

# 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 Web site 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/nram/public.html](http://www.epa.gov/radon/nram/public.html).

You can also create your own National Radon Action Month page on your Web site. Here are some tips and tools for creating a Web page dedicated to National Radon Action Month:

- ▶ Use EPA's National Radon Action Month Web site as a model for creating your own Web page: [www.epa.gov/radon/nram/public.html](http://www.epa.gov/radon/nram/public.html).
- ▶ 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 Web site. Web graphics are available for download at [www.epa.gov/radon/nram/event\\_kit.html](http://www.epa.gov/radon/nram/event_kit.html).

### Basic Web Site Tips

Whether you are updating your radon Web site or adding some new information on National Radon Action Month, these basic guidelines will help you create appealing Web site 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](http://www.usability.gov) for more helpful tips on developing Web site 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 Web site 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. Visit this site to register: [http://www.dhss.mo.gov/Radon/FreeTestKit\\_Registration.html](http://www.dhss.mo.gov/Radon/FreeTestKit_Registration.html).

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.