



Wisconsin Radon Action Month

Social Media and Promotion Toolkit

Wisconsin Department of Health Services

Indoor Air and Radon Program

Division of Public Health | Bureau of Environmental and Occupational Health

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Wisconsin Radon Information



Statistics and Key Messages

January is National Radon Action Month. Below you will find key messages, talking points, and statistics to keep in mind as you organize activities for Radon Action Month.

Radon in Wisconsin

- About 1 out of 10 Wisconsin homes has high radon levels.
- Five to 10 percent of Wisconsin homes have radon levels above 4 picocuries per liter (pCi/L).
- The average indoor radon level in Wisconsin is 1.8 pCi/L. The national average is 1.3 pCi/L.
- Over 2,900 Wisconsin residents die from lung cancer each year, with 488 calculated to be radon-related lung cancer deaths.

Key Messages

What is Radon?	Radon and Lung Cancer	Fixing Homes with Radon
Radon is a cancer-causing, radioactive gas. You can't see or smell it.	Radon can cause lung cancer. It is the second leading cause of lung cancer overall, and the leading cause of lung cancer among non-smokers.	You can fix a radon problem. Homes with radon levels of 4 pCi/L or higher should be fixed.
Radon can leak into your home from the ground and soil beneath your home, and it is common throughout Wisconsin.	Radon-induced lung cancer is largely preventable. The first step is to test your home.	Radon mitigation uses a pipe and fan system to route radon gas from underneath your home to the outside, preventing radon from entering your home.
The only way to know if you have radon is to test for it. Testing your home is inexpensive and easy to do yourself.	Long-term exposure to radon greatly increases the risk of lung cancer.	There are over 100 certified professionals throughout Wisconsin who can install a radon mitigation system.

WWW.LOWRADON.ORG

You can use lowradon.org or your own department's radon webpages when linking to and sharing information.

Lowradon.org contains helpful resources such as the Wisconsin measurement and mitigation contractor's list, Radon Information Center contact information, the Radon 101 video, and much more.

January Outreach Activities

Ideas for Radon Action Month



Use Social Media

January is a great time to share radon facts on your department's social media accounts. Social media is a quick and easy way to get information out to the public, highlight important information, and reach new audiences. Pages 5-6 of this guide feature specific messages that can be shared through social media.

You can post facts and important reminders, and even link to helpful resources. Examples of links you might share in your social media posts include:

- Your local health department's webpage containing radon information
- www.lowradon.org
- [Radon 101 video](https://www.youtube.com/watch?time_continue=2&v=50fX56kZiww) (https://www.youtube.com/watch?time_continue=2&v=50fX56kZiww)



Partner with Community Events and Organizations

Take your radon message to the community. Look for ways to partner with community organizations and events to share radon information with the public. Activities might include:

- **Arrange a display at a local sporting and community event:** Set up a booth or display near an entrance, concession stand, or ticket window to distribute radon educational materials and test kit coupons.
- **Display radon information at public gathering places:** Libraries, community centers, malls, transit centers, and other areas frequently attended by community members are great places to get your message out. You can place signs, posters, and other educational materials at these locations.
- **Ask local organizations to help promote radon awareness:** There are many organizations that send out regular newsletters, listservs, or mailings to community members. You can ask them to feature stories or articles on radon health risks, testing, and mitigation, and where to find more information.

Start a Coupon Program

Print out coupons (template on page 7) on brightly colored paper. Hand out coupons for test kits at public events. Coupons are also good to stuff into utility bills or to attach as advertising in area newsletters.

Use the Local Media

The media is a great way to get radon information out to the public. Many radon success stories have been shared by using the media to promote radon testing and mitigation.



- **Write a press release**—Write about radon and your radon activities and share with your local media outlets. A sample press release can be found on page 8.
- **Promote radon public service announcements (PSAs)** - The U.S. Environmental Protection Agency (EPA) has a variety of [print, radon, and television PSAs](#) available at no cost to educate your community about the dangers of radon and the importance of radon testing. You can contact local media outlets or broadcast associations to share these PSAs. You can also partner with local movie theaters to showcase the radon PSAs before each movie.
- **Conduct a media campaign**—You can contact your local media outlets to run stories on radon, share fact sheets, and offer spokespeople for interviews.

