

RADON OUTREACH IN CANADA

Roshini Kassie

National Coordinator, Take Action on Radon
Network and Radon Action Month Campaign

Community Outreach Manager,
New Brunswick Lung Association

Robert MacDonald

Director of Health Initiatives
Lung Association of Nova Scotia

THE LUNG ASSOCIATION AND RADON

For more than 100 years, the Canadian Lung Association has led the fight for healthy lungs and healthy air.

The Lung Association is the leading organization in Canada working to save lives, prevent and improve lung health through research, advocacy, education and support.

Radon awareness, education and action = Lung cancer prevention



16% of lung cancer deaths in Canada are due to radon

RADON EDUCATION AND OUTREACH IN CANADA

TAKE ACTION ON RADON



- **Bringing together a variety of radon stakeholders from across Canada (Take Action on Radon Network)**
- **Provide nationally-branded educational and marketing materials for stakeholder use in local/regional radon education and awareness campaigns**
- **Organize Radon Action Month (November)**

THE TAKE ACTION ON RADON TEAM



Tristan McIntosh (ON Lung), Roshini Kassie (NB Lung), Shelby Kerbel (Scout Environmental), Barb MacKinnon (NB Lung) and Kelley Bush (Health Canada).

➤ National radon information for Canadians

➤ One-stop shop for Campaign Partners



ORGANIZATIONS

For organizations, please see the links below that may be used:

Promo material to introduce radon issue

- Radon: Is It In Your Home? (Health Canada)
- Radon: Another Reason to Quit (Health Canada)
- Radon: Is it in your home? Information for Health Professionals
- Radon poster 1
- Radon poster 2
- Radon poster 3
- Radon poster 4
- Radon postcard
- Radon professionals poster
- Radon test kit postcard
- Radon test kit poster
- Radon retail employee handouts
- General radon PowerPoint presentation
- Public resources to inform the public about radon

Publications

- Radon – Reduction Guide for Canadians
- Guide for Radon Measurements in Residential Dwellings (Homes) (Health Canada)
- Guide for Radon Measurements in Public Buildings (Schools, Hospitals, Care Facilities, Detention Centres) (Health Canada)
- Reducing Radon Levels in Existing Homes: A Canadian Guide for Professional Contractors

Media

- November 2015 Media Release Template
- 2015 Key Messages
- Social media images
- Web banners
- Campaign logos

Videos

RADON ACTION MONTH 2015

“This November Many Voices Will Join Together To Encourage Canadians to Take Action on Radon”

Launched on October 27, 2015 at Hagerman House Early Learning and Family Centre, Toronto.

“This year, we will be celebrating and promoting the many partnerships of the Take Action on Radon network. The strength of the network is the number and variety of stakeholders from all different sectors – NGOs, charities, health and public health, radon professionals, government, builders, academics, retailers – all standing and speaking together with one voice encouraging Canadians to take action on radon.”

Some of the Take Action on Radon network stakeholders celebrating our launch at Hagerman House - Health Canada, Pinchin, Radiation Safety Institute of Canada, The Lung Association, Canadian National Radon Proficiency Program, Canadian Partnership for Children's Health and the Environment, Summerhill Impact, and Canadian Cancer Society



NATIONAL ADVERTISING CAMPAIGN



CBC News Network and ICI RDI TV Ads (November 2015 and January 2016)

Channel	Number of spots	Audience
CBC News Network	116	1955000
ICI RDI	68	510000
TOTAL	184	2465000

NATIONAL ADVERTISING CAMPAIGN

TV RADIO NEWS SPORTS MUSIC ARTS LOCAL MORE WATCH LISTEN LOG IN SEARCH CBC.ca

DEVELOPING Prostate cancer treatment varies widely in Canada: study »

NEW SERIES
This Life
Funny. Heartfelt. Human. Tonight, Natalie gets closer to Andrew as she awaits her biopsy results. Emma asks her uncle for birth control. Watch a clip.
Watch tonight at 9 p.m. on CBC-TV & catch up at [cbc.ca/thislife](#)

