

**ERA Workshop Prague 15 Sept 2014**

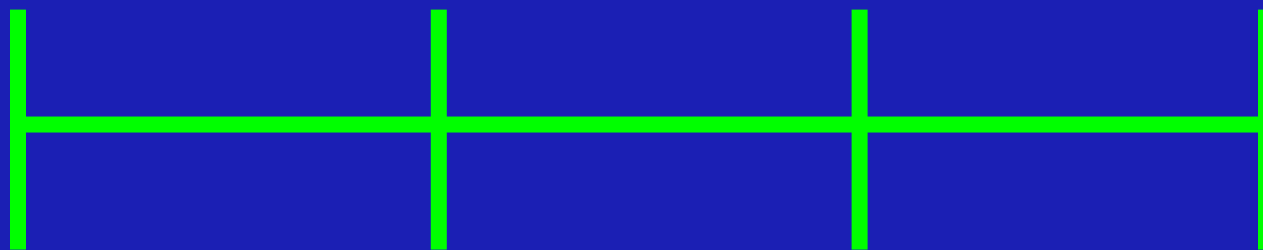
# "Public Radon Risk Communication "

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University College Dublin ,Ireland



# *Continuum of Radon Control Strategies*

***Most Flexible*** ← ***Most Restrictive***



**INFORMATION:**

Let citizens make their own choices.

**MOTIVATION:**

Encourage the public to act.

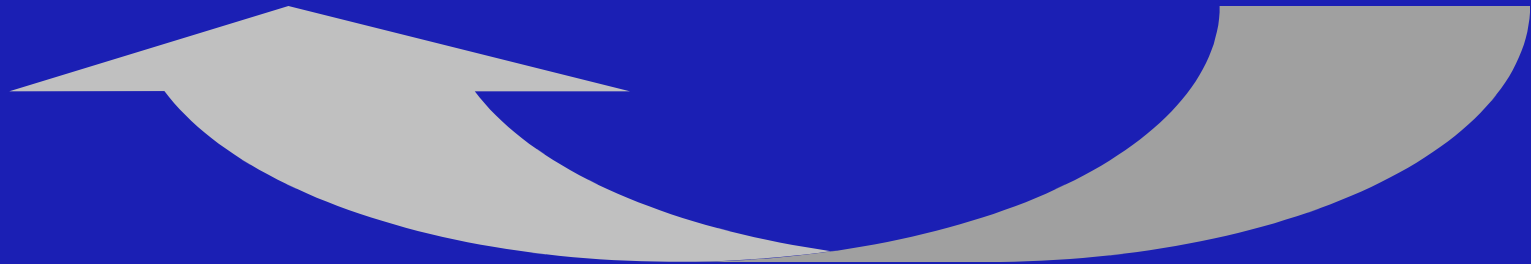
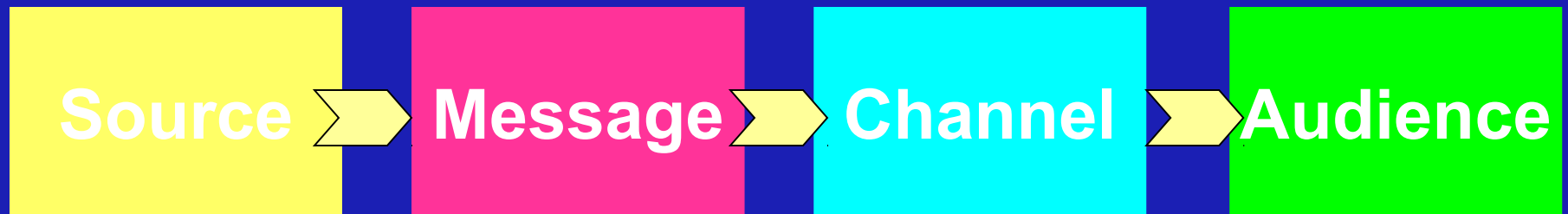
**INCENTIVES:**

Provide an advantage for acting.

