Welcome and Introduction

Thank you for your interest in EPA’s National Radon Program. Radon is a serious health risk facing tens of thousands of Americans. Exposure to radon gas indoors causes more than 20,000 deaths annually in the United States, and it is the number one cause of lung cancer among non-smokers. The challenge is that we can’t see or smell radon, so it’s easy to forget that radon may be a problem in any home, school or other building in the country. Fortunately there are many opportunities and resources available to increase awareness of radon, promote radon testing and mitigation, and advance the use of radon-resistant new construction practices.

Individuals, groups and organizations concerned about healthy people, buildings and communities are the driving force in getting out messages about the dangers of indoor radon to various audiences, including the public, policymakers, real estate professionals, and the medical community.

You will find information and materials in this Kit that you can use to get the word out about radon. Use these resources to conduct activities that will yield real progress toward reducing radon risk. The materials are designed to be customized, so please feel free to add or delete language or make other changes to better suit your needs.

Radon can be deadly, but remember that the message you are delivering is a hopeful one. Testing for radon and taking action to reduce radon risk can save lives. We wish you the greatest success with your radon outreach activities.

Please visit www.epa.gov/radon for more information about radon health risk and what you and others can do to save lives from radon-induced lung cancer.
Breathing radon in your home can cause lung cancer
Radon is a naturally occurring radioactive gas released in rock, soil and water that can build up to dangerous levels inside any home; this means new and old homes, well sealed and drafty homes, and homes with or without a basement. Radon gas is odorless and invisible and the only way to know if your home has a radon problem is to test for it.

Breathing radon can increase your risk of lung cancer. Radon is the number one cause of lung cancer among people who do not smoke. It is the second leading cause of lung cancer for people who do. EPA estimates that radon causes more than 20,000 deaths from lung cancer each year in the U.S. If you smoke and your home has a high radon level, your risk of lung cancer can increase even more.

Radon has been found in every state
Homes with high levels of radon have been found in every state. In fact, radon levels can vary greatly from home to home—even levels next door can be very different.

Radon is measured in picocuries per liter of air (pCi/L), a measurement of radioactivity. In the United States, the average indoor radon level is about 1.3 pCi/L. The average outdoor level is about 0.4 pCi/L. The U.S. Surgeon General and EPA recommend fixing homes with radon levels at or above 4 pCi/L. EPA also recommends that people think about fixing their homes for radon levels between 2 pCi/L and 4 pCi/L.

You should test for radon
Testing your house for radon is easy. If your house has a radon problem, it can be fixed. Fixing a radon problem reduces the risk of lung cancer for you and your family.

A simple test will tell you if your home has a high radon level. Most radon tests last between 2 and 7 days. It’s as easy as opening a package, and putting the test kit in the right place. After sending the test kit back to the address in the package, the company will send your radon test results in about 2 weeks.

How to Get Radon Test Kits
To get an easy-to-use radon test kit, you can:

- Buy a test kit online or at your local home improvement or hardware store.
- Order a test kit at www.sosradon.org or by calling 1-800-SOS-RADON (1-800-767-7236); customizable radon test kit coupons are available too.
- Request a test kit from your state radon program, which also has information on radon testing companies and laboratories in your area. Visit www.epa.gov/radon/whereyoulive.html.

Customizable Radon Fact Sheets are available in English and Spanish. Please visit www.radonleaders.org/fact_sheet.
Many local home improvement or hardware stores sell test kits. Test kits can be ordered online too. Sometimes you can get a test kit from your state radon office. You also can hire a qualified tester to do a radon test for you. Your state radon program may keep a list of these professionals.

Kansas State University, under a cooperative agreement with EPA, provides national radon program services, including selling radon test kits and answering toll-free radon hotlines. For more information about radon testing call 1-800-SOS-RADON (1-800 767-7236) or visit www.epa.gov/radon/radontest.html.

You can fix a radon problem
Help is available to fix a radon problem. You can call your state radon office to find qualified radon mitigators in your area. Also local companies with radon mitigators are in the phone book or online. The cost to reduce radon depends on how your home was built and how you use it. Most homes can be fixed for about the same cost as other common home repairs.

New homes can be built with radon-resistant features
Building new homes with simple and cost-effective radon-resistant features can reduce radon entry. Contact your builder or visit www.epa.gov/radon/rrnc/index.html for more information.

Every home should be tested before, or soon after, you move in. Even homes built with radon-resistant construction features should be tested. If high radon levels are found, it is easier and costs less to reduce radon levels in homes that are built radon-resistant.
Every day is a good day to promote radon awareness, testing and mitigation, and radon-resistant new construction (RRNC) practices. However, radon testing is generally easiest and most effective in cooler weather months when houses tend to be closed up for warmth.

Many individuals, groups and organizations are spreading the word about this preventable health risk. Find inspiration from a sample of events listed below. Consider contacting your state radon program and others with radon expertise for help in planning your activities. You can find contact information for your state program at www.epa.gov/radon/whereyoulive.html.

Choosing the Right Activities

Unsure how to start planning your radon outreach activities? The following questions can help direct you to the right activities for your organization and community.

1. Are you looking to form new partnerships or seeking to mobilize your existing partners? Read section 1 for tips about fostering effective coalitions.

2. Are you aware of important opinion leaders in your community? Section 2 contains ideas for how to engage them in spreading the word about radon.

3. Looking for new ideas to jazz up your community events? Learn what other groups have tried in their communities in section 3.

4. Does your group seek to reach families and children with messages about radon? If so, read section 4 for tips on working with youth.

5. Do you seek to reach a wide audience with specific key messages? Consider implementing a media campaign. Check out section 5 for tips on working with the media.

6. Are you looking to raise awareness in the workplace? Section 6 can help you communicate effectively in the work environment.

1. Energize Your Partners and Stakeholders

Include Radon in Your Community Health Coalition
There are many individuals and organizations in your community that have an interest in health topics. Hold an open forum for interested individuals to attend and then establish a coalition that includes promotion of radon awareness and risk reduction in the fight against lung cancer in your community. Every member of your coalition will have unique ideas for radon and lung cancer activities and will have access to different parts of your community. Working together as a group will be the most effective way to make radon testing and mitigation a reality in all buildings in your community.

Recognize Radon Champions
If you have a community health coalition that promotes radon testing and risk reduction as steps to help prevent lung cancer as part of a healthier lifestyle, then recognize your partners for their hard work. Host an awards ceremony to honor exceptional radon awareness and risk reduction advocates. Use the opportunity to inspire and energize your community health partners.

Ask Local Chapters of Health and Environmental Organizations to Promote Radon Awareness
Many local organizations in your community have regular newsletters, listservs or mailings that they use to reach their members. Contact them to ask...
Ideas for Radon Outreach Activities (continued)

them to run an article on radon health risk, testing, mitigation, and radon-resistant new construction. Be sure to include information on how to obtain additional radon information.

Support a Radon Training Workshop
Work with your state radon program to provide radon continuing education for key professionals such as homebuilders, real estate professionals and environmental health professionals. Successful programs have included lunch and learn seminars, training courses for governmental housing officials and meetings about radon-resistant new construction.

