Partnerships for Expanding Access to Home Radon Testing in Kansas

Kansas Cancer Partnership

MCA
MASONIC CANCER ALLIANCE

RADON
Kansas Radon Program

THE UNIVERSITY OF KANSAS
CANCER CENTER

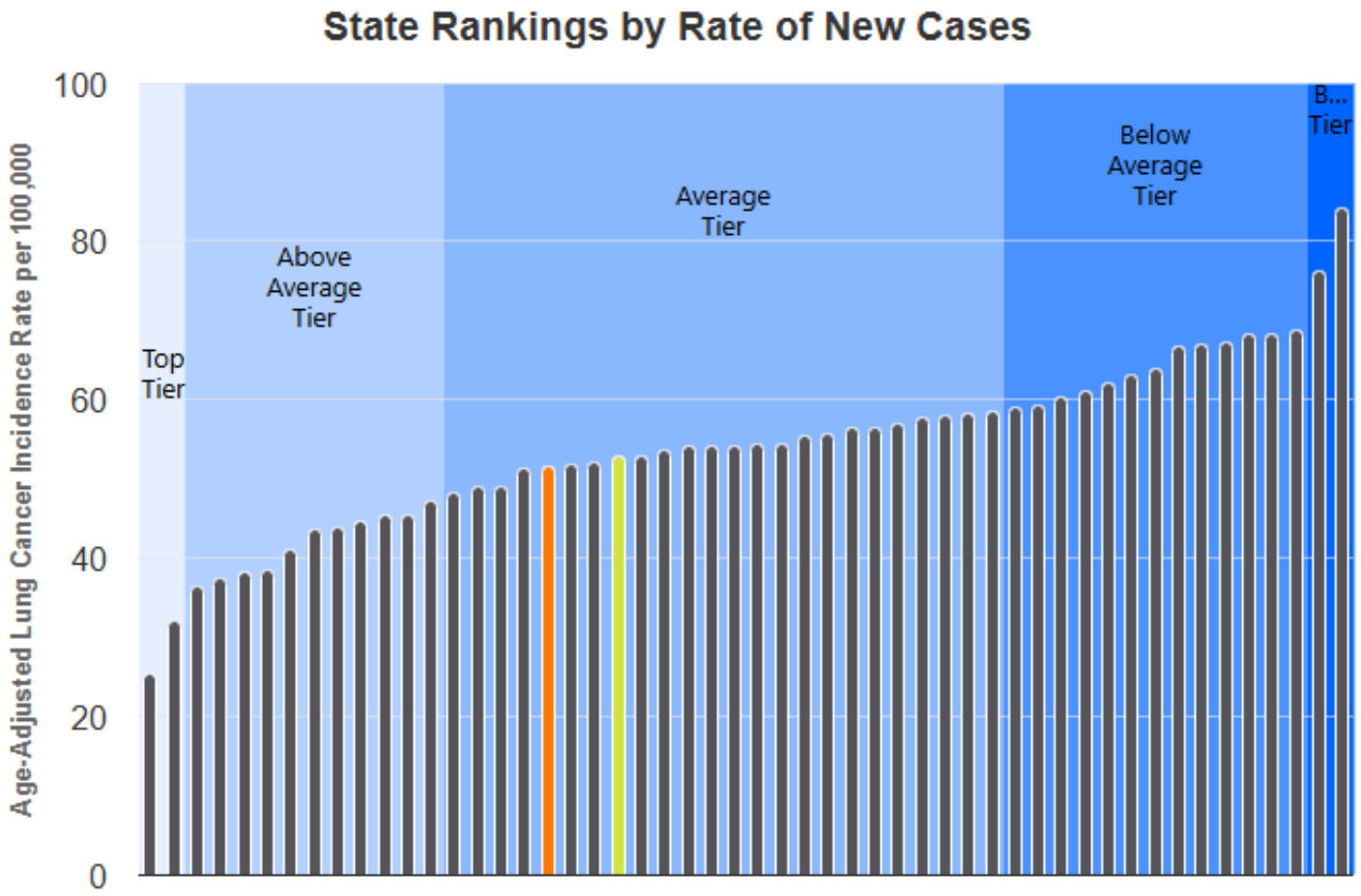
NCI Comprehensive Cancer Center
A Cancer Center Designated by the National Cancer Institute

