



## National Radon Action Month Newsletter

Welcome to EPA's November National Radon Action Month Newsletter. Below, you will find the latest updates, tools, and tips to help you make the most of National Radon Action Month in January.

### Help Reduce Radon Risks

Radon is the leading cause of lung cancer among non-smokers, and is responsible for 20,000 lung cancer deaths annually in the U.S. By holding radon awareness events and activities in your community, you are joining the national effort to double the lives saved from radon exposure over five years under the [Radon Leaders Saving Lives Campaign](#).

### New and Improved Web Resources for 2009!

Improved [National Radon Action Month Web site](#) featuring:

- A new [Activities Summary page](#) with the 2009 National Radon Action Month results to date of our collective efforts to raise awareness, reduce risk, and save lives;
- A new [Archives page](#) featuring innovative and successful events, as well as newsletters, from past National Radon Action Months;
- New National Radon Action Month [graphics options](#) for your Web site or outreach materials, customizable [PowerPoint presentation templates](#), and an updated [flyer](#);
- An improved [Event Planning Kit](#), with even more ideas, guidance, and resources for outreach activities, including success stories from the 2008 National Radon Action Month and a new workplace radon testing campaign;
- And much more! Explore the [updated Web site](#) to experience all it can offer you in planning, conducting, and evaluating your events for January!

### Promote Your Events Online

Please use the [Activity Submittal Form](#) to help promote your activities and events for the 2009 National Radon Action Month and find other events in your area using the [National Map](#). Your submittals also make it possible for EPA to showcase National Radon Action Month progress and trends, success stories, and potential partners. The [Activity Submittal Form](#) is easier and faster to use than ever before, thanks to your valuable feedback.

### The Excitement is Mounting – 2009 National Radon Poster Contest

The state-level radon poster contests ended October 15 and as soon as the state judging is complete, the top 3 winning entries from every participating state, territory, and tribal nation will be entered into the National Radon Poster Contest, co-sponsored by the National Safety Council and EPA. This is also an opportune time to plan poster contest awards ceremonies to celebrate the success of your state/local poster contest winners. View last year's winners and learn how to participate by visiting the [National Safety Council](#) Web site. For further information, contact Kristin Lolmaugh at [Kristin.Lolmaugh@nsc.org](mailto:Kristin.Lolmaugh@nsc.org).

### New Living Healthy & Green Radon Media Campaign – Put On Your Green Sox!

We want the public to know that a healthy indoor air environment is part of a green lifestyle and that protecting their family from radon is an environmentally aware and responsible choice. Living healthy and green starts from the ground up, by kicking radon out and making sure every family has safer air to breathe in their home.

That's why we've developed a new media campaign, **Living Healthy & Green**, to educate the public about the ease to test for this invisible environmental health hazard. The new campaign features Fuad Reveiz, a home builder and former professional football player, who builds his new homes radon-resistant and encourages others to do the same.

Help kick radon out of your community by using the NEW radio spots in seven different formats. These are very unique, bold radio spots that feature original music and vocals for every type of listener and radio station. There's a song and style for everyone's pleasure: pop, rock, R&B, Country, Gospel, Latin, and youth. The campaign also includes TV and print ads.

Ask media outlets in your area to use the **Living Healthy & Green** TV, radio and prints ads (available in English and Spanish) during January, National Radon Action Month, and in the months to follow. Together we can educate the public about how to improve air quality and preserve our families' well-being indoors and out. Every campaign element can be viewed and heard on line at [www.epapsa.com](http://www.epapsa.com). Order your copies now!

Step out on the green side of living healthy, slip on a pair of green sox, and kick radon out of your community!

### **EPA Radon Video Contest Winner Announced**

In July, we asked for 30-60 second video submissions with the theme "Radon: Test, Fix, Save a Life" which encourage Americans to test and fix their homes for radon, and we received more than 30 entries. We are pleased to announce the winning entry in the Radon Video Contest is "[Eddie's Story](#)" submitted by Benjamin Schultz and Michael Gentilini. To see all the entries, visit [www.youtube.com/group/RadonContest](http://www.youtube.com/group/RadonContest). Thank you to all our entrants! To date, the videos have already received more than 11,000 views collectively.

### **Webinar to Gear Up for the 2009 National Radon Action Month**

The National Radon Action Month Webinar entitled, "State Radon Program Innovative Approaches," took place on October 21, 2008. The Webinar was incredibly successful, with over 130 radon leaders participating!

The Webinar featured speakers from Missouri, Utah, Tennessee, and New York who described the steps they took to implement successful, innovative approaches to radon outreach during the 2008 National Radon Action Month. The speakers also revealed their bold new goals for January 2009. In addition, Kristy Miller from EPA unveiled the new radon media campaign, Living Healthy & Green (Green Sox).

To access the Webinar materials and learn more about the States' innovative approaches, go to [www.epa.gov/radon/webinars/](http://www.epa.gov/radon/webinars/).

### **Less Than Two Months Until National Radon Action Month – Start Planning Your Activities!**

January is the time to promote radon awareness by conducting activities and events in your community. The sooner you begin planning, the more likely you will be able to secure the resources you need to have a successful National Radon Action Month. Use the checklist below to help with planning and implementing your activities.

#### **This Edition's Checklist:**

- Decide what activities and events you would like to plan for National Radon Action Month and identify partners in the community who can help you implement them.
- Determine what resources you will need to plan and execute your events and activities.
- Set goals to define what you would like to achieve from conducting your activity or event. Learn more about [setting goals and measuring your success](#).
- Explore ways to publicize your activities and events.
- Share your activities and events using the [Activity Submittal Form](#) to gain additional publicity on EPA's Web site.

#### **Tell Us What You Think**

Is there a topic related to National Radon Action Month you want to see covered in the Newsletter, discussed at a Webinar, or presented at the National Radon Meeting? Need more information or have a quick question? Let us know by sending us an e-mail at [radonevents@cadmusgroup.com](mailto:radonevents@cadmusgroup.com).\*

\* The Cadmus Group, Inc. is a contractor supporting the U.S. Environmental Protection Agency