

# National Radon Action Month Webinar

## *State Radon Program Innovative Approaches*

October 21, 2008; 1:00 PM – 2:30 PM (EST)

Participants: Over 130 radon leaders.

## Questions & Answers

### Polling Questions

The Polling Questions were directed to all Webinar participants during the Webinar. Responses were tabulated and announced during the Webinar.

#### **Polling Question 1**

Does your organization plan to localize the Green Sox campaign for your community? (78% of participants voted)

- Yes = 37%
- No = 13%
- Maybe = 50%

#### **Polling Question 2**

Does your organization take orders for radon test kits? (Didn't get percentage of voters that participated)

- Yes, we take orders by phone = 30%
- Yes, we take orders by U.S. Postal Mail = 8%
- Yes, we take orders via our Web site = 9%
- No, we don't take orders = 52%

#### **Polling Question 3**

Will your organization consider conducting a radon campaign targeted to employees in 2009? (Didn't get percentage of voters that participated)

- Yes = 54%
- No = 16%
- Maybe = 30%

#### **Polling Question 4**

Have you partnered with a local utility company? (Didn't get percentage of voters that participated)

- Yes = 14%
- No = 86%

#### **Polling Question 5**

Has your organization reached out to physicians and pediatricians? (63% of participants voted)

- Yes = 32%

- No = 68%

## Audience Questions

With few exceptions, the questions listed below were received from Webinar participants during the Webinar, and responses were provided by Webinar speakers following the Webinar.

### Media & Materials

Contact: Kristy Miller or The Cadmus Group

- Is the customization of the PSAs [Public Service Announcements] available for county health departments or just at the state level? Also, what qualifies as a high resolution logo?

*Yes, a local health department can localize the print PSAs with a Logo, IF it meets the following criteria: Must be camera-Ready, High-Resolution (e-file), Professionally Graphically Designed (no amateur/homemade or copied logos, please).*

- Would sending info to Cadmus also modify the radio ads?

*Sorry, only the TV and print ads can be localized, not radio.*

- When will these PSAs be available?

*The PSAs will be available in November.*

- Question for Susie Shimek: When should we expect our pix with Fuad from the Las Vegas Conference--AARST side?

*These should be available in early November. We'll send an email and post them on RadonLeaders.org.*

- Are the 'sock it to radon' socks available for outreach activities?

*Sorry, not in large quantities. You are welcome to have your own sox made and customized.*

- Where can we get these promotional tools?

*Please contact [radonevents@cadmusgroup.com](mailto:radonevents@cadmusgroup.com) for the tools.*

- Could the EPA provide mitigation and testing contractors or members of AARST with information about National Radon Action Month that we could provide to radio, TV, and newspapers in our local area to encourage them to run the PSAs?

*We will be posting this information on the National Radon Action Month Web site in November, and also including a link on RadonLeaders.org.*

- What is MOR?

*"Middle of the Road" format station*

### Missouri, "Ordering Test Kits Online"

Contact: Carol Bell

- I was curious where the money came from to provide the test kits and what it cost Missouri's program. Where did you get the test kits from and what did it cost?

*We used some of our SIRG [EPA's State Indoor Radon Grants] funds (and supplemented it with general revenue monies) to purchase radon test kits. Our state purchasing unit issued a "request for bids" and we bought a large quantity from the lowest bidder.*

*The short-term test kits were purchased with postage paid return labels from Air Chek Inc at the bid price of slightly more than \$3.00 per kit.*

- How many staff does the radon program have?

*We have four full-time staff members; however, three of them have indoor air quality responsibilities in addition to radon.*

- Are you following up to find out if testers have their homes tested high are they mitigating the house?

*Our goal is to send follow-up letters to the affected homeowners asking if they have mitigated and, if not, was it because of the cost involved or other factors. We plan to do this mailing sometime in January (after the Christmas mailing rush).*

- Given that the top half of Missouri was Zone 1 on the original map, how do you plan on addressing potential elevated radon concentrations in that area?

*We will continue to encourage all Missouri residents to test their home for radon regardless of where they live. Elevated radon levels have been reported in all three EPA zones throughout our state. The only way to know what the radon level is in your own home is to test.*

- Are kits free to Missouri citizens? You did not include the ability to answer both by phone and by Web site.

*Short-term radon test kits are free to Missouri residents. They can receive a test kit by calling us, registering via our on-line form, or completing a postcard to receive a free test kit.*

## Utah, "Distributing Test Kits to State Employees"

Contact: John Hultquist

- For State of Utah: What are the drawbacks with having an event where test kits are handed out to employees in person, rather than having them order them online?

*I believe that staff time and resources would be the drawbacks to an event or events where state employees could receive test kits. I'm not aware of any event or gathering where all or a large portion of state employees get together, therefore, the radon coordinator would be going from event to event to distribute test kits. This would take up a lot of man hours, whereas online allows for convenience and cost savings.*

- Love the idea of pairing it with the mercury and household hazardous waste collection events! Why do you think that works so well?

*The state radon program believes individuals who are actively promoting a healthy environment at the home would be interested in air quality issues including radon testing. This is a new idea by the radon program. Most local health districts in Utah (there are 12 of them) put on household*

*hazardous waste collection events. We don't know if it will work well, but having someone from the local health district give out test kits during collection events appears to be a collaborative partnership with the local health districts worth looking into.*

- Would you consider charging for the kits to generate program income?

