



SIRG Program Updates

EPA Region 5 States Meeting

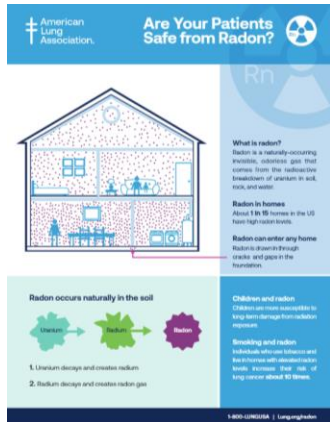
August 15, 2025

Alexis Gigliello, MPH, Nationwide Manager of Indoor Air Quality

Alexis.Gigliello@Lung.org

National Radon Action Month

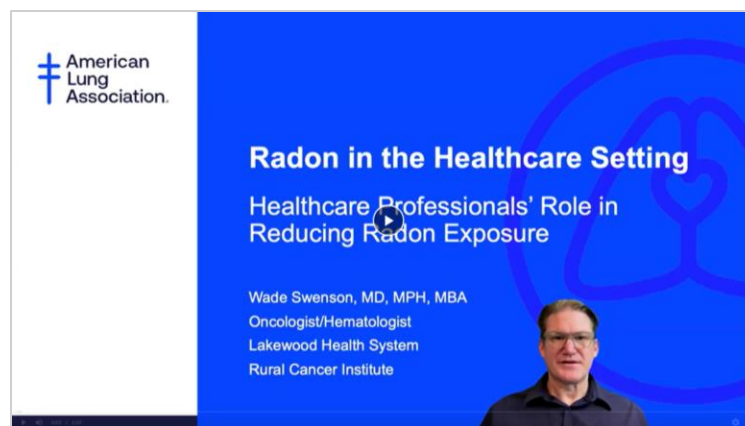
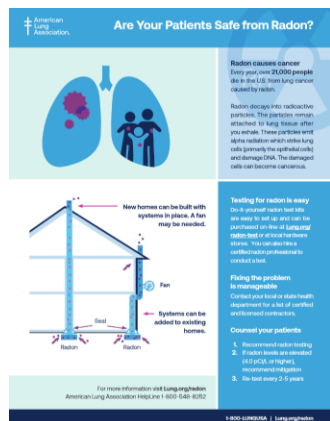
Resource Development & Distribution



