Application

FY26 Iowa Cancer Plan
Implementation Grant Cycle

Iowa Cancer Consortium
www.canceriowa.org

Applicant Information:

Name of Project Lead: Alexis Gigliello, MPH
Project Lead Email Address: Alexis.Gigliello@lung.org
Project Lead Phone Number: 904-362-8056
Organization: American Lung Association
Street Address: 3000 Kelly Ln
City: Springfield
Zip Code: 62711

Project Details:

Project Title: Preventing Lung Cancer: Improving Radon Awareness, Testing and Reduction
Total Amount of Funds Requested for FY26 (up to $25,000): $25,000

Provide a brief description of your intended project and any relevant background information about your organization. *(Suggested: 1,000 words or less.)*
The American Lung Association is the leading organization working to save lives by improving lung health and prevent lung disease. Lung cancer is the leading cause of cancer deaths for both men and women in the United States. Through our programs, resources, services and research, we aim to defeat lung cancer and ensure that all people have air that is safe and healthy to breathe.

The Lung Association works on both a nationwide and statewide level to protect public health from radon exposure, the leading environmental cause of lung cancer in the United States. Radon is a naturally occurring, radioactive gas that is colorless, odorless and tasteless. Risk for lung cancer occurs when radon is pulled from the soil underneath the foundation of a home or building and becomes trapped indoors at dangerous levels in the air that we breathe. The Environmental Protection Agency (EPA) has set a radon level of 4 picocuries per liter (pCi/L) as the action level to reduce radon in your home. The only way to detect for radon is to test for it, and the only way to effectively remove radon from your home is to have a professional mitigation system installed.

Our current initiatives aim to improve radon awareness, increase access to radon testing, and educate on the importance of reducing radon exposure in homes, schools and other buildings to prevent lung cancer. Some nationwide radon initiatives include radon resources for homeowners, a radon reduction toolkit for healthcare professionals, resources for schools, cancer plans and real-

estate professionals, and Radon Basics, an online learning module designed to help individuals and professionals learn more about radon. The Lung Association facilitates campaigns to educate the nation about radon and distribute resources into the hands of communities in need.

In the state of Iowa, the Lung Association has experience addressing radon with residents, healthcare professionals, schools, real estate professionals, local building departments and more. Currently, the Lung Association manages the Iowa Radon Hotline, a call service for individuals and radon professionals to ask questions, distributes low-cost test kits to the state of Iowa, develops and distributes Iowa radon resources, manages the Iowa Radon Poster & Video contest, engages with schools and real-estate professionals, and is a member of the Iowa Cancer Consortium.

Through the project Preventing Lung Cancer: Improving Radon Awareness, Testing and Reduction, the Lung Association will focus on the following activities:

Activity 1: Improve radon test kit distribution and utilization. This activity will include promoting bulk radon test kit sales to local health departments (LHDs), providing LHDs with technical assistance for distribution tracking and follow-up, and providing educational resources for residents. The Lung Association's Radon Reduction Toolkit for Healthcare Professionals will also be distributed to health centers across the state. The Lung Association will utilize 20 years of radon test result data from 26,791 Lung Association distributed test kits in the state of Iowa and data from the Centers for Disease Control and Prevention's Environmental Public Health Tracking Network data to identify regions of Iowa with low test kit utilization and ensure outreach is done to local health departments and health centers in regions with low test kit distribution.

Activity 2: Partner with the Energy Association of Iowa Schools (EAIS) to engage school districts with lung cancer prevention in their communities by supporting residential radon testing. The Lung Association will provide a total amount of 1,000 free test kits to eligible school districts to distribute to staff, parents and community members. Eligibility requirements include that the school district has been trained through EAIS, completed their required written radon plan and completed radon testing/has radon testing scheduled in accordance with the Gail Orcutt School Radon Safety Act. Schools will also receive guidance for residential radon testing and educational resources. The free test kit initiative will be supplemented by a radon awareness outreach and marketing campaign including tactics such as news articles, press releases, social media toolkits or other media opportunities. School administrators or staff will have the opportunity to share their story and become a local spokesperson in any applicable awareness opportunities.

