



November 2013

**MEDIA
PLANET**

HOME COMFORT & SAFETY



— *Featuring* —

HOME RENOVATIONS

The Property Brothers explain how to maximize your home comfort

SMOKE DETECTORS

Prevent tragedies before they occur

RADON

The danger that may be hiding in your home

BUILDING A SAFE AND PLEASANT HOME

Real estate investor, contractor, and television host **Scott McGillivray** shares insight on home improvement strategies

PHOTO: TIM LEYES

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CHALLENGES

Home security solutions are changing — understand the precautions you can take to protect your family and loved ones.

Innovations in home safety



JF CHAMPAGNE
EXECUTIVE DIRECTOR, CANADIAN
SECURITY ASSOCIATION

The electronic security industry is constantly evolving. Technological advances over the past five years have drastically changed the industry's landscape providing today's consumer with an abundance of electronic security options. While more choice may seem attractive to some, it also demands that home owners take a proactive approach in understanding their available options and defining their security needs.

Understand your options

New technology is constantly enabling new home security options. Homeowners can now monitor and control their home security system from anywhere in the world on their smartphone or tablet. Apps are revolutionizing the security industry. Even personal emergency response systems (PERS), which enable users to connect with a central station with a push of a button, can be added to security packages.

Despite the many options available on the market, it is important to remember that you need to do what is best for you and your family. Your home's alarm system should be customized to fit your specific budget and security requirements. A qualified electronic security professional should work with you to assess your needs and offer solutions that best fit your lifestyle, whether you want to be able to monitor your home's security on the go or have peace of mind that your home is safe without checking your mobile.

Get the right help

Navigating all of the available security options can be easier with the right help. Knowing who to

turn to—and who you can trust—are the first steps in developing your security plan. The Canadian Security Association (CANASA) represents more than 1300 security organizations across Canada, including Canadian Accredited Security Contractor (CASC) companies, monitoring stations and consultants. All members abide by a code of ethics and promote proper standards.

When setting out to choose an alarm company, try to meet with a minimum of three companies in order to compare services and costs. Don't be afraid to ask questions about products and services—electronic security professionals are there to help define your needs. Find out how long the security company has been in business, and look for evidence of the companies' areas of expertise and employee training.

Reduce false alarms

Aside from the all the advancements being made through new technology, one issue remains constant in the electronic security industry: the need to reduce false alarms. False alarms not only place undue pressure on emergency response services, but can also

result in false alarm fines for home owners. Fortunately, false alarms can be preventable, especially when alarm owners play an active role in maintaining and managing their home security systems.

There are several ways in which alarm owners can decrease the likelihood of a false alarm. Schedule annual inspections to ensure proper performance of your alarm system, and replace the alarm's back-up battery every three to five years. Ask your alarm monitoring company to employ enhanced call verification, which means the monitoring station will try to reach two or more contacts on your call list to confirm the validity of a triggered alarm before issuing a dispatch. Be sure to keep your call list up to date.

While these are just a few tips to help you understand some of the many considerations that come with innovations in home safety, throughout this report you will find the information and tools you need to help you protect your home and your loved ones.

JF CHAMPAGNE

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EDITOR'S PICK



PAGE

7

Expert
Advice
from
Chief Sales



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INSIGHTS

HOME FIRE PREVENTION

Scott McGillivray explains that fire prevention is one of the fundamental aspects of domestic safety.

Protecting your home from fire is one of the fundamental aspects of domestic safety. It's so frustrating to discover that, in so many cases of house fires, just a few simple measures could have saved a family from death or serious injury.

Don't let yourself be one of those families that have to face unimaginable heartbreak. The time to act is now; today.

Detection devices

The first thing to do is check that your smoke alarms are working. "Check them once a month, clean them every six months and change the batteries at least once a year," said Scott McGillivray, who is a full-time real estate investor, contractor, television host, writer, and educator.

"For added safety, install smoke alarms on all levels of your home, primarily near bedrooms."

