



**NATIONAL**

# **RADON**

**ACTION MONTH**

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**WISCONSIN**

**Social Media and Promotion Toolkit**

**Wisconsin Department of Health Services**

Indoor Air and Radon Program

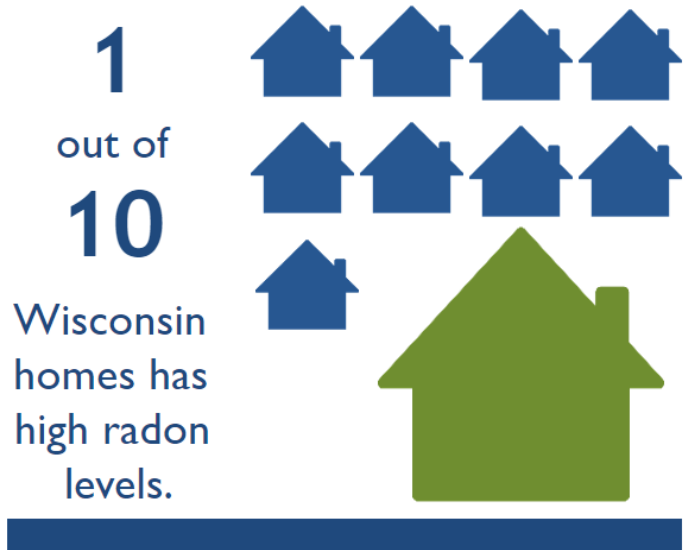
Division of Public Health | Bureau of Environmental and Occupational Health

[www.lowradon.org](http://www.lowradon.org) | [dhsenvhealth@wi.gov](mailto:dhsenvhealth@wi.gov) | P-02065 (12/2022)



# Introduction

National Radon Action Month (NRAM) is observed in January each year by the U.S. Environmental Protection Agency (EPA). NRAM is an opportunity to bring partners together to increase radon awareness and encourage local organizations and Wisconsinites to take preventive action. The Wisconsin Department of Health Services (DHS) Bureau of Environmental and Occupational Health (BEOH) designed this toolkit for local public health departments and other professionals working on indoor air quality who are promoting NRAM in their communities during the month of January and beyond. The toolkit includes resources and sample messaging that can be customized to reach a variety of audiences at the state and local levels.



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# Wisconsin Radon Information

## Statistics and Key Messages



Below you will find key messages, talking points, and statistics to keep in mind as you organize activities for NRAM.

### Radon in Wisconsin

- About 1 out of 10 Wisconsin homes has high radon levels.
- Five to 10% 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.
- Radon causes 21,000 lung cancer deaths nationwide each year, and it is estimated that 962 of these are in Wisconsin.

### 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.

[LowRadon.org](http://LowRadon.org) contains helpful resources such as the Wisconsin measurement and mitigation contractors list, Radon Information Center (RIC) contact information, the Radon 101 video, and much more. You can use [LowRadon.org](http://LowRadon.org) or your own agency's radon webpages when linking to and sharing information.

# 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 6-7 of this guide feature specific messages that can be shared through social media.

You can post facts and important reminders, and 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](http://www.lowradon.org)
- [American Lung Association: Home Buyer's Guide and Radon video](#)
- [Radon 101 video](#)

### 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. You can also partner with home shows and other community events.
- **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, radon test kits, 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 12) on brightly colored paper. Hand out coupons for test kits at public events. Coupons are also good to include in utility bills or newsletters.

# January Outreach Activities

## Ideas for Radon Action Month



### 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 your press release 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, radio, 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](http://www.lowradon.org).*

### Conduct a radon poster contest

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

# Social Media Tips



## Write a caption that is 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.

## Include a call to action.

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

## Feature a picture or video.

Adding pictures, videos, and links to your posts makes them more visually appealing and more likely to grab the user's attention:

- The EPA provides [free social media infographics](#) for NRAM.
- Link to YouTube videos, such as the radon videos created by DHS:
  - [Radon 101](#)
  - [Radon: Testing is key](#)
  - [Radon: How to test](#)
  - [Radon: Take action](#)
- Add a stock photo with images of radon testing or mitigation.
- If your post includes a long URL link, you can use [bit.ly.com](#) or [go.usa.gov](#) to create customized shortened URL links.

