





Radon Toolkit for Local Public Health Units: Case Study 2012-2013 Radon Awareness Campaign

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Provincial Mandate

The board of health shall increase public awareness of health risk factors associated with the following health hazards:

Indoor air quality; and Exposure to radiation

These efforts shall include:

Adapting and/or supplementing national and provincial health communications strategies; and/or

Developing and implementing regional/local communications strategies.



Strategic Alignment
Make No Little Plans: C
Strategic Plan

1. Improve health by redu
injuries

2. Promote healthy environm

Key Message:
Working together: Public Health

Strategic Alignment - PHO

Evidence, knowledge and action for
Ontario Public Health Ontario Strateg

Provide scientific and technical experti
strengthen Ontario's public health sector
the achievement of its goals.

Accelerate integrated population health m

Enable policy, program and practice act

Advance public health evi

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Ontario Radon Working Group

Comprised of 20 Ontario public health units.

Partners include:
Health Canada
Public Health Ontario
Ontario Lung Association



Purpose

To collaboratively develop, implement, and support best-practice and evidence-based radon promotion and prevention strategies in Ontario



Goals

- Increase awareness and knowledge about radon and associated health risks
- Promote radon testing;
- Promote and support radon mitigation; and
- Advocate for Healthy Public Policy



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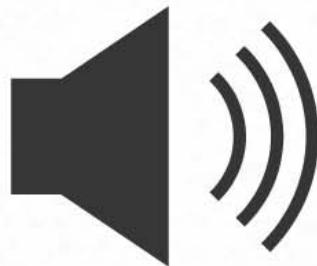
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Strategic Alignment - MOHLTC

Make No Little Plans: Ontario's Public Health Sector Strategic Plan

1. Improve health by reducing preventable diseases and injuries
2. Promote healthy environments -- both natural and built

Key Message:

Working together: Public Health is Everyone's Business

Strategic Alignment - PHO

Evidence, knowledge and action for a healthier Ontario Public Health Ontario Strategic Plan

Provide scientific and technical expertise to strengthen Ontario's public health sector and support the achievement of its goals.

Accelerate integrated population health monitoring

Enable policy, program and practice action

Advance public health evidence and knowledge

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Provide scientific and technical expertise to strengthen Ontario's public health sector and support the achievement of its goals.

Accelerate integrated population health monitoring

Enable policy, program and practice action

Advance public health evidence and knowledge

Toolkit

A toolkit has been developed for local public health units and includes:

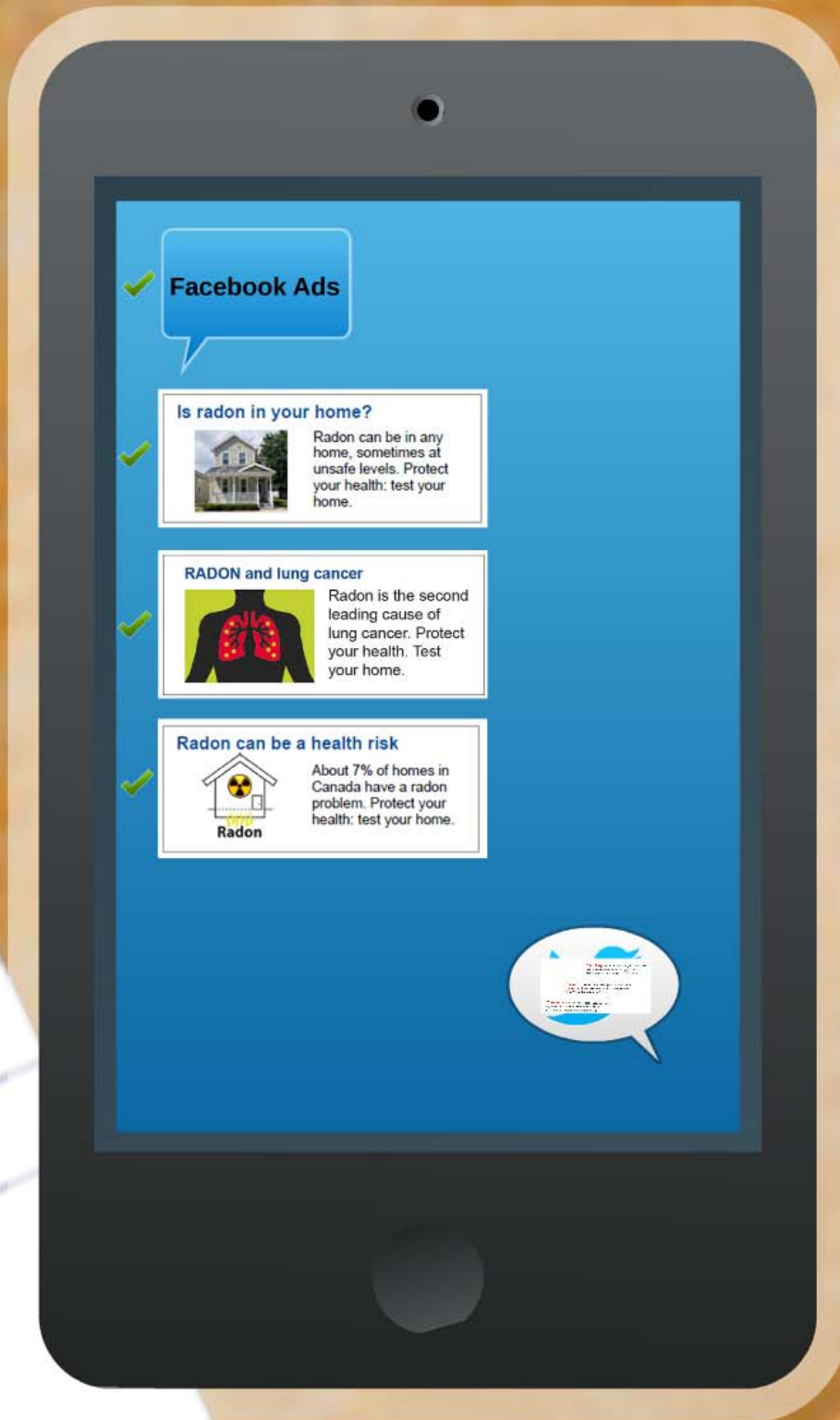
- Media releases
- Public service announcements
- Social media messaging
- Facebook and Twitter
- Public presentation
- Fact sheets
- Q&A
- Training tools

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monitoring

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Facebook Ads



Is radon in your home?



Radon can be in any home, sometimes at unsafe levels. Protect your health: test your home.



RADON and lung cancer




Radon is the second leading cause of lung cancer. Protect your health. Test your home.



Radon can be a health risk



About 7% of homes in Canada have a radon problem. Protect your health: test your home.



“Smoking and radon increases your risk of lung cancer. Protect your health: test your home. #OntarioRadon <http://tinyurl.com/6onpzsg>”

“Winter is the best time to test your home for radon. Protect your health: test your home. #OntarioRadon <http://tinyurl.com/6onpzsg>”

“You can’t see or smell it, but radon gas can be in any home. Protect your health: test your home. #OntarioRadon <http://tinyurl.com/6onpzsg>”

Available External Resources



Output



Successes

- Established a provincial radon partnership (ORWG)*
- Identified radon champions*
- Local public health units worked together to promote radon awareness (November 2013)*
- Collaborated with experts from Health Canada,*
- Public Health Ontario, and the Lung Association*
- Collectively released the message to the community*
- Locally worked with the media to promote radon awareness*

Radon Gas



Phil Wong from Algoma Public Health speaks to Sault College's Home Inspection students about the effects of Radon Gas in homes. Radon gas can enter a home through dirt floors, cracks in foundation, and drains.

Next Steps

Evaluate the overall results of the education and outreach activities

Continue working in our communities and with government stakeholders to raise radon awareness

Engage different stakeholders

