# National Radon Action Month Success Stories

Fourth Radon Webinar

October 17, 2007

11:00 AM – 12:30 PM

NATIONAL RADON ACTION MONTH

Radon Webinar
October 17, 2007

# National Radon Action Month Success and Goals

*Bill Long, Director*
*Center for Radon and Air Toxics*
*U.S. Environmental Protection Agency*

NATIONAL RADON ACTION MONTH

**Radon Webinar**
**October 17, 2007**

## Thank You **for a Very Successful 2007 National Radon Action Month – A** BIG **Improvement from 2006!**

- Increased collaboration and information sharing
- New tools: Event Planning Kit, Web site, activities map
- More than **160 activities** conducted by stakeholders and posted on EPA's Web site
- Increased National Radon Poster Contest participation (889 posters from 96 schools, 29 states, 3 tribal nations, and 2 territories)
- Increased public inquiries, demand for test kits, and number of tests in many locations

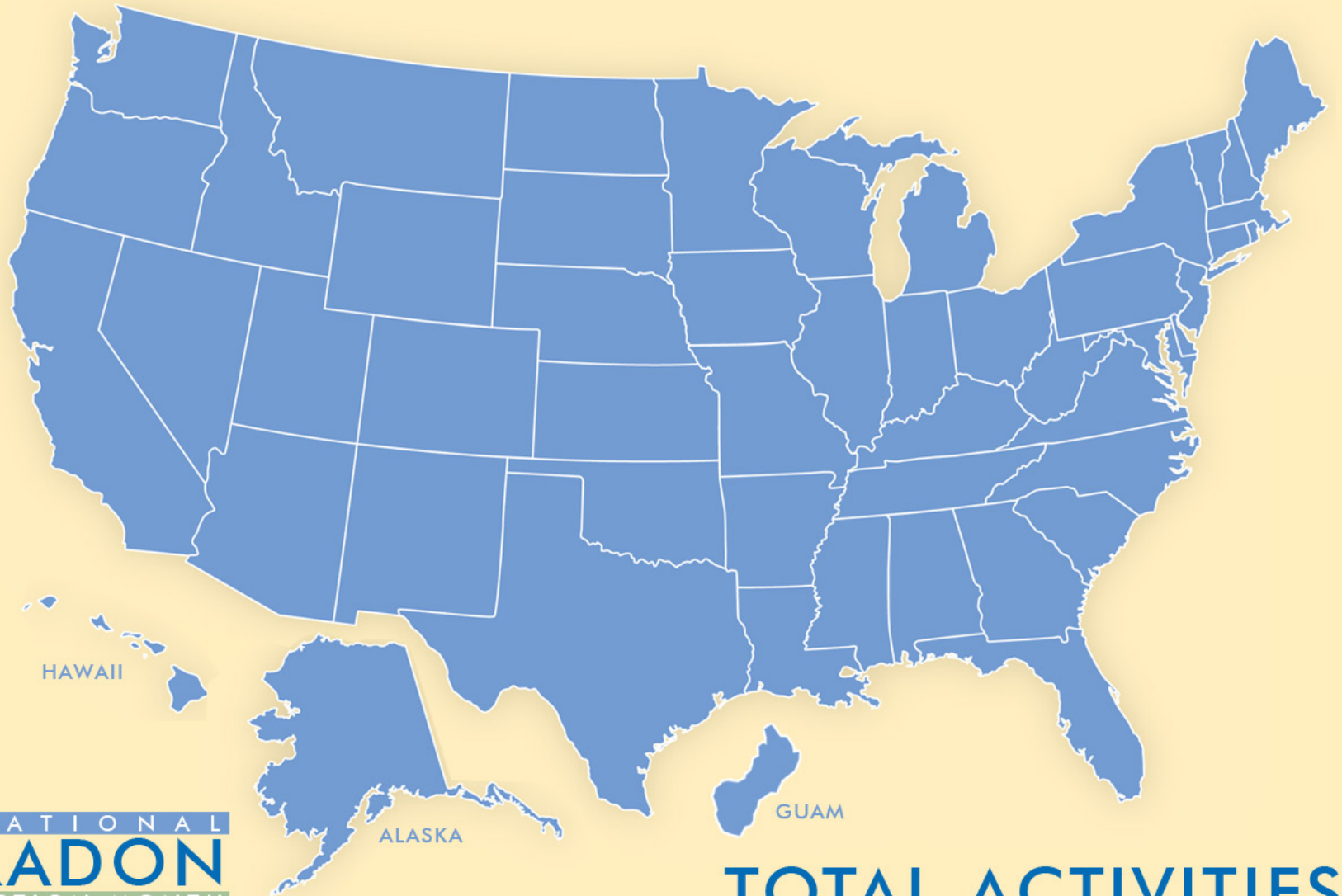
# 2008 National Radon Action Month Goals

- Conduct **250** events/activities nationwide in January 2008 that increase awareness of radon, promote radon testing and mitigation, and advance the use of radon-resistant new construction

- Feature your radon outreach events/activities (e.g., brief descriptions, success stories) on EPA's National Radon Action Month Website

- Increase stakeholder participation and collaboration at the regional, state and local levels (e.g., a mix of tried-and-true and new approaches!)

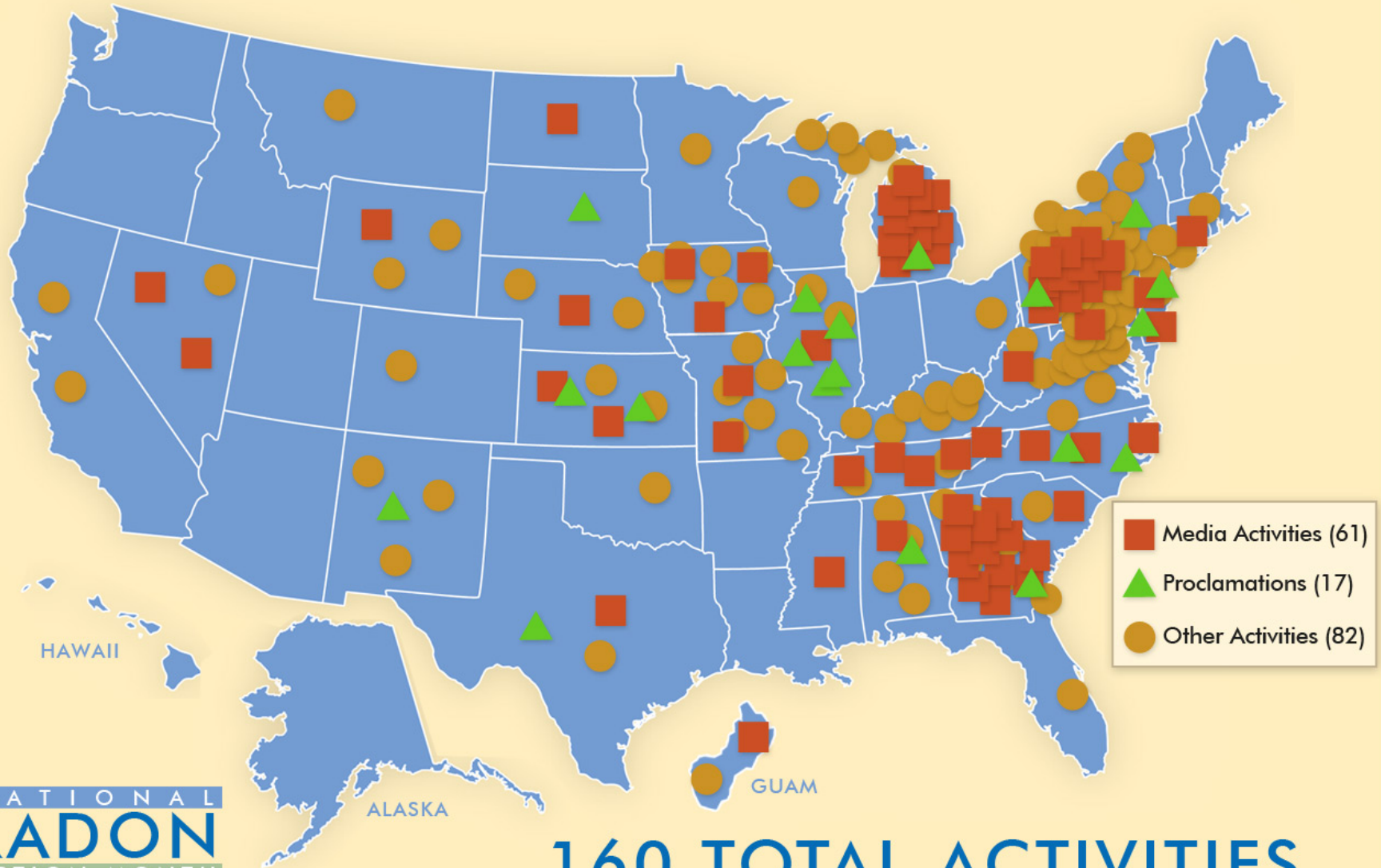
# 2006 NATIONAL RADON ACTION MONTH SUCCESS




