

Marketing & Social Media Plans of the NC Radon Program

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RADIATION PROTECTION SECTION

NC DIVISION OF HEALTH SERVICE REGULATION

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

Outline for this presentation

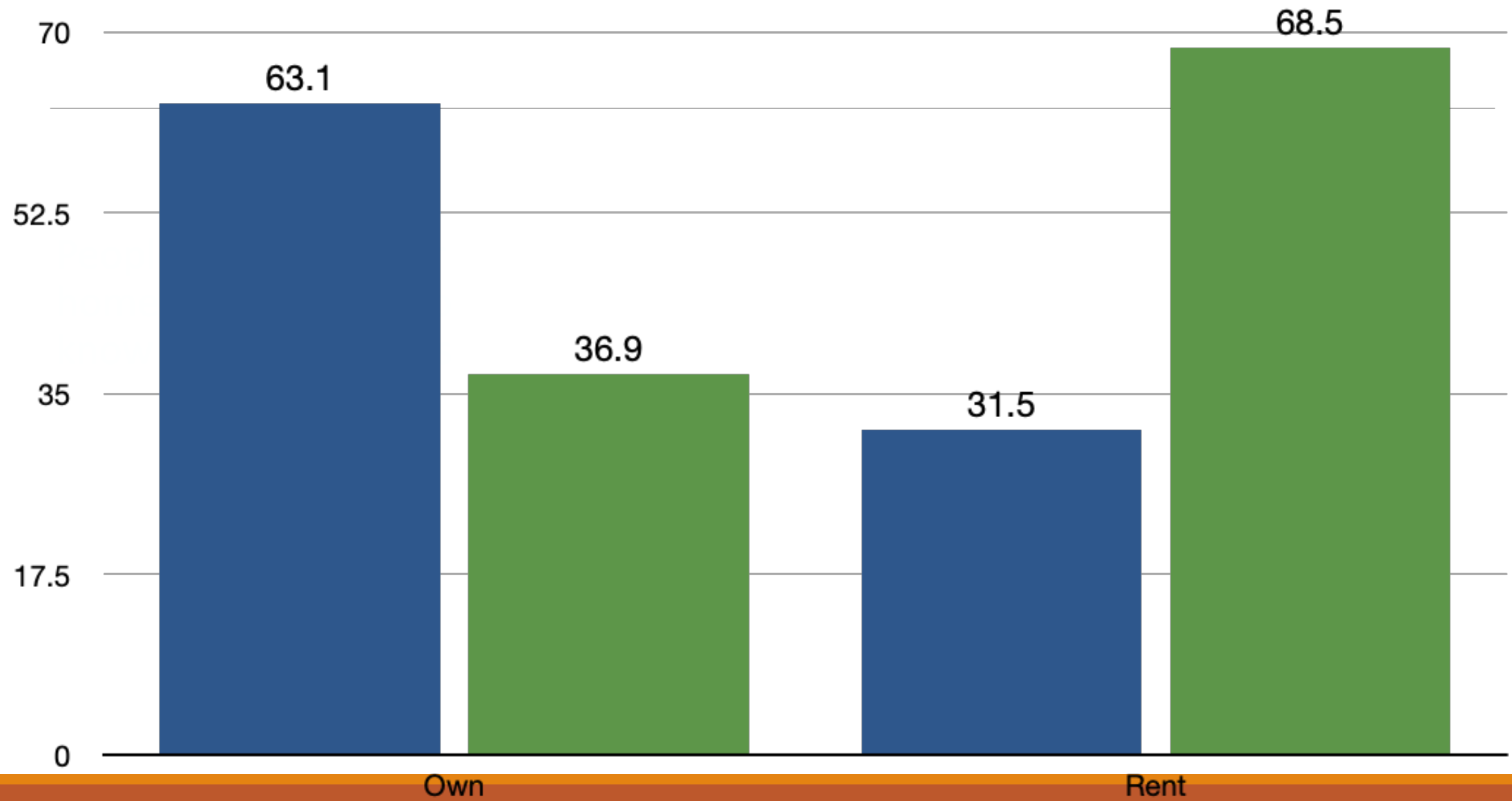
- **Selection of specific audiences**
- **Our partnerships needed to reach our audiences**
- **2022 to 2023 social media/marketing campaign**
- **Future projects**

