



January is

NATIONAL RADON ACTION MONTH

RADON: TEST, FIX, SAVE A LIFE



State Radon Program Innovative Approaches

Tuesday, October 21, 1:00-2:30 pm (*EDT*)



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NATIONAL RADON ACTION MONTH

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Agenda

- Welcome
- New Green Sox Radon Media Campaign
- Featured State Speakers
 - Polling Questions
 - Presentation
 - Questions and Discussion
- Suggested Next Steps



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Featured Speakers

- **Kristy Miller**, U.S. Environmental Protection Agency, *“Living Healthy and Green”*
- **Carol Bell**, Missouri Department of Health and Senior Services, *“Ordering (Free) Radon Test Kits Online from the State Radon Program”*
- **John Hultquist**, Utah Division of Radiation Control, *“Piloting New Methods to Reach Employees”*
- **Kathy Glapa**, Tennessee Department of Environment and Conservation, *“Partnering with Electric Utility Cooperatives”*
- **Nikolas Webster**, New York State’s Bureau of Environmental Radiation Protection, *“Reaching Out to Physicians and Pediatricians”*



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U.S. EPA
Green Sox Radon Media Campaign
“Living Healthy and Green”

Kristy Miller

Public Affairs

Indoor Environments Division

U.S. Environmental Protection Agency

Phone: 202-343-9441

Email: miller.kristy@epa.gov



New Radon Media Campaign

Some Results to Share

Surgeon General 2006-2008 PSA Campaign Results

- Total donated media \$13,534,770
 - Local TV: \$ 7,812,002
 - Radio Value \$ 4,604,023

New Home Construction PSA Campaign 2007-2008

- Radio donated media \$ 9,274,086



SURGEON GENERAL'S WARNING:
Cigarette Smoking Causes Lung Cancer.

SURGEON GENERAL'S WARNING:
Radon Causes Lung Cancer You Should Test Your Home

The U.S. Surgeon General recommends that your home be tested for radon, the second leading cause of lung cancer. If you have never smoked, radon is the leading cause of lung cancer. Radon is a cancer-causing natural radioactive gas that you can't see, smell or taste. It's the leading cause of lung cancer among nonsmokers and claims about 20,000 lives every year. Although lung cancer can be treated, the survival rate is one of the lowest for those with cancer. Fortunately, many of the causes of lung cancer can be prevented—and this is especially true for radon.

The Office of the Surgeon General has issued a health advisory warning Americans about the risk from breathing radon in indoor air. Americans are urged to test their homes to find out how much radon they might be breathing.

Radon comes from the natural (radioactive) 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 can climb to high levels if it's trapped indoors.

For most Americans, the greatest exposure to radon is in their homes, whether those homes are old or new. Any home, any type, any location can have a radon problem. All homes need to be tested unless the building is a high-rise above the third floor. If your home has not been tested, now is a good time to take the test. This will help protect your family's health and it's easy to do.

The Environmental Protection Agency (EPA) recommends homes

1-800-846-3986
<http://www.cdph.state.ca.us/hm/rad/radon>

Protect Your Family

The Importance Of A Radon-Resistant Home
Greener Living-Healthier Indoor Air

(NAPS)—If you want to live a more sustainable life and protect your family from cancer, you may want to learn more about one of the home's most dangerous pollutants—radon. Radon is a cancer-causing natural radioactive gas that you can't see, smell or taste. It's the leading cause of lung cancer among nonsmokers and claims about 20,000 lives every year.

Although lung cancer can be treated, the survival rate is one of the lowest for those with cancer. Fortunately, many of the causes of lung cancer can be prevented—and this is especially true for radon.

The Office of the Surgeon General has issued a health advisory warning Americans about the risk from breathing radon in indoor air. Americans are urged to test their homes to find out how much radon they might be breathing.

Radon comes from the natural (radioactive) 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 can climb to high levels if it's trapped indoors.

For most Americans, the greatest exposure to radon is in their homes, whether those homes are old or new. Any home, any type, any location can have a radon problem. All homes need to be tested unless the building is a high-rise above the third floor. If your home has not been tested, now is a good time to take the test. This will help protect your family's health and it's easy to do.