Activity 3: Support radon testing and mitigation in schools. All schools that complete the fall 2025 EAIS training for radon testing will be referred to the Lung Association's Clean Air School Challenge to apply for mini-grant funding for radon testing and seed funds for mitigation. All schools that have previously been trained through EAIS and tested their school for radon will have the opportunity to join the Lung Association's Clean Air School Challenge to expand on their indoor air quality

management plans to further promote lung health for students and staff. The Lung Association will assist with marketing the upcoming EAIS training to school districts in the state of Iowa.

How many individuals in Iowa do you expect to reach through your project?
At least 1,000 residents across the state of Iowa will receive free radon test kits.
At least 134-200 schools will be reached with opportunities for engaging in the Clean Air School Challenge.
At least 10 school districts will engage with the Clean Air School Challenge to support indoor air quality management and provide opportunities to apply for seed funds for mitigation, impacting thousands of staff and students.
All 99 counties will receive radon educational materials and information for ordering bulk radon test kits.
At least 10 counties will order bulk radon test kits and distribute throughout their communities.

In which Iowa counties do you expect to reach people through your project?
This project will reach counties statewide.

Please describe how your project addresses one or more of these priority areas: *(Suggested: 1,000 words or less.)*

- Addressing cancer disparities across the cancer continuum.
- Addressing cancer prevention and/or early detection.
- Expanding successful local projects statewide in Iowa.
- Formalizing lasting and broad change in cancer control through policy and systems change within organizations, systems, and communities. (Funds may not be used for lobbying.)

This project will address the priority of cancer prevention and/or early detection. This project will help prevent lung cancer by addressing priority 7, decreasing exposure to radon. This project will increase access to radon resources and education by engaging a variety of professionals such as school administrators, public health officials and healthcare professionals in educating the communities they serve about the health risks of radon and encouraging radon testing. This project will also help to enhance data collection from local health departments on radon test distribution in different geographic areas across the state of Iowa.

Overall, this project will help to increase the number of residents in Iowa who test their homes for radon by increasing access to both radon education (through distribution of radon materials, engagement of trusted messengers in radon awareness and marketing efforts) and radon testing (through free radon test kit distribution to school districts and bulk radon test orders from local health departments). Additionally, the distribution of free test kits to school districts will also serve as an incentive for school districts to implement actions outlined by the Gail Orcutt School Radon Safety Act as participating in EAIS radon testing trainings and conducting/scheduling radon testing is a requirement for becoming eligible to receive free test kits.

While testing is an important first step to preventing radon-induced lung cancer, it's critical that buildings testing at or above 4.0 pCi/L have a professional mitigation system installed to reduce radon levels indoors. The Lung Association will collaborate with the Energy Association of Iowa Schools to provide opportunities for schools to apply for seed funds for mitigation through the Lung Association's Clean Air School Challenge. Additionally, radon awareness campaigns and educational materials provided throughout this project will include information on the importance of having a professional radon mitigation system installed, what a mitigation system entails and assistance with finding a local, certified radon mitigator in Iowa.

This project will address the priority of expanding successful local projects statewide in Iowa. Currently, the American Lung Association contracts with the Iowa Department of Health and Human Services to help manage radon programs throughout the state. This includes leading a low-cost and/or free radon test kit distribution program. Residents in Iowa can order a radon test kit through the American Lung Association at Lung.org/radon-test. Each order receives 2 follow-ups to help improve test kit utilization rates in the state of Iowa. The Preventing Lung Cancer: Improving Radon Awareness, Testing and Reduction program would expand on these services to offer free test kits to residents in Iowa by distributing through school districts and through local health departments and helping these organizations track distribution and perform follow-up with residents who receive test kits. Additionally, the Lung Association facilitates educational campaigns and provides resources to professionals and residents in the state of Iowa. This funding opportunity would provide the Lung Association with support to expand on these services by strengthening our radon awareness outreach efforts to both professionals and residents.

