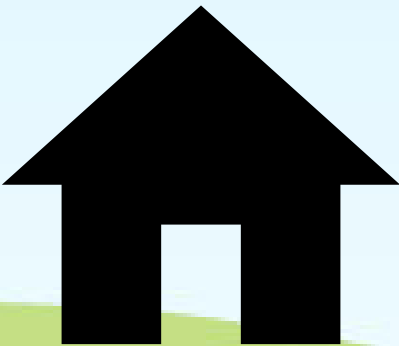


Radon Action Month

2017 Social Media Tool Kit



Created by:


Colorado Cancer Coalition



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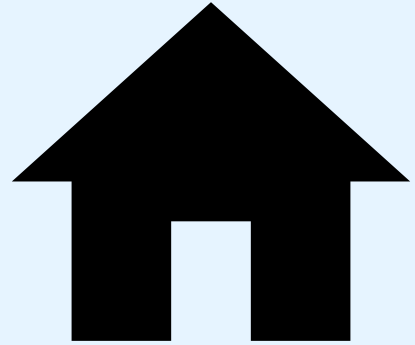
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Why a Tool Kit?

What is Radon Action Month?

January is Radon Action Month, a health campaign to educate the public about the dangers of radon exposure and the measures that homeowners can take to protect their families. During this month, agencies will encourage consumers to take action in testing their home, inform others about radon dangers, and learn about building radon-resistant homes.

Radon is a colorless, odorless radioactive gas that forms naturally in our soils by the breakdown of uranium in the soil. Radon can move through cracks and openings in floors and crawlspaces into the places we live. Colorado soil has high levels of radon, and fifty percent of homes in Colorado have radon levels above the EPA action level.



Long-term exposure to radon can lead to lung cancer. Radon is the second-leading cause of lung cancer in the United States.

About this Kit



This kit was created to raise awareness about the dangers of radon levels in Colorado and what can be done about it, through social media outreach. The risk of living in a home with elevated radon levels is very high in Colorado. We hope you use this guide to help spread awareness during the month of January and throughout the year.

Who Should Use this Kit?

This kit is for anyone who wants to help spread the word about the risks of radon levels. It is important for every Colorado family to know the radon level in their home and to be prepared to act if the level is too high. This kit was created for health care providers, nonprofits, and other community organizations to help them amplify their social media reach during Radon Action Month. You'll find suggested sample social media messaging that you can post as is or alter to fit your intended audience.



Colorado Radon Information

- Radon levels are measured in picocuries per liter (pCi/L)
- The average indoor radon level in homes in Colorado is 6.7 pCi/L
- The EPA recommends a home should be fixed if the radon level is 4 pCi/L or higher
- 50% of homes in Colorado have radon levels above 4 pCi/L
- Colorado is ranked 7th in the nation for radon levels above 4 pCi/L
- A home is recommended to be tested every 2-3 years

- **Simple, inexpensive, do-it-yourself test kits should be utilized to test radon levels**
- **A coupon at www.coloradoradon.info provides \$15 kits that take from 48-96 hours to complete**

- If test results are high, a mitigation system can and should be installed (\$800-2,500)
- www.coloradoradon.info provides a list of certified contractors who can install a system (Low-income mitigation assistance may also be available)

RADON CAUSES LUNG CANCER

Radon is the second-leading cause of **lung cancer** in the U.S.

It is the leading cause of lung cancer in non-smokers.

- Long-term exposure to radon greatly increases the risk of lung cancer.
- A home with 4 pCi/L is equivalent to an individual smoking 8 cigarettes a day.
- At 4 pCi/L, 7 in 1,000 never-smokers and 62 in 1,000 smokers die of radon-related lung cancer.
- About 13% of all US lung cancer deaths were radon-related in 2003.
- CDPHE recommends all homes be tested.

(CDPHE Radon, 2016)
(Colorado Central Cancer Registry, 2016)

The Colorado Cancer Plan and Radon-Related Lung Cancer



4.1 STRATEGIES:

- Educate Colorado citizens, home owners, property managers, realtors and policymakers about radon and its risk for lung cancer.
- Educate builders, code officials, city councils and county commissioners on radon facts, health effects and implementation of radon-resistant features in new construction.
- Promote environmental equity through radon testing and mitigation programs and outreach efforts directed at minority or indigent populations.
- Engage and educate Realtors, home buyers and sellers on the importance of radon testing and information disclosure during real estate transactions.

