

# Radon Action Month: January 2019

## Social Media Radon Awareness Challenge

Promoting Radon Awareness and Home Testing

Help us spread radon awareness by participating in the first annual Illinois Social Media Radon Awareness Challenge! The top 10 individuals (Illinois residents) with the most re-tweets on January 31<sup>st</sup>, will be entered to win a GoPro Hero7 and the first 200 Illinois residents to post on Twitter will be mailed a FREE short-term radon test kit, a \$15 value!

### Challenge explained:

We want you to use your Twitter platform to help promote radon awareness during Radon Action Month (January 2019). The more re-tweets your post gets the better! Re-tweets will help spread radon awareness AND if your post is one of the top 10 with the most re-tweets you will be entered to win a GoPro! The first 200 individuals to create a Twitter post using the Illinois radon facts provided below will receive a FREE short-term radon test kit (a \$15 value). Use your test kit in your 2019 video contest submission!

### Follow these 3 simple steps to complete the 2019 Radon Awareness Challenge!

**Step 1:** Post a radon fact (see below) along with the hashtag #2019RadonAwarenessChallenge AND tag/mention @alaenvironment during the month of January.

**Step 2:** Visit the [Challenge Sign-up](#) page to enter your mailing address and receive your free short-term test kit (first 200 individuals).

**Step 3:** Ask your friends and family to re-tweet your post!

Once you have tested your home, post your test results on Twitter with the hashtag #2019RadonAwarenessChallenge AND tag/mention @alaenvironment to help spread even more awareness (this can be posted to Twitter after the month of January).

### Radon facts for posting (choose 1):

- 1) DYK? As many as 1,160 Illinois citizens are at risk of developing radon-related lung cancer each year according to IEMA and EPA.
- 2) DYK? The average Illinois indoor air radon concentration is 5.1 pCi/L, which is above the EPA action level.
- 3) DYK? Approximately 1 in 2 homes tested in Illinois (45%) have radon levels at or above the EPA action level of 4.0 pCi/L.
- 4) DYK? Radon exposure is the 2nd leading cause of lung cancer, estimating 21,000 lung cancer deaths each year.
- 5) DYK? Testing for radon is relatively inexpensive, easy and is the only way to know whether you are at risk.
- 6) DYK? The CDC says that radon is the leading cause of death in private homes.

### Questions?

For any additional questions or inquiries about the challenge, please contact Kallie Sinkus at [Kallie.Sinkus@lung.org](mailto:Kallie.Sinkus@lung.org).

