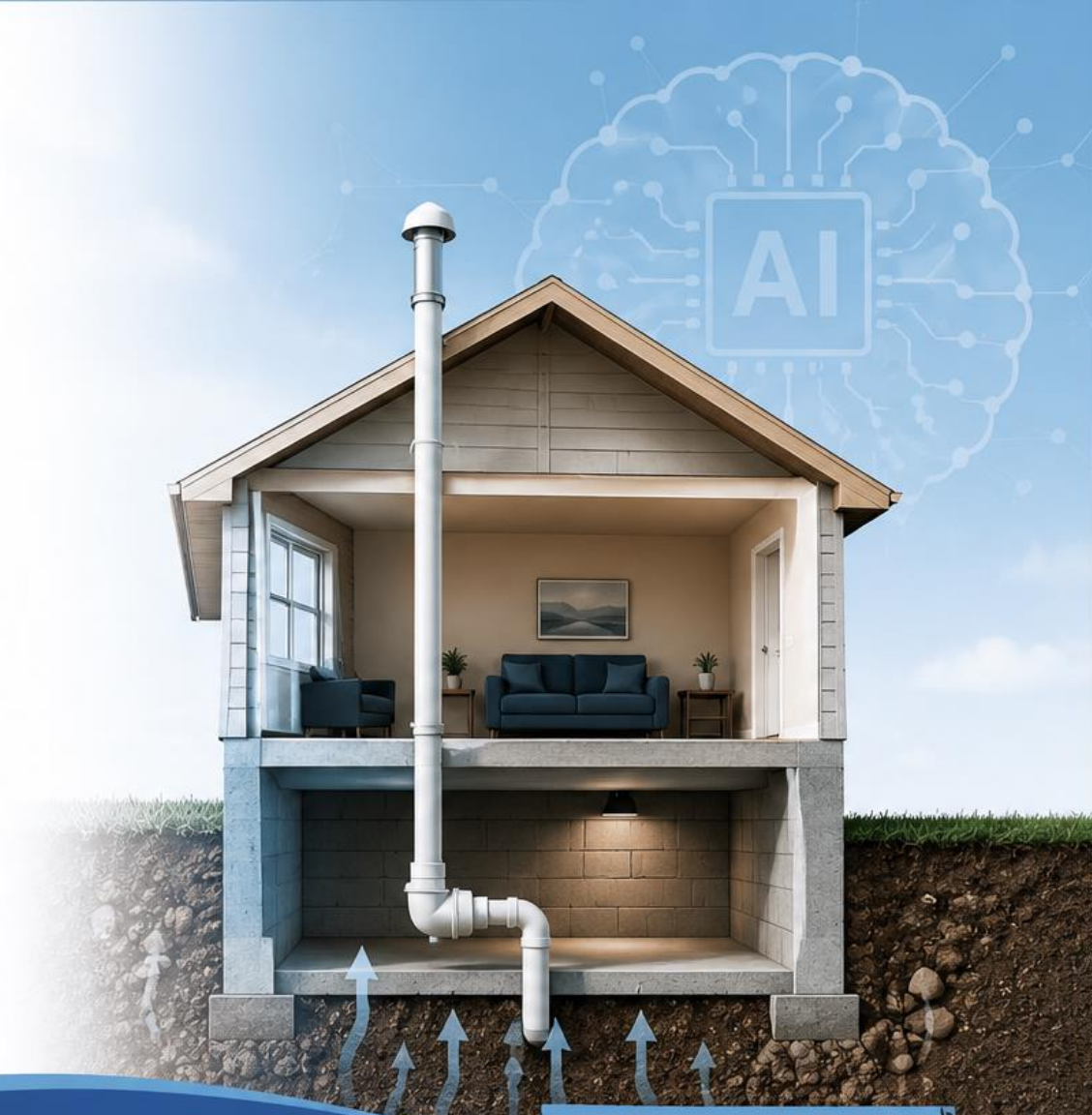


USING ARTIFICIAL INTELLIGENCE TO IMPROVE RADON EDUCATION

Educate. Test. Mitigate. Protect.



*Leveraging AI tools to create smarter,
clearer, and more inclusive radon education
for every community.*



EDUCATE



TEST



MITIGATE



PROTECT



EDUCATE. TEST. MITIGATE. PROTECT.

RADON EDUCATION USING AI

Using Artificial Intelligence to Create Smarter, Clearer, and More Inclusive Radon Education



WHAT IS RADON?



