

Summary of 2010 National Radon Action Month Results

This document summarizes the results of the 2010 National Radon Action Month. The summary describes the total number of 2010 activities compared to 2009 activities. The results are based upon activities that were reported by radon stakeholders during the month of January 2010, and during the pre-National Radon Action Month period between September 1, 2009 and December 31, 2009.

The number of activity submissions for 2010 is 6.5 percent higher than in 2009 and is 183 percent higher than 2008 activities. Notably in 2010, radon stakeholders participated in nearly three times as many website outreach or update activities and more than twice as many poster contest activities. There are also increases in media activities and informational displays in 2010. Furthermore, 15 governors publically proclaimed January as National Radon Action Month, an increase from five signed proclamations from governors in 2009. Overall, five of the nine activity categories increased in 2010. Activities took place in all 10 EPA Regions, and in six of the 10 EPA Regions' participation increased from 2009. There was a 34 percent increase in the number of states in which activities were conducted; however, there was a decrease in participation among tribes and U.S. territories.

I. RESULTS REPORTING PROCESS

Our final reported count of 1,995 National Radon Action Month activities includes activities that were submitted with a **start date between September 1, 2009 and January 31, 2010**. This includes pre-National Radon Action Month activities that continued through January, activities that took place during Radon Action Week (October 18-24, 2009) and activities that took place within the month of January 2010. In addition to these user-submitted activities, one activity was added to the database to represent each state that had an entry in the 2010 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 on 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., 5:00 PM newscast, 6:00 PM 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.

II. NATIONAL RADON ACTION MONTH ACTIVITIES SUMMARY

A. Total Number of 2010 National Radon Action Month Activities and Unique Event Submittals

	2010	2009	Percent Change from 2009-2010
Activities*	1,995	1,874	6.5%

** Unique activity submittals with a start date between September 1, 2009 and January 31, 2010 are included in the total number of activities. Activity Submittal Forms for these activities were collected until February 19, 2010. One activity was also included for each state that participated in the National Radon Poster Contest.*

Observations

- Overall, activities increased noticeably less in 2010 than in previous years. Possible reasons for the smaller increase compared to previous years could be:
 - The transition to a new activity submittal process hosted on RadonLeaders.org, which required the user to register for the site in order to submit activities;
 - The nationwide economic situation restricting budgets for local health and environmental agencies; or
 - The number of radon stakeholders available to conduct and report NRAM activities leveling off, or stabilizing.

B. Location of Activities in 2010 National Radon Action Month

	2010	2009	Percent Change from 2009 to 2010
Number of Participating EPA Regions	10	10	0%
Number of Participating States	39	29	34%
Number of Participating Tribes	2	4	-50%

Observations

There was a noticeable increase in the number of states in which events occurred during National Radon Action Month in 2010. One explanation for this could be the increase in participation in the National Radon Poster Contest. States with at least one entry National Poster Contest were counted as participants in National Radon Action Month for 2010. The number of states participating in the National Radon Poster Contest increased from 27 states in 2009 to 36 in 2010.

C. Number of Activities Submitted from Each EPA Region

EPA Region	Number of 2010 Activities	Number of 2009 Activities	Percent Change from 2009 to 2010
1	6	30	-80%
2	176	159	11%
3	14	5	180%
4	589	634	-7%
5	115	99	16%
6	9	6	50%
7	320	554	-42%
8	31	29	7%
9	722	353	105%
10	13	5	160%

Observations

- Region 9 had the largest increase in the number of activities submitted in 2010. This increase could be attributed to the increase in activities submitted by the state of Nevada (increase of 360 activities from 2009). Overall, the number of activities conducted in six of the ten EPA regions increased in 2010.

D. Number of Activity Submissions from each State

State	Number of Activities 2010	Number of Activities 2009	State	Number of Activities 2010	Number of Activities 2009
AK	0	0	MT	0	0
AL	319	373	NC	29	1
AR	0	0	ND	0	0
AZ	3	0	NE	22	38
CA	7	1	NH	0	0
CO	5	2	NJ	121	128
CT	5	28	NM	1	0
DC	1	1	NV	712	352
DE	0	0	NY	55	31
FL	3	2	OH	86	30
GA	102	120	OK	6	6
HI	0	0	OR	11	5
IA	108	309	PA	10	4
ID	1	0	RI	0	0
IL	17	17	SC	7	14
IN	2	0	SD	0	0
KS	164	166	TN	95	79
KY	29	40	TX	1	0
LA	1	0	UT	26	22
MA	0	0	VA	1	0
MD	1	0	VT	1	2
ME	0	0	WA	1	0
MI	1	44	WI	6	6
MN	3	2	WV	1	0
MO	26	41	WY	0	5
MS	5	5	Total	1995	1874

Note: The following states and territories did not submit events in 2010:

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

Observations

- In total, 22 states increased the number of activities submitted in 2010. By contrast, 13 states decreased the number of activities submitted in 2010.
- The largest percentage increase in activities submitted was in North Carolina (+ 2800%). The largest increase in the number of activities submitted was in Nevada (+ 360 activities).

E. Types of National Radon Action Month Activities

Types of activities are in order of popularity for 2010.

