

TAKE
ACTION 
ON RADON 

Announcing our Resources for:

2018 Radon Action Month

Recorded: October 25, 2018

AGENDA

- This year's theme (review)
- Resources Available
- Media Attention so Far
- Upcoming Events
- Collaboration opportunities



November 2018 Campaign Theme



Plan to be here.

Focus on planning to be healthy by testing and remediating radon.

Radon is a long-term health issue

Stories of those who have lost a loved one and happy stories of those who have tested

Mimic investment and insurance planning

RESOURCES

- National News Release & tailored local releases
- Images for Social Media and Online (banners, profile pictures)
- Sample social media posts and more images
- Radio advertisements & scripts
- Video & sample scripts



RESOURCES

National News Release & tailored local releases

- We've worked with a communications company to develop both national news release, plus regional news releases in each of the communities where a Mitigation Sweepstakes winner is located. These winners provide a local twist to the radon story, and have provided us with quotes that we have incorporated into the regional press releases.
- The national press release has been adapted and translated into French for Quebec, and also translated into Chinese for use in target areas across Canada.

Media Attention so Far

Regional news releases went out this week:

- We've already done two radio interviews (Quebec and BC), with another airing this weekend (CBC Montreal).
- We have two TV interviews coming up this weekend (Quebec).
- We are meeting with the Montreal Gazette to prepare an article for their real estate section.



RESOURCES

Banners and Profile Images

- We've developed a complimentary set of social media and online images around the "Plan to be Here" concept. These will be running as online ads, as well as appearing as our Facebook and Twitter banners and profiles, etc.



**DON'T GIVE UP ANY
OF YOUR TOMORROWS**

Test your home for radon today.

TakeActionOnRadon.ca

#PlanToBeHere

gettyimages®
MoMo Productions

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RESOURCES

Additional Images for Social Media and Online

- We'll be posting on social media and we encourage you to retweet, like, comment, etc.
- In addition, we have some sample posts and images available on our website:



TakeActiononRadon.ca > [Join](#) > [Plan to be Here](#) - Resources for Stakeholders

RESOURCES

Radio advertisements & scripts



- Radio ads will be airing from November 5th through the 23rd on select stations in Moncton and Northern New Brunswick, Edmonton, Winnipeg, and Whitehorse.
- This is our first year, and radio ads are relatively expensive. We are trying this approach in several areas to see what sort of response we get. We will be following up in those areas with a short online survey – your feedback is important!
- If you would like to fund a radio ad in your community, you are free to use the script we've drafted. It's available on our website:

RESOURCES

Video & sample scripts

- Mike Homles Jr. has prepared a short video on why he “Plans to be Here”
- We are encouraging all our stakeholders to make videos on the same theme.
- If you’re looking for inspiration, some sample scripts are available on our website:

[TakeActiononRadon.ca](#) > [Join](#) > [Plan to be Here](#) - Resources for Stakeholders



100 Test Kits Program



Take Action on Radon Initiative,
funded by Health Canada

Municipal Testing Project

100 free test kits are available for up to 15 municipalities across Canada:

- In areas of potential radon
- In areas of low radon survey data

To learn more or sign up go to:

TakeActiononRadon.ca > Join > 100 Test Kit Challenge

UPCOMING EVENTS

- October 31: Campaign Launch with Mike Holmes Jr. at Ottawa Town Hall plus presentation of a winning Mitigation Sweepstakes cheque with councillor Marianne Wilkinson – watch on Facebook Live!
- November 1: Edmonton - [Radon Concerns in New Construction](#) course & another cheque presentation
- November 7: Burnaby - [7th Annual BC Radon Workshop](#)
- November 22: Moncton - [Atlantic Radon Workshop](#)
- December 10 - 15: Saskatoon [C-NRPP Radon Measurement & Mitigation Course](#)

Other Stakeholder Initiatives

- Thunder Bay survey announcement – watch for details
 - Ottawa Hospital is posting posters with information and a booth in November
 - Cancer Care Manitoba – booth November 14 and 15
 - Radon Repair is doing presentation sin November for various groups
 - Manitoba Lung Association is launching a social media campaign
 - Alberta Lung Association is partnering with Take Action on Radon for our online social media campaign and radio ads in Edmonton
 - Health Canada will be at several events in November promoting radon and their social media channels will include multiple radon awareness messages through November to February
 - Santé Canada (Québec) has postcards in the libraries which will be handed out as book marks throughout November
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- By the way....
 - All stakeholders are free to use and co-brand our resources.



Stakeholder Initiatives



HELPING CANADIANS REDUCE RADON RISK

Real Estate Agents: Just completing the Real Estate Toolkit, with information tailored to Realtors. This includes basic information about radon, plus all they need to know about the Real-Estate Testing Guideline, etc.

Radon Action Month Focus:

Municipal Outreach: helping our members reach out to libraries and health clinic waiting rooms; we have prepared a toolkit for our members to use, plus we'll put together packages with a poster and pamphlets to send to participating facilities.

Head to our website:

[CARST.ca](#) > [For Professionals](#) > [2018 Radon Action Month Toolkit](#)

Thank you

Questions?