

Every Door Direct Mail Radon Testing Outreach

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SAUK COUNTY HEALTH DEPARTMENT

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Sauk County Environmental Health

What we do:

- Food and recreational establishment safety, compliance, and education
- Drinking water compliance for small public water supply systems
- Health hazard investigation
- Lead hazard investigation
- Environmental health outreach
- RIC for Sauk and Columbia Counties



Radon Outreach Background

Past and current projects

- Social media
- Radio interviews
- Media displays in county building
- Billboards
- Movie theater ads
- Targeted social media ads

Time/funds limitations

New idea (or old idea?): Every Door Direct Mail

Every Door Direct Mail Project



RADON

WHAT YOU NEED TO KNOW:
Radon is a naturally occurring gas in the soil. It rises through the ground and into your home through cracks in floors, walls, and foundations, or around sump pumps

Protect your family today

1. Pick up a test kit at your nearest location
2. Follow manufacturer's directions
3. Mail in the test kit to the address on the instruction sheet
4. Call Sauk County Environmental Health at 608-355-4327 with any questions

Radon is a radioactive gas
You can't see, smell, or taste it

Radon is the #2 cause of lung cancer in non-smokers

Radon levels can change
It is important to test your home every couple years



LOCATIONS TO PURCHASE A RADON TEST KIT:

Public Health Sauk County, 505 Broadway St, Baraboo

Lake Delton Village Offices, 50 Wisconsin Dells Pkwy South

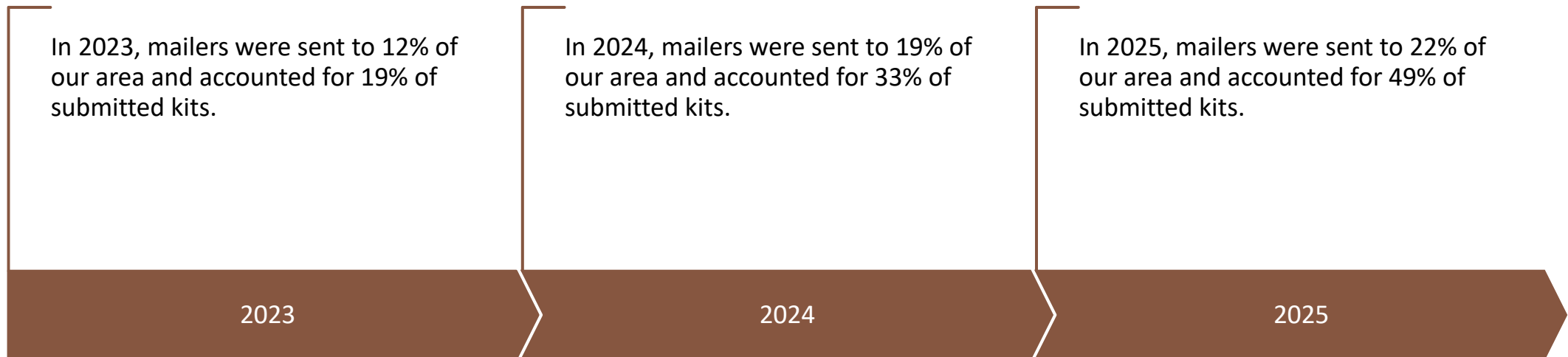
Reedsburg City Hall, 134 Locust St

Spring Green Village Offices, 154 N Lexington

Prairie du Sac Village Office, 335 Galena St

Columbia County Health Department, 111 East Mullet St, Portage

Results



Next Steps

Continue project until all zip codes are reached

Reassess project

- What went well
- Challenges
- Consider cost versus impact of another round

Questions

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