

2015 Chair Priorities for the Interim:

#3 Radon Awareness issues and funding options

During FY15, the UCCP was appropriated \$25,000 from the state legislature for a statewide electronic radon awareness campaign. Working in partnership with UDEQ and Huntsman Cancer Institute, a "whiteboard animation" style video was developed describing the dangers of radon gas and offering remediation solutions. In addition, static banner ads for placement on websites, and radio spots were utilized to reach a wider audience and draw attention to the radon video. In order to maximize reach and minimize cost, the video was placed on social media sites including YouTube, Facebook, and Twitter; the banner ads were placed on KSL and Salt Lake Tribune websites; and the radio spots were aired during drive time slots on KSL radio. The video was well received on social media, received over 69,000 combined views. An estimated 114,512 adults were exposed to the radio spot, and the online banner ads had a click through rate 128% higher than industry average, indicating a successful reach for the campaign.

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