

Radon Change Package Webinar Follow Up: Questions & Answers

Who are the Radon Leaders?

The short answer is – anyone. Anyone committed to addressing radon risk in their community and closing the radon risk gap is a radon leader.

RadonLeaders.org is an online learning and action network supporting the Radon Leaders Saving Lives Campaign. The Campaign is a joint effort between CRCPD, AARST, and EPA focused on doubling the number of lives saved from radon-induced lung cancer within five years.

RadonLeaders.org is the home for radon leaders—people committed to radon risk reduction—where they can find resources to support their work, connect with other leaders working to address radon risks in communities across the nation, and find answers to their questions about radon and radon control.

The [Radon Change Package](#) is a tool for sharing effective program approaches radon leaders can put to work in their communities. It synthesizes years of research, including studies of effective ways to promote residential action to reduce health risks, historical analysis of the national radon program, and analyses of how some highly effective radon programs—the Radon Leader Programs—have put that knowledge into practice. Join the network of radon leaders and contribute your story and ideas for radon risk reduction in the [Change Package](#).

What successes have emerged from the Radon Leaders Saving Lives Campaign and the Radon Change Package?

The launch of RadonLeaders.org at the 2008 National Radon Meeting in Las Vegas, NV was a major milestone in the Radon Leaders Saving Lives Campaign. Like the Campaign, RadonLeaders.org is a collaborative effort between CRCPD, AARST, and EPA to foster communication among all radon stakeholders. As of January 2009, RadonLeaders.org has over 370 members who are blogging, discussing hot topics in the Forums, and sharing their event plans and resources. Also, the energy and activity generated during National Radon Action Month has continued to grow by leaps and bounds since the launch of the Radon Leaders Saving Lives Campaign. In 2008, over 700 activities were submitted to EPA during National Radon Action Month. We are only half way through the 2009 National Radon Action Month, and over 800 events have already been submitted!

The Change Package has delivered clear results. Since we shared the first iteration of the Radon Change Package with the community of radon stakeholders back in 2006, we have seen the ideas, strategies and approaches for radon risk reduction that it documents adopted in many new programs. The spreading of ideas through the Change Package has given program leaders, industry advocates, and citizen activists ideas and blueprints for action that they have put to use in their communities. This sharing of approaches and spreading of tactics has spurred new and more effective action to reduce radon risk. For example, on today's Webinar, Pat Gardner talked about how her interaction with the Radon Change Package led her to adapt a strategy originally piloted in Pennsylvania to provide new parents with radon risk information through local hospital newborn programs. Pat explained that Pennsylvania's original model—providing radon information in newborn packages to parents at hospitals across the state—was more than her program in New Jersey could manage at first but that the example and information in the Change

Package gave her what she needed to adapt the program so it could work in her state. Pat and her colleagues worked through a few communities to distribute information to new parents rather than partnering directly with hospitals. In New Jersey, the program has evolved and the state is now partnering with townships to identify new parents through local hospitals' registry and distribute radon information to those parents. With very little time and investment, New Jersey was able to incorporate a new outreach strategy based on Pennsylvania's model, materials, and approach. New Jersey is reaching thousands of parents interested in ways to reduce their children's health risks; people the program was not targeting for outreach before. The Radon Change Package made it easy and fast for New Jersey to get the program up and running.

How can industry add comments and ideas to the Radon Change Package?

The [Radon Change Package](#) is for all radon stakeholders. All members of RadonLeaders.org can contribute to the Radon Change Package by leaving comments under any of the five Leadership Concepts and [sharing their own strategies](#) for achieving results.

How do I know when something new has been added, changed, or updated on RadonLeaders.org?

RadonLeaders.org has several tools to help members stay up to date with the latest developments. To become a member, visit www.radonleaders.org and select the "Join the Community" link at the top of the page.

Newsletter: RadonLeaders.org will soon begin publishing a bi-monthly e-mail newsletter to update community members on the most recent news items, resources, blog posts, forum discussions, and calendar events added to RadonLeaders.org.

RSS Feed: RadonLeaders.org now publishes an RSS (Really Simple Syndication) Feed. By subscribing to the RSS Feed, you will receive a notice whenever new resources, blogs, news, and calendar events are added to RadonLeaders.org. Subscribe at <http://www.radonleaders.org/rss>.

Subscribe to Forums: You can subscribe to any Forum discussion that interests you. The "Subscribe to this Thread" link at the bottom of each post in the Radon Forums allows you to keep track of the posts that are most important to you. When you subscribe to a Forum thread, you will receive an e-mail when new posts are made to that Forum. View and manage your subscriptions by clicking the "My Subscriptions" link in your user menu.

Share Content: You will now find "Share" buttons at the bottom of most RadonLeaders.org content. The Share feature allows you to e-mail links to content you find useful or interesting to colleagues.

For more information on RadonLeaders.org features, please visit the Frequently Asked Questions page at <http://www.radonleaders.org/help/faq>.

How can you find out who is a member of RadonLeaders.org?