Montreal News » Change

- Bridge tolls a solution to Montreal's traffic woes, report says
- After last week's strikes, more school protests across Quebec
- Stretch of Pie-IX Boulevard remains closed after water main break
- CLSC offers up more home care for family, while others wait
- Val-d'Or crisis creates challenge for new Montreal police aboriginal committee

TAKE ACTION ON RADON
FIND A RADON TEST KIT

CBC NEWS
Justin Trudeau piques curiosity in Amsterdam, Paris, Washington

DRAGONS' DEN
5 ways to avoid sitting at your desk all day

22 MINUTES
The Queen extends a special invite to Justin Trudeau

POP CULTURE
Why shows like Game of Thrones are casting porn stars

CBC'S NEXT GEN YOUR DEN CONTEST
PLAY FOR A CHANCE TO WIN NOW

ICI RADIO-CANADA .ca + NOS CHÂÎNES CONNEXION

9°C | ÉDITION MONTRÉAL [Changer] Nous avons déterminé cette édition pour vous. Cela vous convient? Oui Non Recherche

info **TÉLÉ** **première**

INTERNATIONAL POLITIQUE MA RÉGION ÉCONOMIE SPORTS SANTÉ ARTS ET DIVERTISSEMENT SCIENCE TECHNO ALIMENTATION PLAISIRS BLOGUES

COMPRENDRE LE MONDE
La tarification pour réduire la congestion?

AUDIO-VIDÉO
L'initiation au hockey des 4 ans

MES SERVICES
La « ruée vers l'or vert »
Les traversiers reprennent du service

RADIO-CANADA VOUS SUGGÈRE
ICI PREMIÈRE L'immersion virtuelle de Robert LePage
ICI TÉLÉ Regardez les capsules de Louis-José

Le mystère demeure entier deux jours après l'écrasement d'un appareil russe en Égypte
La compagnie russe Kogalymavia/Metrojet écarte l'hypothèse d'une défaillance technique ou d'une erreur humaine pour expliquer l'accident de son Airbus A321-200 samedi dans la péninsule égyptienne du Sinaï.

PUBLICITÉ
C'EST LA PRINCIPALE CAUSE DE CANCER DU POUMON CHEZ LES NON-FUMEURS.

CBC.ca and Radio-Canada.ca Online Ads (November 2015 and January 2016)

Site	Number of Impressions	Number of Clicks
cbc.ca	600425	1725
radio-canada.ca	200079	351
TOTAL	800504	2076




NATIONAL ADVERTISING CAMPAIGN

Social Media Ads

(November 2015, December 2015 and January 2016)

Take Action on Radon
Sponsored · Like Page

Is your home radon-safe? Find out how to keep your family healthy.



PROTECT YOUR FAMILY. TEST FOR RADON. TAKE ACTION ON RADON

Learn about radon
Radon is easy to test for in your home. A simple test can make a big difference when it comes to your family's health. Learn more about radon testing today.

WWW.TAKEACTIONONRADON.CA [Learn More](#)

Channel	Views	Number of clicks
Facebook	193652	3363
Twitter	16083	51
YouTube	50242	94
TOTAL	259977	3508

Take Action on Radon
Sponsored · Like Page

Le radon peut être effrayant, mais il n'a pas forcément besoin de l'être. Avec un test facile, vous pouvez protéger votre santé. www.ocpetoiduradon.ca/tester
<http://ici.radio-canada.ca/.../pour.../2015-2016/chronique.asp...>



Le radon : une menace silencieuse | Pour faire un monde | ICI Radio-Canada Première

Le radon : une menace silencieuse
ICI.RADIO-CANADA.CA

Take Action on Radon
Sponsored · Like Page

Find a radon test kit by location and get your test started this season.



Click on a province for a Radon partner near you

www.takeactiononradon.ca

Radon Test Kits
Health Canada recommends that home owners do a long-term radon test, for a minimum of three months, during autumn or winter. Do you have your test kit yet?

