hotmail Web Slice Gallery

National Radon Program Services

Page Safety Tools



Kansas State University

National Radon Program Services

-Increasing public knowledge of radon and the need to test and fix homes

- ◆ National Radon Hotlines
- ◆ Radon Test Kits
- ◆ Poster Contest
- ◆ State Programs
- ◆ Resources
- ◆ FAQ
- ◆ Contact Us



Radon is a colorless, odorless, tasteless, and chemically inert radioactive gas. It is formed by the natural radioactive decay of uranium in rock, soil, and water. Naturally existing, low levels of uranium occur widely in Earth's crust. It can be found in all 50 states. Unless you test for it, there is no way of telling how much is

New Role for K-State: National Radon Program Services

Kansas State University (K-State), as a partner in the Midwest Universities Radon Consortium, is pleased to assume national radon services and projects formally provided by the **National Safety Council** (NSC) for the US EPA. Our new responsibilities will include the **National Radon Poster Contest**, **National Radon Hotlines**, Referrals to **State Radon Programs**, **Radon Test Kit Orders and Coupons**, **Radon Mitigation Promotion**, and other outreach activities. K-State will partner with NSC during the 2010 National Radon Poster Contest to accomplish a smooth transition in activities and events. We also will work with NSC and EPA on other aspects of the transition.

2010 National Radon Poster Contest

The 2010 National Radon Poster Contest is underway! The deadline for entries from children ages 9 – 14 is October 15, 2009. The national winners will be announced at EPA's 10th annual Indoor Air Quality Tools for Schools Symposium in Washington, DC during a special awards ceremony on January 14, 2010. Please encourage Poster Contest participation in your area and consider hosting an awards ceremony or other special event for your state or local winner. It's a great way to build awareness; get more homes and schools tested; generate local media coverage; and ultimately save lives from radon-induced lung cancer. The National Safety Council (NSC), in partnership with EPA is sponsoring the Contest, but Kansas State University (K-State) will be the official new partner as of September 26, 2009. K-State and NSC will work closely on Contest activities through January 2010. See where to **submit posters for your state**, the **Artwork Submission form**, and the **Radon Poster Contest Brochure**.

Science Fair Project

The National Radon **Science Fair Project** provides ideas for science fair projects that will explain the science, health risks, exposure routes, mitigation and other aspects of radon. Consider

The National Radon Program Services Web site is live!

www.sosradon.org



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Transition Update: National Radon Program Services

Radon Hotline

- Current status:
 - Four hotlines with one pending transfer
 - National Hispanic hotline discontinued by January 1st
- Full implementation:
 - Callers encouraged via answering machine to visit the Web site at www.sosradon.org for information and offered three options:
 1. Speak to someone directly if available
 2. Receive fact sheet with test kit coupon
 3. Direct transfer to state radon program



Kansas State University

National Radon Program Services

~Increasing public knowledge of radon and the need to test and fix homes

- ◆ National Radon Hotlines
- ◆ Radon Test Kits
- ◆ Poster Contest
- ◆ State Programs
- ◆ Resources
- ◆ FAQ
- ◆ Contact Us



Radon is a colorless, odorless, tasteless, and chemically inert radioactive gas. It is formed by the natural radioactive decay of uranium in rock, soil, and water. Naturally existing, low levels of uranium occur widely in Earth's crust. It can be found in all 50 states. Unless you test for it, there

National Radon Hotlines

- National Radon Hotline: *Purchase radon test kits by phone.*
1-800-SOS-RADON (767-7236)
- National Radon Helpline: *Get live help for your radon questions.*
1-800-55RADON (557-2366)
- National Radon Fix-It Line: *For general information on fixing or reducing the radon level in your home.*
(800) 644-6999
- Living Healthy and Green Hotline
(866) 730-4733



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Transition Update: National Radon Program Services

Test Kit Coupon Status

- Long and short-term test kits will continue to be offered online, by mail or fax, and by coupon program.
- Prices for the kits are \$15 and \$25.
- The same kits that NSC used will be used for foreseeable future and current supply.
- Sales will (hopefully) provide revenue to enable program activities and projects in support of poster contest.