Promote Radon Testing at Your Workplace

Raise awareness at your workplace. Promote radon testing among your co-workers and colleagues.

- **Display radon information in common areas**— Place flyers, posters, or educational materials in high-traffic areas to promote National Radon Action Month.
- **Motivate or encourage competition**— You can set a workplace goal to have a certain percentage of employees test their home. You can also encourage interoffice competition for the highest number of tested homes.
- **Add a radon note to your signature line**—Just for the month of January, include a note about radon in your email signature line. Encourage your co-workers to do the same. Here is an example: *January is National Radon Action Month! Prevent lung cancer; test your home for radon. For more information on testing and local contacts visit: www.lowradon.org.*

Conduct a Radon Poster Contest

Work with your local schools to have students design radon posters. You can have an awards ceremony with the winning artists. Be sure to start this early.

Social Media Tips



Tips for Creating Social Media Posts

Powerful, Yet Simple

Don't bombard people with information. Hook them with something short and powerful, then refer them to supporting, reliable, and trusted resources to learn more.

Be Clear and Concise

Avoid complex language and use short sentences. People typically skim through social media posts, so short, effective posts tend to work better than long paragraphs.

Tell the Audience What to Do

Clearly state the actions you want your audience to take. Be sure to use an active voice where the subject does the action.

Pictures and Links

Adding pictures to your posts makes them more visually appealing and more likely to grab the user's attention. Free stock photos are available at:

- www.pexels.com
- www.pixabay.com

If your post includes a long URL link, you can use bit.ly.com or go.usa.gov to create customized shortened URL links.

Social Media Post Examples

Social Media Post	Notes
January is Radon Action Month! Radon gas is colorless, odorless, and can cause lung cancer. Protect yourself and your family by testing your home for radon. #Radon	Picture: House or family Link: Radon 101 video , www.lowradon.org , or your health department's radon webpage.
Jotting down last minute #NewYearResolutions? Make one to have your home tested for radon! #Radon	Picture: Happy New Year Time: Late December or Early January Link: www.lowradon.org or your health department's radon webpage.
Each year, 21,000 people die from radon-caused lung cancer. Protect yourself and your family from radon. #TestYourHome #RadonAction	Link: www.lowradon.org or your health department's radon webpage.

Social Media Post	Notes
<p>Can you name the leading cause of lung cancer among nonsmokers? #LungCancerAwareness</p>	<p><i>You'll want to follow this post up with an answer post:</i></p> <p>Radon is the leading cause of lung cancer among nonsmokers. Getting your home tested is easy, just contact your local radon info center: www.lowradon.org</p>
<p>Have you had your home tested for radon? It's the number one cause of lung cancer in nonsmokers. #RadonActionMonth</p>	<p>Picture: Home door</p> <p>Link: www.lowradon.org or your health department's radon webpage.</p>
<p>It doesn't matter if your home is old or new, it still needs to be tested for radon. You can get a test from your local radon information center or local hardware store for about \$20. #RadonActionMonth</p>	<p>Picture: House or family</p> <p>Link: www.lowradon.org or your health department's radon webpage.</p>
<p>#Radon reduction systems can reduce radon levels by up to 99% in your home and cost about the same as other common household repairs. #RadonActionMonth</p>	<p>Link: Radon 101 video, www.lowradon.org or your health department's radon webpage.</p>
<p>Can I just open my windows to get rid of radon gas? No. MITIGATION, not ventilation, is the only way to go. Watch this helpful video to learn more.</p>	<p>Picture: Home or window on house.</p> <p>Link: Radon 101 video</p>
<p>Buying a new home? Learn everything you need to know about #radon and how to protect your family. #RadonActionMonth</p>	<p>Picture: New home</p> <p>Link: www.lowradon.org or your health department's radon webpage.</p>
<p>Radon testing is simple, easy, and inexpensive. Experts are located throughout Wisconsin to answer your questions. Visit www.lowradon.org for contact information today! #RadonActionMonth</p>	<p>Link: DHS Radon Information Center contacts' page</p>
<p>Reduce your risk of lung cancer by lowering your radon levels and not smoking. Living in a home with high radon levels and smoking raises your risk of lung cancer by 10 times! #RadonActionMonth</p>	<p>Picture: Patient talking with doctor</p> <p>Link: www.lowradon.org or your health department's radon webpage.</p>
<p>How does radon enter your home? Learn how by visiting www.lowradon.org. #RadonInWisconsin #RadonActionMonth</p>	<p>Link: Radon 101 video</p>

