

## Project Plan

### **Statement of Need:**

2010 was the first year since 2005 that Cornell Cooperative Extension, Schuyler County (CCESC) was able to offer a radon program. The limited program was met with such success that we distributed all of our radon test kits within one month. Unfortunately, the majority of the participants didn't realize that radon was an issue in Schuyler County. This lack of knowledge, coupled with the fact that Schuyler County's poverty rate is over 12% (2000 Census,) led CCESC to identify the need for an educational program accompanied with the distribution of *free* radon test kits as a priority for the 2010-2011 program year.

### **Project description, including goals and measurable objectives:**

*Goal:* To educate Schuyler County residents about the potential health concerns related to radon in the home and to encourage testing throughout the heating season. A secondary goal of the program is to connect income-eligible residents with housing rehabilitation programs to assist in radon remediation.

*Project Description:* Cornell Cooperative Extension will conduct an educational campaign during the months of January, February and March which will include inserts into the local free paper; a quarter-page ad being placed in the Schuyler County newspaper; display ads being placed several times a week in the Daily News and a direct mailing to 400 Schuyler County residents that have participated in past environmental programs. CCE will also purchase and distribute 58 NYS Health Department radon test kits for free to Schuyler County residents along with the EPA's publication "A Citizens Guide to Radon Awareness" and other EPA handouts as necessary. Once our purchased test kits are distributed, we will refer individuals to the NYSDOH or other local stores selling test kits.

During the remaining months of the grant period (April through June) information gathering will occur and two educational meetings will be held. The first meeting will be held with the newly formed Habitat for Humanity to discuss utilizing passive radon build methods in the structures they build. The second meeting will be held with local code enforcement officers (CEO) to provide them with educational materials which they can share with their clients. The goal of this meeting is to have CEO's encourage homeowners to test their homes for radon and to provide them with a list of local resources. Another aspect of the CEO meeting will be to provide them with information on radon resistant building since they are on the frontline of any new building structure. They can then share this information with clients looking into new construction.

During the last three months information will be gathered from DOH on how many homes were tested in Schuyler County. Those that received a test kit but have not performed the test will receive a reminder phone call. Those identified as having levels 4pCi/L or higher will be contacted to see if an active mitigation system is being considered and if not why.

*Measurable Objectives:*

- The number of homes tested in Schuyler County
- The number of homes testing above 4 pCi/L that install active radon mitigation systems (determined by follow up call)

**Target audience**

Educational outreach efforts will be focused on all Schuyler County residents, although the radio and news spots listed in the work plan will cover Chemung, Steuben, Tioga and Yates Counties as well. Since indoor air quality concerns are frequently voiced during energy conservation workshops (geared toward limited income households), test kits will be handed out to Schuyler County workshop participants. Education materials and kits will also be distributed at local food pantries throughout the county as well as to customers coming directly to the office.

**Work plan, including specific campaign activities and strategies with timeline**

January-

- order test kits (7<sup>th</sup>)
- develop three static displays to travel to around local libraries
- develop one display advertisement
- develop a flier for insert into the local free paper
- A 1x 3 inch ad will appear in Daily News (1,000 circulation) three times each week for the entire month (target Watkins Glen and Montour Falls)
- Insert flier (2,870 total) in the Hi-Lites (target Alpine, Beaver Dams, Cayuta, Mecklenburg, Odessa, Reading Center and Tyrone)
- WENY (viewership 208,000)- Three minute discussion for morning news (18<sup>th</sup>)
- CCE Land Use blog entry
- CCE Land Use E-News (emailed to 227 people) (5<sup>th</sup>, 15<sup>th</sup>)
- Kits distributed at food pantries (Monterey 11<sup>th</sup>, Tyrone 19<sup>th</sup>, Hector 20<sup>th</sup>, Cayuta 21<sup>st</sup>)
- Handout kits at energy conservation workshops (10<sup>th</sup>, 24<sup>th</sup>)
- Handout kits to walks-in customers (daily)

