

Outreach Efforts

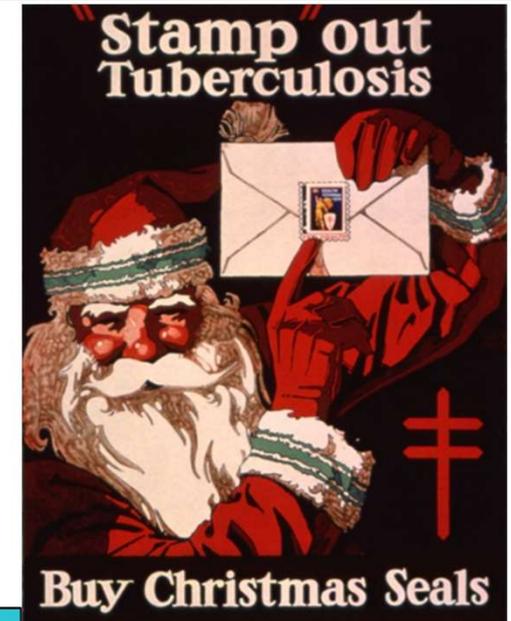
Angela Tin

National Senior Director | Clean Air Initiatives
American Lung Association

History of the American Lung Association

- America's oldest voluntary health organizations – 1904
- Programs concerning Outdoor and Indoor Air Pollution

***MISSION: TO SAVE LIVES BY
IMPROVING LUNG HEALTH
AND PREVENTING LUNG DISEASE***



Radon Hotline

- Run hotline for Illinois, Iowa, Indiana
- Answer basic radon questions
 - Science
 - Order a do-it-yourself test kit
 - Laws/regulations/standards
 - Where to find measurement/mitigation professionals
 - How radon relates to smoking/lung cancer
- If person is calling, the interest is apparent (someone in family already impacted)
- Piggy back on Lung Health Helpline
- Track numbers of different type of callers
- Licensed Radon Measurement and Mitigation Professionals



Radon Test Kit Program

- Provide low cost short-term and long-term test kits to the public and county health departments
- Public:
 - Short-term: \$15
 - Long-term: \$30
- County Health Departments:
 - Bulk short-term orders: \$8/kit for 20 or more
- Perform Quality Control/Quality Assurance Programs



Illinois Radon Poster Contest

- Contest Calendar: January – March
- Rules & Guidelines:
 - Children ages 9-14
 - Enrolled in public, private, territorial, tribal, DoD, or home school or through a sponsored club like an art, computer, or science club, scouting organization, or 4-H club
 - Provide information to teachers and administrators
- Scholarships/cash prizes for top posters
- Judges: State officials and state radon leaders

Judging Criteria

Criteria

- Accuracy of poster content
- Correct spelling
- Reproducibility of poster
- Originality of poser
- Aesthetically pleasing
- Remove bias
- Appropriate (to age)

Judges

- State officials and state radon leaders



Illinois Radon Poster Contest

Promotion:

1. IEMA Press Release during Radon Action Month + initial email to all Illinois school administrators
2. 1 month out reminder email
3. 2 weeks out reminder email
4. Work within school schedule
5. Lung.org/radon

Why should they participate?

