American Lung Association.

Best Practices in Radon Test Kit Distribution: A multi-method evaluation

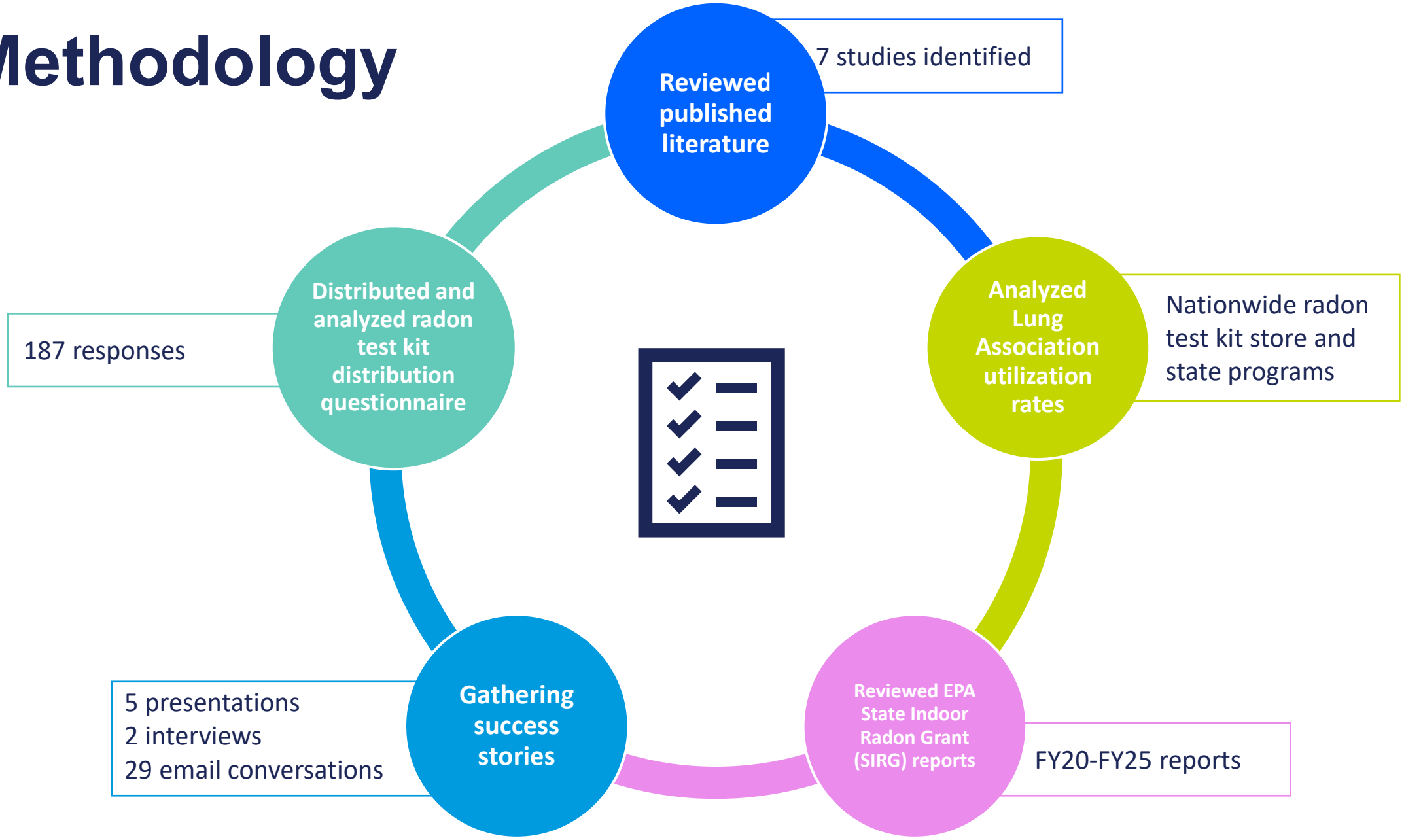
Indoor Environments 2026 Radon and Vapor Intrusion Symposium

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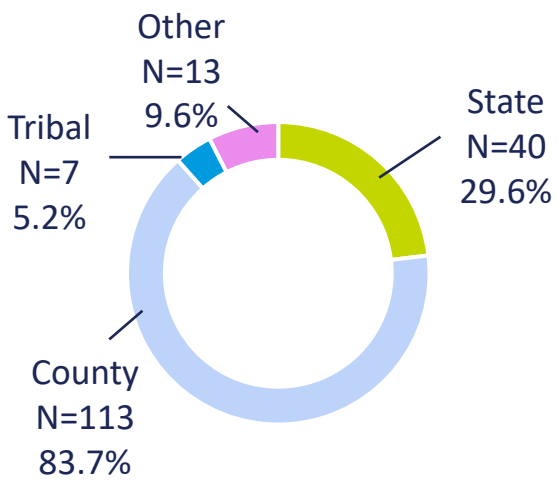
Methodology