February-

- CCE Land Use blog entry
- CCE Land Use E-News (5<sup>th</sup>, 15<sup>th</sup>)
- WFLR (36,000 average listeners) 30 minute radio spot (10<sup>th</sup>)
- A 1x 3 inch ad will appear in Daily News (1,000 circulation) three times each week for the entire month (target Watkins Glen and Montour Falls)
- Insert brochure (2,870 total) in the Hi-Lites (target Alpine, Beaver Dams, Cayuta, Mecklenburg, Odessa, Reading Center and Tyrone)
- Handout kits at energy conservation workshops (9<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup>)
- Handout kits to walk-in customers (daily)
- Direct mailing of flier to 400 people that have participated in past environmental programming through CCE

#### March-

- CCE Land Use blog entry
- CCE Land Use E-News (5<sup>th</sup>, 15<sup>th</sup>)
- A 1x 3 inch ad will appear in Daily News (1,000 circulation) three times each week for the entire month (target Watkins Glen and Montour Falls)
- Handout kits to walk-in customers (daily)
- Update CCE Schuyler website to link to Coalition, EPA and DOH radon programs

#### April-

- Meeting with code enforcement officers
- Meeting with Habitat For Humanity

#### May-

- Follow up phone calls to participants with high levels of radon

#### June-

- Final Report

#### **Evaluation process: methods and procedures used to measure success of campaign**

As kits are handed out, participants will be asked how they heard about the program to determine what method of outreach was most successful. Follow up phone calls will be made

to those having high radon levels (determined from NYDOH printout) to do determine if the homeowner followed up with active radon mitigation and if not why.

**Budget: Itemized list of proposed expenditures**

<b>Amount Requested</b>	<b>Expenditure</b>
\$493	58 radon test kits (NYS Health Department)
\$850	Paid advertisements and insert into Hi-Lites
\$327	Copies
\$175	Postage
\$150	Poster display materials and copy paper
<b>\$1,995</b>	<b>Total Request</b>

## Central New York Coalition for Healthy Indoor Air, Inc. Final Report for Schuyler County Radon Mini-Grant

Schuyler County Cornell Cooperative Extension conducted an in-depth educational outreach program over the months of January, February and March reaching an estimated total of 267,776 individuals with radon reduction information. Fifty-eight radon test kits were purchased with grant funds and distributed for free to Schuyler County residents. Seven additional people purchased test kits from NYSDOH as a result of the educational campaign. It is unknown how many people purchased test kits from local hardware stores which would not be documented with NYSDOH. Of the test kits on file with the Health Department 50% of the tests were conducted with only eight homes testing positive for high levels of radon (4 pCi/L or higher). Please see attached spreadsheet with test results listed. There were twenty people that received free test kits that we could not get in contact with after four phone call attempts and four were told to wait to test their homes till the fall/winter of 2012.

In the months on April and May follow-up phone calls were made to those receiving free test kits to obtain test results and to offer information on mitigation if necessary. All homes testing positive for high radon levels stated they would be retesting to verify results and detailed information on mitigation (from EPA) and a listing of certified radon contracts working in Schuyler County were mailed.

Schuyler County Cornell Cooperative Extension has become a reliable source of information for radon and radon reduction techniques due to this grant funding.

A listing of education events that occurred during the funding cycle. Taken from grant proposal and updated accordingly.

