

TAKE ACTION ON RADON



TAKE ACTION ON RADON, CAMPAIGN SUMMARY MEETING

DATE: TUESDAY, JANUARY 15TH, 2019

TIME: 1:00 – 2:20 EST

LOCATION: WEBINAR

Minutes

In attendance: 50 stakeholders from across the country
Notes from meeting have been added to slides.

AGENDA

- Radon Action Month 2018: Overview of How it Went
- Media Attention
- Stakeholder Successes
- Ongoing Activities – January 2019 and beyond

November 2018 “Plan to be Here” Campaign



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



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

Test your home for radon today.

TakeActionOnRadon.ca

**TAKE
ACTION
ON RADON**

#PlanToBeHere



ONLINE PRESENCE

| Online Component | Impressions | Clicks or Engagements | % who clicked through to the website |
|------------------------|-------------|-----------------------|--------------------------------------|
| Paid FB Ads | 340 669 | 10 939 | 3.21 % |
| Google Ad words | 55 123 | 4 107 | 7.45 % |
| FB posts | 106 000 | 7 340 | n/a |
| Twitter posts | 11 600 | 290 | n/a |

| Source | Percentage of Traffic |
|---|-----------------------|
| Referral (news sites) | 30.22 % |
| Social Media | 25.66 % |
| Google Search (paid ads) | 16.53 % |
| Direct (typing in url) | 14.17 % |
| Organic Search (search not using google ads) | 13.41 % |

WEBSITE TRAFFIC & REFERRALS

| Partner or stakeholder website | Number of referrals to takeactiononradon.ca during November 2018 |
|------------------------------------|--|
| Canada.ca | 2 001 |
| Hamilton Public Health | 207 |
| Quebec Public Health | 205 |
| Winnipeg Regional Health Authority | 164 |
| Ontario Lung Association | 107 |
| Ncceh.ca (e-newsletter) | 33 |

Referrals from our stakeholders are very important – thank you so much for linking to the ***Take Action on Radon*** website!

WEBSITE ACTIVITY

| Measure of Website Activity | November 2018 | 2017 (Entire Year) |
|--|---------------|--------------------|
| Number of unique page views | 54 936 | 16 026 |
| Number of website users | 22 689 | n/a |
| Average number of pages viewed by website user | 2.23 | n/a |
| Average time spent on site by website users | 1:38 | 1:30 |

NATIONAL LAUNCH EVENT

Our national launch event took place October 31 at Ottawa City Hall in Ottawa, Ontario.



NATIONAL LAUNCH EVENT

Our national launch event took place October 31 at Ottawa City Hall in Ottawa, Ontario. The event is summarized in the following table:

| Indicator | Measure |
|-------------------------|---|
| Number of Guests | 21 pre-registered (17 signed in), 32 people present in total at the event |
| Keynote Speakers | Mike Holmes Jr, Councillor Jean Cloutier on behalf of Mayor Jim Watson, Councillor Marianne Wilkinson, Kelley Bush of Health Canada, Sweepstakes Winner Dave Dobson |
| Media Coverage | Radio-Canada Television attended and interviewed Kelley Bush and Mike Holmes Jr; Sylvie Branch of Le Droit attended and interviewed Erin Curry |

TRADITIONAL MEDIA COVERAGE

| Type of Media Coverage | TAOR Communications Team | TAOR Stakeholders/ Organic | Nov. 2017 (reference) |
|---------------------------------|--------------------------|-------------------------------|-----------------------|
| Number of Print/Online Articles | 29 | 59 | - |
| Number of Radio Interviews | 12 | 10 | - |
| Number of Television Interviews | 5 | - | - |
| Total | 115 | | 53 |

RADIO ADVERTISING

In addition to news media, we also paid for radio ads on multiple stations in various communities across Canada. We polled our contacts in those regions and got the following feedback about the ads:

| Region | Percentage of survey participants who heard the ads | Percentage of survey participants whose friends or family heard the ads | Percentage of survey participants who had clients mention hearing the ads |
|---------------|---|---|---|
| Alberta | 42% | 58% | 42% |
| New Brunswick | 33% | 50% | 33% |
| Winnipeg | 80% | 60% | 25% |

