

Radon Action Partnership Packet



Radon Action Partnership Packet 2012

Activities for Lung Cancer Awareness Month, Radon Action Week, Radon Action Month, and Throughout the Year

Thank you for your interest in being a partner in New Jersey's radon outreach efforts. Your efforts can help prevent radon-related lung cancer in your community.

Following are some examples of activities and events used by municipalities in the past which were found to be very effective for increasing local radon awareness:

- Brief articles or announcements on radon can be included in municipal newsletters, local newspapers, and on websites.
- Mayors or other local leaders can test their homes for radon, and invite local media to cover the story.
- Mayors and schools superintendents can distribute memoranda to municipal and school employees encouraging them to test.
- Radon displays can be set up at malls or popular retail stores, local libraries, supermarkets, public schools, the town hall or other public areas. The display can simply be a poster with radon informational materials tacked on, or a table where radon informational material is placed for public distribution.
- Civic groups, clubs, religious organizations, and other profit and non-profit organizations, can be asked to make announcements at their regular meetings about the importance of radon testing in the community. A brief statement could be included with newsletters and bulletins, such as "Radon causes as many as 500 lung cancer deaths in New Jersey each year. To protect your family, remember to test your home for radon. Radon mitigation systems can be easily installed where needed. For further information, contact the New Jersey Department of Environmental Protection's Radon Program at (800) 648-0394 or visit www.njradon.org."
- The Chamber of Commerce or other civic groups that provide "welcome packages" to new residents can be asked to include radon informational material in the packages.
- Hospitals and doctors' offices can display radon posters and other informational materials in their waiting rooms.
- Hospitals or health departments could promote radon awareness along with other health-related activities such as maternity, wellness, blood screening, immunization programs, or health fairs.

- Presentations can be conducted by civic and other organizations at their regular meetings, using the slide shows provided by the DEP or EPA.
- Find out if your health department provides test kits at reduced prices (some do), and publicize this fact through flyers or media releases.
- Leaders of scout troops or other youth groups may be interested in discussing radon and distributing radon information. Getting young people involved is particularly effective because they bring home the message to their families.
- Contacts can be made with local radio and television stations to see if they would develop or air public service announcements (PSAs) on radon. PSAs can also be obtained from the DEP, as well as from the EPA (www.epapsa.com) for television and radio, or can be developed using local personalities. In addition, written PSAs can be placed in newspapers.

Sample Proclamation

PROCLAMATION

WHEREAS, radon is a naturally occurring radioactive gas that is the second leading cause of lung cancer, causing as many as 500 lung cancer deaths annually in New Jersey; and

WHEREAS, elevated radon levels are found in many homes and pose a serious health threat to families residing in these homes; and

WHEREAS, any home may have high levels of radon -- even if neighboring homes do not; and

WHEREAS, radon testing is easy and inexpensive -- and elevated levels of radon can be effectively reduced at the cost of a typical home repair; and

WHEREAS, a significant number of homes in [municipality name] have elevated levels of radon;

WHEREAS, by mitigating homes with radon concentrations at or above 4 pCi/L in New Jersey, 140-250 lives are saved annually.

NOW, THEREFORE, I, [Mayor's name], Mayor of [municipality name], on behalf of the [municipality name] Town Council and residents of [municipality name], do hereby proclaim the week [or month] of _____, 20__, as

RADON ACTION WEEK [OR MONTH]

in the Township of [municipality name] and call upon all residents who have not yet tested to test their homes for radon and to reduce radon levels if elevated levels are found, to protect their families from the serious health risk of radon.

Signed this ___th day of _____, 20__.

[Mayor's name]

Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT: [Name & Phone Number]

[Municipality name] ANNOUNCES RADON ACTION WEEK [OR MONTH]

[Your community, state, date] -- [Mayor's name] announced today that [dates] has been designated Radon Action Week [or Month] by [municipality], in cooperation with the New Jersey Department of Environmental Protection (DEP) Radon Program.

In announcing Radon Action Week [or Month] [Mayor's name] said, "Radon is a serious health risk. It is the second leading cause of lung cancer -- and the leading cause of lung cancer among non-smokers. But because radon is invisible and odorless it is easy to ignore this potential hazard in our own homes."

Radon is a radioactive gas that occurs naturally when uranium and radium break down in the soil and in rock formations. Radon gas moves up through the soil and finds its way into homes through cracks in the foundation and openings around pumps, pipes and drains.

"A significant number [or __percent (the percentage can be found in the DEP's Radon Tier Report – call (800) 648-0394)] of homes in [municipality name] are predicted to be above the acceptable limits for radon," [Mayor or other official] said. "We would like to see as many homes tested as possible, to reduce the radon risk in [municipality name]."

During Radon Action Week [or Month], [municipality name] will provide radon information at the following locations and events: [List areas where information will be available, and any radon-related events, such as presentations].

Radon is measured in picoCuries per liter (pCi/L) of air. The average U.S. indoor level is 1.3 pCi/L. At 4 pCi/L, the risk of lung cancer from radon is greater than the risk from fire or other home accidents. The U.S. Environmental Protection Agency and the DEP recommend that action be taken to reduce radon levels if the level in the home is greater than or equal to 4 pCi/L.

Fortunately, testing for radon is simple and inexpensive. The DEP Radon Program can provide a list of certified companies that provide testing services or do-it-yourself test kits – residents can contact the Program at (800) 648-0394 or www.njradon.org. Test kits can also be obtained from many hardware stores and health departments. [Mention if the local health department sells test kits].

If the test indicates a radon problem, radon mitigation systems can be installed at a cost similar to that of other home repairs. A list of certified mitigation companies is also available from the Radon Program.

For more information on radon, contact [municipality contact and phone number] or the DEP Radon Program at (800) 648-0394 or visit www.njradon.org.

Free Radon Action Partnership Materials

# Requested	Item
_____	“Living Green Starts from the Ground Up”- A 4”x9” two-sided health card (Max order: 100)
_____	“Radon Information for Home Buyers and Sellers” brochure (Max order: 50)
_____	“Radon Information You Should Know” brochure (Max order: 50)
_____	“Take the Radon Test” – Short quiz that covers a few misconceptions about radon. (Max order: 50)
_____	New Jersey Radon Potential Map – A one page map showing the three levels of radon potential. (Max order: 25)
_____	Give-Aways- For special events (based on availability; total of all give-aways not to exceed 50) __ Magnetic Clips __ Jar Openers __ Pencils __ Magnets

Mailing Address:

Municipality:

Contact Name:

Contact Phone Number:

Contact Email:

Send Request via email, fax or mail to:

**Linda Jordan, Outreach Coordinator
New Jersey Department of Environmental Protection, Radon Section
Mail Code 25-01
PO Box 420
Trenton, NJ 08625-0420
(800) 648-0394, or fax (609) 984-5595
linda.jordan@dep.state.nj.us**

Please list below any events or activities you are planning for Radon Action Month and throughout the year: (attach additional sheets if necessary)

Don't forget to submit your activities and gain national recognition for your efforts simply by joining the RadonLeaders.org community at www.radonleaders.org/nram. Just click on the Add Your NRAM Activity link located in blue on the right side of the page. Registration is quick and easy. RadonLeaders.org connects radon stakeholders through interactive tools including discussion forums, as well as maps to track where activities are taking place throughout the country, and provides access to other available resources to help facilitate action and radon risk reduction.