

Civics 101: Radon Policy

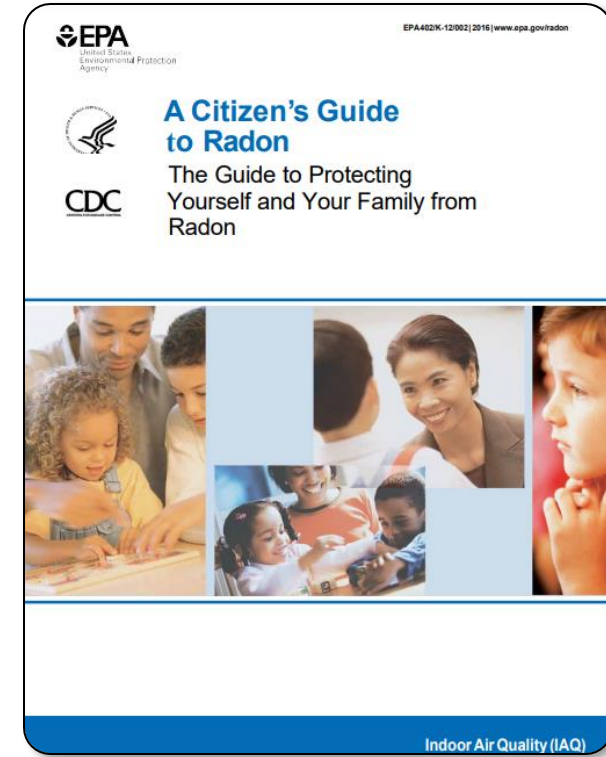
Adapted from EPA Region 4 Workshop April 2024

EPA's Radon Program Requirements

Adapted from Mary Reynolds, EPA Region 4

EPA's Roles

- Indoor Radon Abatement Act 1988
- Provide funding for State and Tribal Indoor Radon Grants (SIRG) and training centers
- Technical assistance and guidance
- National Radon Action Plan
- National Radon Action Month and awareness campaigns
- Voluntary Consensus Standards and other policy development

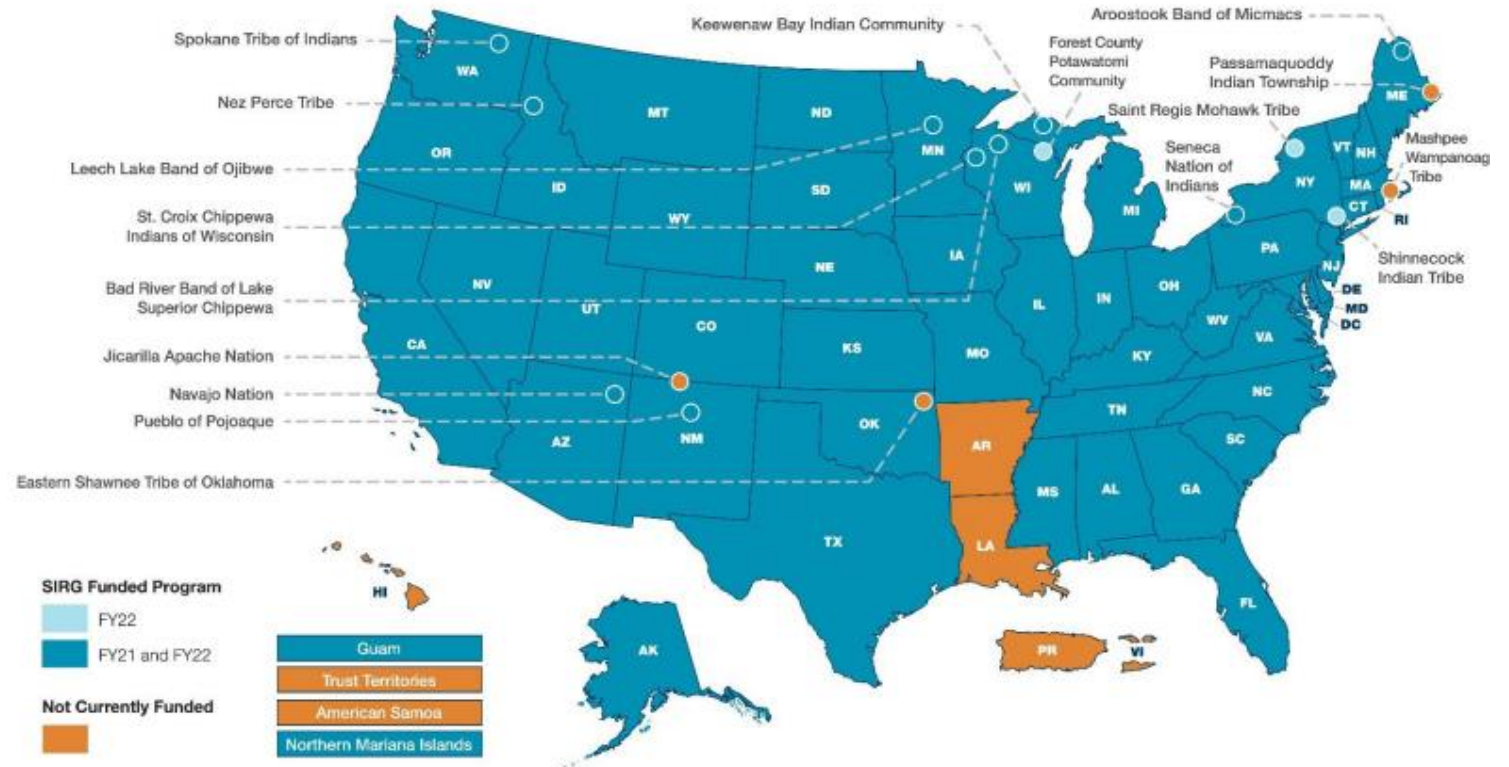


<p>Radon is a naturally occurring radioactive gas.</p>	<p>It can enter your home through the ground and affect indoor air quality.</p>	<p>When inhaled, the radioactive particles can damage DNA and cause lung cancer.</p>	<p>The only way to know if your home has high levels of radon is to test.</p>
<p>Test. Fix. Save a life. Learn more at epa.gov/radon.</p>			