The Environmental Protection Agency (EPA) recommends homes be fixed if the radon level is 4 picocuries per liter of air (4pCi/L) or above. While testing can be easy and inexpensive, millions of Americans still need to have their first home radon test to protect their family.

You can test your home yourself or hire a professional. Reliable testing devices are available by phone or mail order and can be purchased in hardware and home improvement stores.

Fixing a radon problem is easy too—and doesn't have to be costly. Radon reduction systems can lower radon to an acceptable level. Even very high levels can be reduced to a safer level.

"It's inexpensive to build a new home with radon-resistant features. A better home will be both greener for the planet and healthier for your family," said Paul Raveck, a member of the National Association of Home Builders.

For help in identifying radon companies, call your state radon office or visit www.epa.gov/iaq/wheretochoose.html.

For more information, call 1-800-805-RADON (1-800-767-7296) or visit www.epa.gov/radon.

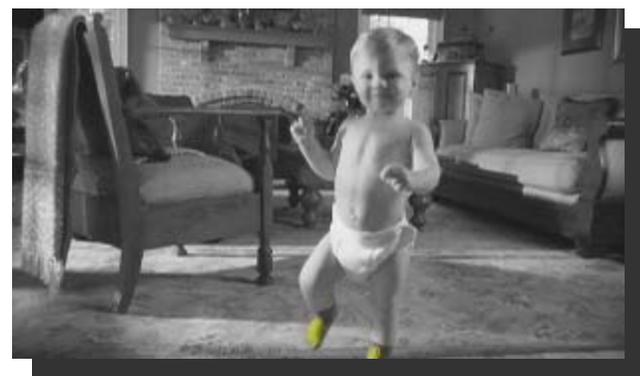
Media Campaign

Sox it to Radon with these:

- TV
- Seven radio spots, unique by format & audience
- Magazine, newspapers, and billboards
- Web banners
- And more...

