

## Summary of 2011 National Radon Action Month Results

This document summarizes the results of the 2011 National Radon Action Month (NRAM). The summary describes the total number of 2011 activities compared to 2010 and 2009 activities. The results are based upon activities that were reported by radon stakeholders during the pre-National Radon Action Month period between September 1, 2010 and December 31, 2010, and during the months of January and February 2011 – which gave stakeholders an extended period of one month to submit activities compared to last year. In 2010, the reporting period included activities with start dates between September 1, 2009 and January 31, 2010.

The number of activity submissions for 2011 is slightly higher than in 2010 and is approximately 12 percent higher than 2009 activities. In 2011, radon stakeholders participated in more activities such as Website Outreach or Update Activities and Presentations. Notably, there was almost double the amount of Home Shows or Expos in comparison to 2010. There were also increases in activities listed as Other in 2011. Furthermore, 10 governors publically proclaimed January as National Radon Action Month. Overall, five of the nine activity categories increased in 2011. Activities took place in all 10 EPA Regions, and in six of the 10 EPA Regions, participation increased from 2010. Region 1 increased its number of NRAM activities by almost eight-fold. The number of states and tribes in which activities were submitted has remained relatively steady since 2009.

### I. RESULTS REPORTING PROCESS

Our final reported count of 2,091 National Radon Action Month activities includes activities that were submitted with a **start date between September 1, 2010 and February 28, 2011**. This includes pre-National Radon Action Month activities that continued through January, activities that took place during Radon Action Week (October 17-23, 2010), and activities that took place during January and February 2011. In addition to these user-submitted activities, one activity was added to the database to represent each state that had an entry in the National Radon Poster Contest, if one had not already been submitted by a representative of that state's radon program.

In an effort to ensure that EPA accurately reports the hard work and ultimate impact of radon stakeholders' efforts, all of the activities that were submitted through the Activity Submittal Form or Batch Upload page on [www.RadonLeaders.org](http://www.RadonLeaders.org) were reviewed before being included in the final count. The goal of the review was to make sure that the final reporting did not include:

- Activities submitted by user error
  - Example: One activity submitted multiple times by one user or by several users within an organization. These types of duplications were only counted as one activity.
- Overarching efforts submitted as multiple events or activities
  - Example: Television news segment produced for local evening news and submitted as an activity for every time the segment aired during one day (e.g., 5 p.m. newscast, 6 p.m. newscast). These overarching outreach efforts were counted as one activity.
- Efforts that were not related to increased outreach during National Radon Action Month
  - Example: State radon program hotline that is operated throughout the year and is submitted as a National Radon Action Month activity. These types of submittals were not counted in our final report.

If you have questions related to the results reporting process, please contact Gina Bowler (EPA's National Radon Program) at [bowler.gina@epa.gov](mailto:bowler.gina@epa.gov).

**II. NATIONAL RADON ACTION MONTH ACTIVITIES SUMMARY**

**A. Total Number of 2011 National Radon Action Month Activities and Unique Event Submittals**

	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>Percent Change from 2010 to 2011</b>
<b>Activities*</b>	<b>2,091</b>	1,995	1,874	5%

*\* For 2011, unique activity submittals with a start date between September 1, 2010 and February 28, 2011 are included in the total number of activities. Activity Submittal Forms for these activities were collected until February 28, 2011. One activity was also included for each state that participated in the National Radon Poster Contest.*

Observations

- Overall, activities increased by approximately five percent in 2011. Possible reasons for the increase could be:
  - The number of radon stakeholders registering for the site has increased, increasing the chances of more people registering NRAM activities.
  - The activity reporting period for 2011 was extended to include the month of February, which expanded the period by one month compared to 2010.
  - The radon stakeholders reporting their activities have become comfortable with the new activity submittal process hosted on RadonLeaders.org put in place in 2010.
  - The batch activity upload feature made submitting large amounts of activities easier for radon stakeholders.

**B. Location of Activities in 2010 National Radon Action Month**

	<b>2011 Activities</b>	<b>2010 Activities</b>	<b>2009 Activities</b>	<b>Percent Change from 2010 to 2011</b>
<b>Regions</b>	<b>10</b>	10	10	0%
<b>States</b>	<b>37</b>	39	29	-5%
<b>Tribes</b>	<b>2</b>	2	4	0%

Observations

There was a slight decrease in the number of states in which events occurred during National Radon Action Month in 2011. One explanation for this could be the nationwide economic situation restricting budgets for local and state health and environmental agencies. States with at least one entry in the National Poster Contest were counted as participants in National Radon Action Month for 2011. Although there was a slight decrease in the number of states participating in NRAM, four new states were represented this year: Delaware, Hawaii, North Dakota and Wyoming.

