



Public Health
England

Protecting and improving the nation's health

Communicating the risks from radon - Dealing with a wide and varied audience

J E Stewart
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Radon: Requirements of the BSSD

Article 103

“..shall establish a national action plan addressing long-term risks from radon exposures in dwellings, buildings with public access and workplaces for any source of radon ingress, whether from soil, building materials or water ...”

The action plan is required to address a number of specific issues (Annex XVIII), including :

Establishment of a strategy to increase public awareness and inform local decision makers, employers and employees of the risk of radon, including in relation to smoking

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Radon

Nature :

Naturally occurring radioactive gas

α emission

Found everywhere; concentrations (Bq m^{-3}) very variable

Risk:

Radon increases the risk of lung cancer

Indoor radon level (Bq m^{-3})	Non-smoker	Ex-smoker gave up at age 30	Ex-smoker gave up at age 50	Current smoker
20	Less than 1 in 200	1 in 60	1 in 18	1 in 7
200	1 in 190	1 in 48	1 in 14	1 in 5
800	1 in 100	1 in 28	1 in 8	1 in 3

Mitigation:

Relatively straightforward !

Awareness & Information – Target Audience ?

- Public - homeowners
- Employers - workplace
- Local Authorities - “public spaces”, eg schools
- Professionals - Social Landlords
Solicitors (dealing in property)
Builders (guidance on building legislation etc)
RP Professionals (?!)
Regulators