Media Campaign Materials

Sox it to Radon: TV

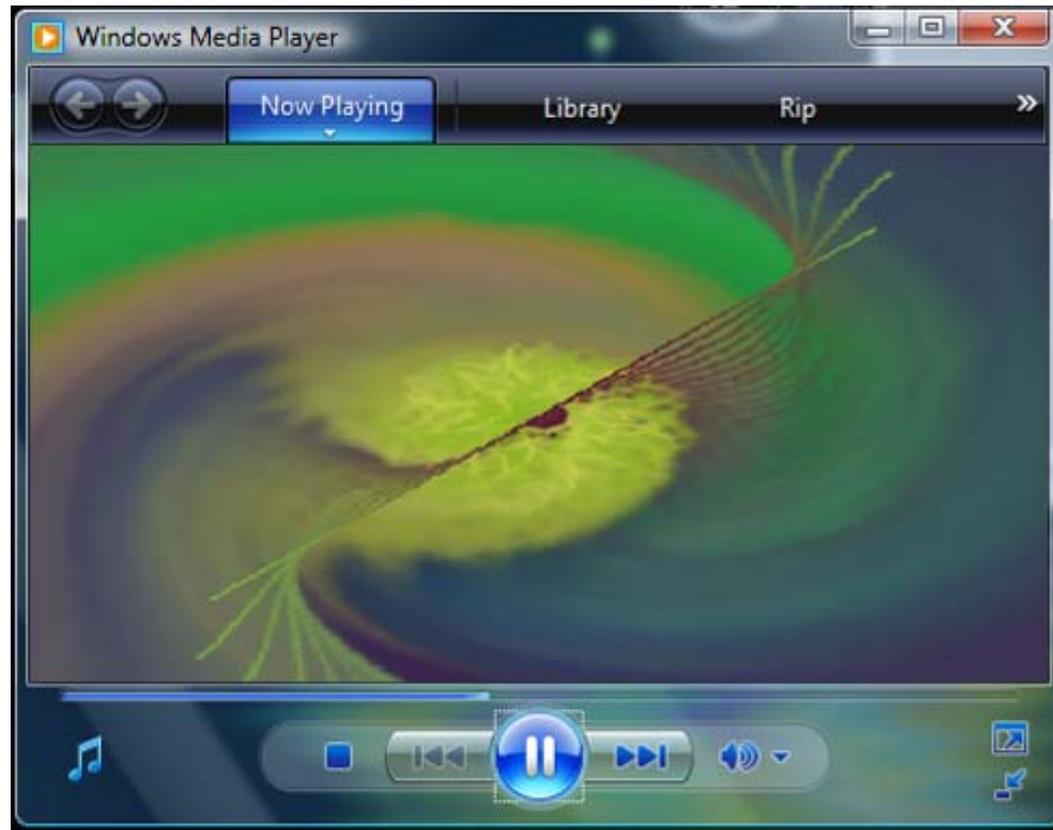


Media Campaign Materials

Sox it to Radon: Radio

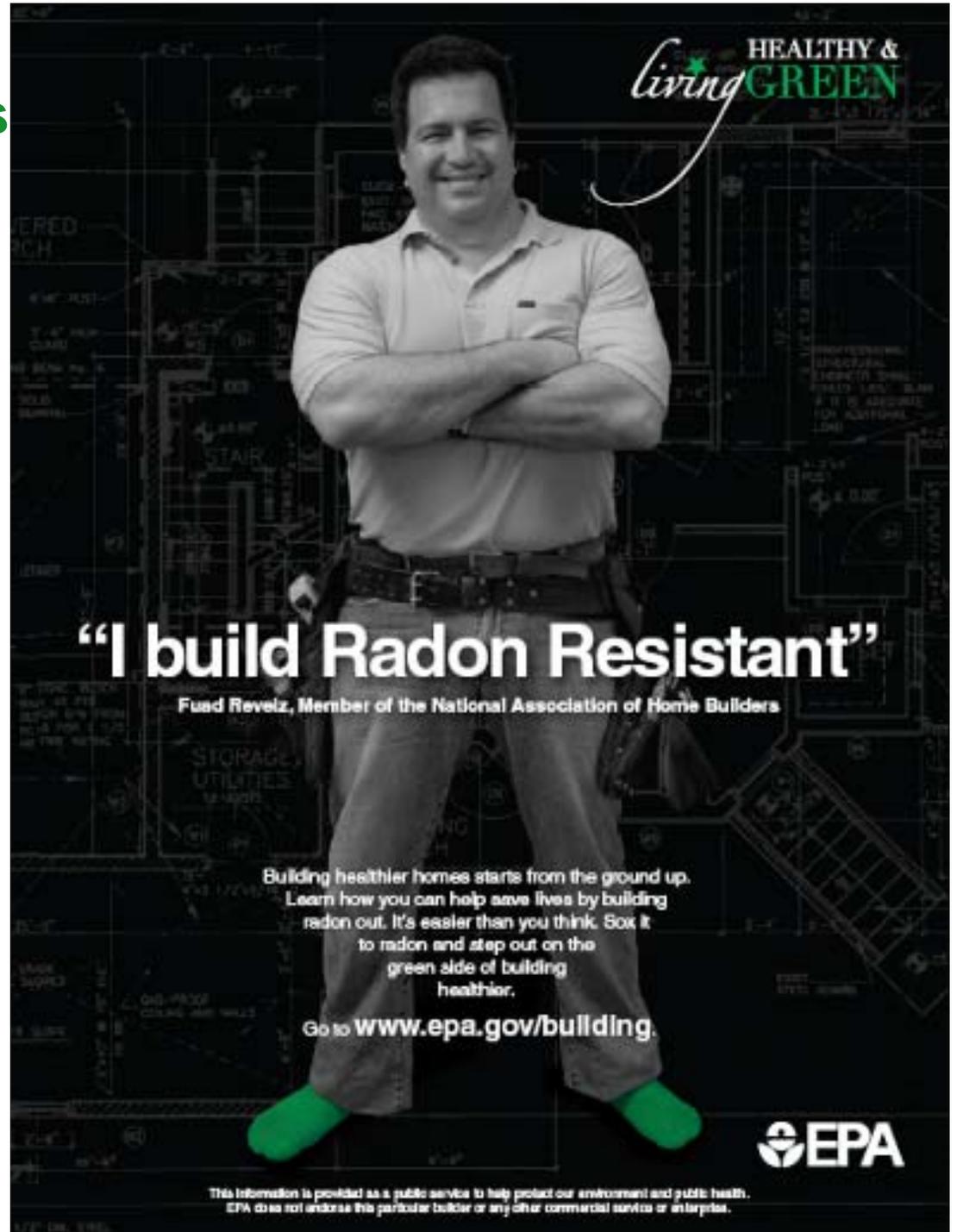
There's something for everyone!