Topic of potential concern to teachers, administrators, workers
Something new

1st place: \$200

2nd place: \$150

3rd place: \$100

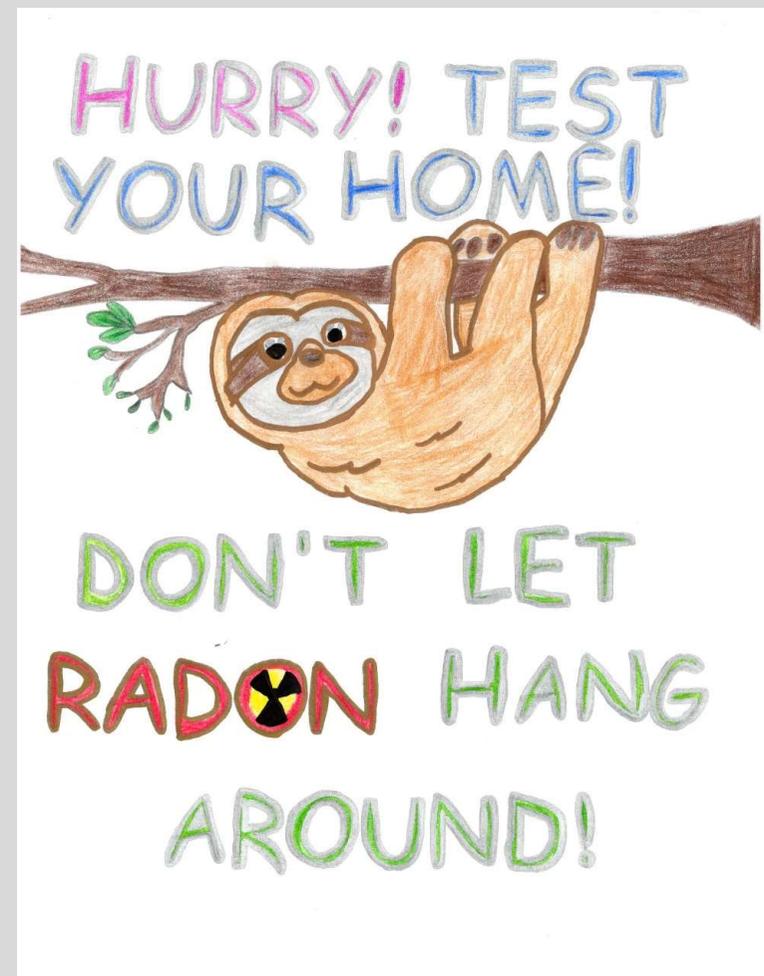
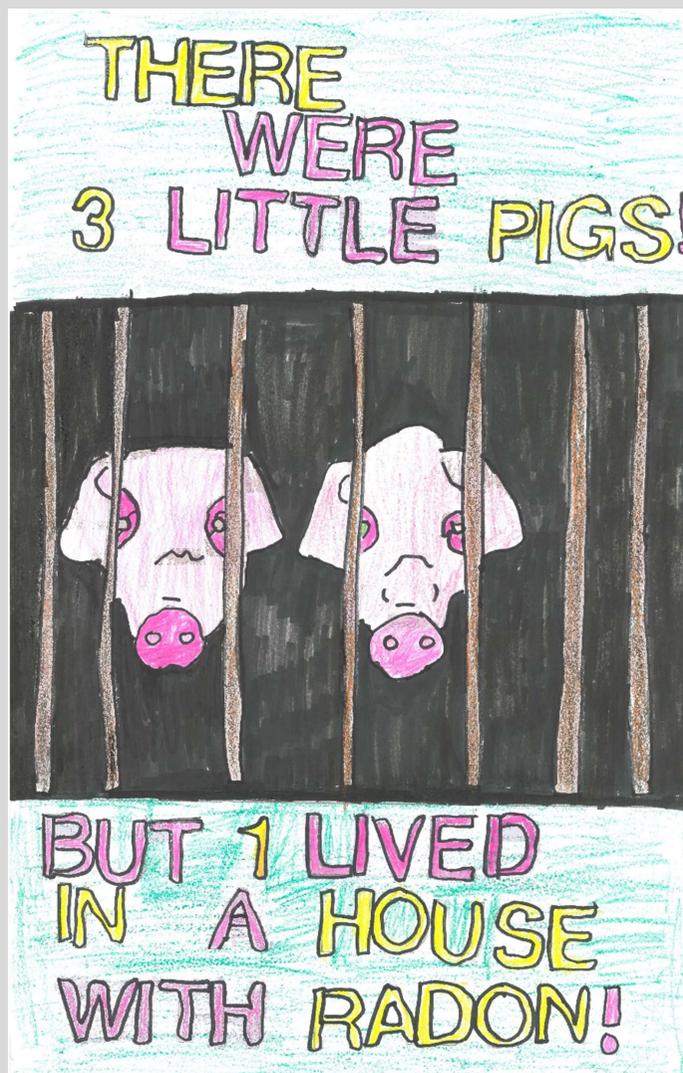
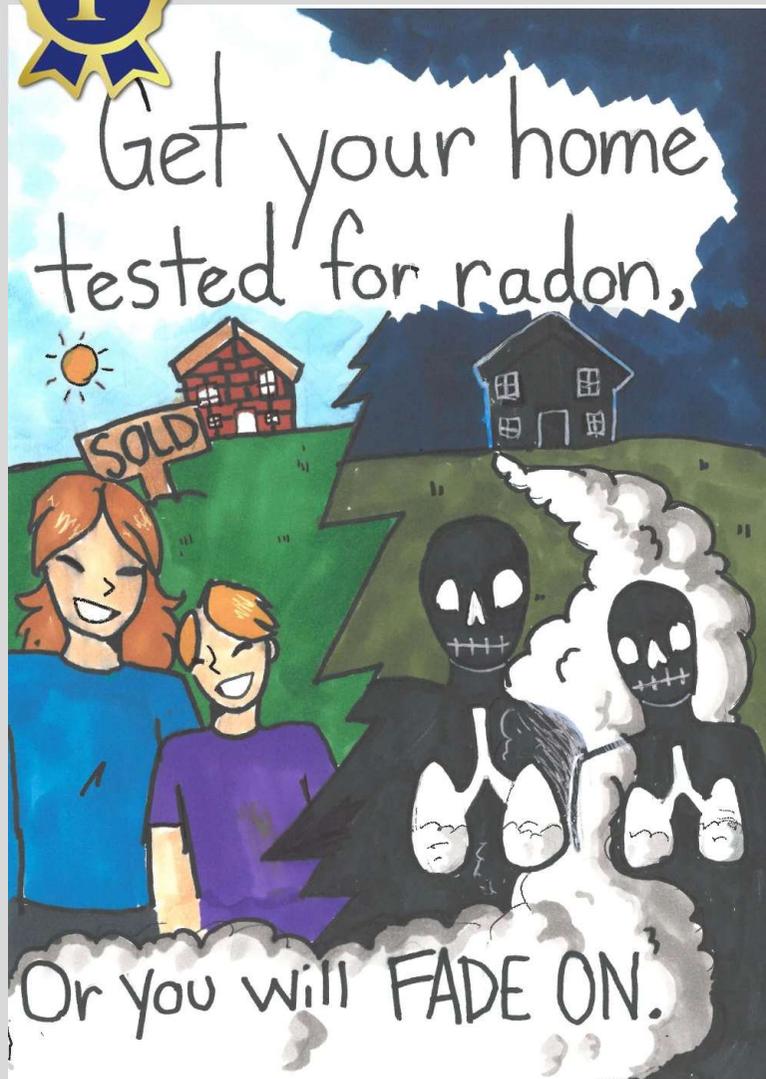
+ certificate and glass frame

