

The RPII's radon road shows

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Structure of Presentation

- Background
- Main objectives of road shows
- Structure and format of road shows
- Impact of road shows
- Main Findings



Background

- Need to increase no of homes carrying out radon measurements
- National Survey identified **91,000** homes with radon concentrations above the national reference level
 - End 2004 ~ **25,000 houses** had measured radon and ~ **3,200** were above Reference Level
 - Progress has been slow in identifying homes with high radon concentrations
 - High level of awareness about radon but very few householders are having their homes tested for radon
- Need to increase number of workplaces carrying out radon measurements.
 - End 2004 ~ **1000 workplaces** had measured radon and **112** were above the Reference Level
 - Need to inform employers of their obligations regarding radon in workplaces
- It has been shown in other countries (UK for example) that initiatives at local level tend to work better than those centrally operated.



Main Objective of Road Shows

- *To heighten the public's and employers awareness of the dangers associated with exposure to radon*
 - Increase in radon measurements carried out both in houses and workplaces
 - Increase in numbers carrying out radon remediation where high radon levels have been found



Areas Visited

- All areas visited were large towns in High Radon areas
 - Ballina Feb 22nd to 24th
 - Sligo Apr 6th to 7th
 - Kilkenny Jun 19th to 21st
 - Waterford Oct 7th to 18th
 - Tralee Nov 14th to 16th



General Format of each road show

- *Media interest in radon is crucial to the success of the road shows*
 - 77% of those aware of radon learnt about radon gas through TV, radio, Newspapers/magazines etc
 - Press release was issued to media prior to road show
 - Contents of press release have a local focus and may highlight a National radon issue.
 - National (Ballina, Kilkenny and Tralee)
 - Local (Sligo, Waterford)



General Format of each road show

- Visit to school which had elevated radon levels
 - General presentation on radon to students
 - Video on radon in homes and what can be done to fix homes with high radon levels
- Presentation to local Chamber of Commerce
 - To make employers aware of the dangers of exposure to radon in the workplace
 - To highlight employers obligations under current safety in workplace legislation regarding radon in workplaces.
 - To provide information to employers on carrying out radon surveys in workplaces
 - To outline to employers how to deal with workplaces with elevated radon concentrations



General Format of each road show

- Information stand on radon in local shopping centre
 - Facilitated householders and employers looking to talk to RPII about radon
 - Reinforced the radon issue at a local level
 - People are more likely to respond to initiatives at a local level
 - People felt reassured that something was being done to address the radon issue in their locality.
- Other initiatives
 - Presentation of findings of Kilkenny Building Regulations survey to Kilkenny County Council
 - Briefing to local media in Waterford prior to visit.



Layout of information Stand

- Banners (3) showing
 - radon map of Ireland
 - General information on radon
 - Basic remediation advice
- 2 Radon “Experts” from RPII
- Brochures on radon in homes and workplaces
- Information Sheet
 - Useful websites for further radon information
 - Information on other radon measurement services





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To protect people from the harmful effects of ionising radiation, both natural and man-made, through effective regulation, monitoring of the environment and the provision of accurate and timely advice to the public and to Government

Radon Detection

Building Requirements

National Survey

Radiological Protection Institute of Ireland
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RADON



- Radon is everywhere
- Radon is a radioactive causes lung cancer
- Radon kills 150-200 people a year in Ireland
- 91,000 homes in Ireland have radon