- Rock 🗣️
- Country 🗣️
- MOR 🗣️
- Gospel 🗣️
- R&B 🗣️
- Kids 🗣️
- Latin 🗣️



Media Campaign Materials

Sox it to Radon: Print



living **HEALTHY & GREEN**

“I build Radon Resistant”

Fuad Revelz, Member of the National Association of Home Builders

Building healthier homes starts from the ground up.
Learn how you can help save lives by building
radon out. It's easier than you think. Sox it
to radon and step out on the
green side of building
healthier.

Go to www.epa.gov/building.

EPA

This information is provided as a public service to help protect our environment and public health.
EPA does not endorse this particular builder or any other commercial service or enterprise.

Media Campaign Materials

Sox it to Radon: Print



LIVING GREEN

STARTS FROM THE GROUND UP.

Living green is making sure the air in your home is healthy for your family to breathe. Test your home for radon. That's living healthy and green.

Call 866-730-Green or visit www.epa.gov/radon.



Media Campaign Materials

Sox it to Radon: Print



EPA

Living **HEALTHY & GREEN**

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

Living green starts from the ground up. So make sure the air in your home is healthy for your family to breathe. Preserve your family's health and well-being. Test your home for radon.

It's easy. Just call **866-730-green** or visit **www.epa.gov/radon**.

Media Campaign Materials

Sox it to Radon: Print



THE BROWN FAMILY IS GOING GREEN

Living green starts from the ground up. So make sure the air in your home is healthy for your children to breathe. Preserve your family's health and well-being. Test your home for radon.

It's easy. Just call 866-730-green or visit www.epa.gov/radon.



Media Campaign Materials

Sox it to Radon: Print



living HEALTHY & GREEN

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

Living green starts from the ground up. So make sure the air in your home is healthy for your family to breathe. Preserve your family's health and well-being. Make sure you test your home for radon. It's easy. Just call 866-730-green. Or visit www.epa.gov/radon.

 EPA

Media Campaign Materials

Sox it to Radon: Print



Living HEALTHY & GREEN 

Live green and make the air in your home healthy and clean.

Living green starts from the ground up. So make sure the air in your home is healthy for your family to breathe. Make sure you test your home for radon.

It's easy. Just call **866-730-green** or visit **www.eap.gov/radon**.

Preserve your family's health and well being, get your home tested.
That's living healthy and green.

Media Campaign Materials

Sox it to Radon: Outdoor



 EPA

living HEALTHY & GREEN

Living Green Starts From The Ground Up.

Test your home for RADON.
Call **866-730-GREEN** or visit **www.epa.gov/radon**.

Web Banner Ads

Your Web site should include one of these!



Next Steps: How can you help save lives?

- Keep track of the campaign in the media
www.fertiledata.com
 - User name: Radon
 - Password: Media Results
- Sort by market/media and determine if your local stations are supporting it
 - If so – acknowledge and thank them
 - If not – encourage and remind them

Next Steps: How can you help save lives? *(continued)*

- Offer your local media these unique PSAs
- Offer yourself as the local expert to news media
 - Provide relevant and timely information
 - Be the “go to” resource—position radon and yourself
- Request your State Broadcasters Associations work with you
- Order free www.epapsa.com
- Be a leader saving lives in your community!

Localizing Campaign Materials

Do you want to localize the Green Sox campaign for your community?