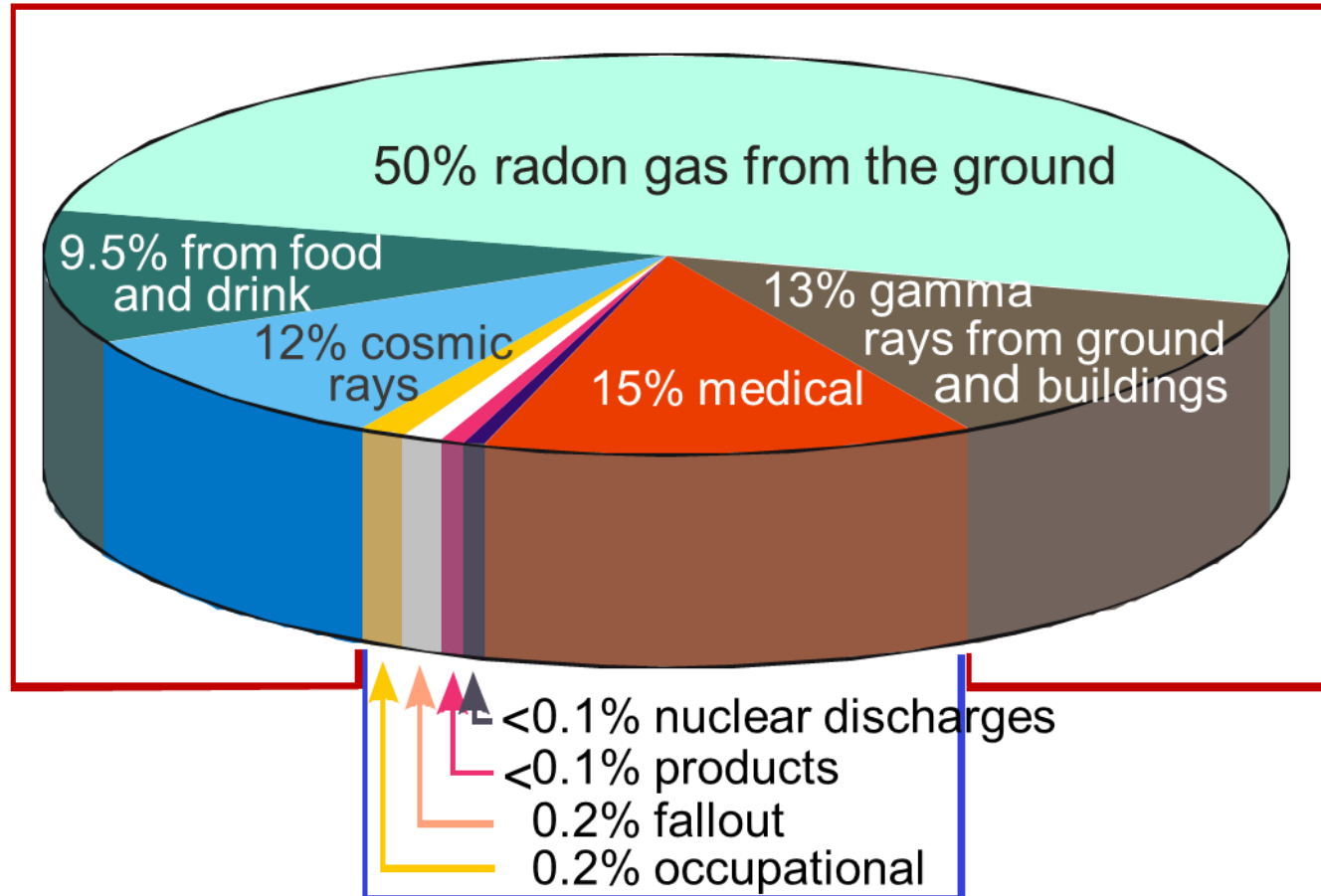
Considerations

- The risk(s) are not dependent on the audience
 - The same information will be communicated.
 - The language used may only vary slightly
- Just communicating the risk may not achieve anything !
 - Awareness & understanding of the risk is just the 1st step
 - Communication and facilitation of options for, and benefits of, mitigation is important
 - Objective being to promote improvement (ALARP)
 - Public health message
- “Package” of awareness & information
 - The nature of the package and method delivery dependant on audience



Activities in the UK

84% NATURAL



Activities in the UK

- Contribution of radon to UK population exposure is significant
- PHE (and formerly as HPA and NRPB) has a well-established radon workstream
 - Radon affected areas identified and mapped
 - A range of awareness campaigns have evolved
 - Partners in “spreading the word” have been identified
- The required Action Plan under BSSD is currently being addressed but will largely be collation of current arrangements.
 - On line point of reference on radon
 - Embedding radon considerations into relevant transactions
 - Promotional activities
 - Outreach to professional groups
 - Links to smoking

The screenshot shows a web browser window displaying the UKradon website. The browser's address bar shows the URL <http://www.ukradon.org/>. The website header includes the Public Health England logo and the text "Public Health England". Below this, the "UKradon" title is displayed, along with navigation links for "Contact us" and "Sign in to your account". A secondary navigation menu contains links for "Home", "About radon", "Sector guidance", "Our services", "About us", "FAQ", and "Resources".

Welcome to UKradon

The UK reference site on radon from Public Health England

As the UK's primary experts on radiation protection, Public Health England (PHE) represents a significant nationwide resource for the public, industry, education, research and medicine and is the primary resource for advice about radon in the UK. Radon is a natural radioactive gas, you can't see smell or taste it. In outside air the levels are low but it can accumulate inside buildings. Certain areas of the country are more prone than others.

Radon address search
A report will tell you the estimated probability above the Action Level.

[Order a report](#)

Radon measurement pack
Find out the yearly average radon level for a property and if it is above or below the Action Level.

[Order a domestic pack](#)

[Order a workplace pack](#)

Below the main text, there are three image-based links: "About Radon" (with a landscape photo), "UK maps of radon areas" (with a map of the UK), and "Our radon services" (with a photo of a family).

The Windows taskbar at the bottom shows the system tray with the time 17:13 and date 23/09/2015, along with various application icons.

Radon in schools

Raising awareness of a natural radioactive gas in your buildings



The purpose of this campaign

The radon awareness and measurement campaign for schools aims

‘to improve health protection by giving duty holders in schools the knowledge and awareness to ensure that no individual is exposed to high levels of radon gas’

This campaign is supported and monitored by Department of Health, and the Health and Safety Executive.

Media Options

https://www.youtube.com/watch?v=GG7_qqdG

phe.gov.uk UKradon - Local authorities ukradon.org Radon - how it affects you ...

File Edit View Favorites Tools Help

YouTube GB

Radon - how it affects you

Public Health England

Subscribe 1,107

1,238

Up next

Autoplay

Radon - The killer gas
by Gruporadon
7,206 views
41:44

(12 min.) Breathing Easier: An Informational Radon Video for Physicians
by Iowa Cancer Consortium
Recommended for you
12:56

PSA: National Radon Action Month 2015 NBC News Public Service Announcement
by S. Environmental
Recommended for you
1:37

