

Radon Communication

Tips

The following tips will help you develop radon messages and materials that will appeal to your audience.

- ▶ **Be accurate:** Scientific accuracy is vital to your program's credibility and will help you achieve desired outcomes. Using EPA's key messages will help you ensure that you are communicating the most accurate, up-to-date radon information. Please see Basic Radon Facts on page 17 for EPA's key messages. You can also visit www.epa.gov/radon for additional radon information.
- ▶ **Be credible:** Recent EPA market research revealed that many Americans respond more favorably to messages about radon when they are delivered by credible sources. This research informed EPA's PSA campaign promoting the Surgeon General's warning about radon and lung cancer. (Visit www.epapsa.com for more information about radon PSAs.) Other familiar experts in your community can also be highly effective when communicating about radon. Think about credible sources including celebrities, government officials, health professionals, and other individuals or organizations who can effectively deliver radon messages in your community.
- ▶ **Be clear:** Keep it simple. Clear messages for lay audiences contain as few technical and scientific terms as possible. Eliminate any information that the audience does not need in order to take action against radon.
- ▶ **Be consistent:** Messages and graphics should reinforce each other, not send different signals. Make sure your messages and graphics are consistent across all your communications.
- ▶ **Be relevant to your audience:** One size does not fit all. Consider the needs of your different audiences when disseminating messages and materials. For example, if you are conducting outreach in a county with a large Spanish-speaking population, try to provide Spanish materials. See page 19 for a Basic Radon Fact Sheet in Spanish.
- ▶ When conducting outreach to families with young children, you may want to combine radon messages with information about other children's health issues that your organization addresses. Children's Health Month in October would be an ideal time to bundle radon messages with other children's health issues like asthma or lead.

Helpful Resources

EPA offers the following tools to help you create your National Radon Action Month messages and materials:

- ▶ **Templates:** To get started on your materials, use EPA's templates including the fact sheet available at www.epa.gov/sites/production/files/2016-08/documents/july_2016_radon_factsheet.pdf.
- ▶ **Boilerplate messages:** Use the boilerplate National Radon Action Month messages on page 16 for your Website or print materials.
- ▶ **Graphics:** National Radon Action Month graphics are available for you to use for a variety of materials. Visit www.epa.gov/radon/national-radon-action-month-media-resources-and-graphics to download Web and print versions of the National Radon Action Month banner which appears in this Kit.

Web Communication

Tips

If you use the Web to communicate with your audience, make sure to include information about National Radon Action Month. Link to EPA's National Radon Action Month public Website page. It is designed for individuals who would like to know more about how they can take action during National Radon Action Month: www.epa.gov/radon/national-radon-action-month/-information You can also create your own National Radon Action Month page on your Website. Here are some tips and tools for creating a Web page dedicated to National Radon Action Month:

- ▶ Use EPA's National Radon Action Month Website as a model for creating your own Web page: www.epa.gov/radon/national-radon-action-month-information
- ▶ Use the boilerplate National Radon Action Month messages provided on page 16 of this Event Planning Kit. Also make sure to include local radon statistics and information on National Radon Action Month events and activities in your state.
- ▶ Use EPA's National Radon Action Month graphics for your Website. Web graphics are available for download at <https://www.epa.gov/radon/national-radon-action-month-media-resources-and-graphics>

Basic Website Tips

Whether you are updating your radon Website or adding some new information on National Radon Action Month, these basic guidelines will help you create appealing Website content:

- ▶ Create content that is accurate, credible, consistent, and clear.
- ▶ Design pages with a clean and consistent design (e.g., a simple background, legible type, a few carefully selected colors, predictable headers).
- ▶ Utilize bullets to highlight main points and steer clear of large text blocks. Use plenty of white space to give readers' eyes a break.
- ▶ Use captioned images that convey your message in graphical format.
- ▶ Use small graphic files to ensure fast display of pages.
- ▶ Make it easy for users to logically move from section to section with simple navigation tools (e.g., side or top bars).
- ▶ Track site usage and invite user response. Not only will you know more about activity on your site, but your users will feel more involved if given regular opportunities to submit comments.
- ▶ Visit www.usability.gov for more helpful tips on developing Website content.

Making Radon Tests Easily Accessible

The Missouri Department of Health & Senior Services really took Missouri residents into account when it created a new online registration tool on its Website for residents to order a free radon test kit. In the fall of 2007, Carol Bell and her colleagues proposed this online registration system to ultimately save time and money that would otherwise be used to manually register citizens wishing to receive a radon test kit.

On January 1, 2008, just in time to promote the new service available to Missouri residents during National Radon Action Month, the online registration tool was made available. Registration numbers were low for the first few days, but increased throughout the month as more citizens became aware they could request a radon test kit in such a convenient manner.

Missouri received an overwhelmingly positive response to this new on-line registration system. During the first six months of 2008, Missouri had a 300% increase in requests for radon test kits compared to the same period last year, and the state processed over 6,000 online requests.

With the state and other support, Carol and her team provided enough radon test kits and educational materials to meet the overwhelming demand at no cost to Missouri residents. By creating an online registration system for radon test kits, Carol successfully utilized a new tool to reach out to the community and make an impact lasting well beyond National Radon Action Month.

National Radon Action Month

Messages

The brief messages below are designed to help you communicate with the public and stakeholders about National Radon Action Month. You can use this language for your Website, newsletters, flyers, and other materials. Feel free to customize the messages to suit your communication goals.

Consumer Message

You can use the following message to encourage individuals in your community to take action against radon during National Radon Action Month.

January is National Radon Action Month

Test Your Home. Protect Your Health.

During January's National Radon Action Month, the U.S. Surgeon General and the Environmental Protection Agency (EPA) urge all Americans to protect their health by testing their homes for radon. Radon is a natural radioactive gas that you can't see, smell, or taste but could be present at a dangerous level in your home. As the second leading cause of lung cancer deaths in the U.S. and the first leading cause among non-smokers, radon claims more than 20,000 lives annually. If a high radon level is detected in your home, you can take steps to fix it to protect yourself and your family. For more information about what you can do to protect your health and take action against radon during National Radon Action Month, please visit www.epa.gov/radon/national-radon-action-month-information

Basic Radon Facts

Radon fact sheets in [English](#) and [Spanish](#) are provided in the NRAM Planning Kit. You can use the PDF versions in this kit.

Stakeholder Message

As part of your radon outreach activities, you may want to encourage other stakeholders to get involved in efforts to increase radon outreach in January. The following message can be used to promote National Radon Action Month to a wide range of community partners and other radon stakeholders.

January is National Radon Action Month

Join the Effort to Prevent Lung Cancer Deaths from Radon

The Environmental Protection Agency (EPA) has designated January as National Radon Action Month. In January, communities lead activities and host special events to raise awareness of the health effects of radon exposure, promote testing and mitigation, and advance the use of radon resistant new construction. Join the national outreach efforts today and help prevent thousands of lung cancer deaths from radon! EPA offers free tips and tools to help you plan and implement radon outreach activities in your community. Visit www.epa.gov/radon/national-radon-action-month-information#takeaction to learn more.