



# RADON IN GEORGIA

## Georgia Radon Education Program (GREP) Newsletter and Outreach Report

*October 1, 2013 to December 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*

### Radon Education Program in Hall County

In October, Radon Educator Becky Chenhall conducted an education program at the Villages of Deaton Creek in Hall county. During this program, Chenhall spoke on the health effects of radon and how to test a home for high levels. Many individuals were interested to receive more information on why Georgia does not have requirements or building codes for radon-resistant features in buildings. This type of question showed that the audience was engaged and concerned about this issue, and lead to 62 radon test kits being sold at the event. Among the homes that were tested, 39% had high results, and at least two residents had their homes mitigated because of the information provided in the program.

### Free to Breathe 5K



The annual Free to Breathe 5-K Lung Cancer Partnership Event was held at Sandy Creek Park in Athens in November. Over 450 people attended and participated in the event. Becky Chenhall, Dr. Pamela Turner, and 4-H student Nanki Udhwani had a radon booth next to the Athens Regional Chest Center exhibit to promote knowledge on radon and how important it is to test for it in the home. Complimentary kits and radon brochures were handed out to interested participants, and many participated in the radon “spin the wheel” game which consisted of answering questions about radon.

Having a booth and the ability to educate more individuals about radon at an event such as the Free to Breathe 5-K is highly important due to the nature of the event. Many 5-K participants were walking/jogging in honor of a friend or family member they lost to lung cancer. Because radon is the second leading cause of lung cancer and the first leading cause of lung cancer in non-smokers, it is critical that the message is presented to the public. The participants at this event were very attentive to what could increase the chances of lung cancer and made for a wonderful audience.



# RADON OUTREACH

## Program Contacts & Media Impressions October through December 2013

GA SIRG REPORT October - December 2013			
PROGRAM CONTACTS	Hall/Clarke	Walton	Totals
<b>PROGRAMS-MEETINGS</b>	0	6	6
<b>Participants</b>	0	134	134
Materials Distributed	0	344	344
<b>EXHIBITS-EVENTS</b>	0	2	2
<b>Participants</b>	0	700	700
Materials Distributed	0	280	280
<b>OTHER CONTACTS</b>	Hall/Clarke	Walton	Totals
<b>TOTAL CONTACTS</b>	15	77	92
Medical professionals	0	12	12
<b>Home builders</b>	0	0	0
Realtors	0	0	0
<b>Consumer Contacts</b>	15	65	80
<b>KIT USAGE DATA</b>	Hall/Clarke	Walton	Totals
<b>KITS DISTRIBUTED</b>	25	178	203
Results Received	19	124	143
<b>&gt;= 4 pCi/L</b>	8	27	35
<= 4 pCi/L	13	88	101
Incomplete	1	9	10
% => 4 pCi/L	44.0%	23.0%	26.3%
<b>Highest Level</b>	15.6	17.1	17.1
<b>MITIGATION DATA</b>	Hall/Clarke	Walton	Totals
RRNC <sup>2</sup>	0	0	0
<b>Mitigations<sup>3</sup></b>	0	0	0
Mitigation Referrals	8	27	35
<b>MEDIA IMPRESSIONS</b>	Hall/Clarke	Walton	Totals
<b>RADIO</b>	0	0	0
<b>Listeners</b>	0	0	0
<b>TELEVISION</b>	0	1	1
<b>Viewers</b>	0	30,000	30,000
<b>NEWSPAPER</b>	0	1	1
<b>Circulation</b>	0	32,000	32,000
<b>NEWSLETTERS</b>	0	0	0
<b>Distribution</b>	0	0	0
Local Web Hits <sup>4</sup>	0	0	0
<b>GA SIRG WEB HITS<sup>5</sup></b>	0		
<b>TOTAL IMPRESSIONS</b>	0	62,000	62,000

<sup>1</sup> Other includes radon education/results of former educators & county FACS/4-H Agents.