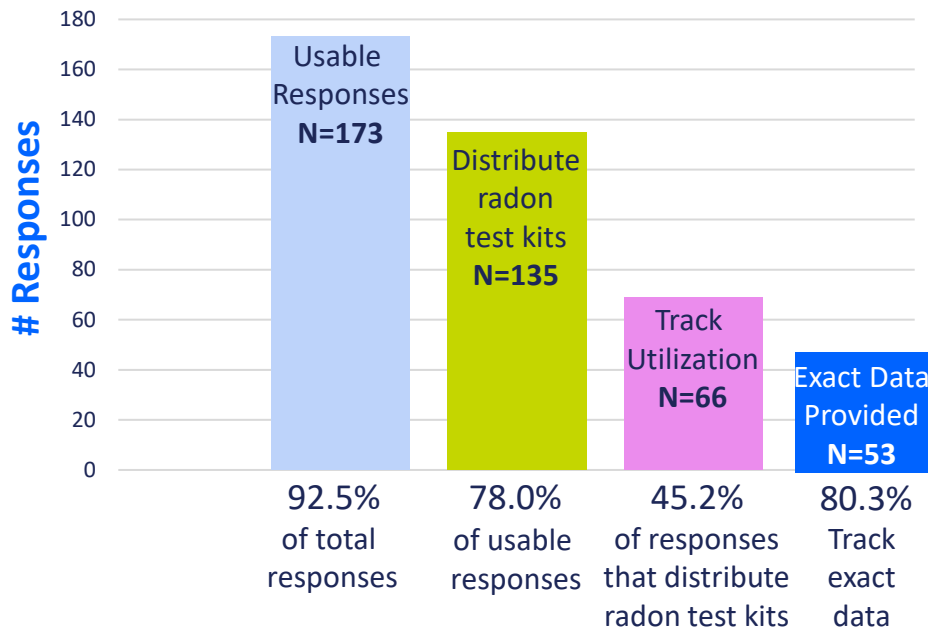
Questionnaire – Response Rate

Total Completed Questionnaires N=187 Usable Questionnaires N=173

Organization Type



Response Rate



46.7%

Average utilization rate for 53 programs that provided exact data.

