



RADON: TEST, FIX, SAVE A LIFE.



JANUARY IS NATIONAL
RADON ACTION MONTH



Indoor Air Quality (IAQ)

NATIONAL RADON ACTION MONTH NEWSLETTER

APRIL 2011

Welcome to EPA's April 2011 National Radon Action Month Newsletter. Below, you will find information on the results of the 2011 National Radon Action Month. Thanks to your efforts, it was a great success. The activities submitted were geared toward raising radon awareness and outreach, and ultimately, saving lives from radon-induced lung cancer.

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2011 National Radon Action Month Results



Thank you to everyone who participated in the 2011 National Radon Action Month! The final reported number of activities for this year was 2,091 — representing a five percent increase from 2010. This included activities from 37 states — including several new states — and all 10 EPA Regions. This year's reported total included activities with start dates from September 2010 through February 2011.

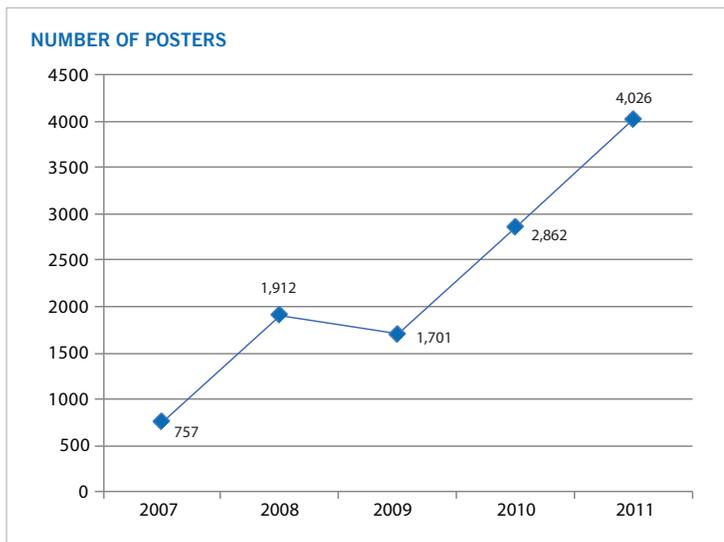
For the third consecutive year, Media Activities, which include print, Web or broadcast news coverage, press releases, PSAs and advertisements, were the most popular category — with 629 activities submitted. This year, stakeholders were also given the opportunity to report the number of test kits that were distributed through their activities. This led to a reported total of over 22,000 radon test kits distributed as a part of NRAM outreach across the country — an over 50-fold increase compared to last year.

To view more detailed information on the final 2011 NRAM results, including a PDF handout, complete results report, and graphs and charts on specific activity categories, visit the RadonLeaders.org NRAM Web page or [EPA's NRAM website](#).

National Radon Poster Contest Participation

The [National Radon Poster Contest](#) — run by Kansas State University (K-State) under an EPA cooperative agreement — was open from March 1, 2010 to October 31, 2010. The contest saw a great increase in participation compared to 2010, with 4,026 posters submitted nationwide. This represents a 38 percent increase from 2010 with 33 states and six tribes participating. Of the 33 states that participated, the state with the most posters submitted was New Jersey, with 411 posters. Alabama, Illinois and Nebraska also had large numbers of posters submitted — with 373, 321 and 320 respectively. Below is a chart that details the increase in posters submitted over the last five years.

During National Radon Action Month, national winners for this year's poster contest were honored at an awards ceremony at the 2011 [Indoor Air Quality Tools for Schools](#) National Symposium, held in Washington, D.C. [Watch a video](#) to hear from the award-winning students, their parents and teachers on the importance of this contest, what they have learned and how they are making positive changes in their communities.



Pictured above (left to right): Logan, the first place National Radon Poster Contest award winner from Dania, Fla., joined by third place award winner, Divya, from Bridgewater, N.J.

Living Healthy & Green Media Campaign Highlights

The [Living Healthy & Green](#) media campaign continues its impressive run in raising radon awareness during NRAM and throughout the year. The campaign includes television, radio and print public service announcements (PSAs), and other materials that promote green and healthy homes with reduced radon. Local and national media outlets throughout the country donate airtime and advertising space to place these PSAs.

During this year's NRAM reporting period, over \$3.2 million in advertising space was donated for [Living Healthy & Green](#) PSAs nationwide. Much of this was a result of outreach by radon stakeholders to their local media outlets, asking them to distribute these important messages. Since the beginning of the campaign in 2009, the estimated total value of donated advertisement space is over \$45 million. To view and download all of the PSAs, as well as other campaign materials such as web banners and telephone ring tones, visit www.epapsa.com.



Pictured above: Living Healthy & Green campaign public service announcement in downtown Chicago, Ill.

Share Your NRAM Stories

**Did you hold or plan a successful NRAM activity this year?
Do you think others would benefit from hearing your story?**

Share your efforts in encouraging radon testing and mitigation by visiting the NRAM [Share Your Story](#) Web page. Use this opportunity to promote your events and showcase your program's efforts.

To read about innovative and effective NRAM activities and events that were shared by members on RadonLeaders.org, visit the [Share Your Story archive](#). Ranging from a televised radon phone bank to science lessons for 7th grade students, these stories showcase how radon stakeholders have made the most of National Radon Action Month — and can help you get creative ideas for radon outreach throughout the year.



Pictured above: A radon phone bank organized by WGAL TV — a local Lancaster and Harrisburg, Pennsylvania news channel — and the Pennsylvania Department of Environmental Protection (PA DEP), Bureau of Radiation Protection, Radon Division.

This Edition's Checklist

- Visit [RadonLeaders.org](#) or EPA's [NRAM website](#) to view detailed 2011 NRAM results information, including spotlights on popular activity categories.
- [Share Your NRAM Story](#) on RadonLeaders.org for an opportunity to have your successes, best practices and results **highlighted** for the community.
- [Watch a video](#) highlighting this year's [National Radon Poster Contest](#) winners to learn more about their posters, and to hear how the contest affected their parents, teachers and communities.

Tell Us What You Think

Is there a topic related to National Radon Action Month you want to see covered in the newsletter? Need more information or have a quick question? Let us know by sending an email to radonevents@cadmusgroup.com.