DID YOU KNOW:

After smoking, radon is the second leading cause of lung cancer in the United States. Radon is a colorless, odorless gas that comes from the natural breakdown of uranium in soil, rock and water. The geological makeup of Colorado puts all 64 counties at high risk for radon exposure.

The Colorado Cancer Plan and Radon-Related Lung Cancer



5.1 Strategies

- Educate patients and primary care providers on the importance of early detection of lung cancer among those who are high risk, and on the risks and benefits of screening.
- Implement client reminder systems (e.g., print or phone) to advise individuals in need of a cancer screening; messages may be tailored or general.
- Implement provider-oriented strategies, including provider reminders and recalls to identify when an individual is in need of, or overdue for, a cancer screening test based on individual or family history risk, and provider assessment and feedback interventions that present information about screening provision, in particular through use of an electronic health record system.
- Deliver one-on-one or group education conducted by health professionals or trained lay people to motivate individuals to seek screenings by addressing indications for and benefits of screening, and what to expect during screening services. Use small media to support this education (e.g., brochures or newsletters).
- Implement workplace policies to provide paid time off for individuals to complete recommended cancer screenings.
- Collaborate with health plans to achieve increased cancer screening compliance rates, for example through the use of National Committee for Quality Assurance (NCQA) Healthcare Effectiveness Data and Information Set (HEDIS) cancer screening measures.
- Implement evidence-based practices through engagement of patient navigators in cancer screening processes.

Communicating #RadonAction on Social Media

Educate on the **at-home testing** options.

- There are many kinds of low-cost "do it yourself" radon test kits available at home improvement stores - prices range from about \$10 to \$50.
- Be sure the kit says "**certified by the National Radon Proficiency Program.**"
- When used properly, these kits provide results as accurate as those done by a contractor.

Go to www.coloradoradon.info for information including:

- How to tell if your home has a problem
- Where to test
- Reducing radon levels
- Short-term vs. long-term tests
- Testing water for radon
- And much more

Communicating #RadonAction in Regards to #LungCancer on Social Media

POWERFUL, yet SIMPLE

Don't bombard people with information. Hook them with something short and powerful, then refer them to supporting, reliable and trusted resources to learn more.

Educate on the [Symptoms](#) of #LungCancer

Encourage individuals to see a healthcare provider with any of these symptoms:

- A cough that does not go away or gets worse
- Coughing up blood or rust-colored sputum (spit or phlegm)
- Chest pain that is often worse with deep breathing, coughing, or laughing
- Hoarseness
- Weight loss and loss of appetite
- Shortness of breath
- Feeling tired or weak
- Infections such as bronchitis and pneumonia that don't go away or keep coming back
- New onset of wheezing

Tips for #RadonAction on Social Media

Hashtags for #RadonAction Month:

#Radon
#RadonAction
#RadonAwareness
#TestYourHome

Follow these influencers for #RadonAction Month:

Colorado Cancer Coalition

Twitter: @CoCancerFund

Facebook: <https://www.facebook.com/ColoradoCancerCoalition>

Web: <https://www.coloradocancercoalition.org>

American Lung Association - Colorado

Twitter: @AmericanLungCO

Facebook: <https://www.facebook.com/ALAColorado/>

Web: <http://www.lung.org/colorado>

EPA's National Radon Action Plan

Web: <https://www.epa.gov/radon/national-radon-action-plan-strategy-saving-lives>

Radon Action and Lung Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Monday, 1-2	<p>January is Radon Action Month! Radon is a colorless, odorless radioactive gas that forms naturally in our soils. It can move through cracks and openings into our homes and workplaces, into the air we breathe. Learn more and see why it is a big concern here: http://bit.ly/2fsteGI</p>	<p>January is #RadonAction Month! Radon is colorless, odorless, and extremely harmful. http://bit.ly/2fsteGI</p>
Tuesday, 1-3	<p>The EPA's recommended level of action for radon gas is 4 picocuries per liter (pCi/L). Did you know that 50% of Colorado homes are above that level? Test your home! www.coloradoradon.info</p>	<p>The EPA's recommended level of action for #radon gas is 4 pCi/L. 50% of Colorado homes are above that. #TestYourHome www.coloradoradon.info</p>
Wednesday, 1-4	<p>Colorado has high levels of radon in our soils, and it is scary because you can't tell when the gas comes inside. Long-term exposure to the radioactive gas increases your risk of lung cancer. It is the leading cause of lung cancer in non-smokers and the second-leading cause in the US. Learn about the risk here: http://bit.ly/2fsz2Ad</p>	<p>You can't tell when #Radon comes inside, but long-term exposure is the second-leading cause of lung cancer in the US. http://bit.ly/2fsz2Ad</p>
Thursday, 1-5	<p>Join Colorado in doing something about the risk of radon-caused lung cancer. Take action by decreasing environmental exposures. See clear strategies in Goal 4 here: http://bit.ly/2dVSoKx</p>	<p>Take #RadonAction in CO by decreasing environmental exposures and reduce the risk of lung cancer. http://bit.ly/2dVSoKx</p>