WWW.TAKEACTIONONRADON.CA [Learn More](#)

YouTube CA · mike holmes radon



Mike Holmes
Canada's Most Trusted Contractor

Mike Holmes Radon PSA
Take Action On Radon
Subscribe 12 3,084

Share Embed Email

https://youtu.be/66_s80cRcZE

Start at 0:04

Published on Oct 30, 2014
An important message from Mike Holmes, Canada's most trusted contractor, about radon. Find out more at www.TakeActionOnRadon.ca

CAMPAIGN STAKEHOLDERS

Non-governmental and Community organizations



Radon Professionals and Industry Associations



Health Professionals, Public Health Officials and Government Health Agencies



Health Canada

Santé Canada



Retailers



IN THE NEWS... (113 TIMES!)



Mike Holmes Jr. spreads message of radon dangers

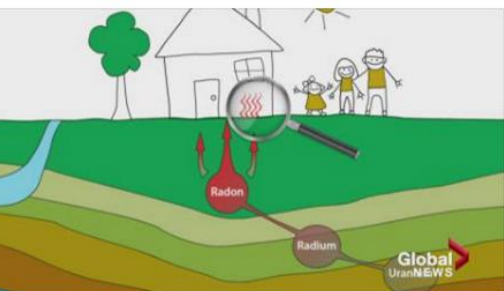
I-TIP: Get radon out of your home

By Katie Nicholson, CBC News Posted: Nov 24, 2015 2:52 PM CT | Last Updated: Nov 24, 2015 4:23 PM CT



Offensive contre le radon dans la Péninsule

Par ACADIE NOUVELLE
mercredi 4 novembre 2015



Lung Association of Alberta warns of radon levels | Watch News Videos Online

Watch Lung Association of Alberta warns of radon levels Video Online, on GlobalNews.ca

GLOBALNEWS.CA

En semaine de 16 h à 18 h Live Only

14 novembre, mois de sensibilisation au radon, un gaz qui peut causer le cancer du poumon

14 novembre, mois de sensibilisation au radon. Selon nombre de spécialistes, ce gaz est le deuxième cause de cancer du poumon chez les non-fumeurs. Le radon est un gaz radioactif qui pénètre dans les maisons, généralement, à la suite de la désintégration de matériaux dans le sol. Le radon est inodore, il est donc difficile à détecter. Une campagne nationale intitulée "Occupé par le radon" vise à sensibiliser les Canadiens sur ce problème assez méconnu.

14 novembre, mois de sensibilisation au radon, un gaz qui peut causer le cancer du poumon

14 novembre, mois de sensibilisation au radon, un gaz qui peut causer le cancer du poumon

Nouvelles

À SURVEILLER Vague de froid historique au Québec. Records ici.

PAR CATÉGORIE

Le radon, une menace invisible et mortelle

Home World Canada Politics Business Health Arts & Entertainment Technology

Yukoners urged to test homes for radon

Radioactive gas a leading cause of lung cancer among Canadians



"The only way to tell if it's in your house until you test," said Don Senneker, one of 7 newly-trained radon mitigation specialists in Whitehorse. (CBC)



OUTREACH ACTIVITIES (138)



October 2015

Les premiers ministres provinciaux et les ministres de la Santé canadiens confrontés à un enjeu de politique sur le radon

Nous demandons à chaque premier ministre provincial et territorial du Canada et à son ministre respectif de la Santé de faire preuve de leadership en intégrant des mesures complètes et axées sur la santé pour lutter contre le radon.

Les provinces et les territoires doivent agir :

