

SECOND SOUTH EAST EUROPEAN RADON SYMPOSIUM

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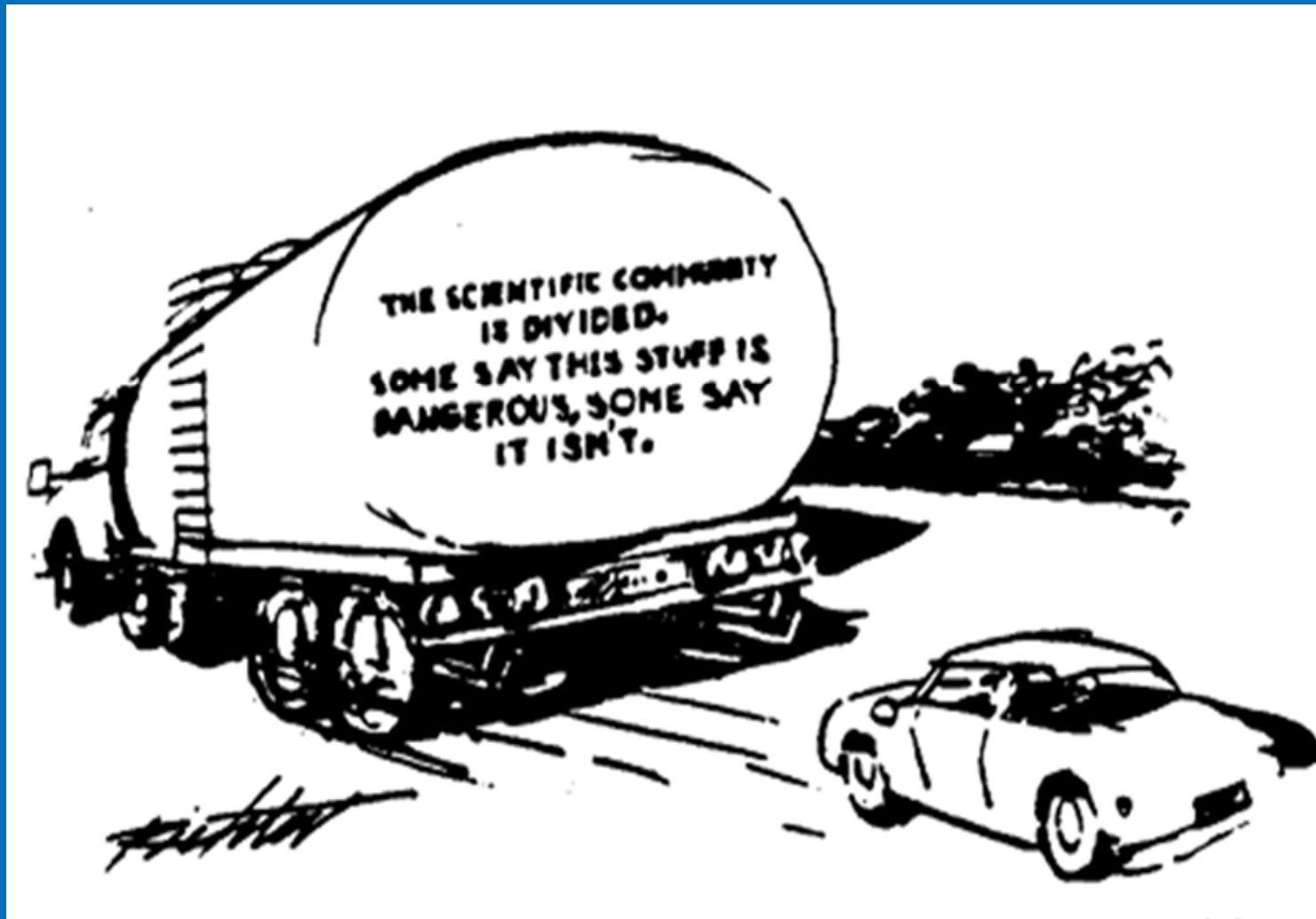
THE CHALLENGES OF REDUCING THE PUBLIC HEALTH BURDEN IN EUROPE DUE TO RADON EXPOSURE



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DOES NOT APPLY TO RADON!