AGENDA - Stakeholder Successes

National Initiatives:

- Health Canada
 - Kelley Bush from Health Canada (HC) mentioned a couple of their initiatives, including the Canada Post Smart Move program, which now includes a personalized calendar that is provided to each registered mover; November is highlighted as radon action month on that calendar. HC is working with McMaster University on their radon program. The Minister of Health released a ministerial message with regards to lung cancer awareness. HC also developed a campaign page on canada.ca directing people to the takeactiononradon.ca page.
- Radon Workplace Challenge
 - HC also supports Scout with the Radon Workplace Challenge, which was very successful this year – their target was to hit 175 workplaces; this year they've managed to hit 277 workplaces and had to announce that the program was full for the year
- National Collaborating Centre for Environmental Health
 - published an online blog: <http://www.ncceh.ca/content/blog/100-radon-test-kit-challenge-canada>
 - And a video: <https://www.youtube.com/watch?v=HryzrFjU4fQ>
- Canadian Environmental Law Association
 - Updated their Radon Policy Challenge with: Environmental Scan of Radon Law and Policy: Best Practices in Canada and the European Union which can be found online: http://www.cela.ca/sites/cela.ca/files/Radon-Policy-Scan-Full-Report-with-Appendices_0.pdf
- CARST
 - CARST, in addition to their TAOR activities, worked through their members to reach out to over 60 libraries across the country with awareness material.
 - Release their Real Estate Guideline and online tools which can be found: <https://carst.ca/radon-for-Real-Estate-Agents>

AGENDA - Stakeholder Successes

National Articles:

- [Radon gas causes more deaths than cars, say cancer prevention advocates](#)
- [Mike Holmes: Breathe in better air, not dangerous radon](#)
- [Radon – Canadian Real Estate Magazine](#)
- [NEW Health Canada Warning of Radon Risks](#)
- [Test Your Home for Radon](#)
- [Take action on radon in your home](#)
- [Radon Responsible for More Canadian Deaths Per Year Than Motor Vehicle Collisions](#)
- [Breathe in better air, not dangerous radon](#)
- ['I had no idea': Former Team USA hockey player says radon caused her to develop stage 4 cancer](#)
- [Occupational Health & Safety, Common Indoor Radon Levels and the New 2017 International Commission on Radiological Protection](#)

PARTNER INITIATIVES & ACTIVITIES

Yukon, North West Territories, Nunavut

Yukon Update:

Yukon Health and Social Services and Yukon Housing did some local radio, newspaper, online and FB ads. The Yukon Lung Association purchased some test kits and made 205 of them available for free in communities outside Whitehorse – in Whitehorse they worked with Home Hardware and made test kits available for \$10. They also did a direct mailing based on a Health Canada poster. They don't have follow-up numbers, but they do know that 200 kits were picked up from the Home Hardware in Whitehorse. Those people who signed up outside Whitehorse signed a consent form that their

Yukon Health offered free testing to all licensed child care centers and are helping to fund the mitigation of the handful of facilities that tested high. They are still moving forward with the legislation to mandate this testing.

Yukon Housing tested over 600 units, of all their staff and social housing (detached homes) this year. About 10% of these were over 200 Bq/m³. These will all be mitigated within the next year. In 6 sub-divisions of Whitehorse, they are doing an on the spot radon test (of just a few minutes). They're offering people a free hour consultation with a radon mitigation specialist.

Feedback on TAOR Radio ads in Whitehorse – very effective - good feedback being received.

Yukon News:

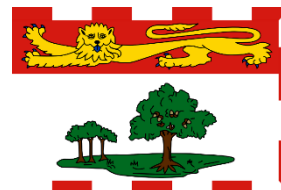
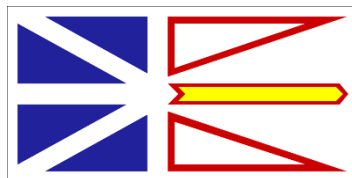
[21 Yukon government buildings have unsafe levels of radon, test results show](#)

No updates or representatives on the meeting from North West Territories or Nunavut.



PARTNER INITIATIVES & ACTIVITIES

Maritimes/Atlantic Region:



The Nova Scotia library testing programs are going very well. The Nova Scotia Lung Association has been very active this year. There is a long wait list for rental of radon monitors.