2. Engage Community Leaders

Ask Your Mayor or City Council to Issue a Radon Proclamation
Invite your elected officials to encourage all community members to test for radon. Tips for working with local officials and a template proclamation that you can customize can be found at www.radonleaders.org/local_officials.

Ask Community Leaders to Spread the Word about Radon
Churches, community centers, and even local beauty salons and barbershops, can be effective venues for reaching out to your community. Contact ministers, community leaders and local civic leaders and encourage them to include radon testing and risk reduction information in outreach to their members promoting a healthier lifestyle. Provide them with educational materials and radon test kit coupons.

Work with Health Advocates and Educators
Coordinate with your local health care providers and other health-focused groups, such as the American Lung Association, to have booths, educational sessions and presentations on radon. Invite your mayor or other officials to your event to issue a proclamation and to conduct a press event.

Connect with Local Businesses
Home improvement and hardware stores may carry radon test kits. Encourage them to promote radon testing in homes, schools and other buildings. Ask them to create radon test kit displays in prominent store locations and to include information on radon testing in mailings or other advertisements.

Contact Your Local University Medical Schools and Health Care Professionals
Health care students and practitioners can serve as speakers for your health fairs and community events. You can also work with health care providers to incorporate radon messages into their practices and provide educational materials for their patients.

Coordinate with Your Local Utilities to Promote Radon Awareness and Testing
Send a bill insert promoting radon testing in homes to your local utility providers (e.g. water, gas, electric) and ask them to include it with bill statement mailings. This is an easy, effective and inexpensive way to reach the vast majority of your community.

Collaborate with Experts from the Radon Professionals Speaker’s Bureau
Coordinate with the American Association of Radon Scientists and Technologists, Inc. (AARST) for your community activities. AARST members can make radon presentations; conduct radon test demonstrations; or field radon questions from the media. AARST has the following list of speakers available:

Radon Professionals Speaker’s Bureau: An extensive database of radon testers, mitigators and other industry professionals across the country who are available for speaking opportunities. All experts have completed the National Radon Proficiency Program. View the list at: www.radongas.org/speaker.htm.

AARST Key Radon Subject Experts: A list of selected national experts who are available to speak about radon science and health risk. View the list at: www.aarst.org/key_radonscience_speakers.

If you have additional questions or requests for coordinating with AARST for your planned radon outreach activities, please send an email to: director@aarst.com.
3. Take Your Message to the Community

Arrange a Display at Local Sporting Events
Set up a booth or display near a concession stand or ticket window and distribute radon educational materials and test kit coupons. Work with the sporting venue to show radon Public Service Announcements (PSAs) during half-time or other breaks in play. Visit www.epapsa.com to view and order the PSAs.

Display Radon Information at Public Gathering Places
Libraries, community centers, malls and transit centers frequented by members of your community are perfect locations to provide radon education and testing materials. Supply these locations with radon materials and ask them to display materials in a prominent location. Be sure to check back with these locations frequently and provide them with additional materials if necessary.

Provide Radon Education at Home and Garden Events
Incorporate radon-resistant new construction techniques into special events with a home and garden theme. Groups have promoted radon awareness at a greenhouse or eco-house exhibit at state fairs, green building shows, lawn and patio, and landscape shows. Work with exhibit organizers to provide outreach and educational materials for visitors.

New Home Programs
Your community may have a welcome wagon or other programs to welcome new residents. Provide these programs with brochures and test kit coupons to include with welcome packages for new residents. Be sure to include information about your coalition or program so that individuals can follow up with you if they have questions.

Use Direct Mail Effectively
Bring your radon message directly to people’s homes. Send test kit coupons to new parents or radon brochures to new homeowners in your community. Target your list of names to the groups you most want to reach and design attractive materials to attract their attention.

4. Reach Children and Their Families

Hold a Radon Poster Contest and Awards Ceremony
A radon poster contest is held each year. Work with your local school(s) to get students to design radon posters. For more information on the radon poster contest, visit www.sosradon.org.

Provide Creative Radon Education Programs
Involve science students in conducting radon measurements. Sponsor educational events in 4-H or other special classes. Offer incentives such as t-shirts or parties for participating. Contact school leaders in your community to arrange special radon events for students.

Host a Community Baby Shower
Many communities conduct community baby showers or other events for new or expectant mothers. This is a perfect opportunity to provide families in your community with information about a variety of health topics, including the importance of testing for radon. Provide educational materials and a test kit coupon to all attendees.

Conduct a Radon Test Challenge
Challenges are a fun way to encourage testing within your community. Contact a radon test kit manufacturer (a list can be obtained from your state radon office) to obtain test kits, possibly at a discounted price, and offer a challenge and “reward” for the most test kits distributed, conducted and sent to the lab for analysis. Challenges can be conducted between cities (have your mayor challenge a neighboring community) or within your community (have schools in your community challenge each other). However you conduct your challenge, offer a “reward” for the challenge winner, but also acknowledge all participants. Check your state laws on contests before planning your radon test challenge.
5. Work with the Media to Promote Radon Awareness

**Promote Radon Public Service Announcements (PSAs)**

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. Hand delivering PSAs to your local media outlets is an effective way to reach large portions of your community, and often stations will run PSAs for free! Partnering with your local movie theater provides another opportunity to showcase the radon PSAs before the feature film. Lastly, consider contacting your state broadcast association for help in getting the PSAs aired. Keep in mind that people in your community may speak languages other than English, so be sure to use EPA’s bilingual materials and reach out to media outlets that serve non-English speaking audiences. Visit [www.epapsa.com](http://www.epapsa.com) to view and order PSA materials.

**Make Your Own Radon PSA**

You can also create your own local radon PSA. Local news celebrities like meteorologists, radio personalities and sports anchors will sometimes record PSAs about a worthy cause at their own facilities as a public service. Approach the advertising department of local TV and radio stations to ask if their broadcast personalities could record a short radon announcement for the station to air.

Once a local station has agreed to record the PSA with their talent and dedicate airtime to the PSA, write a short script for the PSA. It should be brief, containing local references and key radon messages. Work with the station’s advertising department to make sure that your script’s length matches the available free airtime slot (i.e., 15 to 30 seconds).

Tailor the PSA script to match the type of local celebrity you’ve secured. For instance, for a local sports anchor in Chicago, your script might look like this:

> Hey Bears fans! Winter is time for playoffs, but it’s also the best time to test your home for radon. Radon is a naturally occurring gas that can build up to a dangerous level in your home. It can cause lung cancer, and it causes about 20,000 deaths each year in the U.S. Buy a radon test kit at a hardware store or on-line today and test your home. Visit [your website or www.sosradon.org](http://www.sosradon.org) or call [your phone number or 1-800-SOS-RADON](http://1-800-SOS-RADON) for more information.

**Conduct a Media Campaign**

In addition to promoting PSAs, contact your local media and ask them to run stories on radon. Provide the media with fact sheets and other background materials and offer spokespeople for interviews. See page 17 of this Radon Outreach Kit for information on working with the media.