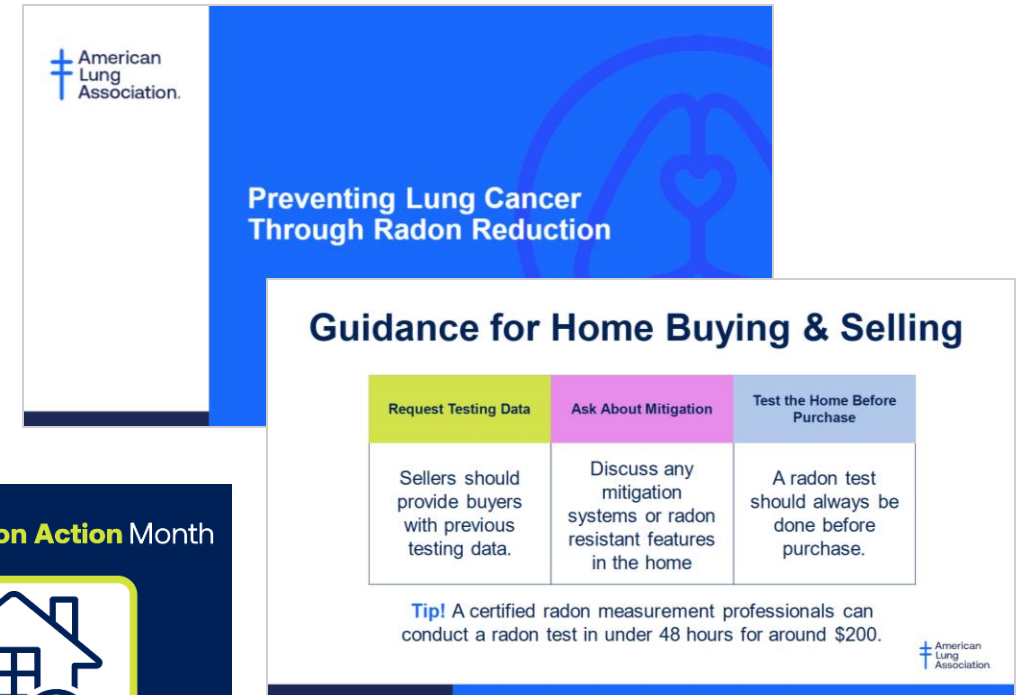
HCP Handout



Consumer Video



HCP Educational Video



Educational Presentation Slide Deck



Social Media Toolkit

National Radon Action Month

Geo-targeted Digital Advertising

Consumer Campaign Metrics

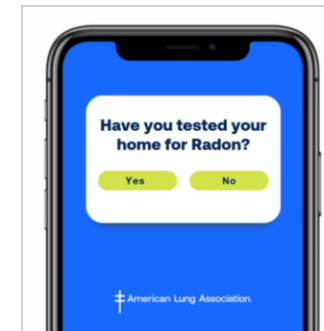
1/15/25 – 2/28/25

Illinois	Indiana
Consumer impressions: 227,253	Consumer impressions: 268,329
Consumer clicks: 2,056	Consumer clicks: 2,851

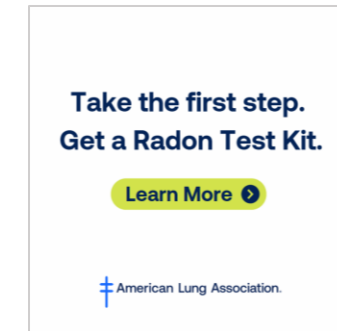
HCP Campaign Metrics

1/15/25 – 2/28/25

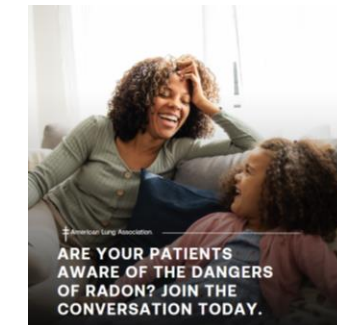
HCP impressions: 226,367	HCP clicks: 2,683
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Consumer Campaign



Healthcare Professional Campaign



National Radon Action Month

Promotional Efforts



Lung Association urges radon testing during January 'action month'

By PATRICK CLOONAN pcloonan@indianagazette.net Jan 3, 2025 Updated Jan 16, 2025

Special Report: What Everyone Needs to Know About Radon Exposure and Lung Cancer

This natural gas can shorten your life—and it's likely you don't even know that it's in your home.

Updated Jan 21, 2025 By: Cheyenne Buckingham
Medical Reviewer: Natalie Vokes, M.D.

Virtual Media Tour

Illinois

- Media mentions: 28
- Media impressions: 486 million

Indiana

- Media mentions: 33
- Media impressions: 62 million

Additional Outreach

- Press releases
- Organic social media

MEDICAL WATCH

Radon gas poses health risks; experts urge home testing and mitigation

by: Dina Bair, Katharin Czink
Posted: Jan 21, 2025 / 04:35 PM CST
Updated: Jan 21, 2025 / 04:40 PM CST

Radon is the Nation's 2nd Leading Cause of Lung Cancer; Lung Association Offers Tips to Safeguard Health in the New Year

January is National Radon Action Month; the American Lung Association urges every household to test for radon gas



Test Kit Program

Illinois

The Lung Association is currently offering discounted short-term radon test kits for residents living in Illinois.

Distribution Key Statistics:

Time Period	# of Kits Sold
FY25: October 1, 2024 – July 30, 2025	314
National Radon Action Month 2025	115

[Lung.org/radon-test](https://lung.org/radon-test)

Test Kit Program

Indiana

The Lung Association is currently offering **FREE radon test kits to local health departments** in Indiana. Contact Alexis.Gigliello@lung.org to order.