Kansas State University

National Radon Program Services

~Increasing public knowledge of radon and the need to test and fix homes

- ◆ National Radon Hotlines
- ◆ Radon Test Kits
 - ◆ Purchase Online
 - ◆ Mail/Fax Online Form
 - ◆ Mail-In Coupon
- ◆ Poster Contest
- ◆ State Programs
- ◆ Resources
- ◆ FAQ
- ◆ Contact Us



Radon is a colorless, odorless, tasteless, and chemically inert radioactive gas. It is formed by the natural radioactive decay of uranium in rock, soil, and water.

Radon test kits available for purchase

The Environmental Protection Agency (EPA) encourages all homeowners to test their residences for radon gas concentrations. The National Radon Program Services at Kansas State University (K-state) has radon test kits available for purchase by homeowners for personal use.

Option 1 - Purchase online

The National Radon Program Services at Kansas State University (K-state) has test kits available to [purchase online](#). To be able to order a kit online, you will first need to [create an account](#). Once your account has been created, log into the account and select the type of radon test kit you would like to order, and complete the steps for checkout and payment.

Option 2 - Mail or fax online order form

You may complete [our test kit order form electronically](#) and print it out to mail or fax in.

Option 3 - Print and mail coupon

You may download a [Radon test kit coupon](#) and mail it in.



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Transition Update: National Radon Program Services

National Radon Poster Contest

- Led by Kristin Lolmaugh of NSC for Kansas State University
- Submission to states closed October 15th but entries still being received and sent to NSC
- Judging in latter half of November
- Up to \$1,000 mini-grants to states available through K-State
- Received input on contest at St Louis and will consider all suggestions for possible changes to next year's contest
- Tribal nations new level of participation



Kansas State University

National Radon Program Services

~Increasing public knowledge of radon and the need to test and fix homes

- ◆ National Radon Hotlines
- ◆ Radon Test Kits
- ◆ **Poster Contest**
 - ◆ **Submission Form**
 - ◆ **Contest Brochure**
 - ◆ **2009 Contest Winners**
 - ◆ **2008 Contest Winners**
 - ◆ **2007 Contest Winners**
- ◆ State Programs
- ◆ Resources
- ◆ FAQ
- ◆ Contact Us



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National Radon Poster Contest

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Where to Mail Your Submissions

Each state, territory, and tribal nation has a radon poster contest.

Any states, territories, and tribal nations not listed below and all Department of Defense schools, send to:

National Safety Council
1025 Connecticut Avenue, NW #1200
Washington, DC 20036
Attn: National Radon Poster Contest

radioactive gas. It is formed by the natural radioactive decay of uranium in rock, soil, and water. Naturally existing, low levels of uranium occur widely in Earth's crust. It can be found in all 50 states. Unless you test for it, there is no way of telling how much is present.

2010 State Radon Poster Contest Contacts

Alabama

Patricia Smith
Alabama Cooperative Extension System
219B Duncan Hall
Auburn University, AL 36849
smithp7@auburn.edu ✉

Colorado

Chrystine Kelley
Hazardous Materials & Waste Mgt Div HSEES
CO Dept of Health
4300 Cherry Creek Dr. S.
Denver, CO 80246
303-692-3442
ckelley@cdphe.state.co.us ✉

Delaware

Kurt Olinger
Office of Radiation Control, DE Health & Social Services
417 Federal Street
Dover, DE 19901
302-744-4546

kurt.olinger@state.de.us ✉

Florida

Jorge Laguna
Florida Department of Health
Division of Environmental Health
4052 Bald Cypress Way, Bin A08
Tallahassee, FL 32399-1712
800-543-8279
Jorge_Laguna@doh.state.fl.us ✉

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Resources | National Radon Program Services - Windows Internet Explorer

File Edit View Favorites Tools Help

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share Sign in Convert Select

http://www.sosradon.org/resources

Resources | National Radon Program Services



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National Radon Program Services
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Resources

Links

- Regional Radon Training Centers
- EPA Radon
- EPA Radon Map
- EPA State and Regional Contact Information
- U.S. Geological Survey, Geology of Radon
- National Radon Safety Board
- National Environmental Health Association National Radon Proficiency Program
- EPA Documents, Handbooks, and Protocols
- American Association of Radon Scientists and Technologists
- Conference of Radiation Control Program Directors