**REGULATION:**

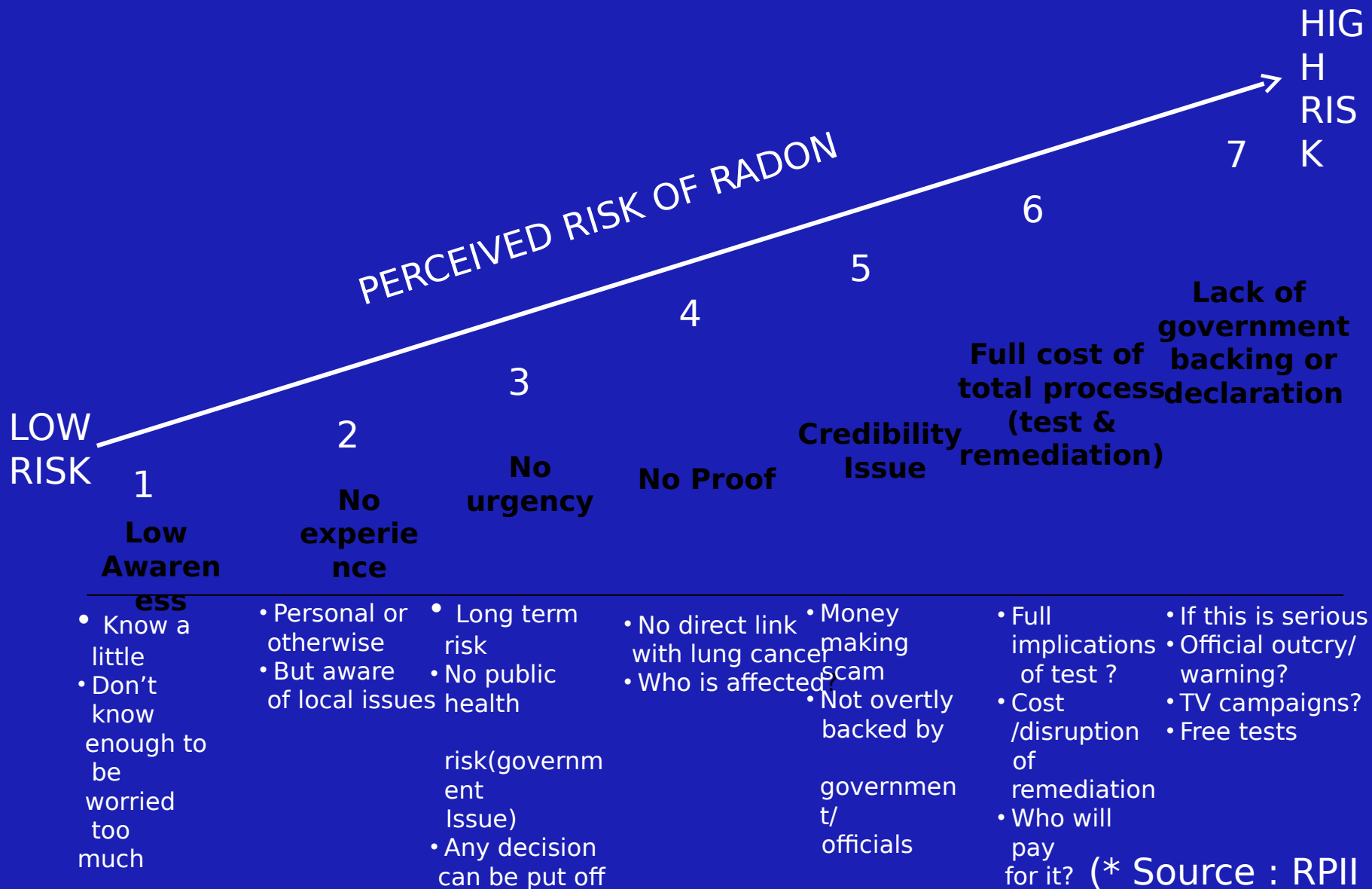
Require citizens to take action.

# *Communications Process*



**Feedback (Evaluation)**

# BARRIERS EXIST AT EACH STAGE OF THOUGHT PROCESS \*



# INFORMING THE PUBLIC

“If we think (the public) not enlightened enough to exercise their control with a wholesome discretion ,the remedy is not to take it from them ,but to inform their discretion.”