It's easy to see who is already a member of RadonLeaders.org. Once on the RadonLeaders.org Home Page, navigate to the "Connect" drop-down menu at the top of the screen. Select the [RadonLeaders.org Directory](#) link. The Directory is organized so that you can view members

alphabetically by user name or by organizational affiliation. The Directory is also searchable. However, to access the Directory you must be a member of RadonLeaders.org.

How can I promote RadonLeaders.org to get colleagues to join?

RadonLeaders.org is a new way for the radon community to communicate. It offers a great platform for sharing your ideas and resources. Share this information with your colleagues! E-mail them the Web site address (www.radonleaders.org) and ask them to sign up. It's quick and easy to register.

We find it difficult to work with realtors on radon testing. How can we get realtors to work more collaboratively with us?

Dr. Paul Locke, a leader with over 20 years of experience in radon and real estate issues, will be hosting a blog on RadonLeaders.org about working with realtors on radon within the next few weeks. Aside from the great ideas and resources Dr. Locke will share in his blog, you will also be able to ask questions and share your thoughts as comments to the blog. You will receive a notification in the RadonLeaders.org e-mail Newsletter when Dr. Locke's blog is published, so keep an eye out in your e-mail inbox.

I am in a state where the public has no place to file an "official" complaint about a radon service provider. How would you suggest that professionals could assist homeowners in getting heard?

Some states do not have regulations governing radon, but all should have a central location for consumer complaints. This is typically with the State Attorney General office's consumer protection staff. When a consumer is harmed, this office is interested in hearing about it. Although corrective action is not guaranteed, you can make sure that a complaint is filed with the office so that other consumers can find this information and hopefully prevent someone else from being harmed. Other potential avenues for filing a complaint include consumer protection organizations like the Better Business Bureau, and service provider rating sites like Angie's List.

Each state radon program should have a list of certified professionals conducting radon services. These lists are mostly (but not always) based on current listings with National Environmental Health Association-National Radon Proficiency Program (NEHA-NRPP) and the National Radon Safety Board (NRSB). If the professionals in non-regulated states are currently certified by one of these bodies, they will appear on the state's list. This is where the states, certification bodies, and homeowners need to work in tandem. If the radon service provider in question is currently certified, action can be taken against their certification through NEHA-NRPP and NRSB.

The most productive means of having the complaint heard is for it to come straight from you, the consumer, to NEHA-NRPP. Complaints need to be in writing. Additional documentation (contracts, warranties, etc.) and photos are a plus. Once NEHA-NRPP receives the complaint, NEHA-NRPP will send a certified letter to the individual in question asking for a written response. After receiving the response, or lack thereof, all of the information is sent to the Policy Advisory Board for review. The PAB reviews and issues advice to NEHA-NRPP on next steps, which could include de-certifying the professional in question.

For more specific information, you should contact the certifying bodies:

National Environmental Health Association-National Radon Proficiency Program:

<http://neha-nrpp.org/nrpp/index.shtml>

E-Mail: info@neha-nrpp.org

Phone: (800) 269-4174 or (828) 890-4117

Fax: (828) 890-4161

National Radon Safety Board:

<http://www.nrsb.org/>

E-Mail: info@NRSB.org

Toll Free: (866) 329-3474

Outside of the United States-Telephone Number: (914) 345-1168

Fax: (914) 345-1169

How do you convince long-time community members to test their homes, even though they believe radon is not an issue in their community?

Think strategically about how to reach your audience—people who are long-time community members—and be creative in your outreach. For example, long-time community members may be more likely to be involved in a community or neighborhood association or other civic group. Use the Radon Change Package to learn about how to [Cultivate High-Performing Collaborations and Partnerships](#) with such groups to get access to your audience. Once you have identified the groups that can help you reach your goals, one strategy for pursuing the partners you need is to approach them with an offer rather than just a request. In other words, focus on how the partnership benefits them and their members rather than you and the accomplishment of your goals. Once the partnership is established, you could send out literature to their members, host a neighborhood awareness event, offer free or discounted radon test kits, or find a community member whose home tested high for radon to come and talk about his or her experience at one of the group's meetings. Whatever ways you choose to deliver your message, be sure that by doing it you are [Maximizing the Impact of Your Outreach](#)—by making your messages clear and personal, by being prepared for any questions or skepticism your audience may have, and by offering to go the extra mile to accomplish your goals.

One effective strategy we have seen work to reach long-time residents is to focus on the health risk faced by their children or grandchildren. A radon leader in Alabama shared a story about long-time residents who had tested their home and found radon levels exceeding EPA's action level of 4 pCi/L but had never taken action to mitigate their high levels. Suddenly, when they agreed to watch their grandchildren in the house several afternoons per week, the long-time residents decided it was time to install a radon mitigation system. In this case, the health of their grandchildren was the factor that finally motivated them even though they had knowingly lived in a house with elevated radon levels for many years. The lesson here is that you never know what may motivate a long-time resident to act to reduce their radon risk so you need to be creative in your approach and never give up on any individual or community because the message that moves them may be just around the corner.

How are you addressing radon from granite & other building materials?

The issue of radon and granite has been a hot topic in the radon community lately. Search “granite” on RadonLeaders.org to find great content on radon and granite. You can also join in a lively discussion of the topic in the [Forums](#).