NCI Community Oncology Research Program
A program of the National Cancer Institute of the National Institutes of Health

Learning Objectives

1. Describe a collaborative project to expand access to at-home radon testing, including partnership roles
2. Identify practical community engagement and communication strategies for at-home radon test kit distribution and follow-up

Lung Cancer in Region 7



- **Kansas:** 51.5 cases per 100,000 (red bar)
- **Nebraska:** 51.9 per 100,000
- **Iowa:** 60.3 per 100,000
- **Missouri:** 68.2 per 100,000

Source: American Lung Association, State of Lung Cancer Report, 2025

Project Partnership

Funder	Subject Matter Expert	Project Lead
• Kansas Department of Health and Environment	• Kansas Radon Program	• KU Cancer Center Community Outreach and Engagement

Additional Project Partners

- Extension Agents
- Cancer Centers
- FQHCs
- Health Departments
- HOSA (Health Occupations Students of America)
- Non-Profits





Methods of Kit Distribution & Project Funding

Methods of kit distribution:

- MCA cancer screenings
- Online requests via bookmarks distributed through community partners

- **Funding received summer 2025, included:**
  - Funding to cover the cost of radon test kits
  - Funding for texting platform to send reminders
  - Printing of bookmarks to promote

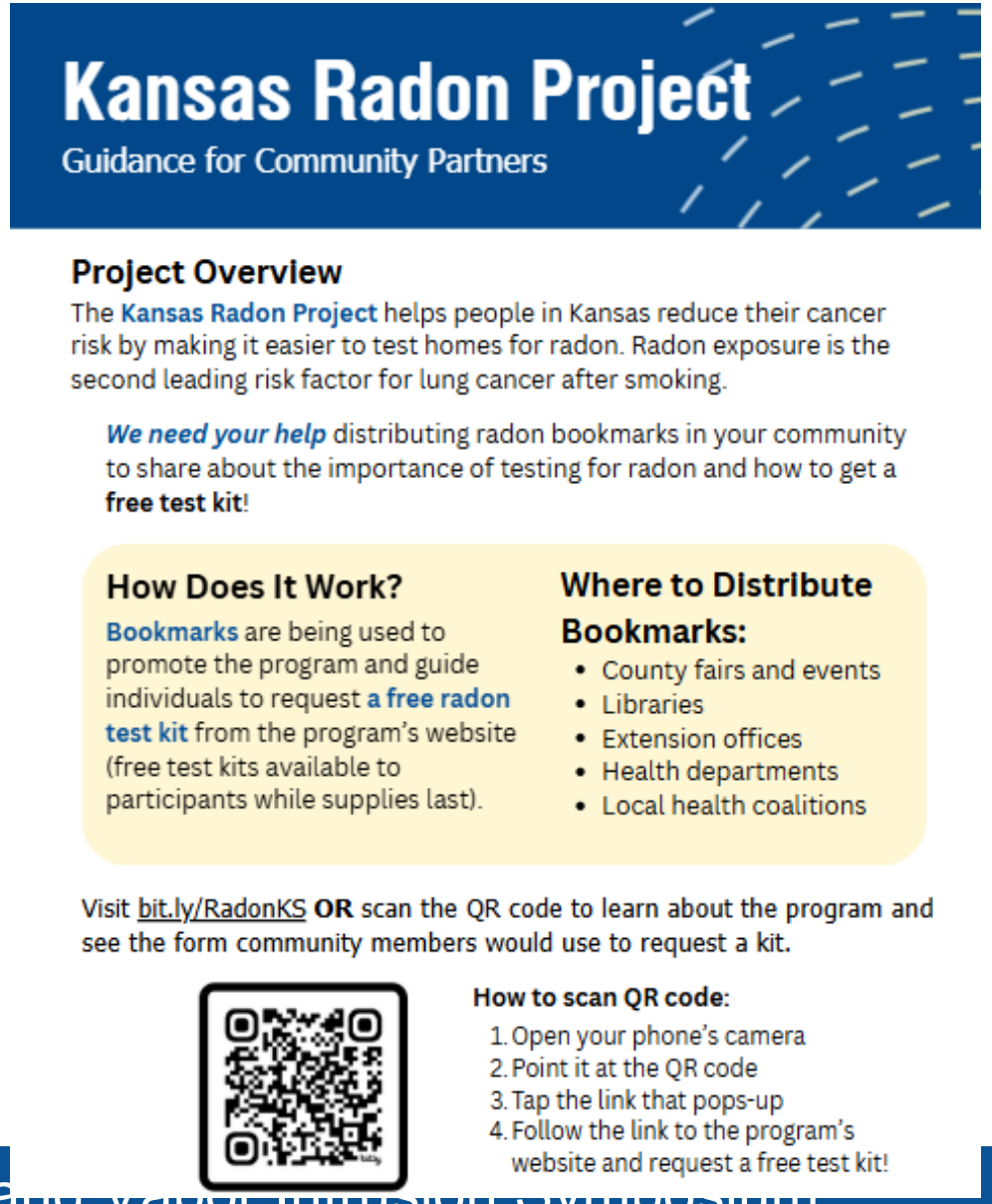
Texting & Email Reminders



- **Texts/emails sent to:**
  - Remind to test and retest
  - Remind to mitigate
  - Two-way communications to answer questions
- **Calls made:**
  - When results are above 4
  - To discuss mitigation options

Communications Materials: Guidance for Community Partners

- **Distributed guidance flyer to community partners along with bookmarks**
  - Bookmarks direct individuals to online request form