All participants receive a participation ribbon + letter

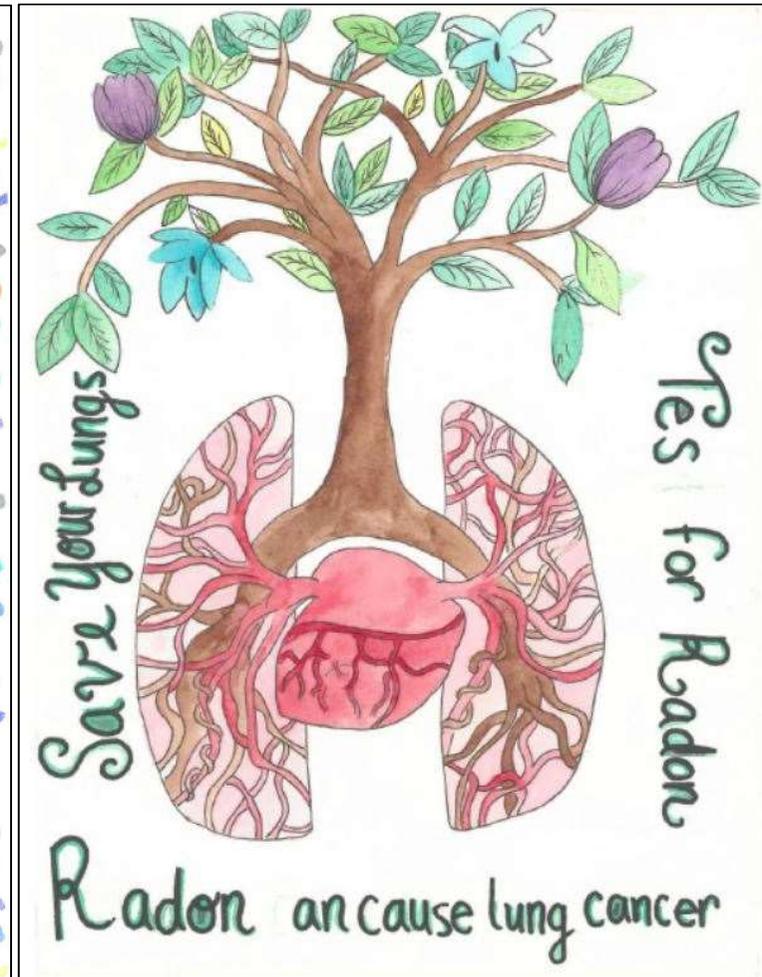
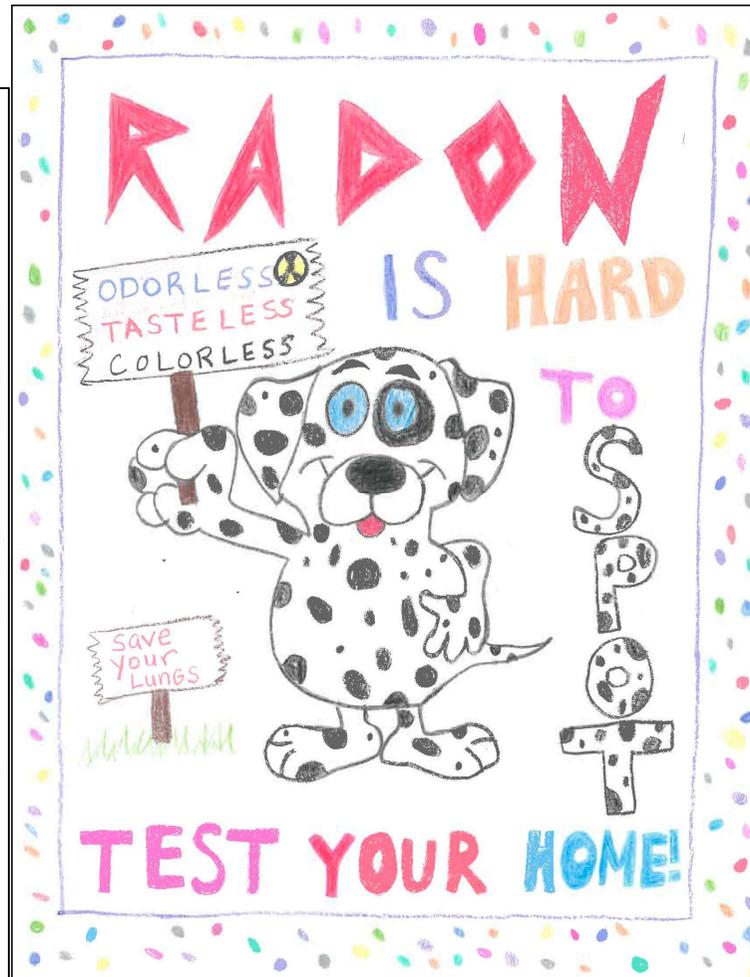
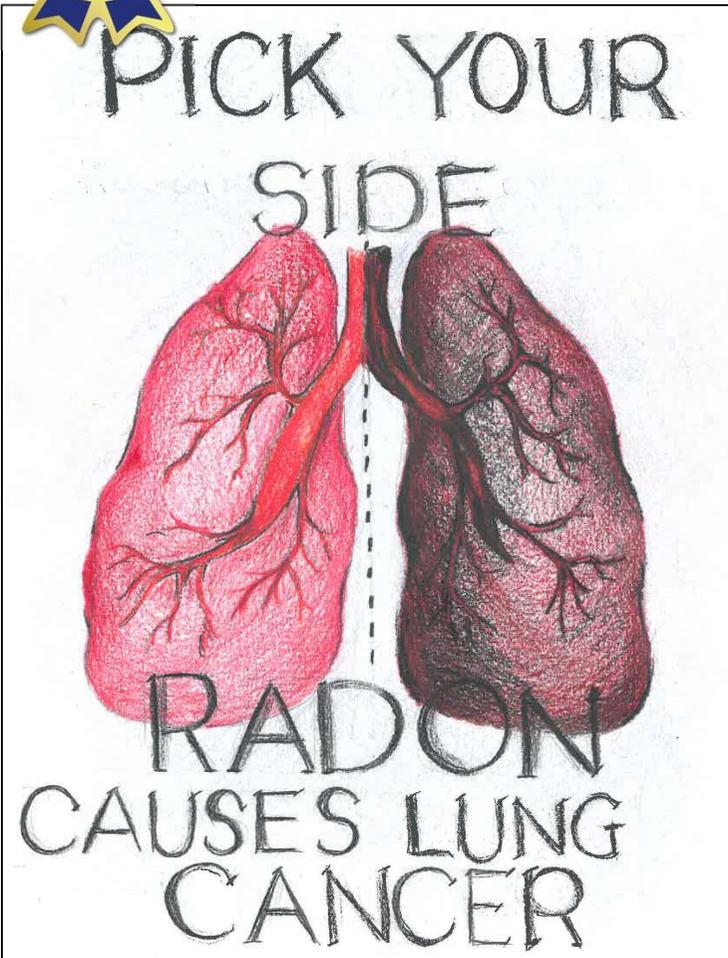
Illinois Radon Poster Contest

Contest Year	# of posters
2018	122
2017	788
2016	517
2015	474
2014	154
2013	704
2012	443
2011	303

