

# **INCREASING RADON AWARENESS THROUGH OUTREACH AND MATERIALS 2025**



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North Shore Health Department

# UPDATED MATERIALS: HAND-OUTS/ANALOG

## WHAT IS RADON GAS?

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**Rn**

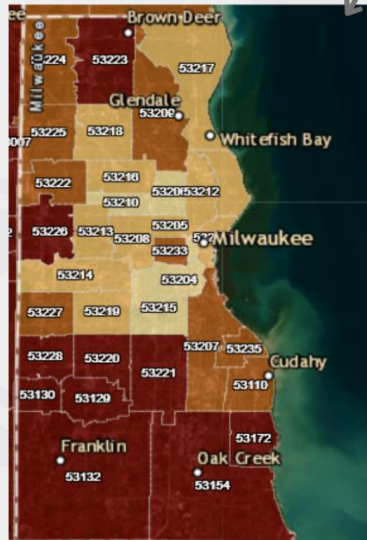
Radon  
(222)

Radon is a colorless, odorless and **RADIOACTIVE** gas that comes from below the Earth's surface

- Radon easily penetrates buildings and will get inside homes without a mitigation system
- Every county in Wisconsin has areas surpassing the EPA's recommended limit
- The EPA recommends you test your home for radon every 2 years

## RADON IN THE NORTH SHORE

- 1 in 10 homes in Wisconsin have high radon levels
- This rate is proven to be higher in certain communities within the North Shore area

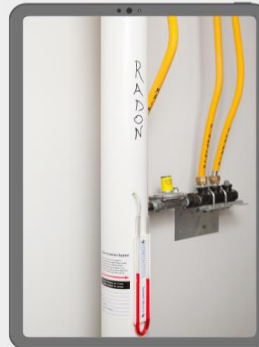


Percent of Test Results Greater Than or Equal to the EPA Recommended Limit (4.0 pCi/L)



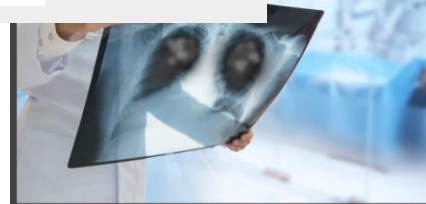
## HOW TO TEST AND REDUCE RADON...

- If your radon test reports at or above 4.0 pCi/L, contact a radon specialist



Above is an example of what a radon mitigation system may look like

- Scan the QR code below with your phone camera to look at Wisconsin DHS list of certified radon mitigation contractors:



Ask About  
Short-term  
Radon Test  
Kits Available  
from NSHD

414-371-2980



Scan the QR code to visit our  
Radon Awareness Page

TAKE  
ACTION



**RADON IN THE  
NORTH SHORE**

# UPDATED MATERIALS: WEBSITE

- Keep the information updated and easy to find
- Tie materials and marketing to links
- A trusted voice

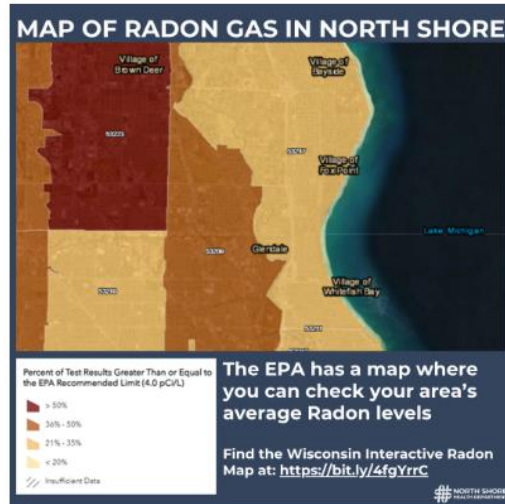
## Radon Awareness

As colder weather sets in and we close our doors and windows to keep the heat in, it's a good time to think about indoor air quality—especially radon. Radon is a naturally occurring gas that can build up indoors and pose health risks over time. Winter is the perfect season to test your home for radon and ensure the air you breathe is safe.