Selection of audiences

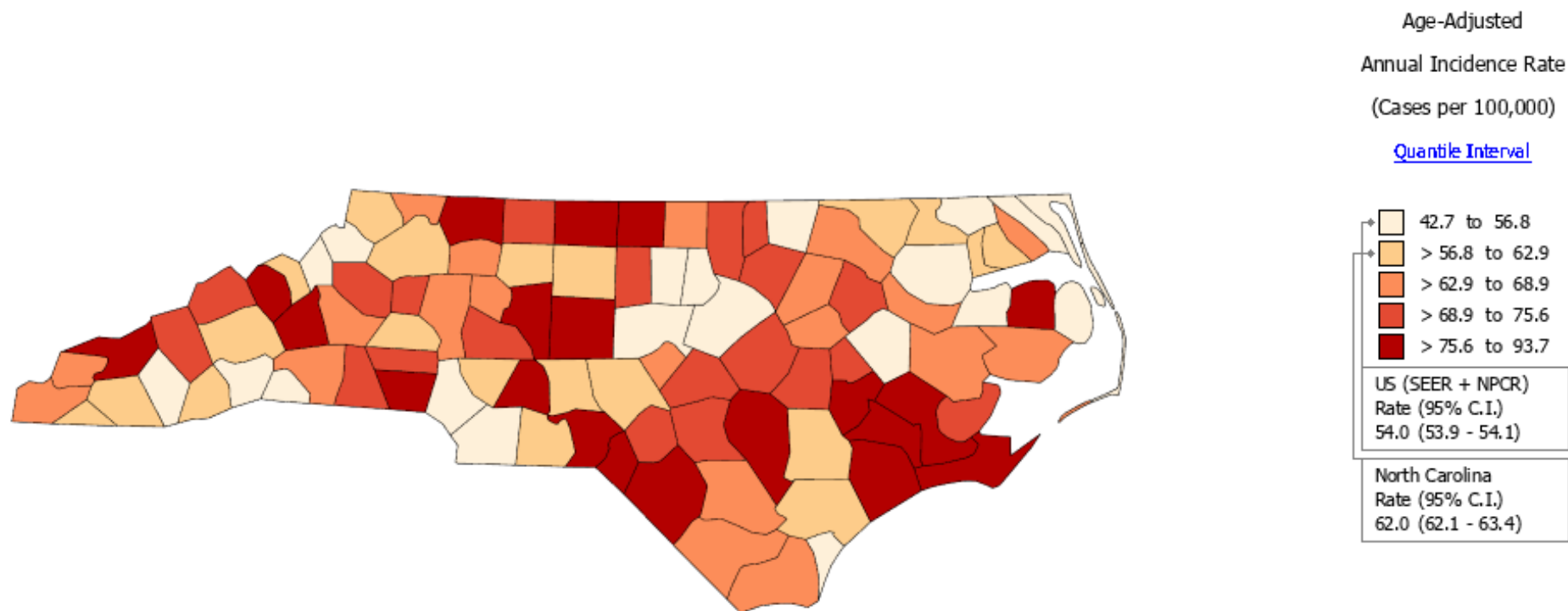
BRFSS. Responses to the question “Do you know what radon gas is?”

Race	2015 Responding “Yes”	2019 Responding “Yes”
Hispanic	13%	14%
Black	18%	37%
White	28%	65%

■ 2019 Do you know what radon gas is? YES ■ 2019 Do you know what radon gas is? NO



**Incidence Rates[†] for North Carolina by County
Lung & Bronchus, 2016 - 2020
All Races (includes Hispanic), Both Sexes, All Ages**



Notes:

[State Cancer Registries](#) may provide more current or more local data.

Data presented on the State Cancer Profiles Web Site may differ from statistics reported by the State Cancer Registries ([for more information](#)).

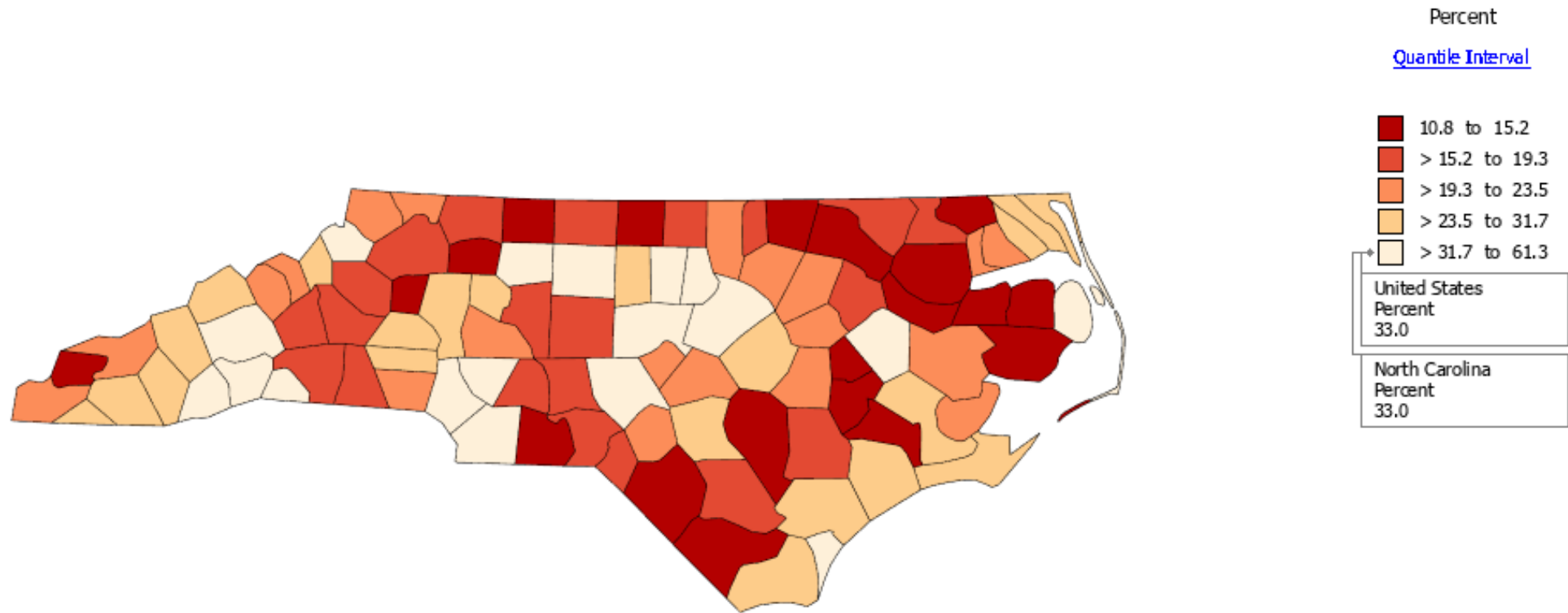
[†] Incidence rates (cases per 100,000 population per year) are age-adjusted to the [2000 US standard population](#) (19 age groups: <1, 1-4, 5-9, ..., 80-84, 85+). Rates are for invasive cancer only (except for bladder which is invasive and in situ) or unless otherwise specified. Rates calculated using SEER*Stat. Population counts for denominators are based on Census populations as modified by NCI.

