

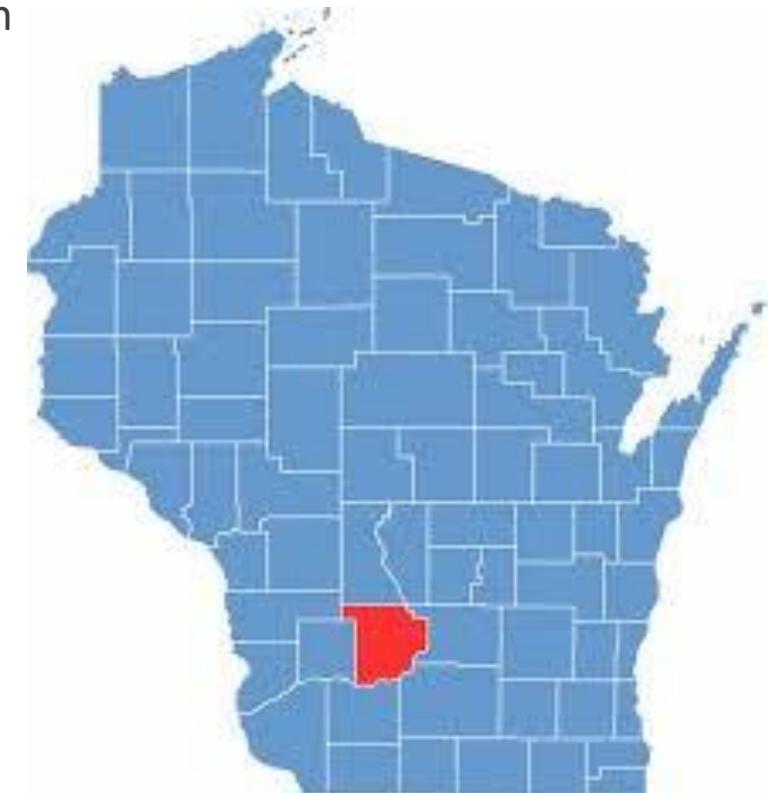
Every Door Direct Mail Radon Testing Outreach

STEVE LISSER
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SAUK COUNTY HEALTH DEPARTMENT

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



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

In 2023, mailers were sent to 12% of our area and accounted for 19% of submitted kits.

2023

In 2024, mailers were sent to 19% of our area and accounted for 33% of submitted kits.

2024

In 2025, mailers were sent to 22% of our area and accounted for 49% of submitted kits.

2025

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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