

Radon In Georgia

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 www.dca.state.ga.us 1-800-359-4663
 www.southface.org 1-800-765-0037
 www.epa.gov/iaq/radon 1-800-767-7236

Quarterly Newsletter and Outreach Report

July through September 2008

The University of Georgia (UGA) College of Family & Consumer Sciences Radon Education Program is primarily funded by the US Environmental Protection Agency through the Georgia Department of Community Affairs. Partners include UGA Cooperative Extension and Southface Energy Institute.

Mrs. Georgia a Hit at Annual UGA Tailgate!



Mrs. Georgia 2008, Tiffany Hudak, urged Georgia Bulldog fans to test their homes for radon at the 14th Annual South Campus Tailgate. Nearly 2,000 members of the Bulldog nation from across Georgia participated in one of the most entertaining tailgate spots on campus. Held at Legion Field prior to kickoff of the UGA vs. Michigan game, this tailgate is sponsored by The College of Agricultural & Environmental Sciences and The College of Family & Consumer Sciences.

Tiffany assisted Radon Educator Becky Chenhall with the radon exhibit. Her chosen platform is lung cancer and includes radon awareness because, after smoking, radon is the second leading cause of lung cancer. It claims the lives of 822 Georgians each year.

Complimentary radon test kits, radon information, radon rulers and pads were distributed. Many Georgia fans had photos taken with Mrs. Georgia. *Becky Chenhall*

Wanted!!!

**Radon
Champions!**

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Feria de Salud y La Familia de Univisión

El pasado 26 de julio del 2008 Ines Beltran y Edda Cotto-Rivera educadoras de nuestro programa de Radón, participaron de la Feria anual de la Salud y la Familia de Univisión. Este canal es el único que transmite programación en español para la comunidad latina de Georgia.

Este evento que se celebró en el área de Norcross en el condado de Gwinnett unificó a varias agencias de la comunidad que presentaron sus programas y servicios a todos sus asistentes. Cientos de familias hispanas acudieron a recibir los servicios de salud y de educación que durante esta actividad se ofrecieron.



Edda Cotto-Rivera shows an interested homeowner how to prepare the radon kit for use. Placing the sponge filter into the open end of the kit envelope is the first step.

Ines y Edda durante cinco horas impartieron educación sobre el daño que el radón esta causando a la salud. Las familias asistentes expresaron su sorpresa al saber que un gas natural que proviene del subsuelo puede causar tanto daño a nivel pulmonar. Aunque muchas de estas familias no son dueñas de casa o apartamentos, ellos demostraron su interés de obtener más información sobre el tema para compartirla con los dueños de las propiedades donde ellos residen.

Un gran número de pruebas se entregaron a las familias interesadas en realizar la prueba de radón en sus casas o lugares de vivienda.

A cada una de ellas se les impartió las instrucciones sobre como usar el kit de radón. Las educadoras fueron muy específicas sobre el número de días en que el kit debe ser colocado para obtener resultados confiables.

Las educadoras tuvieron la oportunidad de compartir información sobre el programa con representantes de las otras agencias que participaron en el evento. Esta intervención busca generar nuevas avenidas para compartir el mensaje sobre el radón con otras audiencias.

Esta Feria se ha convertido en una de las actividades más esperadas de cada año en la cual como educadoras esperamos continuar participando. *Ines Beltran*

Univisión Family & Health Fair



Ines Beltran reviews the Homeowner Agreement with an interested homeowner.

On July 26, 2008 Ines Beltran and Edda Cotto-Rivera, bilingual radon educators, provided a radon exhibit for the Annual Univisión Family & Health Fair. Univisión is the only local channel with Spanish programming for the Latino community in Georgia.

This event was celebrated in the Norcross area in Gwinnett County and unified several community agencies that presented programs and health-related services for all attendees. Hundreds of Latino families took advantage of the many health services and education that were provided.

During five hours, Ines and Edda provided education on the health risks related to radon. Many families were surprised to learn that a naturally occurring gas coming from the soil can cause such damage to the lungs. Although many participants are not homeowners, they had a genuine interest in learning more about the radon issue so they can inform their landlords or management companies in charge of the properties where they reside.

A large number of test kits were distributed among the people that showed interest in testing their homes for radon. Each person received detailed information about how to use the test kits. The educators highlighted the importance of carefully following instructions to ensure a successful test and a reliable result.

The radon educators also took the opportunity to network with representatives from many participating agencies, looking for new ways of sharing the radon message with other audiences. The Univisión Family & Health Fair has become one of the most anticipated events of the year. Both radon educators look forward to continued participation.

Translated by Edda Cotto Rivera

WANTED!!! Radon Champions

Are you a lung cancer survivor who never smoked and has had little or no second-hand smoke exposure? We invite you to become a Georgia Radon Champion and help tell all of Georgia about the risk of developing radon-induced lung cancer from breathing elevated levels of radon. Will you be a Radon Champion in your part of the state? Are you willing to share your story like Tiffany Hudak, the current Mrs. Georgia? If so, contact Becky Chenhall at chenhall@uga.edu. Let Becky know, too, of an oncology nurse or physician who would lend their voices to our campaign to encourage every Georgia homeowner to test for radon and to fix the problem if it is elevated.