Additionally, the Preventing Lung Cancer: Improving Radon Awareness, Testing and Reduction project would help to expand and supplement ongoing efforts in implementing the Gail Orcutt School Radon Safety Act. Through this law, public schools in Iowa are required to have a written radon safety plan and conduct radon testing by July, 2027. Currently, school district administrators can be trained through EAIS to conduct radon testing in their school buildings and work directly with EAIS to write their radon safety plan. According to the Iowa Department of Education, there are 327 Iowa public school districts. As of May, 2025, EAIS has stated that 134 of these districts (under half of all districts) have been trained and tested their school buildings for radon. The Lung Association will utilize existing contacts, resources and marketing tactics to promote the fall 2025 School Radon Kickoff trainings to schools that have not yet completed training. If school radon test results report radon levels about the EPA action level of 4.0 pCi/L, mitigation is required. The Lung Association's program will enhance efforts in implementing the Gail Orcutt School Radon Safety Act by partnering with EAIS to engage schools with the Clean Air School Challenge to apply for seed funds for mitigation.

Please indicate which type of funding you are applying for (choose one):

☐ **Single Year** (applying for one year of funding only)

☒ **Multi-Year: Year 1** (applying for the first year of a two- or three-year project with the intention of applying for Year 2 in FY27, if awarded)

☐ **Multi-Year: Year 2** (FY25 Year 1 awardees only) *

☐ **Multi-Year: Year 3** (FY25 Year 2 awardees only) *

If you are applying for continued funding (funded last year for the same multi-year project), please describe your success and challenges in previous years of funding. *(Suggested: 250 words or less.)*

Click or tap here to enter text.

Which goal(s) and strategy(ies) from the Iowa Cancer Plan will your project support/help to implement? (*Suggested: 100 words or less.)*

This project supports Chapter 2: Prevention and Risk Reduction, Priority 7: Decrease exposure to radon. This program will help to implement strategy A: Increasing awareness around radon and lung cancer by educating the public and professionals about radon's link to lung cancer and enhancing radon result data collection across the state of Iowa. This program will help to implement strategy B: Increase testing for and mitigation of radon in homes and other buildings by offering education, collaborating with organizations like EAIS, distributing free test kits and engaging schools with opportunities for applying for mini-grant funding for radon testing and seed funds for mitigation.

Project Objectives:

These objectives will serve as the grant deliverables for your project, if awarded. The Iowa Cancer Consortium Board of Directors may request to change, add, or remove objectives with your agreement prior to funding. Where applicable, please include baseline (current) data. Please add additional objectives, if desired.

Objectives should be SMARTIE goals: **Specific, **M**easurable, **A**ttainable, **R**elevant, **T**ime-Based, **I**nclusive, and **E**quitable. The CDC's National Breast and Cervical Cancer Early Detection Program put together a helpful resource for SMARTIE objectives. (This and additional resources can be accessed at https://canceriowa.org/grants/ifp)*

***Objective #1:** Analyze data from the American Lung Association and the Centers for Disease Control and Prevention's (CDC's) Environmental Public Health Tracking Network (EPHTN) to identify at least 2 regions in Iowa with low test kit distribution.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* September 1, 2025
- Baseline data: 26,791 radon test results from Lung Association test kits distributed in Iowa over the last 20 years and EPHTN data from 2008-2017.
- Target by deadline: Identify at least 2 regions of the state to enhance radon awareness outreach.

***Objective #2:** Promote bulk radon test kit sales and educational materials to local health departments and other organizations in all 99 counties of Iowa to distribute throughout their communities during National Radon Action Month.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* January 30, 2026
- Baseline data: The Lung Association will conduct outreach to all 99 counties in Iowa.
- Target by deadline: Outreach conducted to all 99 counties in Iowa with a target of at least 2 organizations from at least 10 counties have ordered radon test kits and committed to distributing during National Radon Action Month and beyond.

***Objective #3:** Provide technical assistance with tracking distribution, conducting follow-up for utilization and tracking utilization rates and test kit results to at least 50% of counties who order radon test kits.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* May 31, 2026
- Baseline data: Target of at least 2 organizations in at least 10 counties ordering radon test kits.
- Target by deadline: Out of the counties that order radon test kits, 50% of the counties will commit to engaging with technical assistance services by tracking radon test kit distribution and conducting follow-up. The Lung Association will provide data on test kit utilization rates and test kit results with all counties that engage with technical assistance services.