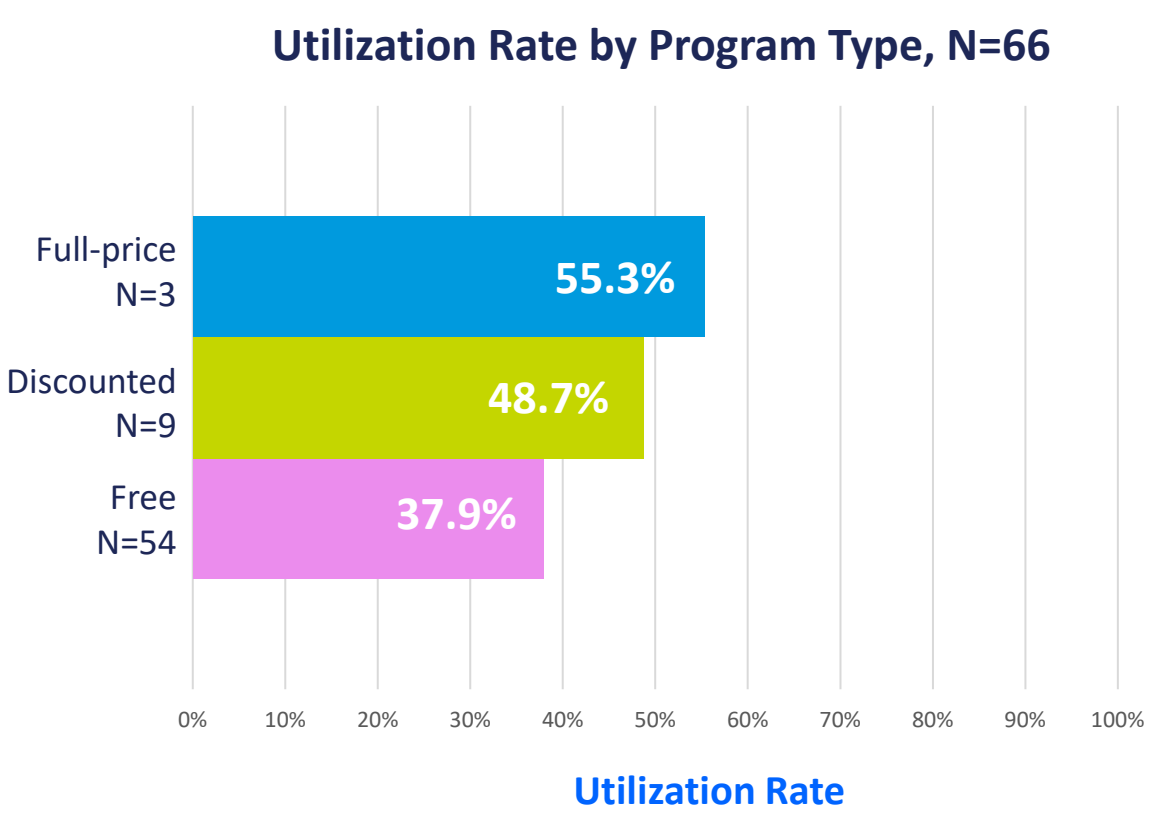
44.9%

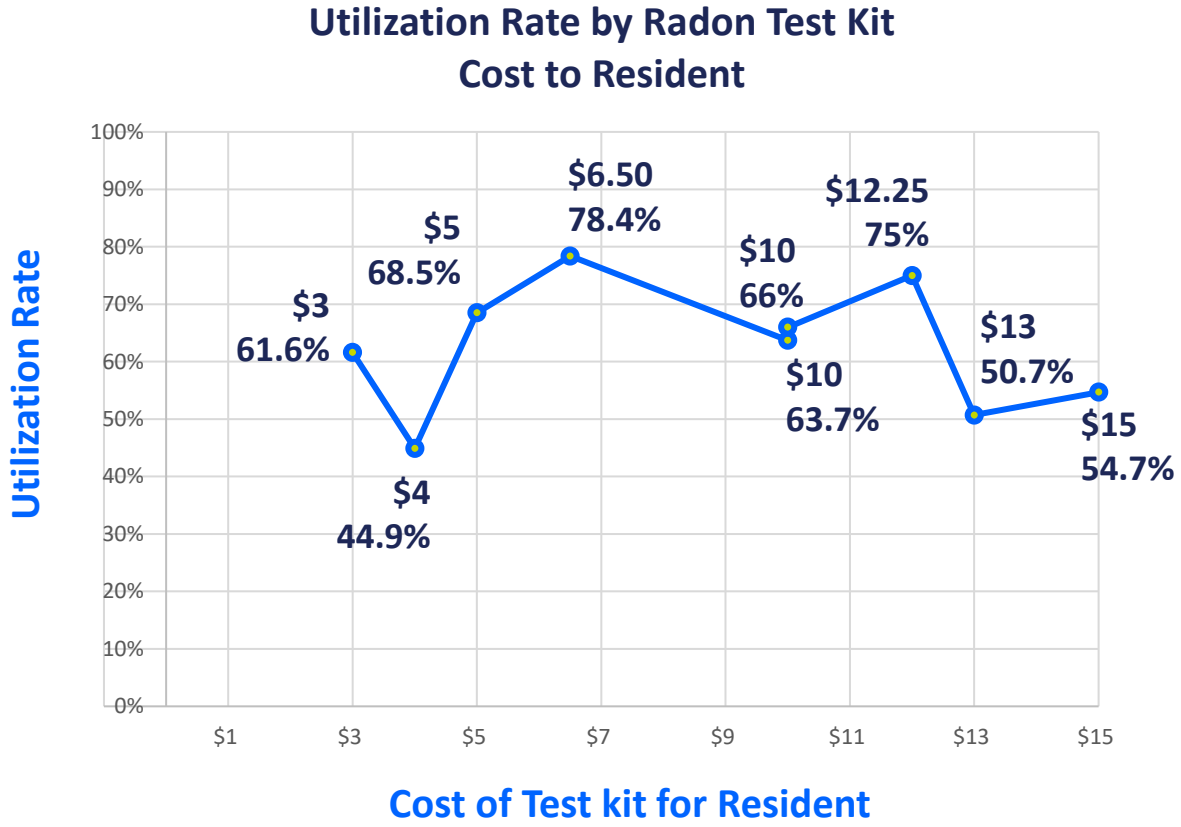
Median utilization rate for 53 programs that provided exact data.

Identified Best Practices

- Require nominal monetary fee for test kits.
- Include clear, simple instructions for using the test kit.
- Provide a pre-paid, self-addressed shipping label for test kit return.
- Integrate educational materials that support radon reduction and lung cancer prevention.
- Prioritize in-person distribution to allow a high-touch experience.
- Limit advanced ordering requirements for in-person pick-up.
- Include coupons for residents to redeem when an order process is necessary.
- Evaluate reminder efforts.
- Provide streamlined services to support residents in reducing radon exposure.
- Track radon program data and outcomes to evaluate and enhance program.

Best Practice – Require A Monetary Fee

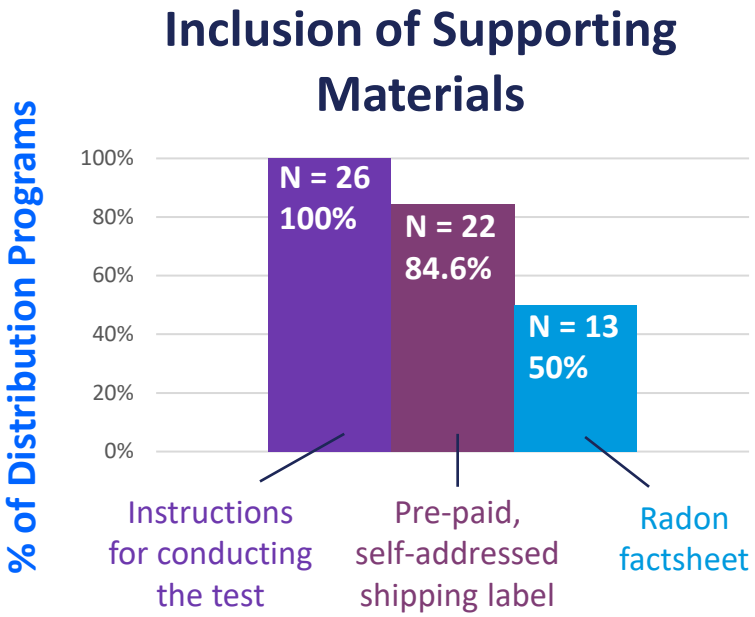


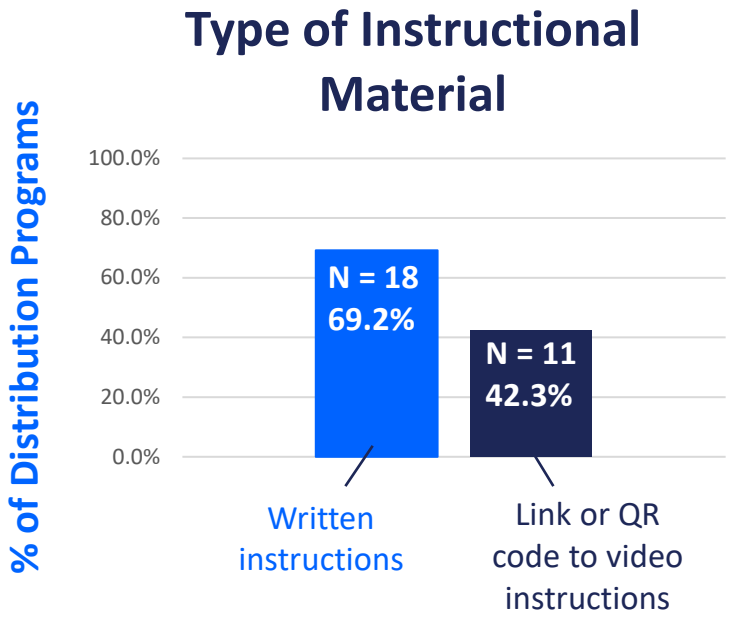


Best Practice – Provide Testing Instructions

Existing literature shows the importance of providing clear instructions and training when feasible to increase confidence in conducting radon test.