....yours could be

Have your home checked

www.rpii.ie
Freephone 1800 300 600

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RADON

RADON IN IRISH DWELLINGS



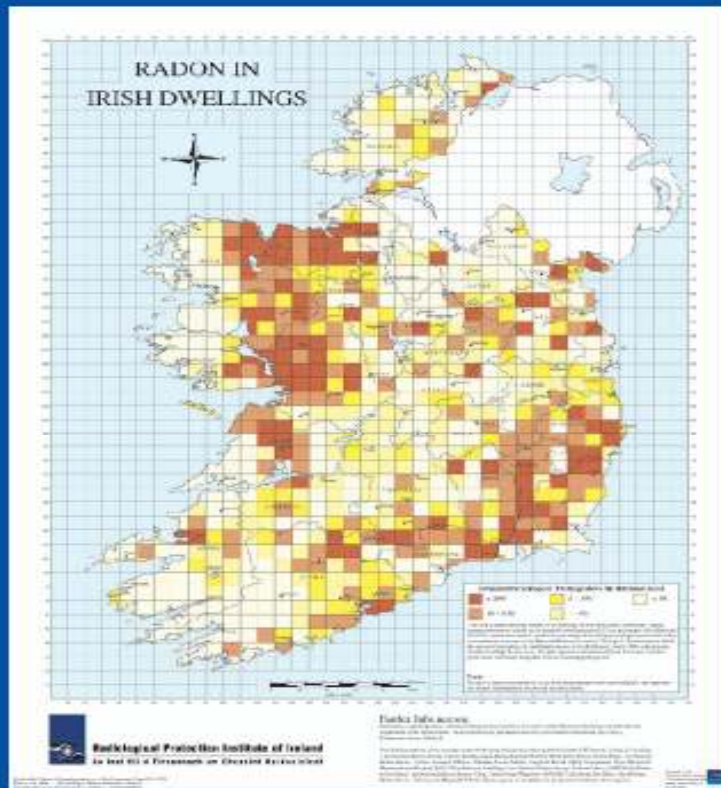
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RADON



- Radon is **everywhere**
- Radon is a radioactive gas that causes **lung cancer**
- Radon **kills 150-200** people each year in Ireland
- **91,000** homes have high radon...
...yours could be one