Electrical dangers

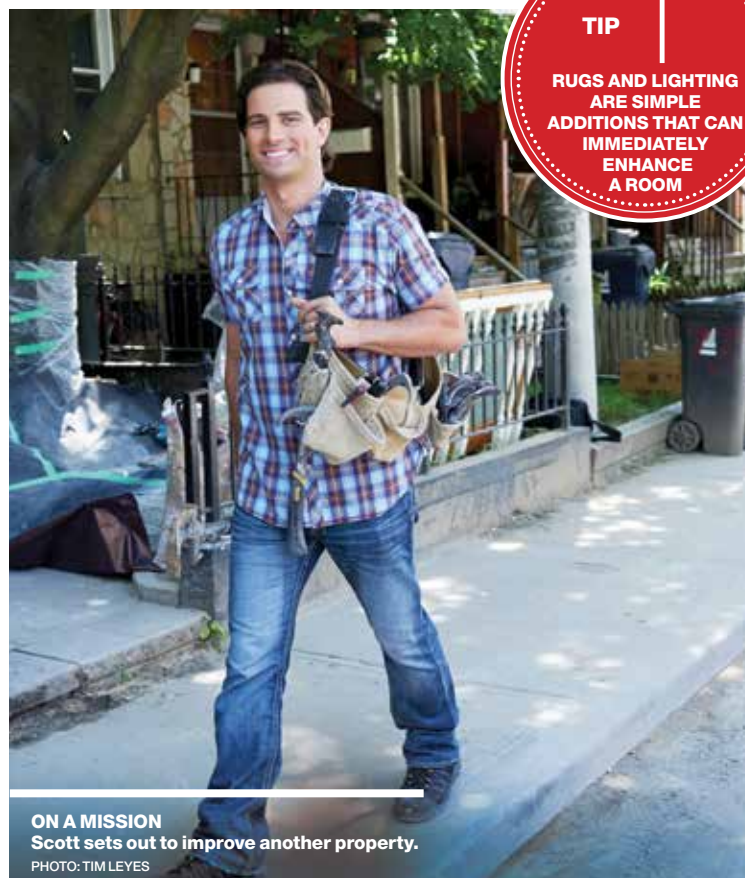
Ensure that your appliances and cords are safety approved. The Canadian Standards Association (CSA) sets the benchmark for domestic safety, so getting the seal of approval from them is an important step in making your home fire safe. "It's also a good idea to use appliances that have an automatic shut-off," said McGillivray.

We take our electrical appliances for granted. We use them so often without any problems that we simply don't realize the inherent risks that they carry. So, making sure that the entire family is aware of their dangers is imperative. "Check electrical cords, replacing ones that are cracked or frayed," said McGillivray.

"Also, never overload electrical outlets or use extension cords to replace additional outlets."

Building towards safety

Whether you're doing a small bit of home DIY or you're renovating the whole building, using certi-



ON A MISSION
Scott sets out to improve another property.
PHOTO: TIM LEYES

fied fire resistant materials is a great way of increasing safety levels in your home. "Materials like this are excellent barriers that will delay the spread of fire" said McGillivray.

Extinguishing the danger

Even if you have followed all of the safety tips, there's still a small chance that a fire could break out in your home. The most important thing: be prepared. Devise an evacuation plan with the entire family so that everyone knows what to do should the worst-case scenario occur.

Also, carry out regular checks on your fire extinguisher and ensure that it's stored in an easy to access location in case of emergency.

"House fires are more common than we think," said McGillivray. "There's no time like the present to stop and evaluate the different fire-safety measures you have in and around your home and to make sure everything is up-to-date."

JOE ROSENGARTEN
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FACTS



KEVIN CALLAHAN,
CEO, Pioneering Technology

How to prevent kitchen fires

Cooking is the number one cause of home fires and home fire injuries. Only 1 in 30 cooking fires are reported. Most of these fires originate on a stovetop and involve cooking with oil.

Unattended cooking is the leading cause of these fires. The biggest challenge is human behavior. People get busy, distracted or forget.

- Never leave cooking unattended.
- Keep an eye on what you fry.
- Look for technology that controls the temperature to help prevent these fires from starting.
- Always have working fire alarms near the kitchen.
- Never put water on a grease fire.
- If the fire is out of control get out of the house and call 911.
- Always have an escape plan.

KEVIN CALLAHAN
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INSIGHTS

Q&A



IAN PATTINSON, Vice-President,
Smart Home Monitoring,
Rogers Communications

Remote monitoring

Q: What are some of the benefits of smart monitoring systems?