All 26 programs with utilization rates equal to or above the median utilization rate of 44.9% included instructions for using the radon test kit.





🖂 Best Practice – Use Pre-Paid Shipping Labels

84.6% of programs included pre-paid, self-addressed shipping labels. While label inclusion showed mixed utilization rates through the questionnaire analysis, literature review supports the inclusion of pre-paid, self-addressed shipping labels.

Overall, review methods support implementing program components that reduce barriers and increase immediacy of obtaining and returning test kits.

Looking beyond cost – how does including pre-paid shipping label reduce barriers?

- ✓ No address look-up needed for the lab
- ✓ No weight or postage decisions
- ✓ No post office trip
- ✓ No waiting in lines
- ✓ Helps prevent procrastination in returning test kit

Best Practice – Integrate Resources

Programs reported including:

- ✓ Written or video instructions for conducting radon test
- ✓ Factsheet about radon and its health risks
- ✓ Factsheet about interpreting results and mitigation
- ✓ State specific guidance around radon
- ✓ Radon mitigation assistance information
- ✓ Information on lung cancer screening risk assessments
- ✓ Live educational sessions to build knowledge and confidence.

CASE: Literature Review

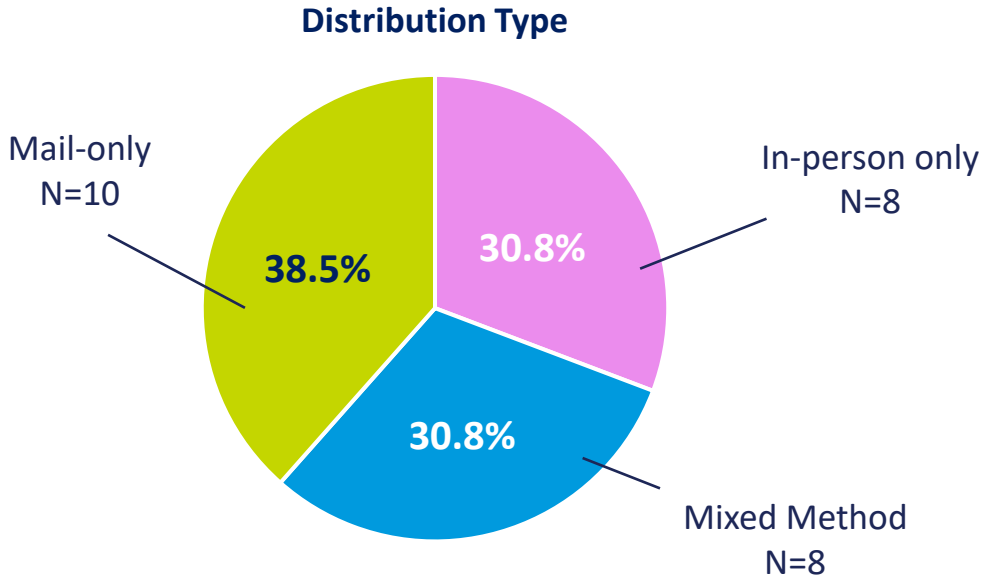
Participants received training prior to testing.

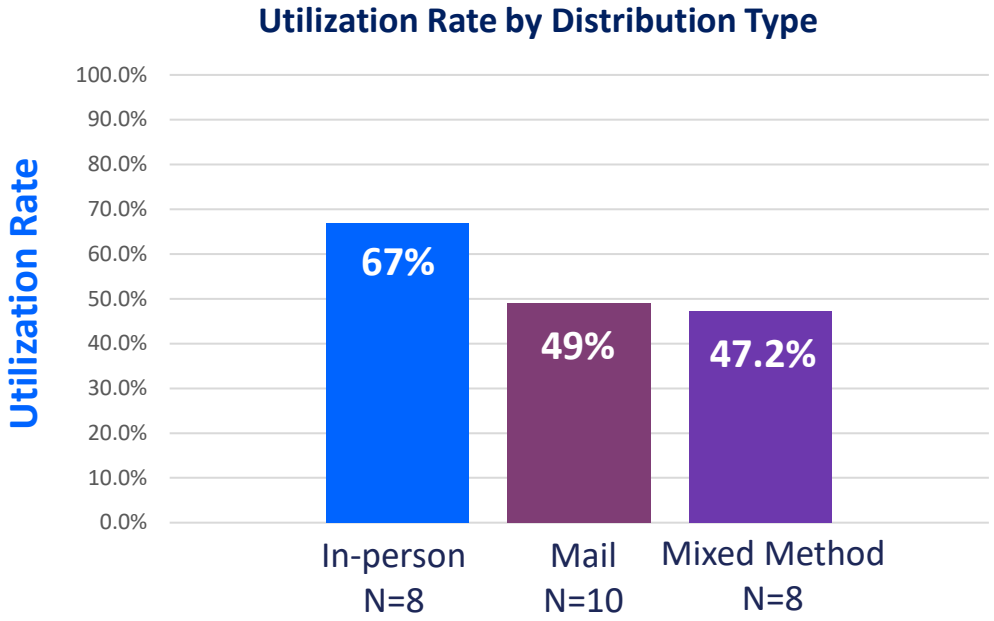
Introduction to radon	Radon testing and mitigation	Instructions for using test kit
• What radon is • Where radon comes from • How radon enters a home • Lung cancer risk • Synergistic risk with smoking tobacco	• Methods for testing • How to fix high radon levels • Testing timelines • Regulations for disclosing levels in a real estate transaction	• Choosing where to place the test kit • Instructions for using detector • How to read values • Interpreting radon results

Key outcomes = High testing completion, measurable increases in environmental health literacy, self-efficacy and intention to mitigate.