Have your home checked today

www.rpii.ie
Freefone 1800 300 600



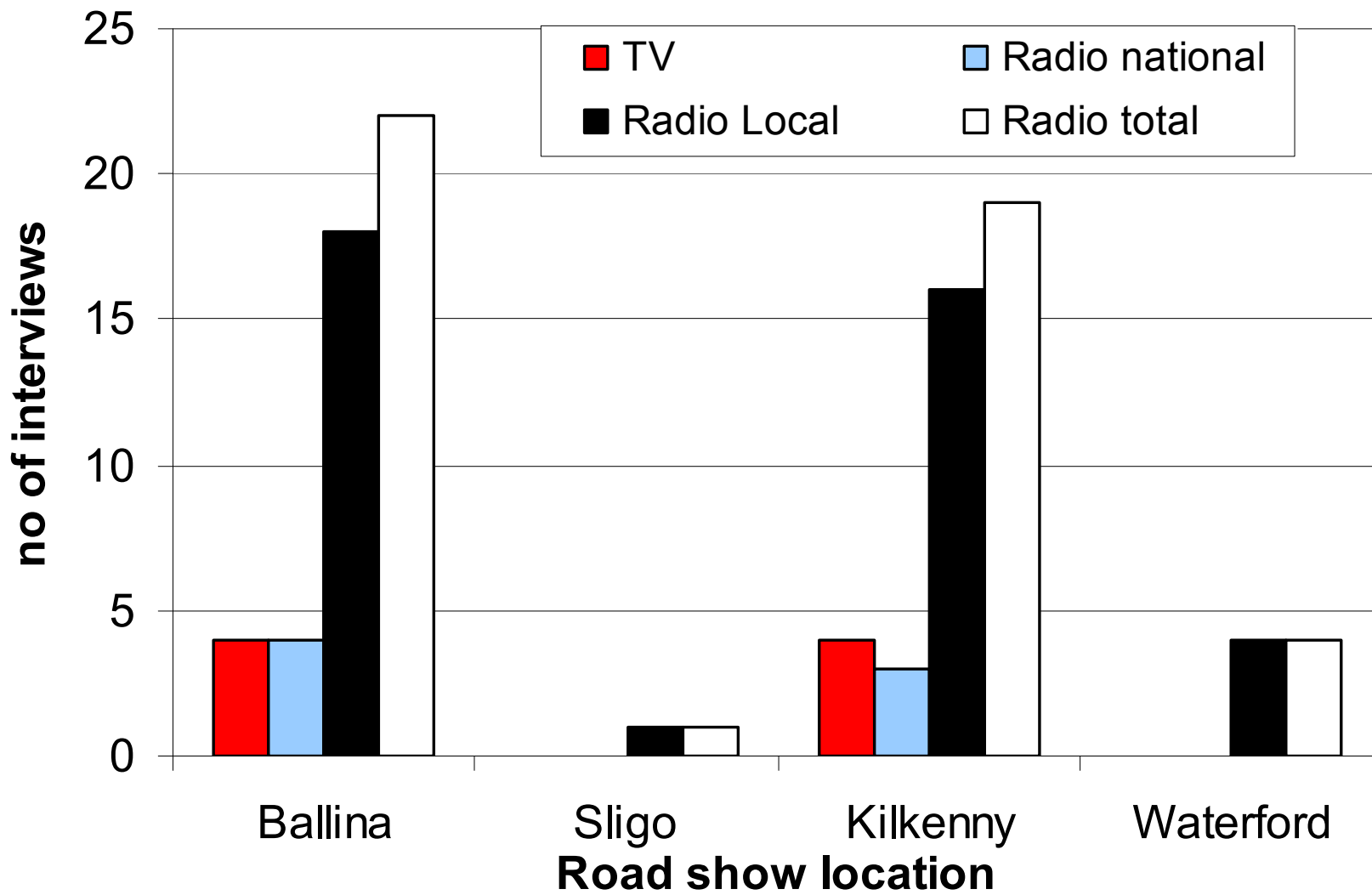
Impact of Radon Road shows

- No of radio/TV interviews
- No of callers to RPII free phone number
- No of hits on RPII website
- No of brochures given out at information stand