# RADON OUTREACH

## Program Contacts & Media Impressions April 2003 through December 2013

<b>PROGRAM CONTACTS</b>	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other <sup>1</sup>	Totals
<b>Programs / Meetings</b>	271	187	266	193	592	1,084	27	2,620
<b>Participants</b>	8,538	4,335	15,112	3,866	22,192	17,946	2,099	74,088
<b>Materials Distributed</b>	14,778	11,441	15,887	6,595	44,652	9,184	75	102,612
<b>Exhibits or Events<sup>1</sup></b>	129	86	175	63	159	67	31	710
<b>Participants</b>	42,655	6,558	146,287	11,978	155,901	13,798	2,996	380,173
<b>Materials Distributed</b>	48,555	8,947	50,145	8,057	24,780	1,296	1,346	143,126
<b>OTHER CONTACTS</b>	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other <sup>1</sup>	Totals
<b>Total Direct Contacts</b>	<b>4,284</b>	<b>1,385</b>	<b>1,216</b>	<b>475</b>	<b>4,942</b>	<b>12,268</b>	<b>52</b>	<b>24,622</b>
<b>Medical professionals</b>	459	51	242	56	815	0	24	1,647
<b>Home builders</b>	344	29	43	45	377	10,082	0	10,920
<b>Realtors</b>	453	93	85	25	203	836	28	1,723
<b>Consumer Contacts</b>	3,028	1,212	846	349	3,547	1,350	0	10,332
<b>KIT USAGE DATA</b>	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other <sup>1</sup>	Totals
<b>Kits Distributed</b>	<b>7,893</b>	<b>4,271</b>	<b>7,853</b>	<b>2,893</b>	<b>11,659</b>	<b>5,192</b>	<b>4,600</b>	<b>44,361</b>
<b>Test Results Received</b>	2,687	1,613	2,434	1,354	5,955	1,060	849	15,952
<b>Highest Level</b>	<b>49.9</b>	<b>31.3</b>	<b>54.4</b>	<b>44.0</b>	<b>85.8</b>	<b>77.1</b>	<b>0.0</b>	<b>85.8</b>
<b>MITIGATION DATA</b>	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other <sup>1</sup>	Totals
<b>Mitigations<sup>2</sup></b>	40	0	1	5	1,203	22	1,699	2,970
<b>RRNC<sup>3</sup></b>	2	0	0	0	10	442	1,026	1,480
<b>Mitigation Referrals</b>	939	249	361	91	696	412	0	2,748
<b>MEDIA IMPRESSIONS</b>	Hall	DeKalb	Gwinnett	Elbert	Walton	Southface	Other <sup>1</sup>	Totals
<b>Radio Outreach</b>	66	11	8	4,278	136	1	2	4,502
<b>Listening Audience</b>	4,847,000	3,670,000	10,000	4,020,000	2,683,000	2,000	377,000	15,609,000
<b>TV Outreach</b>	139	75	713	8	268	2	437	1,642
<b>Viewing Audience</b>	25,020,100	12,733,000	73,981,740	15,080	27,748,000	1,328,000	8,385,000	149,210,920
<b>Newspaper Outreach</b>	45	4	19	13	91	0	6	178
<b>Circulation</b>	1,325,000	3,223,000	1,304,817	154,800	3,285,449	0	69,500	9,362,566
<b>Newsletter Outreach</b>	50	2	14	17	53	9	16	161
<b>Distribution</b>	29,300	249	16,746	9,215	1,637,880	903,048	6,054	2,602,492
<b>Local Web Hits<sup>5</sup></b>	0	1,044	20,600	0	12,000	0	0	33,644
<b>State Web Hits<sup>6</sup></b>	52,520					51,296	0	103,816
<b>TOTAL IMPRESSIONS</b>	<b>31,231,904</b>	<b>19,637,797</b>	<b>75,344,407</b>	<b>4,209,599</b>	<b>35,376,833</b>	<b>2,284,344</b>	<b>8,837,554</b>	<b>176,922,438</b>

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

<sup>2</sup>Reported quarterly by Southface only.

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

<sup>4</sup>Began tracking Jan. 1, 2010

<sup>5</sup>UGA Radon Program web hits are shared equally among the 5 radon educators