Documents

"The U.S. Environmental Protection Agency has numerous publications covering various aspects of radon and indoor air quality. For a list of these publications, please visit <http://www.epa.gov/iaq/pubs/index.html>"

- A Guide to Radon (NSC 1996 72 pages)
- Geology of Radon (USDI 1993 28 pages)
- Protecting Yourself & Your Family From RADON (ALA 1993 brochure)

Internet 100%

Other features of www.sosradon.org include:

- Links, documents, studies, and other resources
- Links to state radon programs
- FAQ's

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Transition Update: National Radon Program Services

Question and Answer

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“Industry Focus: AARST Activities for National Radon Action Month”

Shawn Price

American Association of Radon Scientists
and Technologists

National Vice President

Blue Ridge Chapter President



www.aarst.org/

E-mail: shawn@radon.com



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Industry Focus: AARST Activities for NRAM



AARST is a nonprofit, professional organization of members who are dedicated to the highest standard of excellence and ethical performance of radon measurement, radon mitigation and transfer of radon information for the benefit of members, consumers and the public at large.

800 members; 2,300 certified affiliates



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AARST Chapters Lead the Way

Current Chapters include:

- Blue Ridge Chapter - NC, SC, TN, VA (GA being added)
- Heartland Chapter - IA, KS, MO, NE
- Kentucky Association of Radon Professionals - KY
- Midwest Chapter - IL, IN, MI, MN, WI
- New England Chapter – CT, MA, ME, NH, RI, VT
- Ohio Association of Radon Professionals - OH
- Tri-State Chapter - Western PA, NE Ohio, WV





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Chapter Initiatives – Media



- Contacting local TV, Radio and Newspapers
 - PSA's (Eddie's Story)
 - CanSAR Message
 - Interview from the Experts
 - 2,300+ Member E-mail System to Reinforce NRAM's Risk Reduction Message



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Chapter Initiatives



- Outreach to students, teachers and parents
- Test kit challenges for students
- Local partnerships
 - American Lung Association
 - American Cancer Society
 - State and County Outreach Programs
 - University Extension Services



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Chapter Initiatives



- Proclamations from Mayors and Town Officials
- State and Local Radon Program Communication
- Support from AARST National
- Webinar to Help Chapters in Goal Setting and Communication

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Promoting CanSAR





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CanSAR

- New Web site, logos and brochures
- Reduce Radon T-Shirt Events
 - Fundraisers
 - Photo Ops for Local Celebrities and Officials
- Meeting with US and State Legislators
- Continued Partnerships with AARST, EPA, States and NCSL



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Success Requires Teamwork!



AARST ↔ Outreach Programs

COMMUNICATION

SHARING IDEAS

TRUST

SAVING LIVES!



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Online Resources



- AARST Web site: www.aarst.org
- CanSAR Web site: www.cansar.org
- NEHA-NRPP Speakers Bureau: <http://neha-nrpp.org>



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AARST Contacts



Executive Director: Peter Hendrick
director@aarst.org

President: Bill Angell
wangell@umn.edu

Administrative Office
office@aarst.org

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Industry Focus: AARST Activities for NRAM

Question and Answer

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“Partnership in Action: Get Involved with Radon Radio”

Susie Shimek

U.S. Environmental Protection Agency

E-mail: Shimek.Susie@epa.gov



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NCSL Legislator's PSAs

Collaborative effort with:

- National Conference of State Legislatures (NCSL)
- American Assoc. of Radon Scientist and Technologists (AARST)
- Conference of Radiation Control Program Directors (CRCPD)
- National Safety Council (NSC)
- CanSAR
- U.S. EPA

Recorded at the NCSL Legislative Summits in:

- Boston 2007 – 14 PSAs
- New Orleans 2008 – 49 PSAs
- Philadelphia 2009 – 154 PSAs



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Radon Radio



LEGISLATORS,
Let your voters hear
YOU
on the Radio

Help protect your citizens from radon gas by recording a 30 second radio PSA (Sample script is on the back). Airplay begins in January 2010 as part of National Radon Action Month.