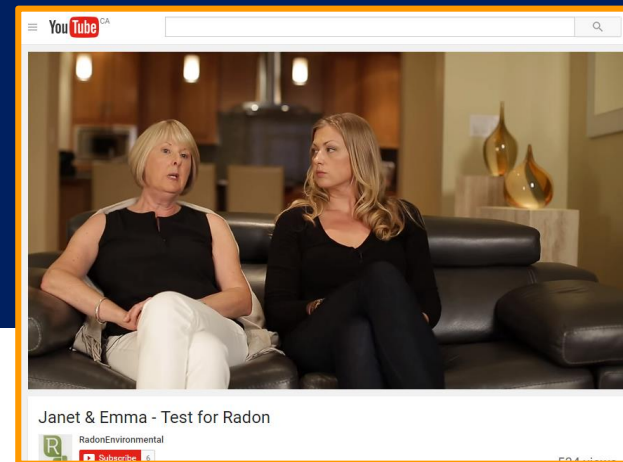
- Les cadres de législation
- La réglementation en matière d'évaluation et de contrôle au niveau de l'air des logements résidentiels (notamment les programmes de radon, notamment l'initiative FBBB)
- Les programmes visant à améliorer l'efficacité énergétique des logements des résidents publics
- Les lois qui régissent
 - Le secteur public,
 - Les secteurs industriels, résidentiels,
 - L'éducation,
 - La responsabilité de l'occupant,
 - Les responsabilités des parents et des gardiens d'établissements et des gardiens d'établissements

Organismes signataires :









SOCIAL MEDIA AND RADON TEST KIT SALES

➤ Lots of social media followers:

Social Media Network	Number of Followers
Facebook	228,105
Twitter	151,949
Other (email newsletter, Tumblr, Instagram, etc)	84,148
TOTAL	464,202

➤ Lots of long-term radon test kits sold nationally = 6,595

WHITE PAPER ON OPTIONS TO REDUCE THE COST OF RADON MITIGATION FOR CANADIANS

➤ Led by Scout Environmental

2015: Options to reduce radon mitigation costs:

- 1. Integrating radon testing into residential energy-efficiency audits and retrofits**
- 2. New-home building code adjustments**
- 3. Adapting property tax loan and financing programs that are currently used for energy-efficiency retrofits**
- 4. Rebate inclusion with Income Tax Act.**



2016: Strategies for mobilizing most feasible opportunities outlined in initial white paper

**RADON EDUCATION AND
OUTREACH IN NEW BRUNSWICK**

RADON WORK IN NEW BRUNSWICK

➤ Media, Community and Social Media activities

Many Canadians unaware of the threat radon poses

Daily Gleaner
DAVID SUZUKI COMMENTARY
February 5, 2015

Certified Measurement & Mitigation Providers (NRPP & CARR)
apocott@rogers.com
(506) 238-0288 or (506) 478-5527



Dozens of schools fixed to limit exposure to radon gas

Education Department tested every school over past year; 38 facilities have mitigation systems installed

ADAM DOWE
MONTREAL STAR

When Kathleen Early learned that tests conducted at St-Jean-Caplan Middle School a little more than a year ago had indicated elevated levels of radon gas, she didn't know that radon is the second-leading cause of lung cancer.

Karly told reporters on Wednesday during a news conference organized by the New Brunswick Lung Association that she was happy to see the 10-year search of Education Minister Mike Duguay with this discovery, promptly having high radon gas removed and systems installed at the school to safely remove the gas.

"Radon is a radioactive gas that occurs naturally in the ground. You don't see or smell it, but it can enter your home or your business or your office through cracks in the masonry, through leaks via gaps around pipes or through



The New Brunswick Lung Association is urging New Brunswickers to test for radon gas levels at home and to install an exhaust fan in the bathroom. St-Jean-Caplan Middle School has installed a radon mitigation system to get rid of radon gas at the school. From left: Claudia Stenvers, CEO Canadian Home Builders Association of New Brunswick, and Whitley, vice-president, who is showing the pipe carrying the gas gone through one of the homes, and Burtin Krasne, manager of community outreach with the New Brunswick Lung Association.

low-level radon.

If poor indoor health risks if people are exposed to high levels over extended periods of time.

"I was pleased the radon I jumped in the water. They really reacted and it was handled in a timely manner," said Karly, who's also a member of the

Canadian Middle School's parent school support committee.

"The whole, when you have a new building, that everything's going to be perfect. So it was a surprise."

Robert Duguay, a spokesman for the Department of Education, said the province has been testing all of its schools for radon gas over the past year.

According to information he provided, 215 schools and three education centres were found to have radon levels considered safe under Health Canada's guidelines.