The [US Population Data](#) File is used for SEER and NPCR incidence rates.

Rates are computed using cancers classified as malignant based on ICD-O-3. For more information see [malignant.html](#)

Data for the United States does not include data from Puerto Rico.

Demographic Data for North Carolina by County
2017-2021 American Community Survey 5-Year Data
Education: At least bachelors degree
All Races (includes Hispanic), Both Sexes, Ages 25+



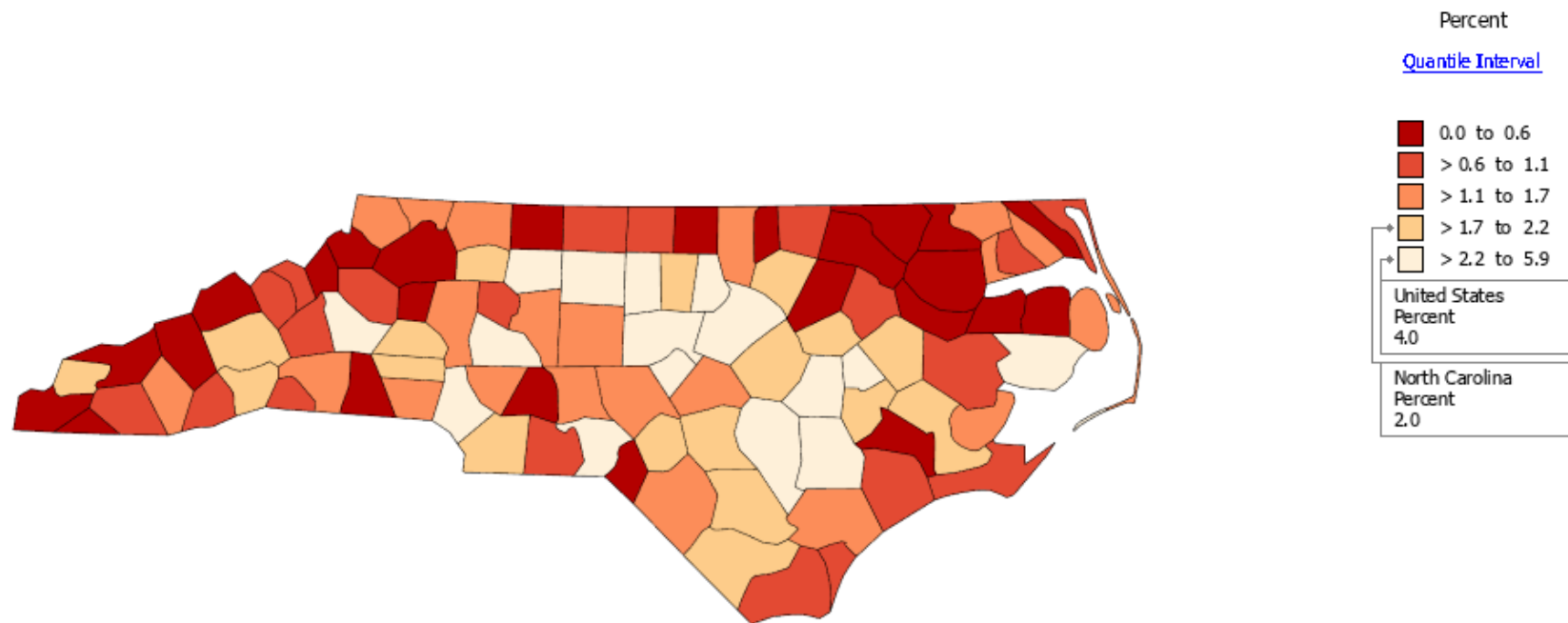
Notes:

Source: Demographic data provided by the [Census Bureau](#) and the [American Community Survey](#).
For more information about Education: At least bachelors degree see the [dictionary](#).
Data for the United States does not include data from Puerto Rico.

Language Isolation

Non-English Language: Language isolation: A linguistically isolated household is one in which no member 14 years old and over (1) speaks only English or (2) speaks a non-English language and speaks English 'very well.' In other words, all members 14 years old and over have at least some difficulty with English. Data is shown as a percentage of households.