TESTING



MITIGATION



COMMUNITY
OUTREACH



AI TOOLS

Enhancing communication
and understanding



SMARTER CONTENT

Plain language, visual
aids, and multilingual
materials



DIVERSE AUDIENCES

Reaching every community
with accessible,
culturally relevant
education



PREVENT LUNG CANCER

Test. Fix. Protect.
Save lives.



AI CAN HELP CREATE MANY TYPES OF PRODUCTS

Using ChatGPT, Gemini, and HeyGen to develop clear, engaging, and accessible radon education materials.



ChatGPT

AI-powered writing and content development



Fact Sheets & Brochures

What is Radon?
 Please help me create a fact sheet about radon. The fact sheet should be easy to read and include information about how radon enters homes, how to test for radon, and how to fix radon problems. Please use simple language and include a small illustration of a house.



Frequently Asked Questions (FAQs)

Q: What is radon?
A: Radon is a naturally occurring radioactive gas...

Q: How do I test for radon?
A: You can test using a radon test kit...



Educational Articles & Blog Posts

How Radon Enters Your Home



Lesson Plans & Curriculum

Lesson: Understanding Radon

Objectives:

- Students will understand how radon enters homes.
- Students will learn how to test for radon.
- Students will learn how to fix radon problems.



Social Media Posts & Captions

Radon is the #1 cause of lung cancer among non-smokers.
 Test. Fix. Protect.



Scripts & Talking Points

Presentation Script

Talking Point 1 _____

Talking Point 2 _____



Gemini

AI-powered research, organization, and multimedia support



Research Summaries

Radon Research Summary



Reports & Briefings

Radon Program Report



Presentations & Slide Outlines

Radon Education Overview

1. _____
2. _____
3. _____



Data Organization & Analysis

Radon Test Results

| Location | Radon Level | Notes |
|-------------|-------------|--------------------|
| Living Room | 5.2 | Below action level |
| Bedroom | 4.8 | Below action level |
| Bathroom | 5.5 | Below action level |
| Basement | 6.1 | Below action level |



Ideas & Strategy Brainstorming

Outreach Ideas

- _____
- _____
- _____



Multilingual Content Support

Hello Hola 你好



HeyGen

AI-powered video creation and translation



Educational Videos

What is Radon?
 Radon is a natural gas that can get into your home.



Multilingual Video Versions

¿Qué es el radón?
 El radón es un gas natural que puede entrar en su hogar.



Subtitled & Captioned Videos

Radon is invisible, odorless, and tasteless.



Short-Form Videos for Social Media

TEST. FIX. PROTECT.



AI Avatars & Spokespersons



Voiceovers & Audio Narration



Better Tools. Better Communication. Better Outcomes.

AI helps us reach more people with life-saving radon education.



EDUCATE.



TEST.



MITIGATE.



PROTECT.



GET THE RESULTS YOU WANT WITH CHATGPT



Use clear instructions and criteria to guide AI and get better, more accurate results.

KEY RULES & CRITERIA FOR EFFECTIVE PROMPTS

1



DEFINE THE GOAL

Clearly state what you want ChatGPT to create or help you accomplish.

2



IDENTIFY THE AUDIENCE

Describe who the content is for (e.g., homeowners, students, healthcare providers, diverse communities).

3



SPECIFY THE FORMAT

Tell ChatGPT the type of product you need (e.g., fact sheet, FAQ, script, presentation outline, social media post).

4



SET THE TONE & STYLE

Indicate the tone (e.g., friendly, professional, reassuring) and style (e.g., simple, conversational, technical).

5



INCLUDE LANGUAGE & READABILITY REQUIREMENTS

Request preferred language(s) and reading level (e.g., 6th grade, plain language).

6



PROVIDE KEY CONTENT OR CONSTRAINTS

Share important points, data, guidelines, or limitations that must be included.

7



DEFINE LENGTH & STRUCTURE

Request the desired length or number of sections, bullets, or key points.

8



REQUEST SOURCES OR VERIFIABILITY (WHEN NEEDED)

Ask for credible sources or remind ChatGPT to include disclaimers where appropriate.

EXAMPLE PROMPT STRUCTURE



GOAL: Create a fact sheet about radon testing.



AUDIENCE: Homeowners in North Carolina with varying levels of health literacy.



FORMAT: One-page fact sheet with bullet points and a short FAQ.



TOPE & STYLE: Friendly, reassuring, and easy to understand.



LANGUAGE & READABILITY: Use plain language at a 6th grade reading level. Provide in English and Spanish.