Radon...Silent Killer in Our Homes
by MuttleeCrew
2,329 views
3:52

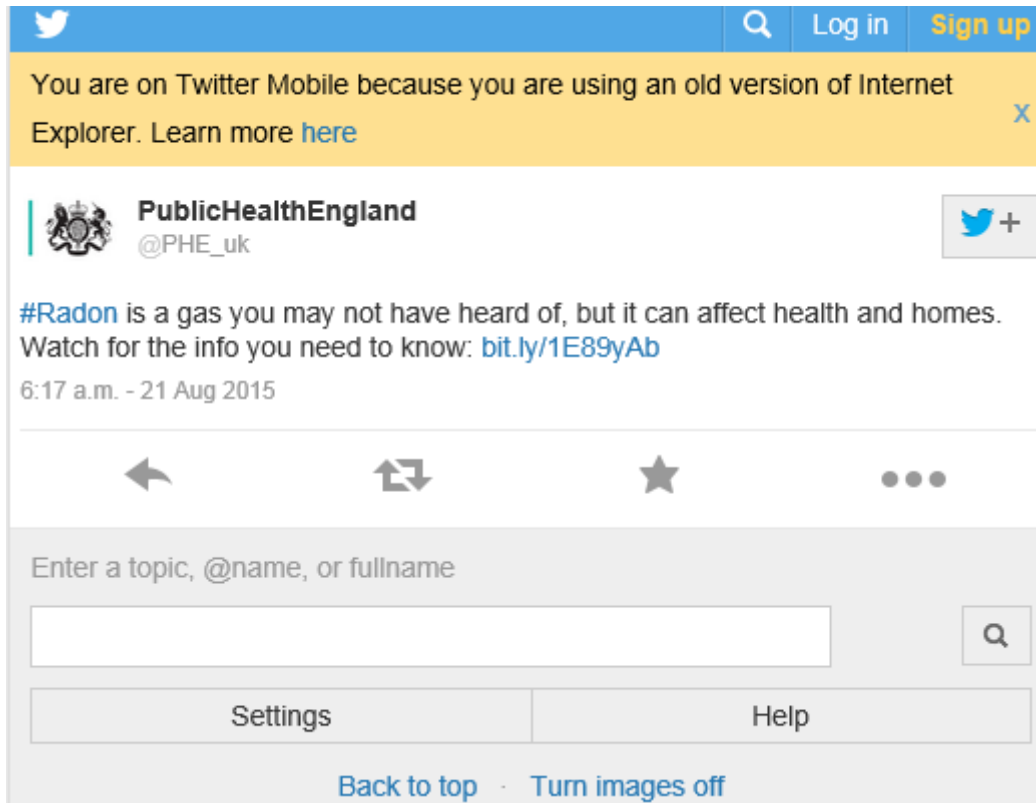
Radon, what can I do?
by Public Health England
1,221 views
4:23

Radon - Periodic Table of Videos
by Periodic Videos
309,990 views
9:53

Radon
by RPIire
621 views

20:55
23/09/2015

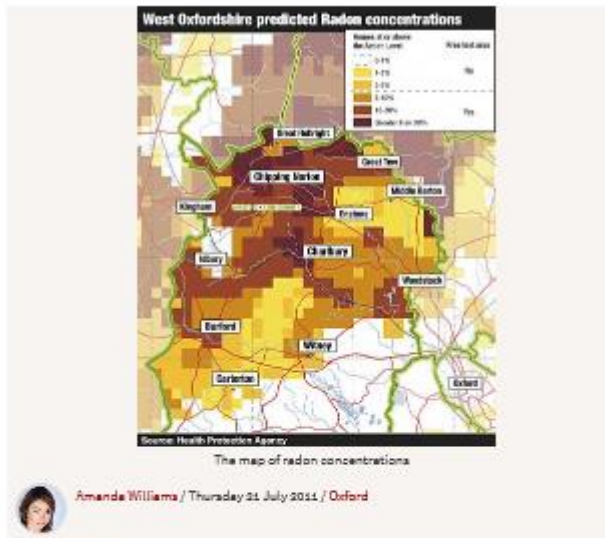
Media Options



Media Options

Oxford Mail

Map reveals full danger of radon



Share     1 comment

THE risk from potentially-deadly radon gas across the whole of Oxfordshire is revealed today by the Oxford Mail.

This map shows the areas where dangerously high levels of the cancer-causing gas are found.

Yesterday we reported that the Health Protection Agency was targeting homes in West Oxfordshire in a bid to cut exposure to radioactive radon, which is linked to cases of lung cancer.

Properties in Chipping Norton, Enstone and Charlbury are thought most at risk.

The first letters inviting residents to apply for free radon level tests in their homes were delivered yesterday.

For Professionals ..

Annual radon

- Invitations to employers (identified industries), Local Authorities, Building Trade, landlords, property management etc
- Focus is on maintaining awareness and providing current information
- Opportunity to proliferate the message .

Dose coefficient ?





Public Health
England

**Contacts: Public Health England regions,
local centres and emergency**
Health and wellbeing resources
Health protection A to Z



4 September 2015 — Press release

Sign up to Stoptober with friends, family and colleagues

Research shows smokers are 67% more likely to quit if their partner also stops smoking and 36% more likely to quit if a friend stops.

Summary

- Communicating risk need not be a scientific exercise. In the examples discussed :-
 - The language of risk is the same throughout and is very straightforward
 - There has been not attempt to “blend” smoking with radon
 - Co-messaging
- “Awareness” and “information” is best delivered – and received – when a complete package
 - Be clear of the intended message
- When an “educating “ campaign is required on a national basis a hub is of value .
- A range of methods of delivering information
 - Match the method to the audience



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