***Objective #4:** Distribute the Lung Association's Radon Reduction Toolkit for Healthcare Professionals to at least 50 health centers across the state through direct health center outreach and other marketing avenues.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* May 31, 2026
- Baseline data: The Lung Association conducted a survey to identify healthcare professionals' knowledge and confidence addressing indoor air pollution with patients receiving responses from over 900 healthcare professionals. Radon was the indoor air pollutant that healthcare professionals responded knowing the least about.
- Target by deadline: By May 31, 2026, the Lung Association will have distributed the Radon Reduction Toolkit for Healthcare Professionals to at least 50 health centers across the state of Iowa.

***Objective #5:** Partner with the Energy Association of Iowa Schools (EAIS) to distribute total of 1,000 free radon test kits, residential testing guidance and radon educational materials across at least 10 interested school districts in at least 5 different counties across the state (limit of 100 per school district) who have previously completed EAIS training and tested their school buildings for radon to share with staff, parents and community members.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* May 31, 2026
- Baseline data: 134 school districts have completed EAIS training and conducted radon testing as of May, 2025.

- Target by deadline: At least 10 school districts will be interested in receiving free radon test kits, residential testing guidance and educational materials and commit to distributing the test kits and materials to staff, parents and community members.

***Objective #6:** Partner with the Energy Association of Iowa Schools (EAIS) to promote the fall 2025 School Radon Kickoff trainings and engage at least 10 schools with the Lung Association's Clean Air School Challenge to apply for seed funds for mitigation in their school building.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* May 31, 2026
- Baseline data: 193 school districts still need to complete EAIS radon training and conduct radon testing before July, 2027. The Gail Orcutt School Radon Safety Act requires all schools testing at or above 4.0 pCi/L to have a radon mitigation system installed by a professional. Radon mitigation systems can cost thousands of dollars for schools to install and the Clean Air School Challenge has mini-grants available to cover seed funds for mitigation systems for schools. This opportunity would also be available to the 134 schools that have already conducted radon testing and are interested in expanding indoor air quality management plans to address other pollutants in the school building.
- Target by deadline: At least 10 schools will engage with the Lung Association's Clean Air School challenge with the opportunity to apply for mini-grants for radon testing or seed funds for mitigation.

***Objective #7:** Implement a comprehensive radon awareness campaign consisting of at least 2 marketing tactics targeting both schools and residents providing radon education and encouraging radon testing.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* March 30, 2026
- Baseline data: The Lung Association developed and implemented a successful National Radon Action Month campaign in the state of Iowa including press releases, social media posts, promotional material for partners, interviews and news article pitches.
- Target by deadline: The Lung Association will implement at least 2 marketing tactics to promote the fall 2025 EAIS School Radon Kickoff trainings. The Lung Association will implement at least 2 marketing tactics to promote radon awareness and encourage residential testing during the winter months of 2025-2026. The Lung Association will provide engaged schools, local health departments and other organizations with at least 2 promotional materials to increase radon awareness in their communities.

Project Collaborators:

The Iowa Cancer Consortium seeks to fund collaborative proposals. **At least one collaborator is required per project.** A letter of support is required for each listed collaborator.

Collaborator #1 (required)

Name: Julie Weisshaar

Organization: Energy Association of Iowa Schools
Mailing Address: 301 W Montgomery St Suite 2
Phone: 515-635-3277
Email: juliew@energyais.org
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*
Roles & Responsibilities

- EAIS will help facilitate the connection between previously trained and tested schools with the Lung Association to receive free radon test kits and educational materials for staff, parents and community members.
- EAIS will engage currently training and untested schools with the Lung Association for radon testing or mitigation assistance and indoor air quality management support.
- The Lung Association will help promote the fall 2025 EAIS training through direct outreach or media opportunities as applicable.

Collaborator #2 (optional)

Name: Click or tap here to enter text.
Organization: Click or tap here to enter text.
Mailing Address: Click or tap here to enter text.
Phone: Click or tap here to enter text.
Email: Click or tap here to enter text.
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*
Click or tap here to enter text.

Collaborator #3 (optional)

Name: Click or tap here to enter text.
Organization: Click or tap here to enter text.
Mailing Address: Click or tap here to enter text.
Phone: Click or tap here to enter text.
Email: Click or tap here to enter text.
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*
Click or tap here to enter text.