- Send an e-mail and your logo file to radonevents@cadmusgroup.com
- To localize Green Sox materials, you will need:
 - 1) High-resolution, camera-ready logo
 - 2) Hotline number
 - 3) Web site address

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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Missouri Department of
Health and Senior Services
*“Ordering (Free) Radon Test Kits Online from
the State Radon Program”*

Carol Bell

Missouri Health Program Representative II
Radon/Indoor Air Quality Program
Bureau of Environmental Epidemiology
Division of Community and Public Health
Missouri Department of Health
& Senior Services
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Missouri

*“Ordering (Free) Radon Test Kits Online
from the State Radon Program”*

Polling Question:

- Does your organization take orders for radon test kits?
 - a) Yes, we take orders by phone
 - b) Yes, we take orders by U.S. postal mail
 - c) Yes, we take orders via our Web site
 - d) No, we do not take orders



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Missouri

*“Ordering (Free) Radon Test Kits Online
from the State Radon Program”*

Polling Question:

- Does your organization consider distribution of radon test kits to be cost-prohibitive?
 - a) Yes, too costly by phone
 - b) Yes, too costly by mail
 - c) Yes, too costly via Web site
 - d) Yes, too costly at events
 - e) No, not too costly



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Missouri

*“Ordering (Free) Radon Test Kits Online
from the State Radon Program”*

2008 Goals

- Save time and money on staffing required for test kit ordering
- Enable the general public to access radon test kits in a more convenient manner
- Increase the number of radon test kits ordered



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Missouri

*“Ordering (Free) Radon Test Kits Online
from the State Radon Program”*

Plan – Who, What, When

- Missouri Department of Health & Senior Services Staff (August 2007) – process began which would allow Information Technology staff to create and implement test data base for trial period starting in December 2007
- The radon test kit online registration tool went live on January 1, 2008. Our goal was to increase the number of test kits distributed



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Missouri

*“Ordering (Free) Radon Test Kits Online
from the State Radon Program”*

Results

- Over 6,000 online requests for test kits were received following the release of the new online registration tool (over a 300% increase in requests in the first 6 months)
- No outside staff were required
- One time cost of database implementation (less than \$1,000)
- 50% rate of return on radon test kits



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Missouri

*“Ordering (Free) Radon Test Kits Online
from the State Radon Program”*

Innovations

- Local Fox TV station did a story on radon and included web address of our new online registration form
- Increased testing and awareness to help focus on Zone 1 area of Western Missouri
- Testing of several school districts in target area
- Area now targeted for RRNC



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Missouri

*“Ordering (Free) Radon Test Kits Online
from the State Radon Program”*

Lessons Learned

- Ensure that you have a large quantity of radon test kits on hand before promotion starts
- Solicit help from program staff to allow timely mailing of radon test kits
- Make sure database is flexible
- Exception report needed to validate zip code variations from address kit was mailed to and address given as property tested



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Missouri

*“Ordering (Free) Radon Test Kits Online
from the State Radon Program”*

2009 Goals

- Targeting large suburban population in Kansas City metro to encourage adoption of RRNC
- Planning January workshop whose anticipated audience would be city officials, code enforcement, etc. in targeted area



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Missouri

*“Ordering (Free) Radon Test Kits Online
from the State Radon Program”*

Question and Answer



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Utah Division of Radiation Control *“Piloting New Methods to Reach Employees”*

John Hultquist

Low Level Radioactive Waste and
Uranium Mill Tailing Section Manager
Utah Department of Environmental Quality

Phone: 801-536-4250

E-mail: jhultquist@utah.gov





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Utah

“Piloting New Methods to Reach Employees”

Polling Question:

- If your organization targets its employees for radon outreach, how is this done?
 - a) Pay stub message
 - b) Mass e-mail
 - c) Brown bag luncheon
 - d) Display at worksite (e.g., lobby)
 - e) Other



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Utah

“Piloting New Methods to Reach Employees”

Polling Question:

- Will your organization consider conducting a radon campaign targeted to employees in 2009?
 - a) Pay stub message
 - b) Mass e-mail
 - c) Brown bag luncheon
 - d) Display at worksite (e.g., lobby)
 - e) Other



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Utah

“Piloting New Methods to Reach Employees”