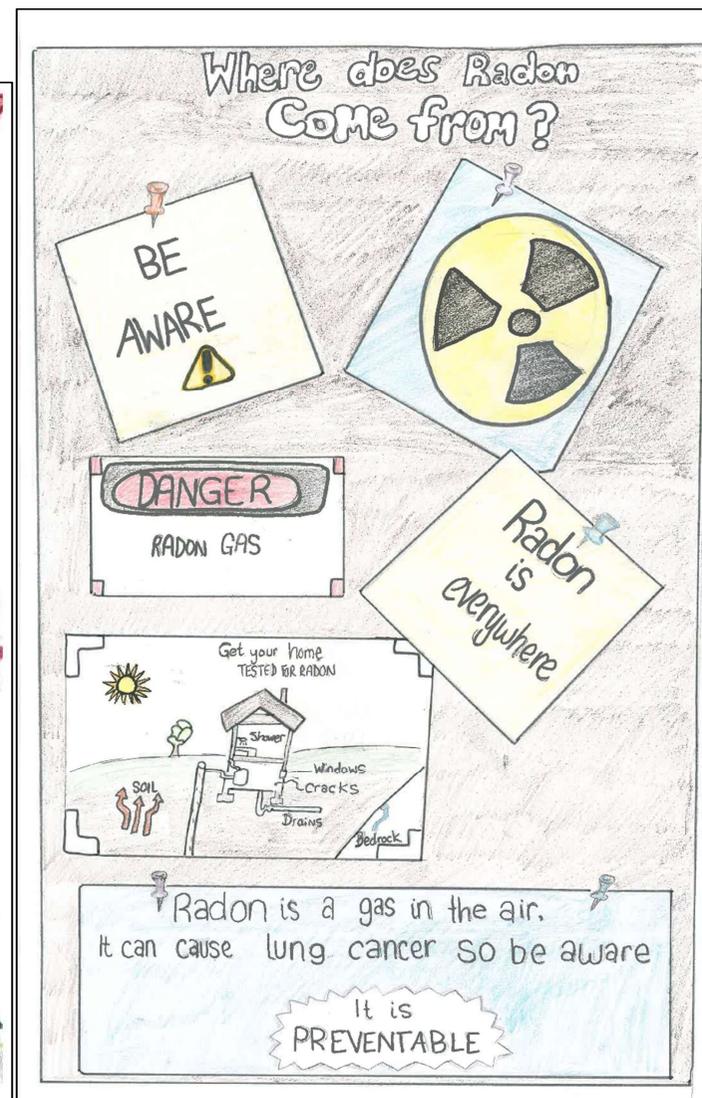
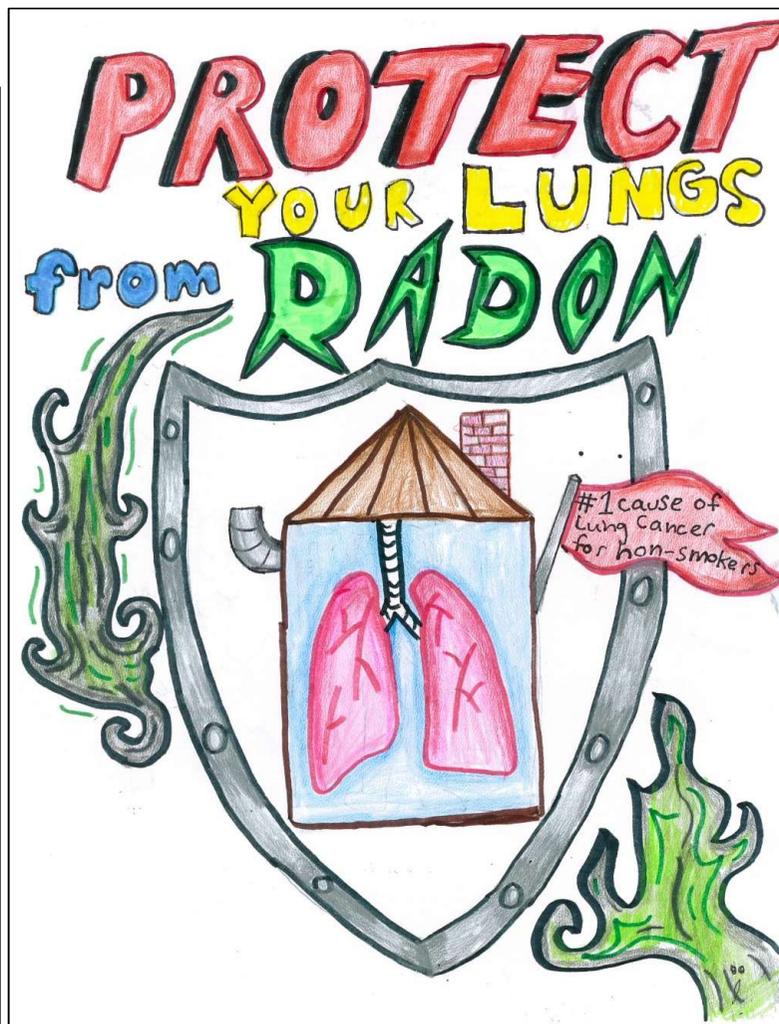
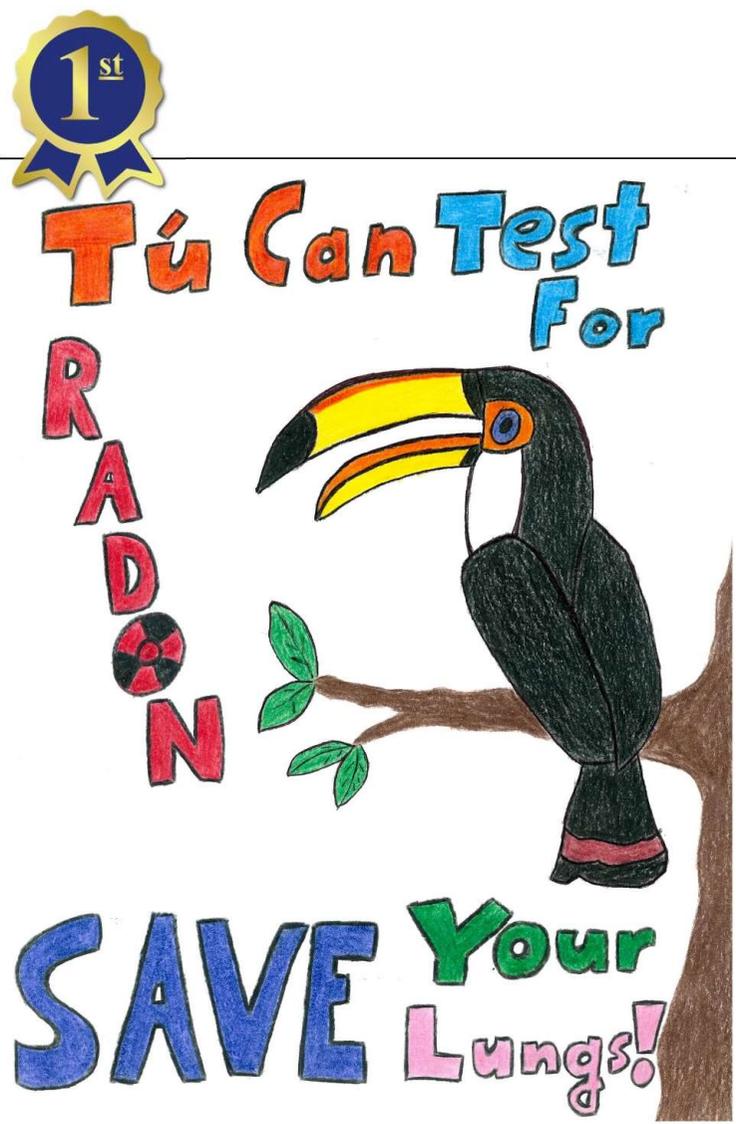
2018 Illinois Winners