State and Tribal Indoor Radon Grants

- Indoor Radon Abatement Act and SIRG Guidance and Handbook
- EPA Grant Policies and Guidance and Grant Term and Conditions
- Reporting requirements

Map of Current and Recently Funded Grantees Across the United States²



Reporting Requirements

Code	Activity
RHC1	Housing units tested for radon (Specify in comments section total number, including any tested during real estate transactions, or new construction.)
RHC2	Housing units tested for radon specifically during real estate transactions
RHC3	Housing units mitigated for radon
RHC4	Housing units built with radon-reducing features

Code	Activity
RBC1	Builders including radon-reducing features in all houses

Code	Activity
OP1	Number of new or revised publications, factsheets, flyers, brochures, websites, social media posts, etc. developed or created for print or posting online.
OP2	Number of new or revised technical guidance resources (testing protocols, etc.) developed or created.
OP3	Number of press events held or announcements issued.
OP4	Number of events (i.e., conferences, workshops, stakeholder meetings, or training) attended, held, conducted or presented at either in person or online.
OP5	Individuals educated, reached or contacted in any form by the radon program.
OP6	Number of training courses developed and offered as approved Continuing Education Units.
OP7	Individuals trained. (This is the actual number of people <u>trained</u> at events or received continuing education credits for completing radon-related courses described in OP4 or OP6.)

Code	Activity
ROC1	Other buildings tested for radon
ROC2	Other buildings mitigated
ROC3	Other buildings built with radon-reducing features

Code	Activity
RMC1	Number of technical assistance documents (i.e., flyer, checklist, video, etc) developed for or distributed to medical professionals. (Specify in comments section.)
RMC2	Did you submit data to the Centers for Disease Control and Prevention (CDC) Environmental Health Tracking Network? (Yes or No)

Code	Activity
RCCP1	State/tribe/territory has a Cancer Control Plan (CCP) in place that specifically includes radon? Please list or describe radon-specific strategies in the comments section. (Yes or No) (See instructions above.)
RCCP2	Number of cancer coalition committee meetings attended during this reporting cycle aimed at revising or including radon strategies in CCP? (See instructions above.)

Code	Activity
R02	All other activities not captured elsewhere in the reporting template.

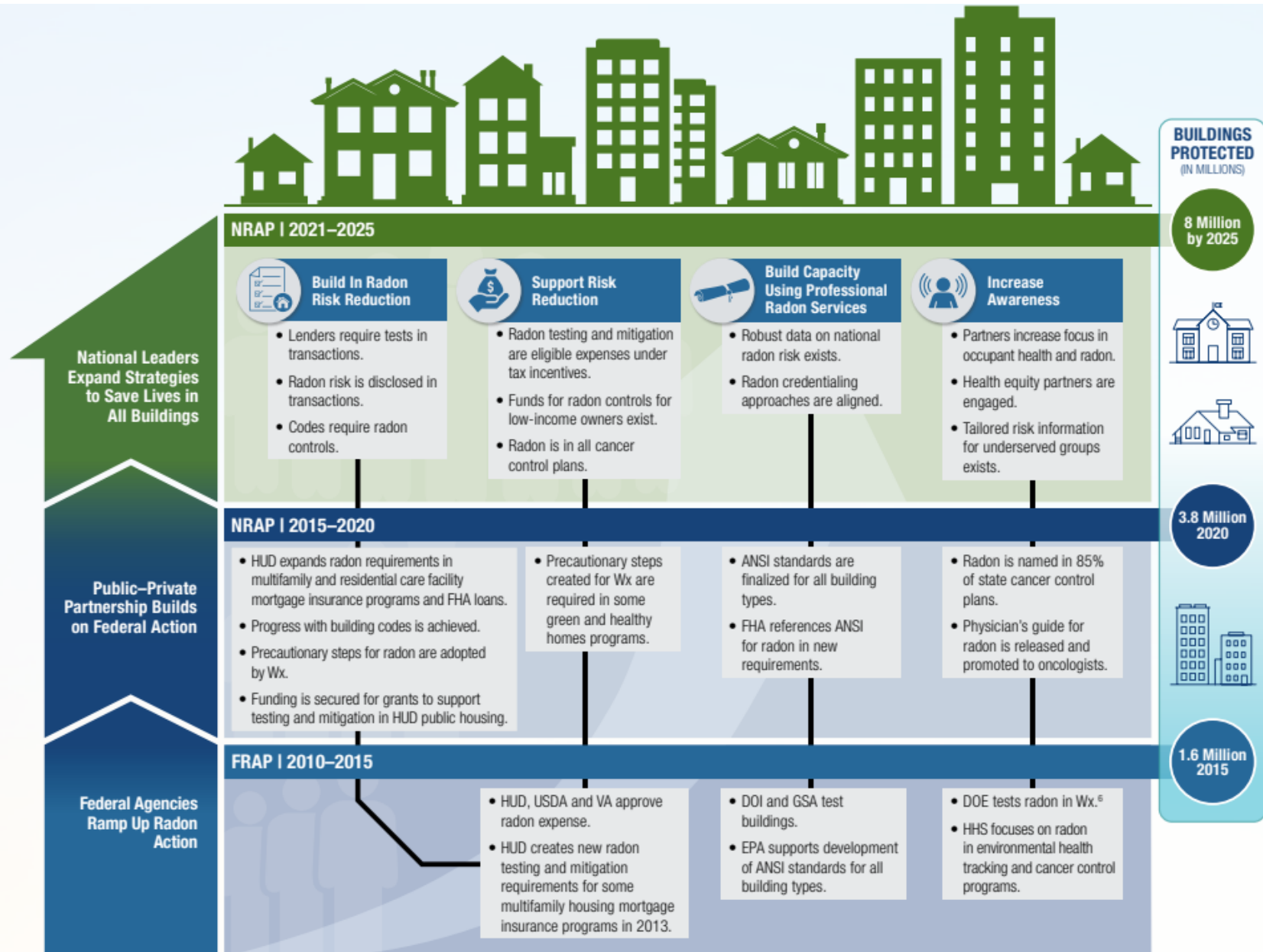
Code	Activity
OC1	Website hits or phone calls