NATIONAL RADON ACTION MONTH

___ TOTAL ACTIVITIES

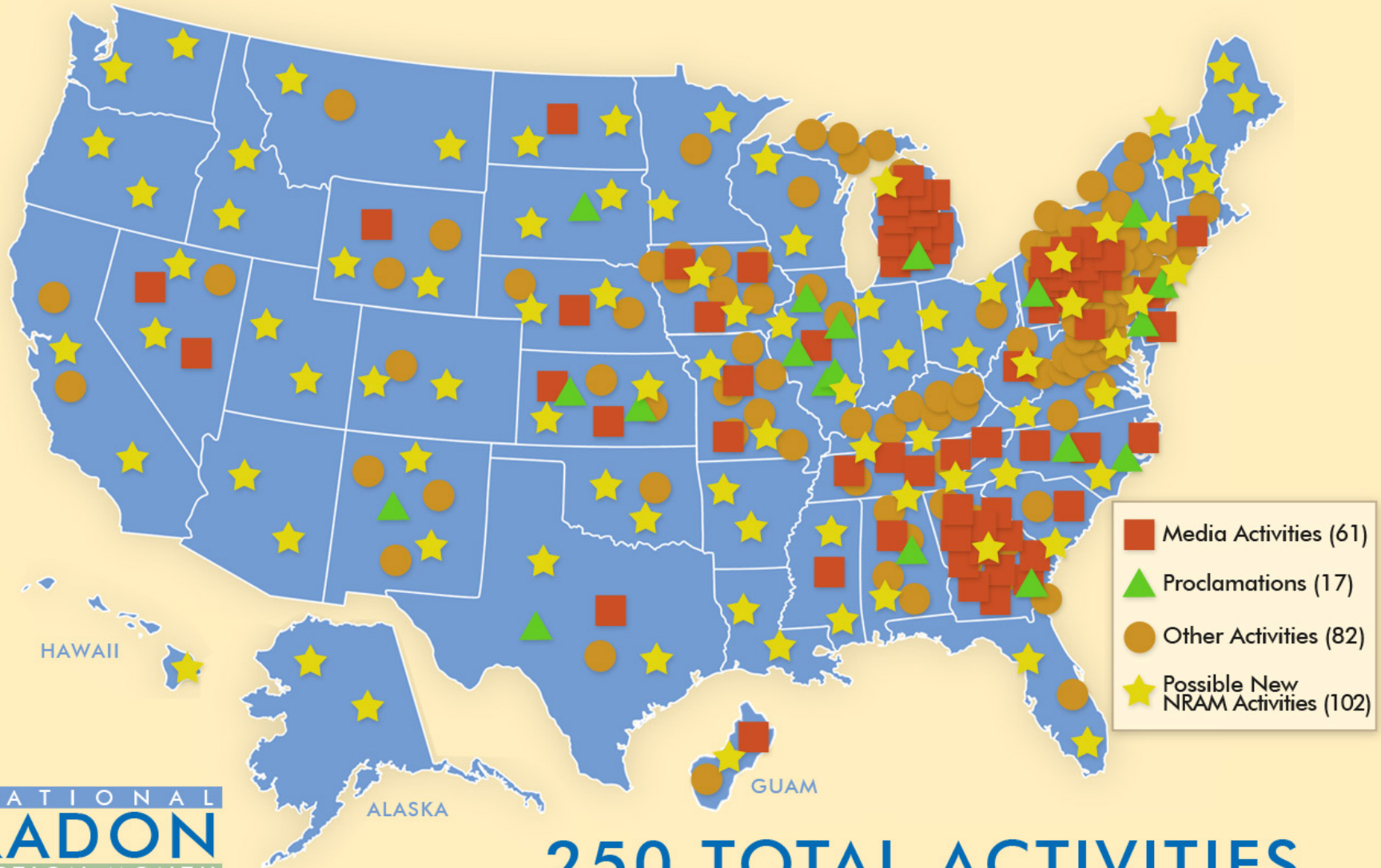
# 2007 NATIONAL RADON ACTION MONTH SUCCESS




NATIONAL RADON ACTION MONTH

# 160 TOTAL ACTIVITIES

# GOAL FOR 2008 NATIONAL RADON ACTION MONTH




NATIONAL RADON ACTION MONTH

# 250 TOTAL ACTIVITIES

NATIONAL RADON ACTION MONTH

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# Overview of “Radon Leaders Saving Lives” Campaign

- Get Focused on an Ambitious Collective Goal for Saving Lives
- Surface and Advance the Successful Strategies that are Achieving Results
- Witness Radon Leaders who are Living These Strategies
- Discover Dynamic New Ways to Network with Peers and Share Your Leadership
- Recognize and Celebrate Leadership
- Develop Your Own Leadership Story & Action Plans

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# Leadership Strategies that Drive Results

- High-Performing Collaborations/Partnerships
- Local Infrastructure for Program Delivery
- Fostering a Results-Driven & Creative Culture
- Building Effective Relationships with Industry

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# Radon Leaders Saving Lives Campaign

How can you **double** your National Radon Action Month results within five years?

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# New Tools will Launch Soon – Stay Tuned!

*Gina Bowler*
*Indoor Environments*
*Division Radon Team*
*U.S. Environmental Protection Agency*

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# New and Improved Resources for National Radon Action Month

- New consumer page and expanded stakeholder page on the Web site
- New faster, easier event/activity submittal form on-line and in Word
- Event Planning Kit updates including customizable fact sheet
- New monthly electronic newsletter to help build and maintain momentum toward January and into Spring

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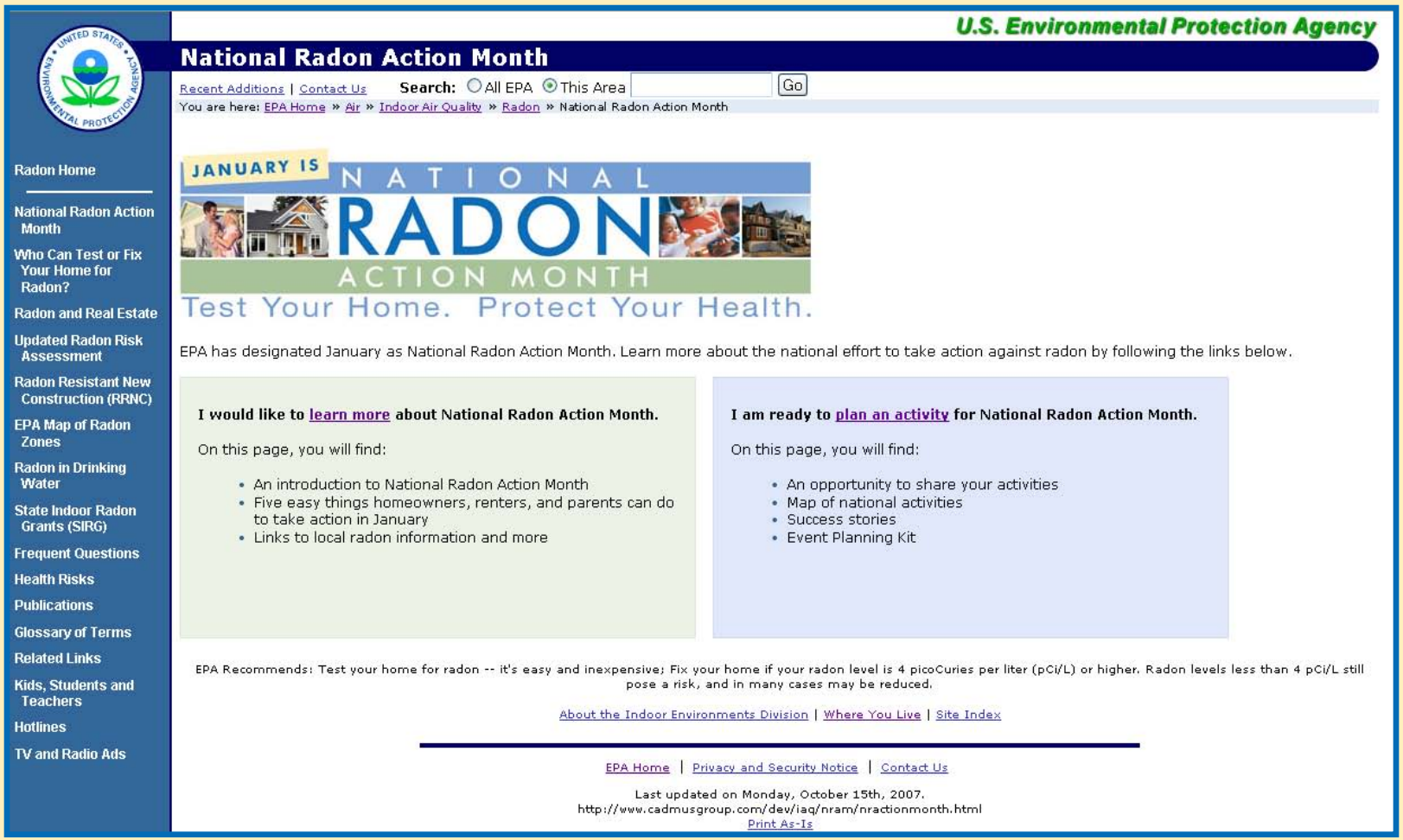
# National Radon Action Month Web Pages



U.S. Environmental Protection Agency

National Radon Action Month

Recent Additions | Contact Us  Search: All EPA This Area Go

You are here: EPA Home » Air » Indoor Air Quality » Radon » National Radon Action Month

- Radon Home
- National Radon Action Month
- Who Can Test or Fix Your Home for Radon?
- Radon and Real Estate
- Updated Radon Risk Assessment
- Radon Resistant New Construction (RRNC)
- EPA Map of Radon Zones
- Radon in Drinking Water
- State Indoor Radon Grants (SIRG)
- Frequent Questions
- Health Risks
- Publications
- Glossary of Terms
- Related Links
- Kids, Students and Teachers
- Hotlines
- TV and Radio Ads

JANUARY IS NATIONAL RADON ACTION MONTH

Test Your Home. Protect Your Health.

EPA has designated January as National Radon Action Month. Learn more about the national effort to take action against radon by following the links below.

**I would like to learn more about National Radon Action Month.**

On this page, you will find:

- An introduction to National Radon Action Month
- Five easy things homeowners, renters, and parents can do to take action in January
- Links to local radon information and more

**I am ready to plan an activity for National Radon Action Month.**

On this page, you will find:

- An opportunity to share your activities
- Map of national activities
- Success stories
- Event Planning Kit

EPA Recommends: Test your home for radon -- it's easy and inexpensive; Fix your home if your radon level is 4 picoCuries per liter (pCi/L) or higher. Radon levels less than 4 pCi/L still pose a risk, and in many cases may be reduced.

About the Indoor Environments Division | Where You Live | Site Index

EPA Home | Privacy and Security Notice | Contact Us

Last updated on Monday, October 15th, 2007.
http://www.cadmusgroup.com/dev/iaq/nram/nractionmonth.html
Print As-Is

NATIONAL RADON ACTION MONTH

# Radon Webinar
## October 17, 2007

U.S. Environmental Protection Agency

## National Radon Action Month

Recent Additions | Contact Us  Search: All EPA This Area Go

You are here: EPA Home » Air » Indoor Air Quality » Radon » National Radon Action Month » Partners » Basic Information

- Radon Home
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### Basic Information

On this page you can learn more about National Radon Action Month.