Thomas Jefferson

Author of the American Declaration of Independence

# MAIN OBJECTIVES OF RADON RISK COMMUNICATION

- RAISE STAKEHOLDER AWARENESS
- ENCOURAGE HOME TESTING AND REMEDIATION
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- STIMULATE SUPPORT FROM DECISION MAKERS

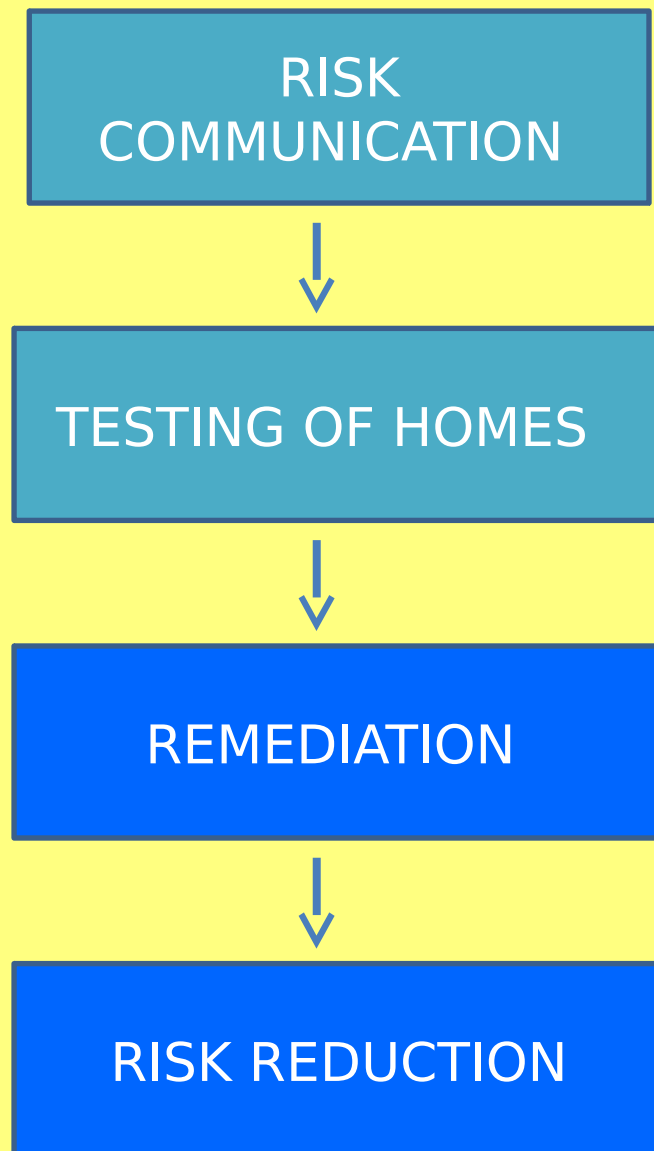
## SEVEN CARDINAL RULES FOR EFFECTIVE RISK COMMUNICATION (Corvello 2011)

1. People have the right to have a voice and participate in decisions that affect their lives.
2. Plan and tailor Risk Communication strategies to goals, audiences and channels.
3. Listen to your audience.
4. Be honest and transparent.
5. Coordinate and collaborate with credible sources of information and trusted voices.
6. Plan for media influence.
7. Speak clearly and with compassion.

"Your audience will want to know that you care before they care about what you know."



# STAGES IN RISK REDUCTION FOR EXISTING HOMES



Some recommendations on Radon Risk  
Communication  
of the RADPAR (Radon Prevention and  
Remediation)