**Demographic Data for North Carolina by County
2017-2021 American Community Survey 5-Year Data
Non-English Language: Language isolation
All Races (includes Hispanic), Both Sexes, Ages 14+**



Notes:

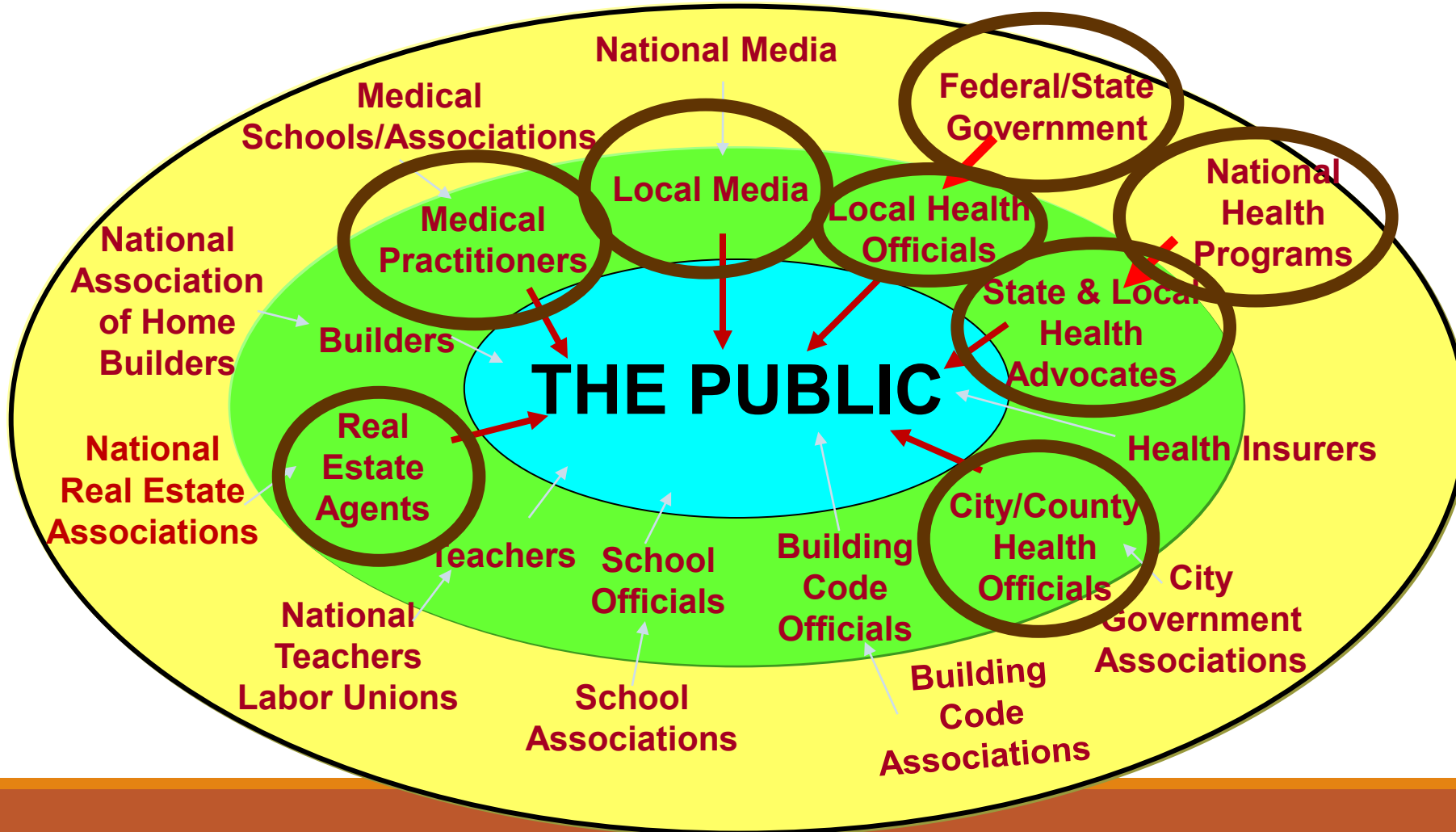
Source: Demographic data provided by the [Census Bureau](#) and the [American Community Survey](#).
For more information about Non-English Language: Language isolation see the [dictionary](#).
Data for the United States does not include data from Puerto Rico.

Partnerships

Audiences and Partners

The Public

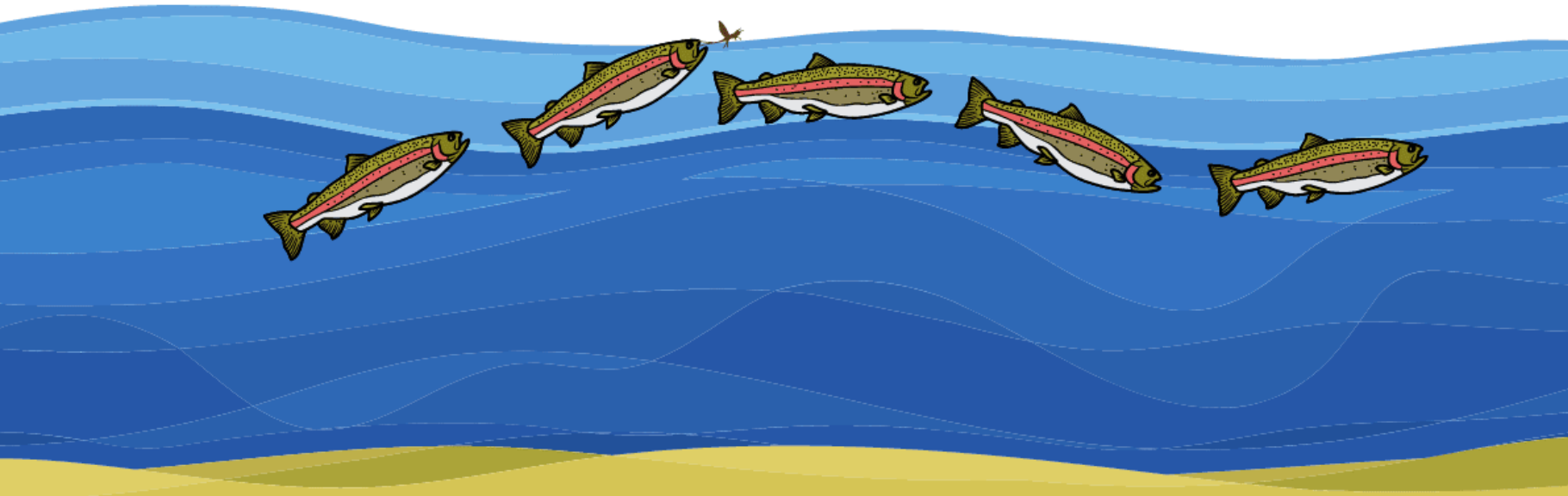
- Ever Smokers
- People caring for children
- Historically Marginalized Populations
- Owners of Homes
- Owners of Rentals