*The State cannot charge to generate income for the program.*

- Most of the time we hear much lower return rates than 50% for free kits. To what do you attribute the high return rate?

*Clarification regarding the numbers, of those who received test kits, only 27 were returned for and received an analytical result (approx. 20%). This return rate appears to be similar to other test kit outreach activities.*

- Did you or will you try to track mitigations from these free tests?

*Once the reminder notices (postcards or emails) are sent out and results come back. The radon program was going to e-mail a questionnaire out to those whose result was greater than 4 pCi/L as to what action was taken. Right now, there are only 4 results that came back greater than EPA's action level, and we have not tracked mitigations regarding these 4 test results.*

## Tennessee, "Partnering with Electric Utility Cooperatives"

Contact: Kathy Glapa

- Does Tennessee maintain a radon Web site with listings of Certified Radon Professionals doing business in the statistics?

*Our website is [www.tn.gov/environment/ea/radon](http://www.tn.gov/environment/ea/radon)*

*There we have a link for related links. This link is where the consumer can go to NEHA which gives the most up to date list of Certified Radon Professionals in TN.*

- Does Tennessee do short-term or year-long testing?

*The state of Tennessee provides free short-term test kits to Tennessee Residents at first. Then if their test comes back above 4.0 and they call us, we will provide them with a long term test if they live in a karst area in TN.*

- Could you share the form used that people filled out when they requested a test kit?

*The form that we use for residents to fill out to request a test kit is available in English and Spanish on our Web site.*

- Of the 4,000 requests, what was the testing rate?

*We had over a 50% test rate return. This was due in part to us doing a reminder e-mail 3-4 months later reminding the ones that have not tested to do so. I have also attached that postcard to the email.*

## New York, "Reaching Out to Physicians and Pediatricians"

Contact: Nikolas Webster

- How many doctors responded to the mail out of 3,000 packets? Did they have an evaluation form for the residents, and how was it received?

*I initially contacted about 1,500 doctors and received about 60 responses. When I sent a letter to them explaining the pilot project that I was starting, I included an information sheet with questions on it that would help us better prepare for each office that wanted to participate (i.e., how many packets would you like, would you like them delivered yearly or quarterly).*

- Has anyone tried the State or national HMOs or health insurance organizations for radon pamphlets in lobbies or doctors offices?

*We have not tried that yet, but have been working with the United Health Services to provide outreach at health fairs under the Public Information Program from SIRG.*

- Do you provide duplicate test kits or just screening?

*The test kits that the patients/residents were applying for were for sale for \$6.75 each through our program. When the resident receives the results of the test, the NYSDOH phone number is on there and if the levels are at or above 4.0pCi/L, it is recommended to perform another radon test. We do provide free test kits if a resident's radon level is at or above 20.0pCi/L.*

- AARST has prepared a brochure for Doctors offices. Can NYS utilize this brochure?

*We would be more than happy to take a look at it. Currently we are using the EPA's Physicians Guide with new EPA radon risk levels.*

- In North Carolina we are starting a Radon Baby Program and we are creating a brochure about radon to place in the welcome baby package for expectant parents for ob offices.

*New York also has a newborn radon project that was initiated in 2003 and is still continuing and growing. We send about 20,000 free radon applications per year out to hospitals in Zone 1 EPA counties of NY for distribution to new parents. The project is expanding out to new counties and new hospitals covering a larger portion of New York.*

## Miscellaneous

- When is the National Radon Action Month?

*National Radon Action Month is in January.*

- When is EPA going to update the Physician's Guide to Radon?

*At this time EPA has no plans to update the Physician's Guide to Radon due to limited resources. However, EPA may consider developing a shorter, updated version for posting to EPA's Web site.*

- What if you live in a state where kits are not readily available?

*Test kits can be ordered at 1-800-SOS-Radon from anywhere in the country.*

- So far, everyone has implemented FREE test kit programs. Have you considered charging a fee to increase response rate and generate program income?

*Missouri Response: without enabling legislation, any money collected would go to our General Revenue fund and not back to the program.*

- Would you make sure to send out the information on [www.fertiledata.com](http://www.fertiledata.com)?

*See the Webinar slides. Go to the Web site to generate a report, ID: Radon, PW: Media Results*

- Will we be able to print a copy of today's webinar?

*Yes, we will make the Webinar slides available after the presentation.*

- Will these slides be available for us to print?

*Yes, they will be available after the presentation.*

- There are a lot of email addresses and websites in these presentations...will you mail out copies of the PPT to participants?

*Yes, slides will be available after the presentation.*

- I am a radon mitigation contractor in Virginia. How could states work with mitigation and testing contractors to promote National Radon Action Month?

*Please post this question in the RadonLeaders.org forums, which reaches both groups.*

- When sending test kits by mail, doesn't the expense of mailing them get fairly high?

*Please post this question in the RadonLeaders.org forums.*

- What about testing building materials in the home for radon?

*Please visit [www.epa.gov/radon](http://www.epa.gov/radon) and click on the "Frequent Questions" item in the menu bar on the left for relevant questions and answers. Also consider posting this question in the RadonLeaders.org forums.*