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**CanSAR**

Cancer Survivors Against Radon (CanSAR) is an organization made up of lung cancer survivors and family members who have lost a loved one to lung cancer they believe resulted from living with elevated levels of radon. Members present personal stories to different communities, make media appearances, create public service announcements, and advocate for radon laws on state and federal levels. CanSAR is an excellent resource for speakers and lung cancer survivor stories. Please visit [www.CanSAR.org](http://www.CanSAR.org) for more information.

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**January is National Radon Action Month**

January is National Radon Action Month (NRAM). Consider ways to take full advantage of this month to support your radon outreach efforts to the public and the media. You can use much of the information presented in this kit not only for National Radon Action Month but also for Lung Cancer Awareness Month in November, other health-oriented special emphasis periods, and year-round.
Ideas for Radon Outreach Activities (continued)

Develop a Compelling Local Story
Give radon a face in your community. Invite the media to talk with people who have tested their homes and successfully mitigated a radon problem. Also connect the media with survivors (or their family and friends) who believe their lung cancer was caused by radon (see CanSAR resource on page 8). Providing the media with local radon data (available from your state radon program or testing companies) will also help you localize the story for your community. Don’t forget to provide information on test kit availability and qualified radon mitigation professionals in your community.

Identify Key Spokespeople in Your Community
Spokespeople can serve as recognizable and respected “faces” for your radon program. Perhaps you can engage local politicians, celebrities, scientists or others that people in your community recognize and trust. Use your spokespeople for media interviews and to publicize your radon activities. Encourage your spokespeople to publicly test their homes for radon and publicize their results and subsequent actions if their tests show radon in excess of EPA’s action level. If needed, also contact your state radon program or AARST to help identify radon technical experts; they, along with CanSAR, may also be able to help identify people willing to share their radon-induced lung cancer survivor story.

Write a Press Release
Write a press release about radon and your radon activities and distribute it to your local media outlets. Please visit www.radonleaders.org/press_releases for press release templates that you can customize for your community.

Write an Op-Ed or Letter to the Editor
Write a letter to the editor of your local paper(s) to educate your community about the health risks of radon and to encourage people to test their homes. Tips for writing an op-ed or letter to the editor, and a template op-ed that you can customize for your community, can be found at www.radonleaders.org/op-eds_letters.
6. Put Radon Awareness to Work

You can play an important part in raising awareness in the workplace and promoting testing for radon among your colleagues by conducting a radon awareness and testing campaign in your workplace.

Get Employees’ Attention

Through Email and Websites:
- Send an email message explaining radon and the risk of radon-induced lung cancer, and ask your employees to test their homes and mitigate their homes if radon is detected above the EPA action level. In the email, you may refer them to websites where they can get more information about radon and reducing their risk from radon, such as your organization’s website, your state radon or public health website, and EPA’s radon website at www.epa.gov/radon/index.html.
- Create a worksite radon testing campaign Web page on your intranet. This would contain links to the EPA’s radon website, company events you have planned that are related to the campaign or local community radon events, information on where employees can obtain test kits, and recognition of action being taken as a result of your campaign (i.e., a goal tracker showing how many in your company have tested their homes for radon to date).

In Common Areas:
- Create flyers and hang them in high-traffic areas (e.g., kitchen, hallways, employee lounge, storeroom) to publicize the campaign.
- Host a breakfast or lunch where an employee volunteer, a Human Resources representative, or a community/state expert presents the basic risks of radon and what action can be taken to reduce the risk of radon. Create a PowerPoint presentation to help educate your coworkers about the risks of radon and distribute EPA’s fact sheets for audience members to take home. Consider customizing factsheets and other resources in the Radon Outreach Kit for your audience and your organization by editing content, adding your organization’s logo, personalizing contact information and more. This could be combined with other health promotion initiatives taking place in your workplace.
- If your company has any smoking cessation efforts, make sure to include information on radon and the higher associated risks of cancer for smokers.

Get Employees to Take Action

By Making it Easy:
- Consider including customized coupons for test kits in paycheck envelopes, paystubs or mailboxes. Coupons can be customized with codes to track their use, providing you with results of your efforts. Your organization can obtain customizable radon test kit coupons at www.sosradon.org. For more information about the test kit coupon program, contact Bruce Snead (bsnead@ksu.edu) at 785-532-4992 or Brian Hanson (bhanson@ksu.edu) at 785-532-4996.

By Motivating:
- Set a workplace-wide goal of having x% of employees test their homes. Encourage competition (inter-office, inter-group, or even an inter-office-floor contest) competition for the highest number of tested homes.
Ideas for Radon Outreach Activities (continued)

- Motivate employees by recognizing their efforts and offering prizes for participation. For example, you could offer a complimentary radon mitigation if a home tests above the EPA action level (consider partnering with a local mitigator at www.epa.gov/radon/radontest.html to possibly offset the cost of the mitigation). “Green” or “healthy home” products, such as non-toxic cleaning products, window sealing kits, energy saving light bulbs, or other practical products, are also good prizes.

Get the Word Out

Through the Media:
- Publicize your efforts by writing a press release or letter to the editor of a local newspaper, explaining your workplace’s initiative and the results of your collective efforts. Template press releases and letters are available at www.radonleaders.org/customizable_outreach_resources.

Through RadonLeaders.org:
- View and share stories and activities on RadonLeaders.org at www.radonleaders.org/nram/stories.

Basic Radon Facts

Radon fact sheets in English and Spanish are available for you to personalize and disseminate to your audience at www.radonleaders.org/fact_sheet.
Boost your efforts to educate your community about the dangers of radon throughout the entire year and the importance of radon testing, mitigation and radon-resistant new construction as part of a healthier lifestyle.

There are several key steps to conducting a successful radon outreach activity or event. These include:

1. Set goals for your activity/event
2. Plan your activities
3. Conduct your activity
4. Measure your results

Below we present ideas to help you think through, plan, conduct, and evaluate your activities.

1. Setting Your Goals

Whether you are conducting a single radon outreach event, or developing an entire radon risk reduction program for your community, it is important to set goals to define what you will achieve. Establishing goals will help you to think through which activities provide the most potential for reducing radon risk in your community.

Whenever possible, your goals should be measurable (meaning you have ways to track your progress against your goal) and should include a timeline for achievement. Examples of radon goals that might make sense for your community include:

- We are committed to testing 500 additional homes for radon in my community. To achieve this, we will hold three local events to educate the public about the dangers of radon reaching 300 people, and work with local media to direct people to our state radon hotline. As a result, we expect a 50 percent increase in local calls to the hotline, resulting in 700 discounted kits to be requested by interested homeowners.
- By 20XX, 25 percent of all homes in my community will have been tested for radon.

- By 20XX, 50 percent of homes in my community that have radon levels in excess of EPA’s action level of 4 picocuries per liter (pCi/L) will have been mitigated.
- By 20XX, 50 percent of all new homes in my community will be built using radon-resistant new construction techniques.