# Sample Social Media Posts

Facebook or Twitter post	Link/photo
January is Radon Action Month! Did you know 1 in 10 Wisconsin homes has high radon levels? You can't see it, you can't smell it, but you can protect yourself from it. Visit <a href="#">lowradon.org</a> to learn more. #StopRadon.	<a href="#">Radon 101 video</a>
Radon is a natural gas that comes from the ground. If your house or apartment is near an area with radon, it can enter your home through tiny cracks in the foundation. Pick up a radon test kit to learn about the radon level in your home!	<a href="#">Radon: Testing is the key to a healthy home</a>

# Sample Social Media Posts



Facebook or Twitter post	Link
Radon causes 21,000 lung cancer deaths nationwide each year. Check out the list of contractors certified for measuring and reducing radon in Wisconsin.	<a href="https://www.dhs.wisconsin.gov/radon/radon-proficiency.htm">https://www.dhs.wisconsin.gov/radon/radon-proficiency.htm</a>
Is your house or apartment radon safe? Check out the Radon Fact Sheet to learn more.	<a href="https://www.dhs.wisconsin.gov/publications/p01963.pdf">https://www.dhs.wisconsin.gov/publications/p01963.pdf</a>
Testing your house or apartment for radon is easy! Reach out to your local Wisconsin Radon Information Center to learn more. #StopRadon	<a href="https://www.dhs.wisconsin.gov/radon/infocenters.htm">https://www.dhs.wisconsin.gov/radon/infocenters.htm</a>
A radon mitigation system can lower the radon levels in your home. Learn more about lowering your home's radon levels.	<a href="https://www.dhs.wisconsin.gov/radon/reduce-radon.htm">https://www.dhs.wisconsin.gov/radon/reduce-radon.htm</a>
Do you have high levels of radon in your home? USDA Rural Development has home repair loans and grants that can help some families with the cost of radon mitigation.	<a href="https://www.rd.usda.gov/programs-services/single-family-housing-programs/single-family-housing-repair-loans-grants/wi">https://www.rd.usda.gov/programs-services/single-family-housing-programs/single-family-housing-repair-loans-grants/wi</a>
Your risk of lung cancer is 10 times higher if you smoke and have high radon levels where you live. Make a resolution to test for radon and stop smoking.	<a href="#">Radon: Take action</a>
Have you already tested your house or apartment for radon? Spread the news! Encourage others to test for radon.	<a href="#">Radon: How to test your home.</a>

# Sample Press Release



## State Health Agency Urges Wisconsinites To Test Their Homes for Radon

*Radon exposure is the second leading cause of lung cancer overall and leading cause of lung cancer for non-smokers*

Exposure to [radon gas is one of the major contributors to lung cancer](#) nationally, yet many people aren't aware that an easy-to-use test kit can tell them if their home has high radon levels.

Radon causes more lung cancer among non-smokers than second-hand tobacco smoke. An estimated 21,000 lung cancer deaths per year among non-smokers are caused by radon, according to the U.S. Environmental Protection Agency and Surgeon General, and approximately 962 of these deaths are in Wisconsin. Fortunately, this cause of lung cancer is largely preventable, and the first step is to test your home. If elevated radon is found, it can be corrected with a radon mitigation system.

[Radon, an odorless radioactive gas naturally present in the ground](#), can enter buildings through their foundations. One in 10 Wisconsin homes have elevated levels. Radon concentrations in the air can be measured with a test kit available from hardware stores and [local public health agencies](#).

Reducing radon exposure and radon-induced lung cancer in Wisconsin depends on encouraging and supporting all Wisconsinites in testing their home. About one-third of the state's housing units are occupied by renters, and it is important for both property owners and tenants to be proactive about testing for radon.

More than 100 [radon mitigation contractors](#) in Wisconsin are nationally certified to install radon mitigation systems if elevated radon levels are found. Thousands of systems are installed in existing homes in Wisconsin each year. Newly constructed homes should include features recommended by the National Association of Home Builders to reduce radon entry.

Any home or building can be susceptible to radon. Radon is found all over the state of Wisconsin and the only way to know if your house or apartment has elevated levels is to test. Reduced-cost test kits are available through [Radon Information Centers \(RIC\) in Wisconsin](#) and test kit promotions are happening throughout January. Some families may not have the money to fix high levels of radon. Visit [lowradon.org](http://lowradon.org) to find an RIC or speak with local public health department radon experts by calling 1-888 LOW-RADON to discuss available options.

More information can be found by viewing [Radon 101](#), a video produced by the Wisconsin Department of Health Services and the Department of Natural Resources (DNR) and by visiting [www.lowradon.org](http://www.lowradon.org).



# Sample Proclamation



If you are interested in promoting National Radon Action Month in your city or town, contact your mayor's office or local council and ask how to submit a request for a proclamation. Below is a sample proclamation. Items in blue require editing.

WHEREAS; radon is a colorless, odorless, radioactive gas that is naturally occurring in rocks, soil, and water and can threaten the health of folks throughout the state of Wisconsin; and

WHEREAS; according to the U.S. Environmental Protection Agency (EPA), radon is the second leading cause of lung cancer in the U.S., after cigarette smoking, and the leading cause of lung cancer in non-smokers; and

WHEREAS; EPA further estimates that radon is responsible for an estimated 21,000 lung cancer deaths each year; and

WHEREAS; Pew Research Center suggests that one-third of housing units in the U.S. are occupied by renters, who often do not benefit from policies requiring disclosure of radon test findings upon home sale or transfer and may otherwise be unaware of ongoing radon exposure; and

WHEREAS; radon contamination is a pervasive issue in our state, as radon is found at elevated levels in approximately one in 10 homes across the state; and