**Visit Booth 123 to
schedule your session!**

Recording Hours:

July 21-22 10:00 am – 5:00 pm
July 23 10:00 am – 3:00 pm

**More than 20,000 Americans die
each year from radon.
High radon levels have been
found in every state!**

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Radon Legislation Saving Lives

States with Progressive Radon Legislation

Other states have legislation or policy addressing radon business certification, radon in schools and other radon issues.

For more information, visit the Environmental Law Institute's website at **ELI.ORG**

Indoor Air Quality (IAQ)

A map of the United States with several states highlighted in yellow, indicating they have progressive radon legislation. The highlighted states include Minnesota, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New York, Vermont, New Hampshire, and Maine. The rest of the map is green, representing other states with some radon-related legislation or policy.



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Distribution



Distribution for 2009

- Distributed in November for airplay in January to 3 radio stations in their listening area
- Complementary CD and letter sent to legislator with station distribution list
- Follow up e-mail in November to assure they received e-mail and to send an NRAM paragraph for them to include in newsletters and their websites



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Indoor Air Quality (IAQ)

Dear Legislator,

Thank you for recording a radon public service announcement while you were in Philadelphia at the National Council for State Legislatures Legislative Summit in July. Here is your complimentary CD. Your recording is being distributed to three radio stations in your area for airplay during National Radon Action Month, January 2009. On the back of this letter is a list showing the stations to which your PSA is being distributed.

Each year the Environmental Protection Agency partners with many organizations to inform the general public about the health risks associated with exposure to radon gas, the leading cause of lung cancer in non-smokers. *I urge you to participate in radon awareness activities by contacting your state radon office. Contact information is listed at www.epa.gov/iaq/wherelive.html.*

Quick and effective steps you can take to get the word out on radon:

1. Use your own website to:
 - a. highlight your radon public service announcement,
 - b. your state's participation in the National Radon Poster Contest,
 - c. the new national outreach campaign,
 - d. a link to epa.gov/radon,
 - e. and a link to your own state radon program website.
2. Conduct an interview with the local media
3. Officiate at a local Radon Poster Contest award ceremony

Please call me with any questions or ideas at 202-343-9054 or via e-mail at shimek.susie@epa.gov. Again thank you for your actions to save lives from radon-induced lung cancer. Many of your constituents may take action as a result of hearing this important message from you.

Sincerely,

Susie Shimek
Office of Radiation and Indoor Air
Environmental Protection Agency



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National Radon Action Month – Legislator’s Involvement

- Media Events
- Governor Proclamations
- Radon Awareness Activities
- Poster Contest and other awards ceremonies
- **CONTACT YOUR STATE RADON PROGRAM**



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For the Future

- Next Legislative NCSL Summit in July 2010 in Louisville, Kentucky
 - Record more PSAs for distribution in NRAM 2011
 - Host a meeting with previous and new legislators to encourage more action on radon
- Host a Legislators Meeting in Columbus, Ohio
 - Thursday after the AARST Symposium/CRCPCD Radon Meeting (October 2010)
 - Target legislators within 2 hours of Columbus
 - Includes participation by state radon programs and AARST leadership from Ohio and Kentucky

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Partnership in Action: Get Involved with Radon Radio

Question and Answer

RADON: TEST, FIX, SAVE A LIFE.



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“Introduction to NRAM on RadonLeaders.org”

**Radon Leaders
Saving Lives**

Jeremy Ames

U.S. Environmental Protection Agency

E-mail: Ames.Jeremy@epa.gov



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NRAM Activity Submittals Have Moved to RadonLeaders.org

EPA's NRAM Web Site Still Your Preparation Resource

- Tools to plan, implement and measure results of your radon outreach will still be available at www.epa.gov/radon/nram
- Source for Event Planning Kit, free radon media campaign materials, publications and webinars, and National Radon Action Month activity summaries and results

National Radon Action Month

U.S. ENVIRONMENTAL PROTECTION AGENCY

Search: All EPA This Area Go

You are here: [EPA Home](#) » [Air](#) » [Indoor Air Quality](#) » [Radon](#) » National Radon Action Month

Consumers

Reduce your family's risk of lung cancer

Find ways to reduce your risk of lung cancer during National Radon Action Month

Learn five easy things you as homeowners, renters, and parents can do to take action in January