Duguay said a total of 38 schools across the province, including the Caplan Middle School, were found to have radon levels considered to be unsafe.

All of those facilities have now had radon mitigation systems installed, largely involving fixing leaks for radon gas and sealing up cracks.

Duguay said the department will also be following up to ensure that any risks to students and staff have been eliminated.

Schools with radon levels deemed to be tested at regular intervals to maintain

DAILY RADON TRIVIA QUESTION
QUESTION QUOTIDIENNE SUR LE RADON

WHAT IS THE RECOMMENDED PERIOD OF TIME TO HAVE A RADON DETECTOR TESTING THE AIR IN YOUR HOME?
QUELLE EST LA DURÉE RECOMMANDÉE DU TEST DE MESURE DU RADON DANS L'AIR DE VOTRE DOMICILE?

TAKE ACTION ON RADON / OCCUPE TOI DU RADON

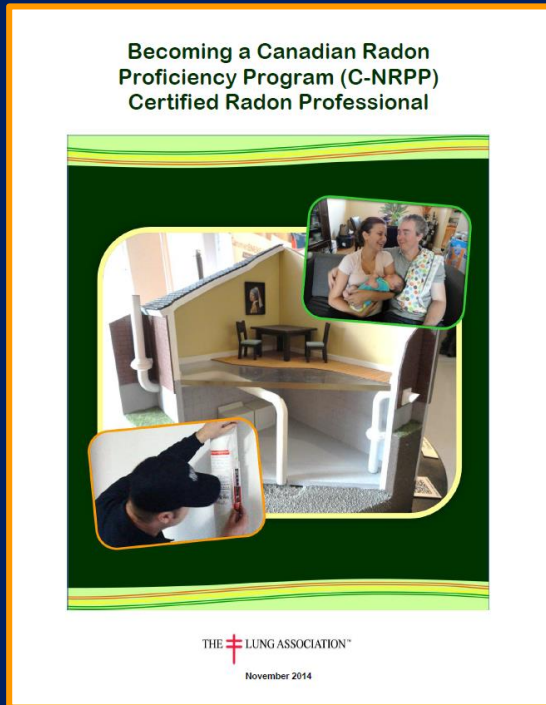
NEED A Hint? / BESOIN D'UN indice?

➤ Radon test kit sales (2176)

2010	2011	2012	2013	2014	2015	2016
190	214	542	363	305	382	180

RADON WORK IN NEW BRUNSWICK

Increased number of C-NRPP-certified radon measurement and mitigation professionals (partnership with Lung Association of Nova Scotia and Canadian Home Builders' Association)



As of May 18, 2016:

- 32 measurement professionals
- 25 mitigation professionals

RADON WORK IN NEW BRUNSWICK

Community testing

- Tracadie (200)
- Bathurst (400)



RADON WORK IN NEW BRUNSWICK

NB Real Estate Association training sessions

- Moncton
- St. Stephen
- Edmundston
- Saint John
- Bathurst



RESIDENTIAL PROPERTY DISCLOSURE STATEMENT

Approved by The New Brunswick Real Estate Association for use by members under
An Act to Incorporate The New Brunswick Real Estate Association



9. ENVIRONMENTAL - (If YES, written supporting documentation will be provided to the Buyer).

A. Has the property been tested for radon gas?

If yes, provide the test dates: _____

If yes, provide the results: _____

B. Has the radon issue been remediated?

If yes, provide what was done for remediation: _____

Y	N	?	N/A
Y	N	?	N/A

**RADON EDUCATION AND
OUTREACH IN NOVA SCOTIA**

WELCOME TO THE LUNG ASSOCIATION OF NS

- **A volunteer-driven charitable health organization**
- **Mission of improving quality of life by controlling and preventing lung disease**
- **Focus on research, advocacy, patient services and education**

WELCOME TO THE LUNG ASSOCIATION OF NS

➤ Priorities and Programs

- Tobacco & E-cigarettes
- Lung Cancer
- Camp Treasure Chest
- Sleep Apnea Refurbishment Program
- Legacy Research Grant

