

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



Moving Forward Workshop

CARST Conference 2014

Facilitated by Erica Phipps and Pam Warkentin

Helping Canadians reduce radon risk
Aider les Canadiens à réduire le risque du radon
www.carst.ca

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



At the end of the 2014 CARST Conference we hosted a “Moving Forward Workshop” to discuss a number of the issues that were brought forward through the presentations and to decide on actions for the coming.

The group broke into three themes:

- 1 - Communication and Messaging
- 2 - Occupational and School Exposures
- 3 - Systematic capture and sharing of radon data

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



Group 1 – Communications and Messaging

Case – Where are we today?

- people know key messages
- Could we be more aggressive; assertive; more impactful
- who can test out more aggressive messaging

Action Steps:

- No more referring to radon as “Naturally occurring.....”
- Radon is a radioactive gas, stop making it sound pretty and nice
- Bring in Emotions – bring in stories of people; we all need to write down our stories.
- Decoupling radon messaging for smokers; make sure people know that it isn't just a concern for smokers
- Find people who have tested their home and hear their stories
- Normalizing radon – associate it with smoke prevention; fire prevention; CO prevention; homeowners and businesses should just expect it's something they have to do

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



Action Steps: cont..

- Try making short videos....
Beautiful homes contrasted with ugliness of lung cancer....MESSAGE –
how much are we investing in things; how much are we investing in
the health of the home
- Public Building testing focus to help build awareness and action trickle
down to homeowner level; need public communication plans to go along
with public testing; focus on health benefits and concern for employees;
have a communication plan that focuses on employers are helping their
employees – ensure its in the plan and delivered
- Design separate, tailored messages for:
 - Parents
 - Workers
 - Trade unions
 - Lobbying Ministry of labour

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



Goals of Group 1 – Communications and Messaging

- Test these message approaches at Radon Action Month
- Talk 12 months of the year; keep the conversation going... not just November

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



Group 2 – Occupational and School Exposures

Case – Where are we today?

- Need to get to provincial health people
- Direct contact with school board
- Talk to school unions/labour unions
- Get the unions to help with focus on radon as a health and safety issue
- Parent councils; create a plaque for schools as an award for testing radon – include a date;
- Lesson plan for classrooms
- Keep daycares engaged; get those engaged who aren't
- Get any provincial governments to CARST Conference

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



Goals of Group 2 – Occupational and School Exposures

Get Unions to engage ministry of labour

Get unions to engage their 'building owners'

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



Group 3 – Systematic capture and sharing of radon data

- How do we capture radon information and use it..
- Keep collection capturing anonymous
- Put in place something for the people volunteering information to ensure they feel comfortable to provide the information; be transparent about intended use
- Capture the results of testing by using first three postal code letters
- Use mobile phone app
- Consider how to capture geographic regions generally but with enough specifics to give information
- Governments are limited in how they can capture the information because of privacy issues; however there is already some ongoing efforts occurring make sure these efforts are co-ordinated
- What organizations can help with capturing the information - CARST
- What financial help can we access to set up the initial infrastructure for information capture

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



What tools can we put in place to capture information?

- Look at ways people do testing; include large groups who have already done testing
- Manufacturers may be willing to help with providing information
- May need a consent form release to allow it

What methodology is involved in capturing information?

- Develop a standardized consent form for companies to use
- Just start capturing and then keep going.

What partners are involved in capturing the information?

- Start with Health Canada's database
- See if there are groups already doing this
 - Lung associations?
- We may be limiting ourselves on what the end product should be...keep our minds open to how information can be used.

Canadian Association of Radon Scientists and Technologists
Association Canadienne des Scientifiques et Technologues de
Radon



How is that information going to be used...what is the final product?

- Can the data be used for risk modelling?
- May help people consider a testing decision if they realize their neighbours are testing
- Get neighbourhoods engaged
- Get concrete data to bring forward to communities to build enthusiasm or willingness or commitment to test
- Stats for an area may help people understand they need to test
- Use the stats to bring forward to employers; unions; building owners