Partnering with Southern Co./GA Power

In early 2008, Ginger Bennett received an invitation to provide a radon exhibit for a Southern Company/Georgia Power employee wellness fair planned for September of 2008. That invitation led to an opportunity to provide exhibits for several more employee wellness fairs the company sponsors each year at sites all over Georgia.

In June, Ginger took the radon exhibit to Plant Hammond near Rome GA. Over 100 employees came through the wellness fair and visited the radon exhibit to learn that radon is the 2nd leading cause of lung cancer in the U.S. 36 concerned homeowners received complimentary radon test kits to test their homes.



In July, Edda Cotto-Rivera provided a radon exhibit for the employees at Plant McDonough in Smyrna. Pictured here, Edda shares how to use the test kit while an employee completes the Homeowner Agreement Form.

September found Ginger Bennett at Southern Company/GA Power headquarters in Atlanta, providing a radon exhibit for an employee health fair. Robert Stephenson, Southface Energy Institute, and Marien Scott, EPA Region IV, provided assistance. Approximately 1,200 employees (out of 2,500 employed at the headquarters building) participated in the fair. Ginger, Robert and Marien talked with approximately 450 fair participants about radon in Georgia and distributed 161 radon kits.

In 2009, plans are to enlist the help of county Extension Family & Consumer Sciences agents to provide exhibits at other GA Power Wellness Fair sites in the state. This is a great opportunity to expand radon education throughout Georgia. *Ginger Bennett*



▲ Marion Scott, Region IV EPA, assists as a homeowner signs up for a radon test kit.



▲ Robert Stephenson, Southface Energy Institute, assists several homeowners concerned about possible radon in their home.

Radon—a Popular Exhibit Everywhere!



**Intercontinental Hotel Group
Employee Health Fair
July 10, 2008—Atlanta**

Edda Cotto-Rivera demonstrates to hotel employees how to properly insert the sponge into the test kit.

**HEALing Cancer Event
July 12, 2008—Atlanta**

Sponsored by the Georgia Cancer Foundation
Here, Edda shows how to record the dates



**Community Health & Wellness Event
July 20, 2008—Gainesville**
Sponsored by
Brenau University School of Nursing

Ginger Bennett shows a nursing student how to use the radon test kit to ensure reliable results when she tests her home.



Quarterly Radon Outreach Report

Program Contacts & Media Impressions for July - September 2008

Program Contacts	Dawson/ Hall	DeKalb	Gwinnett	Elbert	Walton/ Clarke	Southface	Other	Totals
Programs, Meetings, Classes	2	4	11	1	19	100	0	137
Participants	22	30	450	12	538	641	0	1,693
Materials Distributed	25	250	2,500	48	2,500	0	0	5,323
Exhibits or Events	6	6	5	0	2	0	0	19
Participants	2,675	778	4,043	0	2,250	0	0	9,746
Materials Distributed	1,550	1,500	1,550	0	400	0	0	5,000
Total Contacts	400	6	0	12	27	311	0	756
Medical Professionals	21	4	0	0	5	0	0	30
Homebuilders	7	0	0	1	20	295	0	323
Realtors	17	2	0	0	2	16	0	37
Direct Consumer Contacts	355	15	0	11	70	62	0	513
Radon Test Kits Distributed	391	250	182	16	321	54	0	1,214
Test Results Received	88	51	52	20	160	39	0	410
Results above 4.0 pCi/L	19	11	10	0	32	3	0	75
Results below 4.0 pCi/L	60	35	33	17	106	25	0	276
Results incomplete	9	5	9	3	22	11	0	59
% of elevated levels	24.0%	25.6%	24.4%	0.0%	23.1%	10.7%	0.0%	19.5%
Highest Reported Level	15.2	12.2	20.2	3.4	15.7	14.7	0.0	20.2
Mitigations Completed ¹	0	0	0	0	0	0	804	804
RRNC Starts ¹	0	0	0	0	0	30	587	617
Mitigation Referrals	43	35	10	0	32	11	0	131
Media Impressions	Dawson/ Hall	DeKalb	Gwinnett	Elbert	Walton/ Clarke	Southface	Other	Totals
Radio Spots/Programs	1	0	0	190	1	0	0	192
Listening Audience	60,000	0	0	8,000	50,000	0	0	118,000
V Spots/Programs	4	0	0	2	2	0	0	8
Viewing Audience	525,000	0	0	3,656	70,000	0	0	598,656
Newspaper Articles	1	0	0	0	3	0	0	4
Circulation	30,000	0	0	0	53,000	0	0	83,000
Newsletter Articles	1	0	1	1	1	1	0	5
Distribution	500	0	8,000	500	1,400	3,800	0	14,200
Web Site Hits ²	1,961					3,601	0	5,562
Total Media Impressions	615,892	392	8,392	12,548	174,792	7,401	0	819,418

¹ Reported by Southface only. Mitigations & RRNC's are reported by UGA on an annual basis in the final fiscal quarter, July-September.