Jean Dallaporta – in Miramichi he is working to have radon treated like other waste product. He has had radon added to the November page of the calendar that is delivered to each household in the region.

Newfoundland – Kelley believes that they are testing their schools.

- Wabana on Belle Island distributed free test kits as part of the 100 Radon Test Kit challenge.

Moncton – in November the TAOR group presented at a one-day Radon Workshop run by CARST, and also ran an Awareness Evening and handed out test kits. Moncton was the first of the 100 Test Kits Communities.

- [Trudeau asked about radon in Miramichi](#)
- [Radon detectors in high demand at Nova Scotia libraries](#)
- [COMMENTARY: MINERAL SURVEYS OF NOVA SCOTIA WOULD HELP INDUSTRY, ENHANCE PUBLIC SAFETY](#)
- [RADON DETECTOR LIBRARY LOAN PROGRAM GETS AN INFLUX OF NEW DEVICES TO HELP MEET DEMAND](#)
- [More radon detector kits coming to libraries to help keep up with demand](#)
- [More radon detector kits coming to local libraries](#)
- [VOICE OF THE PEOPLE: Nov. 24, 2018 – Test for Radon](#)

Radon Reduction Sweepstakes Winners Darryl Jonah from Studholm, NB and Robert Edwards from Hardwicke, NB

PARTNER INITIATIVES & ACTIVITIES

Quebec:



[Montreal real estate: Radon testing now recommended when buying a home](#)

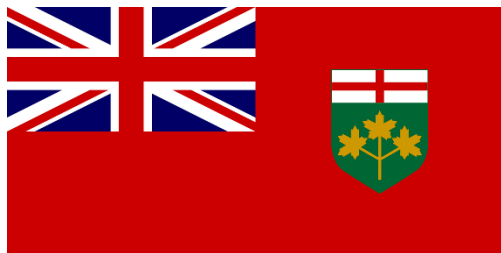
[Quebecers indifferent to dangers of radon, need to protect their homes, expert warns](#)

Mathieu Brossard from HC mentioned the excellent media coverage over the course of November in Quebec, both through LCN and through the weather channel. The city of Montreal has adopted a motion to support radon awareness. He also mentioned the library program in Quebec, wherein people are receiving a bookmark promoting radon testing, as well as having posters in the libraries raising radon awareness.

In Montreal, TAOR did a radio interview on CBC Montreal, which got great coverage. The Montreal Gazette also ran an article about radon during real-estate transactions.

PARTNER INITIATIVES & ACTIVITIES

Ontario:



Radon Reduction Sweepstakes winners Dave Dobson from Kanata, ON and Roy Stock from Gorham, ON

Taylor from Algoma Public Health: last November they ordered 500 Alphatrack test kits – so far they’ve given out just over 60 free test kits. They’re promoting this on social media. A goal is to do more outreach in the Elliot lake district. Posted information on [facebook](#).

Caroline and Ellen from Thunder Bay: they received some funding from TAOR to help them, particularly in the Oliver-Papooinge area where 65% of the homes were testing over the Canadian guideline. They held several public awareness meetings, and online advertising and public service announcements, etc. They also send around a mailer in the high-risk areas. <http://www.ecosuperior.org/radon>

Mainul Husain from Health Canada did 8 different events during the month of November; Orangeville, London, Richmond Hill, Toronto area targeting the public, local businesses, and officials. He also did several radio interviews (including Hamilton and Sudbury) and a print interview.

Windsor-Essex Health Unit have released their study results from 2017-2018: <https://www.wechu.org/reports/indoor-radon-levels-windsor-essex-county-20172018-study-summary-report>

Kingston mentioned in a previous meeting that they were focussing on testing child care centres and homes. No update available at the time of the meeting.