Kansas Radon Project

Guidance for Community Partners

Project Overview

The **Kansas Radon Project** helps people in Kansas reduce their cancer risk by making it easier to test homes for radon. Radon exposure is the second leading risk factor for lung cancer after smoking.

We need your help distributing radon bookmarks in your community to share about the importance of testing for radon and how to get a **free test kit**!

How Does It Work?

Bookmarks are being used to promote the program and guide individuals to request **a free radon test kit** from the program's website (free test kits available to participants while supplies last).

Where to Distribute Bookmarks:

- County fairs and events
- Libraries
- Extension offices
- Health departments
- Local health coalitions

Visit bit.ly/RadonKS **OR** scan the QR code to learn about the program and see the form community members would use to request a kit.

How to scan QR code:

1. Open your phone's camera
2. Point it at the QR code
3. Tap the link that pops-up
4. Follow the link to the program's website and request a free test kit!

Communication Materials: Reminder Postcards

1 IN 3 KANSAS HOMES HAVE HIGH RADON LEVELS

TESTING IS THE ONLY WAY TO KNOW HOW MUCH RADON IS IN YOUR HOME



WHAT YOU CAN DO STARTING TODAY:

- **Use your radon test kit**
  Follow the instructions in your kit to test your home
- **Mail it back**
  Use the pre-paid return label to mail your kit for analysis
- **Get your results**
  Know your home's radon levels

Kansas Radon Project
2005 Research Park Circle
Manhattan, KS 66502

You received a radon test kit from the KS Radon Project, don't forget to test your home!

Excess radon can increase your risk of lung cancer. Testing is the only way to know your home's radon levels.