**What is Radon?** It's a colorless, odorless gas that is radioactive and harmful to our health. 1 in 10 homes in all of Wisconsin have high levels of radon gas (above 4.0 pCi/L).

Learn more about radon in our area, and how to test by visiting our radon awareness webpage:

### Radon Awareness in the North Shore



## RADON AWARENESS



We're excited to announce that the North Shore Radon 101 Awareness webinar recording is now ready to watch! A huge thank you to everyone who joined us for this important conversation on radon awareness. We appreciate your interest and participation in helping make our community safer! If you missed the live session or would like to review the content again, you can now watch the full webinar at your convenience.

Watch the recording here: <https://youtu.be/kAIDnwhbL3I>

### What is Radon?

Radon is a colorless, odorless gas that is stored below the ground, but can easily get inside residential buildings

## SHORT-TERM RADON KITS



NSHD sells short-term radon kits for \$8.00 each.

Stop by our office to pick one up and talk with a staff member to learn more about Radon.

For a quick refresher on how to use a radon test kit, watch this helpful video: [How To Use a Home Radon Test Kit](#)

## Contact Us

### After Hours Reporting

eAppointments

Location & Address

Public Health Concerns

**NSHD Referral for Wellness Check/Case Management**

Community Event & Education Form

Placement & Volunteers Opportunities

## Quick Links

[Request a Newborn Home Visit](#)

[Car Seat Safety](#)

[Sharps & Safe Disposal](#)

[Radon Awareness](#)

[Measles](#)

[NSCARES \(Narcans\)](#)

[North Shore THRIVE \(CHIP\)](#)

[Lead Poisoning Awareness](#)

[Emergency Volunteer Registry \(WEAVR\)](#)

[Wisconsin Immunization Registry \(WIR\)](#)

[Community Resources](#)




# UPDATED MATERIALS: DIGITAL

- Campaign branding
- Existing materials
- Targeted materials
- Accessibility
- Social media platforms
- Platform content




**RADON AWARENESS**

- Radon is a colorless, odorless gas that is radioactive and harmful to our health.
- Radon is found below the ground and travels up into residential buildings.
- Radon emanates naturally from rocks, soil, and water.
- Radon exposes us to the largest amount of naturally occurring radiation.
- Radon is an invisible gas that can build up in homes, old or new, depending on factors like construction methods and underlying soil —**testing is the only way to detect it.**



**RADON AWARENESS**

- **1 in 10 Homes in all of Wisconsin** have high levels of radon gas (above 4.0pCi/L)
- On average, North Shore communities have even higher rates of Radon Gas Levels (above 4.0pCi/L).
- Radon levels vary throughout the state. **The only way to know your levels is to test!**

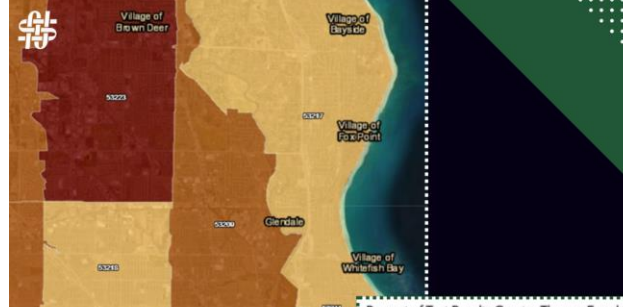


**RADON AWARENESS**

- Radon gas is the **#1 cause** of lung cancer in non-smokers.
- Radiation can cause other cancers and make chronic lung conditions worse.
- **NSHD sells short term radon tests.** Stop by our office to pick up a test and learn more about radon.
  - \$8.00 each (cash, check or card\*)
  - Available Monday - Friday between 8:00am and 4:30pm
  - 5901 N. Milwaukee River Parkway, Glendale, WI 53209
- If you already have a radon home mitigation system installed be sure to regularly test it.

\*nominal processing fee applies

**NORTH SHORE HEALTH DEPARTMENT**



**Radon levels in the North Shore area, Fall 2024**  
(Environmental Protection Agency (EPA))

Percent of Test Results Greater Than or Equal to the EPA Recommended Limit (4.0 pCi/L)

- > 50%
- 36% - 50%
- 21% - 35%
- < 20%
- Insufficient Data

The EPA has a map where you can check your area's average Radon levels.