PARTNER INITIATIVES & ACTIVITIES

Ontario News Articles:

<https://www.thewhig.com/news/local-news/free-radon-testing-offered-to-eligible-kingston-frontenac-lennox-and-addington-homeowners>

[Elgin volunteers sought for radon study](#)

[Peterborough Public Health to hold radon information session](#)

[Port Colborne wants to combat radon](#)

[Time to test your home for radon concentration](#)

[PEOPLE IN SUDBURY URGED TO TEST FOR RADON GAS](#)

[VIDEO: RADON PROGRAM](#)

[HOMEOWNERS ENCOURAGED TO TEST FOR RADON](#)

<https://www.drydennow.com/local/high-radon-gas-risk-in-region>

[LINDSAY WELLNESS FAIR HOSTS 45 VENDORS TO PROMOTE HEALTH AND SCREENING](#)

[THUNDER BAY - RADON LEVELS HIGH](#)

[WDG PUBLIC HEALTH HOSTING A RADON AND LUNG CANCER INFORMATION SESSION](#)

[DID YOU KNOW? 15% OF HOMES IN WDGPH'S BOUNDARIES CONTAIN UNSAFE LEVELS OF RADON GAS](#)

[Be informed and test your home for radon gas – Guelph](#)

[Health Unit study finds majority of homes in Oliver Paipoonge have high radon levels \(2 photos\)](#)

[High levels of radon detected in region](#)

[Health Unit study finds majority of homes in Oliver Paipoonge have high radon levels](#)

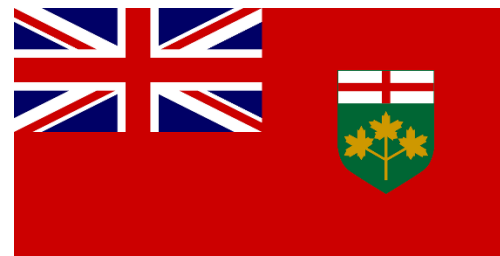
[Northwest Newswatch – Radon Study](#)

[Radon Testing Kits popular in Grey Bruce](#)

[Radon Test in Grey Bruce](#)

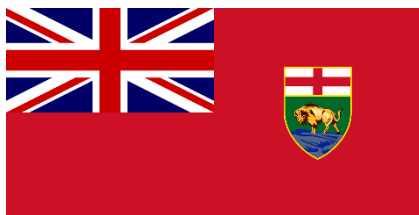
[Insurance Companies Don't Cover Radon Mitigation But Experts Say That's No Excuse](#)

[Radon Gas Second Highest Cause of Lung Cancer in Canadians](#)



PARTNER INITIATIVES & ACTIVITIES

Manitoba:



[Up to 30 per cent of Winnipeg homes have unsafe levels of radon: Lung association](#)

[Manitoba homes rank 2nd highest in Canada for radon contamination](#)

<https://www.pembinavalleyonline.com/local/local-business-drawing-attention-to-radon-encouraging-action>

[Radon gas and lung cancer: the scary truth](#)

[ADDRESS ANY POTENTIAL RADON PROBLEM RIGHT AWAY](#)

Neil from the Lung Association: they did a live feed from a client's home during the placement of a radon test with a local television station. They'll do a follow-up with the results of the testing.

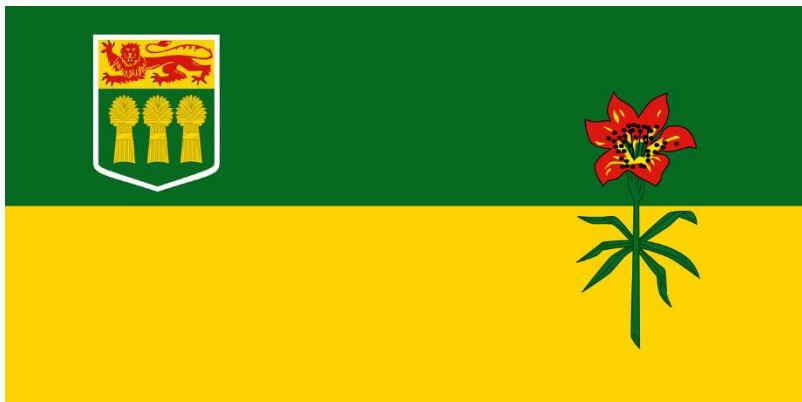
Pam from CARST/C-NRPP: was interviewed on Global. Attended the Manitoba Home Builders Association conference.