In order to establish your program goals, it is always a good idea to know your baseline (i.e. where you are starting from). Your local health department or state program may be able to provide you with information on the number of radon tests conducted in your area to date, the number of homes tested that have radon levels that exceed EPA’s radon action level of 4 picocuries per liter (pCi/L), and information on the number of new homes built in your area. This baseline information will help you set goals for your program and activities that are reasonable and attainable.

In addition to your overall program goals, it is important to establish other outputs and outcomes to measure the success of your activities. You might choose to measure:

- # of people attending an event.
- # of radon educational materials distributed.
- # of radon test kit coupons distributed and collected (redeemed).
- # of radon test kits distributed.
- # of calls to your or your state’s radon program.
- # of “hits” on your radon website.
- # of articles about radon published in local media (and how many people are reached).
- # of radon Public Service Announcements aired (and how many people are reached).
- # of proclamations or radon challenges issued.
- # of media interviews conducted.
- # of radon presentations given.

For every activity you plan, you should consider what you would like to measure and how each activity relates to your radon risk reduction goals. This information will help you determine which strategies produced the best results.
2. Planning Your Activities

Once you have decided on your goals and how you will measure your effectiveness, the next step is to plan your activities. The sooner you begin your planning, the more likely you will be able to secure the people and resources you need to have it be a success. Your activity plan should include:

- The action steps you will take to implement your activities.
- Assignment of responsibilities (i.e. who will help you in your efforts and what will they do).
- Timeline.
- Resources needed (i.e. what people, materials, or other resources will you need to plan and execute your event).

In planning your program or activity, there are several things you might want to consider:

- **Start Realistically.** It is better to have a successful small event than an unsuccessful large event. Know your available resources and the time you have available so you can plan an event that will maximize those resources. Your goal setting and planning should help you decide the best size event(s) for your community.

- **Meet Your Audience’s Needs.** When planning your event(s), keep in mind who you are trying to reach, how they like to receive information, and who they most trust on issues related to health. Locate your activity in a place that is convenient for your target audience and consider how best to promote it.

- **Identify Key Speakers and Participants Early.** If your event requires an expert speaker or local official (e.g. a mayor or local celebrity), the sooner you can contact them and get your event on their calendar, the better. Talk with members of your target audience to determine who they trust for their health information. You are more likely to get participants in your events if they are excited about the speakers. It is also a good idea to identify back-up speakers.

- **Promote Your Event Broadly.** As part of your planning, determine how you will publicize your event. Consider the outlets (media and other) and methods that are the most known to and trusted by your target audience. Determine what lead time outlets need in order to publicize your event. And remember, not everyone gets their information from the same source, so consider a variety of outlets for promoting your events.

- **Make Your Event Interactive.** Depending on your event, be sure to allow plenty of time for your participants to ask questions and to interact with your speakers and other experts. If your activity includes information on radon testing, be sure to have sample test kits available and to demonstrate how to use test kits. Events can also be a good opportunity to form alliances and get commitments from partners.

- **Have Plenty of Materials On-Hand.** From health fairs to press events, it is critical that you have enough materials available to meet your audience’s needs. Be sure to anticipate how many people will attend your event and to have materials on-hand for everyone. This is especially true for radon test kit coupons. Participants will be more likely to test if they can get a coupon onsite at your event. Also, people are more likely to attend events if they know they may receive free materials and giveaways. Publicize the free resources you will have at your event. (See pages 22-25 for a list of EPA materials that we will send to you at no cost. In addition, your state radon program may have radon informational materials and nominal giveaways for use at your event.)

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### Using Radon Test Kits to Track Results

You can use test kits to track your program results. To promote radon testing, customizable radon test kit coupons are available to community groups. Your community (or even a specific activity) can be assigned a specific test kit coupon number. For more information about the test kit coupon program, please contact Bruce Snead (bsnead@ksu.edu) at 785-532-4992 or Brian Hanson (bhanson@ksu.edu) at 785-532-4996.

You can also contact your local test kit manufacturer or provider for information on ordering test kits or test kit coupons with special codes or serial numbers linked to your activity or program. With tracking codes, you may be able to find out how many test kits were purchased and sent to the radon laboratory for analysis in addition to determining radon test results. Contact your state radon program, details available at [www.epa.gov/radon/whereyoulive.html](http://www.epa.gov/radon/whereyoulive.html), for more information about obtaining test kits from your state or from a radon testing company or laboratory in your area.
3. Implementing Your Plan
Once you have set your goals and made your plans, it is time to act! All of your advanced planning will help your radon outreach activities come off more smoothly.

**Successful events:**
- Are well publicized to ensure the target audience knows where and when the event is, how they get there, and what to expect.
- Have clear, achievable, and measurable goals.
- Involve careful, thoughtful planning.
- Have built-in mechanisms for tracking the activity’s success in relation to the established goals and objectives. (See the following section on measuring activity results.)

Keep in mind that increasing awareness and motivating people to take action takes time. Creating increased awareness about radon and the importance of radon testing will not happen overnight. However, each event that you plan or activity that you undertake will bring you closer to your goal of safeguarding your community’s health.

4. Measuring Your Results
Measuring the results of your program or activity is important for determining success. When measuring the success of your radon activities, ask yourself:
- How did my activities contribute to achieving my goals?
- What impact is my program or activity having in my community?
- How can the experience and the data I receive help me to improve my program?

- What other activities have proven to be the most effective in educating my community about radon and the importance of radon testing and mitigation?

Measuring results can be relatively simple depending on the activity or event. Consider administering a simple questionnaire or survey to participants. You can also use an event log or other tracking sheet at your event to keep track of:
- How many people attend (and their contact information).
- How many materials are distributed, especially if you are giving out radon test kits or test kit coupons.
- How many members of the press your event attracts and how much media coverage your event generates.
- How many requests for follow up or additional information you receive.
- How many people pledge to test their home for radon.

Ultimately, your goal is to achieve as many mitigations of high radon homes and new homes built radon-resistant as possible, as these are the long-term results that save lives. If your state program has reporting requirements, determine what data may be available to you. Use this information when setting your goals and measuring your results. You may also consider partnering with local mitigators and builders to host your events and activities and measure results of your outreach efforts. By helping you achieve your goals to educate the public about radon they will be helping create more demand for radon services—a possible win-win situation for everyone.
Radon Communication Tips

The following tips will help you develop radon messages and materials that will appeal to your audience.

- **Be accurate:** Scientific accuracy is vital to your program’s credibility and will help you achieve desired outcomes. Using EPA’s key messages will help you ensure that you are communicating the most accurate, up-to-date radon information. Please see Basic Radon Facts on page 3 for EPA’s key messages. You can also visit [www.epa.gov/radon](http://www.epa.gov/radon) for additional radon information.

- **Be credible:** Recent EPA market research revealed that many Americans respond more favorably to messages about radon when they are delivered by credible sources. This research informed EPA’s PSA campaign promoting the Surgeon General’s warning about radon and lung cancer. (Visit [www.epapsa.com](http://www.epapsa.com) for more information about radon PSAs.) Other familiar experts in your community can also be highly effective when communicating about radon. Think about credible sources including celebrities, government officials, health professionals, and other individuals or organizations who can effectively deliver radon messages in your community.