Code	Activity
ROP1	Radon test kits distributed.
ROP2	State, county, tribe or local government creating or updating radon map.
ROP3	Number of radon testers certified (including renewals) by state/tribe.
ROP4	Number of radon mitigators certified (including renewals) by state/tribe.
ROP5	Number of radon technicians certified (including renewals) by state/tribe.
ROP7	Number of radon businesses inspected
ROP8	Number of public complaints resolved
ROP9	Number of radon mitigation systems inspected
ROP10	Number of Notice of Violation (NOVs) issued
ROP11	Individuals with reduced exposure to radon

Code	Activity
RGC1	State, tribe, county, city, municipality, etc. adopting radon-reducing policy or code language on radon testing, mitigations, radon resistant new construction. Please describe if existing vs new in comments section. (See instructions above.)

Code	Activity
RSC1	Schools/Daycares tested for radon
RSC2	Schools/Daycares mitigated for radon
RSC3	Schools/Daycares built with radon-reducing features

The National Radon Action Plan





State Radon Program Rules

Brian Hanson, National Radon Program Services



Public Sector Touchpoints

Allowed Public Sector Touchpoints

- **Who can public sector employees contact?**
 - Employee to public
 - Where their job duties require direct public contact
 - Within proscribed limits of those duties
 - Employee to Employer
 - Within the employer's chain of command
 - Employee to Elected Official
 - In most instances **ONLY** when contacted first by the elected official, and then only within the context of the official's request

Allowed Public Sector Touchpoints

- **Who CAN'T public sector employees contact?**
 - Employee to Elected Official
 - In terms of employment duties, public sector employees CANNOT approach elected officials in terms of job-related duties
 - In other words, public sector employees CANNOT advocate (lobby) for policy changes that would affect their employment status



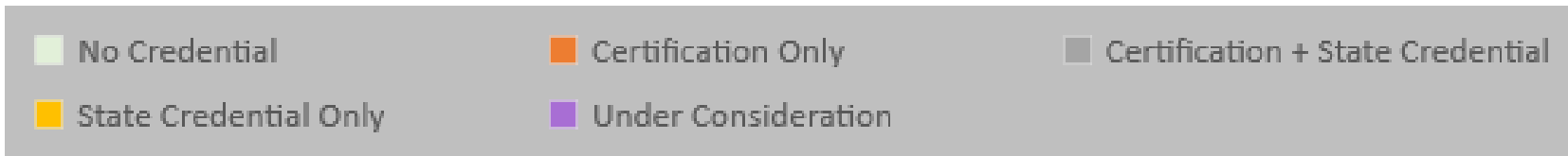
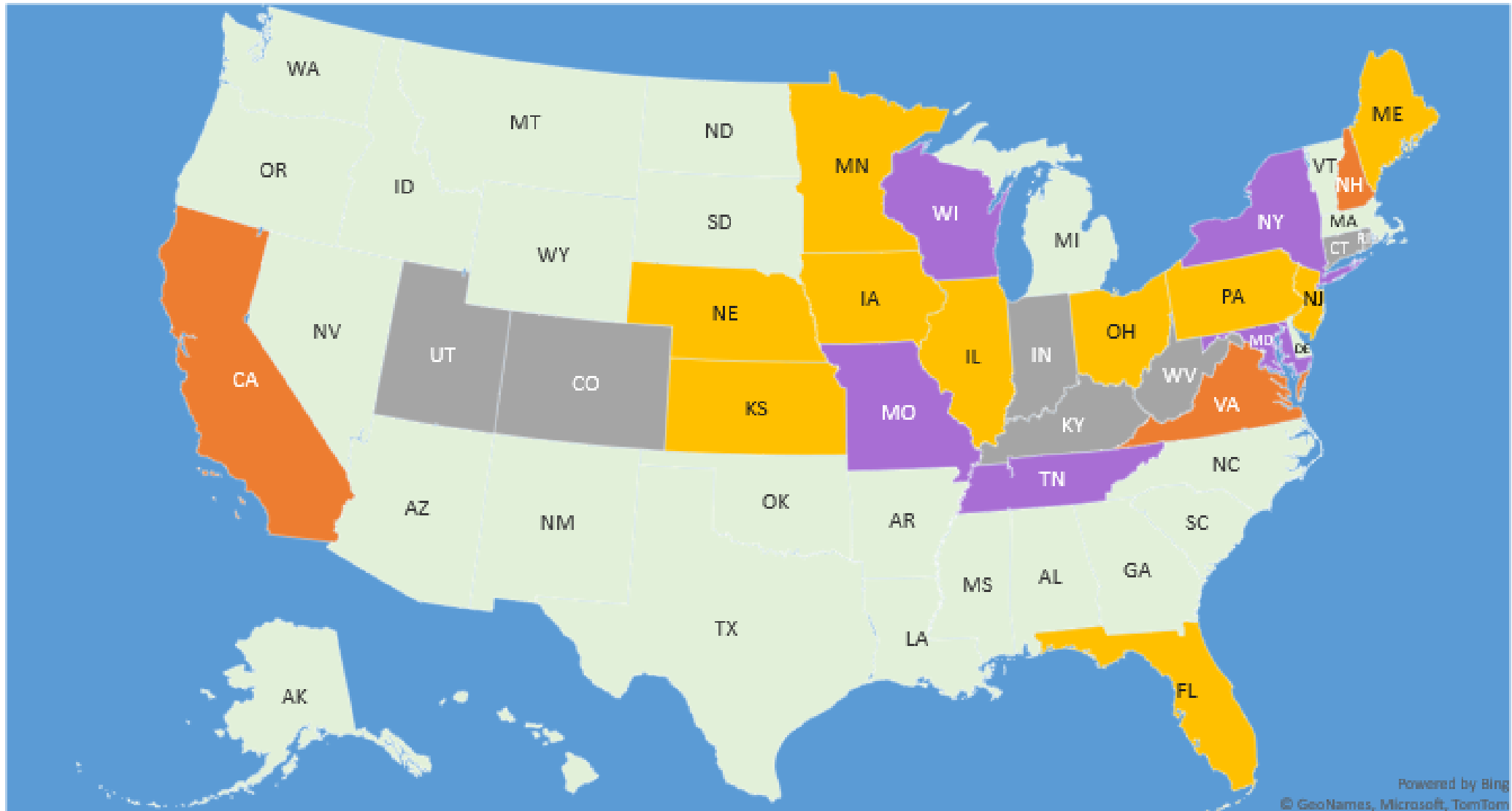
Allowed Non-Governmental Organization (NGO) Touchpoints

