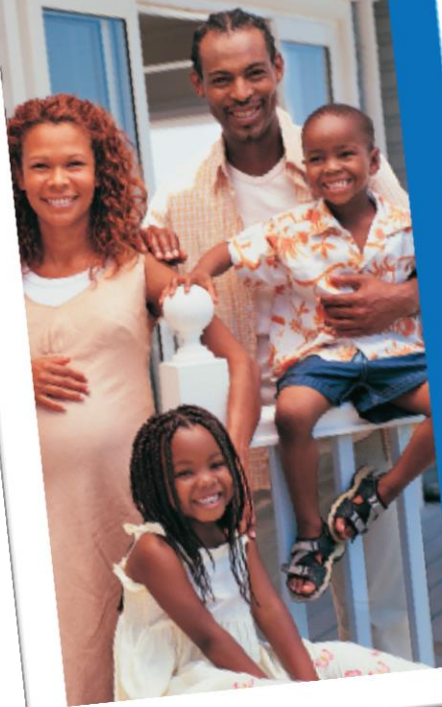


MAKING THE NATIONAL RADON ACTION PLAN (NRAP) WORK FOR YOU

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The National Radon Action Plan

A STRATEGY
for SAVING LIVES

Developed and Endorsed by:

American Lung Association

American Association of Radon Scientists
and Technologists

American Society of Home Inspectors

Cancer Survivors Against Radon

Children's Environmental Health Network

Citizens for Radioactive Radon Reduction

Conference of Radiation Control Program
Directors

Environmental Law Institute

National Center for Healthy Housing

US Department of Health and Human
Services

US Department of Housing and Urban
Development

US Environmental Protection Agency

The NRAP is a long-range strategy to eliminate avoidable radon-induced lung cancer

Incorporate radon testing, radon mitigation and radon-resistant construction into

systems that govern purchasing, financing, constructing and renovating homes and other buildings,

making simple and proven technologies standard practices

to reduce radon risk in 5 million homes and save 3,200 lives by 2020

National Radon Action Plan Core Components



National Radon Action Plan

Core Components and Expected Outcomes

#1: Build In Radon Risk Reduction

1. Housing finance and insurance industries take action that increase radon testing and mitigation in homes.
2. State and local building codes require that homes be built to resist radon.
3. Energy upgrades include radon risk reduction as standard practice where needed.

National Radon Action Plan

Core Components and Expected Outcomes

2: Provide Incentives and Support for Radon Risk Reduction

1. Programs promoting healthy homes reduce radon risk.
2. New sources of funding are available to motivate homeowners to test for and mitigate high radon levels.
3. Mitigation is financed in buildings where the occupants are unable to afford testing and mitigation on their own.
4. Tax incentives increase radon testing and mitigation.

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Core Components and Expected Outcomes

#3: Build Capacity to Test and Mitigate Using Professional Radon Services

1. Quality professional standards for certified radon services industry are widely recognized, disseminated and adopted.
2. Home health and safety training programs for in-home service practitioners routinely include radon.
3. More certified radon professionals are available nationwide.

National Radon Action Plan

Core Components and Expected Outcomes

#4: Increase Visibility for Radon Issue

1. State/ local laws require sellers disclose radon information to prospective buyers.
2. State cancer plans call for reducing radon.
3. Increased/effective communication that radon is a serious risk that needs to be a priority.
4. Medical, public health and childcare practitioners educate patients and families about radon.

NRAP's Opportunities for Radon Professionals

- Marketing tool
- Connecting for systems change
- Demonstrating the trend

As the NRAP gains visibility and the risk reduction movement grows, demand for radon services grows.