A: Smart monitoring provides anytime, anywhere connectivity and real-time monitoring. You're able to view and control your home from a computer, smartphone or tablet. Apps can remotely control your home security, cameras, lights, thermostats, and automate them all. Home automation technology has really developed in the last three years making powerful home automation very affordable for the average consumer. For example, when your kids arrive home from school the heat automatically turns up, and you receive a video alert on your smartphone.

Q: How does smart monitoring increase safety and security in the home?

A: Smart monitoring increases home safety and security because the system is always online and connected to the cloud through two networks. When the home is always online this means the homeowner and central station are instantly alerted the moment something happens. Lastly, remote control of your system through your smartphone or tablet means you use the system more frequently and have it in an armed state providing ultimate protection.

IAN PATTINSON
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Maximize your comfort

Candice Olson, television host of Divine Design and Candice Tells All, offers five tips that will make your home more comfortable.

1. Warmer metal finishes like gold and brass: The bright edge of these accents can be taken off with hand finishing. I design a line of furniture and lighting where I've created a metal finish called "Glint" — the perfect middle ground between silver and gold.



CANDICE OLSON
DESIGNER, CANDICE OLSON
DESIGN INC.

2. Lavender is the new grey: It marries beautifully with the smokey blue-grey walls.

3. Adorned, embellished and exotic walls: Foil backed grasscloth, computer generated macromurals, wallpaper made with crystals, glass beads or mother of pearl take walls from the everyday to extraordinary.

4. Large scale painterly patterns: From florals and damasks to stripes and modern geometrics, think blurred water-coloured inspired, almost abstract takes on traditional faves. I'm working on my next fabric line and this trend will be at the forefront.

5. Whimsical, even quirky art: Find accessories and accents that provide a one-of-a-kind, no one-else-has quality that counters the feeling of mass manufactured blandness.

CANDICE OLSON

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UTILIZING SPACE
A few simple steps can
brighten up any room.
PHOTO: W NETWORK, HGTV

THE FUTURE OF HOME AUTOMATION

Customize your home through new technology

Automation by innovation

Safety and security systems protect homeowners from fire and intrusion. Such systems utilize alarms, sensors, central station monitoring, electronic access control to the home and closed circuit televisions (CCTV) systems. Many safety and security systems integrate into "whole house" automation systems, which aim to control every facet of a home. Such systems are often hard-wired into the home infrastructure and are monitored constantly by security companies for a fee to protect residences from emergencies and alert relevant authorities.

The next generation of home security connects and protect a home seamlessly, allowing homeowners to personalize systems that

work to defend their most valuable assets. Do-it-yourself products that are available at major consumer electronics chains, and all inclusive offerings from major telecom and cable companies, are both now available that allow homeowners to monitor cameras and doors by way of smartphone, computer and tablet. New security systems offered by telecom and cable companies can remotely monitor everything from carbon monoxide levels through sensors, to cameras, and even provide customers smartphone alerts when their kids have arrived home from school.

Increase your comfort

Home automation technology also exist that permit automation of lighting. Integrated lighting

control systems offer a controlled approach towards illuminating a home. An integrated lighting control system allows the homeowner to create a sophisticated lighting system through automatic switching and dimming controls. Integrated lighting can be controlled through a myriad of technology, including structured wiring, wireless broadband, power line and sensor controlled switching. Lighting control can be based upon switches or even smartphone applications.

Temperature control systems can be installed into a home that can be controlled via smartphone applications and vis-à-vis the Internet from anywhere in the world. Integrated energy management allows homeowners to accu-

ately measure and control their energy consumption through electronic sub-metering and load control. Climate control systems can even allow the homeowner to save energy by dividing the home into specific heating and cooling zones. Climate control can be integrated into more expensive whole home automation deployments, allowing for efficient integrated energy management. Consumers who do not opt for fully-zoned climate systems can opt to purchase less expensive Internet-enabled thermostats that integrate on a home's local Wi-Fi network, allowing for Internet and smartphone-based control.

RAWLSON O'NEIL KING
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INSPIRATION

COMFORT THROUGH RENOVATION

Do it yourself: the Property Brothers elaborate on their home improvement experiences.

