



RADON IN GEORGIA

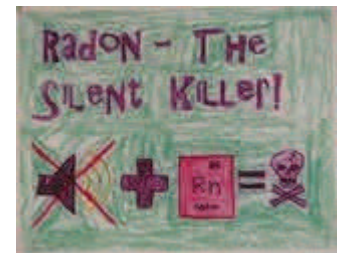
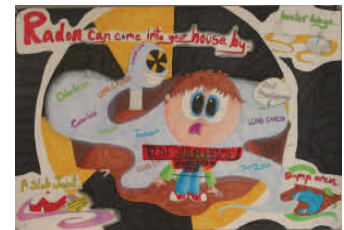
Georgia Radon Education Program (GREP)
 Newsletter and Outreach Report
January 1, 2013 to March 31, 2013

GREP is funded by the U.S. Environmental Protection Agency through the Georgia Department of Community Affairs Office of Planning and Environmental Management

January : National Radon Action Month



Above: State of Georgia Radon Poster Contest student recognition at the Capitol on January 7, 2013. Governor Nathan Deal signed the Radon Proclamation for GA. The 2013 state winners were: 1st place- Grace Halley from Gwinnett County, 2nd place- Alyssa Ervin from Walton County, and 3rd place- Clara Ervin from Walton County.



Above: 1st, 2nd, and 3rd place Radon Poster Contest winners, from top to bottom.

Although the Radon Education Program promotes radon awareness and testing year round, we place a special emphasis on radon events and promotions throughout January, which is National Radon Action Month (NRAM).

Here are some of the highlights of the month's events:

- ◆ Becky Chenhall coordinated a Radon Proclamation Event with Georgia Governor Nathan Deal which took place on Monday, January 7th, at the State Capitol. The Governor issued and signed the Radon Proclamation urging all Georgians to test for radon, and also recognized the three student state winners of the Radon Poster Contest.
- ◆ Ginger Bennett attended a Hall County EnviroShare meeting in Oakwood, which focused on plans for outreach to communities, businesses, and the general public. She gave ten attendees radon posters to post in their company lunch rooms.

GEORGIA RADON EDUCATORS AT WORK

January : National Radon Action Month

- ◆ Becky Chenhall spoke at the Athens Clarke County Planning Department during their Healthy hour, and approximately 30 people attended.
- ◆ Walton EMC printed a radon article Becky submitted in a newsletter enclosed with monthly utility bills. The newsletter was sent to about 105,000 EMC customers, reaching across ten counties in Georgia.
- ◆ Ginger Bennett conducted a presentation on radon and the importance of testing for Atlanta-based employees of the Department of Community Affairs. Participants were given kits to test their homes.
- ◆ Walton Cable TV filmed Becky and her coworker Molly Kimler as they did several skits to show common misconceptions many people have about radon, such as vacuuming or opening a window to get radon out of their house. The spot aired twice daily for a week in Walton County, with an estimated viewing audience of 30,000.



Above: The Georgia Radon Action Month Proclamation

Ginger Bennett Retires



Ginger Bennett joined UGA as a Radon Educator in 2003. After 10 years of service, she retired in March 2013. During her time as a Radon Educator she reached over 50,000 consumers and distributed 7,648 radon test kits. Most importantly, she helped Georgians develop a better understanding of the dangers of radon in their homes.

We thank her for her dedication to the Georgia Radon Education Program and wish her the best!



