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Organization

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Title

Radon Risk Communication: From Scientific Data to Public Understanding

Abstract

Communicating radon risks in a way that people not only understand but act on remains a central challenge in our field. In this presentation, I'll discuss why effective risk communication is essential and how people's psychological perception of risk often influences their decisions. I'll walk through common obstacles and focus will be on practical ways to translate complex radon science into clear, relatable messages that make sense to homeowners and other non experts. The goal is simple, to show how better communication can lead to more testing, more mitigation, and ultimately healthier homes.