The Lung Association is now currently offering **discounted** short-term radon test kits for residents living in Indiana.

Residential Sales Key Statistics:

Time Period	# of Kits Sold
FY25: October 1, 2024 – July 30, 2025	171
National Radon Action Month 2025	32

Local Health Department Key Statistics:

Time Period	# of Kits Distributed
October 1, 2024 – December 31, 2025	1420

Lung Helpline and Tobacco Quitline

Free information and support from lung health experts.



Lung HelpLine

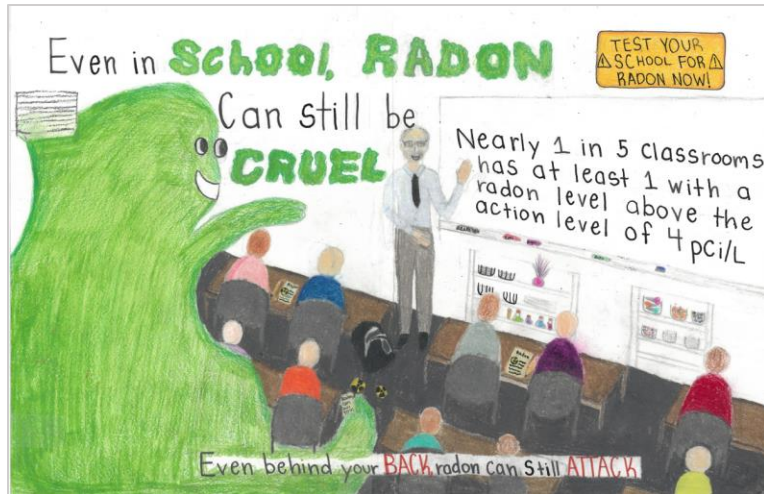
- Staffed with licensed healthcare professionals
- Bilingual staff and translation for 250+ languages
- Direct to local services like lung cancer screening and tobacco cessation
- Assist with healthcare coverage
- Answer lung health and lung disease questions

Radon HelpLine

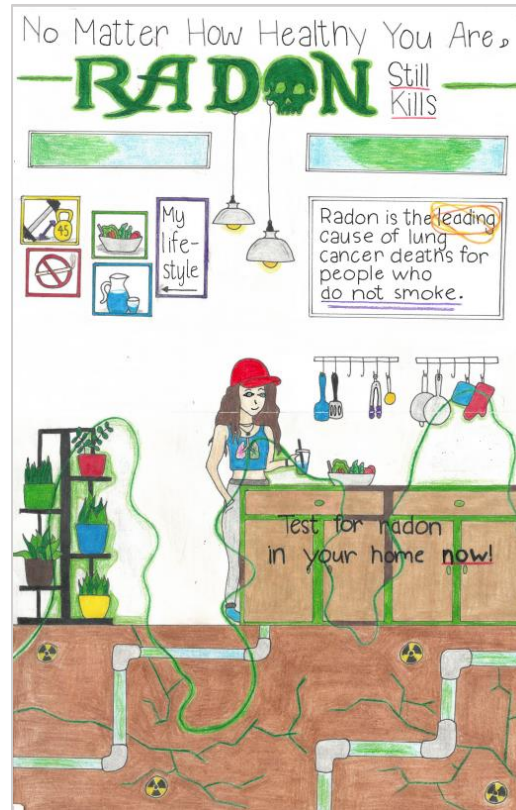
- Ordering radon tests
- Interpreting test results & recommending action
- Directing to local resources and certified radon measurement & mitigation professionals
- Finding financial assistance for mitigation