- No of detectors issued to homes
- No of detectors issued to workplaces



Media Interviews publicity campaigns

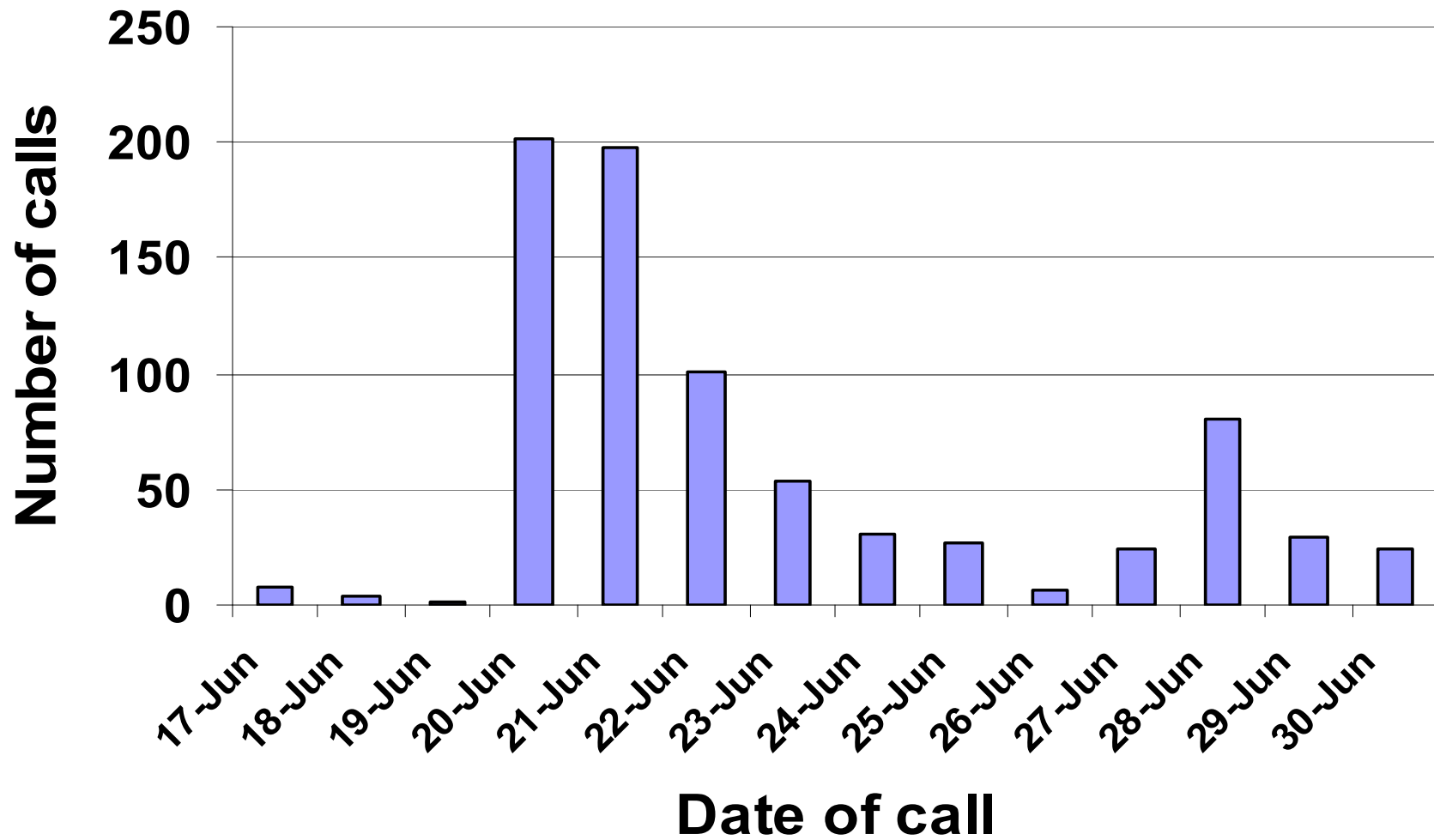


No of calls to freefone radon

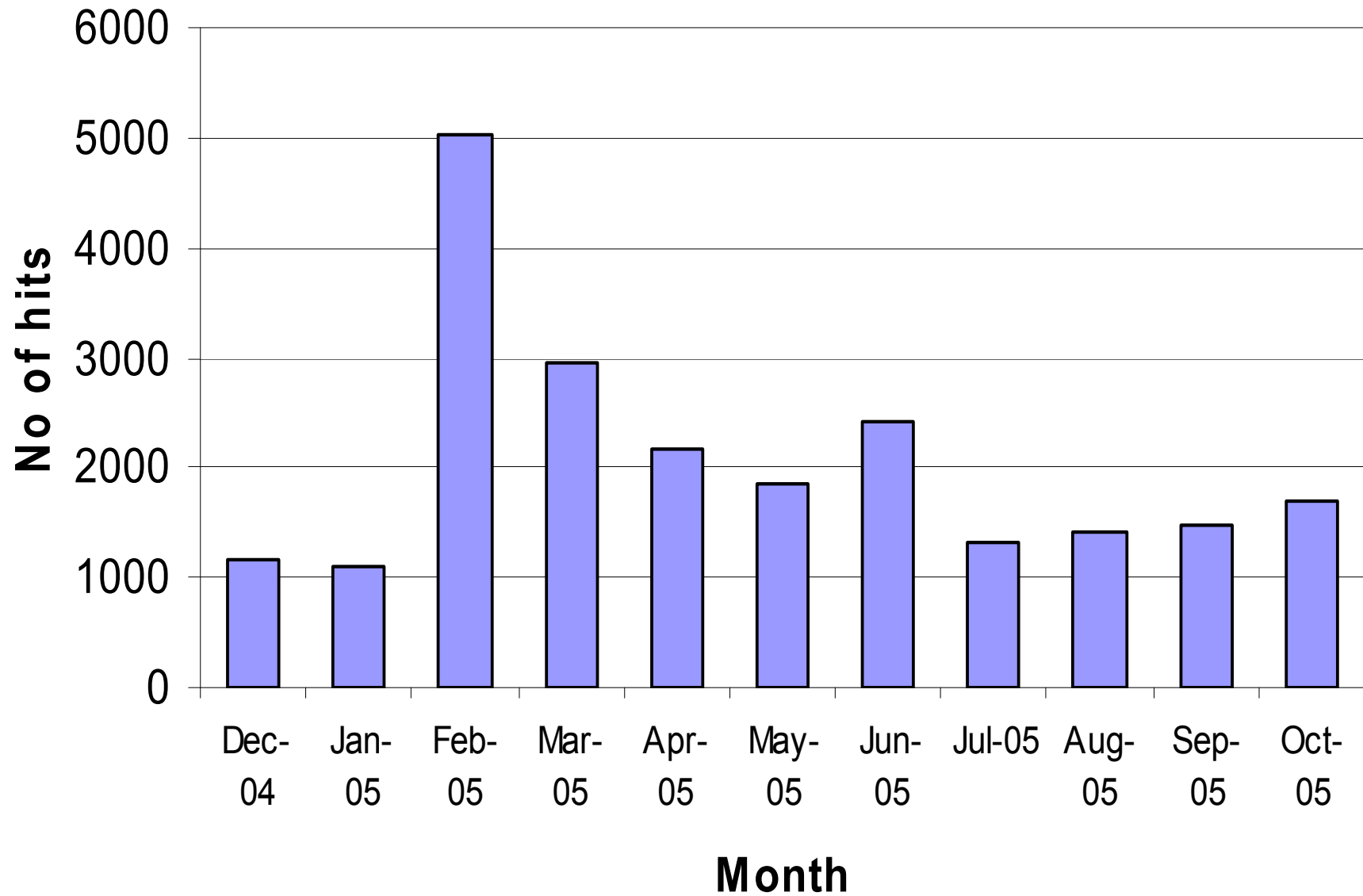
- Approximately **4000 calls** were made in a **6 week** period following the Ballina road show
 - This level of calls was unprecedented and was not expected
 - RPII staff struggled to deal with shear volume of calls following this visit
- Increase in number of calls to freefone number was also experienced following visits to other areas