**January is National Radon Action Month**

During National Radon Action Month in January, EPA and the U.S. Surgeon General urge all Americans to protect their health by testing their homes for radon. You can't see, smell, or taste radon, but it could be present at a dangerous level in your home. Radon is the leading cause of lung cancer deaths among nonsmokers in America. Radon claims the lives of about 20,000 Americans each year, but exposure to radon is a preventable health risk. If a high radon level is detected in your home, you can take steps to fix the problem to protect yourself and your family. Test your home and protect your health during National Radon Action Month.

**Contact Your State Radon Program**

Contact your state radon program for information about radon testing, mitigation, and radon resistant new construction in your area. Your state can also help you find National Radon Action Month activities near you.

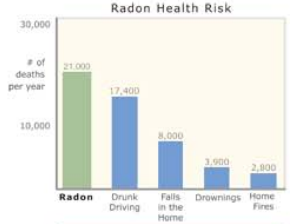
**Take Action in January: Five Things You Can Do During National Radon Action Month**

1. **Test your home**
   EPA and the U.S. Surgeon General recommend that all homes in the U.S. be tested for radon. Testing is easy and inexpensive. Learn more about testing your home, including how to obtain an easy-to-use test kit.
2. **Learn more about radon**
   Here are a few ways you can learn more about radon and your home:
   - Download EPA's Basic Radon Facts in English (PDF) (2 pp, 496K, about PDF) or Spanish (PDF) (2 pp, 448K, about PDF).
   - View or order EPA's free radon publications.
3. **Attend a National Radon Action Month event in your area**
   Look for radon events in your community. Search by state for an event near you or contact your state radon program for more information about local radon activities.
4. **Spread the word**
   - Tell your family and friends about the health effects of radon. Encourage them to test their homes.
   - Plan an activity in your community to help raise awareness.
   - Write an op-ed or letter to the editor. View tips and a sample op-ed and letter to the editor (PDF) (2 pp, 129K, about PDF) from EPA's National Radon Action Month Event Planning Kit.
5. **Buy a radon resistant home**
   If you are considering buying a new home, look for builders who use radon resistant new construction.

**National Radon Action Month**

- Home
- Basic Information
- Partners
  - Activities
  - Event Planning Kit
  - Resources

Radon Health Risk




**October is National Children's Health Month**

Protect your kids from radon during National Children's Health Month. Start by testing your home and asking your children's school to test for radon. Encourage other parents to take action against radon, too!

NATIONAL RADON ACTION MONTH

# Radon Webinar
## October 17, 2007

U.S. Environmental Protection Agency

Forms

National Radon Action Month

Recent Additions | Contact Us  Search: All EPA This Area Go

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## National Radon Action Month 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 and Graphics
- Resources & Materials

**On this page:**

- Join the National Effort
- News Updates
- Start the New Year off Right - Five Ways You Can Participate
- Sign up for the National Radon Action Month Newsletter
- Download past newsletters

National Radon Action Month
- Home
- Basic Information
- Partners
  - Activities
  - Event Planning Kit
  - Resources

**Public visitiors:** Go to the Basic Information page to learn how you can take action during National Radon Action Month.

**Top Five States**

| States | Number of Activities |
|---|---|
| State 1 | TBD |
| State 2 | TBD |
| State 3 | TBD |
| State 4 | TBD |
| State 5 | TBD |

Register your activities! Check back next month to see the top five states with the most activities for January.

### Join the National Effort to Double the Lives Saved from Radon Exposure Over the Next Five Years

The U.S. Environmental Protection Agency (EPA) has designated January as National Radon Action Month. In January, communities lead activities and host special events to raise awareness of the health effects of radon exposure, promote radon testing and mitigation, and advance the use of radon resistant new construction.

Conduct a National Radon Action Month activity or event in your community and join EPA, the states, radon professionals, and partner organizations in a national campaign to double the lives saved from radon induced lung cancer over the next five years.

Top of page

### News Updates

- Radon Action Week is October 21-27, 2007 EXIT Disclaimer - National Radon Action Week is an ideal time to start planning for January or to launch your year-long radon awareness activities.
- New Radon Public Service Announcements (PSA) - EPA has produced several new radon PSAs featuring radon resistant new construction. View the new radon PSAs and start sending them to your local media outlets. Improve your chances for success by making an appointment with your local media contact and hand-delivering the PSA materials.
- October is National Children's Health Month - As you kick off your radon campaign efforts in October, consider incorporating radon messages into your children's health outreach.

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### Start the New Year off Right by Conducting a National Radon Action Month Activity or Event - Five Ways You Can Participate

1. **Set a bold goal for your community to reduce radon risks.** Whether you are conducting a single National Radon Action Month event, or developing an entire radon risk reduction program for your community, it is important to set goals to define what you will achieve. See the Event Planning Kit for more information.

# Activity Submittal Form

NATIONAL RADON ACTION MONTH **Activity** Submittal Form

*This site is operated and maintained by The Cadmus Group, Inc., under contract with the U.S. EPA.*

Thank you for participating in National Radon Action Month. By posting your event or activity on the National Radon Action Month Web site, http://www.epa.gov/radon/rnactionmonth.html, you can share details of your activities with other stakeholders and promote events to the public.

Please complete the brief form below to post your activity. EPA encourages you to post information on a wide variety of events and activities related to National Radon Action Month.

If you have questions or problems submitting this form, please send an e-mail to radonevents@cadmusgroup.com.

From the time that you submit your information, it will take two or more business days to post listings on the National Radon Action Month Web site, http://www.epa.gov/radon/rnactionmonth.html.

*Required

**Contact Information** (person completing the form)

*Contact Name

*Contact Phone

*Contact Email

NATIONAL RADON ACTION MONTH

# Radon Webinar
## October 17, 2007

### Event/Activity Information

**Add an Activity:** Click below. (Add as many as you like!)
**Edit an Activity:** Select the activity listing and click below.
**Delete an Activity:** Select the activity listing and click below.

**You can enter multiple states in the "State(s)" field. Please separate each state with a comma (i.e, MA,IA,VA,AL,CA).**

**First time users: view an example** Activity Submittal Form.

**Records will only be submitted once you click the Submit button.**

| | *Activity Name | *Date | Time | Activity Address | City | *State(s) |
|---|---|---|---|---|---|---|

Status: Ok  Visible on the page: 0 - 0  Total visible: 0  Total rows: 0

*Did you scroll to the right to complete the entire form?*

Submit  Reset

NATIONAL RADON ACTION MONTH

**Radon Webinar**
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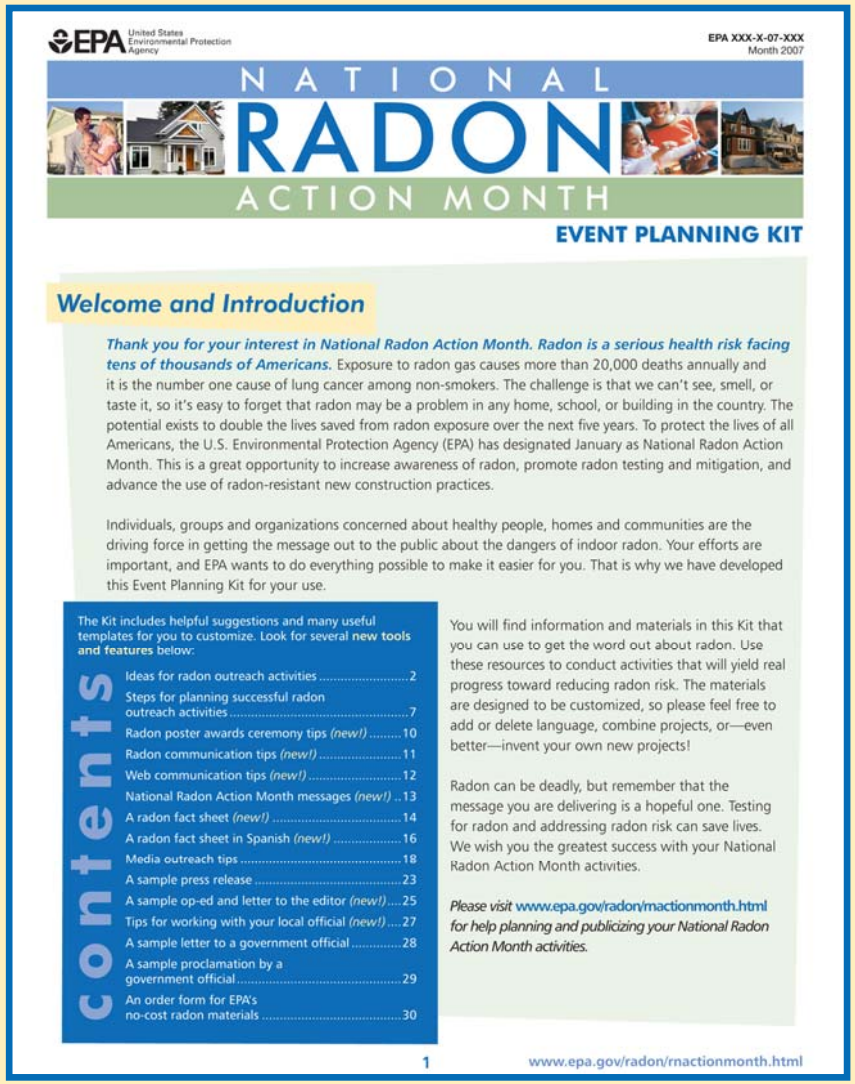
# Event Planning Kit



EPA United States Environmental Protection Agency

EPA XXX-X-07-XXX
Month 2007

NATIONAL RADON ACTION MONTH

**EVENT PLANNING KIT**

## Welcome and Introduction

***Thank you for your interest in National Radon Action Month. Radon is a serious health risk facing tens of thousands of Americans.*** Exposure to radon gas causes more than 20,000 deaths annually and it is the number one cause of lung cancer among non-smokers. The challenge is that we can't see, smell, or taste it, so it's easy to forget that radon may be a problem in any home, school, or building in the country. The potential exists to double the lives saved from radon exposure over the next five years. To protect the lives of all Americans, the U.S. Environmental Protection Agency (EPA) has designated January as National Radon Action Month. This is a great opportunity to increase awareness of radon, promote radon testing and mitigation, and advance the use of radon-resistant new construction practices.