Mediaplanet Why are you interested in the home renovations and home improvement industry? What got you started?

Jonathan & Drew When we learned about the real estate market boom in Calgary in the mid to late 90's, we decided that this was somewhere we could make our mark. Taking something from what most see as irreparable and turning it into something beautiful has always fascinated us. As kids, we would restore old bicycles, give our dad's barn a much needed make-over and reorganized our school theatre and library. Even after hun-

dreds of dream home transformations, we never get tired of seeing the look on people's faces when they walk into their new home.

MP What are the most common mistakes homeowners make when renovating/improving their home?

J&D Over renovating for the neighbourhood is a common mistake. Consider alternatives that are still aesthetically pleasing but are a bit more affordable. Another common misconception is that you should focus your budget on renovating your kitchen as that will add the most value to your home. The overall value and perception of your home is only as great as its worst feature. So, all the money you put into upgrading your kitchen will be undermined if the rest of the house is in poor shape.



UPGRADE YOUR SPACE
Jonathan (left) and Drew (right) take a moment to pose during the filming of HGTV's Property Brothers. PHOTO: CINEFLIX

MP What advice/tips would you give to homeowners wishing to renovate/improve their home?

J&D Before you make any purchases or even begin to ponder over certain design dilemmas, create a solid plan of the scope of work you are undertaking. This includes

drawing up a realistic budget, setting a timeline and talking to professionals to ensure that everything is done properly. While we encourage DIY whenever possible to save money, you have to realize that certain jobs require professionals and that this will save you time, money

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and hassle in the long run because the job will get done correctly.

MP What are each of your specialties when it comes to home improvement?

J I can add life to any space. I love the initial visualization of the transformation when I first walk into a fixer upper.

D I can create the most efficiently organized home. I love being able to create spaces that are as functional as they are stylish.

ETHAN STONE

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NEWS

FACTS



DAVID ROCCO
Chef, Host of
Dolce Vita

Kitchen safety

The first recipe for kitchen safety is simple — common sense. If you must attend to something or someone else in the house, then turn off the stove. The leading cause of cooking fires is an unattended stovetop!

Most stovetop fires are preventable. In addition to cooking safely there are innovative new products that can be added to any stovetop that will help to prevent fires.

Buon appetito!

DAVID ROCCO
editorial@mediaplanet.com

New technology eliminates common smoke alarm complaints.

It's not hard to have a love-hate relationship with smoke and carbon monoxide (CO) alarms. They save lives, but there can be a lot of confusion around how many alarms a home needs, where to install them, and, how often they need to be replaced. Most common are the complaints: Why do they go off when I cook? And, why does the low battery chirp always seem to happen in the middle of the night?!

Technology has come to the rescue. A new line of “worry-free” smoke and CO alarms finally takes the guesswork out of protecting your family.

These latest smoke alarms feature new sensor technology that detects real fires faster and substantially reduces nuisance alarms. All the new models also have sealed lithium batteries that last 10 years from alarm installation. That means you can't remove the battery and there's no need to replace the batteries for 10 years!

And, no more late night alarm chirps — that's maybe best of all.

Carbon monoxide alarms in the new line also have new sensors, the same 10-year battery, and are CSA-certified for a 10-year lifespan instead of the usual 5 or 7 years.

Not all the improvements are tech-oriented, though. Makers of these new alarms, Kidde Canada,

“As a contractor I appreciate the efficiency of installing an alarm knowing it will last for 10 years without a battery change. As a consumer I like the money I save...”

—Scott McGillivray

have also listened to research that showed people are often confused about which alarms to install in different areas of their home. Clever but simple color-coding on the “worry-free” packaging guides you to the right alarm for the right location.

“People today know that having smoke and carbon monoxide

alarms is not an option, but to do their job alarms need to be powered and within their operating lifespan,” says Scott McGillivray, host of HGTV's wildly successful show Income Property. “As a contractor I appreciate the efficiency of installing an alarm and knowing it will last for 10 years without a battery change. As a consumer, I like the money I save by never having to change batteries for a decade.”

When it comes time to replace your outdated smoke and CO alarms... think about taking a worry-free approach. You'll sleep safer... and right through the night!