Stanifer, S, et al. 2022. Citizen Science Approach to Home Radon Testing, Env Health Literacy and Efficacy. Citizen Science: Theory and Practice, 7(1): 26, pp. 1–13. DOI:https://doi.org/10.5334/cstp.472

Best Practices – Prioritize In-person Distribution





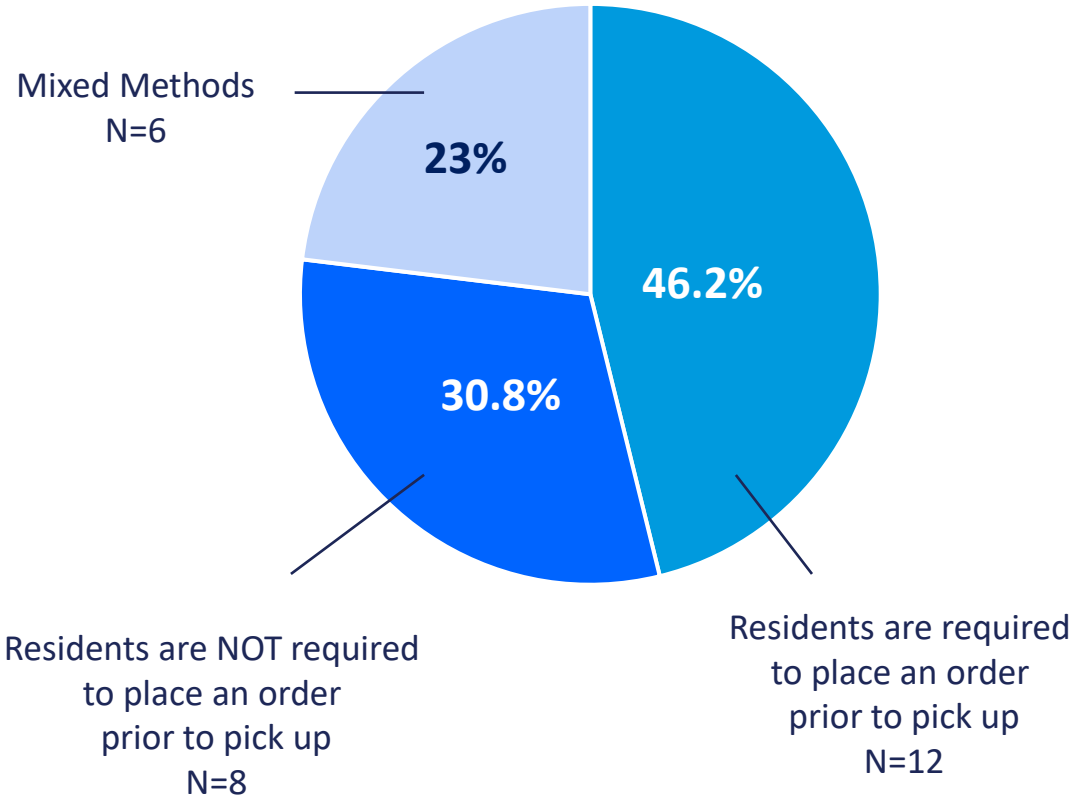
CASE: County Level Distribution

Data suggests that in-person distribution is more feasible for programs serving smaller, local populations:

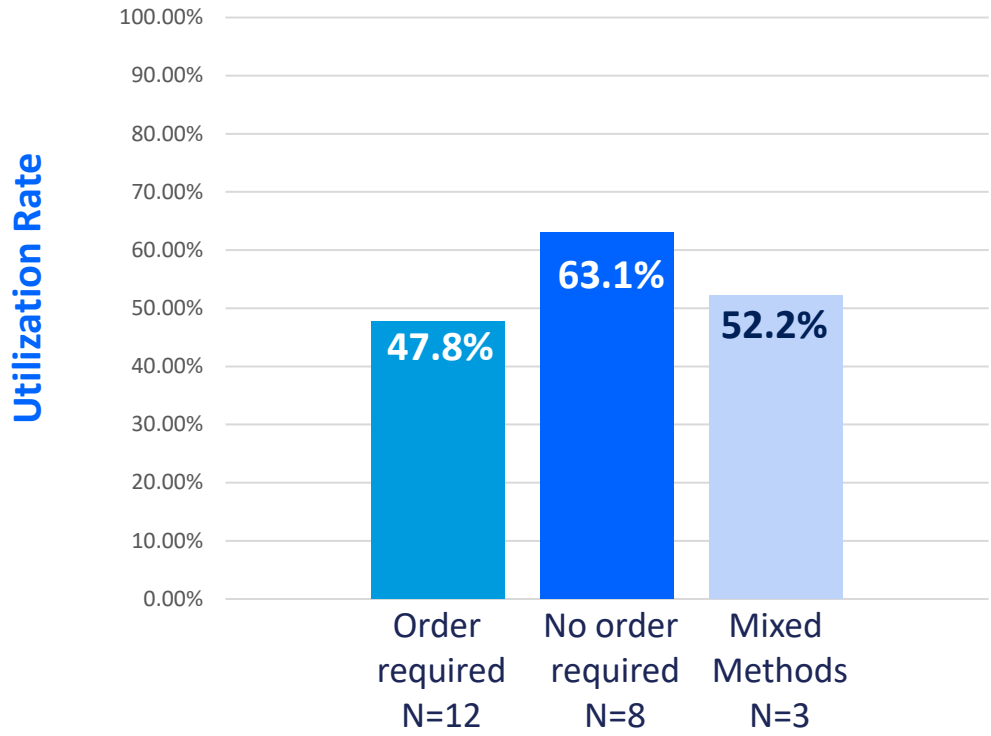
- Average # of test kits distributed **in-person only** = 193.4
- Average #of test kits distributed **by mail only** = 2,212.1