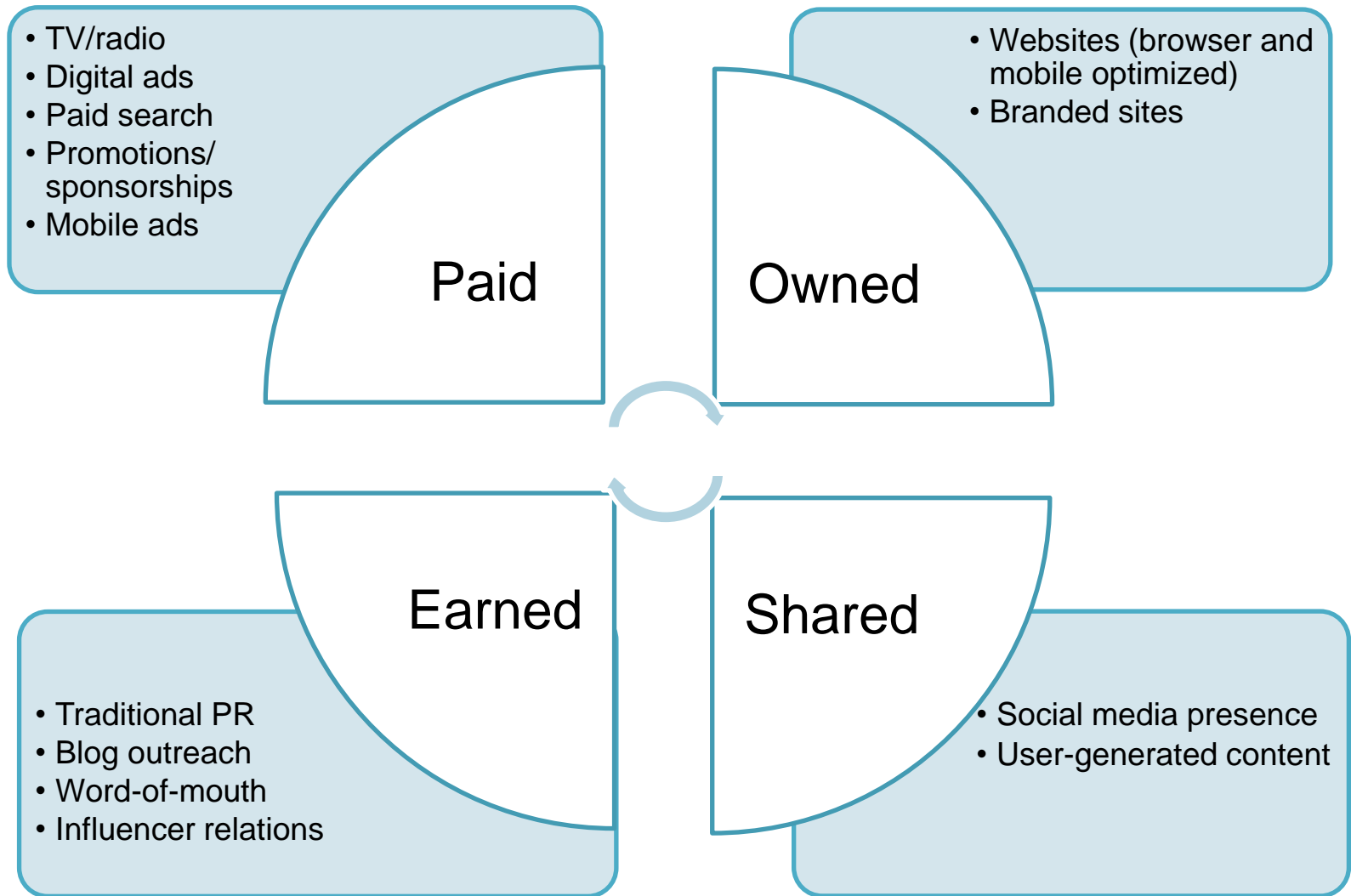
What is Marketing?

- The science and art of
 - Exploring,
 - Creating, and
 - Delivering value to a company
- Satisfy the needs of a target market at a profit
 - Target specific consumer groups
- Add value to the firm and or the product
 - and the radon profession's brand
- Bring the customer to the purchase

Radon Services Market Promotion

- Direct marketing
 - Paid mail marketing directly to the customers house
- Sales promotion
 - Marketing of discount services/product offerings
 - Promotional financing
 - Demonstrations
- Personal selling
 - Mostly business-to-business (B2B)
- Public relations
 - Direct relationships with the target community
 - Non-paid
 - Controlled through the media
- Advertising
 - Paid promotion via a contracted media outlet
 - Radio/TV ads
 - Newspaper ads
 - Paid internet ads

Digital Ecosystem



Public Relations Marketing for Radon Services

Examples of radon-specific public relations

- Non-paid marketing
- Providing a no-charge measurement of a new Habitat for Humanity home
- Writing an op-ed or letter to the editor announcing NRAP and urging public action

NRAP Marketing is Radon Services Marketing

Get the NRAP strategy out:

- Seek local media coverage of the NRAP
- Add link to webpage, email signature, social media
 - <http://aarst-nrpp.com>
- Mention NRAP at business and civic events
 - “What’s new in the radon field”
- Inform builder, realtor, inspector colleagues

Connecting in Your Community to Achieve Systems Change

Treat the NRAP as a platform for promoting specific policies that will reduce risk - while strengthening the radon business climate:

- Notification/disclosure policies for homebuyers
 - 9 states require disclosure, warning, pamphlet
 - 26 other states only require test result disclosure
- Radon resistant new construction
 - Only 8 states require RRNC (in zone 1 or more counties)
- Radon testing for homebuyers
 - 1 county, no states require this

Connecting in Your Community to Achieve Systems Change

Leverage the NRAP to advance practices that will strengthen radon services' delivery and availability:

- Laws recognizing quality professional standards for certified radon services
 - 6 states recognize NRPP
 - 11 other states regulate radon services w/o NRPP
- Promotion of the radon profession so that more certified radon professionals are available to meet the need
- Inclusion of radon testing with home energy upgrades
- Priority on radon awareness by the state cancer control plan and public health and medical providers

Demonstrating the Trend

Tell prospective and past customers about the NRAP as evidence of risk reduction movement

- convince an undecided customer
- develop an emotional connection
- promote early adopter pride
- develop customer attitudes about radon services
- drive brand loyalty

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Credit for marketing-related slides:
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