Have questions?
Call the Kansas Radon Hotline
1-800-693-5343

Or visit the project's website:

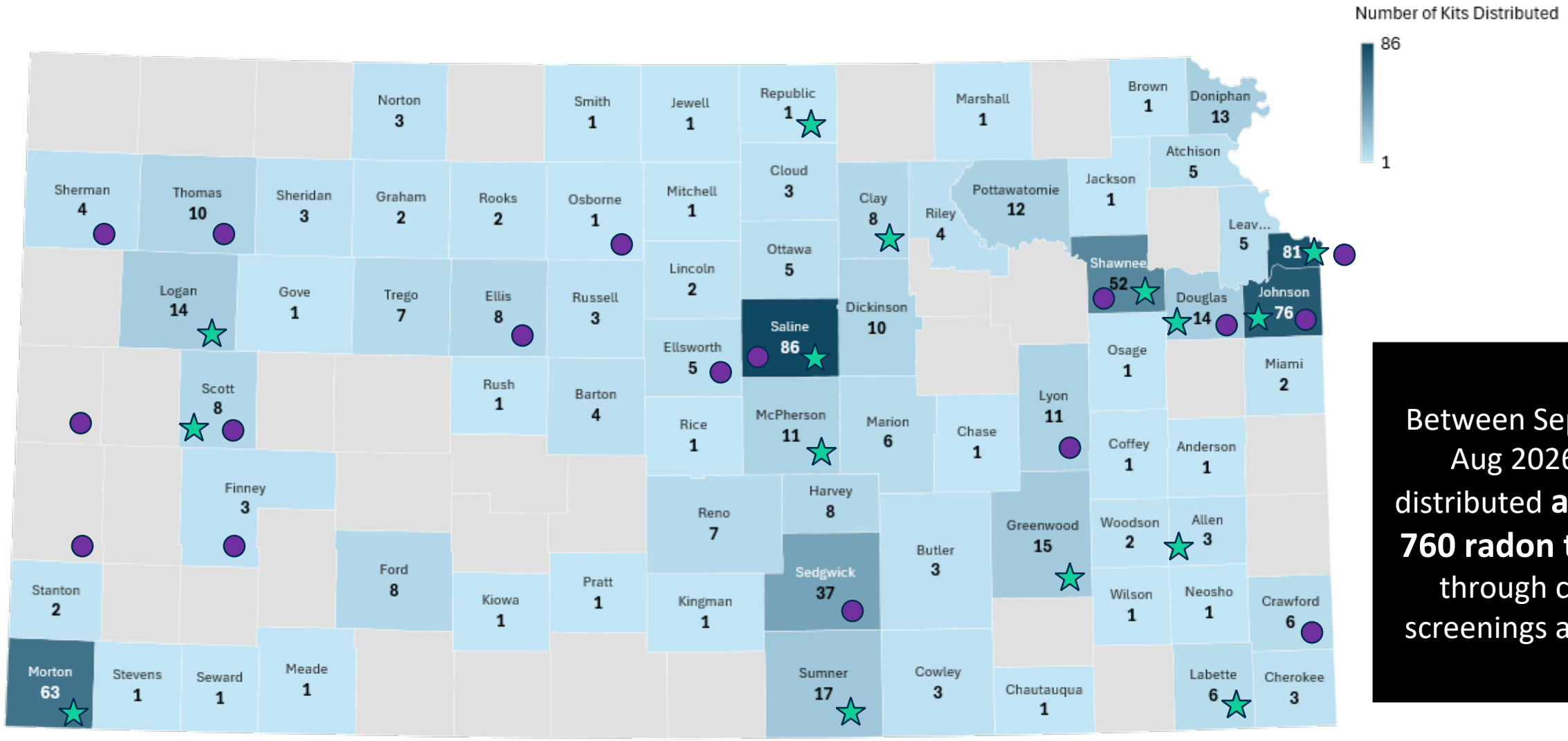
Scan QR code using your phone or visit bit.ly/RadonKS