1-800-LUNGUSA

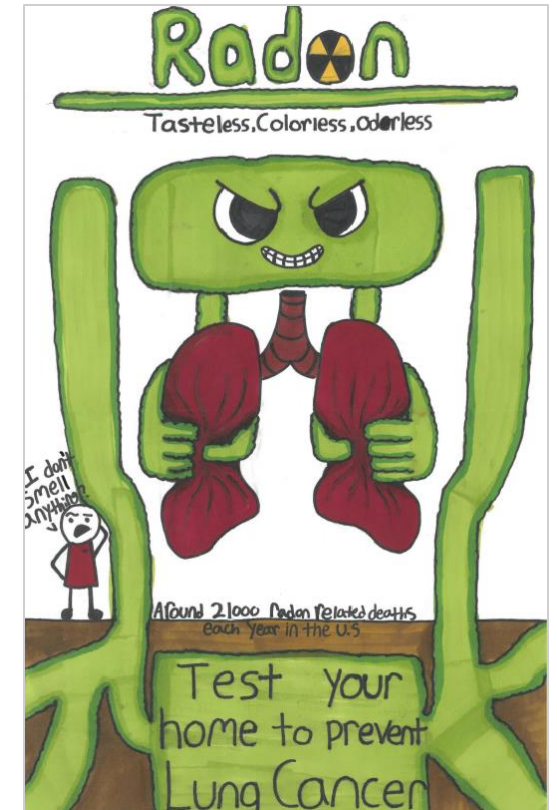
Indiana Poster Contest



1st Place
Lujza Estrera

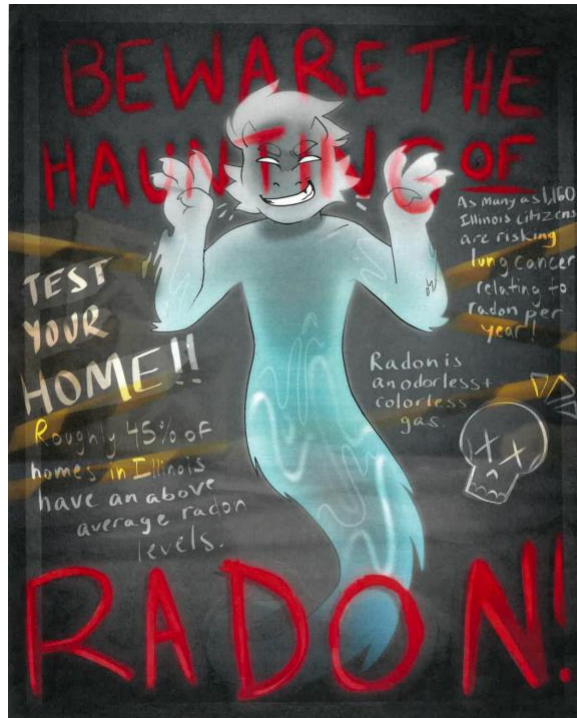


2nd Place
Miren Kiley

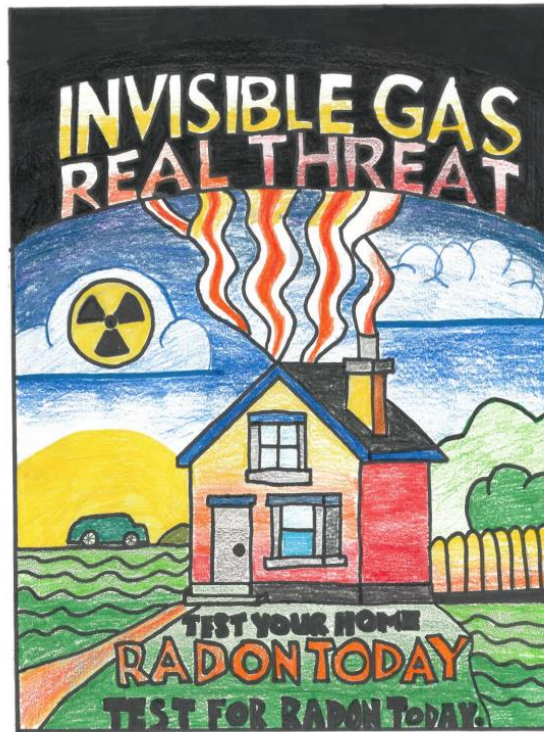


3rd Place
Andre Manalo

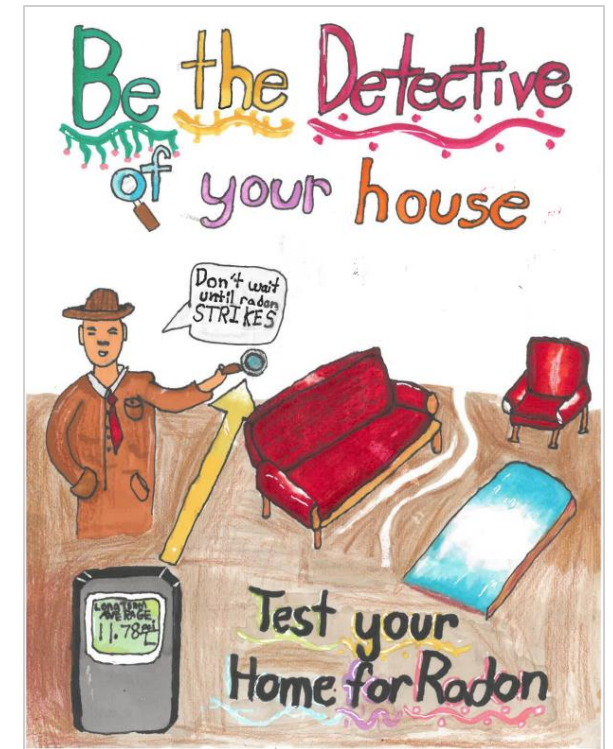
Illinois Poster Contest



1st Place
Avery Thomas



2nd Place
Eiaan Sharma



3rd Place
Alyssa Garcia

Illinois Video Contest

2025 Winners



1st place (\$600)

- Gabrielle and Elise Boznos, Lake Zurich High School

2nd place (\$500)

- Noah Zucker, Luke Townsend, Jillian Mannisto, Neuqua Valley High School

3rd place (\$400)

- Mariah and Irelunn Creamer, Mascoutah High School

Most Views(\$200)

- Saanvi Bedida, Neuqua Valley High School



Radon Testing in Schools



Radon Testing in Schools

The Lung Association provides:

- Education on the importance of radon testing in schools and indoor air pollution's impact on learning
- Resources for school administration, staff and parents
- Technical assistance or facilitation of radon testing
- Assistance interpreting results and recommendations for next steps

Illinois

- 3 schools tested for radon

Indiana

- 7 schools tested for radon
- **1 school referred to the Clean Air School Challenge!**



Poor Air Quality Impacts Health

Formaldehyde
(lung irritant)

Radon
(lung cancer)

Mold
(asthma, upper respiratory
track symptoms, breathing
problems)

Carbon Monoxide
(death, central nervous
system damage, lung
irritant)

**Poor Indoor Air
Quality Causes Lung
Disease**

Lead
(nervous system and brain
damage, learning and
behavioral problems)

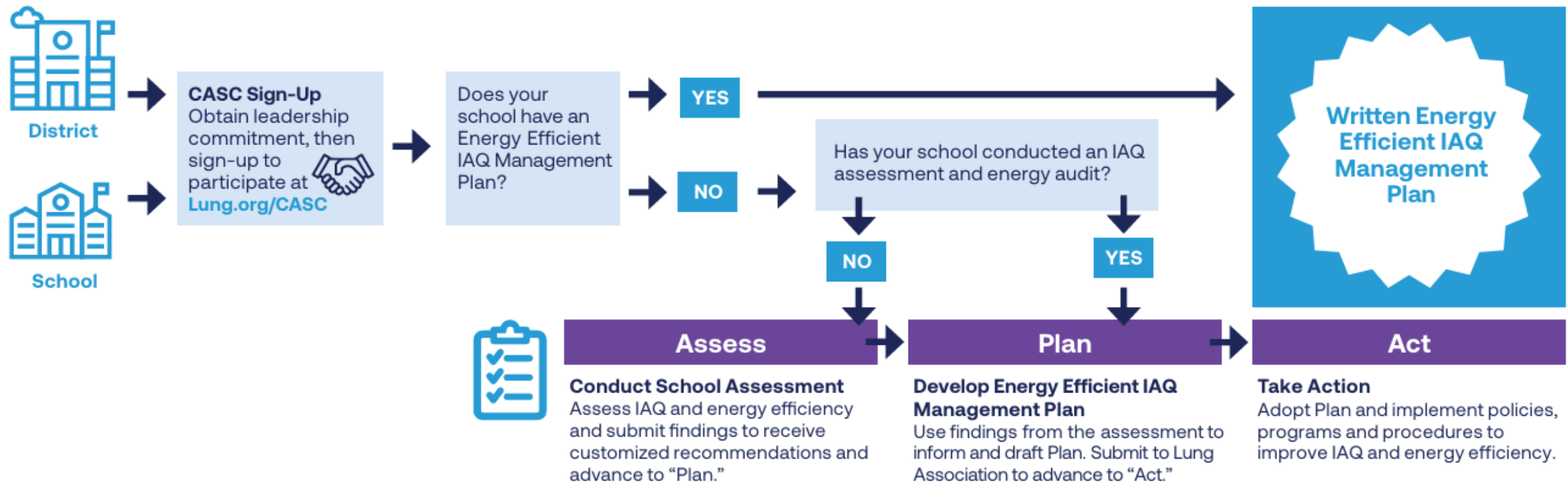
Asbestos
(lung cancer)