- **Be clear:** Keep it simple. Clear messages for lay audiences contain as few technical and scientific terms as possible. Eliminate any information that the audience does not need in order to take action against radon.

- **Be consistent:** Messages and graphics should reinforce each other, not send different signals. Make sure your messages and graphics are consistent across all your communications.

- **Be relevant to your audience:** One size does not fit all. Consider the needs of your different audiences when disseminating messages and materials. For example, if you are conducting outreach in a county with a large Spanish-speaking population, try to provide Spanish materials. Please visit [www.radonleaders.org/fact_sheet](http://www.radonleaders.org/fact_sheet) for a customizable Basic Radon Fact Sheet in Spanish.

- When conducting outreach to families with young children, you may want to combine radon messages with information about other children’s health issues that your organization addresses. Children’s Health Month in October would be an ideal time to bundle radon messages with other children’s health issues like asthma or lead.

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Web Communication Tips

Basic Website Tips

Whether you are updating your radon website or adding some new information about radon risk reduction, these basic guidelines will help you create appealing website content:

- Create content that is accurate, credible, consistent, and clear.
- Design pages with a clean and consistent design (e.g., a simple background, legible type, a few carefully selected colors, predictable headers).
- Utilize bullets to highlight main points and steer clear of large text blocks. Use plenty of white space to give readers’ eyes a break.
- Use captioned images that convey your message in graphical format.
- Use small graphic files to ensure fast display of pages.
- Make it easy for users to logically move from section to section with simple navigation tools (e.g., side or top bars).
- Track site usage and invite user response. Not only will you know more about activity on your site, but your users will feel more involved if given regular opportunities to submit comments.
- Visit www.usability.gov for more helpful tips on developing website content.

Social Media

Social media sites, like Facebook and Twitter, are great tools for raising awareness about radon and educating your audience about how to protect themselves.

Use the sample Facebook and Twitter messages below in your social media efforts, or create your own:

- Your family may be breathing radon, the second leading cause of lung cancer! Test your home for radon gas. 1.800.SOS.RADON. #cancer #radon
- People who don’t smoke can still get lung cancer. Protect your family. Test for radon. www.epa.gov/radon/radontest.html. #cancer #radon
- Help prevent radon-induced lung cancer. Protect your family and test your home for radon gas today! 1.800.SOS.RADON. #cancer #radon
- Did you know that radon is the second leading cause of lung cancer? Test your home today! www.epa.gov/radon/radontest.html. #cancer #radon
- Breathing radon gas can cause lung cancer. Protect your family by testing your home’s air today. 1.800.SOS.RADON. #cancer #radon

Sample social media messages are also available at www.radonleaders.org/social_media.

Re-postable Radon Blogs

Blogging is another great way to help raise awareness about radon in a longer format than social media messaging. Blogging also allows your audience to search for content on specific subject matters. EPA has a series of radon-related blogs available to be re-posted, with attribution, which can be found at http://blog.epa.gov/blog/?s=radon

A successful media outreach approach can increase the success of your event. The following tips will help you capture media attention for your radon activity, event, or program.

**Tell the radon story.**
The best way to gain the media’s attention is to provide facts about the dangers of radon to public health. Radon is the second leading cause of lung cancer, second only to smoking, and radon exposure is the number one cause of lung cancer among non-smokers.

- Remember to involve the media in all radon-related activities, such as testing demonstrations and poster contests.
- Invite the media to talk with people who have tested their homes for radon and successfully mitigated the radon problem, or whose homes were built radon-resistant.
- Arrange for interviews with doctors and other respected experts and spokespeople who can discuss the dangers of radon and steps to mitigate health risks.
- Plan a press conference at an “on-the-scene” location, such as at a home that will be tested for radon to demonstrate how easy it is to test and to provide the media with a visual for publicizing the issue.

Once you have designed an interesting event, there are a few general steps you can follow to ensure that you get the best coverage possible.

Please see pages 19-20 for more specific ideas on telling the radon story in your community.

**Build successful relationships with the media.**

- Establish a list of national and local media, taking note of beat reporters. Beat reporters are assigned to a specific area or topic, such as community health and science.
- Contact beat reporters and editors to introduce yourself and to establish a point of contact for information.
- Think of reporters as avenues for getting radon information to the public.

**Start with a good media list.**

**A good list is one that is relevant.** In choosing whom to approach, it is important to consider who is likely to want to tell your radon story, as well as whom you would like to do it. You may want to include small newspapers and community newsletters in addition to major newspapers and television and radio stations. While you want to cast a broad net, you do not want to waste time and resources with media outlets or reporters who are not right for the event.

At major newspapers and television and radio stations, in most cases, it is appropriate to contact the assignment desk or assignment editor. The assignment editor will usually give you the name and contact information for the beat reporter who covers topics related to radon.

In radio, you should contact the news director. Your local library may have a media guide listing names and addresses of the people you may want to contact. You can usually get this information from the website of the radio station as well. Be sure to get your contact’s email address. Many reporters prefer to get releases and other background materials by email rather than hard copy.

Please see page 20 for a list of relevant media outlets to consider.

**A good list is an accurate list.** Once you have developed a list of potential contacts to target, double check that list for accuracy by calling the publication or station. Call the main number to make sure the person you have selected to contact is still in that position, and that the contact information you have is accurate.

**Write a good pitch letter.**

After you have a targeted list of reporters and editors, you’ll need to write a pitch letter. The pitch letter alerts editors and reporters to your story and tells them why they should cover radon issues. Please check out the [www.radonleaders.org/pitch_letter](http://www.radonleaders.org/pitch_letter) for tips on writing a pitch letter.

**Write a press release.**

A well written press release can yield more media coverage than any amount of advertising could bring to radon. Please visit [www.radonleaders.org/press_releases](http://www.radonleaders.org/press_releases) for press release tips and a template press release.

**Write an op-ed or letter to the editor.**

Publications’ opinion sections are another great place to promote radon awareness. Author an op-ed describing your experience with radon and encourage others in the community to conduct radon tests. Writing an op-ed
introduces the publication’s readership to radon, puts a local angle on the issue, and helps readers learn what they can do to prevent exposure to radon. If the publication has written about radon or related topics recently, you can respond to the article with a letter to the editor. Please visit www.radonleaders.org/op-eds_letters for an op-ed template.

Develop a media kit. Make it as easy as possible for the media to do their jobs. Provide them with statistical information about radon from reputable sources and provide simple graphics if you have them. Anything you can do to make it easy for reporters to write a story will help. Put together a media kit with a full range of information about radon issues, testing and mitigation, radon-resistant new construction, and the specifics of your radon event. A media kit can include the following materials:

- Pitch letter
- Press release*
- Radon fact sheet*
- Radon materials order form*
- Biography or background information of speakers and experts available to talk about radon issues
- Proclamation*
- Calendar of events
- List of radon kit manufacturers and laboratories and their toll-free numbers
- List of local stores that carry radon kits, complete with contact information
- Your contact information
- State radon program contact information
- Website addresses as appropriate

Follow up. You’ve sent your materials out to the reporters and editors on your list and allowed time for them to look over the information. Now it’s time to make follow-up calls. During your follow-up calls, you should:

- Be prepared. Make notes for your calls and be prepared to take notes during the calls. Plan what you are going to say ahead of time and stick to it. Try to anticipate any questions or objections you might hear and have an answer prepared. Always remind the media that radon is a serious health risk that is easy to overlook because it is an odorless, invisible, and tasteless killer. Also remember to send the message that radon testing and mitigation is convenient and cost-effective.