Individuals, groups and organizations concerned about healthy people, homes and communities are the driving force in getting the message out to the public about the dangers of indoor radon. Your efforts are important, and EPA wants to do everything possible to make it easier for you. That is why we have developed this Event Planning Kit for your use.

The Kit includes helpful suggestions and many useful templates for you to customize. Look for several **new tools and features** below:

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Steps for planning successful radon outreach activities ..... 7
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Radon communication tips *(new!)* ..... 11
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A radon fact sheet *(new!)* ..... 14
A radon fact sheet in Spanish *(new!)* ..... 16
Media outreach tips ..... 18
A sample press release ..... 23
A sample op-ed and letter to the editor *(new!)* .... 25
Tips for working with your local official *(new!)* .... 27
A sample letter to a government official ..... 28
A sample proclamation by a government official ..... 29
An order form for EPA's no-cost radon materials ..... 30


You will find information and materials in this Kit that you can use to get the word out about radon. Use these resources to conduct activities that will yield real progress toward reducing radon risk. The materials are designed to be customized, so please feel free to add or delete language, combine projects, or—even better—invent your own new projects!

Radon can be deadly, but remember that the message you are delivering is a hopeful one. Testing for radon and addressing radon risk can save lives. We wish you the greatest success with your National Radon Action Month activities.

*Please visit* www.epa.gov/radon/nationmonth.html *for help planning and publicizing your National Radon Action Month activities.*

1 www.epa.gov/radon/rnactionmonth.html

NATIONAL RADON ACTION MONTH

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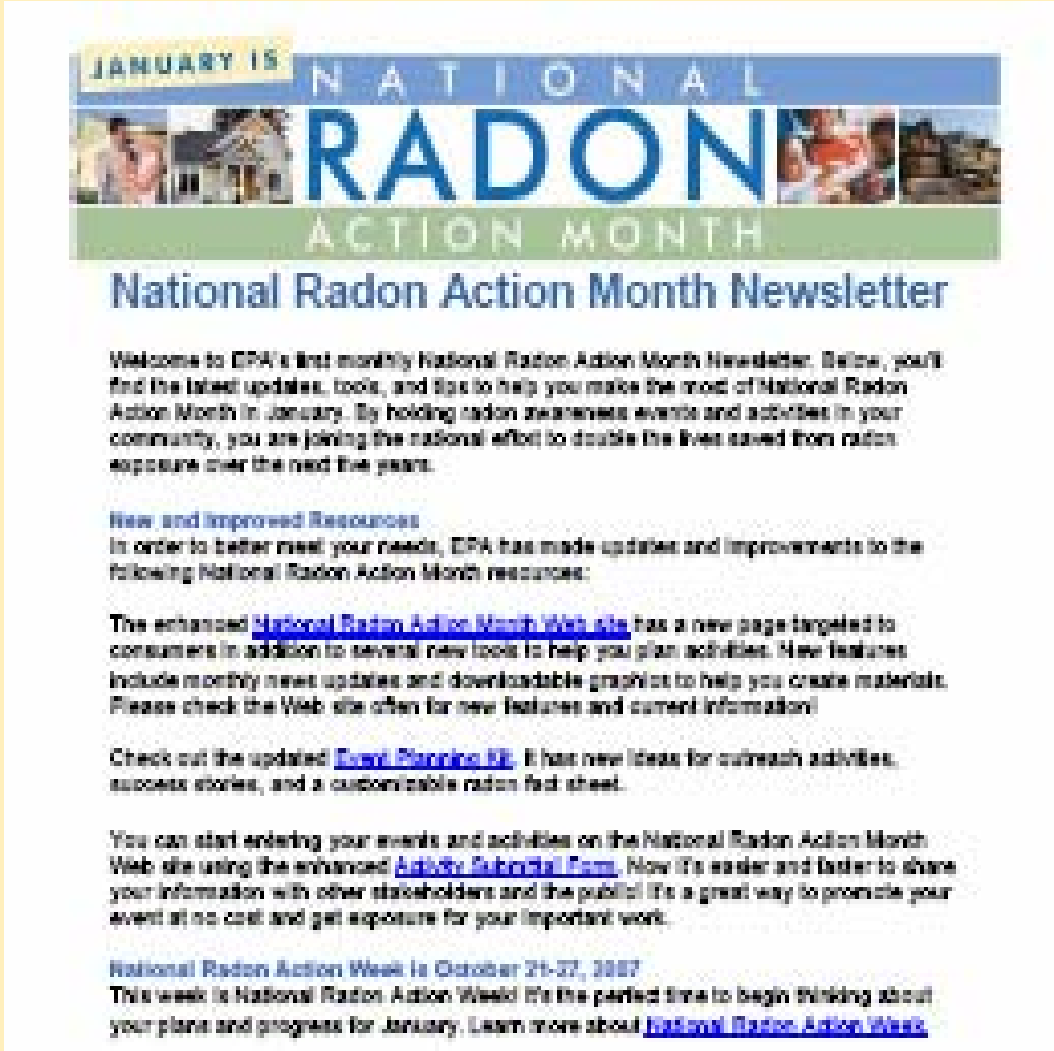
# National Radon Action Month Newsletter



JANUARY IS NATIONAL RADON ACTION MONTH

## National Radon Action Month Newsletter

Welcome to EPA's first monthly National Radon Action Month Newsletter. Below, you'll find the latest updates, tools, and tips to help you make the most of National Radon Action Month in January. By holding radon awareness events and activities in your community, you are joining the national effort to double the lives saved from radon exposure over the next five years.

### New and Improved Resources

In order to better meet your needs, EPA has made updates and improvements to the following National Radon Action Month resources:

The enhanced National Radon Action Month Web site has a new page targeted to consumers in addition to several new tools to help you plan activities. New features include monthly news updates and downloadable graphics to help you create materials. Please check the Web site often for new features and current information!

Check out the updated Event Planning Kit. It has new ideas for outreach activities, success stories, and a customizable radon fact sheet.

You can start entering your events and activities on the National Radon Action Month Web site using the enhanced Activity Submittal Form. Now it's easier and faster to share your information with other stakeholders and the public! It's a great way to promote your event at no cost and get exposure for your important work.

### National Radon Action Week is October 21-27, 2007

This week is National Radon Action Week! It's the perfect time to begin thinking about your plans and progress for January. Learn more about National Radon Action Week.

# Radon Media Placement & Buzz Strategy for 2008

**It’s a Green Green World**

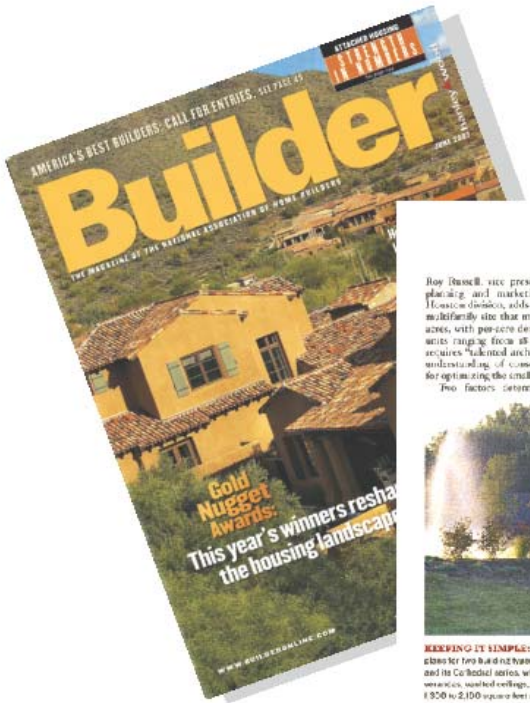
# Greener is Healthier too!

# Airport Ads & Pop up Banners

Placement in airports to coincide with home building/construction conventions in Orlando, Tampa, Miami & Minneapolis

Media Value = $689,000

# Home Building & Design
# Local Shows and Pubs



Roy Russell, vice president of strategic planning and marketing for Centex's Homes division, adds that developing a multifamily site that might have only 15 acres, with per-acre densities of 30 to 35 units ranging from 18 to 24 feet wide, requires "talented architects and a keen understanding of consumer preferences for optimizing the smaller space."

Two factors determine density, say builders: market demand and municipal regulation. Each presents challenges, although the first is proving to be a lot easier for builders to deal with than the second. For example, Ivanhoe-Huntley has five different multifamily building schemes, including a tenant, stacked-ranch product for buyers looking for an affordable alternative. Perlman says his company's plans are flexible enough that it can alter its product mix depending on market and local circumstances.

Ivanhoe-Huntley favors densities of seven to nine homes per acre, says Perlman. Other builders in more populous areas want more. "We try to get as high a density as we can," says Stock of Sares-Regis, whose recent projects have between 24 and 30 units to the acre. Baxter thinks the broader acceptance of the traditional neighborhood development concept has softened some municipalities' resistance to attached housing. But city planners in many markets still view "attached" solely in terms of more traffic congestion and children. "We build attached in five markets, and two of them are flexible, two aren't, then yet and a Texas it's not on their radar screens," says Asaro of Corley McMillin. Ellenbaum of McBride & Son says that municipalities also regularly demand "upscale designs with lots of exterior amenities," such as parks. "The key is to match the look, feel, and density of the project [with] surrounding zoning."