Find the Wisconsin Interactive Radon Map at:  
<https://bit.ly/4fgYrrC>

# UPDATED MATERIALS: DIGITAL

- Short links
- Relatable links
- QR Codes

Sign up for our newsletter



<https://bit.ly/NSHDnewslettersignup>

Visit our Radon Awareness webpage



<https://www.nshealthdept.org/EnvironmentalHealth/RadonAwareness.aspx>

## WHAT TO KNOW ABOUT RADON IN NORTH SHORE

Take Action and Protect Your Home



#NORTH SHORE  
HEALTH DEPARTMENT

## WHAT IS RADON?

- Radon is a colorless, odorless gas that is radioactive and harmful to our health
- Radon is found below the ground and travels up into residential buildings
- Radon exposes us to the largest amount of naturally occurring radiation



## RADON GAS HAZARDS...

- Radon Gas is the **#1 cause** of lung cancer in non-smokers
- Radiation can cause other cancers and make chronic lung conditions worse
- 1/10 Homes in all of Wisconsin have high levels of radon gas (above 4.0pCi/L)
- On average, North Shore communities have even higher rates of Radon Gas Levels (above 4.0pCi/L)



## TESTING FOR RADON... NEW HOMEOWNERS AND TENANTS ARE URGED TO TEST THEIR SPACE

- NSHD offers radon test kits for only \$8
- Call NSHD: (414)-371-2980
- Visit NSHD: 5901 N. Milwaukee River Pkwy, Glendale, WI 53209, 8:00AM – 4:30PM.
- Radon test kits are available for order online too, find low-cost options at: <https://www.epa.gov/radon/how-do-i-get-radon-test-kit-are-they-free>



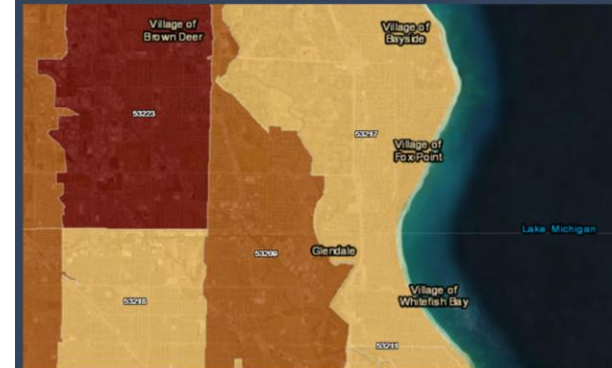
## REDUCING RADON...

- If your radon test reports at or above **4.0pCi/L**, contact a radon specialist
- DHS has a list of certified radon mitigation contractors at: <https://www.dhs.wisconsin.gov/radon/radon-proficiency.htm>

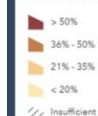


#NORTH SHORE  
HEALTH DEPARTMENT

## MAP OF RADON GAS IN NORTH SHORE



Percent of Test Results Greater Than or Equal to the EPA Recommended Limit (4.0 pCi/L)



The EPA has a map where you can check your area's average Radon levels

Find the Wisconsin Interactive Radon Map at: <https://bit.ly/4fgYrrC>

#NORTH SHORE  
HEALTH DEPARTMENT

# UPDATED MATERIALS: E-NEWSLETTER

## LET'S TALK RADON: JANUARY IS RADON AWARENESS MONTH

**JANUARY IS RADON AWARENESS MONTH**  
but staying informed about radon is important year-round.

■ **What is Radon?** Radon is a *colorless, odorless gas that comes naturally* from rocks, soil, and water. It can enter homes through the ground, regardless of a building's age or type.

■ **Why is Radon Dangerous?** Radon is the *#1 cause* of lung cancer among non-smokers and can make respiratory conditions like asthma worse

■ **How Common is Radon?** *In Wisconsin, 1 in 10 homes has high radon levels*, according to the Wisconsin Department of Health Services.

■ **How Do Homeowners Test and Monitor Radon in the Home?** Radon testing starts with a short-term test kit, which provides quick results to check for radon levels in your home.