- Be polite and brief. Editors and reporters are usually on a very tight schedule and they will appreciate it if you get right to the point. Identify yourself, tell them why you are calling, and offer to answer any questions they may have.

- Ask for coverage. After you have confirmed receipt of your letter and answered any questions, ask for coverage of your event.

Templates of these materials can be found at www.radonleaders.org/customizable_outreach_resources.

Remember these points.

Timing is everything. Consider the editor’s schedule when you place your calls. Newspapers are usually working on a mid-afternoon deadline for the next day, so late afternoon is the best time to call. Call the staff of noon news programs after 3:00 p.m. and call the evening news in the morning.

More than one call may be required. This is especially true with television stations. Often the assignments for a given day are not made until that morning. The station’s ability to send a crew to your event can be affected by other events taking place that day. If a media outlet has expressed interest in covering your event but has not committed to it, call on the day of the event and ask again for their coverage and remind them of the details.

Don’t get discouraged. You are competing against other story ideas and current events. You might feel as though you are getting the run-around. It’s possible that one person will tell you to speak to another or to call back at another time. If so, follow their directions. It is also possible that people will be short with you because they are busy. The best strategy is to be courteous, helpful, creative, and most of all, persistent. Remember that the media needs news to fill their programs and newspapers. Let them know why your story is worthy and make it as easy as you can for them to cover your issue and events.

Reporters may not attend your press conference as a matter of policy. This is where personal relationships help in convincing them to make an exception. However, if a reporter tells you in advance that he or she will not be able to make it to your press conference, send them a press release anyway and encourage them to use the information to build a story with their own sources. Determine the point of contact reporters may attempt to call for additional information and discuss with these individuals the importance of providing a clear message that emphasizes the health risks and the opportunities for managing the risks. The best way to establish good relationships with the media is to offer them opportunities for interesting and newsworthy stories. Offer a hard-to-get interview, local human interest stories, eye-catching visuals or pictures, and good audio for those in radio news. Always present your information as something that readers, listeners, and viewers deserve to learn.
**Telling Your Radon Story**

**How to Pitch a Story**
Pitching a news story to a reporter, editor, or producer can seem intimidating, but it is not difficult if you prepare yourself adequately. The most effective way to contact the media with a story idea is through a “pitch letter,” which provides the reporter or media with all the information they need to pursue the story.

Use the following tips to write a good pitch letter:

1. Email is often the best way to get your letter in front of the right person. Plan to follow up your email with a timely phone call.
2. Keep it short. Journalists don’t have much time to spend each day reading pitches. Begin your pitch with your most compelling information to grab the reader’s interest, and explain the story in just a few paragraphs. If you have a news peg (see below), make it clear at the beginning of the letter.
3. Provide all the information journalists need to cover the story. Make sure your pitch covers the “Who, What, When, Where, Why, and How” of the story. Include your contact information, list possible sources, and include any relevant background material. If you have written a press release, paste that into the email.
4. If you are pitching a broadcast outlet, remember that they are interested in gathering video footage. Tell them about possible photo-ops or events.

**News Pegs**
Journalists often look for “news pegs,” which make a discussion of a broad issue relevant to the moment and “newsworthy.” When trying to obtain coverage of radon issues, look for news pegs and point them out to the media when you speak to them. News pegs can be breaking news, or a simple event that brings a story into focus or makes it more timely. Below are some possible radon-related news pegs that can help frame other media pitches and guide your discussions with reporters.

- Death of someone from lung cancer that was thought to be radon-related.
- Any speech, rally, event, or meeting can be an opportunity to involve the press.
- Any national coverage of radon, cancer-causing agents, or other health/air-quality disaster can be an opportunity to remind readers that people can be exposed to a high level of radon every day, without knowing it. Local outlets look for ways to make national stories more relevant to local readers.
- Adoption of a radon-resistant new construction code.

**Radon Story Pitches**
Here are some ideas for pitching the radon story to your local health, parenting, real estate, government, and other media outlets.

**Nonsmokers Are at Risk for Lung Cancer** – Although many people may be concerned about cancer prevention, non-smokers may think they are not at risk for lung cancer. Is there someone in your area that has been diagnosed with lung cancer but never smoked? Work with local cancer advocacy groups to identify potential interviewees who would be willing to tell their stories. Tell the media about your spokesperson’s life, battles, and provide tips on testing for and reducing radon levels in homes and other buildings. **Pitch to: Health outlets**

**Preventing Radon Exposure Can Help Prolong Your Life** – Longevity is a popular consumer theme that can be leveraged to tell the radon story. Like diet, sleep, and exercise, having a healthy home and preventing radon exposure can have a positive effect on long-term health. This story would be particularly appealing to publications promoting natural health/lifestyles. **Pitch to: Health outlets**

**Prevent Radon for Healthier Homes** – Because most people spend so much time inside, homes typically account for a major share of exposures to toxics that are harmful for families. Unlike other environmental hazards like lead paint, mold, moisture, and pests, you can’t see or smell radon. Radon is a preventable health threat in the home. **Pitch to: Health, parenting, home/real estate outlets**

**Getting Your Home Ready for Winter** – When a home is closed up during cooler weather months, radon can soar to a harmful level. Winter is usually an ideal time to test a home for radon. Editors may be interested in including this information in tips, columns, or articles about getting one’s home ready for the winter. **Pitch to: Home/real estate outlets**

**Child-Proofing Your Home** – Radon is often an overlooked health threat for parents who are concerned about creating a safe environment for their infants and children. Babies and children spend most of their time indoors and they are especially vulnerable to environmental health threats. Editors may wish to include information about the dangers of radon into stories about baby/child-proofing or tips for home health and safety. **Pitch to: Parenting outlets**

**Radon Testing in Action** – If a well-known local business, organization, or government official is going to conduct a radon test, make it a media event. Invite the local press to observe the test beginning, and have officials and sources available for comment on the importance and ease of radon testing. When the test results are ready, invite the media back for an announcement of the results. **Pitch to: Local government, health outlets**
Personal Story – Have you tested your home for radon? Whether the test revealed an elevated level or not, offer to tell your story to the media. Remind them that you tested and describe why you tested. Did you do it for your children? Do you know someone who had lung cancer?

How are you taking action to fix your home if radon is present? A compelling, emotional angle to radon coverage helps put a human face on the issue. Pitch to: Health, home/real estate, parenting outlets

Media Outlets

Consider the following outlets for pitching your local radon story.

Health
- Local newspaper health reporter/health department
- Health producer at local news station
- Health reporter/producer at radio station
- Hospital medical newsletters
- Natural health publications
- Local retiree/senior publications
- To find other local health publications, reach out to your local hospital, clinic, gyms, and nursing/senior homes to see what publications they subscribe to or stock in their lobbies.

