

## The Cause: Radon

Radon is a colorless, odorless, and tasteless gas that can cause lung cancer. The Surgeon General lists radon exposure as the second leading cause of lung cancer in the United States. This radioactive gas comes from the ground, and can easily enter homes and buildings through foundation openings. The only way to detect the amount of radon present is to test.

## The Goal: Raise Awareness

Wyoming ranks third highest for radon levels nationally, with homes in most counties testing higher than the EPA's recommended action level. Elevated levels of indoor radon gas are harmful to your health. The solution is to reduce the number of homes with elevated levels of radon. This contest is designed to raise awareness for radon testing and inform people of the danger of radon in their homes.

## The Who: Wyoming Youth Grades 9-12

Students in grades 9-12 are eligible to participate. They may be enrolled in a public, private, territorial, tribal, Department of Defense (DoD), or home school; or qualify through a sponsoring club, such as art, computer, reading or science clubs, scouting organizations, or 4-H clubs. Only one entry per child may be submitted.

## The Prizes

The top three winners will receive a gift certificate: \$300 for first place, \$200 for second place, \$100 for third place. A \$100 gift card will also be given to the video with the most views on YouTube. The first place video will also be submitted to the National Radon Video Contest. Videos will be used for educational outreach. Each applicant should include a signed release on the video submission form for use of the video.

## Timeline

Submissions must be uploaded by November 15, 2021. Winners will be announced on January 7, 2022.

## The Important Parts

**Entries must be submitted by November 15, 2021**

Videos must be uploaded to YouTube then email the video link along with the submission forms to the Wyoming Cancer Program at [wdh.cancerservices@wyo.gov](mailto:wdh.cancerservices@wyo.gov).

**Visit the Wyoming radon website to view last year's contest submissions:**  
[www.health.wyo.gov/radon](http://www.health.wyo.gov/radon)

## Last Year's Winning Video



Cassidy, age 16, & KC, age 16  
Thunder Basin High School  
Gillette, WY

## Video Topics

Choose from the following five topics:

1. What is radon?
2. Where does radon come from?
3. How does radon get into our homes?
4. Radon can cause lung cancer.
5. Test your home for radon.
6. Mitigating radon in your home

## Video Requirements

Video must meet the following requirements:

- Be original
- Create a 30 second public service announcement or commercial-style video on any of the required topics that encourage residents to test and/or mitigate their homes for radon.
- Video must adhere to specific specifications and rules. See: <http://adspecs.ncm.com/content/files/RegionalContentSpec.pdf>
- Copyrighted characters, product logos, and trademarked or brand names cannot be used.

## Judging Criteria

- Accuracy of the message in the video
- Video follows the rules and guidelines
- Creativity of the video
- Originality of the video
- Video content

## Radon Resources

- U.S. EPA: [www.epa.gov/radon](http://www.epa.gov/radon)
- Centers for Disease Control and Prevention: <https://www.cdc.gov/radon>
- Radon Leaders: [www.radonleaders.org](http://www.radonleaders.org)
- National Radon Program Services: [sosradon.org](http://sosradon.org)
- CRCPD: [www.crcpd.org](http://www.crcpd.org)

## TIPS for a GOOD VIDEO

A good video will make people STOP, WATCH, and REMEMBER.

Read the rules/guidelines carefully and follow the directions.

Do some research about the topic. Go to the Websites listed in this brochure.

Be sure the information you use is correct, for example, not referring to radon as “poisonous.”

Think of your video as a TV commercial on this topic.

BE CREATIVE. Come up with a catchy idea or ideas.

Use visuals that help to teach your idea or message.

Ask adults to critique your ideas and tell you what they think.

Lettering should be 1 to 2 inches tall so it is easy to read from a distance.

Be sure all the words are spelled correctly.

Use colors and fonts that are easy to read.

Ensure the video is not shaky, unfocused, too dark, or too bright.

Ensure good-quality audio by using microphones, limiting background noise, or videoing in a room that echoes.