While municipalities' entrenched negative perceptions about attached homes might be changing in builders' favor, it's still not a slam-dunk. On one of its newer projects, the Villas at Glenmaly in Dublin, Ohio, it took Epcon 21 months to get land it wanted rezoned from industrial to attached residential, and even then it ended up with a density of only 3.4 homes to the acre. But by October, when construction of the units and clubhouse was to be almost complete, "people [were] saying that maybe it's not so bad after all," says Bonnie. ■

KEEPING IT SIMPLE: Epcon Communities limits its attached-home selection to four floor plans for two building types: its Classic series, with villas and shanties that have second floors, and its Cottagical series, with styles called "The Allow" and "The Comfortum" that include veranda, vaulted ceilings, and more open kitchen design. The Olde Scottish's homes range from 1,920 to 2,100 square feet and from $180,000 to $200,000.

# Online Advertising Support

Banner Ads: $582,480 value

81-million gross impressions

About.com
Shopping.com
Yahoo
Travelocity.com
MSN.com
Online Site Aggregators
(Tribal Fusion, Gorilla Nation & Gamma Ray)

**Order at www.epapsa.com**

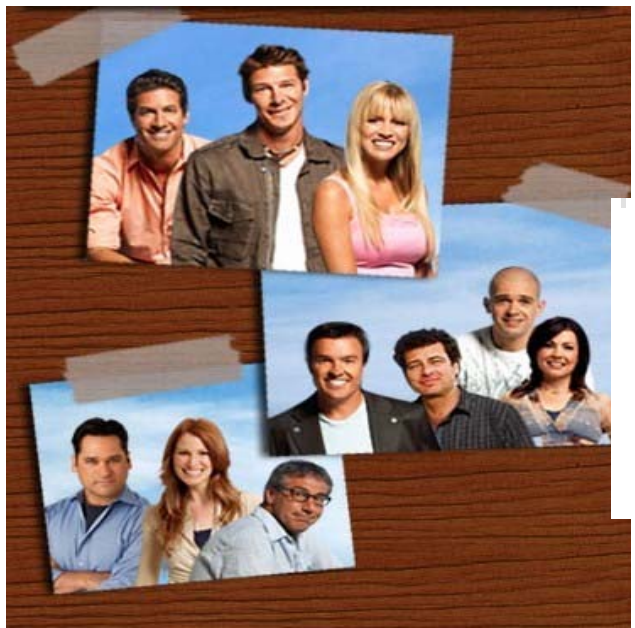
# Building the Radon Buzz

expected November 2007

*ABC TV Extreme Home Makeover*
*will feature a family with high radon*

"I will have the producer shoot an additional interview with Ty or one of the designers that will incorporate the language you laid out in regards to radon awareness, testing, and radon-resistant home building. "

– Brandon Reigg Executive Producer ABC



Create the message:

A Radon-Resistant Home is a Greener and Healthier Home!

Will you make a PERSONAL commitment to pollinate the GREEN BUZZ?

Tell the Radon story & give tips on **FIVE new Blogs and Web Sites** by January!

# How to do it?

- Search for GREEN Blogs
- Search for Green Web sites
- Search on home, family, health, enviro
- Then begin to…

  Post, post, post

  Write, write, write

  Call, call, call

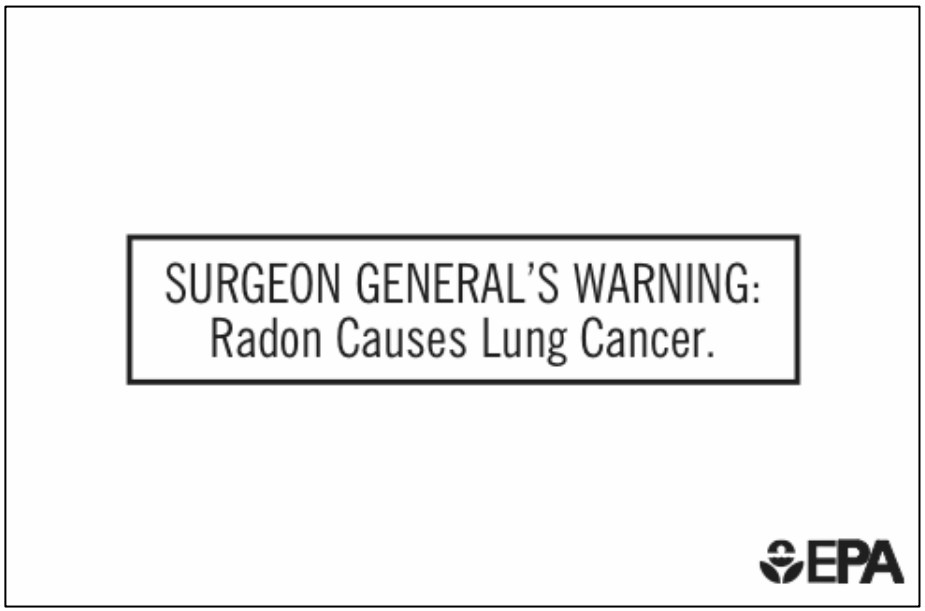
  Email, Email, Email

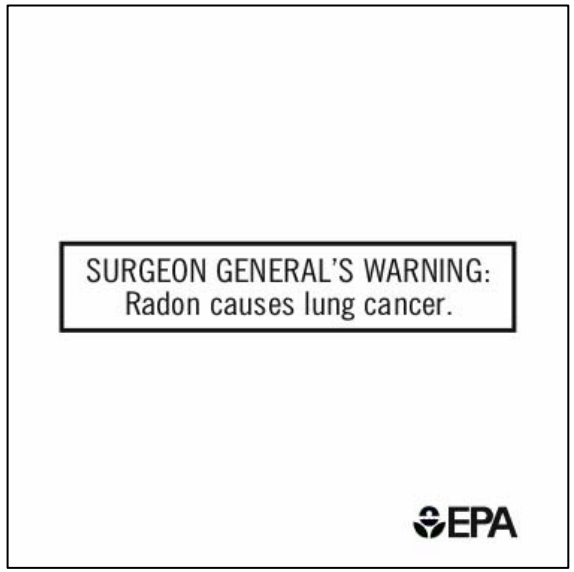
# Polling Question

- Please respond to polling question now.

# Surgeon General Warning

*Use School, Religious, Lobby and Web Broadcasts for TV & Radio PSAs*



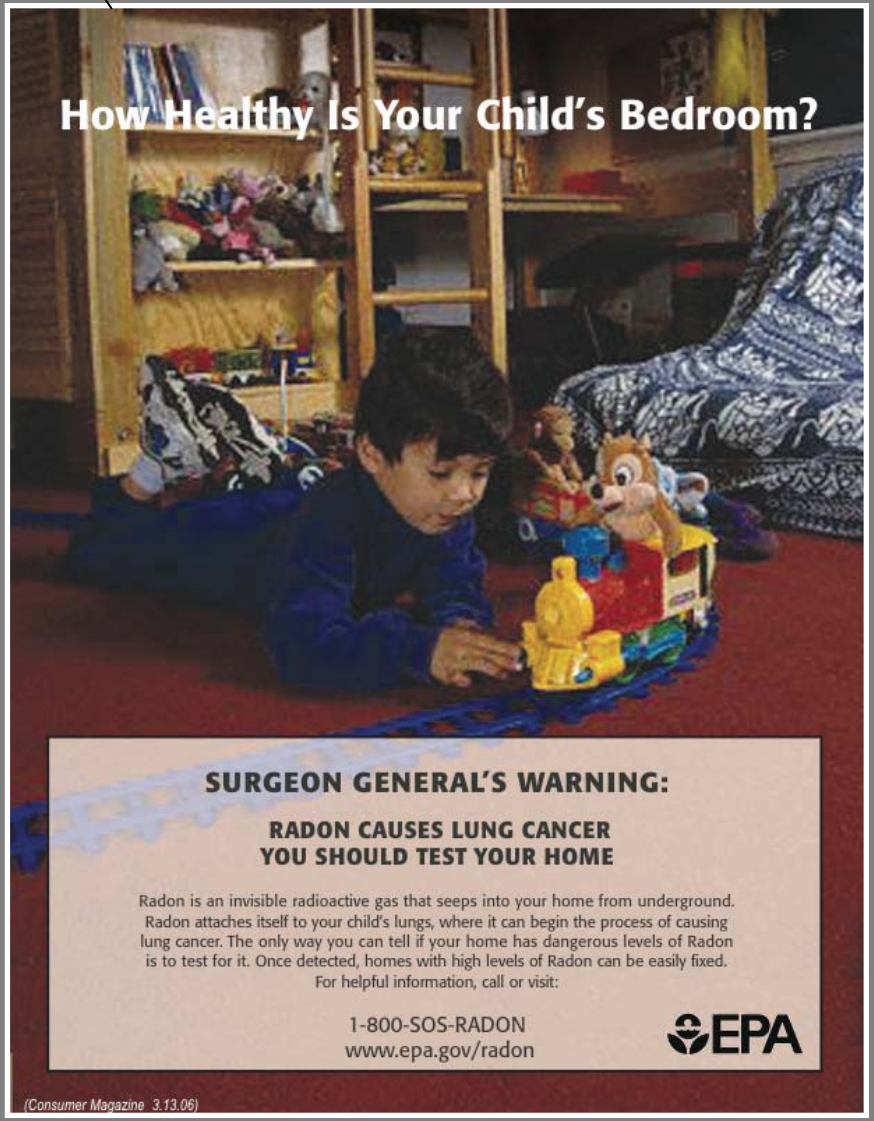




*TV* *Radio*

**Order at www.epapsa.com**

Television:  Add this TV to your Web Sites

# Local Magazines and web sites & Association Pubs



This Goes Any Where

**SURGEON GENERAL'S WARNING:**

Cigarette Smoking
Causes Lung Cancer.

