

National Collaborative Radon Campaign

“Take Action on Radon”

Presented by: **Connie Choy, Ontario Lung Association**
& **Heather Farquharson, Summerhill Impact**
Radon Symposium - May 1, 2014



Highlights

- ▶ **“Take Action on Radon” partners and overview**
- ▶ **Radon Action Month**
- ▶ **Stakeholder engagement**
- ▶ **Website development**
- ▶ **Year 1 launch and media attention**
- ▶ **The long-term plan**

“Take Action on Radon” Partners

THE  LUNG ASSOCIATION™
L'ASSOCIATION PULMONAIRE
New Brunswick/Nouveau-Brunswick

THE  LUNG ASSOCIATION™
Ontario


Summerhill
IMPACT

With support from / Avec l'appui de



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Canada

Santé
Canada

Overview of campaign

- ▶ **Overall goal:** to have a significant number of Canadians understand the risks of radon gas exposure, testing their homes and businesses for radon and mitigating buildings that have radon levels over the guideline value of 200 Bq/m³.
- ▶ Establish Radon Action Month across Canada as **November**.
- ▶ Engage stakeholders to develop campaign and deliver/evaluate individual **campaigns in local areas**.
- ▶ Develop **resources** to support all national and local campaigns - website, PSA video, posters, social media items.

Stakeholder engagement

- ▶ Variety of stakeholders recruited to be part of the Outreach Committee of the campaign. Stakeholders divided into three categories:
 - ▶ Non-governmental organizations.
 - ▶ Retailers, industry and businesses.
 - ▶ Health professionals, including government health and public health representatives.
- ▶ Stakeholders included: municipal and provincial public health authorities, health professionals, First Nations and Inuit Health groups, builders, real estate agents, home inspectors, environmental remediators, retailers selling radon test kits and home building supplies, and non-government organizations.

Radon Action Month
November Is Radon Action Month
In Canada!



Welcome to the National Radon Action Campaign

This website provides information on radon and how different individuals and organizations can take action to educate Canadians on the health concerns associated with Radon.

[Radon News](#)



Radon News

Read the latest Radon news.

Radon Poster Contest for Grade 4-7 Students - Enter Now!
Deadline: April 30, 2014

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[What Is Radon?](#)

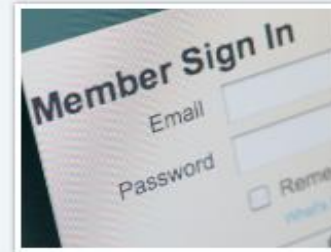


What is Radon?

Radon is a naturally occurring invisible, odourless, and tasteless radioactive gas. Find out more..

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[Radon Professionals](#)



Radon Professionals

If you are a professional or organization working in radon, check out our resources.

[READ MORE](#)

SELECTION OF TAKE ACTION ON RADON MARKETING MATERIALS

EXEMPLES DE MATÉRIAUX DU PROGRAMME OCCUPE-TOI DU RADON



Poster/affiche



Poster/affiche



pamphlet



Facebook cover photo

TAKE ACTION ON RADON
 Where to Buy Radon Test Kits in Canada / Où acheter les trousse de mesure de radon

Province	City	Address	Phone	Website
Alberta	Edmonton	10000 104th Street, NW	780-443-3333	www.actiononradon.ca
British Columbia	Vancouver	1000 Burrard Street	604-681-3333	www.actiononradon.ca
Ontario	Toronto	1000 Bay Street	416-961-3333	www.actiononradon.ca
Quebec	Montreal	1000 Avenue des Canadiens	514-393-3333	www.actiononradon.ca
Atlantic	Halifax	1000 Spring Garden Road	902-421-3333	www.actiononradon.ca

OCCUPE TOI DU RADON
 Où acheter les trousse de mesure de radon

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Facebook timeline images

Where to Buy Radon Test Kits in Canada / Où acheter les trousse de mesure de radon

Radon Action Month Launched

- ▶ November 2013 was established as the first Radon Action Month across Canada.
- ▶ Officially launched in Ottawa on November 12 at media event with all partners, Health Canada, and Parliamentary Secretary for Health.



Radon Action Month Activity

- ▶ Dr. Roberta Bondar radon PSAs and media interviews across Canada.
- ▶ Bilingual campaign website launched with different campaigns directing Canadians to the site.
- ▶ Provincial stakeholders released press releases and conducted radio, television and newspaper interviews on radon campaign.
- ▶ Attended public events such as health fairs and conferences to distribute materials and communicate key messages.
- ▶ Numerous organizations posted messages on Facebook and Twitter pages.

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ON TV: Fresh with Anna Olson

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 CANADA Total lunar eclipse visible across Canada

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Radon November 10, 2013 2:00 pm

Bondar says radon testing important, especially before winter

By Patrick Odell Global News

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November 12, 2013 Updated: November 13, 2013 1:03 pm

Scientists warn of lung cancer risk lurking in Canadian homes

By Denis Armstrong

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Good Science in Plain Language®

National Partnership Announces First Annual Radon Action Month

TAKE ACTION ON RADON OCCUPE TOI DU RADON

Toronto, November 12, 2013. Canada's first National Radon Action Month is taking place this November. Radon exposure is the leading cause of lung cancer for non-smokers and Canadians are urged to take action to protect their health and the health of their families.