Find links to local radon information and more

Partners

Plan an Activity for National Radon Action Month

Find opportunities to share your activities

Find activities happening near you

Read success stories

Download an Event Planning Kit

National Radon Action Month (NRAM)

- Consumer Information
- Partners
- Submit and Share Activities in Your Area
- Event Planning Kit
- Resources and Materials
- Activities Summary
- Archive

National Radon Action Month

U.S. ENVIRONMENTAL PROTECTION AGENCY

Search: All EPA This Area Go

You are here: [EPA Home](#) » [Air](#) » [Indoor Air Quality](#) » [Radon](#) » [National Radon Action Month](#) » [Partners](#)

Partners

Welcome National Radon Action Month Partners. Within these pages you can share, plan, or find activities, and access the Event Planning Kit and graphics. You'll also find a collection of other useful resources and materials.

Activities	Event Planning Kit	Resources and Materials
Activities and Events in Your Area, Featured Activities, Success Stories, Results. Learn more	Downloadable Flyer, Event Planning Kit, Graphics, and Media Campaign Materials. Learn more	Special Messages, Spanish Resources, Publications, Poster Contest, Speaker's Bureau, Contacts. Learn more

- [Join the National Effort](#)
- [News Updates](#)
- [Five Ways You Can Participate](#)
- [Newsletters](#)

Join the National Effort

Join the National Effort to Double the Lives Saved from Radon Exposure Within Five Years

EPA has designated January as National Radon Action Month. In 2009, over 1,800 activities and events were conducted by stakeholders in communities across the country to raise awareness about the health effects of radon exposure, promote radon testing and mitigation, and advance the use of radon-resistant new construction. Check out the 2009 Activities Summary Web page to see the impact of our partners' efforts.

Consider conducting National Radon Action Month activities and events in your community in January 2010. By doing so, you



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NRAM Activity Submittals Have Moved to RadonLeaders.org

- **Benefits of the New Submittal System**

- Increased ease of use.
- Activities can be viewed on RadonLeaders.org as **soon as they are posted**.
- **Search activities** happening in your area, down to the *zip code level*.
- **Search past activities** (since 2008).
- Ask questions and discuss NRAM outreach work and strategies with colleagues in the **NRAM Forum**.
- **Share your NRAM story**, including photos, materials, and other resources.



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www.radonleaders.org/nram

[Home](#) » [National Radon Action Month Information](#)

National Radon Action Month Information

[View](#) [Revisions](#)

Thank you for participating in National Radon Action Month. By hosting radon awareness activities in your community, you are joining the *Radon Leaders Saving Lives* Campaign to double the number of lives saved from radon-induced lung cancer. National Radon Action Month on [RadonLeaders.org](#) and the [EPA Web site](#) offer a great opportunity to promote your activity and get exposure for your important work!

Use the navigation below to submit your National Radon Action Month activities and events, browse current and past activities and events, and find resources to help you in your National Radon Action Month outreach.

[Submit Your Events »](#)

[Browse Current and Past Events »](#)

Resources

[RadonLeaders.org National Radon Action Month FAQ](#) - Frequently Asked Questions on the RadonLeaders.org National Radon Action Month event submittal and browsing system.

[Event Planning Kit](#) - A guide to help plan your radon activities.

[Discuss National Radon Action Month](#) - Ask questions and share advice in the 2010 NRAM Forum.

[2010 National Poster Contest](#) - Radon poster contest open to all school children ages 9-14 in the United States.

[Working with Partners to Make the Most of National Radon Action Month](#) - A paper by Cindy Ladage & Patrick Daniels, Illinois Radon Program.

[Radon Change Package](#) - The Radon Change Package presents strategies, approaches, and actions that state radon programs and their industry and community partners can use to improve program effectiveness and increase results.

[National Radon Action Month 2009 Summary](#) - A summary of 2009 National Radon Action Month outreach.