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Kansas Radon Program

Kansas Cancer Partnership

Number of Kits Distributed by County, September 2025 - August 2026

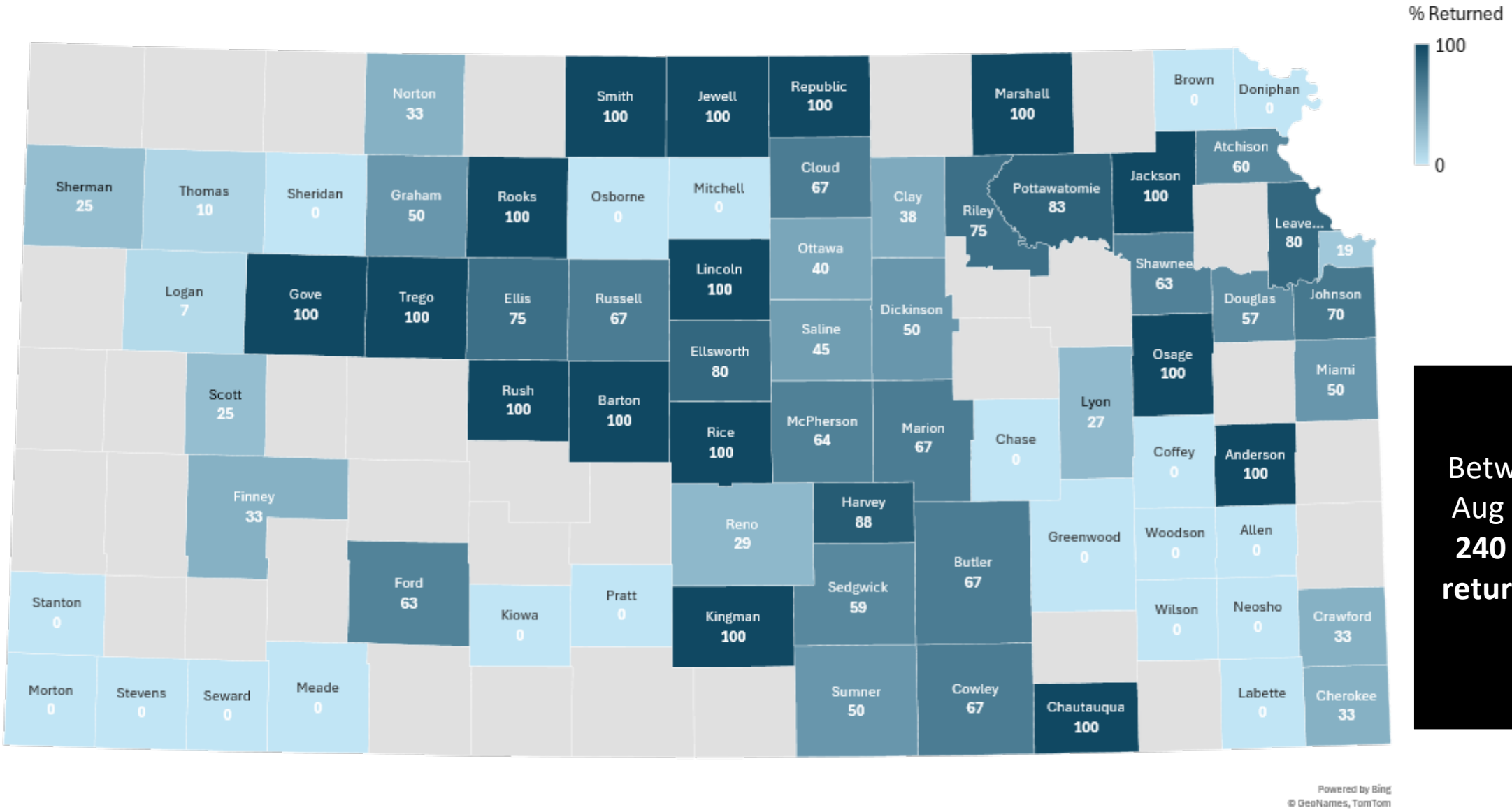


Between Sept 2025-Aug 2026, we distributed **a total of 760 radon test kits** through cancer screenings and mail.