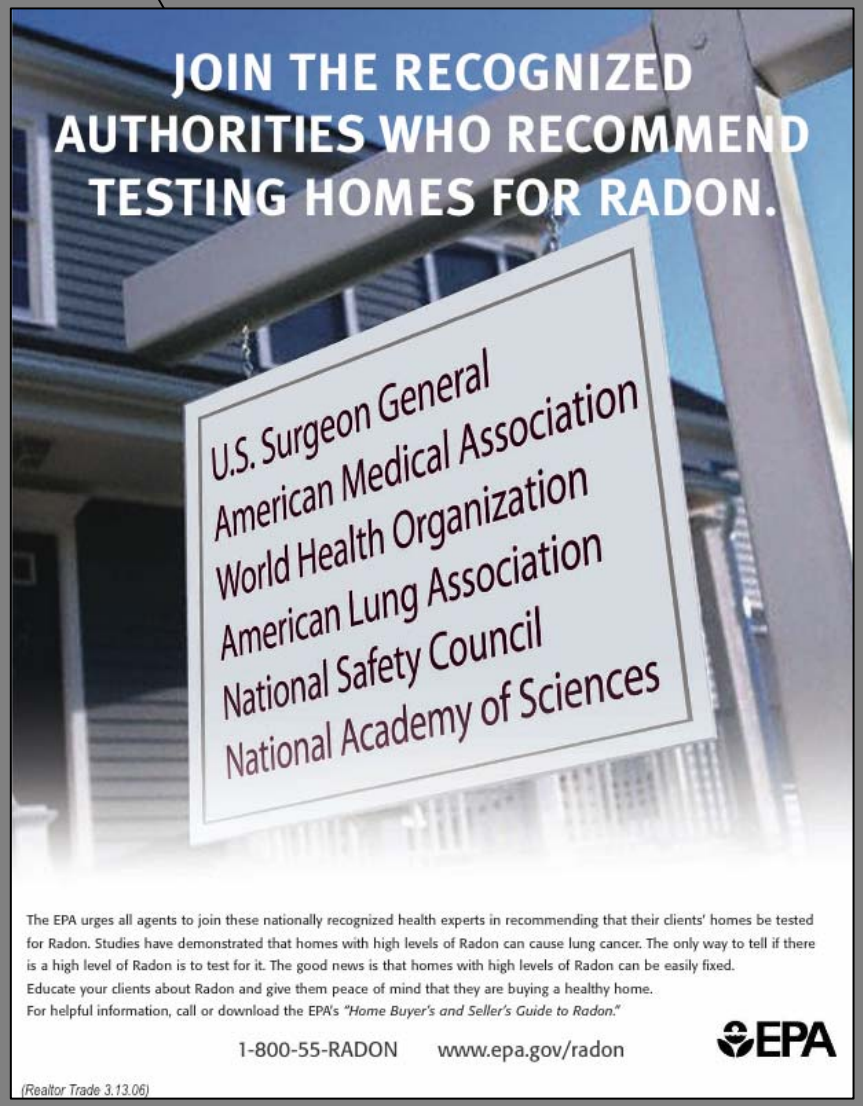
**SURGEON GENERAL'S WARNING:**

Radon Causes Lung Cancer.
You Should Test Your Home.

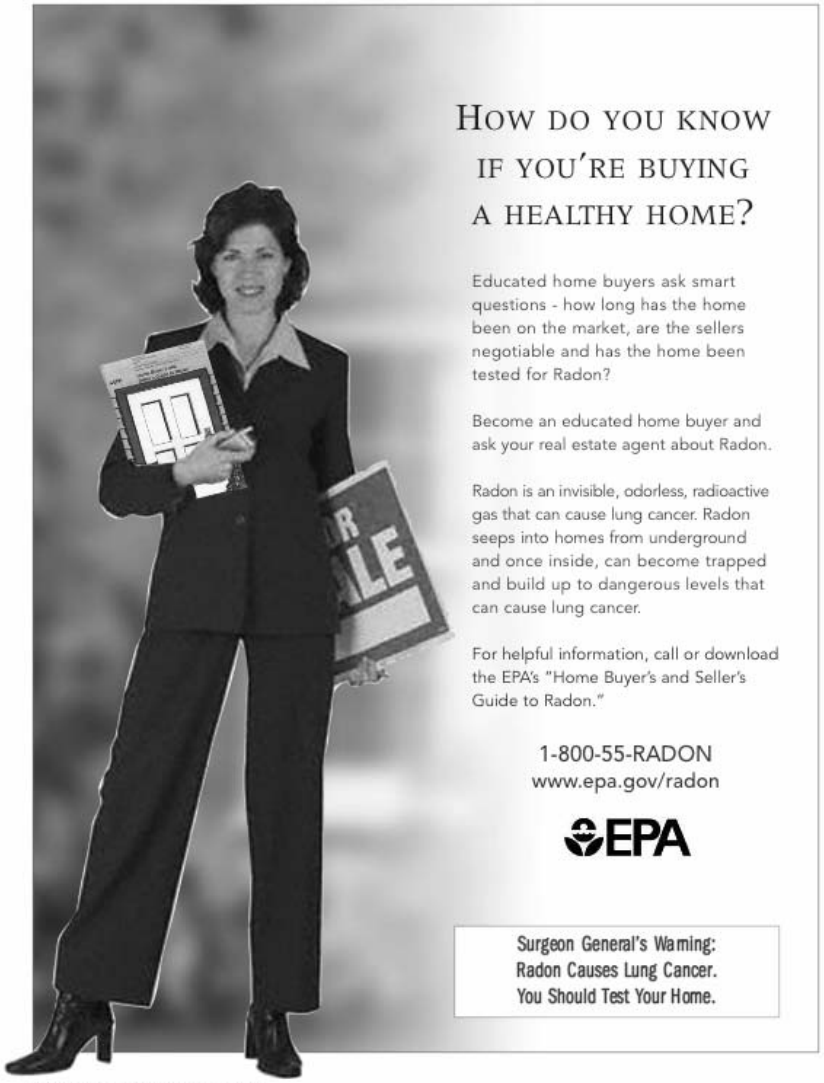
The U.S. Surgeon General recommends that your home be tested for Radon. Radon is the second leading cause of lung cancer. If you have never smoked, Radon is the number one cause of lung cancer. Radon is an invisible radioactive gas that seeps into your home from underground, and the only way you can tell if you have dangerous levels of Radon in your home is to test for it. Radon problems can be easily fixed. For testing information, call or visit:

1-800-SOS-RADON www.epa.gov/radon EPA

Retail, Real Estate Pubs or Trade Shows



# Print Real Estate Focus



## How do you know if you're buying a healthy home?

Educated home buyers ask smart questions - how long has the home been on the market, are the sellers negotiable and has the home been tested for Radon?

Become an educated home buyer and ask your real estate agent about Radon.

Radon is an invisible, odorless, radioactive gas that can cause lung cancer. Radon seeps into homes from underground and once inside, can become trapped and build up to dangerous levels that can cause lung cancer.

For helpful information, call or download the EPA's "Home Buyer's and Seller's Guide to Radon."

1-800-55-RADON
www.epa.gov/radon

EPA

**Surgeon General's Warning: Radon Causes Lung Cancer. You Should Test Your Home.**

*(Consumer/ Real Estate Guide, 3.13.06)*

Can use for Web, Billboard, on a Bus, Mall Graphic

# WARNING:

## RADON CAUSES LUNG CANCER

The U.S. Surgeon General Recommends
Testing Your Home For Radon

1-800-SOS-RADON www.epa.gov/radon

EPA

# 2007 Media Campaign Results

TV: 22,000 airings of SG PSAs =

$7,312,000 of value

Radio: 331 stations using SG PSAs =

$4,162,681 of value

Radio Builder Fuad: 215 stations using =

$6,436,998 of value

Web: Yahoo, MSN, About.com & more =

$582,480 of on-line value

Airport: 82 orders = $689,000

So far: Birmingham, Miami, Orlando, Tampa, Memphis, Minneapolis

# USE THESE PRODUCTS YEAR ROUND

Education and Promotion is a Year-round effort!

Do it often to reap the benefits

www.epapsa.com

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October 17, 2007

# National Radon Action Month Success in Alabama

*Patricia W. Smith*
*Radon Regional Extension Agent*
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**Alabama Cooperative Extension System**
***www.aces.edu/radon/***

Alabama Cooperative Extension System
Your Experts for Life

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# Radon in *Alabama* overview

- Extension has been a State Indoor Radon Grant sub-grantee since October 1997
- 22 Radon team members
- 15 Zone 1 counties with an average radon risk of 24%
- Our focus is to educate citizens about the radon health risk, encourage them to test their homes and mitigate if needed, and build new homes RRNC.
- Alabama is a non-regulatory state
  - 6 cities adopted the radon appendix in their building code
- We started working on National Radon Action Month outreach in 2003

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## *Alabama's* 2007 National Radon Action Month Results

- Outcomes attributable directly or indirectly to NRAM efforts
  - 11 local newspaper articles (180,505 potential readers)
  - 4 TV programs (396,000 potential viewers)
  - 5 radio programs (70,000 potential listeners)
  - 9 proclamations were obtained

- Results that are attributable directly or indirectly to NRAM efforts
  - **528 test kits were sold in January and February**
    - ✓ 381 test kits were used (72% usage rate of sales)
      - includes 64 prior-purchased kits were used
      - 97 (25%) tests were above the EPA action level
  - **24 homes were tested by certified testers**
    - ✓ 14 homes (58%) were above the EPA action level
  - **42 homes were mitigated in the January-March quarter**
  - **46 homes were reported built with radon-resistant new construction**

# *Alabama's* 2007 National Radon Action Month Activities

- NRAM activities/events included
  - 5 radio programs
  - 4 TV programs
  - 20+ exhibits
  - Radon programs to 69 youth groups, 20 community groups
  - 11 newspaper articles
  - 9 proclamations
- Partnerships with hospitals, libraries and civic groups
- Resources
  - EPA radio and TV PSAs
  - EPA sample proclamation and letters
  - Alabama marketing tools

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## *Alabama's* Tips for National Radon Action Month Success

- Start early…October
- Obtain proclamations from cities within each Zone 1 county
  - Sample proclamation packet, localized for each city or county
    - ✓ *Letter*
    - ✓ *Sample proclamation*
    - ✓ *GIS map*
    - ✓ *Radon brochure*
    - ✓ *Citizens Guide*
  - If possible, be at the proclamation signing
    - ✓ Schedule time on the agenda to make a presentation
  - Provide special "bag" to each government official
    - ✓ *Free test kit*
    - ✓ *Radon brochure*
    - ✓ *GIS radon zip code map of results*
    - ✓ *EPA Citizen's Guide to Radon*
    - ✓ *Marketing materials*
- *USE THE PROCLAMATION!*