- *Aim for radon levels at or below 4.0 pCi/L; 2.0 pCi/L is ideal.* (pCi/L stands for picocuries per liter, a unit measuring radioactivity in the air.)
- If you *renovate or make significant changes to your home*, *re-test* to ensure radon levels remain safe.

## WHERE CAN I GET A SHORT-TERM RADON TEST?

### NSHD sells short-term radon test kits.

Short-term radon kits are available from NSHD year-round.

During the month of January, short-term radon tests are \$7.00 each (1 kit contains 1 test)



## RADON WEBINAR SAVE THE DATE!

This month NSHD and the Southeastern Wisconsin Radon Information Center will host a *North Shore Radon Webinar*.

📅 Wednesday, January 29, 2025

🕒 7:00pm - 8:00pm

*Stay tuned for more details!*

Click below to visit our Radon Awareness page for resources and info on radon in our community.

## RADON AWARENESS IN THE NORTH SHORE

Clickable/Linkable CALL TO ACTION BUTTONS



# MARKETING: COMMUNITY COMMUNICATIONS

- Tell them your ask
- Give them the information

- Community and municipal newsletters
- Local magazines
- Weekly Healthy Highlights/Blogs

We are working on a webinar about Radon for later this month and would also appreciate it if you could share our survey with your community, to help us plan. I've attached a graphic about it and included the copy below:

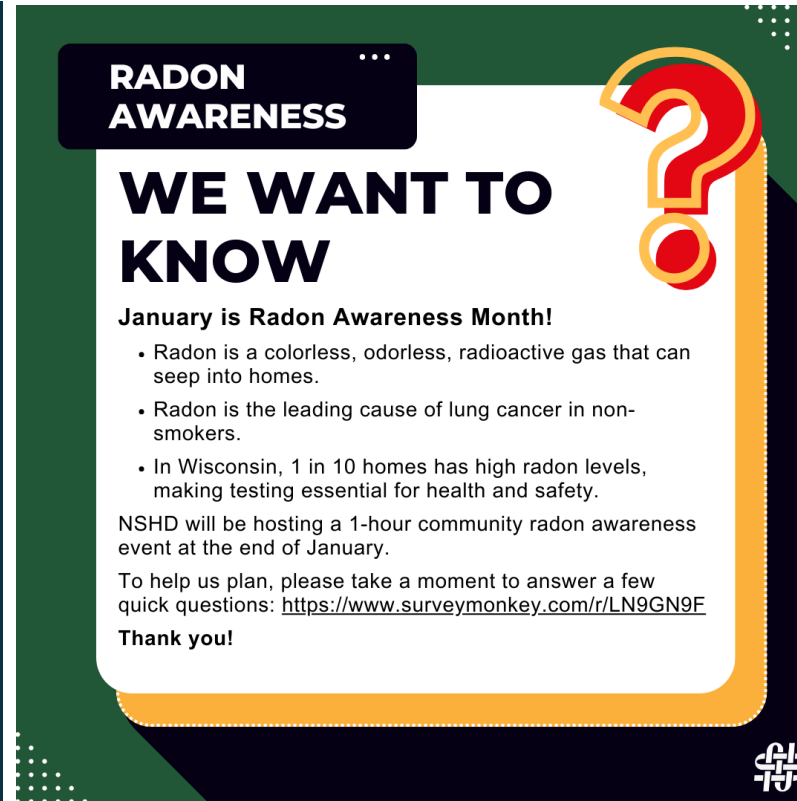
## January is Radon Awareness Month!

- Radon is a colorless, odorless, radioactive gas that can seep into homes.
- Radon is the leading cause of lung cancer in non-smokers.
- In Wisconsin, 1 in 10 homes has high radon levels, making testing essential for health and safety.

NSHD will be hosting a 1-hour community radon awareness event at the end of January.

To help us plan, please take a moment to answer a few quick questions: <https://www.surveymonkey.com/r/LN9GN9F>

Thank you!