Share Your National Radon Action Month Story

You can do more than just share your events. Put a spotlight on your program by sharing additional details of your outreach as well as photos and other materials colleagues might find helpful. [Share your story »](#)

- Your **NRAM Home** on RadonLeaders.org
- Links to:
 - **Submit your activities**
 - **Browse Activities** (current and activities since 2008)
 - **Frequently Asked Questions**
 - **Resources & Information**

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Demonstration

NRAM Activity Submittal on RadonLeaders.org

www.radonleaders.org/nram/addevent



JANUARY IS NATIONAL RADON ACTION MONTH



Search Current & Past NRAM Events

www.radonleaders.org/nram/events

Home > NRAM > Browse Current & Past Events National Radon Action Month Events

Browse Current & Past Events National Radon Action Month Events

View Revisions

Search current and past National Radon Action Month activities by state or zip code, and further refine your search by year, and/or event type.

Up to the twenty most recent events that meet your search criteria will appear on the map and in further detail below. If there are more than twenty events, please use the navigation at the bottom of the page to view the additional events.

[See all National Radon Action Month 2010 Events »](#)

Browse Current & Past Events

State Year Event Category

Zip Code

NRAM Demo

- My Account
- Create content
- Log out

Need Help?

Need help submitting an NRAM event or searching for an event near you? Try the FAQ page »

NRAM

- About NRAM
- Add Your Event
- Browse Current & Past Events

Search...

Need Help?
Link to FAQ
on every
NRAM Page

Search by State or Zip Code, and filter by Year and/or Event Category



JANUARY IS NATIONAL RADON ACTION MONTH



NRAM Discussion Forum

www.radonleaders.org/discuss/forum

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Radon Leaders Saving Lives

“Doubling our results in the next five years”

[Home](#) > [Forums](#) > National Radon Action Month 2010

National Radon Action Month 2010

[Post new Forum Thread](#)

Topic	Replies	Created	Last reply
NRAM Activity Submittal Questions	0	3 weeks 3 days ago by Gina Bowler	n/a
NRAM Activity and Event Submittals Now on RadonLeaders.org	0	3 weeks 3 days ago by Gina Bowler	n/a

NRAM Demo

- My Account
- Create content
- Log out

Discussions

- Blogs
- Radon Forums
- RBB Feeds
- Listserv Archives
- Polls

- Have a question?
- Want to brainstorm NRAM outreach ideas?
 - Post to the NRAM 2010 Discussion Forum



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NRAM Activity Submittals on RadonLeaders.org

- **Tips and Reminders**

- You **MUST** be logged in to RadonLeaders.org to submit
 - Log in at the top right of the page
 - Not a member? No problem, join now at www.radonleaders.org/user/register (*It's quick and easy!*)
- FAQ Section: www.radonleaders.org/nram/faq
- Have Questions? Need help?
 - Post to the NRAM 2010 Discussion Forum: www.radonleaders.org/discuss/forum
 - E-mail Us: info@radonleaders.org

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Visit www.radonleaders.org/nram
today and start submitting
your activities

Don't forget to visit www.epa.gov/radon/nram for
tools to help you plan NRAM activities



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NRAM Activity Submittal on RadonLeaders.org

Polling Question:

- What new feature of the NRAM activity submission will be most useful to you?
 - a) Ability to view events as soon as they are posted
 - b) Ability to search past and current NRAM events
 - c) New activity submittal interface
 - d) Ability to share NRAM stories with pictures and other info
 - e) NRAM discussion forum

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*NRAM Activity Submittal on
RadonLeaders.org*

Question and Answer

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Rollout of “Eddie’s Story” Media Campaign

Jeremy Ames

U.S. Environmental Protection Agency

E-mail: Ames.Jeremy@epa.gov

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“Eddie’s Story” Media Campaign

Eddie’s Story PSA



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“Eddie’s Story” Media Campaign

Share Eddie’s Story

- Eddie’s story is the winning entry from the 2009 Test, Fix, Save a Life Video Contest
- True testimonial from a lung cancer survivor





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“Eddie’s Story” Media Campaign

- To download & order materials visit:

www.epapsa.com

- Download video files and order DVDs
- Web banners and print advertisements

- For the public:

www.epa.gov/radon/eddies_story.html



Watch Eddie’s Story

and learn how to protect yourself from radon.

www.epapsa.com/campaigns/eddiestory



**RADON:
TEST. FIX.
SAVE A LIFE.**

Radon is the leading cause of lung cancer in non-smokers.