2017 Winners



2016 Winners



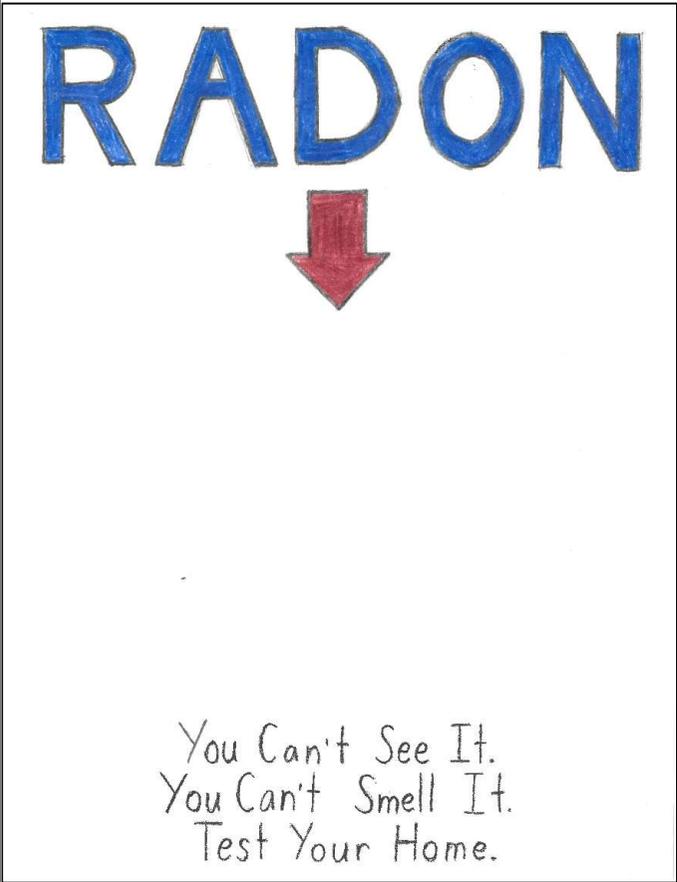
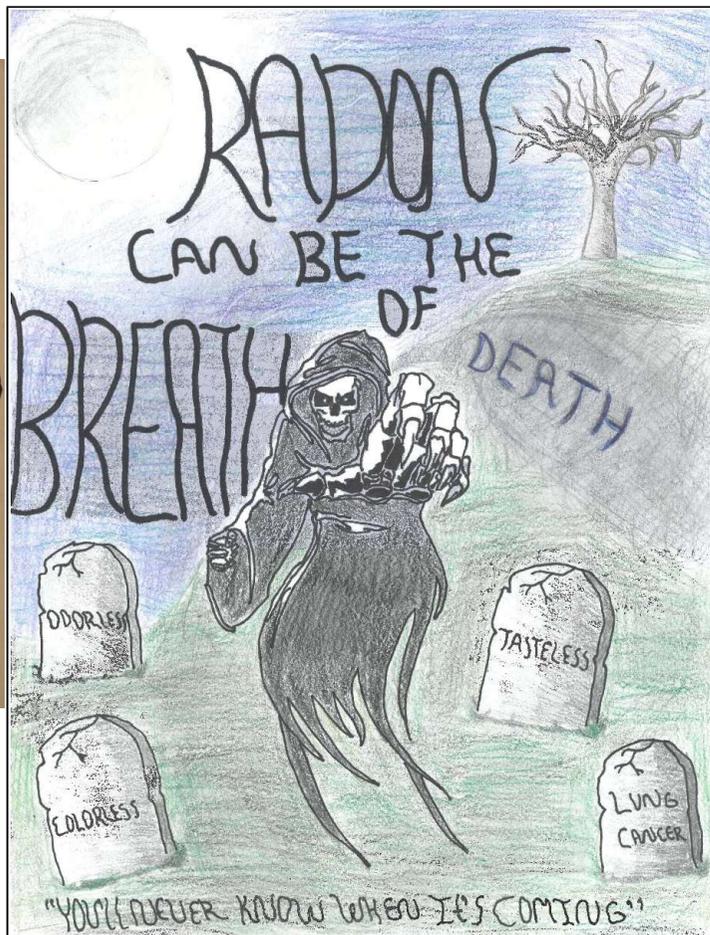
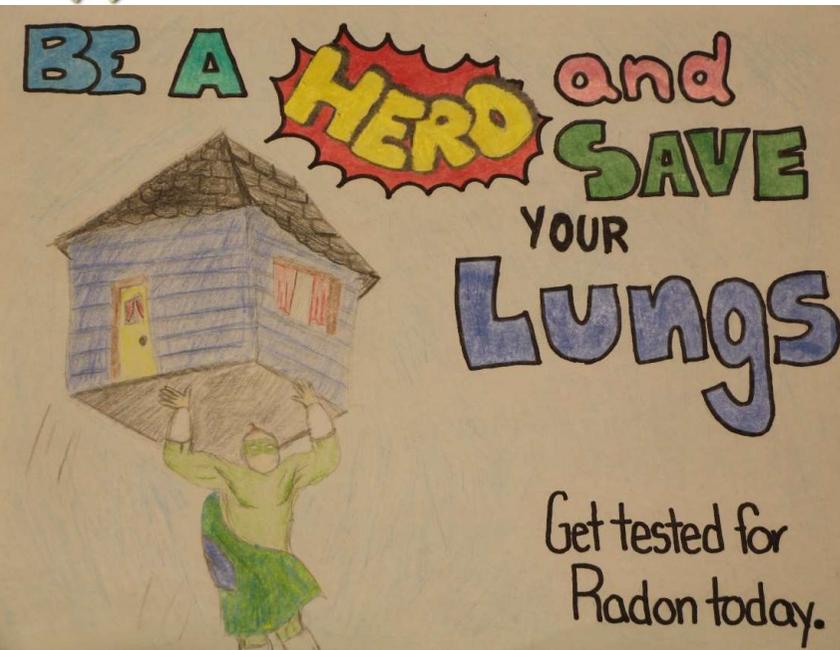
Iowa Radon Poster Contest