**RADON AWARENESS**

## WE WANT TO KNOW

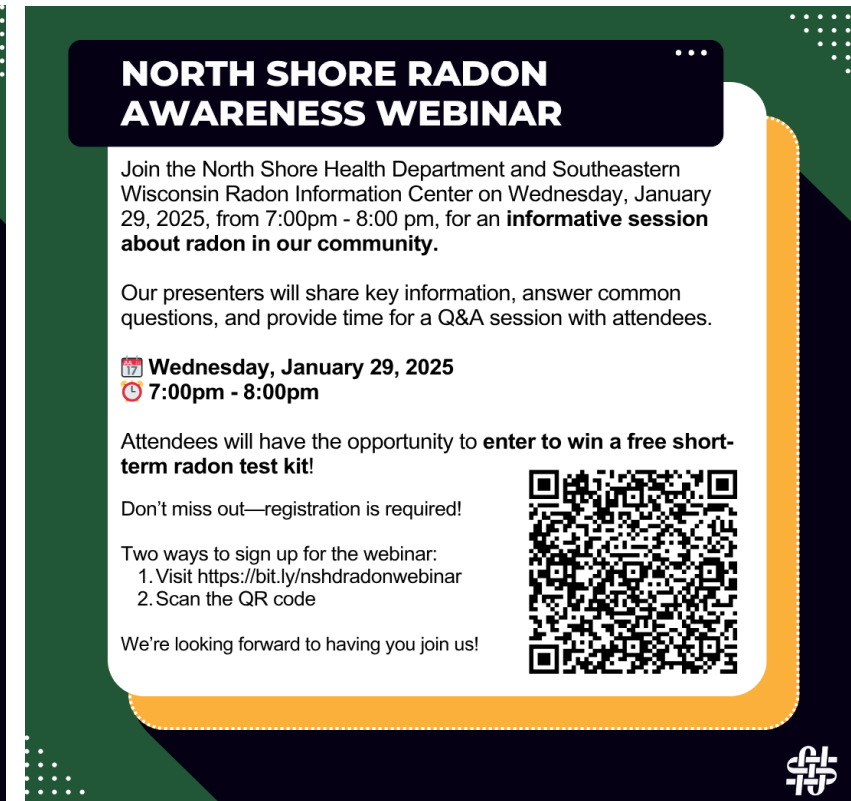
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To help us plan, please take a moment to answer a few quick questions: <https://www.surveymonkey.com/r/LN9GN9F>

Thank you!



**NORTH SHORE RADON AWARENESS WEBINAR**

Join the North Shore Health Department and Southeastern Wisconsin Radon Information Center on Wednesday, January 29, 2025, from 7:00pm - 8:00 pm, for an **informative session about radon in our community.**

Our presenters will share key information, answer common questions, and provide time for a Q&A session with attendees.

**Wednesday, January 29, 2025**  
**7:00pm - 8:00pm**

Attendees will have the opportunity to **enter to win a free short-term radon test kit!**

Don't miss out—registration is required!

Two ways to sign up for the webinar:  
1. Visit <https://bit.ly/nshdradonwebinar>  
2. Scan the QR code

We're looking forward to having you join us!

# MARKETING: WEBINAR

- Community input & participation (survey)
- Webinar with WRIC: 1 hour with Q&A
- Giveaway/Incentive: “Enter to Win Free Radon Kit” (survey)
- Create events – get it on the calendar
- YouTube: <https://youtu.be/kAIDnwhbL3I>

## NORTH SHORE RADON AWARENESS WEBINAR 2025



Hosted by North Shore Health Department in partnership with  
Southeastern Wisconsin Radon Information Center  
Wednesday, January 29, 2025  
7:00pm – 8:00pm