WHEREAS; fortunately, testing for radon is simple and inexpensive, and radon problems can be easily remedied; and

WHEREAS; decreasing exposure to radon is a priority highlighted in the Wisconsin Department of Health Services' (DHS) Wisconsin Comprehensive Cancer Control Plan and beginning in March 2023, the Wisconsin Department of Children and Families (DCF) will require licensed childcare providers to test and mitigate for radon to protect kids and employees from radon exposure; and

WHEREAS; reducing radon exposure and radon-induced lung cancer in the state is dependent on helping all Wisconsinites, including historically underserved communities that all too often bear the greatest burden of poor environmental conditions and related health outcomes, to understand their risk and make informed decisions about testing; and

WHEREAS; this month, [city/town name] joins the state of Wisconsin, EPA, DHS, DCF, local health departments, and other public and private sector partners in encouraging residents and business owners to test their homes and buildings for radon, reduce elevated levels of radon, and build with active radon reduction systems;

NOW, THEREFORE, I, [name of mayor/council name], do hereby proclaim January 2023 as National Radon Action Month throughout [city/town name], and I commend observance to all our [city/town/village]'s residents.

# Radon and Health Equity



The link between health and housing is influenced by structural and societal factors within an individual home and its location. Housing has an impact on the basic needs of people and their health and well-being. Racial and ethnic minorities can face greater health disparities linked to housing conditions, including higher rates of chronic disease and premature death. NRAM is an opportunity to identify the ways housing is impacting health disparities in our communities.

Use the resources below to learn more about how to better support and improve health equity for the people living in your community.

## Resources

[\*Creating The Healthiest Nation: Health and Housing Equity\*](#) (American Public Health Association)

This publication provides information and resources about the link between housing and health equity.

[Landlord/Tenant Guide](#) (Wisconsin Department of Agriculture, Trade and Consumer Protection) This guide answers commonly asked questions about landlord-tenant rights and responsibilities.

[USDA Single Family Housing Repair Loans and Grants in Wisconsin](#) (USDA Rural Development) This program provides loans to low-income homeowners to repair, improve or modernize their homes.

[USDA Multifamily Housing Program](#) (USDA Rural Development) Multifamily Housing assists rural property owners through loans and grants that enable owners to develop and rehabilitate properties for low-income, elderly, and disabled individuals and families as well as domestic farm laborers.

[Tenant Resource Center](#) (Dane County) The services provided by Tenant Resource Center are for Dane County residents, however their website has a variety of resources for tenants and landlords, including sample forms and letters, links to Wisconsin statutes, and more.



## Fact sheets and toolkits

- [Radon Toolkit for Public Health Professionals](#)- (CDC) This toolkit includes customizable infographics, fact sheets, and images for radon awareness.
- [Radon One-Pager](#) (American Lung Association) – This resource provides a brief overview of radon and its health effects. Available in [Spanish](#) and [English](#).
- [Radon Awareness Toolkit for Real Estate Professionals](#) (American Lung Association) This toolkit is intended to provide real estate professionals with informational materials and answers to frequently asked questions about radon during the homebuying process.

## Websites

- [LowRadon.org](#) (Wisconsin Department of Health Services) This website contains helpful resources such as the Wisconsin measurement and mitigation contractors list, Radon Information Center contact information, the Radon 101 video, and much more.
- [Wisconsin Environmental Public Health Tracking Data Portal](#) (Wisconsin Environmental Public Health Tracking Program) This public environmental public health portal houses current Wisconsin data on a variety of healthy homes topics such as asthma, carbon monoxide poisoning, lead poisoning, and radon.
- [Radon Media Resources for Partners and Stakeholders](#) (EPA) This website has links to social media, print, and video advertisements created by EPA for media promotion of National Radon Action Month.
- [Radon Awareness Week](#) (CDC) This website has resources for promoting the CDC Radon Awareness Week in January.

## Webinars and trainings

- [An Introduction to Radon Gas in Homes](#) (EPA) This webinar provides an overview of the key basic facts of radon. Presented by Bruce Snead, Kansas State University.
- [Radon 101](#) (Wisconsin Department of Health Services) This webinar provides an overview of radon measurement and mitigation basics and answers questions from local public health staff in Wisconsin.
- [Radon Basics](#) (American Lung Association) This is a free, one-hour interactive course designed for anyone who wants to learn more about radon and about how to test for it and fix problems, including home buyers, real estate professionals, and home inspectors.
- [Environmental Health Nexus Webinar for Radon Awareness Week 2022](#) (CDC) This webinar includes information on how radon can impact health and what individuals, communities, and health care providers can do to prevent lung cancer from radon. The webinar begins with a testimonial of a radon-associated lung cancer survivor and their surgeon.

# Sample Test Kit Coupons



Use this radon test kit coupon as part of your Radon Action Month activities. This template can be customized to contain your agency's information, or you can use it as an example as you create your own.

**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](http://www.lowradon.org)

**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](http://www.lowradon.org)