KEY CONTENT/CONSTRAINTS: Include what radon is, why testing is important, how to test, where to get test kits, and who to contact for help. Follow EPA and CDC guidelines.



LENGTH & STRUCTURE: Keep to 400 words or less. Use short sections with headings.



SOURCES/VERIFIABILITY: Base information on EPA and CDC recommendations. Include sources at the end.



TIP: The more specific you are, the better the result. Refine your prompt and ask for revisions as needed.



Clear prompts lead to clearer content, stronger communication, and better outcomes.



USING CHATGPT TO CREATE SCRIPTS FOR GEMINI AND HEYGEN



ChatGPT helps you write the script. Gemini helps you organize and enhance. HeyGen helps you turn the script into engaging videos.

1 CREATE THE SCRIPT WITH CHATGPT
Use ChatGPT to write a clear, accurate, audience-appropriate script.



2 ENHANCE & ORGANIZE WITH GEMINI
Use Gemini to refine, format, and adapt the script for different audiences.



3 PRODUCE VIDEOS WITH HEYGEN
Use HeyGen to create professional videos from your script.

ChatGPT
Script Creation

EXAMPLE PROMPT

Write a 2–3 minute script for a short educational video teaching homeowners how to test their home for radon. Use plain language written at a 6th grade reading level. Include an introduction, step-by-step instructions, and a closing message. Tone should be friendly, reassuring, and informative.

SCRIPT EXAMPLE (OUTPUT)

INTRODUCTION
Hi! Today we're going to talk about radon and how you can test your home to keep your family safe. Radon is a gas you can't see, smell, or taste. It comes from the ground and can get into your home.

STEP 1: GET A RADON TEST KIT
You can get a test kit online, at a hardware store, or through your local health department.

STEP 2: PLACE THE TEST KIT
Put the kit in the lowest livable area of your home. Don't put it near windows, doors, or vents.

STEP 3: LEAVE IT FOR THE RIGHT AMOUNT OF TIME
Leave the test kit out for the time the instructions say—usually 2 to 7 days.

... (continued)

Provide the script to Gemini for enhancement and formatting.

Gemini
Script Enhancement & Organization

EXAMPLE USES

- Improve flow and clarity
- Organize into sections and scenes
- Adapt for different audiences (e.g., Spanish, teens, healthcare providers)
- Add speaking notes, visuals, or call-to-actions
- Create multiple length versions

ENHANCED SCRIPT EXAMPLE (OUTPUT)

| Scene | On-Screen Visual | Narration / Script |
|---------------------------------------|------------------|---|
| 1. Introduction (0:00 – 0:15) | | Hi! Today we're going to talk about radon and how you can test your home to keep your family safe... |
| 2. What is Radon? (0:15 – 0:35) | | Radon is a gas you can't see, smell, or taste. It comes from the ground and can get into your home... |
| 3. Step-by-Step Testing (0:35 – 1:45) | | Step 1: Get a test kit... Step 2: Place the kit... Step 3: Leave it for the right amount of time... |
| 4. Results & Next Steps (1:45 – 2:15) | | When the test is done, send your kit back and you'll get your results... |
| 5. Closing (2:15 – 2:30) | | Testing is easy, affordable, and it could save a life. Thank you! |

Use the enhanced script in HeyGen to create videos.

HeyGen
Video Creation

WHAT HEYGEN DOES

- Converts the script into a professional video with an AI presenter or avatar
- Adds natural voice narration and lip-sync
- Includes captions and multilingual translations
- Creates engaging visuals and scenes to match the script

VIDEO OUTPUT EXAMPLE

Available in multiple languages and formats for websites, social media, and training.

THE POWER OF WORKING TOGETHER

ChatGPT writes it. Gemini improves it. HeyGen brings it to life. Together, they help you educate more people, more effectively.

EDUCATE.

TEST.

MITIGATE.

PROTECT.

A man with a beard and dark hair, wearing a light blue button-down shirt and a brown belt, stands in the center of a modern office. The office has large windows on the left, tables and chairs in the background, and recessed ceiling lights. The text 'ASK FOR REFERENCES' is overlaid on the right side of the image.

ASK FOR REFERENCES

REPUTABLE'S

take the time to contact them.

THANK YOU!

TOGETHER, WE CAN SAVE LIVES.



FOR MORE INFORMATION, PLEASE CONTACT:



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NC Department of Health and Human Services



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828-712-0972

Radon-Induced Lung Cancer
Is Preventable.

Educate. Test. Mitigate. Protect.



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

Working for a healthier and safer North Carolina



Learn more at:
radon.ncdhhs.gov