Evidence & Evaluation:

Resources for Evidence-Based Interventions and Evaluation: (This and additional resources can be accessed at https://canceriowa.org/grants/ifp)

- *The Iowa Cancer Consortium has put together a blog post, A Public Health Professionals Guide to Evidence-Based Cancer Control Interventions (EBIs), which contains state and national resources for public health professionals to visit when selecting interventions.*
- *CDC's Program Evaluation Framework guides public health professionals in conducting program evaluation. It is a practical, nonprescriptive tool, designed to summarize and organize essential elements of program evaluation.*

What scientific evidence is there that your project will be effective? (*Suggested: 500 words or less.)*
Community engagement is a key step to successful implementation of health services and interventions. The Preventing Lung Cancer: Improving Radon Awareness, Testing and Reduction program is designed to get radon test kits and radon education into the hands of local partners and trusted messengers in communities across the state of Iowa and support their efforts in working directly with local community members. This program will use a systems approach to implement community-based intervention practices involving a variety of radon stakeholders such as school administrators, community-serving organizations, local health departments, and healthcare professionals to facilitate initiatives that will increase access to radon education, improve environmental factors contributing to lung cancer through radon mitigation awareness and support, and empower community members to shift behaviors and routines through implementing regular radon testing[1].

Additionally, the use of trusted messengers to deliver public health messages and encourage behavior change is widely recognized as a method of community health intervention. In the case of this program, trusted messengers would include healthcare professionals, public health officials and school administrators. The Lung Association will provide community leaders with trusted messages about the dangers of radon and actions to take to reduce radon exposure, and trusted messengers would deliver this information to the community members they serve[2].

Common factors to health outcomes including limited access to health education and resources. In the case of radon-induced lung cancer, these factors can include lack of awareness of the dangers of radon and radon reduction options due to limited access to education and resources, barriers to testing such as affordability of hiring a radon professional or limited access to obtaining a radon test kit, living environments like homes or schools in poor conditions with high radon levels, and more. While this program will target communities statewide, the community-based approach to this program will also help to bridge disparities in radon reduction across the state by connecting directly with local health departments, health centers and schools that work to serve communities where they are at. For example, the Lung Association will engage this program with local health departments serving rural communities and school districts in low-income communities.

1. Institute of Medicine. (2012). *Community-Based Prevention*. Nih.gov; National Academies Press (US). https://www.ncbi.nlm.nih.gov/books/NBK206935/

2. Shen, A. K., Browne, S., Srivastava, T., Kornides, M. L., & Tan, A. S. L. (2023). Trusted messengers and trusted messages: The role for community-based organizations in promoting COVID-19 and routine immunizations. *Vaccine*, *41*(12). https://doi.org/10.1016/j.vaccine.2023.02.045

How will you evaluate your project? How will you know if you have been successful? (*Suggested: 250 words or less.)*

We will evaluate the progress and success of this program in terms of program reach and test kit distribution. We will evaluate local health department engagement by tracking outreach to all 99 local health departments and the number of health departments that order test kits as well as track distribution and conduct follow-ups for utilization. We will evaluate school engagement by tracking how many schools are interested in distributing free radon test kits to staff, parents and communities including how many schools do become involved with distributing these test kits and how many test kits are distributed to each school district. We will evaluate school mitigation efforts by tracking the number of schools that engage with the Clean Air School Challenge and apply for mini-grants to support radon testing or seed funds for mitigation. We will track all marketing and outreach efforts.

This program will be considered successful if we hit our targets for each objective listed in this application including free test kit distribution and tracking in counties across the state, distribute radon resources to healthcare professionals, and engage schools with radon awareness in their communities and radon mitigation efforts.

How will you modify your project to meet the unique needs of certain populations? *(Suggested: 500 words or less.)*

One activity described in this program is analyzing radon test kit results from 20 years of Lung Association data in the state of Iowa and the CDC's EPHTN data from 2008-2017 with a goal of identifying at least 2 regions of the state with low test distribution. By identifying these regions, the Lung Association will be able to determine approaches to address the needs of different communities in select regions of the state. The Lung Association is committed to partnering with organizations that serve high-need populations and prioritizing outreach, modifying messages and connecting with trusted messengers specific to these populations.