Local Government
- Metro section or local government reporters and columnists at newspapers, TV stations, and radio stations
- Local government website (city, county, state)
- Online bulletin boards for your neighborhood or town

Other Local Outlets
- Local consumer magazines like The Virginian, The Washingtonian, Cleveland Magazine.
- Local blogs are a top source for area outreach. Try to find a blog dedicated to covering local news, parenting, or local politics for radon outreach.
- Does your area include Hispanic or Asian media? Don’t forget to reach out to Spanish-language or other media targeted toward an ethnic or non-English-speaking demographic.
- If there is a university or college in your area, contact their student newspaper(s).
- Cable channels and public broadcasting often offer a variety of local home, parenting, or news programs that might be amenable to a discussion on radon.
- Check talk radio listings for similar local programming options.
- If you don’t get much response from local newspapers or broadcast outlets, try contacting their Web page staff. Often, outlets employ reporters for Web-only content.
For additional tips and tools to help you plan radon outreach activities for your community, visit www.radonleaders.org/customizable_outreach_resources.

On this Web page you will find:

- **Tips and Templates for Writing Press Releases**

- **Tips and Templates for Writing Op-Eds and Letters to the Editor**

- **Tips and Templates for Working with Your Local Officials**

- **Customizable Radon Fact Sheets in English and Spanish**
Home Buyers and Sellers Find Low Radon an Asset

NewsUSA (NU) - Are you buying your next home or selling your current home? The decision to do a radon test is just as important as settling the selling price or deciding whether to get a home inspection, according to Phil Jalbert with the U.S. EPA's Real Estate Team.

Most Americans acknowledge having heard about radon, Jalbert said. However, many people don't know that radon is a naturally occurring, odorless and colorless radioactive gas that comes from the decay of uranium, which is found in the soil and water.

Two scientific reports in 1998 confirmed that radon related lung cancer remains a serious public health problem. According to report author Dr. John Doull of the National Research Council, “Radon in [drinking] water does increase people's overall exposure… but radon in indoor air is the biggest public health threat.” Most of the risk is due to the transfer of the water borne radon into the indoor air and exposure through inhalation.

In addition, the National Academy of Sciences estimated 12 percent of lung cancer deaths are caused by radon each year. The Academy said that radon continues as the second leading cause of lung cancer death after smoking, and that very small exposures can result in lung cancer.

EPA recommends that people fix their homes when radon levels reach 4 picocuries per liter of air (pCi/L) or more – a level 10 times higher than the average outdoor level, or, 4 pCi/L or less.

Everything you need to know about radon can be found in EPA's Home Buyer's and Seller's Guide to Radon. You can also call your local health department for help. If you need a radon test kit, call 1-800-SOS-Radon, or check the phone book for local radon service providers.

Got a question about how to fix the radon in your home? Take a look at EPA's Consumer's Guide to Radon Reduction, and call the Consumer Research Council's radon fix-it hotline at 1-800-644-6999. You can also visit www.epa.gov/iaq or www.epa.gov/iaq/radon/pubs.html for online radon information. The Web site also lists state radon officers and their toll-free numbers for in-state callers.

Health Awareness

Living Greener And Breathing Healthier Air

(NAPS)—Living "green" is about more than just energy efficiency and recycling; it's also about giving your family a healthier home.

Breathing "greener" air means checking your home for radon, a leading indoor air problem. Breathing in high levels of radon indoors can lead to lung cancer—yet it is easily preventable. A simple home radon test can tell you if you have a problem. And if your home does have a high radon level, there are simple ways to reduce this radioactive gas and make your home's air safer.

What Is Radon?

Radon is an odorless, tasteless, colorless gas—that's also radioactive and can cause cancer. It comes from the natural breakdown of uranium in soil, rock and water and gets into the air you breathe. Radon can be found all over the U.S. It can get into any type of building—homes, offices and schools—and result in a high indoor radon level. But you and your family are most likely to get your greatest exposure at home, where you spend most of your time.

The Environmental Protection Agency (EPA) and the U.S. Surgeon General recommend that all homes in the U.S. be tested for radon. Testing is easy and inexpensive; you can order a test kit online, you can buy one at many home improvement centers, or from the National Safety Council by calling (800) 557-2366. Follow the directions on the packaging for the proper placement of the device and where to send the device after the test to get your reading.

Building Green

When building a new home, make sure to ask your builder about radon-resistant features. Radon-venting features are easy to install at the time of construction and will help make your home greener and healthier at the same time. Through its Living Healthy & Green campaign, the EPA encourages homeowners and builders to build healthier homes from the ground up.

To learn more, call the National Radon Information Line at (800) SOS-RADON or visit www.epa.gov/radon.

Did You Know?

The Environmental Protection Agency and the U.S. Surgeon General recommend that all homes in the U.S. be tested for radon. To learn more, call the National Radon Information Line at (800) SOS-RADON or visit www.epa.gov/radon.

The Living Healthy & Green campaign encourages homeowners and builders to construct radon-free homes. /// Living Greener And Breathing Healthier Air
EPA has both print and electronic materials available to you at no-cost. Some materials have limited quantities. Make sure you get your materials requests in early so you have them when you need them.

### Publication

**Basic Radon Facts**

Use the Basic Radon Fact Sheets in either English or Spanish to customize your radon outreach materials.

- PDF version: [www.radonleaders.org/fact_sheet](http://www.radonleaders.org/fact_sheet)

**Breathing Easy: What Home Buyers and Sellers Should Know About Radon**

This short, educational video covers how to address radon in residential real estate transactions. The primary audiences are home buyers and sellers, real estate sales agents, and brokers. Home inspectors, mortgage lenders, other real estate practitioners, and radon services providers will also find the video helpful. This publication is available in VHS, CD and DVD. [EPA 402-V-02-003 (TRT 13.10)]

**Building Radon Out: A Step-by-Step Guide on How to Build Radon-Resistant Homes**

This 81-page, fully illustrated guide contains all the information you need to educate home builders about radon-resistant new construction (RRNC). [EPA 402-K-01-002, April 2001]

- PDF version: [www.epa.gov/radon/pdfs/buildradonout.pdf](http://www.epa.gov/radon/pdfs/buildradonout.pdf)

**Buying a New Home: How to Protect Your Family From Radon**

This introductory brochure provides basic information on radon-resistant construction in new homes. [EPA 402-F-98-008, April 1998]

- HTML version: [www.epa.gov/radon/pubs/rrnc-tri.html](http://www.epa.gov/radon/pubs/rrnc-tri.html)

**A Citizen’s Guide to Radon: The guide to protecting yourself and your family from radon**

This recently revised guidance offers strategies for testing your home for radon and addresses what steps to take after you have tested, the risk of radon, and radon myths. [EPA 302-K-09/001, Revised January 2009]

- HTML version: [www.epa.gov/radon/pubs/citguide.html](http://www.epa.gov/radon/pubs/citguide.html)
- PDF version: [www.epa.gov/radon/pdfs/citizensguide.pdf](http://www.epa.gov/radon/pdfs/citizensguide.pdf)