- **Who can NGO employees contact?**
 - Depends on
 - NGO funding origins
 - Corporation tax status
 - Different elements of an NGO may have different rules

Resources and Rules for Radon Professionals

Adapted from Kyle Holyman, IEA/AARST

Radon Credentialing Policies - Current and Potential





Baseline Today: Credentials in States

20 States Regulate Radon Mitigation/Measurement

- Prohibit performance by unqualified persons
- Specify the required credentials for performing work:
 - Private proficiency certification only – 3
 - State credential only – 10
 - Both certification and state credential – 7
- Course approvals and exams – 19 rely on proficiency programs
- Device approvals



Regulated State	Required Credential(s)		Current Meas/Mit Standard(s) in Effect	
	Private Certification	State License/Cert.	ANSI-AARST	EPA, ASTM, other
California	X		All	
Colorado	X	X	All	
Connecticut	Mitigation	Mitigation	All (Mitigation)	
Florida		X	(rule pending)	All
Illinois		X		All
Indiana	X	X	All	
Iowa		X	Measurement	Mitigation
Kansas		X	All	
Kentucky	X	X	All	
Maine		X		All
Minnesota		X	All	
Nebraska		X	All	
New Hampshire	Mitigation		All (Mitigation)	
New Jersey		X	All	
Ohio		X		All
Pennsylvania		X	Multifamily	Single Family
Rhode Island	X	X	All	
Utah	Mitigation	Mitigation	All (Mitigation)	
Virginia	X		(notice pending)	Single Family
West Virginia	X	X	All	
Total # of States	10	17	All: 13 Some:2	All:4 Some: 3

IEA's Model Law: Regulation through Certification

- Prohibition against conduct of radon measurement, mitigation, or laboratory analysis without certification and licensure - Business entities - Exception
- Licensing of radon measurement professional — Renewal of license — Duties of measurement professional
- Licensing of mitigation professional — Renewal of license — Duties of mitigation professional
- Licensing of Radon Inspection Professionals
- Licensing of Business Entities
- Liability insurance policy requirement
- Licensing of radon laboratory – Renewal of license – Requirements for radon laboratory
- Biennial Licensing – Lapse – Duty to report change of information

IEA's Model Law – Oversight

- Board of Radon Safety
- Board of Radon Safety powers – Issuance, renewal, suspension and revocation of licenses; fines; reprimands; appeals
- Board of Radon Safety's powers to examine, inspect, test, and enforce
- Provision and retention of required records
- Radon mitigation and control fund



IEA Resources for Professionals

- <https://aarst.org/policy-work/>
- <https://aarst.org/building-codes-standards/>

Business Tune-up: Media, Promotions, and Staff as Technical Assistance

Presented by

Kristina Snyder and

Brian Hanson

Kansas State University

Marketing & customer touchpoints

What counts as a customer touchpoint?