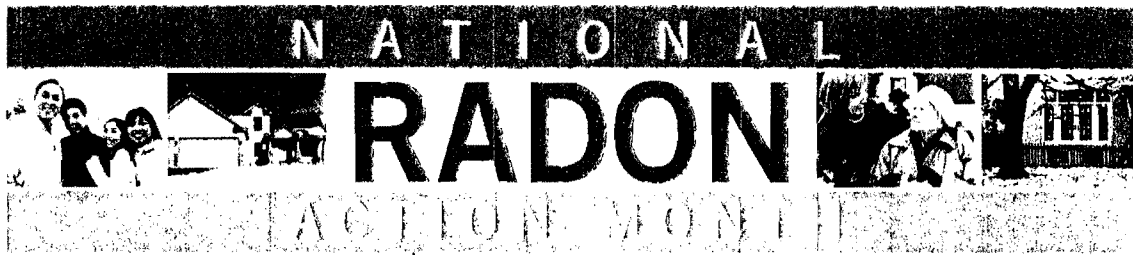
### January-

- order test kits (7th)
- A 1x 3 inch ad will appear in Daily News (1,000 circulation) three times each week for the entire month (target Watkins Glen and Montour Falls)
- Insert flier (2,870 total) in the Hi-Lites (target Alpine, Beaver Dams, Cayuta, Mecklenburg, Odessa, Reading Center and Tyrone)
- WENY (viewership 208,000)- Three minute discussion for morning news
- CCE Land Use blog entry
- CCE Land Use E-News (emailed to 227 people) (5th, 15th)
- Kits distributed at food pantries (Hector 20th, Cayuta 21st)
- Handout kits at energy conservation workshops (10th, 24th)
- Handout kits to walks-in customers (daily)

### February-

- CCE Land Use E-News (5th, 15th)
- WFLR (36,000 average listeners) 30 minute radio spot (10th)

flyer insert in  
paper



### Background

Radon is an odorless, colorless gas that is produced by the break down of uranium in the soil and can only be detected with special test kits. Radon can seep into your home through small cracks in your foundation unnoticed.



### Health Impacts

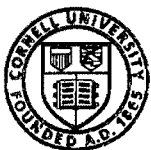
You don't have to be a smoker to be at risk of getting lung cancer. The Environmental Protection Agency estimates that 21,000 annual lung cancer deaths are radon related making radon the second leading cause of lung cancer in the US.

### Where To Get A Test Kit

- ~ Schuyler County Cornell Cooperative Extension  
(free to Schuyler residents while supplies last)
- ~ Your local hardware store
- ~ On-line at the NYS Health Departments website  
(<http://www.health.state.ny.us/environmental/radiological/radon/>)



**Protect yourself and your family, pick up a test kit today.**



Cornell University  
Cooperative Extension  
Schuyler County

For more information please contact  
Cornell Cooperative Extension  
323 Owego Street  
Montour Falls, NY 14865  
607-535-7161

*Cornell Cooperative Extension of Schuyler County provides equal program and employment opportunities. Accommodations for persons with disabilities may be requested by calling CCE of Schuyler County at 607-535-7161 no later than one week before the beginning of any event to make arrangements. Requests received after this date will be met when possible.*

*Funding provided by the Central New York Coalition for Healthy Indoor Air, Inc.*

**Cerio Law Firm**  
 derick M. Cerio • Matthew P. Hughson

- Bankruptcy • Real Estate Transactions
- Wills & Estate Planning
- Criminal Defense • Traffic Violations & DWI • Uncontested Divorce
- Adoptions & Family Law
- Personal Injury

9 N. Franklin Street Watkins Glen, NY 14891  
**607-535-5356**  
 \* First initial consultation is free

**Winter Savings  
 Money Until Delivery!**

Get the CB Structures building you've been waiting for!  
 a contract now through 1/31/11 with material delivery by 3/31/11.

**\$7,600**

**400**

**\$11,800**

**24 x 24 x 8**

Other Specials Available!  
 Spreads include: (2) storage • (1) water door, (1) entry door, nearest delivery construction.

**32 x 10**

**30 x 40 x 10**

**CONESTOGA BUILDINGS**

**AFFORDABLE QUALITY**

**STRUCTURES, INC.**

1-940-0192 www.cbstructuresinc.com

**Shop's  
 Yard  
 Coal  
 -800  
 950**

**• FREE YOGA CLASS FOR BREAST CANCER SURVIVORS**  
 every Tuesday 6:15-7:30pm on 6th St., Watkins Glen. Phone Eleanor @ 607-592-

**• 5-HOUR COURSE REQUIRED FOR DRIVER'S TEST:** Offered approximately every two weeks in Bath, Corning and Penn Yan. For dates and details website: [www.driverdon.com](http://www.driverdon.com)  
 OR 607-566-8507, 1-800-841-7730. Driver Don's Driving School, Avoca.