Radon Action and Lung Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Friday, 1-6	<p>Each year, 21,000 deaths in the U.S. are attributed to radon-caused lung cancer. We can take control of that. Test your home! http://bit.ly/1TKpyvd</p>	<p>Each year, 21,000 deaths in the U.S. are attributed to radon-caused lung cancer. #TestYourHome #RadonAction http://bit.ly/1TKpyvd</p>
Monday, 1-9	<p>Do you know what your level of radon gas is in your home? Do-it-yourself testing is easy and can be as little as \$10. Find out how here: http://bit.ly/2f7R4Jo</p>	<p>Do-it-yourself #Radon testing is easy and can be as little as \$10. http://bit.ly/2f7R4Jo</p>
Tuesday, 1-10	<p>Due to lung shape, size differences, and a faster breathing rate, children have a higher risk of radon-caused lung cancer. Their exposure to radiation may be almost twice as high as the risk to adults exposed to the same amount of radon. http://bit.ly/2gCaZk9</p>	<p>Children have a higher risk of radon-caused lung cancer. #TestYourHome and save lives. #RadonAction http://bit.ly/2gCaZk9</p>
Wednesday, 1-11	<p>All 64 Colorado counties are at high risk for radon exposure. Check out this map of radon levels to see where your home falls: http://bit.ly/2gqCRD2</p>	<p>All 64 Colorado counties are at high risk for radon exposure. Where does your home fall? http://bit.ly/2gqCRD2</p>

Radon Action and Lung Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Thursday, 1-12	<p>Does your home test high for radon? You can take action now and find a certified contractor to install a mitigation system. Find one here: http://bit.ly/2f7R4Jo</p>	<p>Does your home test high for #Radon? #TakeRadonAction now http://bit.ly/2f7R4Jo</p>
Friday, 1-13	<p>"Can I just open my windows to get rid of radon gas?"</p> <p>No. MITIGATION, not ventilation, is the only way to go. Learn more here: http://bit.ly/1Ry3bGt</p>	<p>"Can I just open my windows to get rid of radon gas?" You might be surprised by the answer. http://bit.ly/1Ry3bGt</p>
Monday, 1-16	<p>Radon exposure is thought to cause more deaths each year than other household dangers like poisoning, falls, fires, and drowning. Lung cancer caused by radon costs about \$2 billion in medical expenses and lost productivity each year. Find out what is being done here: http://bit.ly/2fGPzy4</p>	<p>#Radon exposure is thought to cause more home-deaths each year than poisoning, falls, fires, and drowning. http://bit.ly/2fGPzy4</p>

Radon Action and Lung Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Tuesday, 1-17	<p>How does radon enter your home? It comes from the natural decay of uranium that is found in nearly all soils. It moves up through the ground to the air and into your home through cracks and other holes in the foundation. Is your home safe? Learn more here: http://bit.ly/2fBt15k</p>	<p>How does #Radon enter your home? Find out if you are safe. http://bit.ly/2fBt15k</p>
Wednesday, 1-18	<p>DID YOU KNOW? Colorado is ranked 7th in the nation for radon levels above the recommended action level of 4 pCi/L? 50% of Colorado homes are above that level.</p> <p>Living in a home at that level is equivalent to smoking 8 cigarettes a day. Test your home now! http://bit.ly/2f7R4Jo</p>	<p>DYK? 50% of Colorado homes are above the recommended #Radon level. That's equivalent to smoking 8 cigarettes a day. http://bit.ly/2f7R4Jo</p>
Thursday, 1-19	<p>How healthy is your neighborhood? Tell your community about the importance of testing radon levels, and maybe even organize an event! For ideas and planning resources, check this out: http://bit.ly/2gAdiBa</p>	<p>Tell your community about the importance of testing #Radon levels, and maybe even organize an event! #TakeAction http://bit.ly/2gAdiBa</p>

