

THE UTAH RADON COALITION

RADON AWARENESS CAMPAIGN FUNDING PROPOSAL

PROJECT PROPOSAL

The Utah Radon Coalition is asking that the Social Services Appropriation Subcommittee appropriates \$150,000 of one-time funding to the Utah Department of Health's Comprehensive Cancer Control program for the development and implementation of a statewide radon awareness campaign to include a mix of television and radio spots and digital ads on social media. All ads will impart information about radon and radon testing and remediation and will drive viewers and listeners to the UDEQ indoor radon program web page (radon.gov) for radon test kits and additional information.

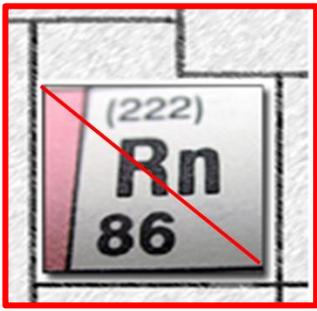
While ads will be placed primarily during November and December 2016 and January and February 2017, which are the best months to test for radon, it is planned that ads will also be placed less frequently during the balance of the fiscal year.

PROPOSED PROJECT BUDGET

INCOME	PROPOSED
State Appropriation	\$ 150,000.00
<u>TOTAL Income</u>	<u>\$ 150,000.00</u>
EXPENSES	PROPOSED
Administrative Fees	
5% to UDOH to manage project	\$ 7,500.00
<u>Subtotal, Administrative Fees</u>	<u>\$ 7,500.00</u>
Grants	
UDEQ - Temp to assist with additional data processing requirements – 500 hours at \$10.00 / hour	\$ 5,000.00
<u>Subtotal, Grants</u>	<u>\$ 5,000.00</u>
Media Expenses	
Design and Production	\$ 25,000.00
Television spots = 500 30 second spots @ an average of \$150 / spot	\$ 75,000.00
Radio spots = 320 30 second spots @ an average of \$40 / spot	\$ 12,800.00
Digital Media spots = 30 second spot on you tube and face book for course of project; banner ads on news, health, homes, sports and family sections of KSL.com and sltrib.com.	\$ 24,700.00
<u>Subtotal, Media Expenses</u>	<u>\$ 137,500.00</u>
<u>TOTAL Expenses</u>	<u>\$ 150,000.00</u>

PROJECT PERFORMANCE MEASURES

UDEQ Radon Program Website Visits	Comparison of visits during November, December 2015 and January and February 2016 to visits during November, December 2016 and January, February 2017.
Radon Test Kits Placed and Evaluated	Comparison of kits placed and evaluated during November, December 2015 and January and February 2016 and kits placed and evaluated during November, December 2016 and January, February 2017.
Radon Mitigation Completed	Comparison of mitigations completed during November, December 2015 and January and February 2016 to mitigations completed during November, December 2016 and January, February 2017.



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ABOUT RADON IN UTAH

1. Radon gas is a Class A carcinogen that is proven to cause cancer in humans.¹
2. Exposure to radon gas is the second leading cause of lung cancer in the U.S.²
3. Radon induced lung cancer kills an average of 22,000 nonsmoking Americans each year. In contrast, secondhand smoke is believed to kill an average of 7,000 nonsmoking Americans each year.^{ibid; 3}
4. It is estimated that more than 223 Utahns will be diagnosed with radon-induced lung cancer in 2016 and 185 of them will die from the disease within the next five years.⁴
5. The estimated total cost per case of the first year of treatment for radon-induced lung cancer is \$2.7 M to \$3.6 M.⁵
6. An estimated 385 productive years are lost in Utah to ill health, disability, or premature death due to radon-related lung cancers diagnosed each year.^{ibid}
7. The Utah Geological Survey indicates that Utah is a hotbed for radon gas producing soils.⁶
8. Estimates are that more than nearly 35% of all homes in Utah (218,000 owner occupied single family residences) have radon levels higher than the recommended remediation level of 4.0 Pico Curies of radon per liter of air.⁷
9. **Nearly 80% of Utahns (563,000 who reside in single family residences) are unaware of the dangers of and that they can test for and remediate radon and only 18% have tested for radon in their homes.⁸**

KNOW YOUR NUMBER⁹

Understand your risk from elevated radon exposure

Radon Level 4.0 pCi/L	Equals 200 chest x-rays per year OR smoking 8 cigarettes per day.
Radon Level 8.0 pCi/L	Equals 400 chest x-rays per year OR 16 cigarettes per day.
Radon Level 20.0 pCi/L	Equals 1,000 chest x-rays per year OR 40 cigarettes per day.

¹ International Agency for Research on Cancer (IARC) Monographs, Volumes 1–109.

² "Report: EPA's Assessment of Risks from Radon in Homes". Retrieved 19 April 2013.

³ <http://www.cancer.org/cancer/cancercauses/tobaccocancer/secondhand-smoke>.