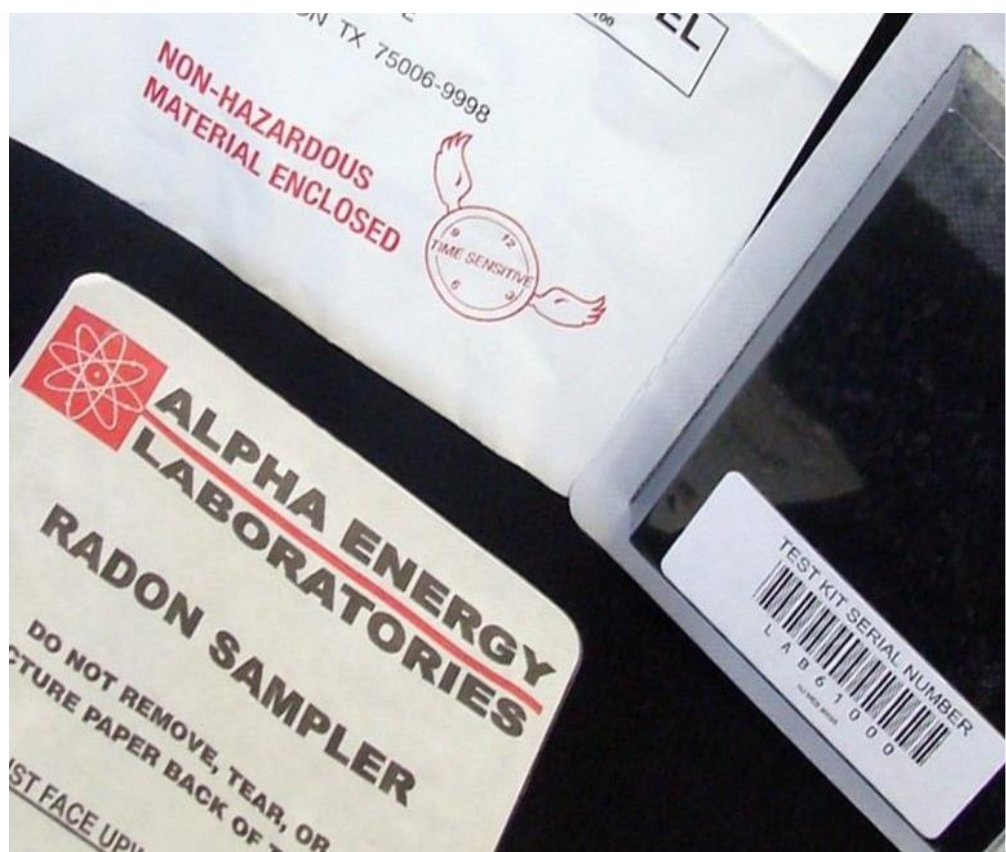
YouTube QR Code





# RESULTS

- What worked? What didn't?
- When did it work? How did it work?



**1733% increase**

in sales during Radon Month

- |                       |     |
|-----------------------|-----|
| • <i>January 2024</i> | 6   |
| • <i>January 2025</i> | 110 |

