

# Radon

## Action Month

### 2019 Social Media Tool Kit



Created by:



# Table of Contents

What is Radon Action Month - 3

About this Tool Kit - 3

Who Should Use this Tool Kit - 3

Colorado Radon Levels and Statistics - 4

The Colorado Cancer Plan & Radon – 5-6

Communicating Radon Awareness on Social Media - 7-8

Tips for Action and Awareness on Social Media - 9

Sample Facebook and Twitter Messaging – 10-13

Radon Specialists - 14

Colorado Lung Cancer Organizations and Accredited Lung  
Cancer Screening Locations– 15

Contact - 16

# 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](http://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](http://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

## CANCER PLAN: GOAL 4

### DECREASED ENVIRONMENTAL EXPOSURES THAT LEAD TO CANCER

Objective 4:1: Increase knowledge and community infrastructure to decrease exposure to radon.

Adults who know about  
radon

Baseline: 72% (2012)

2020 Target: 80%

Source: BRFSS

Adults who test their  
home for radon

Baseline: 42.0% (2012)  
Update: 45.9% (2016)

2020 Target: 50%

Source: BRFSS

Cities & counties with  
local building codes for  
radon-resistant features  
in new construction  
Baseline: 26 (2015)  
Update: 30 (2017)

2020 Target: 30

Source: CDPHE



**COLORADO**  
Department of Public  
Health & Environment

#### 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

**CANCER PLAN: GOAL 5**

**INCREASED HIGH-QUALITY CANCER SCREENING AND EARLY DETECTION RATES**

Objective 5.1: Increase high-quality, guideline-adherent, cancer screening rates among average risk individuals

**MEASURES**

Men and women with appropriate smoking history risk (as determined by USPSTF guidelines) who are adherent with lung cancer screening guidelines

Baseline: TBD      2020 Target: TBD

Colorado Cancer Coalition      Colorado Department of Public Health & Environment

## 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](http://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 #RadonActionMonth:

#Radon

#RadonActionMonth

#RadonAwareness

#TestYourHome

## Follow these influencers for #RadonAction Month:

Colorado Cancer Coalition

Twitter: @CoCancerFund

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

Web: [www.coloradocancercoalition.org](http://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

## Facebook Ideas

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>

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](http://www.coloradoradon.info)

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>

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>

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>

## Twitter Ideas

January is #RadonAction Month! Radon is colorless, odorless, and extremely harmful.  
<http://bit.ly/2fsteGI>

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](http://www.coloradoradon.info)

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>

Take #RadonAction in CO by decreasing environmental exposures and reduce the risk of lung cancer.  
<http://bit.ly/2dVSoKx>

#Radon exposure is thought to cause more home-deaths each year than poisoning, falls, fires, and drowning.  
<http://bit.ly/2fGPzy4>

# Radon Action and Lung Cancer Awareness Social Media Messaging

## Facebook Ideas

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>

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>

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>

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>

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>

"Can I just open my windows to get rid of radon gas?"

No. MITIGATION, not ventilation, is the only way to go. Learn more here: <http://bit.ly/2Rdvvbex>

## Twitter Ideas

Each year, 21,000 deaths in the U.S. are attributed to radon-caused lung cancer. #TestYourHome #RadonAction <http://bit.ly/1TKpyvd>

Do-it-yourself #Radon testing is easy and can be as little as \$10. <http://bit.ly/2f7R4Jo>

Children have a higher risk of radon-caused lung cancer. #TestYourHome and save lives. #RadonAction <http://bit.ly/2gCaZk9>

All 64 Colorado counties are at high risk for radon exposure. Where does your home fall? <http://bit.ly/2gqCRD2>

Does your home test high for #Radon? #TakeRadonAction now <http://bit.ly/2f7R4Jo>

"Can I just open my windows to get rid of radon gas?" You might be surprised by the answer. <http://bit.ly/2Rdvvbex>

# Radon Action and Lung Cancer Awareness Social Media Messaging

## Facebook Ideas

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/2VCOZXj>

### 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.

Living in a home at that level is equivalent to smoking 8 cigarettes a day. Test your home now! <http://bit.ly/2f7R4Jo>

How healthy is your neighborhood? Tell your community about the importance of testing radon levels, and maybe even organize an event! <http://bit.ly/2Rhgilg>

Someone who smokes, living in a home with 4 pCi/L has 5 times the risk of dying in a car crash.

The risk is real.  
<http://bit.ly/2dLjqB>

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/2shqkZ>

## Twitter Ideas

How does #Radon enter your home? Find out if you are safe.  
<http://bit.ly/2VCOZXj>

DYK? 50% of Colorado homes are above the recommended #Radon level. That's equivalent to smoking 8 cigarettes a day. <http://bit.ly/2f7R4Jo>

Tell your community about the importance of testing #Radon levels, and maybe even organize an event!  
#TakeAction  
<http://bit.ly/2Rhgilg>

A smoker living in a home with 4 pCi/L has 5 times the risk of dying in a car crash.  
#TheRiskIsReal #Radon  
<http://bit.ly/2dLjqB>

Schools are also at risk for #Radon. What is being done? #RadonAction  
<http://bit.ly/2shqkZ>

# Radon Action and Lung Cancer Awareness Social Media Messaging

## Facebook Ideas

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>

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/2Rdvbex>

MYTH: a neighbor tested his home for radon. Is his result is a good indication of my home's radon level?

FACT: No. Radon levels can vary greatly from home to home.

Test some more radon myths here:  
<http://bit.ly/2VCOZXj>

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>

"I don't see or smell anything funny in my home. Am I safe?"

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>

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>

## Twitter Ideas

#Radon reduction systems can reduce levels by up to 99% and cost about the same as other common home repairs.  
<http://bit.ly/2f7R4Jo>

#Radon in your home leads to lung cancer. New or old, every home should be tested.  
<http://bit.ly/2Rdvbex>

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/2VCOZXj>

Are you looking for a new home? Learn everything you need to know about #Radon and Colorado real estate here: <http://bit.ly/2fUi0bU>

#Radon has no color, odor, taste, doesn't cause short term illness symptoms, but it does cause cancer. #TestYourHome  
<http://bit.ly/2f7R4Jo>

#LungCancer is preventable. #QuitSmoking and #TestYourHome for #Radon.  
<http://bit.ly/1f2b0TC>

# 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](http://www.nrpp.info)

### **National Radon Safety Board (NRSB)**

1-866-329-3474

[www.nrsb.org](http://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 Room A01B

1400 Jackson Street

Denver, CO 80206

303.270.2743

### **Living with Lung Cancer**

#### **Kasier Permanente**

Kaiser Permanente, Franklin Building

Heyer Rm., 2045 Franklin, Denver

Register 303-764-5310 or 720-536-7248

1:00 pm - 2:15 pm - January 21st

## 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>

## Accredited Lung Cancer Screening Locations

<https://www.acraccreditation.org/accredited-facility-search>

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