Best Practices – Limit Advanced Ordering

Program Order Requirements



Utilization Rate by Order Requirements

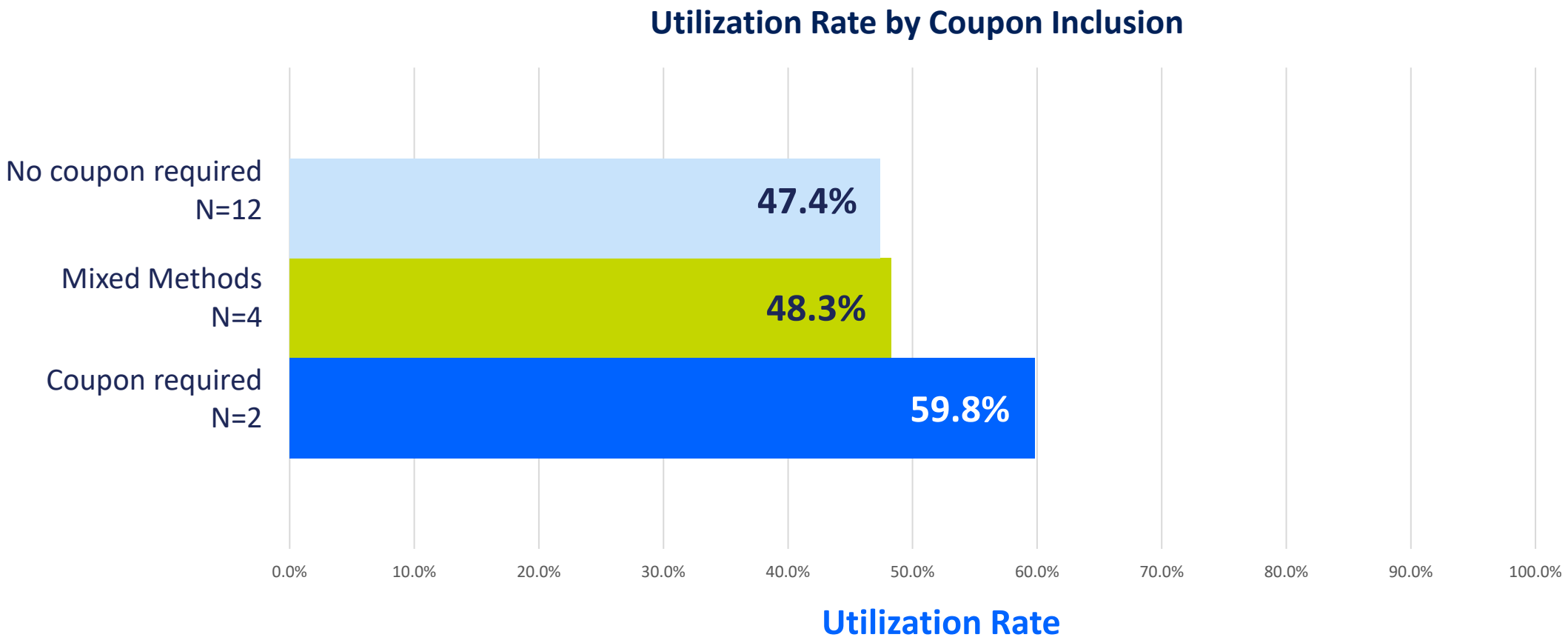


Data suggests that order requirements alone do not contribute to utilization rate, only when paired with distribution method.

Best Practices – Include Coupons

18 programs take orders: 12 require orders and 6 used a mixed method approach.

- 2 programs require the use of a coupon, 12 do not require a coupon and 4 use mixed methods.



What Do Distribution and Ordering Methods Tell Us?

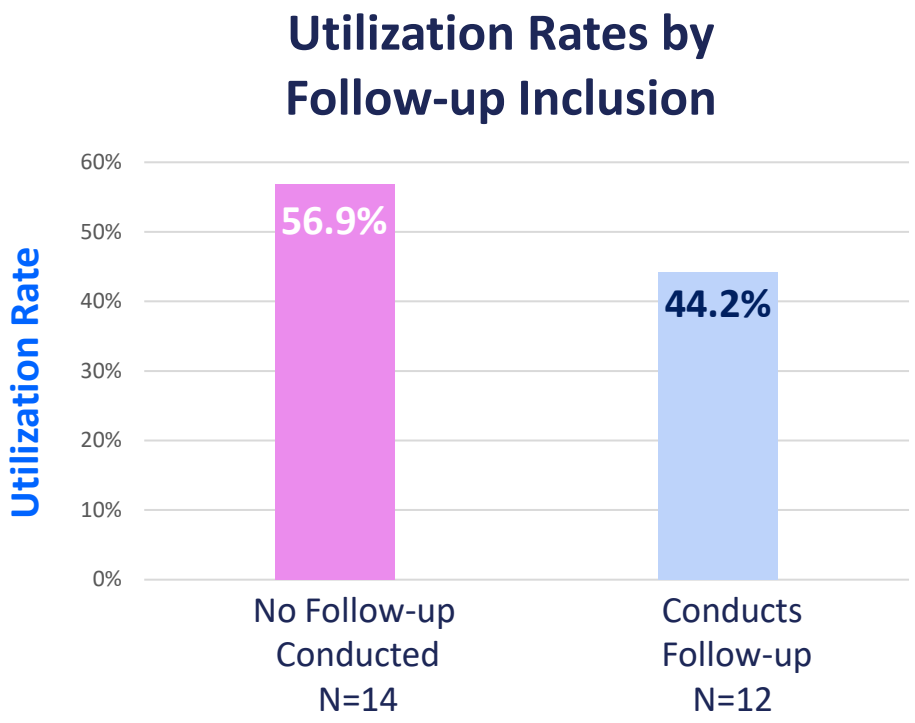
All analysis methods provide a few reasons why limiting order requirements & prioritizing in-person distribution methods are effective:

Immediacy	Effort	In-person Contact	Educational Opportunity
No wait time for order to be processed and shipped	Personal effort to pick up radon test kit	Builds strong personal connection and trust	Opportunity for short educational session at in-person pick up

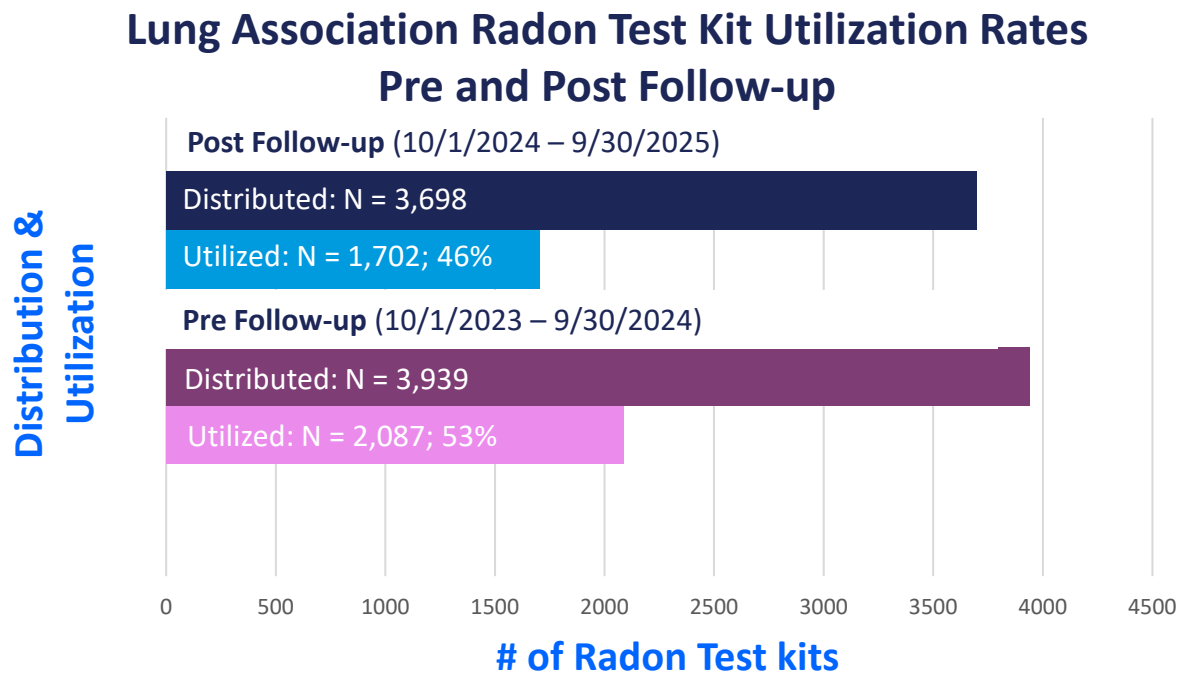
Best Practices – Reconsider Follow-up Reminders

While literature review supported the inclusion of follow-up reminders in particular settings, questionnaire responses showed mixed findings.

12 (46.1%) programs conduct follow-up reminders; **14 (53.8%)** programs do not conduct follow-up reminders.



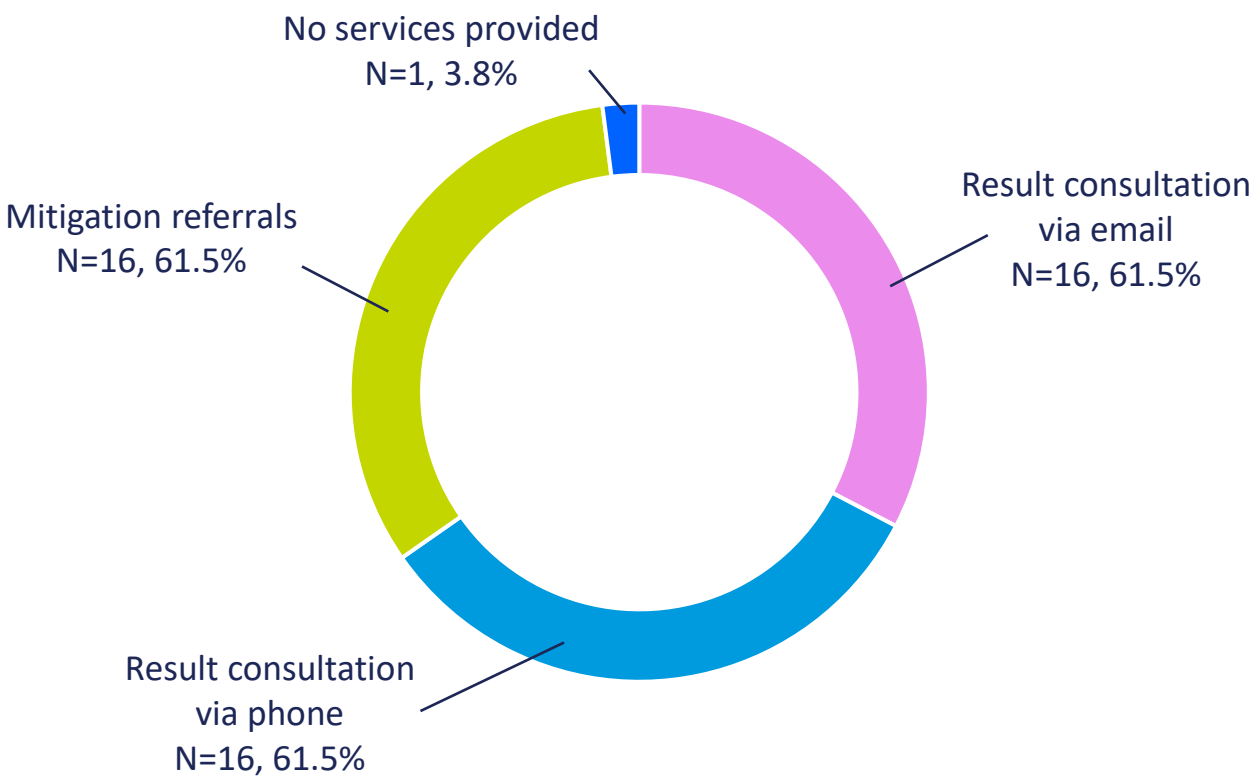
CASE: American Lung Association Test Kit Store