⁴ World Health Organization, WHO Handbook on Indoor Radon. 2009, World Health Organization: <http://www.ncbi.nlm.nih.gov/books/NBK143216/pdf/TOC.pdf>.

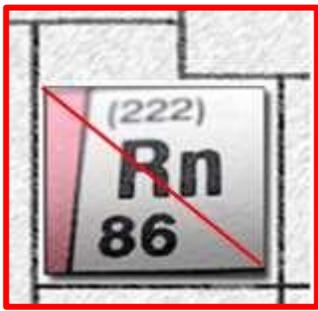
⁵ Report: Radon in Utah. Utah Environmental Public Health Tracking Network. Environmental Epidemiology Program. Bureau of Epidemiology. Utah Department of Health. January, 2105.

⁶ <http://geology.utah.gov/utahgeo/hazards/radon.htm>

⁷ Utah: DEQ: DRC: Radon Program. <http://www.radon.utah.gov>

⁸ Utah: Behavioral Risk Factor Surveillance System. 2013.

⁹ US Environmental Protection Agency. Indoor Environments Division. A Citizens Guide to Radon. EPA 402-K-09-001, January 2009.



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RADON LEVELS BY LEGISLATIVE DISTRICT Social Services Appropriations Subcommittee

Senate Members

Senator	District	County/ Home Zip	Radon Levels ¹		
			pCi/L (picocuries of radon per liter of air) ²		
			Maximum	Average ³	Number of Tests
Sen. Allen Christensen, <i>Senate Chair</i>	19	Morgan	200.0	8.0	136
		Summit	375.8	5.6	1095
		Weber	152.4	5.1	1959
		84414	25.3	5.4	352
Sen. Luz Escamilla	1	Salt Lake	152.6	4.3	20,110
		84116	22.6	3.1	189
Sen. Lincoln Fillmore	10	Salt Lake	152.6	4.3	20,110
		84095	99.8	5.1	1234
Sen. Deidre Henderson	7	Utah	358.9	5.6	6116
		84660	21.0	3.5	246
Sen. Alvin Jackson	14	Utah	358.9	5.6	6116
		84003	64.0	6.4	861
Sen. Mark Madsen	13	Utah	358.9	5.6	6116
		84045	72.3	4.0	164
Sen. Brian Shiozawa	8	Salt Lake	152.6	4.3	20,110
		84121	50.0	3.7	1353
Sen. Todd Weiler	26	Davis	115.9	4.4	3374
		Salt Lake	152.6	4.3	20,110
		84087	61.7	6.2	160

1. Utah Department of Environmental Quality Division of Radiation Control: Short Term Radon Test Results by County and ZIP Code as of March 2015.

2. EPA recommends homes be remediated if the radon level is 4 pCi/L (picocuries per liter) or more. Because there is no known safe level of exposure to radon, **the EPA also recommends that Americans consider remediating their home for radon levels between 2 pCi/L and 4 pCi/L.**

3. Radon level of **4.0 pCi/L equals 200 chest x-rays per year OR smoking 8 cigarettes per day**; radon level of **8.0 pCi/L equals 400 chest x-rays per year OR smoking 16 cigarettes per day**; radon level of **20.0 pCi/L equals 1,000 chest x-rays per year OR smoking 40 cigarettes per day**. Source: US Environmental Protection Agency. *Indoor Environments Division. A Citizens Guide to Radon. EPA 402-K-09-001, January 2009.*



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RADON LEVELS BY LEGISLATIVE DISTRICT Social Services Appropriations Subcommittee

House Members

Representative	District	County/ Home Zip	Radon Levels ¹		
			pCi/L (picocuries of radon per liter of air) ²		
			Maximum	Average ³	Number of Tests
Rep. Paul Ray, <i>House Chair</i>	13	Davis	115.9	4.4	3374
		84089	7.7	4.6	3
Rep. Edward H. Redd, <i>House Vice-Chair</i>	4	Cache	152.5	7.5	1,985
		84341	89.0	6.7	334
Rep. Melvin Brown	53	Daggett	152.6	4.3	18,896
		Duchesne	67.9	6.2	87
		Morgan	200.0	8.0	136
		Rich	30.8	6.8	28
		Summit	375.8	5.6	1095
		84017	33.0	4.8	43
Rep. Rebecca Chavez-Houck	24	Salt Lake	152.6	4.3	20,110
		84103	70.2	3.5	470
Rep. Bradley Daw	57	Utah	358.9	5.6	6116
		84097	22.1	4.9	366
Rep. Sandra Hollins	23	Salt Lake	152.6	4.3	20,110
		84116	22.6	3.1	189
Rep. Robert Spendlove	49	Salt Lake	152.6	4.3	20,110
		84093	78.2	7.6	1360
Rep. Earl Tanner	1	Salt Lake	152.6	4.3	20,110
		84084	40.0	4.0	417
Rep. Ray Ward	4	Davis	115.9	4.4	3374
		84010	115.9	5.4	882

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