² Web Site Hits are shared equally by the five educators

Radon Outreach Results to Date

Program and Media Impressions

These figures represent programming and media impressions from the beginning of the Radon Program to date (April 2003 through September 2008)

Program Contacts	Dawson/ Hall	DeKalb	Gwinnett	Madison/ Elbert	Walton/ Clarke	Southface	Other ¹	Totals
Programs, Meetings, Classes	159	68	169	133	370	898	27	1,824
Participants	4,958	1,116	11,486	3,151	13,454	12,965	2,099	49,229
Materials Distributed	7,626	3,925	11,351	5,252	30,202	5,961	66	64,383
Exhibits or Events ¹	76	18	45	32	78	38	31	318
Participants	30,215	8,936	19,300	10,123	71,040	7,412	2,996	150,022
Materials Distributed	29,899	4,000	11,896	6,228	15,380	1,090	1,346	69,839
Professional Contacts	768	46	43	519	910	5,640	52	7,978
Medical professionals	311	10	31	78	559	0	24	1,013
Home builders	175	4	11	401	189	5,074	0	5,854
Realtors	282	32	1	40	162	566	28	1,111
Radon Kits Distributed	5,306	1,199	5,338	2,343	8,226	3,382	4,600	30,394
Test Results Received	1,399	276	1,601	1,121	3,615	499	849	9,360
Percent 4 pCi/L and above	21.5%	22.6%	21.6%	11.2%	22.5%	16.1%	0.0%	23.1%
Highest Reported Level	49.9	7.3	49.0	56.8	37.3	77.1	0.0%	77.1
Mitigations Completed ²	40	0	1	5	16	22	1,365	1,449
Radon Resistant Starts ²	2	0	0	0	10	383	937	1,332
Media Impressions	Dawson/ Hall	DeKalb	Gwinnett	Madison/ Elbert	Walton	Southface	Other	Totals
Radio Spots	41	5	2	1,833	123	1	2	2,007
Listening Audience	2,786,000	620,000	4,000	3,884,000	2,311,000	2,000	377,000	9,984,000
TV Spots	118	66	643	3	228	2	437	1,497
Viewing Audience	25,018,000	1,488,000	73,951,000	5,712	26,579,000	1,263,000	8,385,000	136,689,712
Newspaper	20	1	13	10	51	0	6	101
Circulation	731,000	98,000	1,280,317	143,000	1,695,300	0	69,500	4,017,117
Newsletter Articles	21	0	11	6	32	7	16	93
Distribution	11,400	0	8,246	3,430	1,240,420	899,248	6,054	2,168,798
Web Site Hits ³	10,921					22,514	0	33,435
Total Media Impressions	28,548,584	2,208,184	75,245,747	4,038,326	31,827,904	2,186,762	7,728,000	152,893,062

¹ Madison/Elbert Radon Education Program began in September of 2004.

² "Other" category includes data from radon programming by County FACS/4-H agents.

³ Data in these categories were not tracked in 2003.

⁴ Web Site Hits tracking started October 2006 and are shared equally by radon educators.

⁵ As of Fiscal 2008, Mitigation & RRNC data are reported quarterly by Southface only.

⁶ UGA reports on an annual basis in the final fiscal quarter, July-September, based on annual reports from NEHA/NRSB certified mitigators in Georgia.

RADON IN THE NEWS



Becky Chenham, a radon educator with the College of Family and Consumer Sciences, points out radon on the periodic chart during a recent presentation to Claude Hames' 11th grade chemistry class of Social Circle High School.

SPREADING THE WORD

Award-winning radon program educates Georgians on deadly gas

By Nicki Saals
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It's hard to imagine a gas that's invisible, odorless, tasteless, kills more people each year than drunk driving, and could be found in nearly any home in the U.S.

Department of Community Affairs and Southface Energy Institute, the program won the 2008 National EPA Clean Air Excellence Award.

Radon is a gas that's produced from decaying uranium in the soil which then enters the home through foundations and well water. Regions with a great

concerned about high readings. "We know the vast majority of granites are safe, but there are some new exotic varieties coming in now that we've never seen before," said Jim Hogan, president of the Marble Institute of America, in the article. "And we need to use sound science to

Pass It On!

Tell everyone you know about the dangers of breathing radon gas in homes, schools, and workplaces.

Help our educators find groups who may be interested in hosting a radon presentation or exhibit. Contact the radon educator nearest you or give their contact information to organization program planners.

The Georgia Radon Education Program is funded by the U.S. Environmental Protection Agency in partnership with the University of Georgia College of Family and Consumer Sciences, the Environmental Division of the Georgia Department of Community Affairs, and Southface Energy Institute.

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Above: Social Circle High School Teachers, Claude Hames and Mike Davis, invited Becky to present radon programs for 10 chemistry, physical science and physiology classes. Each class learned about radon for nearly an hour. Students who returned their homeowner agreement form signed by a parent were given a radon test kit. Topics covered included: chemistry of radon, relevance of atomic weight when testing for radon, the decay of uranium, alpha particles, lung cancer, testing a home, mitigation and radon-resistance new construction.