Radon Test Kit Coupon

Example Template



You can use this radon test kit coupon as part of your Radon Action Month activities. This template can be customized to contain your health department's information, or you can use it as an example as you create your own. Test kit coupons are a great way for community members to feel personally invested and to follow through with testing once they receive their test kit.

**Good for
One Free
Radon Test
Kit**

Test Your Home for Radon

Send your name and mailing address via email to _____ and include code: _____ in your email request for a free radon test kit, or send this completed coupon via U.S. mail.

Name: _____

Address: _____

City, State, Zip: _____

Email: _____

[Insert department's mailing address here]

For local information about radon and testing call 1-888-LOW-RADON or see www.lowradon.org

Sample Press Release

Example Template



Radon Tests Urged For All County Homes

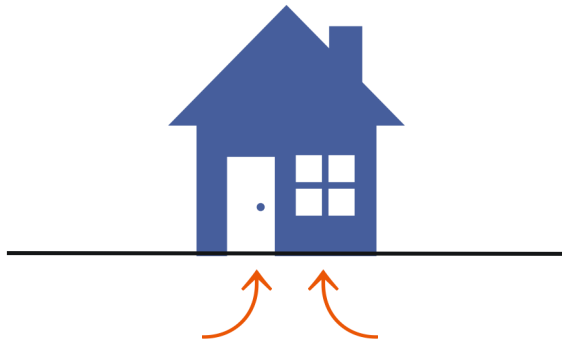
January is national radon action month. The U.S. Environmental Protection Agency (EPA) has recommended that all residents test their home at least once for the presence of radon gas. If high levels of radon gas are detected, simple steps can be taken to correct the problem and make your home safe.

Radon is an invisible, odorless, tasteless gas, which can enter your home through cracks in the foundation, openings around joints and pipes, and dirt floors. Radon can build to high levels inside your home, and long-term exposure to these high levels of radon is a risk for lung cancer. The Surgeon General advises that, after cigarette smoke, exposure to radon is the second leading cause of lung cancer. Radon combined with cigarette smoke poses an increased risk for lung cancer.

The only way to know if you have a safe level of radon inside your home is to conduct a radon test. The test is simple, quick, and inexpensive. The _____ County Health Department is currently offering a limited supply of test kits for a reduced fee of \$ _____, which includes radon information and lab fees. The kits may be picked up at the _____ County Health Department, [address] _____, Monday through Friday between the hours of 8:00 a.m. and 5:00 p.m. If you have any questions, or want more information on radon, please contact the _____ County Health Department at _____, or visit www.lowradon.org.

Is Your Home Radon Safe?

Radon is a gas that you cannot see, smell, or taste—but it can be dangerous. It's the second leading cause of lung cancer in the United States.



Radon is in the ground naturally. Sometimes it gets into homes through cracks in the floors or walls.

1
out of
10



Wisconsin homes has high radon levels.



Radon and Smoking: A Dangerous Combination

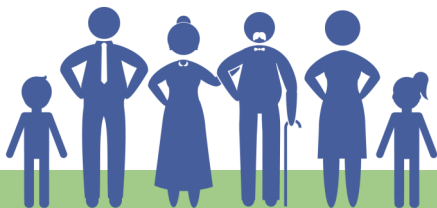


Reduce your risk of lung cancer by lowering your radon levels and not smoking. If you live in a home with high radon levels, **smoking raises your risk of lung cancer by 10 times.**

Protect Yourself and Your Family: Test Your Home for Radon!

Testing is cheap and easy. Learn more about testing your home for radon by calling:

I-888-LOW-RADON
(1-888-569-7236)



You can also learn more by visiting our website:

www.lowradon.org



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