**Consumer’s Guide to Radon Reduction: How to Fix Your Home**

This recently revised booklet is for people who have tested their home for radon and confirmed that they have elevated radon levels. [EPA 402/K-10/005, September 2010]

- HTML version: [www.epa.gov/radon/pubs/consguid.html](http://www.epa.gov/radon/pubs/consguid.html)
- PDF version: [www.epa.gov/radon/pdfs/consguid.pdf](http://www.epa.gov/radon/pdfs/consguid.pdf)

**El Radón: Guía para su protección y la de su familia**


- HTML version: [www.epa.gov/radon/pubs/elradon.html](http://www.epa.gov/radon/pubs/elradon.html)

**EPA Map of Radon Zones**

The purpose of this map is to assist national, state, and local organizations to target their resources and to implement radon-resistant building codes. This map is not intended to be used to determine if a home in a given zone should be tested for radon. Homes with elevated levels of radon have been found in all three zones. All homes should be tested regardless of geographic location. [EPA 402-F-93-013]

- Print-quality versions in JPG and PDF: [www.epa.gov/radon/zonemap.html](http://www.epa.gov/radon/zonemap.html)
<table>
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| **Radon Materials Order Form**                                           | **Guía del Radon para el Comprador y Vendedor de Viviendas**  
| **Home Buyer’s and Seller’s Guide to Radon**                             | This booklet is intended for anyone who is buying or selling a home, real estate and relocation professionals, home inspectors, and others. [EPA 402/K-09/002, January 2009]                                                 |                                                                              | www.epa.gov/radon/pubs/hmbyguid.html          | www.epa.gov/radon/pdfs/hmbyguid.pdf            |
| **Learning About Radon A Part Of Nature**                                | Written for Native Americans, this 18-page booklet discusses radon’s place in the world, the basics on testing, and how homes can be fixed to reduce radon levels. [EPA 402-K-02-002, February 2002] |                                                                              | www.epa.gov/radon/pdfs/learning_about_radon.pdf |                                                  |
| **Technical Support Document for the 1992 Citizen’s Guide to Radon**      | The document summarizes extensive technical analyses of the data that have been gathered over the past years.                                                                                                  |                                                                              | www.epa.gov/radon/pubs/index.html             |                                                  |
| **Local Efforts to Reduce Exposure to Radon**                            | Every day in the United States someone is exposed to radon gas in their home. EPA and its partners are working to inform and educate citizens of the dangers associated with exposure to radon gas. Read about some outstanding examples and lessons learned of the successes achieved. |                                                                              | www.epa.gov/radon/pdfs/success_stories.pdf     |                                                  |
| **Passive Radon Control System for New Construction**                    | These architectural drawings are intended for use by architects, homebuilders, designers, radon mitigators and other interested in the installation of passive radon control systems in one and two-family dwellings. |                                                                              | www.epa.gov/radon/pdfs/archdraw.pdf           |                                                  |
| **Model Standards and Techniques for Control of Radon in New Residential Buildings** | This document is intended to serve as a model for use by the Model Code Organizations, States and other jurisdictions as they develop and adopt building codes, appendices to codes, or standards specifically applicable to their unique local or regional radon control requirements. |                                                                              | www.epa.gov/radon/pubs/newconst.html           | www.epa.gov/radon/pdfs/model_standards.pdf      |
Radon Materials Order Form (continued)

Publication

Managing Radon in Schools
As part of an effective IAQ management program, schools should test for radon to know if radon levels are elevated — and if so, reduce risks to occupants through radon mitigation. Many schools have successfully applied radon mitigation strategies to control indoor radon levels.

• HTML version: www.epa.gov/iaq/schools/managing_radon.html
• PDF version: www.epa.gov/iaq/schools/pdfs/kit/managing_radon.pdf

Radon Measurement in Schools (Revised Edition - Second Printing)
This report was prepared to provide school administrators and facilities managers with instructions on how to test for the presence of radon. The findings from EPA's comprehensive studies of radon measurements in schools were incorporated into these recommendations. This report superseded Radon Measurements in Schools - An Interim Report.

• PDF version: www.epa.gov/radon/pdfs/radon_measurement_in_schools.pdf
(This document is only available online)

Radon Prevention in the Design and Construction of Schools and Other Large Buildings
It is typically easier and much less expensive to design and construct a new building with radon-resistant and/or easy-to-mitigate features, than to add these features after the building is completed and occupied.

• Get this document from NSCEP

Reducing Radon in Schools: A Team Approach
This document will assist you in determining the best way to reduce elevated radon levels found in a school. It is designed to guide you through the process of confirming a radon problem, selecting the best mitigation strategy, and directing the efforts of a multidisciplinary team assembled to address elevated radon levels in a way that will contribute to the improvement of the overall indoor air quality of the school.

• Get this document from NSCEP

ASTM E2121-12 Standard Practice for Radon Mitigation Systems in Existing Low-Rise Residential Buildings
A single free printed copy of ASTM E 2121-09 is available from EPA upon request. Use EPA's document number (402-K-10-007) when ordering. Copies of E2121-09 may be purchased from ASTM International, or from the American National Standards Institute.

Protocol for Conducting Radon and Radon Decay Product Measurements in Multifamily Buildings (MAMF-2010)

• To purchase a copy, visit www.aarst.org/bookstore.shtml

Radon Reduction Techniques for Existing Detached Houses: Technical Guidance (Third Edition) for Active Soil Depressurization Systems
This technical guidance document has been prepared to serve as a comprehensive aid in the detailed selection, design, installation, and operation of indoor radon reduction measures for existing houses based on active soil depressurization techniques. It is intended for use by radon mitigation contractors, building contractors, concerned homeowners, state and local officials and other interested persons. Office of Research and Development

• Use EPA's document number [EPA 625/R-93-011, October 1993] when ordering.

Indoor Radon and Radon Decay Product Measurement Device Protocols
This document provides information, recommendations, and technological guidance for anyone providing measurement services using 15 radon and radon decay product measurement methods. These protocols provide method-specific technological guidance that can be used as the basis for standard operating procedures.

• HTML version: www.epa.gov/radon/pubs/device_protocols.html
Radon Materials Order Form (continued)

Publication

Protocols for Radon and Radon Decay Product Measurements in Homes
This document presents the U.S. EPA's technical guidance for measuring radon concentrations in residences. It contains protocols for measuring radon for the purpose of deciding on the need for remedial action, as presented in the 1992 A Citizen’s Guide to Radon, and in the Home Buyer’s and Seller’s Guide to Radon.

• PDF version: www.epa.gov/radon/pdfs/homes_protocols.pdf

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• You may also order the EPA materials listed in the Radon Outreach Kit by contacting:
  National Service Center for Environmental Publications (NSCEP)
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  (800) 490-9198 (Monday through Friday from 9:00 a.m. – 5:30 p.m. eastern time)

For Further Information:

• Contact your state radon program director, available at www.epa.gov/radon/whereyoulive.html, to find out about additional radon materials to help you educate your community.