

# Radon.

Is it in your patients' homes?



A free, accredited online learning module about radon –  
the second-leading cause of lung cancer in Canadians.

## Communications Toolkit

machealth+



Canada

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Dear colleagues,

Radon is linked to the lung cancer deaths of 3,200 Canadians every year. To help health-care professionals better understand radon, we are pleased to present an online course — **Radon: Is it in your patients' homes?**

We are asking for your help to spread the word about this quality learning resource, which was designed with busy health professionals in mind.

- It's easy to sign up.
- It takes only about an hour and can be done all at once or in 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).
- It's free.

With **Radon Action Month** occurring in November, we have compiled a toolkit of materials to help spread the word about the online course. It includes short texts that you can use in email blasts or newsletter items as well as graphics, social media messages and a quiz that you can share or present on your own website.

We hope you will find the materials useful during Radon Action Month as well as any time a patient or colleague is seeking a reliable source of information and advice about radon.

Radon-related cancers are **preventable** deaths. Unlike many other causes of cancer, we know how to find and measure radon and what to do when levels are too high. **Please take the course, get the facts, spread the word.**

We thank you in advance for your help in equipping health-care teams with the knowledge they need to support concrete positive action to reduce radon-related cancer.

**McMaster University**

**Ontario College of Family Physicians**

**Clean Air Partnership**

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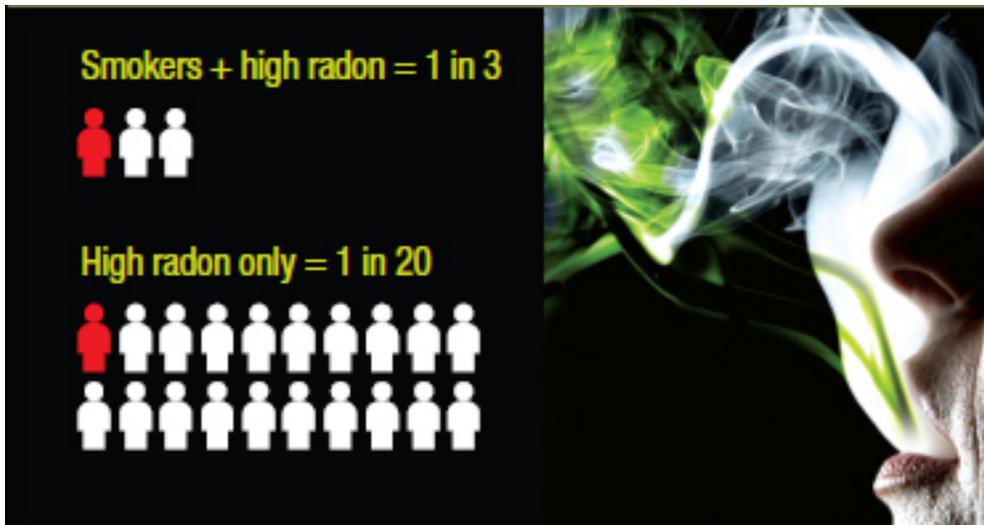
## 1. ABOUT RADON AND RADON ACTION MONTH - NOVEMBER

### What is radon?

- Radon is a radioactive gas. It comes from uranium in the ground and can get into your home undetected. You can't see it, smell it or taste it.
- All homes, in all parts of Canada, have some level of radon. The question is how much radon is present. The only way to know is to test.
- Homes with high levels of radon can be fixed at a reasonable cost.

### What are the health effects?

- Radon is the leading cause of lung cancer in non-smokers.
- Long-term exposure to elevated levels of radon in the home increases your risk of developing lung cancer.
- Smokers also exposed to high levels of radon have a significantly increased risk of developing lung cancer.



### What is Radon Action Month?

November has been established as Radon Action Month across Canada as part of the National Radon Action Campaign. The campaign is led by the New Brunswick Lung Association, Ontario Lung Association, and Summerhill Impact with support from Health Canada. The campaign aims to raise awareness about radon and encourage Canadians to take action by testing for radon in order to reduce exposure. (Find out more at [www.takeactiononradon.ca](http://www.takeactiononradon.ca) )

**Radon: Is it in your patients' homes?** Is a useful educational resource to prepare health-care professionals for the questions that the campaign may raise as well as equip them to pro-actively champion radon testing for individuals. The information gained from this course will allow health professionals to promote lung cancer prevention action.



## 2. THE ONLINE COURSE – RADON: IS IT IN YOUR PATIENTS’ HOMES?

### **Who is the course designed for?**

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.