**• MONTOUR FALLS MEMORIAL LIBRARY** Regular Library hours: Mon.-Wed-Fri. 12-6; Tuesday and Thursday 12-7:30pm. Historical research room. Hours to do your research. Monday 9am-12 noon; Wednesday 9am-12 noon. Or by appointment. Phone 607-594-2062.

**• DOG OBEDIENCE CLASSES** starting January 27, Burdett Fire Dept. All age dogs welcome! Fun, motivational classes, experienced instructor. FMI 607-594-4025.

**• 1995 AQHA RED DUN BROODMARE,** throws dun color on foals. \$500 or trade for hay, 607-532-8346 e-mail brewster67@juno.co for photo of this year's red dun tobiano foal.

**• TERRY ELECTRIC:** Fast, professional service with reasonable rates. Free estimates, senior discounts. Insured. Call Paul 607-739-4484.

**• WANTED SOMEONE WITH BAND SAW MILL** to saw lumber at my location. If possible, please call 607-387-5858 after 6pm.

**• 50% OFF 1ST TIME CLEANING:** Commercial/residential service. Also, 10% off Interior painting, plumbing and other general contracting services. Excellent references. Fully insured. Call Heather, 585-775-8352 or 585-775-8296.

**• THE QUALITY,** the Price and the Experience to help you make it all fit together. Kraftmaid Cabinets now 67% OFF. Only at WATKINS GLEN LUMBER, EAST THIRD ST, WATKINS GLEN. 607-535-4423.

**• CRYSTAL VALLEY BULK FOODS.** We have flour, sugar, spices, etc. for all your baking needs. We also have deli meats & cheese, frozen foods, fresh produce. 607-

**RADON**  
**DON'T DELAY, TEST TODAY!**


Next to smoking, radon is the second leading cause of lung cancer in the US.

Radon is an odorless, colorless gas that can only be detected with special test kits.

Test Kits can be found at:

- ~ Cornell Cooperative Extension (free to Schuyler residents only)
- ~ Your local hardware store
- ~ On-line at the NYS Health Departments website (<http://www.health.state.ny.us/environmental/radiological/radon/>)

**Protect yourself and your family, pick up a test kit today.**

 Cornell University  
 Cooperative Extension  
 Schuyler County

For more information please contact  
 Cornell Cooperative Extension  
 323 Owego Street  
 Montour Falls, NY 14865  
 607-535-7161

Cornell Cooperative Extension of Schuyler County provides equal program and employment opportunities. Accommodations for persons with disabilities may be requested by calling CCE of Schuyler County at 607-535-7161 no later than one week before the beginning of any event to make arrangements. Requests received after this date will be met when possible.



Funding provided by the Central New York Coalition for Healthy Indoor Air, Inc.

**• NELSON DEVELOPMENT GROUP, LLC** is looking to subcontract all trades for a renovation project in Schuyler County. We are an equal opportunity employer. Please email a letter of interest to [ndevlopment17@gmail.com](mailto:ndevlopment17@gmail.com).

**• SPRING KITTENS WILL BE HERE SOON!** Cats can become pregnant at 4 months old and have two to three litters a year. Contact your veterinarian to schedule an appointment for spay or neuter. Or, call The Humane Society of Schuyler County about low