The community of Souris is participating in the 100 Test Kit Challenge; the community is very engaged. Dr. Nicol hosted a radon session at CancerCareManitoba in January and provided free radon test kits to 100 participants through the 100 Radon Test Kit Challenge.

Sandy Hutchison of Health Canada feels that various radon professionals have really been stepping up and increasing radon awareness. He and Pam attended the Winnipeg Home Show.

PARTNER INITIATIVES & ACTIVITIES

Saskatchewan:



[WATCH: Sixteen per cent of the homes in Saskatchewan are estimated to be above the radon level guideline which is 200 Bq/m3.](#)

[Health Canada, Saskatchewan health groups warn residents about dangers of radon Take steps towards a healthier life — test for radon People in Sudbury urged to test for radon gas](#)

Radon Reduction Sweepstakes winner Brett Seidler from Regina, SK and Suzanne Marit from Willow Bunch, SK

Jill Hubick from the Lung Association partnered with the Saskatoon Real Estate Community and The Lung Association and Sunridge and provided a radon presentation to them. They provided the CARST real estate guidelines and Health Canada materials. In Regina they hosted a public radon event sponsored by Master Radon. Sandy from Health Canada was a keynote. For the event they ran a radio ad, FB ads and a targeted e-blast to a few thousand home owners in the area. At the event they did a check presentation for the Sweepstakes and promoted this year's event. The Event resulted in some media interviews both TV and radio. A media release went out across the province. They also partnered with a Prince Albert Health Clinic and set up a radon information table for patients at the clinic promoting Health Canada resources. They had a radon booth at the Certified Respiratory Educator Day and the SK Thoracic Society Conference. They also had a radon billboard up in Saskatoon, and it was featured in the Breathe Newsletter.

PARTNER INITIATIVES & ACTIVITIES

Alberta:



[Call to test for radon levels in Edmonton homes](#)

[Radon gas concentrations may be even higher in rural Alberta than in big cities](#)

[CHECK YOUR HOME FOR RADON LEVEL — IT'S A LEADING CAUSE OF LUNG CANCER](#)

[POWELL RIVER LIBRARY MAKES RADON DETECTION KITS AVAILABLE](#)

[New Research on Radon Gas in Southern Alberta](#)

Colin Dumais from CARST mentioned the non-residential mitigation workshop in Edmonton in the fall.

Patricia Stobbe, Alberta Lung Association did a television interview, and a radio ad, as well as a YouTube video with a local realtor. Alberta Lung also provided funds alongside TAOR to expand the radio ad campaign.

Evict Radon is taking place again this year, based in Calgary, deadline to purchase test kits is January 31.-
www.evictradon.ca

We had two cheque presentations for the Radon Reduction Sweepstakes Mark Knettig from Edmonton, AB and Tanya Graham from Calgary, AB.

Still waiting for BILL 209 RADON AWARENESS AND TESTING ACT to finalize.

PARTNER INITIATIVES & ACTIVITIES

British Columbia:



[Radon Testing – BC](#)

[Salmon Arm hosting information session about radon](#)

Salmon Arm - [Beware the silent killer](#)

[Okanagan a hotspot for deadly radon gas](#)

[**MONITOR YOUR HOME FOR RADON WITH YOUR LIBRARY CARD**](#)

[**HEALTH UNIT OFFERS ADVICE ON RADON TESTING **ELEVATED RADON LEVELS IN 3 SCHOOLS BEING RETESTED****](#)

[Take steps towards a healthier life — test for radon](#)

[Radon detected in SD46 classroom](#)

Micky from Health Canada, has been very active doing public awareness activities. They are also distributing test kits in communities such as Salmon Arm who are participating in the 100 Test Kits Challenge.

Alan Whitehead (Radon Environmental and CARST) with Dr. Anne-Marie Nicol (CAREX, SFU and CARST), they're working to expand the Citizen Science program. He feels public awareness has grown substantially over the course of the last 12 months. With the Holmes Group, they've done live Twitter and FB events. Also, Lung Cancer Canada has included radon in their calendar this year. He is also seeing better engagement with the schools in BC this year.

Menn Biagtun, BC Lung Association hosted the BC Lung Radon workshop in November, and are working with schools to encourage them to test, and to promote radon testing. They're seeing a definite uptake in the number of phone calls for information and for test kits.

