Gouveia, Susan

From: Lashway, Lisa
Sent: Tuesday, October 21, 2014 10:28 AM
To: Canning, Sean; Gouveia, Susan; Wilpert, Frank
Subject: FW: 2015 Radon Action Month Package
Attachments: 2015 Radon Action Month Municipal Outreach.pdf

Lisa Lashway
Mt. Olive Twp. Clerk
973-691-0900 Ext. 7291
FAX 973-691-2080
PO Box 450
Budd Lake, NJ 07828

From: Cindy Randazzo [mailto:Cindy.Randazzo@dep.nj.gov]
Sent: Tuesday, October 21, 2014 9:54 AM
To: Cindy Randazzo
Subject: 2015 Radon Action Month Package

Dear Municipal Clerk:

Please see that attached informational Package regarding the 2015 Radon Action Month.

If you have any questions, please contact me directly.

Sincerely,

Cindy W. Randazzo
Director
Office of Local Government Assistance
New Jersey Department of Environmental Protection
401 E. State Street
P.O. Box 402
Trenton, NJ 08625-0402
Office: 609-633-7700

Cell – 609-575-3806
email: cindy.randazzo@dep.state.nj.us

www.nj.gov/dep/

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State of New Jersey
DEPARTMENT OF ENVIRONMENTAL PROTECTION
Division of Environmental Safety and Health
Radon Section
Mail Code 25-01
P.O. Box 420
Trenton, NJ 08625-0420
Phone: (609) 984-5425
Fax: (609) 984-5595

CHRIS CHRISTIE
Governor

KIM GUADAGNO
Lt. Governor

BOB MARTIN
Commissioner

October 17, 2014

Dear Municipal Official:

January is Radon Action Month. While we encourage outreach at the local level throughout the year, we use this time as a special opportunity to reach out to stakeholders for their continued support in promoting radon awareness in their communities.

Municipal officials are pivotal in helping us to achieve these goals by educating the public about the health risk associated with exposure to elevated levels of radon. Radon is a leading cause of lung cancer; second only to cigarette smoking, resulting in approximately 21,000 deaths per year in the United States. Radon is a health risk which can easily be prevented by testing.

A Radon Action Partnership Packet which offers outreach suggestions for promoting testing and mitigation of homes and includes an order form for radon materials is attached. Please submit requests by December 1, 2014. Additional outreach resources are also available for download on the EPA National Radon Action Month Web site at www.epa.gov/radon/nram.

Submit your activities and gain national recognition for your efforts simply by joining the RadonLeaders.org community at www.radonleaders.org/nram and clicking on the Add Your NRAM Activity link located in blue on the right hand side of the page.

Thank you again for your continued support. If you have any questions, please contact me at (609) 984-5543.

Sincerely yours,

Anita Kopera

Anita Kopera
Supervisor

Attachment

Radon Action Partnership Packet

REDUCE RADON

Radon Action Partnership Packet

Activities for Lung Cancer Awareness Month, Radon Action Week, Radon Action Month, and Throughout the Year

Thank you for your interest in being a partner in New Jersey's radon outreach efforts. Your efforts can help prevent radon-related lung cancer in your community.

Following are some examples of activities and events used by municipalities in the past which were found to be very effective for increasing local radon awareness:

- Brief articles or announcements on radon can be included in municipal newsletters, local newspapers, and on websites.

- Intermittent social media updates on radon can be used to reach a broader audience and to raise awareness more frequently and quickly.

- Mayors or other local leaders can test their homes for radon, and invite local media to cover the story.

- Mayors and schools superintendents can distribute memoranda to municipal and school employees encouraging them to test.

- Radon displays can be set up at malls or popular retail stores, local libraries, supermarkets, public schools, the town hall or other public areas. The display can simply be a poster with radon informational materials tacked on or a table where radon informational material is placed for public distribution.

- Civic groups, clubs, religious organizations, and other profit and non-profit organizations, can be asked to make announcements at their regular meetings about the importance of radon testing in the community. A brief statement could be included with newsletters and bulletins, such as "Radon causes as many as 500 lung cancer deaths in New Jersey each year. To protect your family, remember to test your home for radon. Radon mitigation systems can be easily installed where needed. For further information, contact the New Jersey Department of Environmental Protection's Radon Program at (800) 648-0394 or visit www.njradon.org."

- The Chamber of Commerce or other civic groups that provide "welcome packages" to new residents can be asked to include radon informational material in the packages.

- Hospitals and doctors' offices can display radon posters and other informational materials in their waiting rooms.

- Hospitals or health departments could promote radon awareness along with other health-related activities such as maternity, wellness, blood screening, immunization programs, or health fairs.