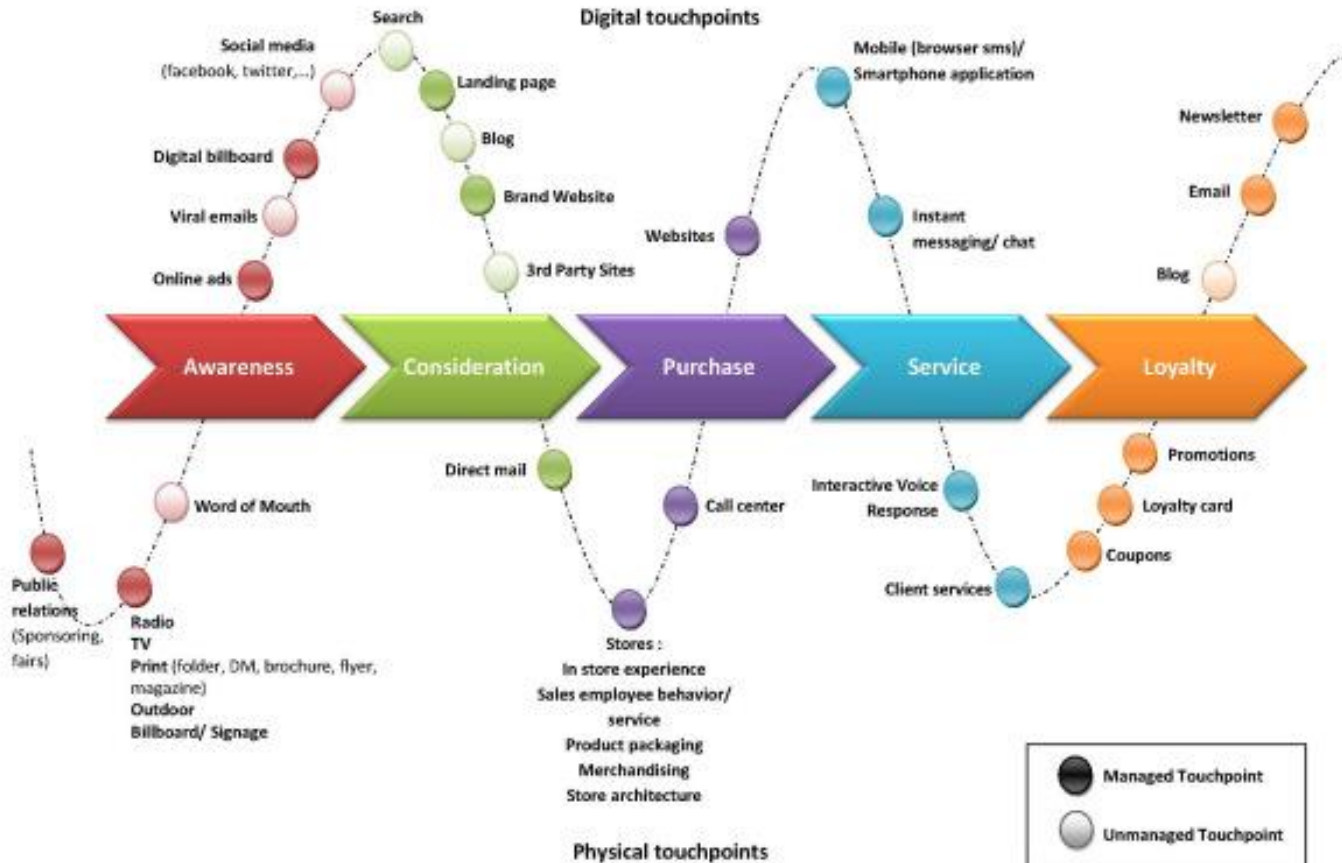
What is Marketing

- The science and art of
 - Exploring,
 - Creating, and
 - Delivering value to a company
 - To satisfy the needs of a target market at a profit
- Two primary goals of marketing
 - Target specific consumer groups
 - Deliver revenue to the company

Touchpoints

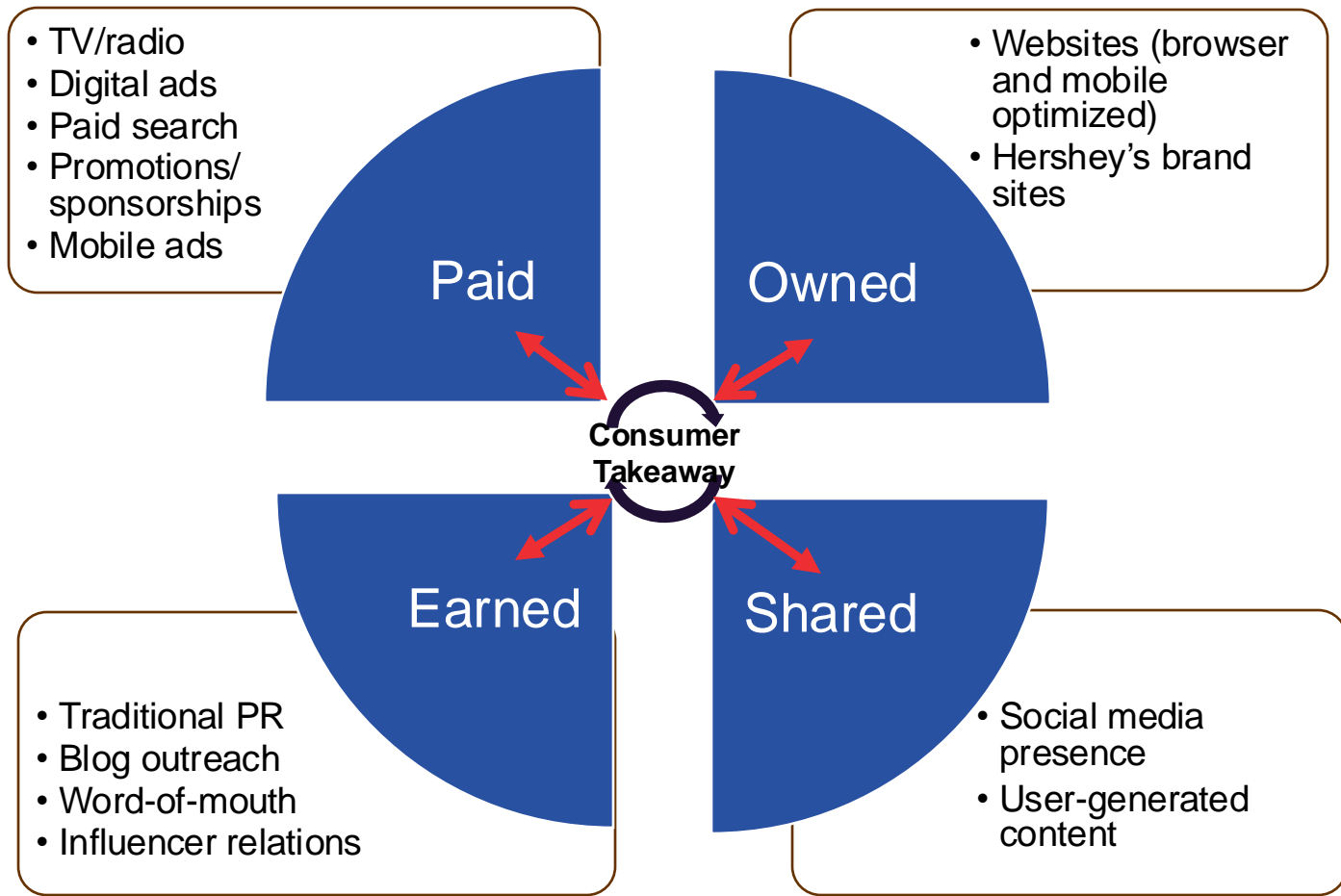
- Touchpoint
 - Point of contact between a business and a customer
 - Any place the customer can come into contact with the business
 - Yellow pages
 - Website
 - National or state certification list
 - Word-of-mouth
 - Paid advertising

Customer Touchpoint Phases



Source: adapted from Socialmarketingforum

Digital Ecosystem



Four 'P's of Consumers



- 4 P's of customer needs
 - Price
 - Product (Service)
 - Place
 - Where is the product available
 - Promotion
 - Promotion mix

Marketing Promotion and online business presence

Who am I selling to? How do I find them? How do they find me?

