



Tuesday, June 8, 2021
10:00 a.m. – 12:00 p.m.

[Microsoft Teams](#)
Minutes

Roll Call: Alex Battaglia, Derek Leshak, Pamela Miller, Amy Lauver, Bonnie Clark, Caitlin Cluck, Chelsey Hildebrand, David Huber, Julie Bartol, Kohei Akiba, Meredith Bigger, Sherri Stayer, Vicki DeLoatch, Yvonne Huhenebecker, Shannon Mason, Karen Johnston, Nate Burden, Thurman Brendlinger, Leah Neiderer, Shelly Cree,

Welcome & Introductions

- *Please email questions about reporting to alapaeval@phmc.org*
- *Upcoming York and Adams County Media Campaign: How do you talk to your kids about vaping? Resources can be found on the WellSpan website.*

Coalition Updates

- **Coalition Website Updates**
 - **Job Opening:** ALA in PA is hiring an Associate of Health Promotions. Position details can be found on Lung.org.
 - **Day at the Capitol Recap:** 300 registered youth and adults attended. 72 scheduled legislative visits. 57 visits officially took place. 100 attendees joined the community forum that afternoon.
 - **Spanish and English versions now available for Cessation/Tobacco resources**
 - **Coalition YouTube Page:** Advising participants of pharmacotherapy webinar, PA Free Quitline Pregnancy Incentive Program Video, Ask Advise, Refer for Pregnancy Cessation Treatment and Rural Health.
 - **Coalition Recruitment Campaign:** Coalition One Pagers, Coalition Mailers, Coalition Swag Available, Coalition Testimonials, Event and Social Promotion.
 - **Tobacco 21 Awareness Campaign:** Awareness Campaign Posters, Awareness Campaign Videos, College Cessation One-Pager, Public Service Announcements, College Campus Mini Grant Information, Freedom From Smoking College Toolkit.

Radon: How It Affects Lung Health and What You Can Do About It

Nate Burden, Radon Scientist/Consultant, PA Chapter President, American Association of Radon Scientists and Technologists (AARST)

• Radon Facts: Radon is an odorless, colorless, tasteless radioactive gas scientists and doctors have proven can cause cancer.

- Radon is the second leading cause of lung cancer following smoking tobacco. Lung cancer is the #1 cancer killer compared to other cancer types. In 2019, it was estimated that more than 228,000 people will be diagnosed with lung cancer.
- For never smokers, radon-induced lung cancer is the #1 cause of lung cancer.
- Our state geology puts Pennsylvania at risk of high radon levels. 40% of homes in Pennsylvania have elevated radon levels.
- Five causes of lung cancer: Smoking, Radon gas, Asbestos,
- DIY Radon test kits are easy, inexpensive, and sold at hardware stores.
- 21,000 annual radon induced lung cancer deaths in the United States
- 80% of those with lung cancer are never smokers
- If you smoke and exposed to radon, your risk of getting lung cancer is 7 to 8 times higher than a non-smoker (Synergistic Effect).
- Children can be more effected by Radon exposure than adults. Work is being done with PA legislators in getting a Radon bill which will require mandatory radon testing with newer schools being built with radon resistant materials.
- For most school children, staff/teachers, and essential personnel, the second largest contributor to their ragon exposure is likely to be their school/preschool environment.
- Radon enters buildings by fractured rock, soil, well water, loose fittings, groundwater, cracks, drains, sump, and windows.
- Radon testing data can be found on the CDC website at <https://www.cdc.gov/nceh/tracking/topics/RadonTesting.htm>
- The cost of a person with lung cancer is around \$100,000. This means Pennsylvania \$180 million dollars are spent for those with lung cancer. This number can be cut in half by Radon Mitigation.
- How often should radon levels be tested? *Ideally a home should be tested no matter what. Nate suggests every two years, however EPA suggests every 5 years.*
- Is there a best time to test for Radon? *Testing is best during the colder months.*
- Is Radon testing necessary after construction to an existing home that has already been tested? *After additions to a home such as adding a french drain, fans, or ventilation systems which may change negative pressure to a home. Negative pressure will draw in possible Radon.*
- Yvonne has been working with providers to incorporating smoking cessation to Radon mitigation companies. Nate can work with ALA to develop a program to reach out to these companies to provide tobacco cessation.
- What is the average cost of mitigation? *Mititgation system costs can range from \$1,100 to \$1,500.*
- Can Radon levels vary from house to house in a neighborhood? *Yes*

Workgroup Updates/Breakouts

- **Cessation** (Vicki Deloatch, Jennifer Folkenroth, Julie Bartol, Leah Neiderer, Sherri Stayer)
 - Cessation and Vaping. Targeted ages are from 25 to 35 years old. The media campaign includes pictures and videos. Additional resources such as

YouTube and podcasts can be used. ClickUpon and Google ads will be utilized and contact will be made to ClickUpon to work as a media campaign company. The campaign will also be on social media sites.

- *Two pictures have been selected and will be choosing a third. The message will be around “Why did you quit?” or “Why did I quit?”*
 - *Reasons why the 25 to 35 year old group want to quit, or why they have quit? (Healthier lifestyle, cost of product, family)*
 - *Diversity will be focus on the visual aspect of campaign*
 - *Next meeting date will be forthcoming.*
- **Coalition Recruitment and Member Engagement** (*Meredith Bigger, Thurm Brendlinger, Caitlin Cluck, Shelly Cree, David Huber, Yvonne Kuhenbeaker, Amy Lauver*)
 - *Recruitment using the buddy system*
 - *Identifying gaps in participation*
 - *What sectors an organization will identify with*
 - *What sectors are missing*
 - *Use re-engagement email Chelsey drafted*
 - *Create a recruitment email and provide incentives for potential new members*
 - *Attached is the Regional Recruitment Workgroup Action Plan*

Questions & Closing Remarks

- *What are the benefits to become a member of the coalition which can be within the recruitment email? Jen can possibly help expansion of the coalition.*
- *Recommending tailored communications to target specific professionals to join the coalition. An email of benefits to childcare workers would look different than behavioral health professionals, ect.*
- *More information with upcoming meetings and events and information about in person events will be sent out!*
- **Evaluation:** Please use the following [link](#) to to complete the survey for this meeting.
- **Next Meeting**
 - September 2021
 - Virtual Meeting via Microsoft Teams