2008 Goals

- Raise awareness through the workplace about indoor radon
- Offer and distribute radon test kits to employees of the State of Utah



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Utah

“Piloting New Methods to Reach Employees”

Plan – Who, What, When

- Payroll department (communicating to employees using message board on the back of pay stubs)
- IT department (set up Web page for requesting test kits)
- Facilities Management department (distributing posters to all state buildings)
- Web based outreach to state employees



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Utah

“Piloting New Methods to Reach Employees”

Plan – Who, What, When (*continued*)

- Two consecutive pay stubs had the radon message
- Posters were placed in state buildings on message board for approximately 2 months
- Web page to request a test kit was “active” for 3 months



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Utah

“Piloting New Methods to Reach Employees”

Results

- 135 employees requested a radon test kit
- Only 4 radon results exceeded the EPA action level
- Sending out reminder notices and will continue to monitor the results



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Utah

“Piloting New Methods to Reach Employees”

Innovations

- Provided an opportunity for people to get radon test kits and information on radon (24,000 state employees)
- Other departments were willing to partner with DEQ for this outreach activity
- Employer (the state) had to do relatively little work to gain a good reputation of caring for their employees and got the word out about radon (win-win)



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Utah

“Piloting New Methods to Reach Employees”

Lessons Learned

- Send out test kits as soon as possible after the request is submitted
- Follow up with an e-mail message to the individual if test result is not available from the lab within a 30 day window
- Few people look at their pay stubs or (at least the back of them)
- Doing this activity during the vacation season may have decreased participation



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Utah

“Piloting New Methods to Reach Employees”

2009 Goals

- In January, open Web page to Utah residents to receive a free test kit
- Use EPA’s PSAs during NRAM
- Utah Story – personalize radon message using citizens of Utah
- Radon article in Department of Health’s Healthy Utah Newsletter and Capital Capsule Newsletter



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Utah

“Piloting New Methods to Reach Employees”

Question and Answer



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Tennessee Department of
Environment and Conservation
“Partnering with Electric Utility Cooperatives”

Kathy Glapa

Office of Environmental Assistance
State Coordinator, Governor's
Environmental Stewardship

Tennessee Department of Environment
and Conservation

Phone: 615-253-8780

www.tn.gov/environment/ea/radon

E-mail: Kathy.Glapa@state.tn.us





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Tennessee

“Partnering with Electric Utility Cooperatives”

Polling Question:

- Have you partnered with a local utility company?
 - a) Yes
 - b) No



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Tennessee

“Partnering with Electric Utility Cooperatives”

Polling Question:

- Will you consider partnering with a local utility company in 2009?
 - a) Yes
 - b) No
 - c) Maybe



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Tennessee

“Partnering with Electric Utility Cooperatives”

2008 Goals

- Reach out to non-traditional radon stakeholders
- Raise awareness about radon risks
- Distribute radon test kits



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Tennessee

“Partnering with Electric Utility Cooperatives”

Plan – Who, What, When

- 20 electric utility cooperatives in smaller counties (communicating to customers)
- *Tennessee Magazine* (promoting radon testing)
- Governor’s office (issuing proclamation)
- Conferences, health associations, bee keepers (distributing brochures and test kits)
- Department of Health (distributing kits)



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Tennessee

“Partnering with Electric Utility Cooperatives”

Results

- 4,000 requests came in from 90 of 95 counties for free radon test kits (200 times the number in 2007)



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Tennessee

“Partnering with Electric Utility Cooperatives”

Innovations

- TDEC offered radon test kits to people coming to the Department of Health’s “exchange stations” where they could exchange their mercury thermometers for digital ones
- TDEC is working with the Department to make kits available at these exchange stations on a regular basis (statewide)



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Tennessee

“Partnering with Electric Utility Cooperatives”

Innovations *(continued)*

- TDEC reached out to 20 electric utility cooperatives in smaller counties (building a large number of partners)
- Provided a variety of basic information and images about radon risks that cooperatives could choose from and customize to suit their customers



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Tennessee

“Partnering with Electric Utility Cooperatives”