Radon Action and Lung Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Friday, 1-20	<p>Someone who smokes, living in a home with 4 pCi/L has 5 times the risk of dying in a car crash.</p> <p>The risk is real. http://bit.ly/2dLjqB</p>	<p>A smoker living in a home with 4 pCi/L has 5 times the risk of dying in a car crash.</p> <p>#TheRiskIsReal #Radon http://bit.ly/2dLjqB</p>
Monday, 1-23	<p>Just like homes, schools are at risk for radon. While they are required by law to test and maintain records of radon levels, the Colorado statute does not require schools to mitigate. Click here to find out what you need to know about radon in schools: http://bit.ly/2gwFtzU</p>	<p>Schools are also at risk for #Radon. What is being done? #RadonAction http://bit.ly/2gwFtzU</p>
Tuesday, 1-24	<p>High levels of radon in your home? Radon reduction systems work. They can reduce levels by up to 99% and it costs about the same as other common home repairs. Find a certified contractor here: http://bit.ly/2f7R4Jo</p>	<p>#Radon reduction systems can reduce levels by up to 99% and cost about the same as other common home repairs. http://bit.ly/2f7R4Jo</p>
Wednesday, 1-25	<p>Even non-smokers can get lung cancer, and the number one cause is radon. The construction of your home plays a big role in radon levels. New or old, every home should be tested. Click here to find out how to fix your home: http://bit.ly/1Ry3bGt</p>	<p>#Radon in your home leads to lung cancer. New or old, every home should be tested. http://bit.ly/1Ry3bGt</p>

Radon Action and Lung Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Thursday, 1-26	<p>MYTH: a neighbor tested his home for radon. Is his result is a good indication of my home's radon level?</p> <p>FACT: No. Radon levels can vary greatly from home to home.</p> <p>Test some more radon myths here: http://bit.ly/2fBt15k</p>	<p>My neighbor's #Radon level was fine so mine is too, right? Don't be so sure. Find the facts (and more myths) here: http://bit.ly/2fBt15k</p>
Friday, 1-27	<p>Are you looking for a new home? Radon disclosure is required in Colorado real estate transactions. Learn everything you need to know here: http://bit.ly/2fUi0bU</p>	<p>Are you looking for a new home? Learn everything you need to know about #Radon and Colorado real estate here: http://bit.ly/2fUi0bU</p>
Monday, 1-30	<p>"I don't see or smell anything funny in my home. Am I safe?"</p> <p>Radon has no color, odor, taste, and doesn't cause short term symptoms of illness. But it does cause cancer. Test your home! http://bit.ly/2f7R4Jo</p>	<p>#Radon has no color, odor, taste, doesn't cause short term illness symptoms, but it does cause cancer. #TestYourHome http://bit.ly/2f7R4Jo</p>
Tuesday, 1-31	<p>Lung cancer is preventable. Continue to spread awareness throughout the year of the importance of quitting smoking and testing your home for radon. Take control. http://bit.ly/1f2b0TC</p>	<p>#LungCancer is preventable. #QuitSmoking and #TestYourHome for #Radon. http://bit.ly/1f2b0TC</p>

For Further Information

Radon Specialists

Colorado Department of Public Health and Environment

Includes links to lists of certified contractors, public information videos and other resources for Colorado residents

<http://coloradoradon.info>

EPA Radon Website

EPA's main radon home page. Includes links to publications, hotlines, private, proficiency programs and more.

<http://www.epa.gov/radon>

EPA Publications

Most EPA radon publications are available online at

<http://www.epa.gov/radon/pubs>.

Hotlines

1-800-846-3986

Colorado Department of Public Health and Environment Radon Hotline

1-800-SOS-RADON (767-7236)

Operated by Kansas State University in partnership with EPA. Order radon test kits by phone.

1-800-426-4791

Safe Drinking Water Hotline, privately operated under contract to EPA. For general information on drinking water, radon in water, testing and treatment and radon drinking water standards.