- Judging criteria same as IL
- Prizes:
 - 1st place: \$300
 - 2nd place: \$200
 - 3rd place: \$150
 - 4th place: \$100
 - 5th place: \$50
 - + certificate and glass frame
- All participants receive a participation ribbon + letter

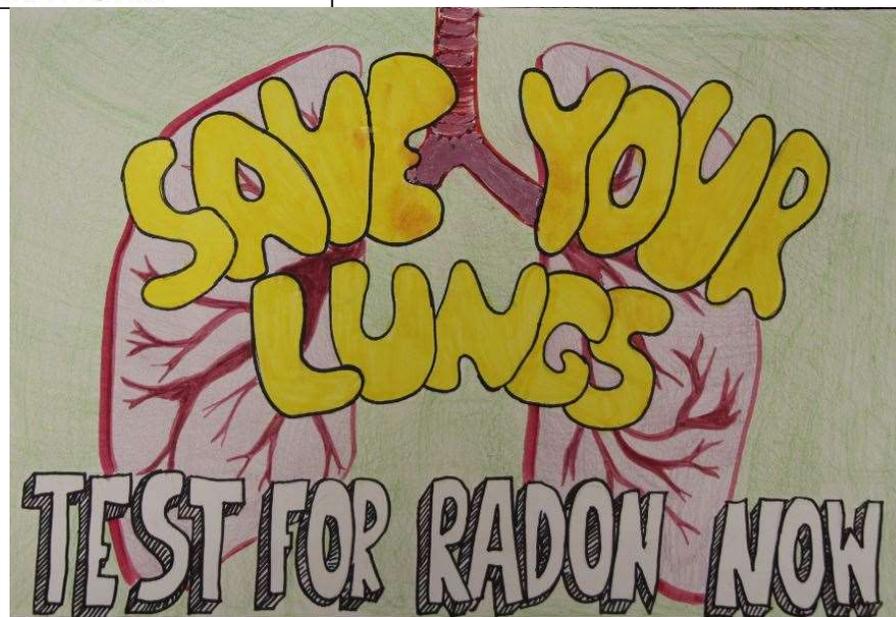
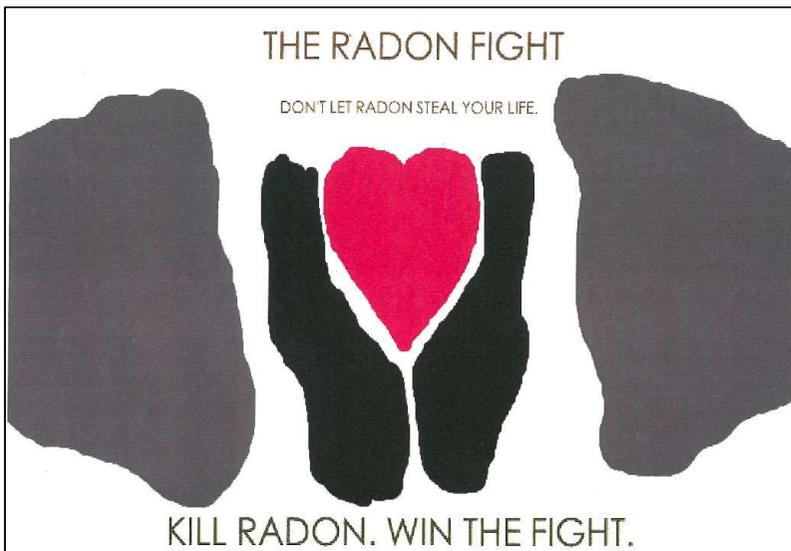
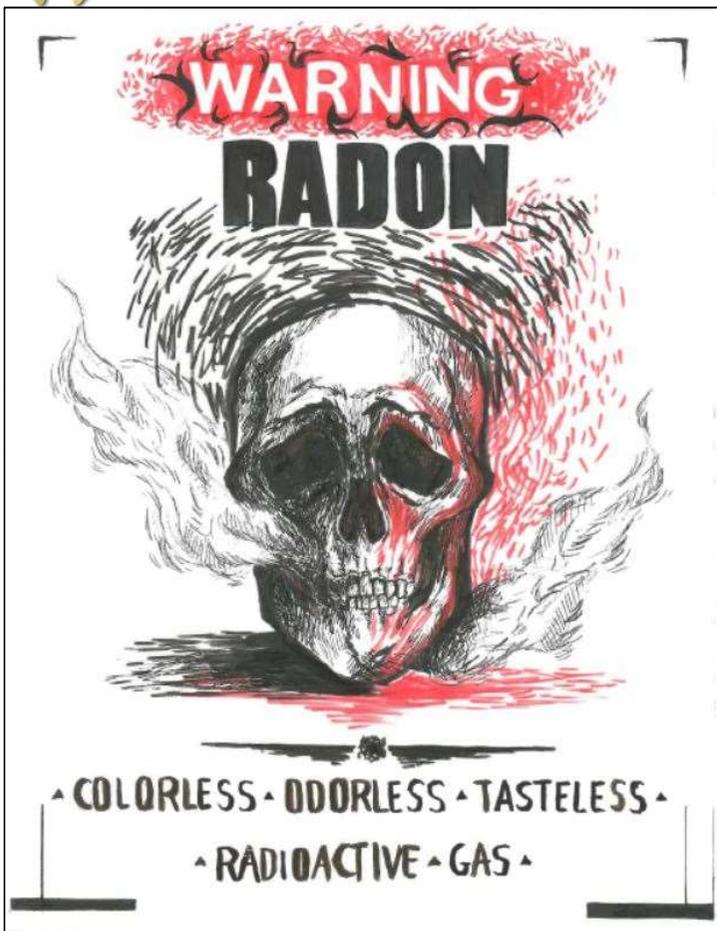
Iowa Radon Poster Contest