Innovations *(continued)*

- Cooperatives had to do relatively little work to gain a good reputation for caring with their customers and got the word out about radon (win-win)



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Tennessee

“Partnering with Electric Utility Cooperatives”

Lessons Learned

- Overwhelmed with hotline calls
- We had adjoining states with shared utility companies (need to specify that the free kit was for TN residents only)
- Only allow one test kit per address unless 2 foundation types



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Tennessee

“Partnering with Electric Utility Cooperatives”

2009 Goals

- Try to get all 95 county Mayors to do a proclamation
- Have test kits ready and purchased prior to NRAM so people do not have to wait
- Have utility company do another article in the magazine



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Tennessee

“Partnering with Electric Utility Cooperatives”

Question and Answer



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New York State's Bureau of Environmental Radiation Protection, *"Reaching Out to Physicians and Pediatricians"*

Nikolas Webster

Radiological Health Specialist
Bureau of Environmental Radiation Protection
New York State Department of Health
Phone: 518-402-7556
E-mail: new03@health.state.ny.us



STATE OF NEW YORK
DEPARTMENT OF HEALTH
RADON PROGRAM
www.nyhealth.gov/radiation
(800) 458-1158



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New York

“Reaching Out to Physicians and Pediatricians”

Polling Question

- Has your organization reached out to physicians and pediatricians?
 - a) Yes
 - b) No



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New York

“Reaching Out to Physicians and Pediatricians”

Polling Question

- Will you consider reaching out to physicians and pediatricians in 2009?
 - a) Yes
 - b) No
 - c) Maybe



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New York

“Reaching Out to Physicians and Pediatricians”

2008 Goals

- Use a more personal and interactive method of communicating about radon
- Increase awareness of radon risks among physicians and hard to reach populations
- Increase the number of radon test kits ordered



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New York

“Reaching Out to Physicians and Pediatricians”

Plan – Who, What, When

- New York State Department of Health Staff (creating and distributing promotional items)
- Contacted over 1,500 physicians (promoting radon awareness via brochures, test kit applications)
- Hospital staff, patients, nurses, directors (promoting radon risk and testing via seminar and face-to-face interaction)



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New York

“Reaching Out to Physicians and Pediatricians”

Plan – Who, What, When (*continued*)

- Started contacting doctors in June 2007
- By October 2007, wanted to know which doctors wanted information
- By end of December 2007, wanted pamphlets sent out to doctors' offices



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New York

“Reaching Out to Physicians and Pediatricians”

Results

- Distributed over 3,000 pamphlets and applications to approximately 60 family physicians and pediatricians
- Further invitations to speak about radon
- Several examples of people in the community who took action



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New York

“Reaching Out to Physicians and Pediatricians”

Innovations

- EPA Physicians Guide gave idea to reach out to NY doctors
- Using in-house NYS DOH Radon Tri-fold as information pamphlet reduced time and cost of production
- Having an internal NYS doctors licensing information portal for contacting mailing addresses
- Using the doctors in rural communities for radon awareness



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New York

“Reaching Out to Physicians and Pediatricians”

Lessons Learned

- Allow a sufficient amount of time to prepare your own information packets
- Make the most of personal interaction



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New York

“Reaching Out to Physicians and Pediatricians”

2009 Goals

- To have at least 2 physicians and 2 pediatricians per Zone 1 county
- Face-to-face meetings with physicians to increase awareness
- Presenting radon as a public health hazard to medical resident students in requesting hospitals



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New York

“Reaching Out to Physicians and Pediatricians”

2009 Goals *(continued)*

- Medical Society of the State of NY Web site for NYSDOH Health Commissioner to promote radon awareness for NRAM
- State, counties, and WNY Coalition who receive SIRG to look for hospitals and physicians



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New York

“Reaching Out to Physicians and Pediatricians”

Question and Answer



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2009 National Radon Action Month

- Keep the dialogue going – use the new Radon Web portal!
- Forward the NRAM Newsletter to new partners
- Access the new/improved tools and resources on the NRAM Web site (Stay tuned for EPA announcement)
- Submit your activities and events using the NRAM Activity Submittal Form (Stay tuned for EPA announcement)



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Thank You!