★ = Distributed radon kits at **14 cancer screening events**

● = Distributed a total of **4,188 bookmarks**

% of Kits Returned by County, Sept 2025-Aug 2026



Between Sept 2025-Aug 2026, a total of **240 kits have been returned** (about **32% of all kits**)

Distribution & Return of First Test Kits with Results

707 first kits distributed | **214** kits returned | **30%** first kit return rate

Returns by how first kit was distributed:

Mailed to the home/online requests:



149 returned of 335 distributed

Handed out at a screening



65 returned of 372 distributed

Mailed kits (requested by the participant online) come back at more than double the rate of kits handed out at a screening event.

Breakdown of results – returned first kits (n=214):



Four or above 116 kits

Below four 84 kits

Invalid 14 kits

More than half (54%) of all returned first kits were at or above the 4.0 pCi/L action level, with an average result of 11 pCi/L .

Distribution & Return of Second Test Kits with Results

53 second kits (all mailed) | **26** kits returned | **49%** second kit return rate

Second kits returns:

Households that already saw an elevated first result return second kits at well over the first kit rate.



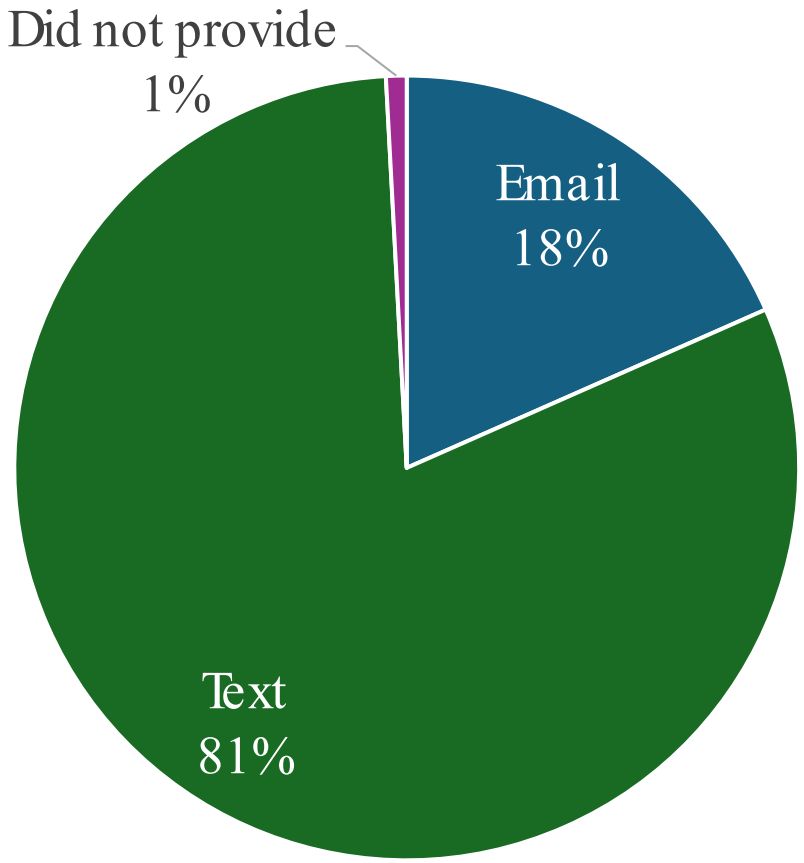
26 returned of 53 distributed, compared to 30% return rate for first kits.

Breakdown of results – returned second kits (n=26):



