



# Share the Eddie's Story Public Service Announcement (PSA) on Radon

Indoor Air Quality (IAQ)

Indoor radon poses a serious health risk. More than 20,000 Americans die annually from radon-related lung cancer and radon is the leading cause of lung cancer among non-smokers. Fortunately, it's inexpensive to test for radon and homes with high levels can be fixed and new homes can be built with radon-resistant new construction (RRNC) features.

EPA's [Eddie's Story Public Service Announcement](#) (PSA) provides a powerful, personal testimonial on radon risk, and its potentially tragic consequences. Eddie's Story is an excellent educational tool that encourages people to get the facts about radon and take action by testing their homes.

Please help us share Eddie's important message with the public. Here are some simple steps you can take:

## SHOW EDDIE'S STORY AT COMMUNITY EVENTS

Show Eddie's Story at your next community event or conference. Several formats are available to download at [EPAPSA.com](#) to show Eddie's story on a computer or television.

## ENGAGE LOCAL MEDIA

- ▶ Ask your local television stations to show Eddie's Story. The most effective strategy is to call your local station directly.
- ▶ Order TV kits and materials at [www.epapsa.com](#) or by calling 1-800-944-9134.
- ▶ Partner with your state broadcaster's association to get Eddie's Story aired. To find your state's association, check [www.newslink.org/stattele.html](#) or [www.gebbieinc.com/tvintro.htm](#).

## UTILIZE ON THE WEB

- ▶ Ask your Webmaster to post Eddie's Story on your website. Several formats are available at [EPAPSA.com](#) including a closed-captioned version.
- ▶ Ask your partner organizations to post the Eddie's Story video or ad banner on their websites.
- ▶ Post a link to Eddie's Story on your social networking pages (e.g. Facebook), Twitter, or your next blog post.
- ▶ Make your own e-card to send to family, friends, and colleagues with a personal message about the importance of testing for radon and embed the Eddie's Story PSA. Free online services include [www.smilebox.com/ecards](#) and [www.mypunchbowl.com/ecards](#).

## SHARE YOUR SUCCESS WITH YOUR COLLEGUES

Let us know which of your strategies for sharing the Eddie's Story PSA were successful. Share your stories in a personal blog post on [RadonLeaders.org](#). Also, remember that January is [National Radon Action Month](#)! Be sure to [let us know](#) how you used Eddie's Story during NRAM.