Proficiency Programs

National Radon Proficiency Program (NRPP)

1-800-269-4174

www.nrpp.info

National Radon Safety Board (NRSB)

1-866-329-3474

www.nrsb.org

Lung Cancer Support in Colorado

Support Groups

The National Jewish Lung Cancer Support Group

Third Thursday of each month, 2-3 p.m.
National Jewish Health Main Campus
Cafeteria, Room L-111
1400 Jackson Street
Denver, CO 80206
<http://bit.ly/2eb2JE3>

Kaiser: Living With Lung Cancer

Third Monday of each month, 1-2 p.m.
Kaiser's Franklin Medical Offices
2045 Franklin St, Denver, CO 80205
Heyer Room (basement)
<http://k-p.li/2dXf7ci>

Area Healthcare Facilities Offering Support Groups

Penrose Cancer Center, Colorado Springs

Contact: Heather McWilliams, LCSW,
719-776-5878
www.penrosecancercenter.org

Porter Adventist Hospital, Denver

Contact: Linda Mitchell, 303-778-2583
or Jeanne Currey, 303-778-5832

Swedish Medical Center, Englewood

Contact: Sally L. Tenorio, Lung Cancer
Nurse Navigator, 303-788-3994.

Organizations

Colorado Cancer Coalition Lung Cancer Task Force

The Lung Cancer Task Force is focused on decreasing the impact of lung cancer on public health. The Lung Cancer Task Force strives to increase awareness of lung cancer as the leading cause of cancer death in Colorado, encourage prevention of lung cancer through smoking cessation and radon mitigation, promote lung cancer screening CT and improve access to care.

<http://www.coloradocancercoalition.org/lung-cancer/>

American Lung Association in Colorado

5600 Greenwood Plaza Blvd., Suite 100
Greenwood Village, CO 80111
Telephone: 303-388-4327

<http://bit.ly/2dZEVqA>

Lung Cancer Screening in Colorado

(Facilities accredited by the American College of Radiology)

AURORA

University of Colorado Hospital

1635 Aurora Ct F726

Jeremy Iman

Aurora, CO 80045

720-848-1115

BOULDER

Boulder Community Foothills Hospital

4747 Arapahoe Avenue

Imaging Department

Boulder, CO 80303

303-440-2170

Boulder Internal Medicine, dba/Front

Range Preventive Imaging

2880 Folsom Suite 100

Boulder, CO 80304

303-443-7226

COLORADO SPRINGS

PENRAD Imaging at Broadmoor

1263 Lake Plaza Drive Suite #100

Colorado Springs, CO 80906

719-785-9000

PENRAD Imaging at Sisters Grove

Pavilion

6011 East Woodmen Road Suite 10

Colorado Springs, CO 80923

719-785-9000

Colorado Springs Imaging

6005 Delmonico Ste 180

Colorado Springs, CO 80919

719-260-6500

DENVER

Center for Advanced Diagnostics at Lowry

8101 E. Lowry Blvd Suite 120

Denver, CO 80230

303-340-8439

National Jewish Health

1400 Jackson St.

Denver, CO 80206

877-713-5066

Integrated Diagnostic Centers

4704 Harlan Street Suite 150

Jeanne Slazinik

Denver, CO 80212

303-433-0302

Denver Health Medical Center

Department of Radiology 777

Bannock Street Mail Code 0024

Denver, CO 80204

303-436-6011

Lung Cancer Screening in Colorado

(Facilities accredited by the American College of Radiology)

GRAND JUNCTION

Pavilion Imaging

750 Wellington Avenue
Grand Junction, CO 81502
970-255-7988

LONGMONT

Longmont United Hospital

1950 Mountain View Avenue
Diagnostic Imaging
Longmont, CO 80501
303-651-5093

LOVELAND

Medical Center of the Rockies

2500 Rocky Mountain Avenue
Loveland, CO 80538
970-624-1400

MONUMENT

PENRAD Imaging at Tri-Lakes Health Pavilion

17230 Jackson Creek Parkway
Suite #160
Monument, CO 80132
719-785-9000

PUEBLO

Parkview Imaging Center, LLC

404 West 12th Street
Jennifer M Pighetti
Pueblo, CO 81003
719-542-0172

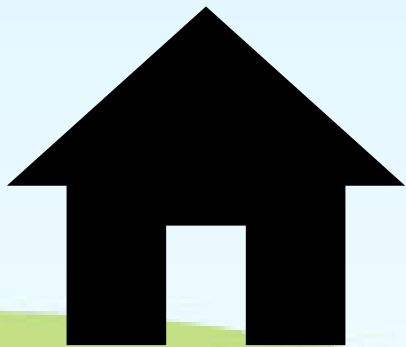
WHEAT RIDGE

Exempla Lutheran Medical Center

1st Floor Medical Imaging Department
8300 West 38th Avenue
Wheat Ridge, CO 80033
303-425-2022

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For more information:

 *Colorado Cancer Coalition*

thecoloradocancercoalition@gmail.com