**C. Number of Activities Submitted from Each EPA Region**

<b>EPA Region</b>	<b>Number of 2011 Activities</b>	<b>Number of 2010 Activities</b>	<b>Number of 2009 Activities</b>	<b>Percent Change from 2010 to 2011</b>
<b>1</b>	<b>47</b>	6	30	700%
<b>2</b>	<b>180</b>	176	159	2%
<b>3</b>	<b>29</b>	14	5	101%
<b>4</b>	<b>650</b>	589	634	10%
<b>5</b>	<b>185</b>	115	99	61%
<b>6</b>	<b>2</b>	9	6	-78%
<b>7</b>	<b>240</b>	320	554	-25%
<b>8</b>	<b>36</b>	31	29	16%
<b>9</b>	<b>717</b>	722	353	-1%
<b>10</b>	<b>5</b>	13	5	-62%

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Observations

- Region 1 had the largest increase in the number of activities submitted in 2011. This increase could be attributed to the increase in activities submitted by the state of Connecticut (increase of 42 activities from 2010). Overall, the number of activities conducted in six of the 10 EPA regions increased in 2011.

**D. Number of Activity Submissions from each State**

State	Number of Activities 2011	Number of Activities 2010	Number of Activities 2009
AK	0	0	0
AL	214	319	373
AR	0	0	0
AZ	1	3	0
CA	1	7	1
CO	7	5	2
CT	47	5	28
DC	2	1	1
DE	3	0	0
FL	7	3	2
GA	105	102	120
HI	1	0	0
IA	4	108	309
ID	0	1	0
IL	42	17	17
IN	0	2	0
KS	158	164	166
KY	52	29	40
LA	0	1	0
MA	0	0	0
MD	2	1	0
ME	0	0	0
MI	1	1	44
MN	10	3	2
MO	17	26	41
MS	7	5	5

State	Number of Activities 2011	Number of Activities 2010	Number of Activities 2009
MT	0	0	0
NC	79	29	1
ND	1	0	0
NE	61	22	38
NH	0	0	0
NJ	131	121	128
NM	0	1	0
NV	714	712	352
NY	49	55	31
OH	130	86	30
OK	1	6	6
OR	5	11	5
PA	20	10	4
RI	0	0	0
SC	13	7	14
SD	0	0	0
TN	173	95	79
TX	1	1	0
UT	13	26	22
VA	1	1	0
VT	0	1	2
WA	0	1	0
WI	2	6	6
WV	1	1	0
WY	15	0	5
<b>Total</b>	<b>2,091</b>	<b>1,995</b>	<b>1,874</b>

**Note: The following states and territories did not submit events in 2011:**

- Alaska, Arkansas, Guam, Idaho, Indiana, Louisiana, Maine, Massachusetts, Montana, New Hampshire, New Mexico, Puerto Rico, Rhode Island, South Dakota, Vermont, Virgin Islands and Washington.

Observations

- In total, 22 states increased the number of activities submitted in 2011. By contrast, 15 states decreased the number of activities submitted in 2011.
- The largest percentage increase in activities submitted was in Connecticut (840 percent). The largest increase in the number of activities submitted was in Tennessee (78 activities).

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**E. Types of National Radon Action Month Activities**

*Types of activities are in order of popularity for 2011.*

Type of Activity	Examples	Number of 2011 Activities	Number of 2010 Activities	Number of 2009 Activities	Percent Change from 2010 to 2011
<b>Media Activity</b>	Print, Web or broadcast news coverage, press releases, PSAs and advertisements	629	691	669	-5%
<b>Presentation, Workshop, Training or Lecture</b>	Consumer presentations at community centers, libraries, training workshops and meetings for stakeholders	345	307	377	16%
<b>Other Activity</b>	Test kit distribution, mailings to local homebuilder association members and constituents	270	155	154	68%
<b>Informational Display</b>	Displays, exhibits or distribution of materials at libraries, health fairs, public buildings	268	278	220	-4%
<b>Website Outreach or Update</b>	EPA Web banners or other National Radon Action Month updates on Web site	233	216	55	8%
<b>Worksite Activity</b>	Paycheck inserts, workshops or newsletters targeted to employees	175	186	236	-6%
<b>Proclamation</b>	Mayor, Governor, County Commissioner and City Council	97	92	113	6%
<b>Poster Contest Activity</b>	Awards ceremonies, winner selection or recognition and other participation	53	58	23	-9%
<b>Home Show or Expo</b>	Consumer home and garden shows, fairs and expos	21	12	27	75%

Observations

- For the third consecutive year, Media Activities were the most popular category. However, there was a decrease in the number of Media Activities submitted in 2011 compared to 2010 (a decrease of five percent).
- The most dramatic increase was in the Home Show or Expo category, with a 75 percent increase.
- The largest decrease was in the Poster Contest Activity category, with a nine percent decrease.

**F. Poster Contest Activities**

State	Total Poster Contest Activities
AL	2
AZ	1
CA	1
CO	1
CT	1
DE	1
FL	3
GA	9
HI	1
IL	1
IA	1
KS	2
KY	2
MD	1
MI	1
MS	1
MO	1
NC	1
NE	2

State	Total Poster Contest Activities
NJ	1
NV	6
ND	1
NY	1
OH	1
OK	1
OR	1
PA	1
SC	2
TN	1
TX	1
UT	1
VA	1
WI	1
<b>Total</b>	<b>53</b>

**Note:** One activity was included for every state that had at least one entry in the 2011 National Radon Poster Contest, if one had not already been submitted by a representative of that state's radon program.