Questions to Ask When Creating Marketing Pieces

- Who are the customers?
- Where are the customers?
- **Where do the customers do their research?**
- Why should the customer buy from you?
- How can I track the return on investment of this promotion?
- What makes your company special?
- What resources are needed to run this promotion?

Marketing Pieces

- All marketing copy **MUST** have a call to action
 - Call us at 1-800...
 - Visit our website at...
 - Send us an email...
 - Get a (free) quote...



Test Your Home.
Protect Your Health.

www.epa.gov/radon/nram

Buyer Persona

- What are your customer's basic characteristics?

- Persona of a measurement client

versus

- Persona of a mitigation client

Think about:

- Age
- Location
- Activities (looking for a home, selling a home, had a new baby, retiring, etc.)
- Favorite media

Create Your Buyer Persona

- Break back into groups of 2
- Use the Buyer Persona Worksheet to outline at least two buyer personas for your business
- Compare with your partner

Social Media Marketing – Get Digital

- To be effective on social media marketing your business must have an online presence
- A business Facebook page can be enough
- However, a basic web site hosted through wix.com (free) or designed and hosted through a local web design/hosting business can give a more professional look for relatively little cost

Social Media Marketing – The Minimum Web Presence

- You have 8 seconds to capture attention
- Google your business name see what comes up
- Fill out your google business profile (click the ‘Is this your business’ button) it’s free advertising
 - Add phone, hours, email, location/address, etc.
- On your web page at the top so it comes up first/fast when searched
 - Phone (top right)
 - Quote form if you’re using one
 - Business name/location



Make your happy home a healthy home!