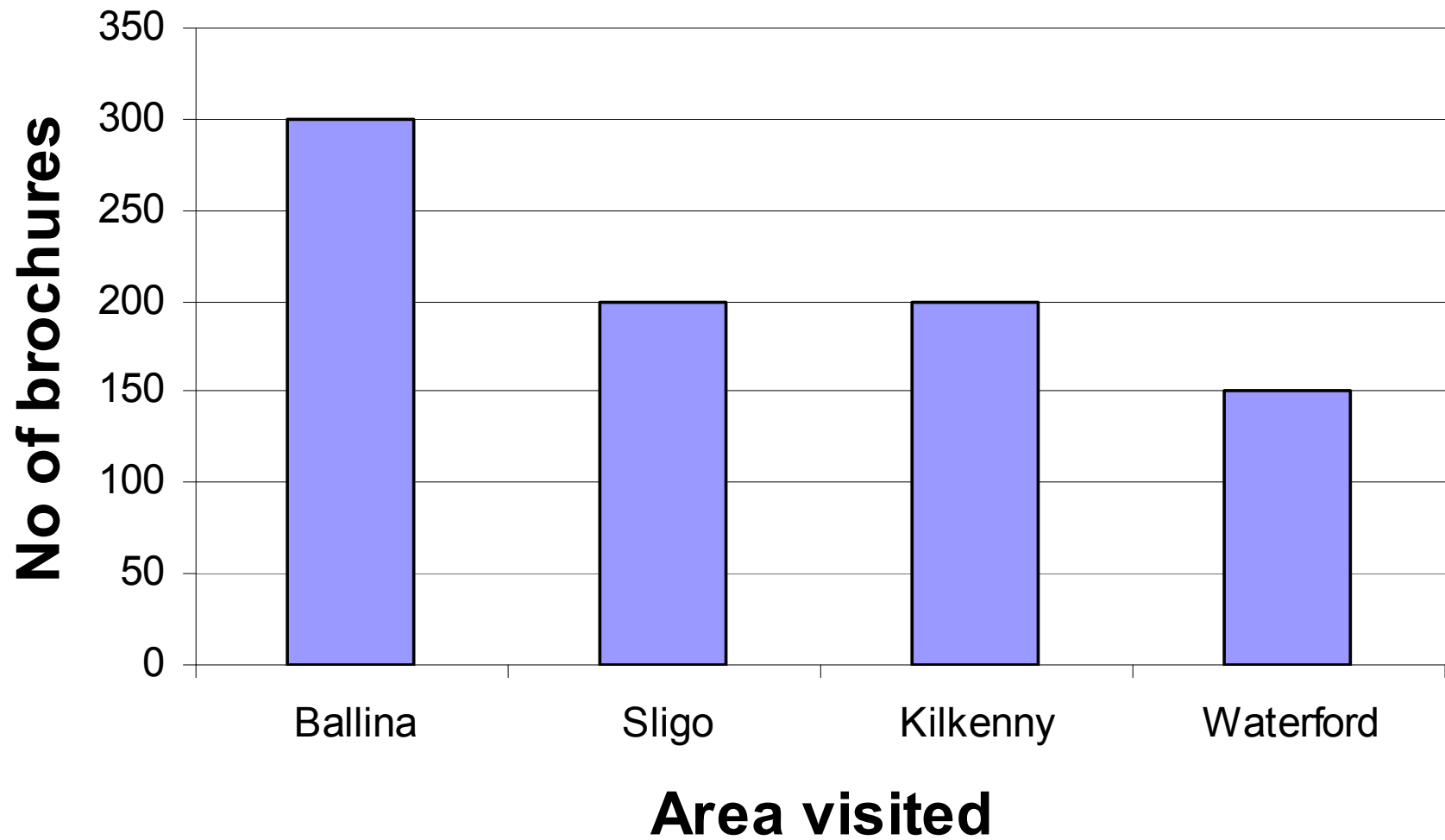
No of calls to freefone radon number (Kilkenny)