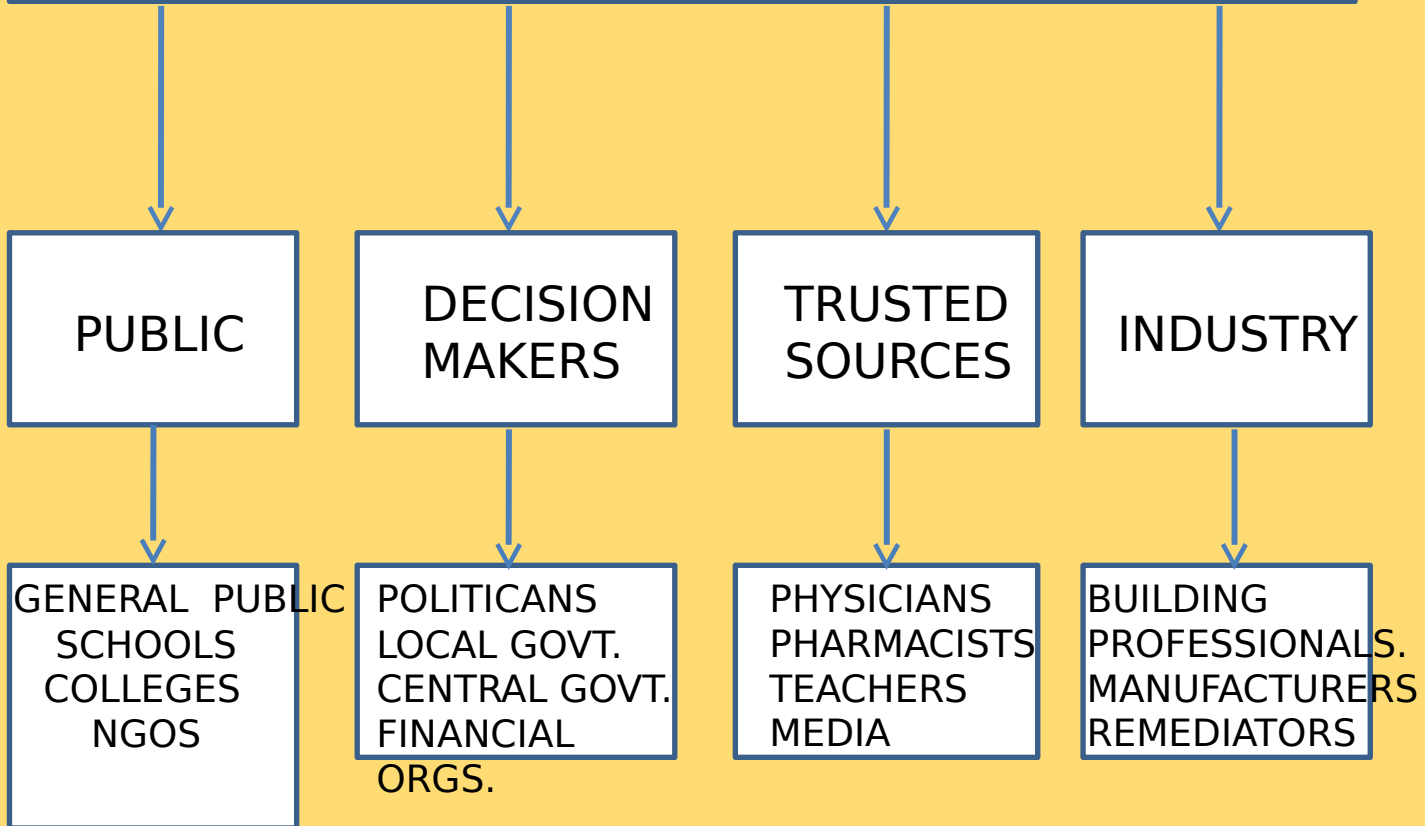
Project 2009-2012

Radon Awareness Surveys should be an essential component of a risk communication strategy .

Identify target audiences and tailor communication information accordingly.

Keep messages simple but accurate in particular when communicating with the public.

# TARGET AUDIENCES



# HIGHLIGHT ADVANTAGES TO THE TARGET AUDIENCES

**TO THE PUBLIC :** Testing may identify that your family is at risk. This health risk can be easily reduced.

**TO ELECTED REPRESENTATIVES/POLITICIANS AND GOVERNMENT AGENCIES :** Reduction in the public health burden associated with radon may be cost-effective

**TO FINANCIAL INSTITUTIONS :** The value of homes can be adversely affected by high radon levels. Prevention and remediation is cost-effective.

