

AIR TOXICS SUMMIT

Community Involvement

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Bureau of Community & Environmental
Health

Radon & Realtors

- Sent video's & dvd's (Dealing with Radon in the Real Estate Transaction), "fast facts sheet" and brochures to all Realtor offices in **ZONE 1** areas
- Developed a "**FAST FACTS**" sheet on radon – they won't read an entire brochure – it will get tossed or put in the birdcage
- worked to get CE coursework approved for credit by the Idaho Association of Realtors & offered this course statewide to Realtor Asso.'s

Radon & Realtors

- Contacted every local Realtor Association office in Idaho to present at their monthly association luncheon (included meth lab info as a hook & radon as a liability issue)
- Offered to present to real estate offices / the broker/owner (go to the right person) on radon & meth labs at their weekly/monthly office meetings (liability issue)

Radon & Home Owners Associations

- Contacted home owners associations to present at their monthly meetings
- Offered them free radon test kits
- Handed out “fast facts sheet”, brochures & the state radon map along with their county test result averages
- Gave them a good **WEBSITE** to visit and a plan of action they need to take to **PROTECT THEIR FAMILY**

Some Suggestions

- Get the audiences attention in the first **60 seconds** or lose them
- Make it **SHORT** but **LIVELY** & **FUN** – tell some jokes but then get right back on track
- Take **LESS TIME** then they give you
- Use analogies & local stories (some of the stories are even **TRUE**)
- Make sure they know **WHAT** they need to do or **ACTION TO TAKE** (test their home for radon) when they leave

Some Suggestions

- Make sure they leave knowing **THE IMPORTANCE** of taking action
- Everyone has something in hand to **TAKE** with them (“radon fast facts sheet”, state radon map, a brochure, statewide county radon test result averages, a website to visit)
- **ALWAYS** allow enough time for Q&A

Some Suggestions

- Ask yourself **WHY** would Realtors/home owners (your target audience) want you to present at their meeting?
- Would they **ASK YOU BACK** or **REFER YOU** to others...
- **WHAT** do you want to accomplish if **EVERYTHING** goes right?
- Is it worth **YOUR TIME & THEIR TIME?**