

New Radon Outreach Tools for January 2010 and Beyond  
20 October 2009  
Webinar Questions & Answers

**Radon Radio**

Q: What is a good source / website to track all federal and state level radon legislative efforts?  
(For us to communicate to our clients)

*Environmental Law Institute [http://www.eli.org/Program\\_Areas/Radon/index.cfm](http://www.eli.org/Program_Areas/Radon/index.cfm) and [http://www.eli.org/Program\\_Areas/iaq\\_databases.cfm](http://www.eli.org/Program_Areas/iaq_databases.cfm).*

Q: How effective were these PSAs in 2009? I've heard mixed messages from radio stations in CO, in terms of how often they're actually aired. So I'm curious as to how this is working in other states.

*Unlike the national PSAs, it is not possible to code or "footprint" them to track airplay. Airplay is targeted to three radio stations in the legislator's listening area only. State radon programs will be provided a list of the participating legislator and targeted stations if they have ideas for additional follow-up to promote airplay.*

Q: Do we have legislators from Colorado who recorded PSA's?

*No legislator from CO recorded this year.*

Q: Do you have any stats on how many of these PSAs actually were aired by the 25 radio stations that you mailed to for each state?

*Only anecdotal.*

Q: How can we get a list of the stations in our area that will be playing the PSAs as well as which legislators in our area recorded PSAs? Would we contact our State Radon Program?

*State radon programs will be sent the list of stations in mid- November. The list will also be posted at [radonleaders.org](http://radonleaders.org) in mid-November. You can e-mail me directly if you can't get it otherwise at [shimek.susie@epa.gov](mailto:shimek.susie@epa.gov)*

Q: Will the State Program Coordinators get copies of their state legislator's recordings?  
*Yes. States will be sent a master copy with the recordings in mid to late November.*

Q: Any plans to actually meet with radio stations to increase chances of them running those PSAs?

*Not from the national level, but we encourage states or locals radon managers or professionals to do just that. Also, if you have a radon event planned in an area where a legislator PSA recorded, consider inviting them as an official visitor. Other ideas have been press*

*announcements about the legislator PSAs as part of NRAM or asking a legislator to recognize the State radon poster contest winner at a legislative assembly or local awards ceremony.*

Q: Can AARST Chapter Presidents get the list of PSA recipients as well?

*Yes. Visit [radonleaders.org](http://radonleaders.org) in mid-November. AARST lead this activity with other partners and will have information as it becomes available.*

### **AARST Activities for NRAM**

Q: Why has EPA not tried to work with the ACS Relay for Life?

*Angel Price initiated this activity. We applaud her good work and encourage others to find out more from her about how to organize local relay teams and use this event for awareness and action. Perhaps Angel could post a "how to" blog on [radonleaders.org](http://radonleaders.org) so others can ask questions about how to get started. Similarly, anyone experienced with or interested in this activity is welcomed to offer ideas and assistance for how EPA and others can get involved.*

Q: Do you want LC victims to contact your organization directly? What do you want them to do to help get the message out?

*Yes, CanSAR has a program to educate lung cancer victims and their family members on the dangers of radon exposure, while also providing free test kits to individuals who sign up through the CanSAR Registry. The registry can be accessed through the <http://cansar.org> website.*

*Anyone seeking information can contact CanSAR directly by sending an email to Gloria Linnertz at [gloria@cansar.org](mailto:gloria@cansar.org) or Liz Hoffman at [liz@cansar.org](mailto:liz@cansar.org). Once individuals register with CanSAR, they are contacted and are asked to write their story which can be used in CanSAR messages aimed at increasing radon awareness and saving lives. Their stories and photos are posted on the CanSAR website.*

*The website is currently being reorganized and will soon have helpful links for lung cancer victims who seek comfort and communication with others who have or are going through similar situations. CanSAR will have suggestions on how they or their families can take an active role in helping to prevent other radon-induced lung cancer victims. Many additions are planned for the new website, so please watch for the announcement of the unveiling on [radonleaders.org](http://radonleaders.org).*

Q: How come there is no chapter in CO? Are any future CO chapters forthcoming?

*Yes, there is definitely interest in either reforming the Rocky Mountain Chapter or setting up a new Chapter in Colorado. The AARST liaison for Chapter development is Nicole Chazaud. Nicole can be contacted by email at [nchazaud@myfairpoint.net](mailto:nchazaud@myfairpoint.net).*

Q: How will you coordinate with SIRG programs who are already working toward state, county and city proclamations for 2009 NRAM?

*AARST will encourage its members to contact and coordinate with lead state radon contacts before making any requests to elected officials for proclamations. In states with established AARST chapters, we encourage lead state radon contacts to communicate with AARST chapter presidents about plans for radon action month communications including proclamations.*

Q: Are the CanSAR shirts available for state programs to purchase?

*Yes, there are plans to make the Reduce Radon t-shirts available to interested parties. The success and interest in the shirts has increased since the meeting in St. Louis and we are currently developing a plan on how the shirts can be ordered and for distributed. The current contact for the t-shirts is Calvin Murphy, who can be contacted at [calvin@Alliedradon.com](mailto:calvin@Alliedradon.com).*

### **Media Campaigns**

Q: Can we personalize the web banner or ad from Eddie's story?

*When the materials are posted in Mid-November please contact TVAccess, who runs EPAPSA.com, to discuss options for personalizing the web banners or print ad. Unfortunately the video itself cannot be personalized.*

Q: If we have a LC story and no funds to do a video what options do we have to do something similar?

*We would suggest contacting CanSAR. Visit [www.cansar.org](http://www.cansar.org) for more information and to contact CanSAR.*

Q: Who can I contact for high-resolution graphics for large bus posters that can be customized?

*These are available for the GreenSox campaign (not Eddie's Story currently). Visit [EPAPSA.com](http://EPAPSA.com) to order.*

### **Other Questions**

Q: To post a NRAM event, must it only be in January or could it include Nov. and Dec. events that may be a precursor of NRAM?

*As in past years, events and activities occurring in the fall that build momentum toward January may be posted, along with the January events. EPA will make an announcement of an early/mid-February cut-off date for postings through January for results reporting purposes.*

Q: When was Radon Gas discovered? When were campaigns started to let everyone know of Radon Gas?

*Radon was first discovered in 1900 and the first major studies of radon and health occurred in the early 60s. The first national media campaign for TV and radio was in 1990. It was called X-RAY*