Source : Mischa Richter "The New Yorker" 1988

THE SIZE OF THE PUBLIC HEALTH PROBLEM EU 27 2012*

EU 27 POPULATION : 505 million

TOTAL (All sites) ANNUAL CANCER MORTALITY : 1.26 Million

ESTIMATED ANNUAL LUNG CANCER MORTALITY : 264,000

**ESTIMATED ANNUAL LUNG CANCER DEATHS
RELATED TO RADON : circa 20,000**

*** Source : ECO European Cancer Observatory (Website : eu-cancer.iarc.fr)**

TECHNICALLY THE RADON "PROBLEM" CAN BE SOLVED

1. Radon is easy to measure.
2. There are reliable methods to reduce radon in most existing buildings.
3. It is possible to construct new buildings to have radon concentrations well below most national and international reference levels.

Radon is natural but indoor radon levels are not natural.

Indoor radon levels are a consequence
of the construction industry.

An elevated indoor radon level is an example
of TENR (Technologically Enhanced Natural Radiation)

MAIN BARRIERS TO SOLVING THE RADON PROBLEM

APATHY

SOCIO-ECONOMIC FACTORS

SOCIO-ECONOMIC BARRIERS

For individual households considerations of remediation costs and disruption are major obstacles.

Health economic analysis is required to convince local and national decision makers that radon control strategies can be cost-effective.



Extracts from the new EC Basic Safety Standards (BSS) regarding Radon

Article 74.1 : **National Reference Levels for radon shall not exceed 300 Bq/m³**

Article 74.2 : **Member States shall promote action to identify dwellings with high Radon concentration** (as an annual average) exceeding the reference level and encourage, where appropriate, by technical or financial means, radon concentration-reducing measures in these dwellings.

Article 103 : ...**Member States shall establish a National Action Plan** addressing long-term risks from radon exposures in dwellings, buildings with public access and workplaces for any source of radon ingress, whether from soil, building materials and water. The action plan shall take into account the issues specifically set out in Annex XVI...”



Annex XVIII. Radon Action Plan: List of items to be considered

1. Surveys to estimate indoor radon distribution...
2. Criteria to establish priorities.
3. Identification of types of workplaces & buildings with public access where measurements are required (with risk assessment).
4. Establishment of reference levels for existing dwellings, workplaces, buildings with public access and for new buildings.
5. Assignment of national responsibilities, coordination mechanisms and available resources for implementation of the action.
6. Strategy for reducing radon exposure in dwellings taking into account criteria for giving priorities.



Annex XVIII . Radon Action Plan: List of items to be considered

7. **Strategies for facilitating post construction remedial action.**
8. **Strategy, including methods and tools, for preventing radon ingress in new buildings,** including identification of building materials with significant radon exhalation.
9. Schedules for reviews of the action plan.
10. **Strategy for communication** to increase public awareness and inform local decision makers, employers and employees of the risks of radon, including in relation to smoking.



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11. Guidance on methods and tools for measurements and remedial actions. Criteria for the accreditation of measurement and remediation services shall also be considered.
12. Where appropriate, provision of financial support for radon surveys and for remedial measures, in particular for private dwellings with very high radon concentrations.
13. Long-term goals in terms of reducing lung cancer risk attributable to radon exposure (for smokers and non-smokers).
14. Where appropriate, consideration of other related issues and corresponding programmes such as programmes on energy saving and indoor air quality.

RADON RISK COMMUNICATION

SEVEN CARDINAL RULES FOR EFFECTIVE RISK COMMUNICATION (Corvello 2011)

1. People have the right to have a voice and participate in decisions that affect their lives.
2. Plan and tailor Risk Communication strategies to goals, audiences and channels.
3. Listen to your audience.
4. Be honest and transparent.
5. Coordinate and collaborate with credible sources of information and trusted voices.
6. Plan for media influence.
7. Speak clearly and with compassion.

"Your audience will want to know that you care before they care about what you know."

Effective Radon Messages

- **Radon is the 2nd Leading Cause of Lung Cancer**
- **Homes With Radon Problems Can Be Fixed**
- **Radon Testing is Simple and Inexpensive**
- **Test Your Home to Protect Your Family**

(Source : Krysti Miller , USEPA)

Dissemination of radon risk information should be endorsed by well known national and local health and environmental agencies.

Source : RADPAR Recommendations

If possible radon information campaigns should be linked to other health or environmental campaigns.

Source : RADPAR Recommendations

The services of a good professional marketing company should be considered in the design and execution of radon communication campaigns

Source : RADPAR Recommendations

A health marketing approach should
be part of risk communication campaigns.

Source : RADPAR Recommendations

COMMUNICATION BETWEEN
SCIENTISTS AND THE PUBLIC



Хвала на пажњи

Go raibh maith agaibh

THANK YOU