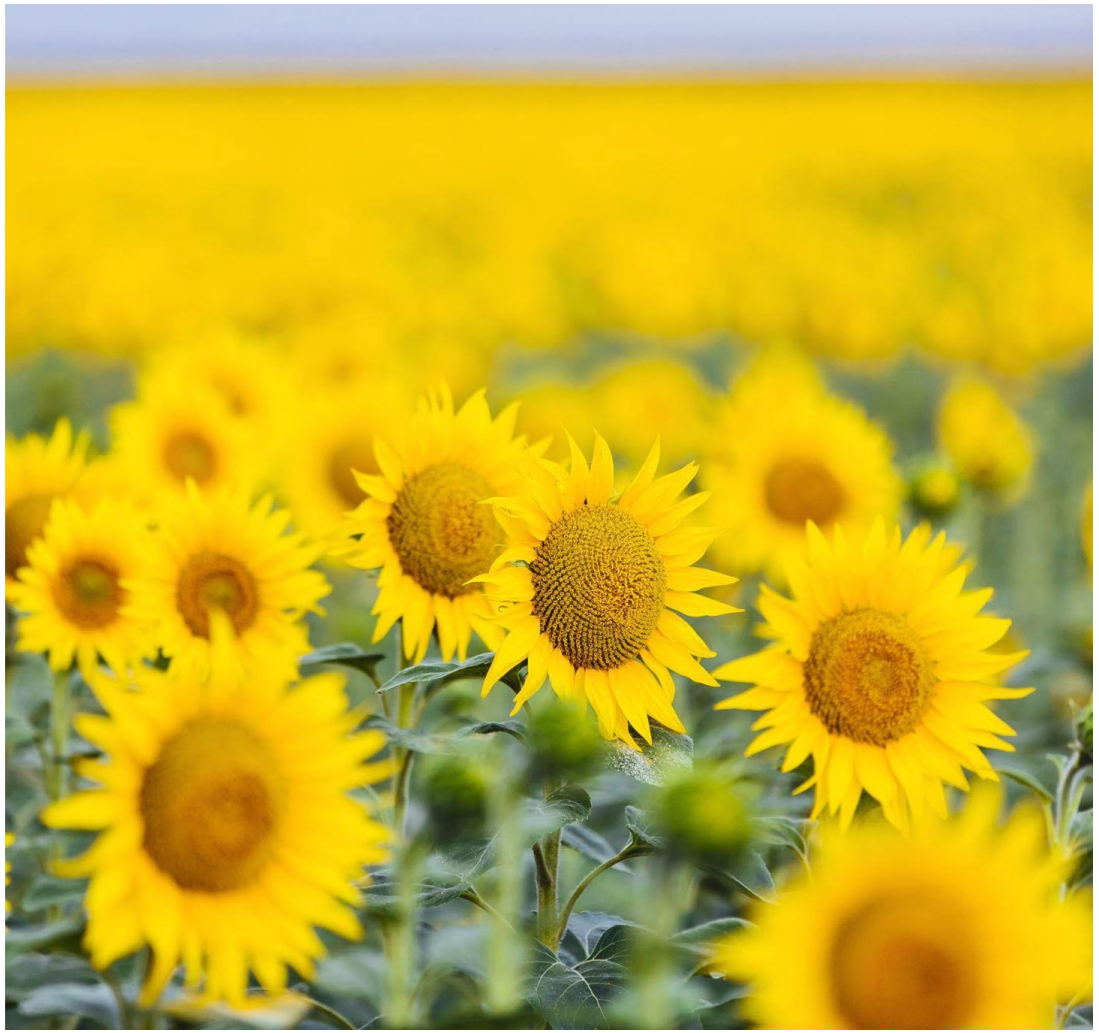
- **Four or above** 16 kits
- **Below four** 9 kits
- **Invalid** 1 kit

Communications & Reminders



Majority of participants who returned kits received at least one text message reminder (75%)

Next Steps



- **Exploring new partners and relationships to help with distribution and returns**
  - Brainstorming outreach approaches to counties with lower returns
- **Considering translation of materials into Spanish**
- **Exploring funding for mitigation**

Lessons Learned & Recommendations



- Participant follow-up requires **multiple touchpoints**
- Consider **testing logistics and timing** (e.g., summer heat, shipping delays)
- **Support for radon mitigation remains an unmet need**, primary barrier being cost
- **Partnerships drive engagement** – leveraging community partners and distributing bookmarks expanded project reach, including in rural communities

Let’s Stay in Touch

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Questions

