
Utah's Radon Outreach Success

Eleanor Diver, Radon Coordinator



UTAH DEPARTMENT *of*
ENVIRONMENTAL QUALITY
**WASTE MANAGEMENT
& RADIATION CONTROL**

What is Radon?

- radioactive gas
- odorless
- invisible
- from radioactive decay of Uranium-238
- naturally released from rocks, soil, & water

~1.3 pCi/L

NORMAL INDOOR
LEVEL

~0.4 pCi/L

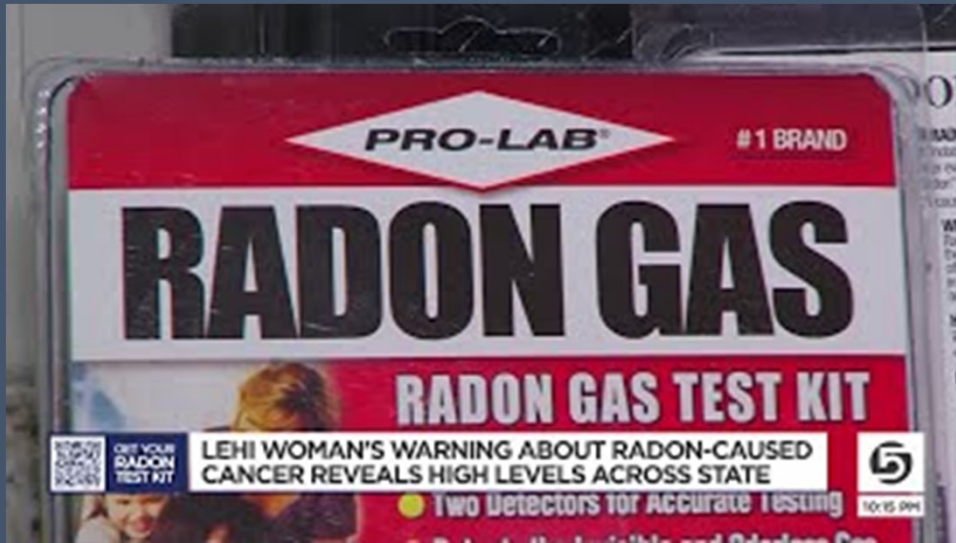
NORMAL OUTDOOR
LEVEL





Power of the Media

— People who have a story: **NEWSPITCH!**



Power of the Media

— People who have a story: NEWSPITCH!

Goal: Increase awareness in West Valley City



01. West Valley City

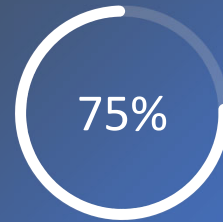
- Elevated levels—1 in 2 homes
- Low income area

02. Outreach

- Contacted city PIO
- 100 free test kits
- Twitter & Facebook posts

Outcome

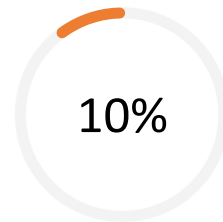
- All 100 free test kits claimed
- Paid \$750 for City Journal ad



Heard about it
from News



Heard about it
from Social Media



Heard about it
from City Journal



Ad Spending

Results of ads from different
avenues



Facebook Ad Data

Facebook Ad Type	Link Clicks	Engagement	Reach	Cost per click	Total money spent
State - general	1,038	1,496	13,656	\$0.14	\$860.26
State - parent groups	998	1,060	56,657	\$0.67	\$666.21
WVC - parent groups	263	270	25,120	\$0.77	\$201.99