- Presentations can be conducted by civic and other organizations at their regular meetings, using the slide shows provided by the DEP or EPA.

- Find out if your health department provides test kits at reduced prices (some do), and publicize this fact through flyers or media releases.

- Leaders of scout troops or other youth groups may be interested in discussing radon and distributing radon information. Getting young people involved is particularly effective because they bring home the message to their families.

- Contacts can be made with local radio and television stations to see if they would develop or air public service announcements (PSAs) on radon. PSAs can also be obtained from the DEP, as well as from the EPA (www.epapsa.com) for television and radio, or can be developed using local personalities. In addition, written PSAs can be placed in newspapers.

Sample Proclamation

PROCLAMATION

WHEREAS, radon is a naturally occurring radioactive gas that is the second leading cause of lung cancer, causing as many as 500 lung cancer deaths annually in New Jersey; and

WHEREAS, elevated radon levels are found in many homes and pose a serious health threat to families residing in these homes; and

WHEREAS, any home may have high levels of radon -- even if neighboring homes do not; and

WHEREAS, radon testing is easy and inexpensive -- and elevated levels of radon can be effectively reduced at the cost of a typical home repair; and

WHEREAS, a significant number of homes in [municipality name] have elevated levels of radon;

WHEREAS, if all New Jersey homes with radon concentrations at or above 4 pCi/L were mitigated, about 83 lives could be saved this year.

NOW, THEREFORE, I, [Mayor's name], Mayor of [municipality name], on behalf of the [municipality name] Town Council and residents of [municipality name], do hereby proclaim the week [or month] of _____, 20__, as

RADON ACTION WEEK [OR MONTH]

in the Township of [municipality name] and call upon all residents who have not yet tested to test their homes for radon and to reduce radon levels if elevated levels are found, to protect their families from the serious health risk of radon.

Signed this ___th day of _____, 20__.

_____

[Mayor's name]

Sample Press Release

FOR IMMEDIATE RELEASE CONTACT: [Name & Phone Number]

[Municipality name] ANNOUNCES RADON ACTION WEEK [OR MONTH]

[Your community, state, date] -- [Mayor's name] announced today that [dates] has been designated Radon Action Week [or Month] by [municipality], in cooperation with the New Jersey Department of Environmental Protection (DEP) Radon Program.

In announcing Radon Action Week [or Month] [Mayor's name] said, "Radon is a serious health risk. It is the second leading cause of lung cancer -- and the leading cause of lung cancer among non-smokers. But because radon is invisible and odorless it is easy to ignore this potential hazard in our own homes."

Radon is a radioactive gas that occurs naturally when uranium and radium break down in the soil and in rock formations. Radon gas moves up through the soil and finds its way into homes through cracks in the foundation and openings around pumps, pipes and drains.

"A significant number [or __percent (the percentage can be found in the DEP's Radon Tier Report – call (800) 648-0394)] of homes in [municipality name] are predicted to be above the acceptable limits for radon," [Mayor or other official] said. "We would like to see as many homes tested as possible, to reduce the radon risk in [municipality name]."

During Radon Action Week [or Month], [municipality name] will provide radon information at the following locations and events: [List areas where information will be available, and any radon-related events, such as presentations].

Radon is measured in picoCuries per liter (pCi/L) of air. The average U.S. indoor level is 1.3 pCi/L. At 4 pCi/L, the risk of lung cancer from radon is greater than the risk from fire or other home accidents. The U.S. Environmental Protection Agency and the DEP recommend that action be taken to reduce radon levels if the level in the home is greater than or equal to 4 pCi/L.

Fortunately, testing for radon is simple and inexpensive. The DEP Radon Program can provide a list of certified companies that provide testing services or do-it-yourself test kits – residents can contact the Program at (800) 648-0394 or www.njradon.org. Test kits can also be obtained from many hardware stores and health departments. [Mention if the local health department sells test kits].

If the test indicates a radon problem, radon mitigation systems can be installed at a cost similar to that of other home repairs. A list of certified mitigation companies is also available from the Radon Program.

For more information on radon, contact [municipality contact and phone number] or the DEP Radon Program at (800) 648-0394 or visit www.njradon.org.