**The following states and territories did not submit Poster Contest Activities in 2011:**

- Alaska, Arkansas, Guam, Maine, Massachusetts, Minnesota, Montana, New Hampshire, Puerto Rico, Rhode Island, South Dakota, Virgin Islands and Wyoming.

Type of Poster Contest Activity	Total Poster Contest Activities
Contest Participation	20
Recognition Ceremony/Awards	18
Contest Promotional Outreach	8
Poster Judging	4
Other	3
<b>Total</b>	<b>53</b>

Observations

- The Poster Contest Activity category decreased nine percent from 2010 submittals. However, it should be noted that the number of overall entries in the Poster Contest increased by over 1,100 from 2010.
- Three new states participated in Poster Contest activities compared to 2010: Delaware, Hawaii and North Dakota.

**G. Proclamations**

<b>State</b>	<b>Total Proclamation Activities</b>	<b>Governor's Proclamation (Y/N)</b>
AL	23	Y
GA	4	Y
IL	13	N
KS	1	Y
KY	10	N
MD	1	N
MO	1	Y
NC	1	Y
NE	2	Y
NJ	4	N
NV	19	Y
NY	1	Y
OH	13	N
TN	2	N
UT	1	Y
WY	1	Y
<b>Total</b>	<b>97</b>	<b>10</b>

Observations

- The overall total of proclamations submitted increased from 92 in 2010 to 97 in 2011, signifying a six percent increase. A total of 10 governors also publically proclaimed January as National Radon Action Month, which is down from 13 in 2010, but up from five in 2009. Mayors, county commissioners and other state and local officials and agencies also issued National Radon Action Month proclamations.

**H. Website Outreach or Updates**

**All Website Outreach and Update Activities Submitted**

State	Total Website Outreach Activities
AL	9
CT	5
IL	2
KS	3
MN	1
MS	1
NE	1
NJ	11
NV	165
NY	10
OH	16
PA	3
SC	2
TN	3
UT	1
<b>Total</b>	<b>233</b>

**Social Media Outreach Activities (across all categories)**

State	Total Social Media Activities
AL	2
NV	25
NY	2
OH	1
<b>Total</b>	<b>30</b>

*Note: Cadmus searched the database using popular social media platforms (and spelling variations) as keywords, including "Facebook," "Twitter," "YouTube," "Craigslist," "MySpace" and "LinkedIn". Cadmus also searched the database using social media terms as keywords, such as "podcast," "blog," "widget," "wiki" and "forum." The total is an approximation of the number of activities found that contained any of the search terms above. Each activity found was read for accuracy to ensure that the activity was related to social media outreach.*

Observations

- There was an eight percent increase in the Website Outreach or Update category compared to 2010 figures (216 were submitted in 2010). The 2010 and 2011 figures have remained consistently high – compared to only 55 in 2009 – possibly due to:
  - The increasing popularity and use of social media platforms such as Facebook, Twitter, Craigslist and YouTube.
  - The availability and comfort with online components of local media outlets, such as local news websites, online community calendars and local blogs to disseminate radon awareness messages.
  - Opportunities on RadonLeaders.org, including blog posts, forum discussions and share your story submittals.

**I. Radon Test Kits Outreach**

*Eighteen states submitted activities which included a report of the number of radon test kits distributed.*

<b>State</b>	<b>Total Test Kits Distributed</b>
AL	1,577
CT	1,802
GA	1,071
IA	66
IL	10
KY	117
MN	5,100
MO	30
MS	30
NC	3,574
NJ	1,053
NY	188
NV	4,249
OH	12
PA	700
TN	6,704
UT	831
WY	57
<b>Total</b>	<b>22,721</b>

Observations

- This total increased dramatically, with an over 50-fold increase from 2010 (only 418 kits reported in 2010). This increase can be attributed to updates made to the activity submittal forms on RadonLeaders.org, which were updated to include a field for reporting test kit distribution figures.
- Of the activities related to test kit outreach, the highest total was in the Presentation, Workshop, Training, or Lectures category with 104 activities.
- Other categories with significant test kit outreach were Informational Display with 55 and Media Activities with 37.



**J. Radon-Resistant New Construction (RRNC) and Real Estate Outreach**

*Fourteen states submitted activities that included RRNC information or information specifically for real estate professionals.*

<b>State</b>	<b>Total RRNC or Real Estate Outreach Activities</b>
AL	8
CT	1
GA	3
IL	2
KS	1
MO	1
NC	2
NE	5
NV	3
NY	18
OH	4
TN	2
UT	2
WY	3
<b>Total</b>	<b>55</b>

***Note:** Cadmus searched the database using "RRNC," "radon resistant," "realtor" or "real estate" as keywords and, therefore, the total is an approximation. Each activity found was read for accuracy to ensure that information related to radon-resistant construction or information for real estate professionals was directly included in the activity.*

Observations

- The majority of activities related to RRNC or real estate outreach were submitted in the Presentation, Training, Workshop or Lecture category (21 activities). Other activities were spread across all of the other categories, with the exception of the Poster Contest Activity.