**624% increase**

in sales year-over-year: January to Nov

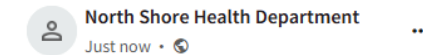
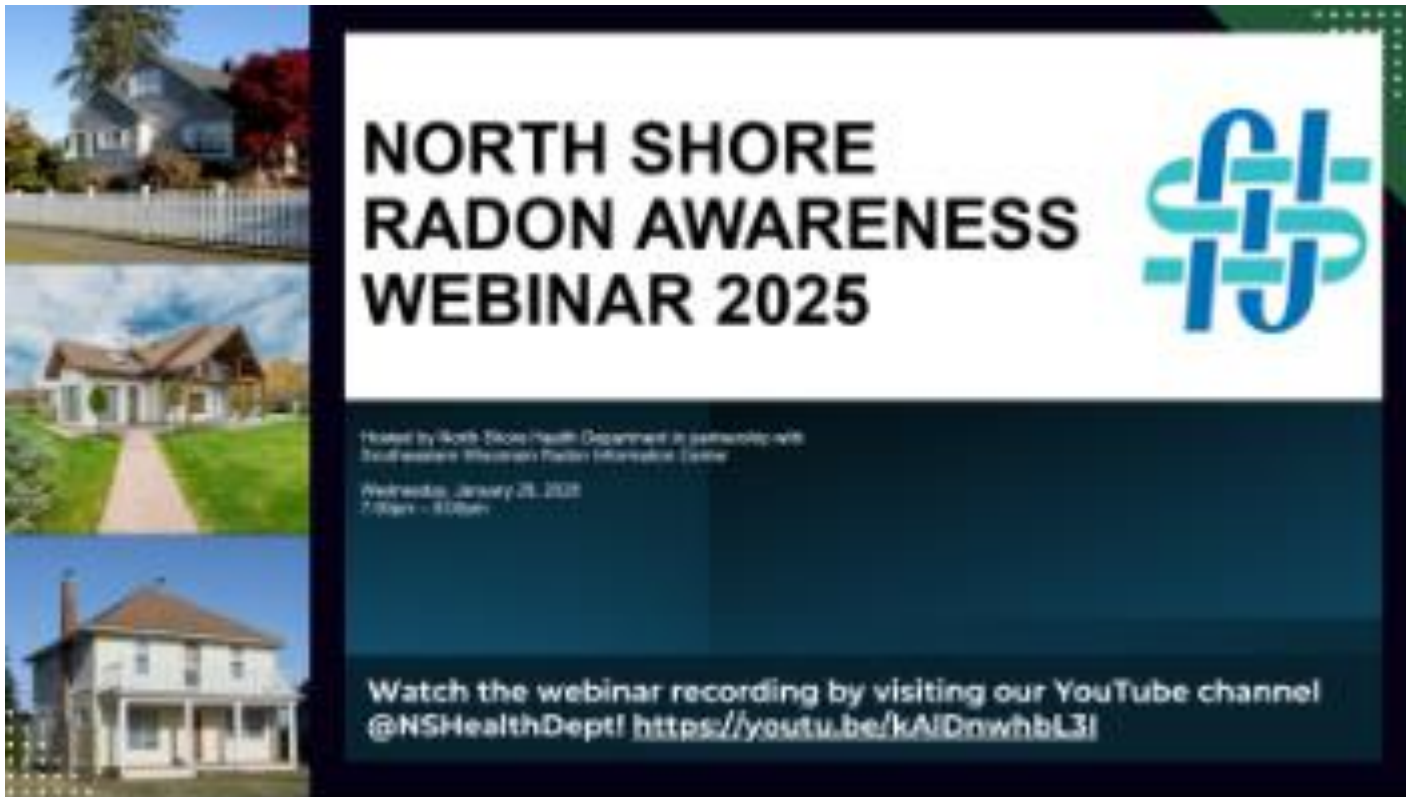
- |                             |     |
|-----------------------------|-----|
| • <i>January – Nov 2024</i> | 25  |
| • <i>January – Nov 2025</i> | 181 |

# MARKETING: FOLLOW UP

- Thank the community
- Discuss community safety
- Keep promoting/on-going
- Ask people where they saw the information

**North Shore Radon Awareness Update:** Thank you for your support of NSHD and for helping spread the word about radon awareness in our community!

- With your help, we sold **over 130 short-term radon test kits in just six weeks**—a huge jump from our usual 30 per year.
- We'll continue making radon awareness a priority throughout the year. **Test kits remain available through our department for just \$8.00 each.**
- **Radon 101: North Shore Radon Awareness** webinar recording is now available: <https://youtu.be/kAIDnwhbL3I> Please feel free to share it with your residents or community members.



We're excited to announce that the North Shore Radon 101 Awareness webinar recording is now ready to watch!

A huge thank you to everyone who joined us for this important conversation on radon awareness. We appreciate your interest and participation in helping make our community safer! If you missed the live session or would like to review the content again, you can now watch the full webinar at your convenience.

Watch the recording here:  
<https://ow.ly/wgPy50UTKeK>



A coastal scene featuring a sandy beach, a line of trees on the left, and a body of water on the right under a clear blue sky. A large, dark blue rectangular overlay is positioned in the center of the image, containing the text 'WRAP UP' in white, bold, sans-serif capital letters.

**WRAP UP**



A coastal scene featuring a sandy beach, a line of trees on the left, and a body of water on the right under a clear blue sky. A large, dark blue rectangular overlay is positioned in the center of the image, containing the word "QUESTIONS?" in a bold, white, sans-serif font.

**QUESTIONS?**

# THANK YOU!

Tanya  
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North Shore  
Health  
Department

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- [www.nshealthdept.org](http://www.nshealthdept.org)

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