2023 Social Media Project

Flyfishing for Trout

The Classic Sipping Rise



Methods for Marketing

Twitter

Instagram

Facebook

Audio recordings

Video recordings

E-Newsletters and E-magazines

Smart Phone Ads

Website

Products for all audiences

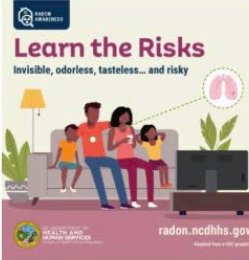

- 18 different content social media graphics (*adapted from CDC and EPA*)
 - Graphics text translated to Spanish (which then is 18 images in English and 18 in Spanish)
 - Formatted for Twitter, Facebook, and Instagram (which then results in 108 images)
 - 44 dates chosen throughout one year (June to May)
 - Spreadsheet in both English and Spanish containing type formatted for Twitter, Instagram, and Facebook
 - Audio message from the NC Academy of Family Physicians (*adapted from Minnesota*)
 - Audio message from the Western NC Health Policy Initiative



🔍
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🔗
75%
Normal text
Times ...
- 11 +
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NORTH CAROLINA RADON PROGRAM Social Media Campaign (ENGLISH)

DATE	TWITTER TEXT	FACEBOOK AND INSTAGRAM TEXT	TAGS + ORG HANDLES	IMAGE
June 1,	Together we can win the fight against preventable radon-related #LungCancer in North Carolina. learn how: https://radon.ncdhhs.gov #northcarolina	Radon causes lung cancer. Do you agree? Yes No	https://radon.ncdhhs.gov #northcarolina #lungcancer #radon	<p style="text-align: center;"><i>PLEASE NOTE THAT THERE ARE TWO FORMATS AVAILABLE FOR EACH IMAGE: FACEBOOK AND INSTAGRAM USE THE SAME FORMAT. THE SECOND FORMAT IS FOR TWITTER.</i></p>  <p style="text-align: center;">Learn the Risks</p>
June 13,	Looking for a simple #fathersday project? Test your home for #radon and protect your family from #lungcancer learn how: https://radon.ncdhhs.gov	Have you tested your home for radon? Yes No	https://radon.ncdhhs.gov #northcarolina #lungcancer #radon	 <p style="text-align: center;">Protect your Family</p>



75%

Normal text






Times ...



11



NORTH CAROLINA RADON PROGRAM Social Media Campaign (SPANISH)

July	Extiende tu #independencia. ¡Haz la prueba de #radon y evita el #cáncerdepulmón! #northcarolina aprende cómo: https://radon.ncdhhs.gov	¿Conoces a alguien que tenía cáncer de pulmón, pero nunca fumó? Sí No	https://radon.ncdhhs.gov #northcarolina#cáncerdepulmón #radon	
July	#comprando una nueva #casa en #northcarolina? Pregúntale a tu #agenteinmobiliario sobre las #pruebas para #radon Más información: https://radon.ncdhhs.gov	¿Sabías que el Programa NC Radon enseña un curso de educación continua de 4 horas para agentes de bienes raíces?	https://radon.ncdhhs.gov #northcarolina#cáncerdepulmón #radon	
July	¡Queremos escucharte! ¿Qué ha hecho tu organización para abordar los peligros del #radon ¿Necesitas sugerencias? https://radon.ncdhhs.gov # northcarolina #Cáncerdepulmón	¡Queremos escucharte! ¿Qué ha hecho tu organización para abordar los peligros del #radon ¿Necesitas sugerencias? https://radon.ncdhhs.gov # northcarolina #Cáncerdepulmón	https://radon.ncdhhs.gov #northcarolina#cáncerdepulmón #radon	
August 10,	#Radon es la principal causa de #cáncerdepulmón entre los #nofumadores en # northcarolina más información: https://radon.ncdhhs.gov	#Radon es la principal causa de #cáncerdepulmón entre los #nofumadores en # northcarolina más información: https://radon.ncdhhs.gov	https://radon.ncdhhs.gov #northcarolina#cáncerdepulmón #radon	
August 19,	¿Tu casa tiene niveles altos de #radon? #northcarolina más información: https://radon.ncdhhs.gov	¿Tu casa tiene niveles altos de #radon? #northcarolina más información: https://radon.ncdhhs.gov	https://radon.ncdhhs.gov #northcarolina#cáncerdepulmón #radon	