ART PULLAN
EXECUTIVE DIRECTOR,
FIRE MARSHAL'S PUBLIC
FIRE SAFETY COUNCIL
editorial@mediaplanet.com

A DECADE OF FIRE AND CARBON MONOXIDE PROTECTION



NEW WORRY-FREE ALARMS FROM KIDDE



No battery to change



No late-night battery chirps

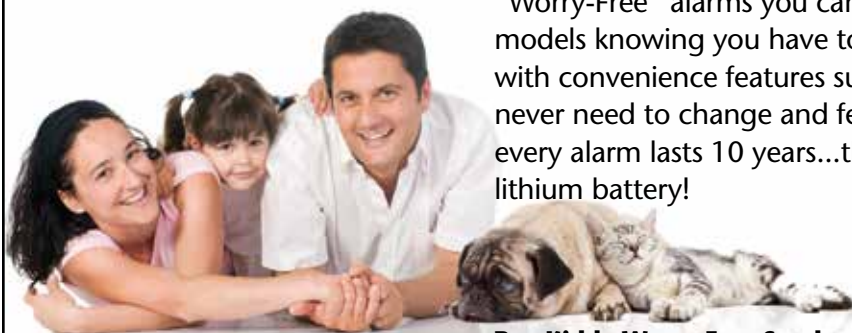


No frequent false alarms



No guessing when to replace

You have a lot of responsibilities. But none are more important than making sure your family is safe from fire and carbon monoxide. Now, with Kidde's new “Worry-Free” alarms you can replace your outdated models knowing you have today's latest technology with convenience features such as batteries you never need to change and fewer false alarms. And every alarm lasts 10 years...the same as its sealed lithium battery!



Buy Kidde Worry-Free Smoke & Carbon Monoxide Alarms wherever quality hardware is sold.



SMOKE ALARMS

CARBON MONOXIDE ALARMS

INDUSTRY PERSPECTIVE



1 As first responders to emergency situations — what suggestions do you have for individuals on how to react during a crisis?

2 What are some strategies and equipment people can utilize in their homes to increase their health, safety, and security?

3 As chiefs and safety professionals — what innovations in the fire prevention, health safety, and security industries do you recommend?



Jim Sales
Fire Chief,
Toronto Fire
Services

Preparation for a range of fire scenarios is essential. For example, the majority of fires occur in the home. Single family residential construction methods and synthetic furnishing materials result in a rapid spread of fire. That means people may have less than a minute to escape a fire after the smoke alarm sounds. Families must prepare and practise a home fire escape plan. Early warning from a smoke alarm is an essential component of that plan.

Our strategy is prevention, detection and escape. Prevent fires from occurring in the first place and be aware that impairment caused by alcohol or drugs, is a strong contributing factor in many home fires. Detect fire by having a working smoke alarm on every level of the home. Test smoke alarms at least once a month and replace batteries at least once a year. Detect carbon monoxide by installing a carbon monoxide alarms outside each sleeping area. Prepare and practise a home fire escape plan.

Toronto Fire Services is advocating the installation of home fire sprinklers in all new residential homes. Home fire sprinklers aid in the early detection and quick control of fires. Another innovation that is making a difference is the use of heat limiting technology for use on ranges or stove cooktops. Cooking fires are still the leading cause of home fires and fire injuries. By incorporating this technology we can limit the ignition of grease and oils.



Paul Raftis
EMS Chief,
Toronto
EMS
Services

A simple way to prepare in advance for a possible medical emergency in your home is to complete Toronto EMS' In Case of Emergency (I.C.E.) sheet. Put it on your fridge or other visible places in your home. Paramedics know to look for this vital health information when they arrive to help you. Preparing the information in advance will assist the Paramedics to quickly assess and treat your medical condition, especially when you can't speak for yourself.

A simple first-aid kit in your home is something that can assist you in treating injuries at home. A first degree burn can be treated by first cooling the burn for 10-15 minutes in cool water and then covering it with a clean, dry bandage. A cut can be treated by first stopping the bleeding by applying pressure to the wound. Once the bleeding has stopped, clean the wound with soap and cover it with a clean, dry bandage. A sprain can be treated by remembering this simple word: R.I.C.E. Rest, Immobilize, Cold, Elevate.