**TO INDUSTRY :** There are employment and profit Opportunities in radon prevention and remediation.

# *Effective Radon Messages*

- **Radon is the 2nd Leading Cause of Lung Cancer**
- **Homes With Radon Problems Can Be Fixed**
- **Radon Testing is Simple and Inexpensive**
- **Test Your Home to Protect Your Family** (Source : Krysti Miller , USEPA)

# COMMUNICATION CHANNELS

MEDIA : Newspapers , Magazines, Radio, TV, Food packaging.

TRUSTED SOURCES : Physicians, Pharmacists, Educationalists

MEETINGS/EVENTS : Radon Forums, Focus Groups, Trade Fairs, Public Events

PROFESSIONAL LITERATURE : For Builders, Architects, Engineers,  
Manufacturers.

:

Educate health officials, professional groups and the media regarding radon risk and control.

Dissemination of radon risk information should be endorsed by well known national and local agencies and be linked to other health and environmental campaigns.

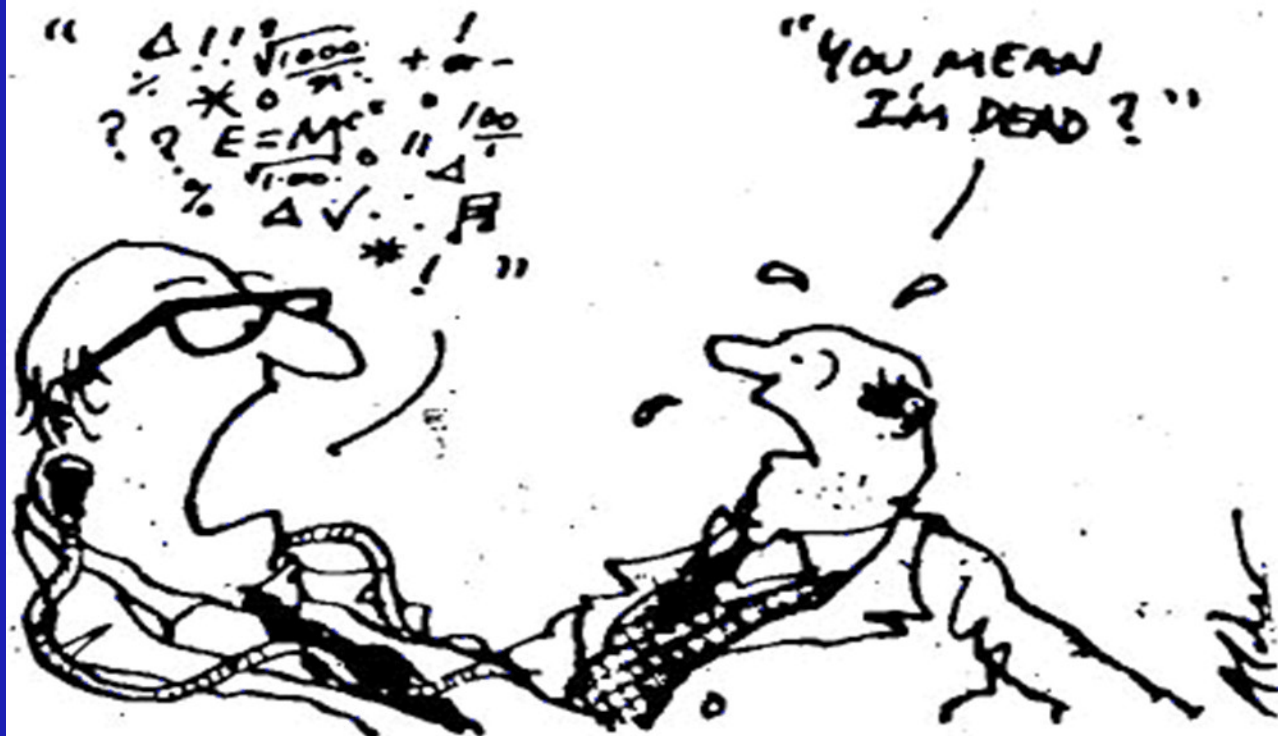
Stakeholders should be integrated into communication campaigns.

Radon Focus Groups and attention to regional characteristics should be used to assess and improve communication effectiveness.



There should be regular assessment of  
radon information campaigns.

COMMUNICATION BETWEEN  
SCIENTISTS AND THE PUBLIC



Go raibh maith agaibh

Thank you for your attention