"The health risk associated with exposure to radon gas is a subject the Radiation Safety Institute of Canada (RSIC) knows all too well. As a scientific organisation that was born out of the Elliot Lake tragedy, where some 220 uranium miners perished from excessive exposure to radon daughters, the RSIC is committed to educating people regarding the dangers of overlooking this safety issue" said RSIC President and CEO, **Steven Mahoney**. "This is why we are committed to supporting Take Action on Radon campaign and assisting Summerhill Impact Group and the Canadian Lung Association in making it a success."

"November is the time to purchase your radon detector kit, because the winter months are the best time to test your home. Your windows are now usually closed and detectors will record levels that show you your highest risk," added **Steve Mahoney**.

FEATURE
 New! Study Radiation Safety Online.
 GO TO E-LEARNING PORTAL

NEWS
 Join us on May 1 for one-day Radon Symposium
 "Good science in plain language" session explores the potential radon hazard and allows the event participants to form their own opinions, and contribute to building a comprehensive provincial radon policy.
 read more

May 4th - 3rd Annual CARST Radon Conference
 RSIC encourages all radon professionals and individuals interested in the subject to participate in the 3rd Annual CARST Radon Conference on May 4th, 2014 in Mississauga.
 read more

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Everyone needs to check for cancer-causing radon gas in the home: former astronaut

CTV Morning Live: Dr. Bondar
 Dr. Roberta Bondar discusses National Radon Action Month.

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Rubab Abid, CTVNews.ca
 Published Tuesday, November 19, 2013 12:40PM EST
 Last Updated Tuesday, November 19, 2013 1:03PM EST

Dr. Roberta Bondar, the first Canadian woman in space, is warning Canadians about the dangers of radon gas in their homes.

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News Release

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It's Time to Test Your Home for Radon Gas - November is National Radon Action Month

November 12, 2013
 For immediate release

Ottawa - Today, on behalf of the Minister of Health, Rona Ambrose, Eve Adams, Parliamentary Secretary of Health and Member of Parliament for Mississauga-Brampton South joined the New Brunswick Lung Association and Summerhill Impact Group to announce the Government's support for the first annual *National Radon Action Month*, and to encourage all Canadians to test the levels of radon gas in their homes.

"This is an opportunity to educate Canadians about a significant, but relatively unknown, health risk that may exist in their homes," said Eve Adams. "Our government is encouraging everyone to conduct a simple test to measure the radon level in their home and to take steps to reduce the level if necessary."

Health Canada estimates that 16 per cent of lung cancer deaths among Canadians are attributable to indoor radon exposure, making radon gas the second leading cause of lung cancer after tobacco smoking.

"The Lung Association is very proud to launch Radon Action Month, in partnership with Summerhill Impact Group and with support from Health Canada," said Barbara MacKinnon, President and CEO of the New Brunswick Lung Association. "A key strength of our Association lies in our ability to translate science into usable information for Canadians, so that together we can prevent lung disease. This campaign builds on that strength and is all about enabling people with the information they need to protect their family's health."

Radon is a naturally occurring radioactive gas in the ground that can't be seen, smelled or tasted. It can get into the home undetected through cracks in the foundation or gaps around pipes. The only way to measure the radon level in the home is to take a simple and inexpensive test, which can be purchased at many hardware stores and local community health organizations.

Year 1 Results

- ▶ 33 stakeholder organizations agreed to participate in the Stakeholder Outreach Committee and/or undertake a Radon action/awareness campaign.
- ▶ Over 3,300 visitors to the website during campaign period (November-March)
- ▶ 11 organizations across Canada conducted local media activities, and 9 organizations conducted local outreach activities.
- ▶ 10 organizations posted regular social media messages with a combined total of 7,679 Facebook 'likes', 4,625 Twitter followers, and 950 newsletter subscribers.
- ▶ 823 radon test kits sold across Canada during campaign period.

The long-term plan

- ▶ Begin planning for Year 2 of campaign.
- ▶ Communicate campaign with current and potential stakeholders to prepare them for local outreach and campaigns during Radon Action Month in November.
- ▶ Work with retailers (Home Hardware and Home Depot) to educate all locations and staff about the availability of test kits for consumers.
- ▶ Enhance website (i.e. add features for stakeholders to share/communicate campaign messages and materials).
- ▶ Build on Year 1 success!

Become Part of Our Campaign!

- ▶ Register at www.TakeActionOnRadon.ca and visit the “Radon Partners” section of the website to sign up.
- ▶ Have you created materials or been involved in Radon activities? We’d love to hear from you!
- ▶ Connie Choy - cchoy@on.lung.ca 416-864-9911 x261
- ▶ Heather Farquharson - hfarquharson@summerhill.com 416-922-2448 x293