Watch Eddie’s Story and learn how to protect yourself from radon.

www.epapsa.com/campaigns/eddiestory
1-800-SOS-RADON





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“Eddie’s Story” Media Campaign

Tips for Promoting Eddie’s Story

- Show Eddie’s Story at community events
- Engage Local Media
 - Ask local TV stations and newspapers to use the PSA during NRAM
- Promote Online
 - Post the video or banner on your Web site, ask your partners to do the same

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“Eddie’s Story” Media Campaign

Question and Answer



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*“Living Healthy and Green”
Media Campaign Results and What’s
Coming Next*



Kristy Miller

Public Affairs

Indoor Environments Division

U.S. Environmental Protection Agency

Phone: 202-343-9441

E-mail: Miller.Kristy@epa.gov



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Donated Media Results

- Total donated media through
October 19, 2009:
\$23,812,188

Including:

Local TV – \$11,300,439

Radio – \$10,121,275

Outdoor – \$1,713,303

Print – \$285,720

To track the latest results for the “Living
Healthy & Green” Media Campaign, visit
www.fertiledata.com.

Username: Radon

Password: Media Results



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An Inside Look at TV

TV Airings: 35,047

TV Value: \$11,300,439

Impressions (HH): 115,126,109,265

- TV Breakdown by airings:
 - Baby Steps (Spanish) – 36%
 - Baby Steps (:60) – 36%
 - Baby Steps (:30) – 28%
- Airings in 35 of top 50 markets
- # 1 station: KIFI ABC Idaho Falls/Pocatello
 - 2,278 airings
 - \$780,530 media value
- Strong in: AL, CA, CO, IL, NC, TX and WI
- Opportunity in: AZ, AR, FL, GA, KY, MI, MO, NY, SC, UT and WI





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An Inside Look at Radio

Radio Airings: 91,811

Radio Stations: 384

Radio Value: \$10,121,275

- Radio - Breakdown by airings:
 - Adult Contemporary - 25%
 - Rock - 18%
 - Kids - 13%
 - Country - 13%
 - Spanish - 11%
 - Gospel - 10%
 - R&B - 10%
- Airings in 42 of top 50 markets
- # 1 station: WPSC FM Wayne, NJ 9,516 airings \$1,078,155 media value
- Strong in: AL, CA, CO, IL, NJ, NY, NC, OH, PA, TN and TX
- Opportunity in: CT, FL, GA, ID, IN, IA, MN, MO, OR, SC, WA and WI





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An Inside Look at Outdoor

Outdoor Postings: 1,146

Outdoor Markets: 32+

Outdoor Value: \$1,713,303



- Outdoor Markets include (but not limited to):

- Norfolk, VA
- Charlotte, NC
- Fort Wayne, IN
- Dayton, OH
- Charleston, WV
- Cincinnati, OH
- Erie, PA
- Binghamton, NY
- Providence, RI
- Ft. Wayne, IN





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An Inside Look at Print

Magazine Insertions: 5

Magazine Circulation: 9,655,015

Magazine Value: \$278,477

Upcoming Insertions:

- *Builder Magazine*
- *Real Estate Professional*
- *American Baby*
- *Family Fun*
- *Parenting Early Years*
- *Parents*



House Beautiful

US EPA – Radon

Full Page

Donated Value \$121,140
Circulation 800,000





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What's Coming Next?

- Musical Ringtones for Mobile Phones
- Kids Outreach: Sheet Music for Choral Groups & Puppet Shows
- E-Greeting Cards
- “Ask Your Realtor” Social Media Program
- Outreach Kit for the Faith-Based Community, including Living Healthy & Green Coupon
- Consumer Ed: Streaming Video & Customizable Home Pipe Sticker

SHORT TERM RADON DETECTION KIT COUPON

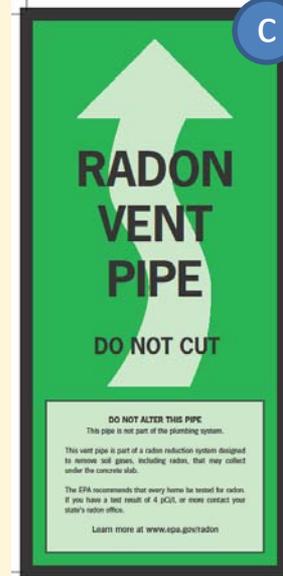
Testing for radon is simple. Now you can get a radon test kit for \$15 from the National Radon Program Services at Kansas State University.