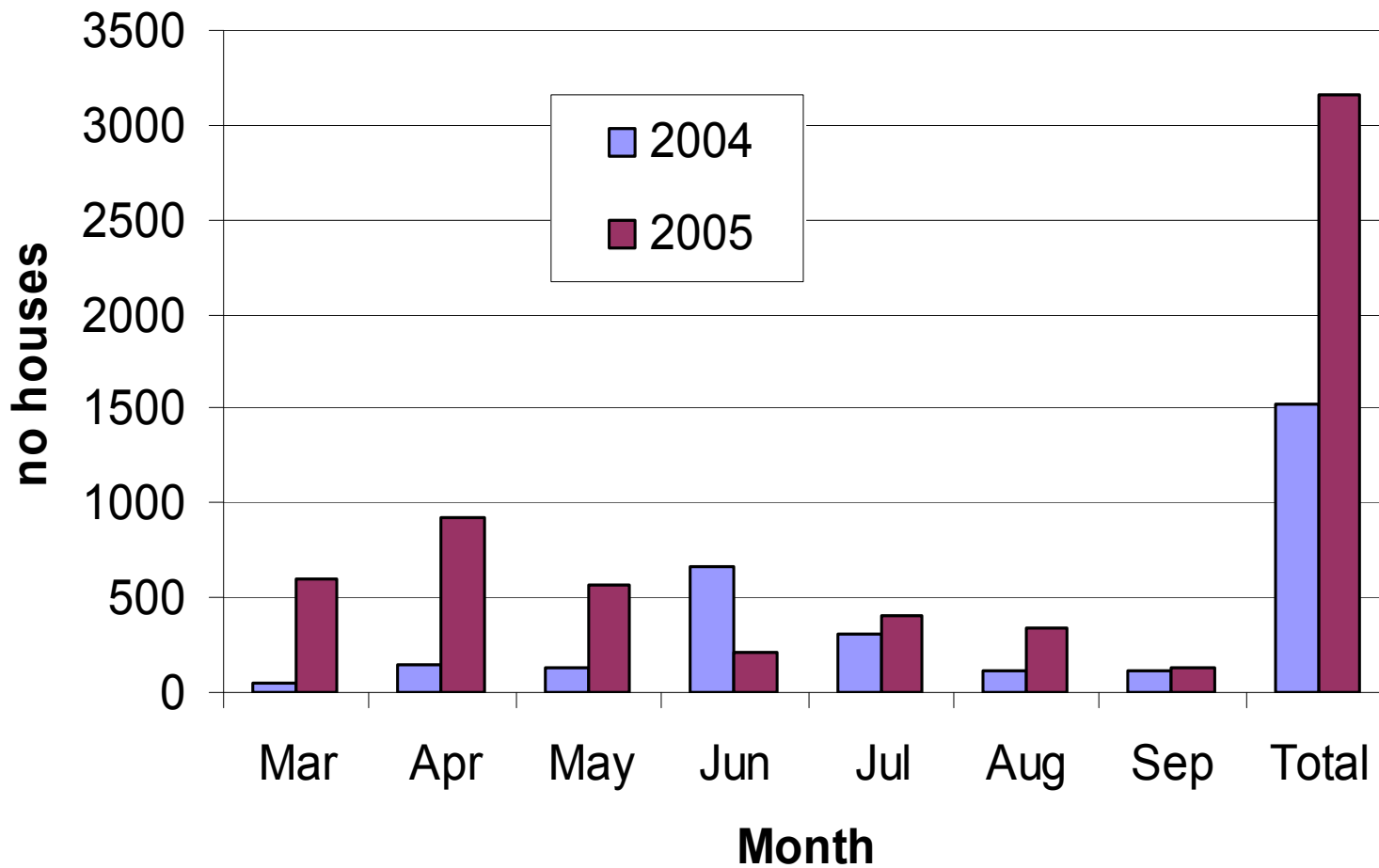
No of hits on RPII radon home page



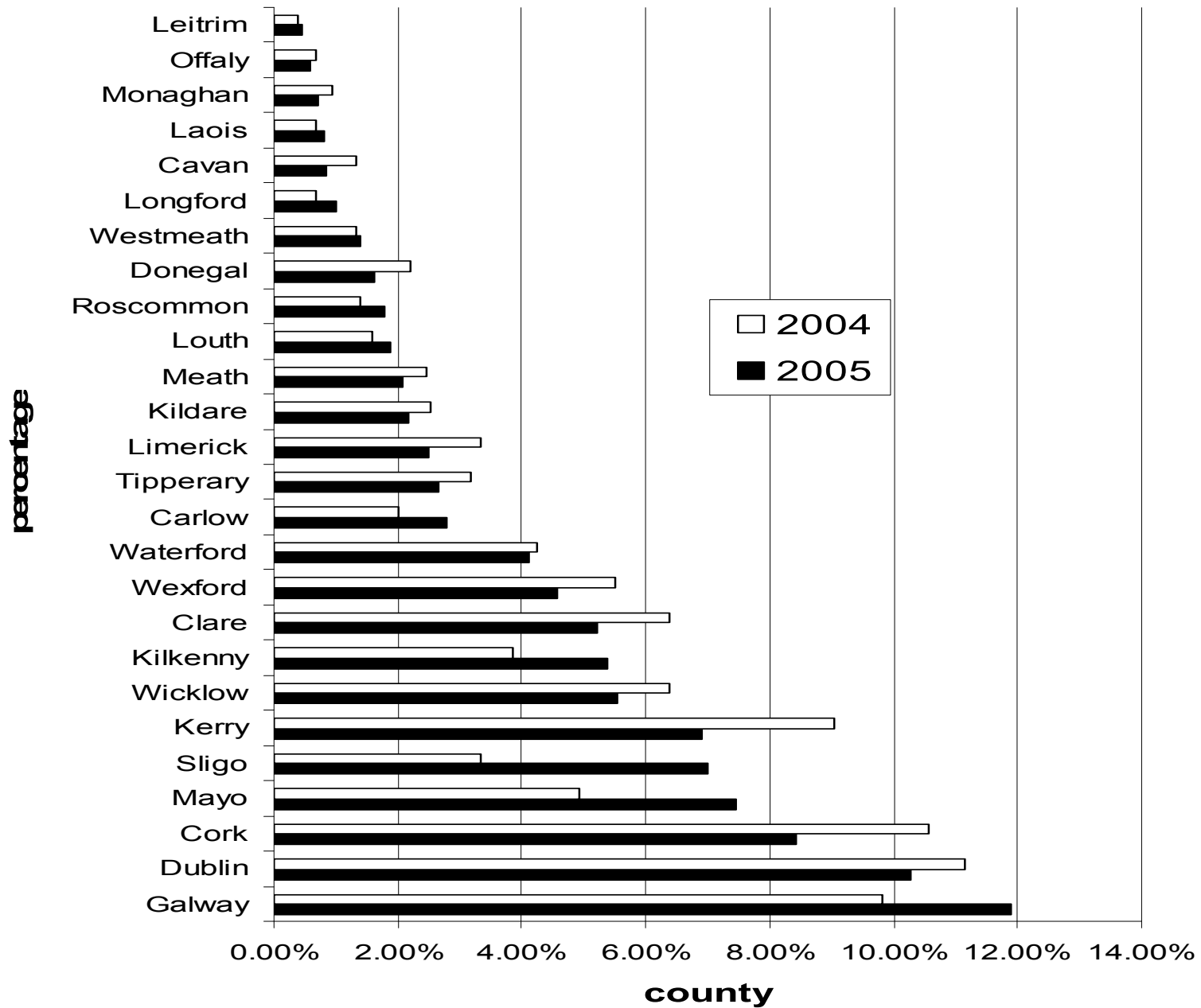
Approximate No of Brochures given out



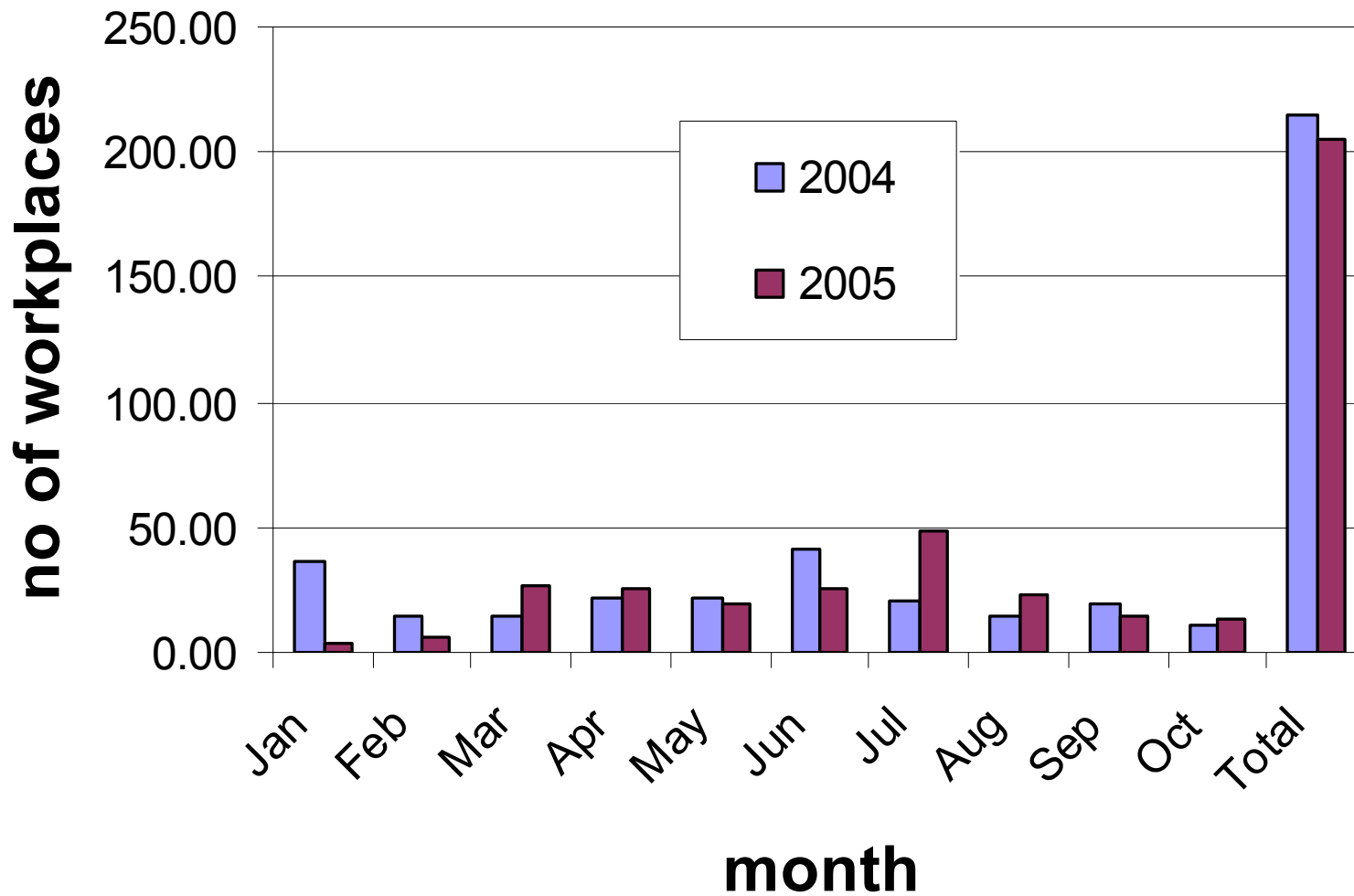
No of houses issued detectors



Percentage of measurements on a county basis



No of workplaces issued detectors



Main Findings (1)

- Road shows are effective in increasing awareness of radon amongst householders
 - 100% increase in householders requesting detectors
 - Increase in percentage of householders requesting measurements seen in counties visited and adjacent counties
- Road shows may not be effective in increasing awareness of radon amongst employers
 - Road shows did not result in an increase in workplace measurements
 - Message may not be reaching employers or if it is they seem content not to act on it



Main Findings (2)

- Maintaining media interest is crucial for the continued success of road shows
 - Greater media coverage results in more people receiving the “message” concerning radon
- Road shows will continue in 2006
 - Possible locations include Galway, Tuam, Ennis, Carlow, Mallow
 - Visits to schools and information stand will be maintained
 - Our approach regarding workplaces will need to be reconsidered.



Thank you for your attention