Best Practices – Provide Streamlined Services

Of 26 programs with utilization rates at or above the median of 44.9%, all but 1 program provided services after the radon result was received.

Services Provided After Radon Result is Received



Notes:

4 programs that provide services reported that they only provide the service if it's initiated by the resident.

Details around exact services and consultation provided was not collected.

It is recommended to proactively provide services such as mitigation referrals or result interpretation

Best Practices – Track Program Data

Track Utilization

Track each separately:

- Cost
- Order method
- Distribution method
- Materials included
- Partners involved
- Dates of program
- Amount/type of follow-up
- Services provided

Some radon programs reported WHY they do not track:

- Reporting standards vary by state and jurisdiction
- Communities do not have levels at or above 4 pCi/L
- Some program offer rebates and track who applies for rebates, but this isn't inclusive of everyone who mitigates
- Inconsistency in the data that is collected
- No resources to track mitigation

Track Mitigation

How other programs are tracking:

- Self-reported forms
- Partnering with local mitigation companies
- Encouraging professionals to become certified to increase data collection
- Large scale efforts: enhancing regulations

Lung Association Resources

Resources for consumers

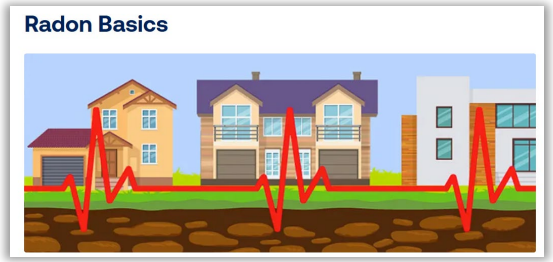
Lung.org/radon

- Radon Basics (on-demand learning course)
- What is Radon One-Pager (handout in English and Spanish)
- Radon and Lung Cancer Risk (handout)
- Radon and Lung Health (video in English and Spanish)
- Is Your Home Safe From Radon (handout)
- Smoking Cessation Interventions and Lung Cancer Screening (handout)

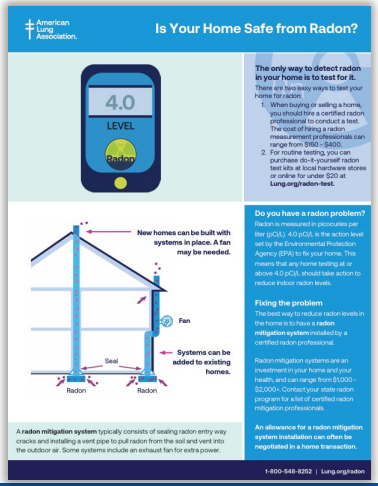
Resources for Public Health Professionals:

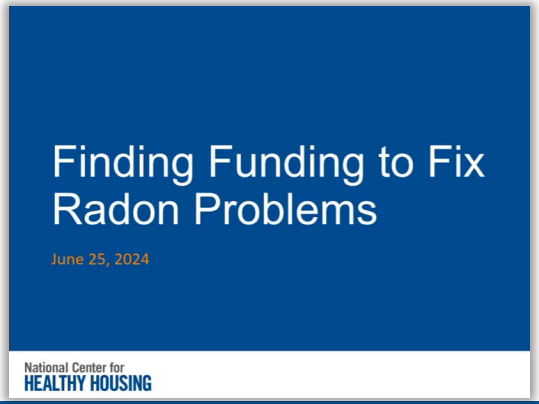
Lung.org/radon-advocates

- Finding Funding to Fix Radon Problems (webinar)
- State Credentialing of Radon Service Providers Saves Lives (backgrounder)
- Tracking Radon Data to Save Lives (backgrounder)
- Incorporating Evidence Based Interventions for Radon Into State Cancer Plans (guidance document)
- Radon in State Cancer Control Plans (webinar)

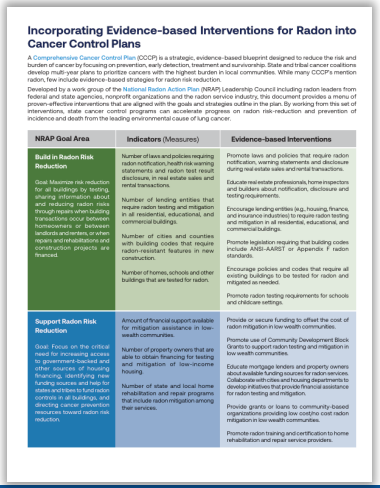












COMING SOON! Webinar & Brief

Webinar: Radon Test Kit Distribution Best Practices
November 18, 2026 at 12:00-1:00pm CT

Featuring:

- Cynthia Costello, New York State Department of Health
- Ethan Rindfleisch, Steele County Public Health, MN
- Rebecca Cantrell, University of Georgia

Questions?

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