Contest Year	# of posters
2018	651
2017	774
2016	1103
2015	783
2014	650

2018 Iowa Winners

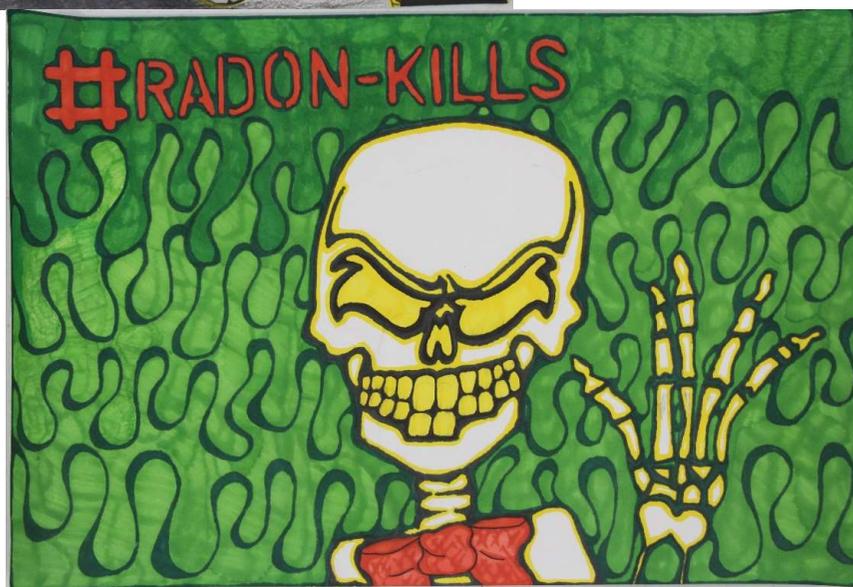
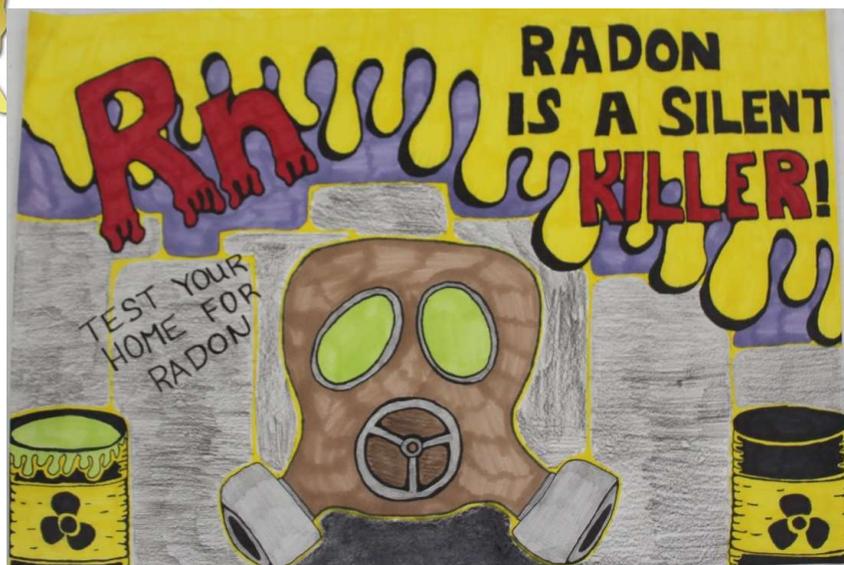


2017 Iowa Winners



2016 Iowa Winners

1st



Radon POP Quiz!!

① Radon is.... ✓

a.) colorless b.) odorless c.) tasteless d.) all of the above.

② Radon Causes  b.) lung cancer c.) laughter

a.) drowsiness b.) lung cancer c.) laughter

③ Radon comes from.... 

a.) The sun b.) trees c.) the ground

④ Should people test their homes for Radon? 

a.) YES! b.) No.

Not ALL Tests are scary....

Don't Fail the Radon Test! Test Today for Radon!

A+

Illinois & Iowa Radon Video Contest

- Contest Calendar: January – March
- Rules & Guidelines:
 - All participants must be enrolled in the school supporting the entry
 - Video is no longer than 60 seconds
 - Grant state, ALA, EPA permission to copy, distribute, modify, and display their video for judging and promotional purposes
 - Videos uploaded to ALAUM Environment YouTube Channel
- Prizes:
 - Scholarships/cash prizes for students and schools
 - Top videos receive prizes
 - Most Views Contest – top 10 videos are eligible

Judges: State officials and state radon leaders

2018 Illinois 1st place



1st Place: RADON PSA

365 views

👍 5 🗨️ 0 ➔ SHARE 📄 ⋮

Wheaton, IL

365 views

https://www.youtube.com/watch?v=Rpnf4x76xIA&list=PLslpNVMVEwigrTZAkA4UiscFP_R320qEj

Illinois Radon Video Contest

Contest Year	# of videos	# of schools	# of students
2018	132	30	291
2017	141	41	353
2016	67	30	179
2015	236	44	683
2014	125	43	293
2013	205	43	368
2012	94	-	-
2011	96	24	-

Illinois Favorites (2018)



Palatine, IL

434 views

https://www.youtube.com/watch?v=Np-RjzYjHfk&list=PLslpNVMVEwigrTZAkA4UiscFP_R320qEj&index=6

Illinois Favorites (2017)



Rock Island, IL

1,298 views

2nd Place -Project J:Illinois Radon Video Entry - Rock Island High School

1,298 views

👍 18 🗨️ 1 ➦ SHARE ⌵ ...