Anyone can help paramedics save a life by stepping in to help someone in their home who is unconscious and not breathing by calling 911 and starting CPR (cardiopulmonary resuscitation) immediately. While it isn't necessary to take training, you will feel more confident in starting CPR and using an Automated External Defibrillator (AED) if you have practiced the skills in advance. Toronto EMS' Public Access Defibrillation program has helped to save nine lives so far in 2013 in the City of Toronto.



Rob McDonald
Crime
Prevention
Officer,
Toronto
Police
Services

In a crisis it's very important to get yourself to a safe place and contact the Toronto Police Service by dialling 9-1-1. The more detailed and accurate information you can provide the communication dispatcher, the better informed the officers attending to the emergency will be. It will assist them in trying to resolve the emergency situation.

When it comes to increasing an individual's home security it all begins with awareness. If people don't know what may be happening in their community or the vulnerable points of access to their homes they cannot make adjustments to better protect themselves or their property. Lastly, speaking with a Crime Prevention Officer from Toronto Police will provide you with information on how to better secure your home.

Technology and innovation are bringing the home security world new products constantly. Your personal budget will determine where you will start and end with home security. Start with the latest motion sensor lighting and then invest in quality locks for all your doors. If your budget allows, you may also want to consider looking at remote access alarms and camera systems.



Did you know that 1 in 8 households experience a cooking fire each year?*

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*(Source: National Fire Protection Association)

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NEWS

Radon: An invisible killer

Question: What is Radon, and why is time that Canadians took notice of its effects?

Answer: It's a radioactive gas that occurs naturally when uranium breaks down in rock, soil and water. Long-term exposure to radon increases the risk of lung cancer.

A stealthy danger

When radon is first produced, it enters the earth's atmosphere by escaping through porous soils and fissures in the rock of the earth's crust. When it does eventually make its way into our atmosphere, it's relatively harmless in outdoor air because it dissipates at such a rate that concentration levels are extremely low.

When radon seeps into buildings, usually through basements, the gas decays over a short period of time. This decaying is when the danger begins.

"The problem with radon is not the gas itself but the progeny resulting from its decay. The progeny is a solid particle which attaches to dust and can

be breathed in and remain in the lungs," explained the President and CEO of the Radiation Safety Institute of Canada, Steven W Mahoney.

Health risks

The research clearly states that long term exposure to radon can lead to a significantly increased risk of getting lung cancer.

"Studies show that around 16 percent of lung cancer cases in Canada are linked to radon exposure; it's the second biggest cause of lung cancer after smoking," said Connie Choy, who is the Air Quality Coordinator at the Ontario Lung Association. "It's a significant risk."

Prevention

So, prevention is essential. There's a plethora of simple options to make your building radon safe, and a reliable and functioning radon mitigation system is key.

"Depending on the size of the property involved, it might be something as simple as installing



EXAMINING RADON
Scientists process radon tests returned to the RSI National Laboratories for analysis.
PHOTO: PETE LAWRENCE



HON. STEVEN W MAHONEY
PRESIDENT AND CEO, RADIATION
SAFETY INSTITUTE OF CANADA

"The problem with radon is that you can't see it, taste it, smell it or touch it"

a pipe to vent out of the particular area, it may require a fan, or it may require adding an attachment to your furnace," said Mahoney.

Estimates for installing a ventilation system range between \$500 and \$3,000. But, paying anywhere near the top end of the scale is very uncommon, that sort of outlay would only be necessary for a very large house with an extremely high radon concentration.

"The average family home would be at the lower end of the financial scale," said Mahoney.

Testing

The most important thing to do it is to determine whether or not you're being exposed to radon. Don't put it to the back of your mind. Testing is simple and affordable.

"Health Canada recommends that you do a test over a period of 3 months," explained Kelley Bush, who is the Head of Radon Education and Awareness at Health Canada. "Radon levels vary quite a bit over time, and the risk is from long term exposure, so it's important to know your long term levels."

It's as easy as going to your local DIY store and picking up a test kit for between \$30 and \$60.

So, stop wasting time and do a test and, if necessary, install the adequate ventilation system.

Mahoney sums up the argument quite perfectly: "\$500 is a small price to pay to properly ventilate your basement and prevent your kids from getting cancer."

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