YES! I want to test my home for RADON. Please rush me a Detection Kit.

Name: _____ # of Kits: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone #: _____
Mastercard Visa Amex Discover
 Account# _____
 Expiration Date: _____
 Name of Card Holder: _____

This radon detector kit is a short-term test. Just follow the directions on the package and return the entire kit to the manufacturer for analysis at no additional charge. You'll get the results along with information about corrective measures you can take to lower your radon level, if necessary. Remember that radon is the second leading cause of lung cancer in the United States. Testing for radon is important for your family's health and well-being. To obtain your radon detection kit, simply fill out the information on this coupon and mail it along with a check or money order for \$15 per kit or complete the credit card information. www.SOSRADON.org

Mail the coupon and your check, money order, or credit card information for \$15 per kit to: National Radon Program Services at KSU, 133 Ward Hall, Manhattan, KS 66506-2508



Download at www.epapsa.com

Living Green & Healthy Coupon (a), Video PSA (b), and Customizable Pipe Sticker (c)



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Localizing Campaign Materials

- Right now, articles can be customized for use in local media
- Over 360 articles have been placed in local print and online media to date
- Total readership of placed articles is 27,894,544
- Total value of placed articles is \$90,596
- Major markets where articles have been placed include:
 - New York, NY
 - Chicago, IL
 - Boston, MA
 - Seattle, WA
 - San Francisco, CA
 - Miami, FL

Health Awareness

Living Greener And Breathing Healthier Air

(NAPS)—Living "green" is about more than just energy efficiency and recycling; it's also about giving your family a healthier home.

Breathing "greener" air means checking your home for radon, a leading indoor air problem. Breathing in high levels of radon indoors can lead to lung cancer—yet it is easily preventable. A simple home radon test can tell you if you have a problem. And if your home does have a high radon level, there are simple ways to reduce this radioactive gas and make your home's air safer.

What Is Radon?
Radon is an odorless, tasteless, colorless gas—that's also radioactive and can cause cancer. It comes from the natural breakdown of uranium in soil, rock and water and gets into the air you breathe. Radon can be found all over the U.S. It can get into any type of building—homes, offices and schools—and result in a high indoor radon level. But you and your family are most likely to get your greatest exposure at home, where you spend most of your time.

The Environmental Protection Agency (EPA) and the U.S. Surgeon General recommend that all homes in the U.S. be tested for radon. Testing is easy and inexpensive; you can order a test kit online, you can buy one at many home improvement centers, or from the National Safety Council by calling (800) 557-2366. Follow the directions on the packaging for the proper placement of the device and where to send the



When you're living green, the living is easy.

The Living Healthy & Green campaign encourages homeowners and builders to construct radon-proof homes.

Building Green
When building a new home, make sure to ask your builder about radon-resistant features. Radon-venting features are easy to install at the time of construction and will help make your home greener and healthier at the same time. Through its Living Healthy & Green campaign, the EPA encourages homeowners and builders to build healthier homes from the ground up.

To learn more, call the National Radon Information Line at (800) SOS-RADON or visit www.epa.gov/radon.

Did You Know?

The Environmental Protection Agency and the U.S. Surgeon General recommend that all homes in the U.S. be tested for radon. To learn more, call the National Radon Information Line at (800) SOS-RADON or visit www.epa.gov/radon.

The Living Healthy & Green campaign encourages homeowners and builders to construct radon-free homes. // Living Greener And Breathing Healthier Air

Contact Wendy Moniz at
Wendy@plowsharegroup.com for
information about customizing articles
for your local media



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Localizing Campaign Materials

Polling Question:

- Does your organization plan to localize the Green Sox campaign for your community?
 - a) Yes
 - b) No
 - c) Maybe



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New Radon Outreach Tools for January 2010 and Beyond

Questions and Answers

RADON: TEST, FIX, SAVE A LIFE.



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Thank You!

Please submit any questions via
RadonLeaders.org at

<http://www.radonleaders.org/node/3702>