Type of Activity	Examples	Number of 2010 Activities	Number of 2009 Activities	Percent Change from 2009 to 2010
Media Activity	Print, Web or broadcast news coverage, press releases, PSAs and advertisements	691	669	3%
Presentation, Workshop, Training, or Lecture	Consumer presentations at community centers, libraries, training workshops and meetings for stakeholders	307	377	-19%
Informational Display	Displays, exhibits or distribution of materials at libraries, health fairs, public buildings	278	220	26%
Website Outreach or Update	EPA Web banners or other National Radon Action Month updates on website	216	55	293%
Worksite Activity	Paycheck inserts, workshops or newsletters targeted to employees	186	236	-21%
Other Activity	Test kit distribution, mailings to local homebuilder association members and constituents	155	154	0.6%
Proclamation	Mayor, Governor, County Commissioner and City Council	92	113	-19%
Poster Contest Activity	Awards ceremonies, winner selection or recognition and other participation	58	23	152%
Home Show or Expo	Consumer home and garden shows, fairs and expos	12	27	-56%

Observations

- For the third consecutive year, Media Activities were the most popular category. However, the increase in Media Activities between 2010 and 2009 (3%) was much less than the previous increase between 2008 and 2009 (179%).
- The most dramatic increases were in the Website Outreach (293%) and Poster Contest Activity (152%) categories. See more information about these categories below.
- The largest decrease was among Home Show or Expo outreach activities (-56%). This decrease could be due to a reduction in state, tribal and local governments' budgets to host or attend such events.

F. Poster Contest Activities

State	Total Poster Contest Activities
AL	6
AZ	1
CA	1
CO	1
CT	1
DC	1
FL	1
GA	5
IA	1
ID	1
IL	1
IN	1
KS	2
KY	1
LA	1
MD	1
MI	1
MO	6
MS	1

State	Total Poster Contest Activities
NC	1
NE	1
NJ	2
NM	1
NV	2
NY	1
OH	1
OK	1
OR	1
PA	1
SC	3
TN	3
TX	1
UT	1
VA	1
WA	1
WI	1
WV	1
Total	58

Note: One activity was included for every state that had at least one entry in the 2010 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 2010:

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

Type of Poster Contest Activity	Total Poster Contest Activities
Recognition Ceremony/Awards	29
General Contest Participation	19
Contest Promotional Outreach	4
Other	4
Poster Displays	2
Total	58

Observations

- The Poster Contest Activity category dramatically increased in 2010 (152%). Possible explanations for this increase include:
 - Dramatic increase in the number of entries for this year's National Radon Poster Contest (from 1,707 to 2,862).

- One activity was added to the database for every state that participated in the National Radon Poster Contest, with the exception of those who submitted their own activities related to the Poster Contest.

G. Proclamations

State	Total Proclamation Activities	Governor's Proclamation (Y/N)
AL	11	Y
CT	1	Y
GA	4	Y
IA	6	Y
IL	1	N
KS	1	Y
KY	4	Y
MO	1	Y
NC	1	Y
NE	1	Y
NJ	7	Y
NV	16	Y
NY	4	Y
OH	1	N
OR	1	N
SC	1	Y
TN	30	Y
UT	1	Y
Total	92	15

Observations

- Although the overall total of proclamations submitted decreased (from 113 in 2009 to 92 in 2010), a total of 15 governors publically proclaimed January as National Radon Action Month. In 2009, only five governors signed proclamations. State senators, 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
GA	3
KS	1
MO	2
NE	1
NJ	11
NV	171
NY	4
OH	7
OK	1
TN	5
UT	1
Total	216

Social Media Outreach Activities (across all categories)

State	Total Social Media Activities
AL	2
KY	1
NV	28
NY	1
OH	1
Total	33

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

- The most significant increase within an activity category was within the Website Outreach or Update category (293%). This increase may be attributed to:
 - Increased use of social media platforms such as Facebook, Twitter, Craigslist and YouTube.
 - Increased online outreach used as an alternative to traditional media outreach. Many stakeholders took advantage of online components of their local media outlets, such as local news websites, online community calendars and local blogs to disseminate radon awareness messages.
 - Increased familiarity and comfort with website and online outreach among stakeholders due to educational efforts such as the "Get Caught in the 'Net: Building Your Web Strategy to Reduce Radon Risk" webinar hosted by EPA on July 16, 2009; "New Radon Outreach Tools for January 2010 and Beyond" webinar hosted by EPA on October 20, 2009; or the "Radon Professionals Saving Lives" webinar hosted by the American Association of Radon Scientists and Technologists (AARST) on January 7, 2010.

I. Radon Test Kits Outreach

Twenty-one states participated in activities that included the distribution of radon test kits or the promotion of test kit availability.

State	Total Test Kit Distribution Activities
AL	51
CA	4
CO	3
FL	1
GA	20

IA	31
IL	4
KS	11
KY	7
MO	6
MS	1
NC	24
NE	3
NJ	26
NY	12
NV	140
OH	28
PA	2
TN	39
UT	4
WI	1
Total	418

Note: Cadmus searched the database using “test kit” and “radon test” as keywords and, therefore, the total is an approximation. All activities that included the direct distribution of radon test kits or the promotion of test kit availability, for free or at cost, were included in this count. Each activity found was read for accuracy to ensure that information related to test kit promotion or distribution was directly included in the activity.

Observations

- Of the activities related to test kit outreach, the highest total was in the Worksite Activity category (103 activities). Nearly half (44%) of all activities in the Worksite Activity category included outreach related to radon test kits.
- The Media Activity category (90 activities) and the Other category (83 activities) also had significant numbers of test kit activities.

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

Eleven states participated in activities that included RRNC information or information specifically for real estate professionals.

State	Total RRNC or Real Estate Outreach Activities
AL	14
CT	1
GA	3
IA	1
MN	1
NE	6
NV	15
NY	10
OH	4
UT	6
WI	1
Total	62

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 (20 activities). Other activities were spread across all of the other categories, with the exception of Poster Contest Activity and Proclamation.