<https://www.youtube.com/watch?v=JZjJgwaMBn8&list=PLsIpNVMVEwig-Nh95wrrlCAuza0b9CXRI&index=2>

Illinois Favorites (2016)



Decatur, IL

1,893 views

1st Place - Radon Rap Battle MC Radon Vs Detektah - St. Teresa High School

1,893 views

👍 9 🗨️ 0 ➦ SHARE ⌵ ...

https://www.youtube.com/watch?v=u_bnLIT0TIQ&list=PLsIpNVMVEwihRzFfbnUoB6IAoZGTrqYuY

Iowa Radon Video Contest

Contest Year	# of videos	# of schools	# of students
2018	44	10	107
2017	77	22	238
2016	41	16	118
2015	13	-	-

2018 Iowa 1st place



West Des Moines, IA

377 views

1st Place: Deadly Gas Interview...Radon Awareness

377 views

👍 22 🗨️ 1 ➦ SHARE ⚙️ ...

<https://www.youtube.com/watch?v=-1B0WInAfQI&list=PLslpNVMVEwiyj1-SPA1vxhGlyOnFJeWTw>

Iowa Favorites (2017)



West Des Moines, IA

730 views

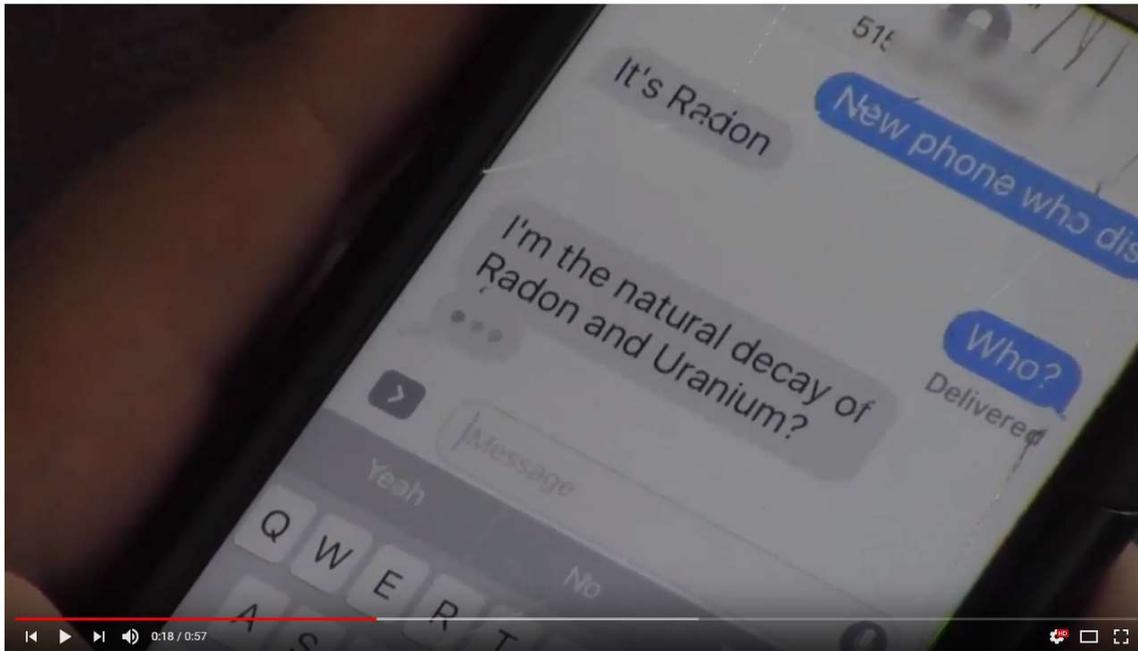
1st Place - Prevent Radon, Before It Gets You PSA - Valley High School

730 views

7 0 SHARE

<https://www.youtube.com/watch?v=TquvZ-lclTw&list=PLslpNVMVEwih5gMDOateA5O3PcoOIPxv0>

Iowa Favorites (2017)



3rd Place - #DeleteRadon - Valley High School
289 views

👍 3 🗨️ 0 ➦ SHARE ⌵ ...

<https://www.youtube.com/watch?v=gXU6zuc4Ais&list=PLslpNVMVEwih5gMDOateA5O3PcoOIPxv0&index=3>

Iowa Favorites (2016)



Cedar Rapids, IA

1,125 views

https://www.youtube.com/watch?v=gesa95M_sbg&list=PLslpNVMVEwigmXtp_mkyXgo4FNz43rrnV

Most Views Contest

- Top 10 videos have 1 week to share video on social media
- Videos receive thousands of views within a short time
 - Includes: friends, parents, teachers, etc.

Contest Provides Unique Opportunities

- Create radon awareness
 - ✓ in young people to remember as they move around
 - ✓ in teachers who promote program
 - ✓ in administrators who want to be involved
 - ✓ in workers who work there on a daily basis
 - ✓ in parents who help students do the projects
- Radon industry & partners can present their own award/category/acknowledgement
- Outreach giveaway/tool
 - Stress squeezies
- Relatively inexpensive administrative costs to the organizers

School Testing Program-Illinois

- **Rule Amendment– January 2010**

- Recommends that every occupied school building in a school district be tested every 5 years for radon
- A licensed radon professional may be selected to perform the testing. Alternatively, a school district may perform its own measurements by having a staff member successfully complete the IEMA approved measurement course

- **Program goals**

- Perform radon screenings at a low cost
- Educate students, staff, and parents of the health risks of radon exposure
- Understanding of the design, operation, and maintenance of a school's HVAC system and how it influences indoor air conditions
- Provide information about methods to lower radon levels and direct to Illinois radon measurement/mitigation licensees

Daycare Testing

- **Daycare testing in Illinois**
 - Illinois law requires that daycare homes and facilities test for radon and post the test results to retain their childcare licenses
 - Testing is required every 3 years
- **Daycare testing in Indiana**
 - Provides funding for daycares in Indiana to be professionally tested for radon by an Indiana-licensed professional
 - Both daycare homes and centers are eligible
- **Daycare testing goals**
 - Provide radon testing for daycare homes or centers at low or no cost
 - Increased awareness of radon risk for families and child care workers
 - Increased awareness of radon risk in communities (faith based daycare centers)
 - Provide radon testing and mitigation information

Effective Marketing

- Children are an effective marketing group
- Don't just get the kids, but also parents, guardians, teachers, etc.
- Teach young so they know to test when they get older
- Energetic about learning new things
- Have seen this with recycling and other programs

For More Information Contact...

Angela Tin

Angela.Tin@lung.org

National Senior Director | Clean Air Initiatives
American Lung Association | Upper Midwest Region



www.youtube.com/user/ALAUMEnvironment