Strategic Plan: Reducing Radon-Induced Lung Cancer

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Outline

1. Intro to the Society – Who we are, what do we do and why do we do it

2. Activities and Initiatives
   • Radon Education
   • Community Action
   • Future Directions & Strategic Plan

3. Questions
PREVENTING CANCER
from happening in the first place:

1. Educating Canadians about risk reduction
2. Community action
3. Advocating for healthy public policies
Cancer reaches every community... ...and so do we.
Why Radon?
Lung Cancer

Percentage of All Estimated New Cancer Cases in Both Sexes Combined in 2014

- Lung cancer cases, 14%
- All other cancers, 86%

Percentage of All Estimated Cancer Deaths in Both Sexes Combined in 2014

- Lung cancer deaths, 27%
- All other cancer deaths, 73%
Five-year survival rates, Canada, 2006-2008
(Source: Canadian Cancer Statistics, 2013)

- All Cancers: 63%
- Thyroid: 98%
- Prostate: 95%
- Melanoma: 89%
- Breast: 88%
- Body of Uterus: 84%
- Bladder†: 74%
- Kidney: 67%
- Non-Hodgkin Lymphoma: 67%
- Colorectal: 65%
- Oral: 63%
- Leukemia: 58%
- Lung: 18%
- Esophagus: 14%
- Pancreas: 8%
Total deaths by type of cancer, Canada, 2013

- Lung: 20,200
- Prostate: 3,900
- Colorectal: 9,200
- Breast: 5,100

Lung only: 20,200
Combined: 37,400
Every day, 72 Canadians are diagnosed with lung cancer.
Every day, 56 Canadians die from lung cancer.
Activities and Initiatives
Education

• Public Forums
• Letters to Municipalities
• Letters to Parent Advisory Committees
• Social Media: blog, twitter, infographic “it’s my life”
• Accessible information: Cancer.ca & myonething.ca
Community Action

• Workshops with trade schools
• Community information surveys
• Working with other organizations
  o Community radon testing
  o Distributing testing kits
  o Distributing information & resources sharing
  o Outreach to health care professionals
  o Training for building professionals
With support from: Health Canada  Santé Canada

Kootenay Region’s first Radon Measurement & Mitigation Training

• 15 participants & 2 auditors
• 4 Instructors: CERTI and CNRTC
• Cranbrook Home Mitigation
• Nearly tripling the number of practicing certified mitigation professionals in BC
Radon Measurement & Mitigation Certification
Future Direction

Strategic Plan:

- Construction
- Homeowners
- Real Estate
- Advocacy
Construction & Building Industry

- Generate support from building inspectors, regional districts & municipalities
- Host Radon Measurement & Mitigation Training in the North
- Support and involve industry with information distribution
Further Testing & Awareness

- Further community testing across entire province
- Continue education with schools, daycares
- Surveys
Real Estate

- Support industry with specific resources to distribute to homeowners
- Presentations and outreach
- Consult with association groups
Advocacy

• Consult with industry, researchers and organizations to identify priorities

• Survey at CARST 2015

• Build and begin our advocacy plan following the results of the stakeholder survey
Questions?
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