



Radon Awareness Issues and Funding Options

Radon Facts

- Radon is a radioactive, odorless, tasteless, invisible gas resulting from the decay of uranium in the environment.
- Radon can accumulate in enclosed spaces with poor ventilation.
- 15,000 to 22,000 deaths nationally are attributed to radon each year.
- After cigarette smoking, radon is the second leading cause of lung cancer: between 3% and 14% of lung cancers may be attributable to radon.
- An estimated 80% of radon-induced lung cancers are in current or former smokers.
- Exposure to both radon gas and tobacco smoke results in a greater lung cancer risk than either factor alone.
- EPA establishes the “action” level at 4 picoCuries per liter of air (pCi/L).
- Approximately 30% of homes in Utah have the potential of exceeding this level.

Radon Awareness Issues in Utah

- **52%** of Utahns correctly identified lung cancer as a health condition associated with radon.
- **14%** of Utahns do not see radon as a health risk.
- **13%** of Utahns do not know what radon is.
- **80%** of Utahns have not tested their home.

FY15 Media Campaign: (\$25,000 SFY15)

Campaign Content

- White Board Animation created by Huntsman Cancer Institute in partnership with UDOH and UDEQ includes two versions: 30-second and 3-minute.

White Board Animation Views and Reach (YouTube and Facebook)

- **37,336** views of the 3 minute video.
- **30,469** views of the 30 second video.

Banner Ads: All ads link to the whiteboard videos

- KSL.com, Salt Lake Tribune, Deseret News, KUTV.com, YouTube pre-roll ads.
- Ads seen 1,746,012 times with 2,747 clicks.
- Click rate 128% higher than health industry average.

KSL Radio

- Mon, Jan 12 – Sun Feb 2, 2015 (Mon-Fri 5am-7pm).
- A total of 180 spots – (80 paid spots ordered plus bonus spot match total 100 spots).
- Estimated audience that heard the spots was 114,512 adults 25-54.
- Audience heard the spots on an estimated average of 5.4x times each for a total of 786,800 impressions.



UTAH DEPARTMENT OF
HEALTH

DIVISION OF DISEASE CONTROL AND PREVENTION

UTAH CANCER CONTROL PROGRAM

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Radon Awareness Issues and Funding Options Continued

Variance on UDEQ Website Traffic

- January/February 2014: 3,575
- January/February 2015: 9,108

Variance on Radon Test Kits Placed

- January/February 2014: 1,184
- January/February 2015: 1,436