Future Social Media Project

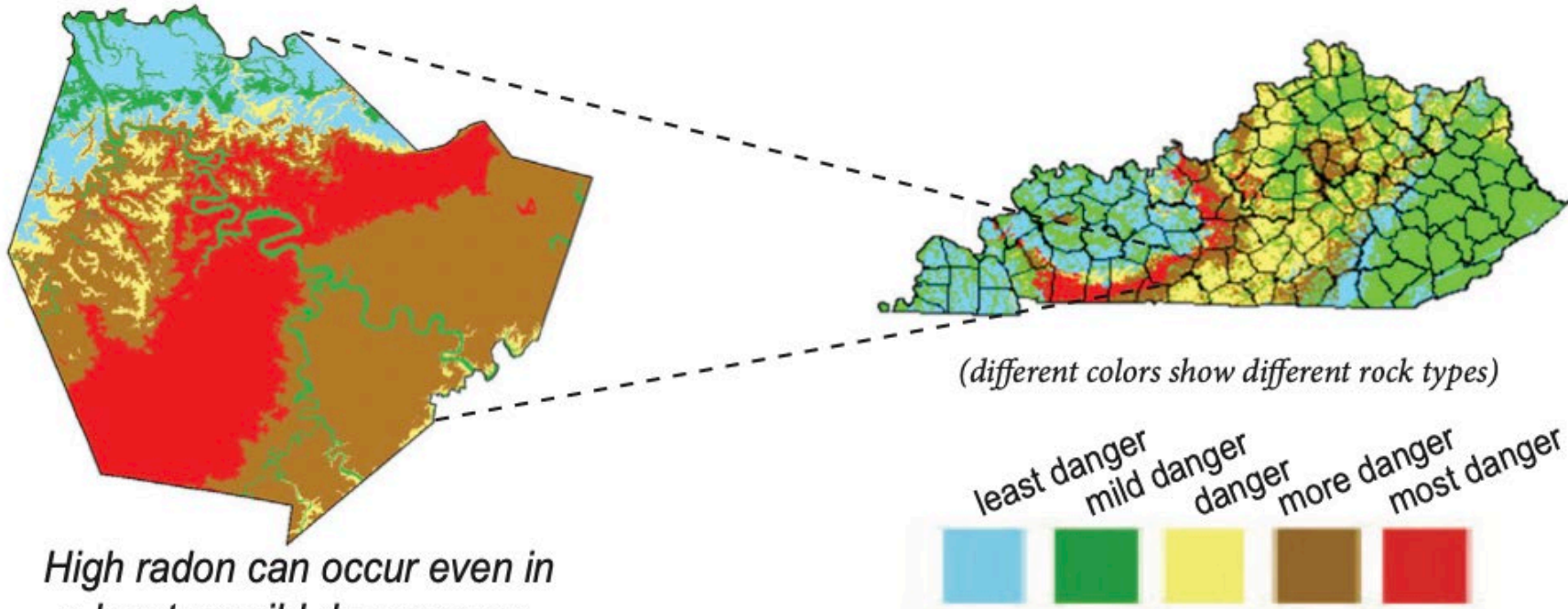
Geological Map and Education (*in process*)

County-specific campaign (*adapted from Kentucky*)

- 100 counties
- Online interactive map displaying geology, radon levels, and link to county-specific PDFs
- Utilize existing social media campaign
- Create new social media images that are county-specific with new language for Twitter, Instagram, and Facebook – all pointing back to the online map and county-specific PDFs
- All items will be translated to Spanish
 - Social media images
 - PDFs

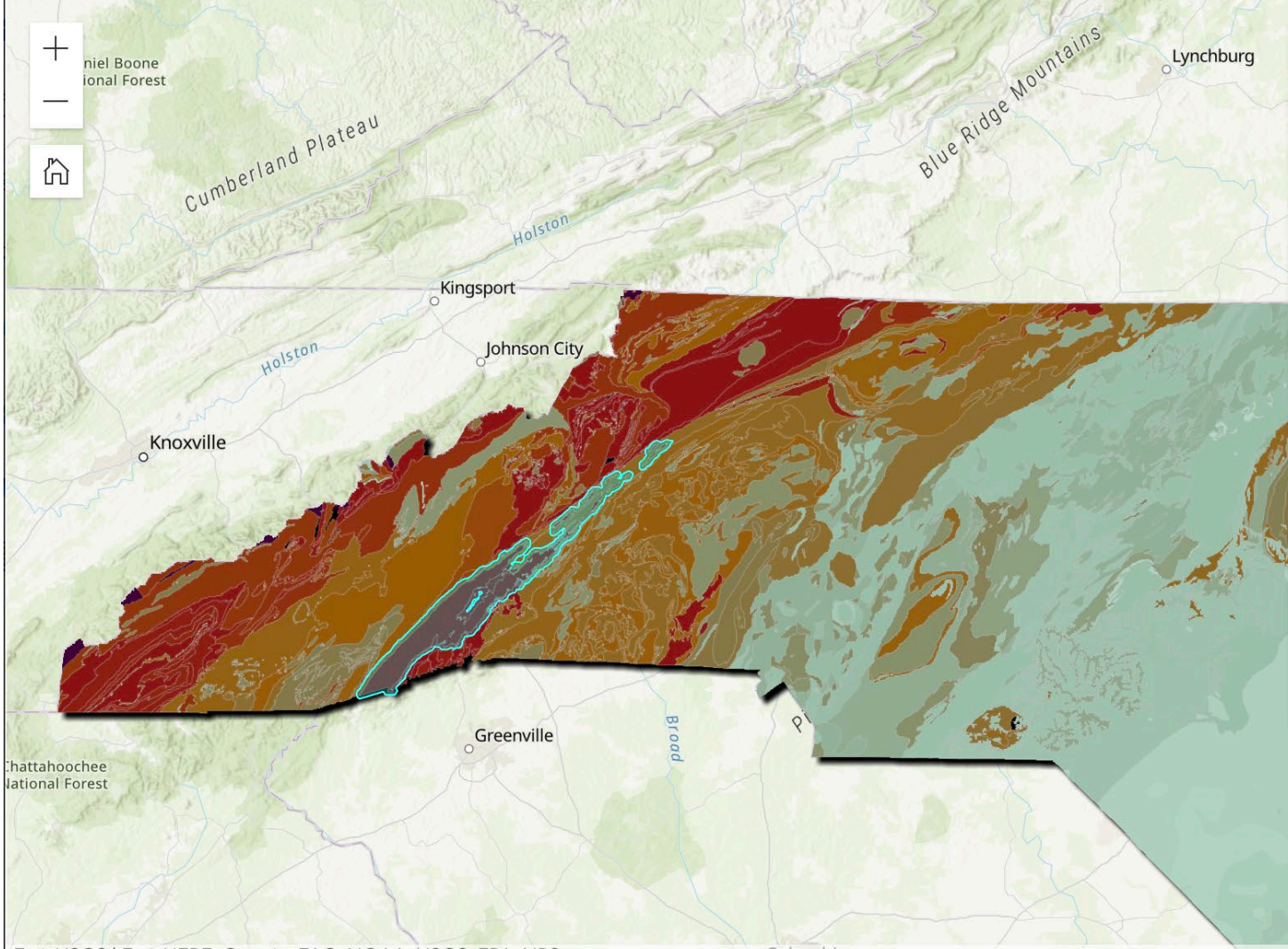
Certain types of rock have higher levels of radon:

Radon is a problem in many areas in Kentucky, including Warren County.



High radon can occur even in a least or mild danger area.

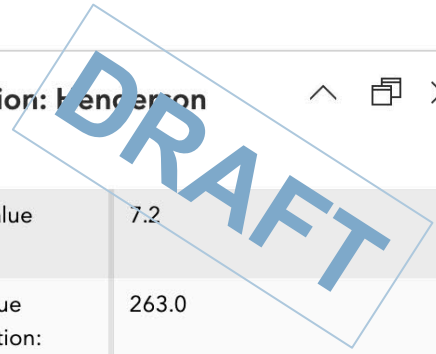
North Carolina Geologic Formations With Associated



Zoom to

Geologic Formation: Hangerman Gneiss (Chg)

Associated radon value (pCi/L):	7.2
Maximum radon value (pCi/L) within formation:	263.0
Minimum radon value (pCi/L) within formation:	0.3
Average radon value (pCi/L) within formation:	6.3
Median radon value (pCi/L) within formation:	3.6
Number of radon sample kits within formation:	5,574



Esri, USGS | Esri, HERE, Garmin, FAO, NOAA, USGS, EPA, NPS

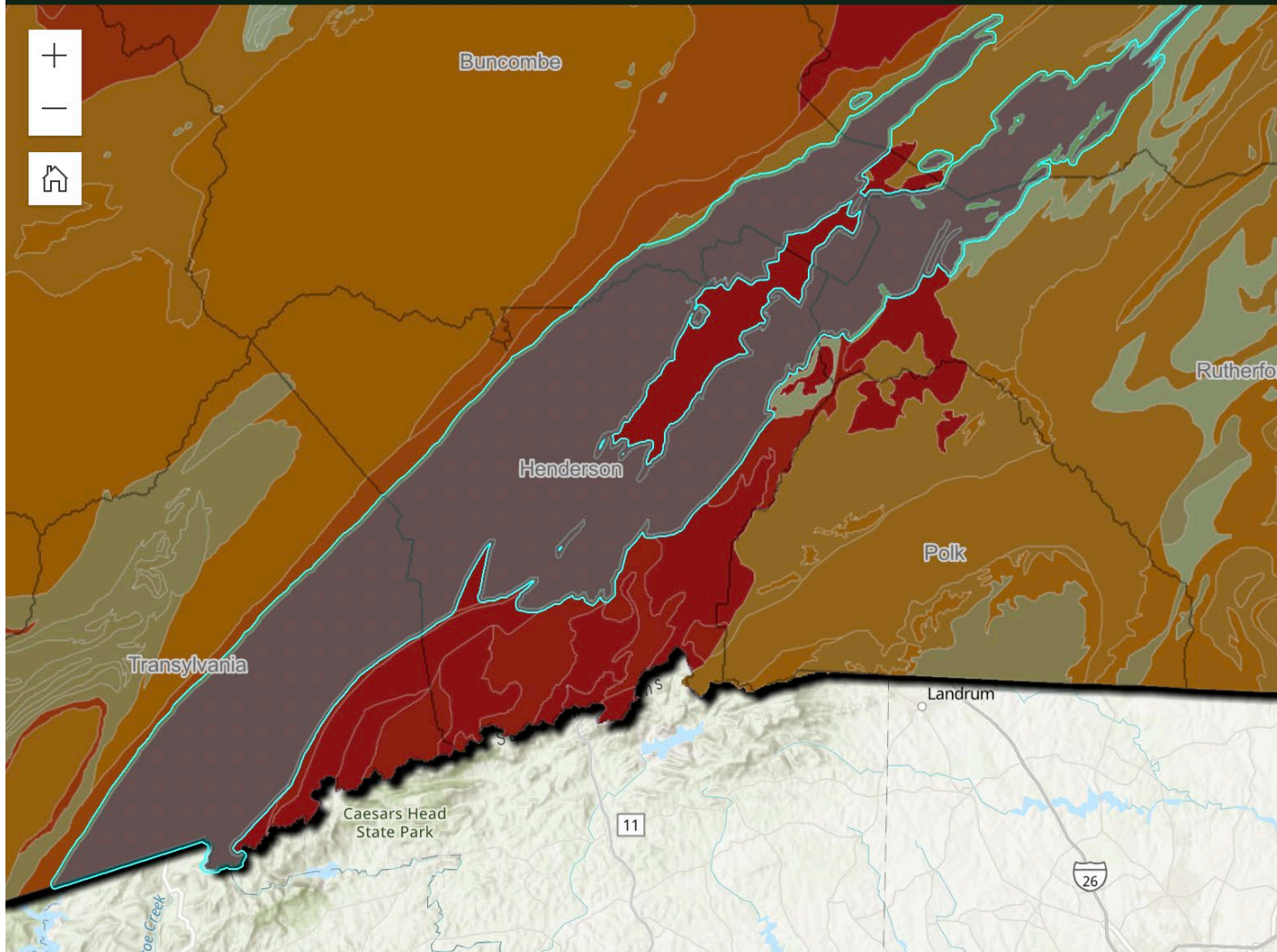
Powered by Esri



Department of Environmental Quality - Geological Survey



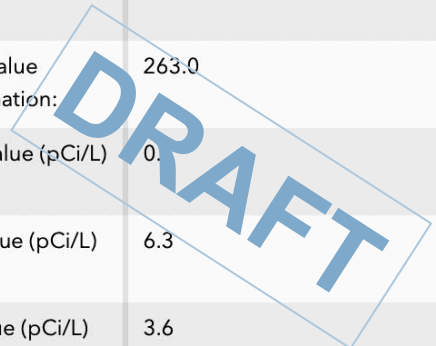
North Carolina Geologic Formations With Associated



Zoom to

Geologic Formation: Henderson Gneiss (Chg)

Associated radon value (pCi/L):	7.2
Maximum radon value (pCi/L) within formation:	263.0
Minimum radon value (pCi/L) within formation:	0.0
Average radon value (pCi/L) within formation:	6.3
Median radon value (pCi/L) within formation:	3.6
Number of radon sample kits within formation:	5,574



Esri, CGIAR, USGS | Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS | North Carolina Geodetic Survey (NCGS)

Powered by Esri



Department of Environmental Quality - Geological Survey



Test Your Indoor Air

It is important to test the air in your home, apartment, or commercial building for radon every two years. Radon is a gas that can be harmful if it builds up in your indoor air.

If your radon level is between 2 and 3.9 picoCuries per liter of air, the NC Radon Program suggests that you think about hiring a certified radon professional. They can install a system that will lower the radon level and make your air safer to breathe.ⁱⁱ

If your radon level is equal to or higher than 4.0 picoCuries per liter of air, the NC Radon Program strongly recommends that you consider hiring a certified radon professional. They can install a system that will lower the radon level and make your air much safer to breathe.ⁱⁱⁱ

Test Your Private Well Water