Radon Reduction Sweepstakes winner Glenn Schneider from Trail, BC and Jo-Anne Stoltz from Castlegar, BC

AGENDA

- Ongoing Activities – January 2019 and beyond

Radon Reduction Sweepstakes Toolkit

- [Letter to Homeowners who have tested](#)
- [Letter to Homeowners who have mitigated](#)
- SK is leading the entries again this year. Homeowners can enter online or mail in their entry. They must complete their mitigation between Jan 1, 2018 and June 30, 2019 to be eligible to win. Entries must be received by July 15, 2019.
- Find all the details online at: <https://takeactiononradon.ca/radon-reduction-sweepstakes/>



MITIGATION SWEEPSTAKES

The Mitigation Sweepstakes is running again this year – including the province of Quebec for the first time. Participation so far is very good:

| Region | Entries for 2017-18 | Entries for 2018-19 |
|-------------------------|---------------------|---------------------|
| BC – Yukon | 30 | 1 |
| Alberta – NWT | 13 | 8 |
| Saskatchewan – Manitoba | 98 | 20 |
| Ontario | 10 | 1 |
| Quebec | n/a | 0 |
| Atlantic - Nunavut | 15 | 1 |

One of the great, slightly unanticipated advantages of this program is that it gives us personal stories of radon mitigation to use in our press releases and social media. These local spokespeople are engaged, and often passionate!

MITIGATION SWEEPSTAKES

Cheque presentations have been taking place across the country:



100 RADON TEST KIT CHALLENGE

The **100 Radon Test Kit Challenge** targets municipalities across Canada where radon testing has thus far been limited, but where there is a potential for homes to have elevated radon levels. The program will provide 100 test kits to each participating municipality, to be distributed to citizens for free or for a nominal fee.



100 RADON TEST KIT CHALLENGE

Communities involved so far:

Moncton, New Brunswick
Souris, Manitoba
Salmon Arm, British Columbia
Winnipeg, Manitoba
Spruce Grove, Alberta
Golden, British Columbia
Baden, Ontario
Port Coulbourne, Ontario

We are starting to sign up communities for 2019/2020.

You can find more information at: <https://takeactiononradon.ca/100-radon-test-kit-challenge/>



Ongoing Activities – January 2019 and beyond.

Ideas from attendees:

Attendees were invited to share their ideas going forward:

- Kelley Bush: the idea of a program (like “Energy Star”) for homes that have tested low – would there be value in this type of program? Also – the CRPA Conference is building in a “youth” section to their conference in May, wherein they’re inviting a grade 6 class, and providing the school with some test kits and some course material to allow the teacher to incorporate radon into the course material. Would this be an option at the CARST Conference?
- Alan: Universities seem to be having a lot of success in getting their communities to participate in their studies – the universities can also often get funding for this type of program. Educational institutions might be a great resource to reach out into their communities.
- Lynn Brown – Mr. Radon did an outreach program at a high school in Markham, and they have subsequently been receiving more calls from that area.
- Jan put forward the idea of receiving some money back off income taxes for a radon mitigation. CELA has proposed this several times in the past, and though we have yet to see this move forward it might be good to pursue.
- Kelley Bush: HC is working on their strategic 3 to 5-year plan, one component of which is strategic policy and legislation. Economic analysis is required, and they’ll be working on that. This year would be difficult to push that through, due to the election, but HC will be doing some work on the economic side of things and they’ll be happy to share that information.
- Please don’t hesitate to share your initiatives or to contact us for any support that your initiatives could use. info@takeactiononradon.ca



Register Today!

Join us for the (8th) annual CARST
Conference April 28th through 30th!

Thank you

Take Action on Radon is a national program dependent on engaging with stakeholders like you. We appreciate all the efforts that each individual and organization are doing in Canada to help raise awareness on radon.

If you have any additional updates of radon awareness initiatives across Canada that you are aware of, please feel free to share with us at info@takeactiononradon.ca we will post this information online at: <https://takeactiononradon.ca/join/stakeholders/>

In addition, if you have any ideas that you would like to see the Take Action on Radon program include for next year's or future campaigns, we would be happy to hear your ideas.

Please email ideas to: info@takeactiononradon.ca