### **What is the format of the course?**

The course is delivered online. It’s engaging and interactive and includes infographics and simulations. It includes pre- and post-tests, as well as a library of resources.

### **How do I access the course?**

Visit [radon.machealth.ca](http://radon.machealth.ca) and follow the quick and simple registration steps. Once you are registered you can proceed with the course. If you wish to complete it in more than one session, simply log back in when you are ready.

### **How much does it cost?**

There is no fee for this accredited course.

### **What credits can I get for the course?**

This program has been nationally accredited by the College of Family Physicians of Canada for up to 1.0 Mainpro-M1 credit.

The program is also approved as an Accredited Group Learning Activity under Section 1 of the Framework of CPD options for the Maintenance of Certification Program of The Royal College of Physicians and Surgeons of Canada, for a maximum of 1.0 hours.

### **How will I document my credits?**

A certificate will be generated for you to print upon your successful completion of the course. Retain this certificate for your records.

### **Who created the course?**

The course was created by the Division of e-Learning Innovation at McMaster University and is a collaboration of Health Canada, the Ontario College of Family Physicians and the Clean Air Partnership. It is supported by Health Canada.

### 3. HOW YOU CAN HELP SPREAD THE WORD – COMMUNICATIONS RESOURCES AND TOOLS

Please consider the activities below to help inform the health-care community about this useful resource:

- Add a link, banner or button to your website, linking to the course. Artwork is available in the last section of this toolkit or from [ocfp.on.ca/elearning-radon](http://ocfp.on.ca/elearning-radon) (or [www.ocfp.on.ca/radonfr](http://www.ocfp.on.ca/radonfr) for the French toolkit or resources). Link to [radon.machealth.ca](http://radon.machealth.ca).
- Link to the online promotional quiz on your website, Twitter feed, Facebook page or e-news blasts. The quiz is available here: [www.ocfp.on.ca/radonquiz](http://www.ocfp.on.ca/radonquiz) . We can also supply code for embedding on your own website by request through [ocfp@cfpc.ca](mailto:ocfp@cfpc.ca).
- Include information about the course in your electronic or print newsletters. As November is Take Action on Radon month, this is a particularly good time to get the word out. Promotion throughout the fall and winter is encouraged as well as this is the time of year Health Canada recommends for testing – when homes tend to be more tightly sealed. We have included suggested text for you to use ‘as is’ or adapt for your audience and graphics are available from [ocfp.on.ca/elearning-radon](http://ocfp.on.ca/elearning-radon).

#### **Sample short-form newsletter text:**

##### **Health Professionals: Get the Facts About Radon**

A free one-hour, online course is now available to inform health-care providers about radon and the need for indoor air testing for this invisible gas linked to 3,200 Canadian cancer deaths each year.

The course **Radon: Is it in your patients’ homes** was created by the Division of e-Learning Innovation at McMaster University and is a collaboration of Health Canada, the Ontario College of Family Physicians and the Clean Air Partnership.

Take the course at [radon.machealth.ca](http://radon.machealth.ca).

**Sample long-form newsletter text:**

**New Online Course Helps Health-Care Providers Inform Their Patients About Radon**

**Radon: Is it in your patients' homes?** is an accredited e-learning course with the facts about Canada's second-leading cause of lung cancer – naturally occurring radon gas.

The free course, which takes about an hour to complete, explains what radon is, how it enters our homes, how to test for it and the health effects of exposures at high levels.

“As more people become aware of radon, we are likely to face more questions from the public and get more opportunities proactively present the need for testing,” says [please adjust the sample wording as needed to reflect your organization's views and add a spokesperson's name as you see fit]. “This course can help insure that health-care providers have the facts and they are able to educate their patients about simple lung cancer prevention actions they can take.”

Radon is linked to 16 per cent of lung cancers in Canada and 3,200 lung cancer deaths per year. When high levels are detected, simple measures can be taken to reduce the concentration and the cancer risk.

For more information about radon and the course for health professionals, or to register, visit [radon.machealth.ca](http://radon.machealth.ca).

- Spread the word on social media. Tweet or retweet! See images in the appendix.

Follow and retweet:

@ActionOnRadon

@OntarioCollege – the Ontario College of Family Physicians will be tweeting about radon and the e-learning course throughout November.

Checkout, retweet and hashtag:

#RadonActionMonth

#MoisActionRadon

#OccupeToiDuRadon

#TakeActionOnRadon

Or create your own tweets – here are some ideas to help get you started.