# More tips for National Radon Action Month Success

- News media
  - Start early – target the January 1st edition
  - Personally meet with the reporter or editor
  - Provide them with a free test kit
  - Provide them with an EPA sample press release
    - ✓ Include where to get test kits
    - ✓ Include local contact numbers
    - ✓ Include radon risk figures for that area
    - ✓ Provide them with your radon web site
  - Provide them with the GIS zip code map for the area
- Plan for January programs now
  - Seek opportunities throughout the year
- Make test kits available at program presentations
  - Record serial number, date, name, address, location/event
- Code or date the coupons you distribute during this time

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## *Alabama's* Plan for the 2008 National Radon Action Month

- Proclamations
  - Try to obtain at least 2 per county (30 total, which is 3x last year's #)
  - Ask for time on the agenda to make a presentation
  - Provide "bags" with radon materials for government officials
- Programs
  - Radon Advisory Leadership Councils for two counties
  - Lunch and Learn seminars at local hospitals
  - Civic organizations
  - Partner with Libraries
  - Partner with schools and youth organizations
- Newspaper articles
- TV programs
- Radio programs and PSAs
- Partner with utility companies with radon message on billing statements

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# National Radon Action Month Success in Colorado

*Chrystine Kelley*
*Colorado Department of Public Health and Environment*

*303-692-3442*
*www.cdphe.state.co.us/hm/rad/radon*
*chrys.kelley@state.co.us*

# Radon in Colorado

- **Program has been in existence since late 1980's**
- **Two ½ time staff members**
- **80%+ of Colorado is Zone 1, remaining Zone 2**
- **Focus is public outreach and education**
- **Non-regulatory with exceptions (schools & real estate)**
- **This will be my 3rd NRAM**
- **EPA State Indoor Radon Grant Distribution**
  - 21 Grantees
    - Local Health Departments
    - Extension Agencies
    - Public Health Nurses
    - Municipalities
    - Private Entities
    - Universities

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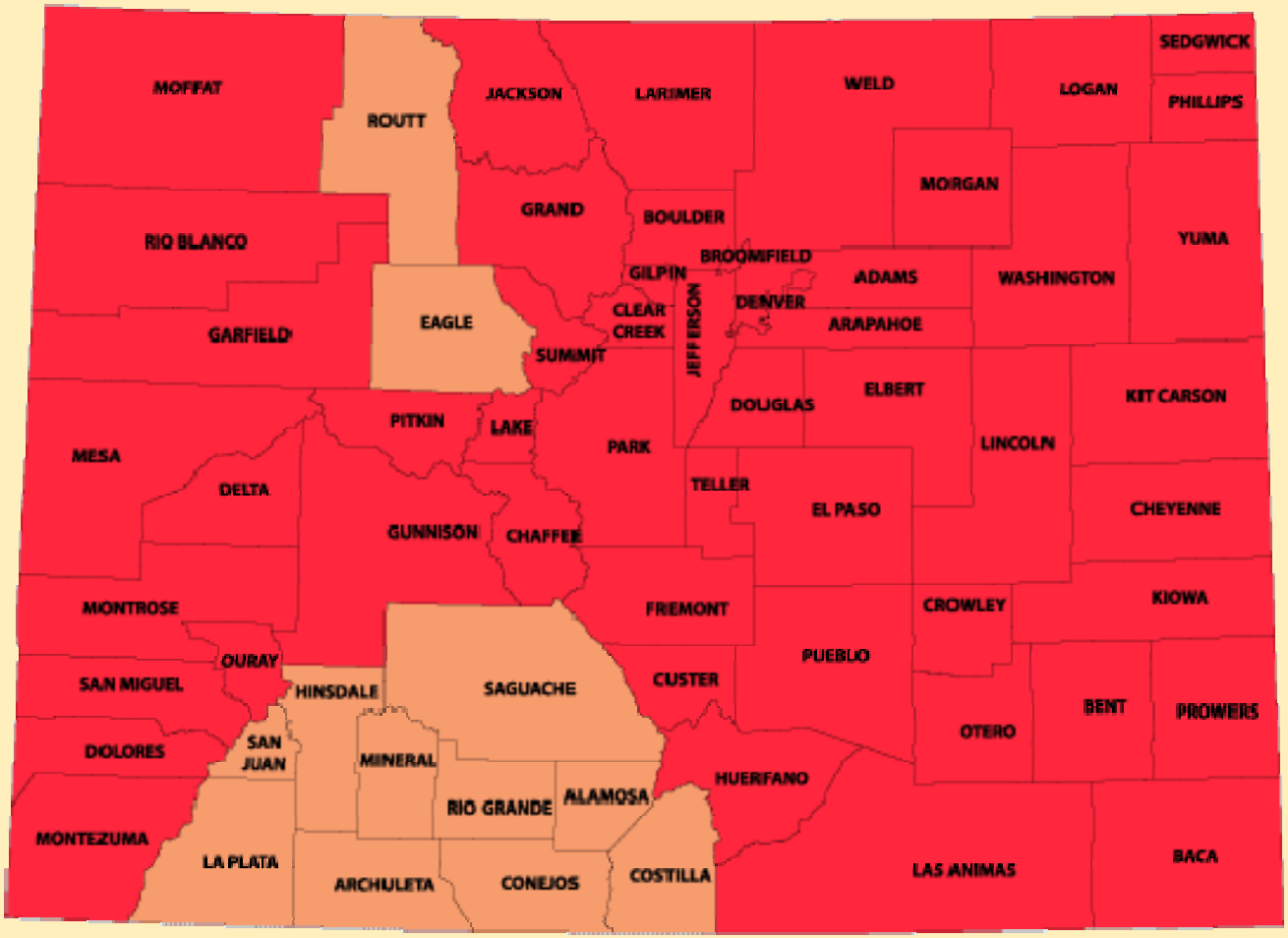
# Radon Webinar
## October 17, 2007




**ZONE 1** High radon potential (probable indoor radon average >4pCi/L)

**ZONE 2** Moderate radon potential (probable indoor radon average 2-4 pCi/L)

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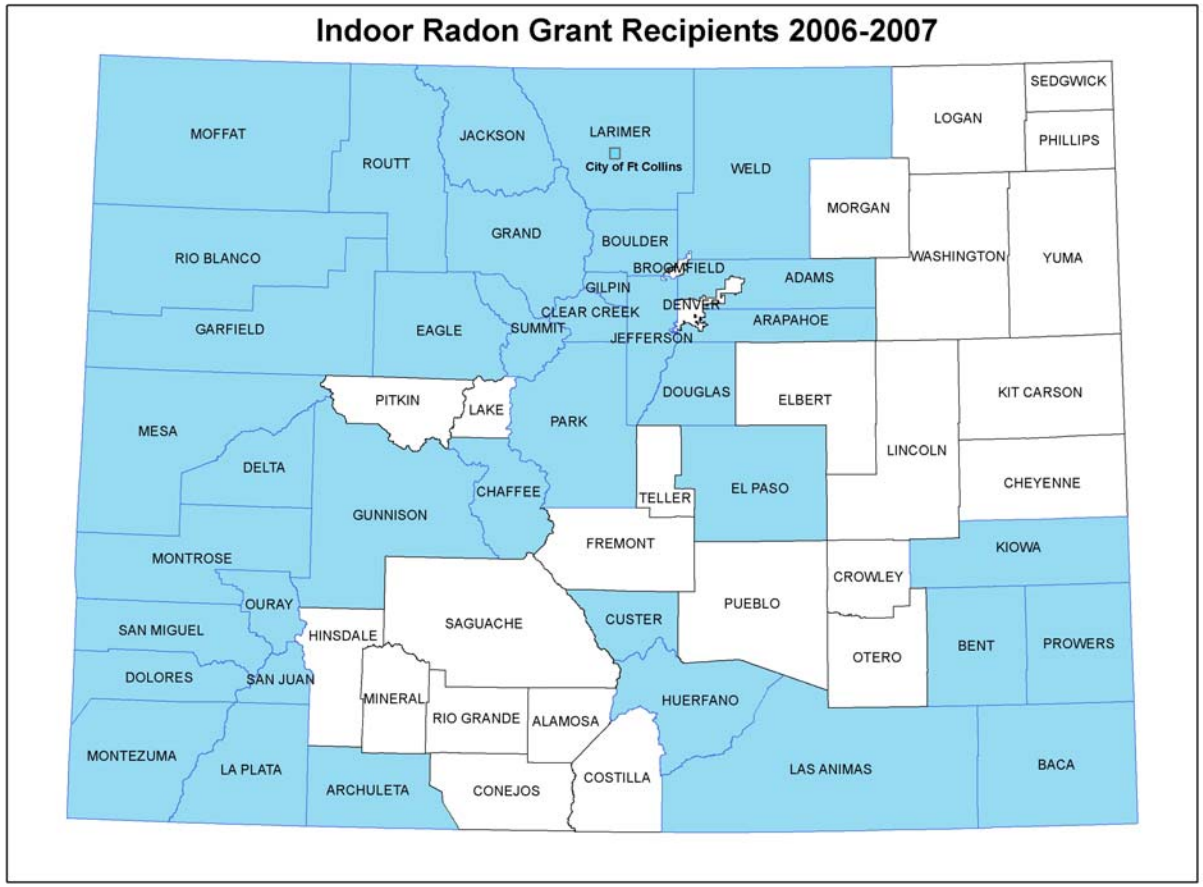
# Radon Webinar
## October 17, 2007



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# Colorado's 2007 National Radon Action Month Results

- Distribute 30,000 pieces of literature/year
- Governor's NRAM Proclamation issued in January w/statewide press release
- Radon Hotline-1,600 phone calls/year
- 10,000 website hits/year
- 60+ articles about radon were published in the local media
- Estimating 95,000 people reached through outreach activities
- CDPHE distributed 1,500 free test kits to public (big learning experience!)
- 3,000 test kits distributed by locals
- 56% return rate
- 46% above 4 PCi/L
- 7,833 homes mitigated
- Working on builders survey to determine RRNC

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# Colorado's 2007 National Radon Action Month Activities

- Focus public attention on radon issues
- Key activities
  - Press releases
  - Proclamation
  - Website postings
  - Attendance at public events (i.e., health fairs, community events, etc.)
- Resources
  - Public Relations staff
  - State Indoor Radon Grant Funds pre-allocated for NRAM
  - Get to know your mailroom staff!  Suckup!
  - Work with other IAQ folks in your department (Asthma, Lead, etc.)
- Partnerships
  - Local Health Departments, Extension Offices, Measurement/Mitigation providers, Realtors, Environmental Health Assn's, Cancer Coalitions, etc.

