

# **NRCS Steering Group on Radon Awareness**

**Bob Hanna (Chair)**

# Remit

To make recommendations on the implementation of:

- **Action 2:** The development of a dedicated radon website
- **Action 13:** The development and implementation of a national communications strategy to underpin local campaigns



# NRCS

National Radon Control Strategy  
Straitéis Náisiúnta um Rialú Radóin

# Steering group membership:

- DCMNR (Bob Hanna – Chair)
  - DECLG (Paul McDonald)
  - EPA - Radon (Stephanie Long)
  - Healthy Ireland (Miriam Owens)
  - HSE (Ina Kelly)
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- EPA - Communications (Valerie Kavanagh)
  - EPA - Communications (Ray Cullinane)
  - EPA - Radon (Barbara Rafferty)



Roinn Cumarsáide, Fuinnimh agus Acmhainní Nádúrtha  
Department of Communications, Energy and Natural Resources



Comhshaol, Oidhreacht agus Rialtas Áitiúil  
Environment, Heritage and Local Government



Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive

# Action 2: The development of dedicated radon website

## Recommendations:

- **Ownership:** NRCS website should be owned and managed by EPA
- **Domain name:** [www.radon.ie](http://www.radon.ie) should be used (now owned by EPA)
- **Structure:** The domain name [www.radon.ie](http://www.radon.ie) that would be re-directed to pages on [www.epa.ie](http://www.epa.ie)
- **Functionality:** list and link to all testing services (including EPA service), interactive radon map
- **Mobile site:** a responsive design to allow use on mobile devices
- **Content :** [www.radon.ie](http://www.radon.ie) should be the primary source for radon information in Ireland. Content of [www.radon.ie](http://www.radon.ie) and [www.epa.ie](http://www.epa.ie) should be compatible and complementary.

## Action 2: The development of dedicated radon website

Design of [www.radon.ie](http://www.radon.ie) has been agreed:

- Landing page
- Level 2 page
- Functionality
- Content
- Organise the information by stakeholder

## Action 2: The development of dedicated radon website

- Design in progress
- Content development in progress
- Completion date: September 2015
- Formal launch when more of the “solution” in place:
  - Registration scheme for measurement services
  - Registration scheme for remediation services

## Action 12: continue to implement programme of local awareness campaigns (outside scope)

Presentations from and discussions with Dr Fenton Howell (National Tobacco Control Advisor) and Fidelma Browne (Head of Public Communications, HSE) re HSE QUIT campaigns

NRCS recommendation: “coordination with smoking cessation campaigns should be investigated”

SG Recommendation: next regional campaign (Co Clare in October) should highlight new QUIT service (launched Jan 2015)



QUIT

## Action 13: development and implementation of a national communications strategy

Key learning from discussions re QUIT and CO campaigns: the message in a national campaign must highlight the problem (“why”) and offer a solution (“how”)

The “why” is clear. The “how” requires:

- registration scheme for measurement services
- registration scheme for remediation services
- financial incentives to encourage action on radon

Recommendation: A national campaign should not be launched until the above are in place



## Action 13: development and implementation of a national communications strategy

### Next steps:

- Review of regional campaigns to date by TCD Health Psychologist in progress
- Recommendations from this review will feed into the development of a national campaign