Sample Social Media Messaging for Radon

TESTING FOR EVERYONE

Facebook:

1. Testing for radon in your home is easy and radon problems can be fixed. Contact <<insert organization>> in <<state/county/city>> for a low cost (or free) testing kit.
2. Radon is a gas that you can't see, smell, or taste. But it can affect your health. Radon causes about 21,000 lung cancer deaths every year. Testing is simple & inexpensive. Find out how to get a radon test for your home: <<url>>
3. Radon occurs naturally and could be inside your home. Testing is important because radon can cause serious health problems like lung cancer. Testing is simple and inexpensive – get started today! <<url>>
4. Radon testing is easy and inexpensive. You can get a kit at your local hardware or home improvement store. Take steps to fix any problems you find and protect your health! <<url>>

Twitter:

1. Test your home for #radon; it's easy & inexpensive <<bit.ly>> #TrackingRadon
2. You can't see, smell, or taste #radon gas. It's the 2nd leading cause of #lungcancer - test your home today. <<bit.ly>> #TrackingRadon
3. Does your house have radon? It can affect your health! Visit <<bit.ly>> for #radon testing help. #TrackingRadon
4. Testing for #radon & fixing problems can protect your health. Testing is easy & inexpensive – get a kit at your local hardware or home improvement store <<bit.ly>>

TESTING ONLY IN HIGH RISK AREAS

Facebook

1. Radon occurs naturally and can get into your home through holes or cracks. Radon levels can be high in your community (OR in <<insert city/town>> OR in <<insert Radon Potential Map>>). Tests are simple and inexpensive – pick one up today at your local hardware or home improvement store <<or resource for free kit if available>>.
2. It's important to know if radon levels in YOUR home are high <<insert Radon Potential Map>>. You can't see, smell, or taste radon – so get a testing kit today! Testing for radon is easy and inexpensive, you can get a kit at your local hardware or home improvement store (OR from <<insert free resource>>).
3. High radon levels in your home increase your risk for lung cancer. Testing kits are easy and inexpensive - get one at your local hardware store or from <<insert free resource>>

Twitter

- #Radon levels may be high in your area – Test Today! <<bit.ly>> #TrackingRadon

- Testing for #radon is easy & inexpensive – get started today! <<bit.ly>> #TrackingRadon
- High #radon levels in your home increase your risk for #lungcancer – test today! <<bit.ly>> #TrackingRadon

RISK FOR SMOKERS

Facebook

1. People who smoke and have radon in their homes are at higher risk of developing lung cancer. Test your home for radon – it's easy and inexpensive. Reducing radon levels and stopping smoking will reduce your risk of lung cancer.
2. Smoking and breathing radon significantly increases your risk for lung cancer. Test your home today – it's easy and inexpensive. You can find testing kits at your local hardware or home improvement store or <<insert free resource>>
3. Smoking and breathing in radon are the top 2 causes of lung cancer. If you smoke AND live in a home with high radon – your risk of lung cancer is very high. Test your home today!

Twitter

1. Smokers with high #radon at home have a very high risk for #lungcancer. Test today <<bit.ly with testing resources>> & stop #smoking <<bit.ly for cessation resources>>! #TrackingRadon
2. #Smoking & breathing #radon make your risk for #lungcancer very high – get a kit today to test your home for #radon <<bit.ly with testing resources>> #TrackingRadon
3. #Smoking & breathing #radon: top 2 causes of lung cancer – test your home for #radon, it's easy <<bit.ly with testing resources>>. Stop #smoking, find help here <<bit.ly for cessation resources>>! #TrackingRadon

For smoking resources, you could use CDC's Tips From Former Smokers page: http://www.cdc.gov/tobacco/campaign/tips/

Order Form
Free Radon Action Partnership Materials

# Requested	Item
_____	"Living Green Starts from the Ground Up"- A 4"x9" two-sided health card (Max order: 50)
_____	"Radon Information for Home Buyers and Sellers" brochure (Max order: 50)
_____	"Radon Information You Should Know" brochure (Max order: 50)
_____	"Take the Radon Test" – Short quiz that covers a few misconceptions about radon. (Max order: 50)
_____	New Jersey Radon Potential Map – A one page map showing the three levels of radon potential. (Max order: 25)

Give-Aways – **Check the items you would like to receive below.** A **TOTAL of 50** give-aways will be provided based on availability

___Magnetic Clips ___Jar Openers ___Pencils ___Magnets ___Microfiber Cloths ___Ice Scrapers

Mailing Address: **Municipality:**

Contact Name:

Contact Phone Number: **Contact Email:**

Send Request via email, fax or mail to:

New Jersey Department of Environmental Protection, Radon Section
Mail Code 25-01
PO Box 420
Trenton, NJ 08625-0420
(800) 648-0394, or fax (609) 984-5595
Maxine.Williams@dep.state.nj.us

Please list below any events or activities you are planning for Radon Action Month and throughout the year: (attach additional sheets if necessary)

_____
_____
_____
_____
_____

Don't forget to submit your activities and gain national recognition for your efforts simply by joining the RadonLeaders.org community at www.radonleaders.org/nram.