RADON OUTREACH

Program Contacts & Media Impressions January through March 2013

SIRG Data		GA SIRG REPORT January 1, 2013 - March 31, 2013		
PROGRAM CONTACTS	Hall	Walton	Totals	
PROGRAMS-MEETINGS	5	8	13	
Participants	108	146	254	
Materials Distributed	250	465	715	
EXHIBITS-EVENTS	0	3	3	
Participants	0	1,710	1,710	
Materials Distributed	0	225	225	
OTHER CONTACTS	Hall	Walton	Totals	
TOTAL CONTACTS	262	284	546	
Medical professionals	10	6	16	
Home builders	2	1	3	
Realtors	1	2	3	
Consumer Contacts	249	275	524	
KIT USAGE DATA	Hall	Walton	Totals	
KITS DISTRIBUTED	150	212	362	
Results Received	93	141	234	
>= 4 pCi/L	28	51	79	
<= 4 pCi/L	61	77	138	
Incomplete	4	13	17	
% => 4 pCi/L	31.5%	40.0%	36.4%	
Highest Level	20.8	64.2	64.2	
MITIGATION DATA	Hall	Walton	Totals	
RRNC ²	0	0	0	
Mitigations ³	0	0	0	
Mitigation Referrals ⁴	30	51	81	
MEDIA IMPRESSIONS	Hall	Walton	Totals	
RADIO	0	0	0	
Listeners	0	0	0	
TELEVISION	0	2	2	
Viewers	0	65,000	65,000	
NEWSPAPER	0	6	6	
Circulation	0	146,000	146,000	
NEWSLETTERS	0	3	3	
Distribution	0	146,500	146,500	
Local Web Hits ⁴	0	0	0	
GA SIRG WEB HITS ⁵		1,880	1,880	
TOTAL IMPRESSIONS	940	358,440	359,380	
¹ Other includes radon education results of former radon educators and county FACS/4-H Agents. ² Reported quarterly by Southface. ³ Mitigations & RRNCs completed by Certified Mitigators are reported annually. ⁴ Began tracking in January 2010. ⁵ Web hits for www.ugaradon.com are shared equally among the radon educators.				

RADON OUTREACH

Program Contacts & Media Impressions April 2003 through March 2013

PROGRAM CONTACTS	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other¹	Totals
Programs / Meetings	271	187	266	193	563	1,084	27	2,591
Participants	8,538	4,335	15,112	3,866	21,162	17,946	2,099	73,058
Materials Distributed	14,778	11,441	15,887	6,595	42,083	9,184	75	100,043
Exhibits or Events¹	129	86	175	63	153	67	31	704
Participants	42,655	6,558	146,287	11,978	154,626	13,798	2,996	378,898
Materials Distributed	48,555	8,947	50,145	8,057	23,965	1,296	1,346	142,311
OTHER CONTACTS	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other¹	Totals
Total Direct Contacts	4,269	1,385	1,216	475	4,437	12,268	52	24,102
Medical professionals	459	51	242	56	712	0	24	1,544
Home builders	344	29	43	45	376	10,082	0	10,919
Realtors	453	93	85	25	202	836	28	1,722
Consumer Contacts	3,013	1,212	846	349	3,147	1,350	0	9,917
KIT USAGE DATA	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other¹	Totals
Kits Distributed	7,868	4,271	7,853	2,893	11,240	5,192	4,600	43,917
Test Results Received	2,668	1,613	2,434	1,354	5,637	1,060	849	15,615
Highest Level	49.9	31.3	54.4	44.0	85.8	77.1	0.0	85.8
MITIGATION DATA	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other¹	Totals
Mitigations²	40	0	1	5	16	22	1,699	1,783
RRNC³	2	0	0	0	10	442	1,026	1,480
Mitigation Referrals	939	249	361	91	620	412	0	2,672
MEDIA IMPRESSIONS	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other¹	Totals
Radio Outreach	66	11	8	4,278	136	1	2	4,502
Listening Audience	4,847,000	3,670,000	10,000	4,020,000	2,683,000	2,000	377,000	15,609,000
TV Outreach	139	75	713	8	266	2	437	1,640
Viewing Audience	25,020,100	12,733,000	73,981,740	15,080	27,831,000	1,328,000	8,385,000	149,293,920
Newspaper Outreach	45	4	19	13	88	0	6	175
Circulation	1,325,000	3,223,000	1,304,817	154,800	3,191,449	0	69,500	9,268,566
Newsletter Outreach	50	2	14	17	52	9	16	160
Distribution	29,300	249	16,746	9,215	1,636,880	903,048	6,054	2,601,492
Local Web Hits⁵	0	1,044	20,600	0	12,000	0	0	33,644
State Web Hits⁶	49,475					51,296	0	100,771
TOTAL IMPRESSIONS	31,231,295	19,637,188	75,343,798	4,208,990	35,364,224	2,284,344	8,837,554	176,907,393

¹Other includes radon education/results of former radon educators and county FACS/4-H Agents.

²Reported quarterly by Southface only.

³Certified GA mitigators report their mitigations & RRNCs annually in the J-S quarter in the "other" column.

⁴Began tracking Jan. 1, 2010

⁵UGA Radon Program web hits are shared equally among the 5 radon educators