Social Media & KSL News Ads

\$3,000 social media

- General radon awareness
- Posted during Kerri Robbins news story

KSL onsite ads

- Click thru rate = .05% (above average)
- Total website views = 108

KSL ads on different sites

- Click thru rate = .83% (way above average)
- Total website views = 441

KSL ads ran 15 days

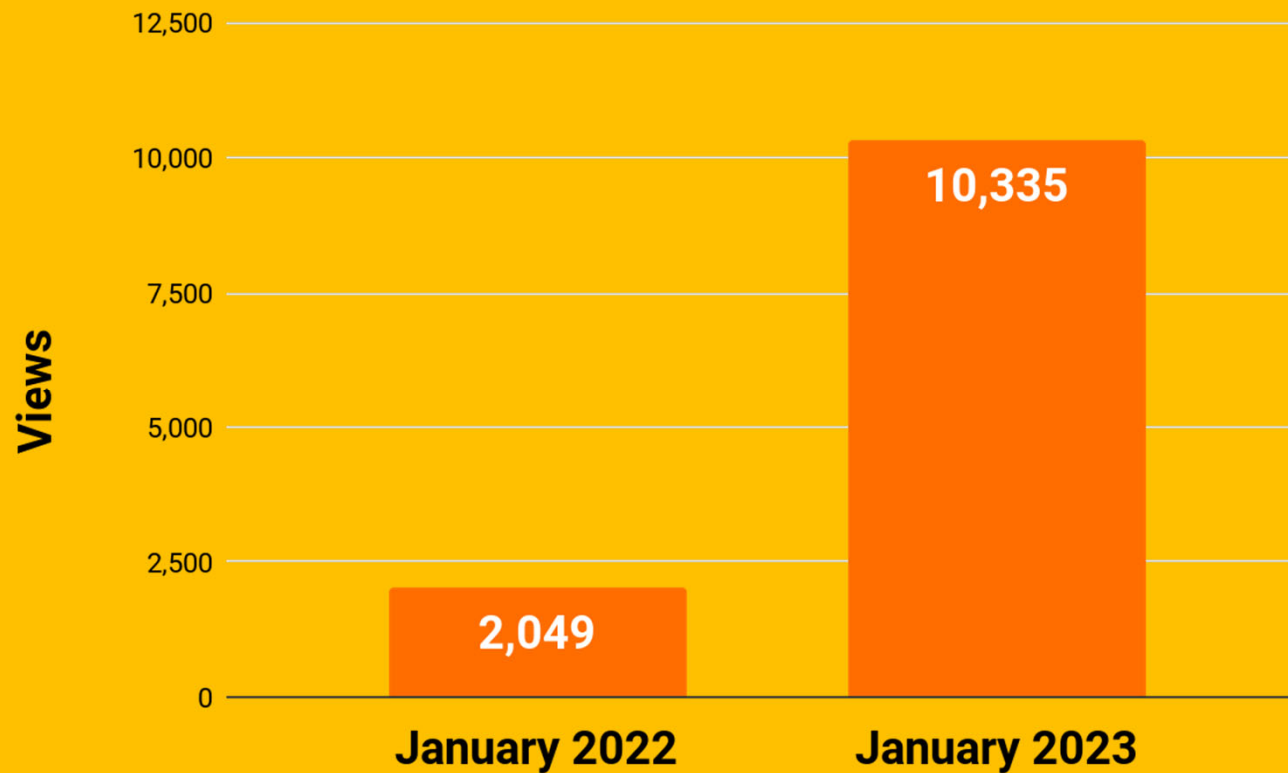


Radon.utah.gov Traffic

Website views during this
period

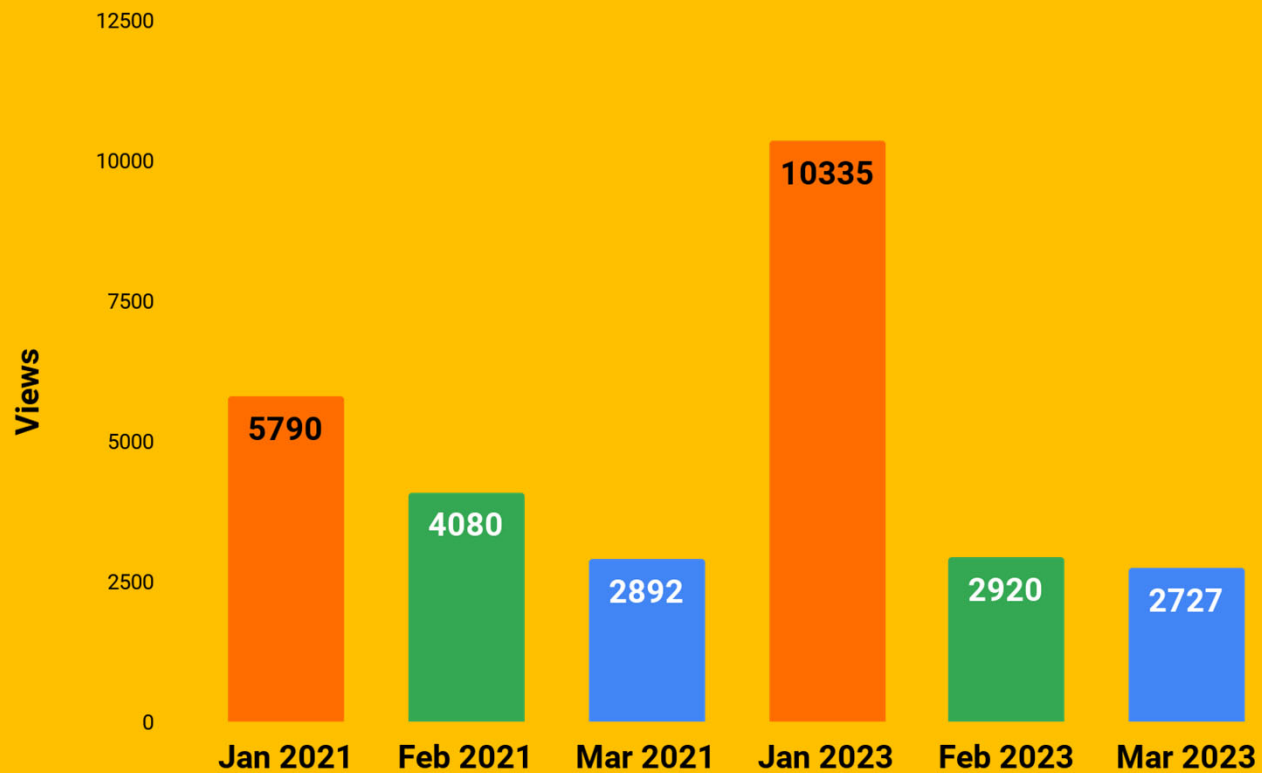
Jan. 2022 vs. Jan. 2023

40-80% increase



2021 vs. 2023

May 2022: **5,465 Hits** - media story



Test kits

Data gathered



Clicks on “Order Test Kit” buttons

January 2023

- Event: 5,427
- Total: 4,946



URS had ~10,000 test kit requests



4,212 test kits sold in Utah in 2023

- From AE labs



27,541 completed kits

- From October 1, 2022 through March 31, 2023



Did social media
work?

YES!

And I was suspect!

Radon is newsworthy!



01

Radon in the news:
increases awareness



02

Radon in the news
increases testing



03

Radon in the news
increases mitigation &
saves lives



Recommendations

- Keep a spreadsheet of residents with interesting radon stories + contact info
- Always ask “how did you hear about this” in digital forms you create



Legislation in Utah 2023

Senate Bill 0028

- Develop an online radon data collection center w/interactive radon map.
- Schools & Public Buildings have a plan w/in 5 years of testing for radon.

Senate Bill 201

- Radon informational flyer will go out in all property tax bills

RFA

- Asked for \$10,500 for the Newborn Radon Program in rural areas
 - Test kits, shipping, coupons printed



Thank you



ELEANOR DIVVER

Radon Coordinator



PHONE

(801) 558-4053



EMAIL

edivver@utah.gov

Radon.utah.gov