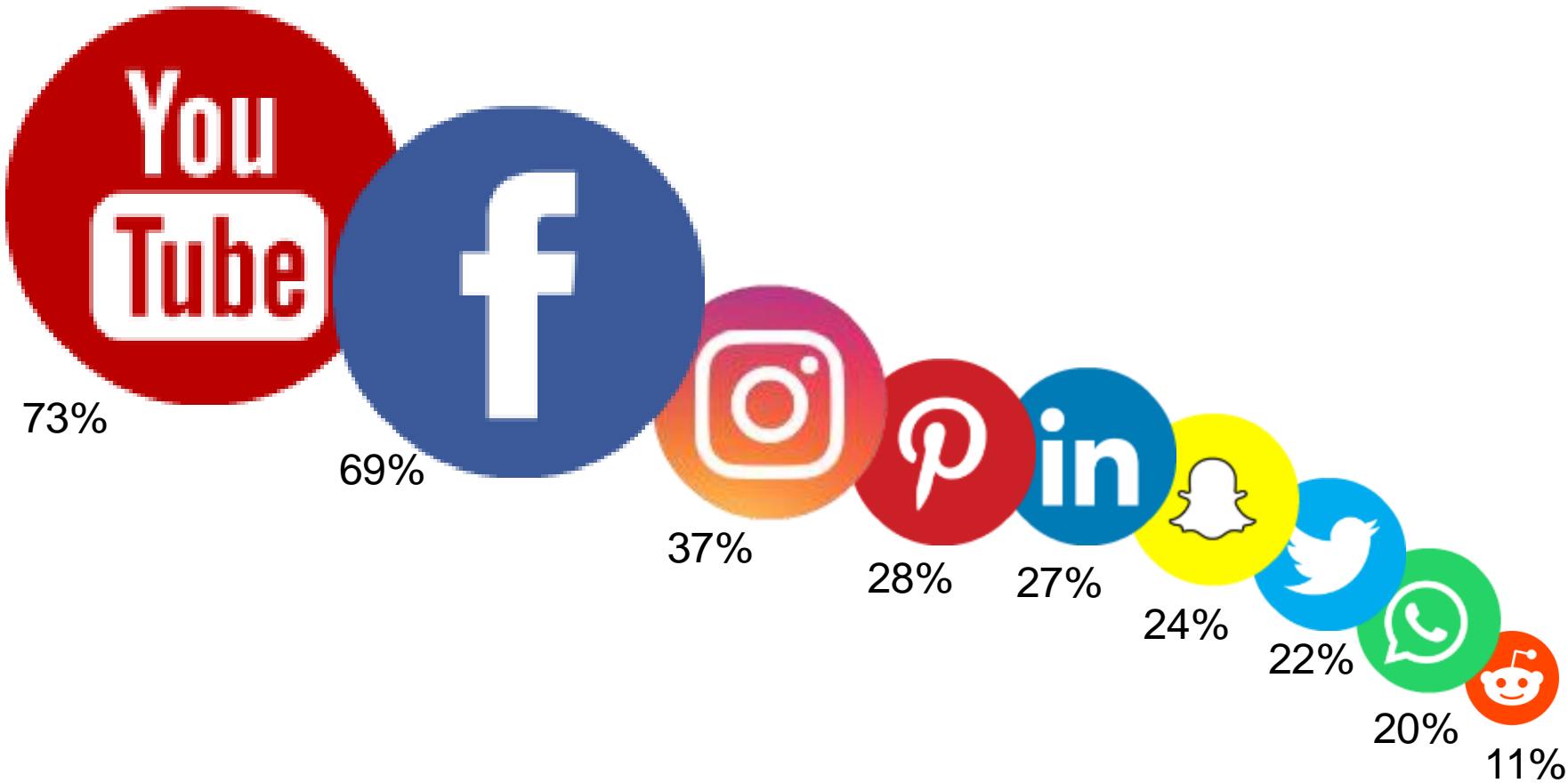
About Us

Georgia Radon Solutions is a service oriented company utilizing advanced diagnostics, high quality materials and providing outstanding craftsmanship. Our goal is to exceed your expectations. With over 5 year's experience Georgia Radon Solutions knowledge of the industry combined with our well trained staff form this state of the art mitigation company that designs superior custom radon reduction systems based on advanced system diagnostics. By utilizing a whole home approach and strategically combining different methods of radon reduction we can guarantee we will produce results below 3.9 pCi/L or 2.6 pCi/L depending on your comfort level. Owner Mitchell Stein is Certified NRPP Mitigation Solutions Provider with 10 years of professional experience in the radon mitigation field combined with 5 years as an ASHI Certified Home Inspector in the Atlanta, Georgia housing market. He completed his National Radon Proficiency Program (NRPP) and was certified in 2009 (#105742 RMT). He is also a NRPP Speaker Bureau Member. Mitchell is the current 2019 president of the Southeast Chapter

Social Media types and uses

Do I need to be on all the social media? Where are my customers?

Social Media: an Overview



Percent of adults 18+ who ever use the platform

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000-\$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Social Media Use Overview

https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/ft_19-04-10_socialmedia2019_useofdifferent/

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race. Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

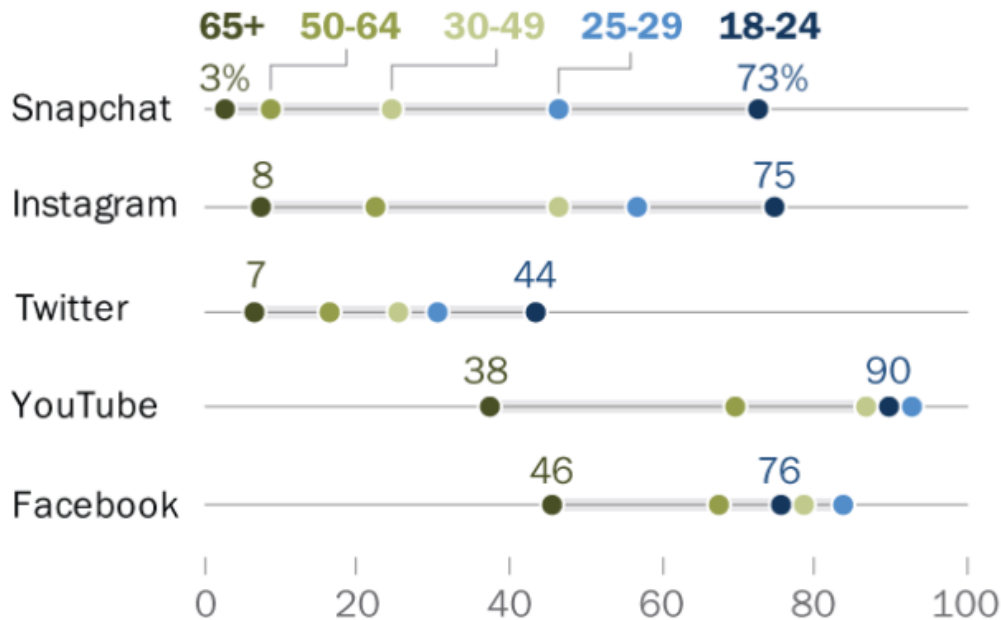
National Radon Programs

@

KANSAS STATE UNIVERSITY

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Social Media Use by Age Overview

https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/ft_19-04-10_socialmedia2019_useofdifferent/

Social Media Vital Statistics

- 7 in 10 American adults (ages 18+) use social media (<https://www.pewresearch.org/fact-tank/2019/05/16/facts-about-americans-and-facebook/>)
- 75% of those visiting Facebook say they visit daily (<https://www.pewresearch.org/fact-tank/2019/05/16/facts-about-americans-and-facebook/>)
- 65% of Instagram visitors check daily, the percentage goes up to 75% for visitors 18-29 (<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>)
- 90% of adults under 50 visit Youtube (<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>)

Social Media Marketing – Public Relations

Examples of radon-specific public relations on Social Media

- Youtube video talking showing how to test a home or outlining the importance of testing when a mitigation system is installed
- Facebook post advertising your business' attendance at the local homebuilders show or sponsorship of a t-ball team
- Instagram post of RRNC you installed in a Habitat home
- LinkedIn post about lung cancer prevention through radon testing/mitigation for Lung Cancer Awareness Month (Nov)
- Series of tweets promoting radon testing/mitigation during National Radon Action Month

All should end with a call to action

Social Media Marketing – Paid Advertising

- Examples of radon-specific **PAID** advertising on social media
 - Advertising your YouTube Channel
 - Paid Facebook post promotion
 - Paid Instagram post promotion
 - Paid LinkedIn ads
 - Paid Twitter post promotion



YouTube

- Video-based content curated in a channel
- Good place for public service videos and outreach – videos you can show at Rotary presentation
- Users tend to have high net worth and be college educated
- You can add other people's videos to your channel – sosradon.org/videos has several radon PSAs
- Important to curate your collected videos
- Can be many hours of work to put together a short video, but the population is huge



Facebook

- Content is text/image/video-based and should link to your website
- Low frequency, high value relationship building platform – better ranking if you interact
- Adults over 65 use Facebook far more often than any other outlet (46%)
- Users tend to have high net worth and be college educated
- Frequency of more than 1 post/day sees large dropoffs
- Can link to Twitter/Instagram



Instagram

- Requires an image/photo/infographic/text-based image/video and should link to your website
- Good for images/testimonials/sales
- Users tend to be younger (67% of adults 18-29, but 47% of adults 30-49)
- Users check daily 63% of the time
- Can handle more frequent posts
- Can link to Facebook/Twitter