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## Colorado's 2007 National Radon Action Month Results Tracking

- Learn to love EXCEL!
  - Track publications distributed, phone calls, etc., as you go, not after the fact
- Work with test kit companies, measurement/mitigation contractors to get results
  - Call them, get on a first name basis, they want to help you also (good PR for them!)
- Track results all year long, not just during NRAM, we need the info for EPA anyways….
- Come up with new methods for tracking difficult numbers (CBA, school inspectors, teachers, etc.)
- Pounding the media with information does make a difference, be persistent! (no cost to do press releases)
- Results are better than expected!

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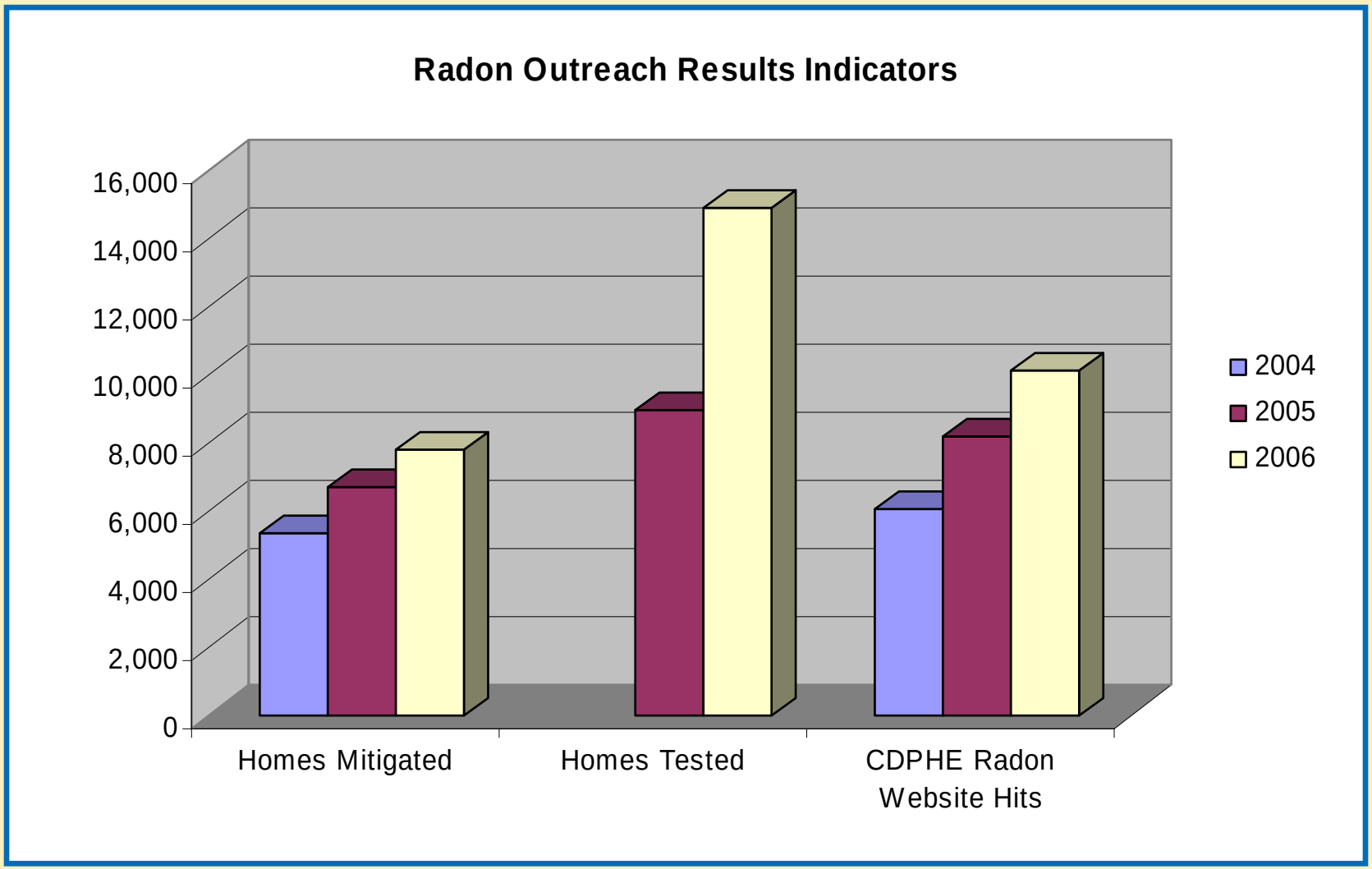
## October 17, 2007



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## Colorado's Tips for National Radon Action Month Success

- Free test kits-our experience
  - Be careful how "well" you advertise
  - Be prepared for influx of phone calls
  - Have only one method for ordering
  - Work with test kit company to handle distribution and results
  - Have a press release announcing unavailability ready
  - Stress **LIMITED SUPPLY, ONE PER HOUSEHOLD**
- Use your PR folks in your department to their fullest ability
- Don't recreate the wheel (coupons, press releases, etc.)
- Preplan your time and funding needed for NRAM

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**October 17, 2007**

## Colorado's Preview for the 2008 National Radon Action Month

- 3,000 free test kits
- Governor's proclamation with more media attention
- Create NRAM brochure for distribution to local health departments, extension offices, libraries, birth certificate registry, etc. for state/local outreach
- Pounding the press releases
- Targeting local neighborhood publications (usually free!)

Radon Webinar
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# National Radon Action Month Success in Illinois

*Cindy Ladage, Illinois Emergency Management Agency Radon Program*
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*217-785-9889*
*Cindy.Ladage@illinois.gov*

# Radon in Illinois

- The Illinois Radon Program has been in existence since the mid 1980's and has always participated in Radon Action Week and Radon Action Month. We are part of the Illinois Emergency Management Agency.
- Program: Steve Collins, manager, Patrick Daniels and myself along with three Graduate Public Service Interns. (which is a great way to expand a program without hiring staff)
- The Illinois Radon Program focuses on sharing information about radon with our citizens and licensing professionals that offer radon testing or mitigation.

# Goals of Radon Action Month

- **To partner to share the message, resources and reach new audiences. The old "two heads are better than one" adage is our motto. Partners include:**
  - American Lung Association of Illinois & Respiratory Health Association of Metropolitan Chicago,
  - Illinois Association of Realtors & Real Estate Agents,
  - National Association of Certified Home Inspectors & National Association of Home Inspectors,
  - State Indoor Radon Grant Grantees,
  - University of IL Extension Educators,
  - Dept. of Commerce & Economic Opportunity & other state agencies,
  - Licensees & industry groups such as AARST,
  - Illinois Public Health Association & other health conferences,
  - Media & other citizen advocates.

# 2007 National Radon Action Month Results

- **Since Jan. 2006 over 25,000 test kits - During Jan. 2007 2,256 test kits were distributed through our office, State Indoor Radon Grant grantees and other partners. Approximately 33% of the test kits released have been used since the inception of the free test kit program.**

- Results? Survey to test kit recipients-mitigation, post mitigation testing numbers. Difficult numbers to provide in outputs.
- Examples of activities generating test kit requests:
  - 400 at USEPA presentation about radon and testing at USEPA's Region V Chicago offices. A presentation along with an exhibit booth worked well. This would work well at any employee group such as hospitals, factories etc.
  - Release of the Illinois Status Report through our Public Information Officer created ensuing publication of radon in Illinois in the media.

# Documents provided during January 2007

- Six thousand radon documents were distributed during January and the Radon Program received 825 calls.
  - Prompted by Illinois Status report release which was released in November when we gave out 6,697 documents and fielded 1,325 calls.
  - Requests resulted from an approved continuing education class to real estate agents, construction workshops offered by Department of Commerce and Economic Opportunity and Radon Networking Day where county health, non-profit and other groups come together to learn about radon and how to start their own programs.
  - Articles like those on the Illinois Association of Realtors Website & in the Women Council of Realtors newsletter.

# 2007 National Radon Action Month Activities & Tracking

- Being a regulatory state our mitigation and testing numbers are required. Access (which is a simple Microsoft Office program) tracks documents and kits. We tag kits per activity from our test kit coupons.
- Using November which is Lung Cancer Awareness month and December activities as a forerunner some will boil over as the Radon Month Activities. We use these months to launch new ideas. For example:
  - November- Women's Health Conference-launched brochure about women, radon and lung cancer opens doors to other presentations and health care providers.
  - December- This year at the Illinois Department on Aging we will present "radon-resistant homes for the elderly".
  - Some activities are not measured in numbers, but in connections such as the one listed above that came from an Alzheimer's conference where the true success was with the other vendors rather than the attendees.

# Illinois Tips

- Double dip, write one article that can be used as a template for several.
- Use one presentation that can be adapted for several.
- Partner, meet your partner's need, let them share the message with the audience they know.
- Offer to present, do a poster session, or offer a continuing education class to the audience you are trying to reach.
- We are willing to share handouts, presentations, or anything that can assist other states.
- Work with laboratories providing test kits for tracking.

## 2008 National Radon Action Month for Illinois

The Illinois plan for 2008 is underway. We participated in calls planning with partners.

Activities-Test kits at USEPA, possibly mitigate a low income home, articles in trade and health industry publications, work with the real estate industry sharing information about our new Radon Awareness Act, offer presentations, teach courses, and honor the Illinois poster contest winners.

- We plan to double the number of real estate agents requesting information about radon and how it will affect their transactions in the next year.

# Questions and Answers