



# Radon

Is it in your patients' homes?

Information for Health Professionals

2015 Communications Toolkit



Dear colleagues,

Next to smoking, radon is the leading cause of lung cancer and is linked to causing the deaths of 3,200 Canadians every year. All homes have some level of radon and talking to your patients about the need to test their homes is an important part of preventing radon-related cancer.

With **Radon Action Month** in November, and a rising public profile on this carcinogenic gas, it's important to be prepared to discuss the risks of radon with your patients and to be ready to answer their questions.

McMaster University, together with Health Canada, the Ontario College of Family Physicians and the Clean Air Partnership, have designed a free, accredited program, [Radon: Is it in your patients' home](#), in order to provide you and your colleagues with reliable, evidence-based information.

- It's easy to access and **free**
- It only **takes one hour to complete** – which you can do in one sitting, or multiple sessions
- The course is **accredited** for Continuing Medical Education credit by the College of Family Physicians of Canada (1 Mainpro-M1 credit) and the Royal College of Physicians and Surgeons of Canada (1.0 hours).

**We are asking for your help in spreading the word about this high-quality learning resource, which was designed for busy professionals, like you.**

We have created this simple toolkit for you to help share this resource. It includes images and copy to use in emails, online, or over your social media channels.

Thank you in advance for your help in disseminating this important information to your health care network and helping to prevent radon-related cancers.

McMaster University

Ontario College of Family Physicians

Clean Air Partnership

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## How can you help?

Thank you for considering sharing this useful resource with your networks. Below are some of our key messages that you can easily use on your communications platforms.

- **Website:** Add a link, banner or button to your website, linking to the course. Artwork is available in this toolkit. Please link to [radon.machealth.ca](http://radon.machealth.ca) or [leradon.machealth.ca](http://leradon.machealth.ca) for the French version of the course.
- **Newsletter:** Include information in your email or print newsletter. With Radon Action Month around the corner, it's an important time to highlight this issue to your community.



Sponsored by Health Canada. 

- **Short text:**

Next to smoking, radon is the leading cause of lung cancer and is linked to causing the deaths of 3,200 Canadians every year. All homes have some level of radon and talking to your patients about the need to test their homes is an important part of preventing radon-related cancer. McMaster has designed a free, accredited program to provide you and your colleagues with reliable, evidence-based information on radon. [radon.machealth.ca](http://radon.machealth.ca)

- **Long text:**

Next to smoking, radon is the leading cause of lung cancer and is linked to causing the deaths of 3,200 Canadians every year. All homes have some level of radon and talking to your patients about the need to test their homes is an important part of preventing radon-related cancer.

In order to better equip you to answer your patients questions about radon and the need for at-home testing, McMaster University, together with Health Canada, the Ontario College of Family Physicians and the Clean Air Partnership, have designed a free, accredited program to provide you and your colleagues with reliable, evidence-based information on radon.

For more information about radon, or to access the course, visit [radon.machealth.ca](http://radon.machealth.ca)

- **Social Media:** Make sure to like and follow machealth on [Twitter](#) and [Facebook](#) – share, retweet and like posts about the Radon program. You can also post and share your own messages. Make sure to tag us in your posts! Here’s some suggestions to get you started:
  - **Twitter:**
    - 16% of lung cancer deaths are caused by radon exposure. Talk to your patients about at-home testing <http://radon.machealth.ca> #RadonActionMonth
    - Smokers are at an increased risk for developing lung cancer from at-home #radon exposure. <http://radon.machealth.ca> #RadonActionMonth
    - Radon exposure is the 2<sup>nd</sup> leading cause of #lungcancer. Talk to your patients about testing their home. <http://radon.machealth.ca>
    - Next to #smoking, radon is the leading cause of lung cancer and is linked to 3,200 Canadian deaths/yr. <http://radon.machealth.ca> #MedEd
  - **Facebook:**
    - Radon is the second leading cause of lung cancer, next to smoking, and is found in most residential homes. Exposure to residential radon is linked to 3,200 Canadian deaths every year. Talk to your patients about at-home testing and learn more with this free, accredited course from @machealth: <http://radon.machealth.ca>
  - **Participate in Radon Action Month:**
    - Follow and retweet @ActionOnRadon, @OntarioCollege (who will be tweeting about radon and the e-learning course throughout November).
    - Checkout, retweet and hashtag: #RadonActionMonth, #MoisActionRadon, #OccupeToiDuRadon, #TakeActionOnRadon
- **Blog:** If your organization maintains a blog, consider featuring this Radon course. Great content, featured just in time for Radon Action Month, is sure to be of interest to your community. Repurpose some of our provided messaging, or take the course yourself and see what you think!
- **Leverage media:** As we raise awareness of radon in November, media coverage may draw attention to the issue and the need for at-home testing. This is an opportunity to highlight this relevant course information to your health care community and network.

## About Radon

- Radon is a radioactive gas and a known carcinogen. It results from the breakdown of uranium in the ground and can enter your home undetected. You can't see it or taste it.
- All homes, in all parts of Canada, have some level of radon. The only way to know what the levels are like is to have your home tested.
- Radon is the second leading cause of lung cancer next to smoking. Long –term exposure to elevated levels of radon in the home increases your risk of developing lung cancer.
- Smokers exposed to high levels of radon have a significantly increased risk of developing lung cancer.

## About Radon Action Month

- November is Radon Action Month across Canada and is part of the Radon Action Campaign.
- The Radon Action Campaign is led by Health Canada, the New Brunswick Lung Association, the Ontario Lung Association and Summerhill Impact.
- The Radon Action Campaign aims to raise awareness about radon and encourage Canadians to take action by testing their homes for radon in order to reduce exposure.
- Learn more at <http://www.takeactiononradon.ca/>

## About the Accredited Course

- The course can be accessed by anyone interested in learning about radon from a health-care provider's perspective. It was designed for family doctors and other primary care providers likely to encounter a growing number of patients with questions about radon as a result of increased awareness of radon exposure and the related health effects.
- Access the course online, for free, at [radon.machealth.ca](http://radon.machealth.ca). Registration is quick and easy – just follow the prompts. You won't be able to complete the course without logging in. This will also allow you to revisit the course if you don't finish it in one session.

- The course is accredited for Continuing Medical Education Credits through the College of Family Physicians of Canada (1.0 Mainpro-M1 credits) and the Royal College of Physicians and Surgeons of Canada (MOC Section 1, for a maximum of 1.0 hours). Once you've successfully completed the course, a certificate will be generated for your records.
- The course was created by the Division of e-Learning Innovation at McMaster University in collaboration with Health Canada, the Ontario College of Family Physicians and the Clean Air Partnership. It is sponsored by Health Canada.

## Contact

Have questions or comments? Get in touch with us.

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Artwork and Graphics

[Download the artwork files directly here.](#)



# Radon. . [machealth.ca](http://machealth.ca)

Is It In Your Patients' Homes?



People need to test their homes for radon, and this accredited online program will help you answer your patients' questions about the health risks of radon.

Sponsored by Health Canada.



# leradon. . [machealth.ca](http://machealth.ca)

Est-il dans les maisons de vos patients?



Les gens devraient mesurer le radon dans leurs maisons. Ce formation en ligne accrédité vous aidera à répondre aux questions de vos patients sur les risques du radon pour la santé.

Le financement fourni par Santé Canada



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Free Accredited Practice Tools



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Gratuite Accrédité Outils de pratique



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Free Accredited Practice Tools



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