**• COUCH, LOVESEAT** Rocker/recliner, coffee table & 2 end tables. Good condition. \$400 or best offer. 535-7638.

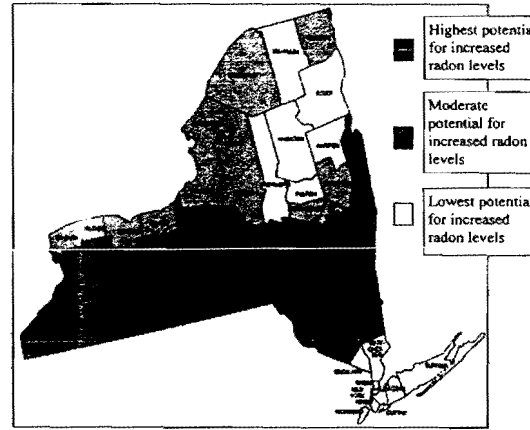
**CHRIS' CONTRACTING:**  
 Roofing; new roofs, re-roofs, specializing in flat roofs with rubber

all 8 1/2 x 11

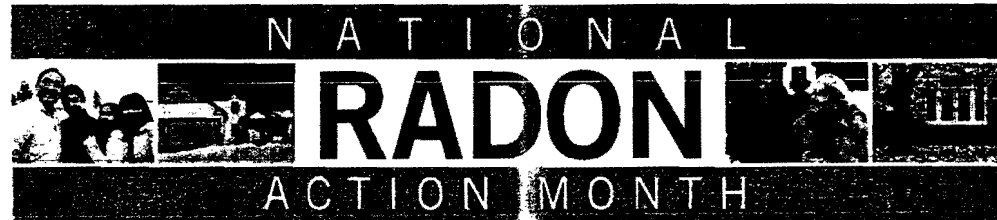
## Should I be concerned?

**YES!**

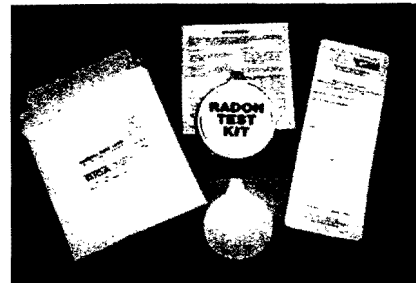
According to EPA studies, areas in Schuyler County have high levels of radon.



Next to smoking, radon is the second leading cause of lung cancer in the US.



Radon is a naturally occurring radioactive gas that is produced by the breakdown of uranium in the soil. Radon is an odorless, colorless gas that can only be detected with special test kits.



**Don't Delay, Test Your Home Today!**

## Don't Delay, Test Your Home Today!

Test Kits can be found at:

Your local hardware store

Cornell Cooperative Extension (limited number available)

On-line at the NYS Health Departments Website  
(<http://www.health.state.ny.us/environmental/radiological/radon/>)

For more information visit Cooperative Extension .

## How Radon Enters A Home

Radon can seep into your home through small cracks in your basement. Radon isn't just a problem for older homes, it can penetrate newly constructed homes as well.





WEDNESDAY, JANUARY 19, 2011

Blog Post

### National Radon Action Month



Cornell Cooperative Extension of Schuyler County is celebrating National Radon Action Month by

offering free radon test kits on a first come first served basis to Schuyler residents in January. Radon is a naturally occurring radioactive gas that is produced by the breakdown of uranium. Radon is odorless, colorless and can only be detected with special tests like the ones being offered by Cooperative Extension. Next to smoking, radon is the second leading cause of lung cancer in the US and should not be ignored.

Environmental Protection Agency (EPA) studies have identified Schuyler County as an area with recorded high radon levels and suggest homeowners test for radon. If your test results show radon levels higher than 4 picocuries per 1 liter (pCi/L) of air it is suggested that you look at mitigation. Mitigation techniques can cost between \$800- \$2,500 depending on your home with the most effective consisting of piping and fans. When looking for a contractor it is important that they are trained in radon mitigation because if done improperly, it could actually increase the amount of radon in your home.

To pick up your free test kit, stop by Cooperative Extension located in the Human Services Complex, 323 Owego Street, Montour Falls. For more information call Jenna Hicks, Environmental Science Educator at 535-7161.

Posted by Schuyler County Land Use Team at 4:06 PM      0 comments  
[Links to this post](#)