Testing the water from your private well is important for making sure it is safe to drink. If your drinking water comes from a private well, the NC Division of Public Health suggests testing it for radon, gross alpha, gross beta, and Uranium.^{iv}

Long-term exposure to radioactive particles like radon in drinking water can increase the risk of stomach cancer. The NC Division of Public Health also reports that drinking water with high levels of Uranium can be harmful to the kidneys.^v

If your radon level in the water is above 4,000 picoCuries per liter, it is suggested that you consider hiring a certified professional to install a system that will reduce the radon level.^{vi}

[INCLUDE THE COUNTY GEOLOGICAL MAP]

DRAFT LANGUAGE
WILL BE DESIGNED LATER

Source of Radon

Radon is a type of gas that is naturally present in rocks and soil all over North Carolina. It is created when uranium in the ground decays. Some building materials, especially in brick buildings, can also have uranium, and the only way to know if radon is being released indoors is by testing the air. Radon itself cannot be seen, smelled, or tasted.

Protect the Most Vulnerable

Smokers and People Exposed to Secondhand Smoke

While breathing in radon alone can cause lung cancer, for people who used to smoke or currently smoke, radon is 10 times more harmful, according to the Centers for Disease Control and Prevention.^{vii}

Children

The Centers for Disease Control and Prevention reports that children are twice as likely to be affected by breathing in radon than adults. Additionally, if children are exposed to tobacco smoke and elevated radon levels, their risk of developing lung cancer increases at least 20 times.^{viii}

ⁱ <http://radon.ncdhhs.gov>

ⁱⁱ <http://radon.ncdhhs.gov>

ⁱⁱⁱ <http://radon.ncdhhs.gov>

^{iv} <https://ehs.dph.ncdhhs.gov/oswp/docs/Radionuclides-FAQs-07232019.pdf>

^v https://epi.dph.ncdhhs.gov/oeo/docs/Uranium_WellWaterFactSt.pdf

^{vi} <https://www.ncdhhs.gov/radon-water-report/download?attachment>

^{vii} <https://www.cdc.gov/nceh/features/protect-home-radon/index.html>

^{viii} https://www.atsdr.cdc.gov/csem/radon/patient_education.html

DRAFT LANGUAGE
WILL BE DESIGNED LATER

Audiences and Partners

The Public

- Ever Smokers
- People caring for children
- Historically Marginalized Populations
- Owners of Homes
- Owners of Rentals