RADON AWARENESS PROGRAM

- Since 2011, sold over 2200 detectors
- Partnered with NB Lung on C-NRPP project
- Literature at all events, media inquiries, public engagement
- A member of Atlantic Radon Working Group

PILOT PROJECT

- **November 2015**
- **Partnered with Health Canada**
- **200 kits distributed in Tantallon area**
- **Mail out notice sent prior to**
- **Email database created**

PRELIMINARY RESULTS

- 188 detectors testing
- 62 % above guideline 41/66
- 1332 Bq/m³ - Highest
- 409 Bq/m³ Avg
- Over 500 detectors sold in Nov-Dec

FUTURE RADON EDUCATION AND OUTREACH ACTIVITIES

RADON ACTION MONTH 2016

- Provincial Lead Organizations – to coordinate local stakeholders for provincial media events
- National advertising and marketing campaign
- More engagement of health professionals (via Canadian Medical Association), CARST/C-NRPP members
- Moving forward with White Paper Mitigation Rebate Options (encourage Canadians to mitigate)
- Supporting CELA's Radon Policy Challenge and provincial Take Action on Radon policy efforts

ATLANTIC CANADA RADON WORKING GROUP

Health Canada

The Lung Association (NB and NS)

Acadia University

NS Department of Natural Resources

C-NRPP

- More engagement of health and public health professionals
- More testing (target communities, workplaces)
- Encouraging mitigation (policy changes, mitigation rebates)

THANK YOU!

Roshini Kassie

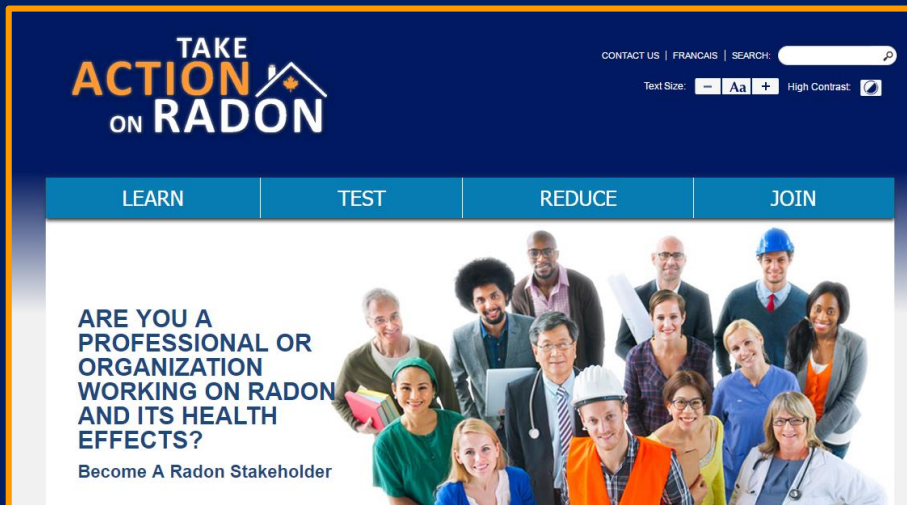
roshini.kassie@nb.lung.ca
(506) 455-8961 ext. 110

www.nb.lung.ca

Robert MacDonald

robertmacdonald@ns.lung.ca
(902) 443-8141 ext. 23

www.ns.lung.ca



The screenshot shows the homepage of the 'Take Action on Radon' website. At the top left is the logo 'TAKE ACTION ON RADON' with a house icon. To the right are links for 'CONTACT US | FRANCAIS' and a search bar. Below that are 'Text Size' and 'High Contrast' options. A navigation bar contains 'LEARN', 'TEST', 'REDUCE', and 'JOIN'. The main content area features a diverse group of professionals and the text: 'ARE YOU A PROFESSIONAL OR ORGANIZATION WORKING ON RADON AND ITS HEALTH EFFECTS? Become A Radon Stakeholder'.

WWW.TAKEACTIONONRADON.CA

 /TAKEACTIONONRADON

 @ACTIONONRADON