- There's radon in your patients' homes. Take the free, one-hour CME course at [radon.machealth.ca](http://radon.machealth.ca).
- No taste, no smell but radon kills. Take the free, one-hour CME course at [radon.machealth.ca](http://radon.machealth.ca).
- New one-hour online course helps health-care providers inform their patients about radon. Check out [radon.machealth.ca](http://radon.machealth.ca)
- Get answers about radon and CME credits – It's a free at [radon.machealth.ca](http://radon.machealth.ca).
- Wondering about radon? Take this free, online course today. [Radon.machealth.ca](http://Radon.machealth.ca)
- Radon: You don't know what you don't know. This one-hour, free course can help. [radon.machealth.ca](http://radon.machealth.ca)
- Radon. What you don't know can kill. Health pros get the facts at [radon.machealth.ca](http://radon.machealth.ca)
- Radon: Simple actions can prevent lung cancer deaths – get the facts to share with patients at [radon.machealth.ca](http://radon.machealth.ca)

- Post on Facebook:



It's Radon Action Month. Take this free online course and get the facts about this invisible killer. It's interactive, designed for people working in health-care and accredited by the College of Family Physicians of Canada and the Royal College of Physicians and Surgeons of Canada.

[radon.machealth.ca](http://radon.machealth.ca)

- Blogging – Why not take the course, get your own test done and share your experience step-by-step?
- Seize the moment. Has there been media coverage, new data released or other local activity putting radon in the spotlight? This creates an excellent opportunity to let people working in health-care know that a targeted educational program is available.

#### 4. ADDITIONAL RESOURCES ABOUT RADON FOR HEALTH PROFESSIONALS

The radon course at [radon.machealth.ca](http://radon.machealth.ca) has numerous resources for health professionals and useful links. See also:

- Health Canada's Information for Health Professionals [here](#).

([http://www.hc-sc.gc.ca/ewh-semt/pubs/radiation/radon\\_brochure\\_profession/index-eng.php](http://www.hc-sc.gc.ca/ewh-semt/pubs/radiation/radon_brochure_profession/index-eng.php))

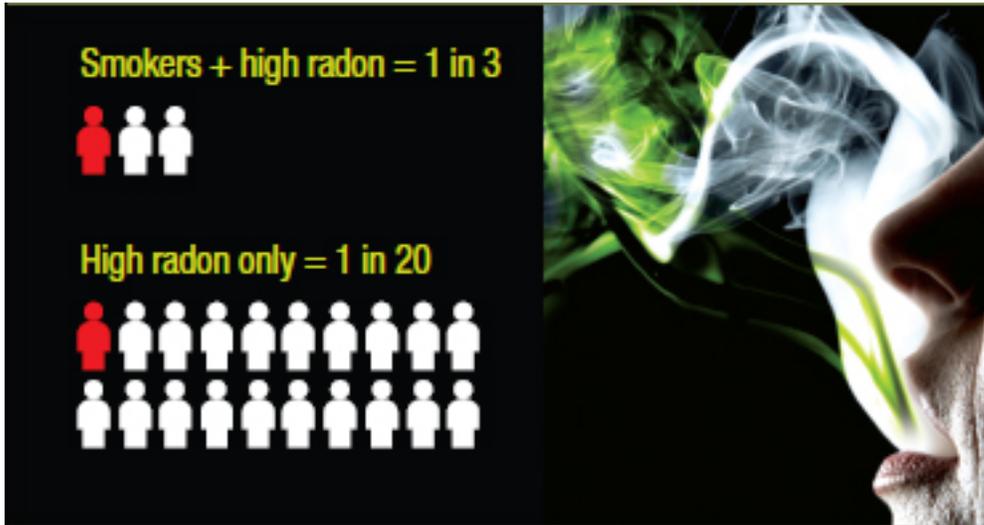
Questions about radon can be directed to Health Canada by email here: [radon@hc-sc.gc.ca](mailto:radon@hc-sc.gc.ca) or by calling 613-948-3232.

- The Take Action on Radon campaign also has excellent resources for health professionals [here](#).

(<http://www.takeactiononradon.ca/HealthProfessionals>)

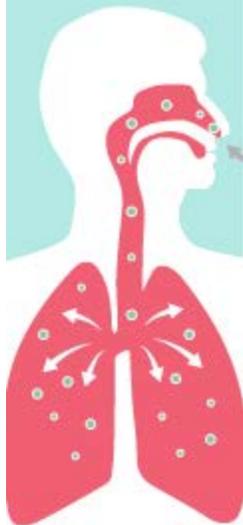
## 5. ARTWORK AND GRAPHICS

The images provided below can be exported from this document or downloaded from [www.ocfp.on.ca/elearning-radon](http://www.ocfp.on.ca/elearning-radon).



Radon 

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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.



TAKE  
**ACTION**   
ON RADON