- Content is text/image/video-based and should link to your website
- Good for business to business outreach or relationship building narratives
- 75% of users have some college education
- 50% make more than \$75,000/yr
- 1 post/day is right for most businesses
- 7-9am and 5-6pm are best times to post

X (Twitter)

- Content is image/video/text/links and should link to your website
- Users check once a day about 42% of the time
- Tweets have a very short life-cycle (less than 30 minutes) timing posts for 1-3pm most effective
- Very effective to link/reply to other allied Twitter accounts – i.e. local realtors, homebuilders, etc.
- Can link to Facebook/Instagram

Social Media – Editorial Calendar

- Consistent posting of quality posts is more important than how often you post – know your limits
- Set your editorial calendar – decide in advance what content to promote and when (day/time) you'll post in each social media you will use
- High volume, low value social media like twitter can handle more frequent posts (some recommend 5-15/day as a minimum!)
- Low volume, high value sites like Facebook, LinkedIn, and Instagram see drops in engagement more than 1 post/day
- Test, test, test – check and adjust

Measuring Your Return on Investment

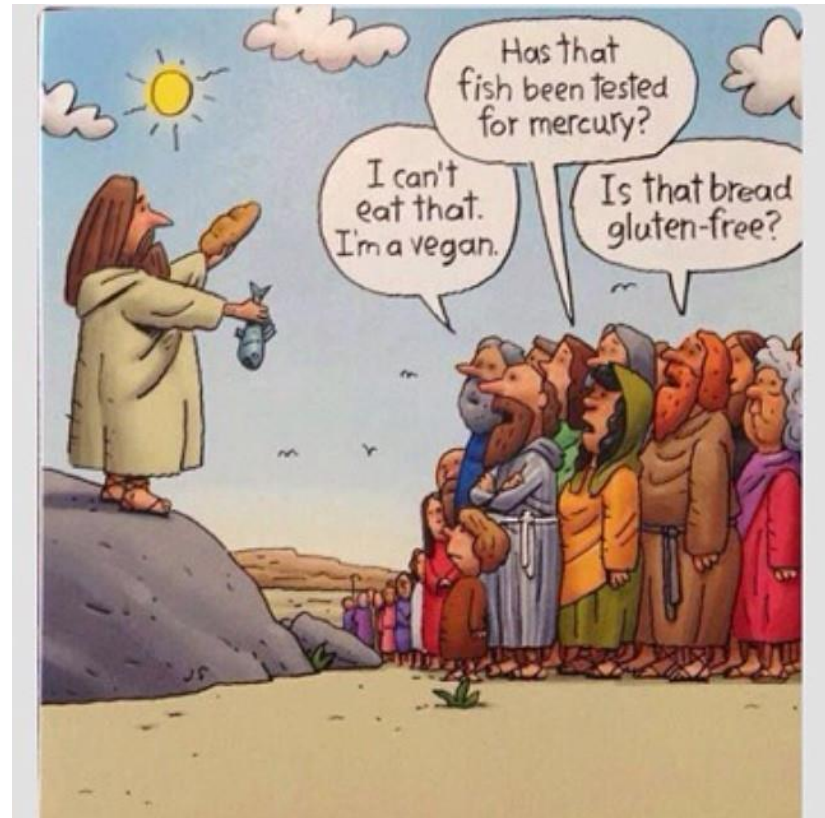
- YouTube
 - # views
 - # shares
- Facebook
 - # page likes
 - engagement rates
 - # comments
- Instagram
 - # likes
 - # comments
- LinkedIn
 - # followers
 - # visitors
- Twitter
 - # replies
 - # retweets

Tips for argumentative clients

Prepare yourself and your staff regarding difficult clients.

Speaking with Difficult Clients

- Learn to assess your clients mood/state of mind
 - You have about 30 seconds in a conversation to determine your best response options



Speaking with Difficult Clients



Killer joke

- Types of difficult clients
 - Annoyed/angry
 - Home sellers
 - Panicked parents
 - Home buyers
 - Politically motivated
 - Prepare for both ends of the spectrum
 - Individuals with mental issues
 - Not as common for industry as for our technical support

Speaking with Difficult Clients

• Tactics and tips

- KNOW your pre-prepared answers
- Maintain your calm
- Provide information but DON'T argue
 - Not falling into the argument can be a challenge!
- If you don't know the answer, DON'T try to fake it
 - No harm no foul when the client starts getting esoteric
- Know when to walk away



Questions?

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SO FAR, MR. PATTERSON, I'VE SHOWN YOU THREE HOUSES THAT I'VE SOLD THIS WEEK.

THE FIRST HAD MAJOR RADON AND MOLD ISSUES.

THE SECOND HAD TERMITES AND NO INDOOR PLUMBING.

AND THIS ONE WAS THE SITE OF A GRISLY WIDELY-TELEVISED MASS CULT SUICIDE.

ALL OF THESE HOUSES, MR. PATTERSON, I SOLD WITHIN A WEEK. AND YET YOURS HAS BEEN ON THE MARKET FOR A YEAR.

CAN YOU TELL ME THE DIFFERENCE BETWEEN THESE HOUSES AND YOURS, MR. PATTERSON?

SIGH.

NO NUDE LAWN GNOME REENACTMENT OF THE BATTLE OF LEXINGTON.

IF THERE'S A NICHE MARKET, MR. PATTERSON, I ASSURE YOU THAT YOU ARE ITS SOLE CUSTOMER.

Resources for you

Reminder...

- Refer your clients to the National Radon Program Services (NRPS)
 - (800) SOS-RADON (767-7236)
 - (800) 55-RADON (557-2366)
 - (800) 644-6999
 - www.sosradon.org

Resources for You

- K-State Radon Programs
 - **785-532-6026**
 - www.radoncourses.com
 - In-person and online professional radon education
 - www.ksuradonchamber.org
 - Device performance testing (DPT) and spiking services
- Brian Hanson – bhanson@ksu.edu
- Kristina Snyder – kesnyder@ksu.edu