Cockroaches
(asthma, allergies, stomach
illness, communicable
disease)

Mercury
(nervous system and brain
damage)

Clean Air School Challenge

The Clean Air School Challenge meets schools where they are in their IAQ and energy management journeys. Participating schools receive support and guidance as they work their way through the 3 program phases: assess, plan and act.



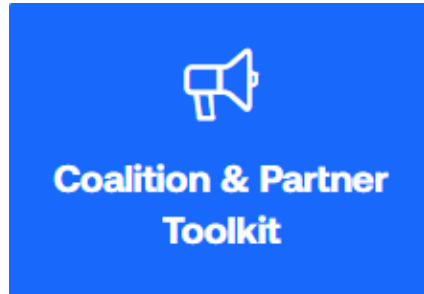
Who is a Good Fit for CASC?


Schools that would be a good fit for this program:

1. In need of radon mitigation
2. No state programs to support testing/mitigation costs
3. Low state capacity to provide technical assistance for radon testing
4. Due for routine radon testing
5. Looking to incorporate radon testing into their current indoor air quality management plan
6. Looking to publicly recognize this step towards protecting lung health
7. Interested in assessing for additional indoor air pollutants



CASC – Getting Involved






American Lung Association.



Clean Air School Challenge




Every day, nearly 55 million students in the U.S. are exposed to mold, viruses, particulate matter, and other pollutants in school buildings where they spend half of their waking hours. Good indoor air quality (IAQ) in schools can improve health outcomes, improve academic performance and increase productivity of students and staff.

K-12 schools nationwide can take action to improve their indoor environments by participating in the Clean Air School Challenge (CASC). CASC provides schools with a structured path to develop, implement and maintain an Energy Efficient Indoor Air Quality Management Plan, an effective tool in maintaining good indoor environments.

Whether a school is just beginning or has already developed a plan, CASC can help. CASC is designed to meet schools where they are in their journey of addressing indoor air quality, from assessment and planning through to implementation.

Learn more or sign up today at Lung.org/CASC



Benefits of the Clean Air School Challenge

Schools that join the Clean Air School Challenge will have access to:

- Education and Training
- Recognition
- Technical Assistance
- Peer Mentorship
- Mini-grants*
- Learning Cohorts*
- Access to other Lung Association Programs

*application process

This project has been funded in its entirety by the United States Environmental Protection Agency under assistance agreement #84098901 (CFDA 66.034) to the American Lung Association. The contents of this document do not necessarily reflect the views and policies of the Environmental Protection Agency, nor does the EPA endorse trade names or recommend the use of commercial products mentioned in this document.

1-800-LUNGUSA | Lung.org/CASC

Toolkit Materials:

- Initiative overview
- Program flyer
- Template letter
- Social media toolkit
- Presentation slide with talking points
- Factsheets:
 1. Impact on learning
 2. Impact on teachers & staff
 3. Impact on health
 4. Impact on asthma

Our Vision

A World Free of Lung Disease