The Lung Association will actively facilitate and maintain relationships during all outreach activities including relationships with local health departments, health centers and other organizations. Through these relationships, the Lung Association is committed to learning from each organization and asking questions that help us to identify needs in specific communities and adjust our messages and connections based off of these needs. For example, the Lung Association will develop multiple types of communication and promotional efforts for organizations to use in their communities such as email communication or social media. After discussing the needs of certain communities with the organizations serving them, we can offer additional materials such as phone scripts or in-person conversation points. Another example includes working with trusted messengers that are identified in different communities such as religious organizations, where the Lung Association will ensure to connect with any identified community leaders as applicable.

Budget:

Allowable budget categories have been identified below. If funding is requested within a specific category, a brief explanation or funding justification is required.

Staff Support

- Applicants may request funds for key personnel. Funds may not be requested to supplant existing job responsibilities.
- For any staff support requests through this grant mechanism, a copy of staff resume/CV, estimate of project hours, and list of staff project-related responsibilities must be included along with the budget request. Resumes should be included as an attachment.

Travel

- Travel essential to the proposed project may be funded under this proposal.
- Travel reimbursement is allowed at the following rates: $0.50/mile; in-state travel reimbursements follow Iowa Department of Administrative Services (DAS) guidelines, which is $37/day for meals ($27.75/day for first and last day of travel); out-of-state travel reimbursements follow Iowa DAS guidelines, which varies by destination. Maximum lodging reimbursement for in-state hotels is $80 plus taxes per night (see the Iowa DAS travel webpage for more information and resources).

Printing and Copying

- Estimate the total number of document pages that will be copied or printed. Use $0.06/page for calculating costs. Example: 500 pages X $.06/page =$30.00

Supplies

- Estimate the unit cost for each item to be purchased and the total number of items needed. Example: 200 brochures X $1.25/brochure = $250.00

Indirect/Administrative Costs

- Applicants for whom the Iowa Cancer Consortium is not serving as a fiscal agent may charge an indirect rate limited to 8% of the direct costs proposed in the budget.
- The total budget, including indirect or administrative costs, may not exceed the total requested funds (maximum of $25,000).
- Administrative costs are those incurred for common or joint objectives and cannot be identified readily and specifically with a sponsored program but are still necessary to the organization's operations.
- For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect/administrative costs.
- If there is a need for indirect funding beyond 8% of direct program costs, requests should be written into the applicant's budget and justified heavily.
- The applicant shall maintain documentation to support the administrative cost allocation. The Consortium reserves the right to request the documentation at any time.

Other:

- Equipment
    - Describe equipment needed for project implementation.
    - Equipment costs must be justified, and an explanation provided for equipment use after the grant period ends.
    - Items that cost $5,000 or more are not routinely funded but will be considered on an individual basis.
- Incentives
    - Incentives are an allowable expense only if proven to be effective as part of an evidence-based intervention. The research or evidence case must be outlined.

- Clinical Care/Service Delivery
    - Clinical care, including the provision of medication, vaccinations and/or treatment, is not an allowable expense. Service delivery, including radon mitigation and cancer screening test purchases, will be reviewed individually.
    - Community organizations and collaborators are encouraged to provide financial support for service delivery components.

Please explain your budget in words: *(Suggested: 100 words or less)*

A budget of $25,000 is being requested to carry out this program. $6,628 is requested for personnel support for Alexis Gigliello and Ashley Shoemake, who will both be responsible for carrying out activities of this program. $14,000 is requested for distributing a total of 1,000 free test kits to school districts for use with staff, parents and community members (unit test kit cost of $8 including the 95% increase in cost plus $6 for shipping). $2,520 will be used to market EAIS training and general radon awareness. Total direct costs = $23,148 with an indirect rate of 8% ($1,852).

Use the table below to complete your proposed budget:

Reminder: Funding period is July 1, 2025, to May 31, 2026. This is an 11-month period, not a full year.

Budget Items and Explanation	Grant Funds Requested	Other Funding	Total Funds for Project
If possible, please divide them into categories. Examples include staff support, travel, supplies, equipment, etc. If service delivery or incentives are included within the budget, please include a statement of need along with each budget item.	*Funds being requested from the Iowa Cancer Consortium.*	*Include in-kind support, volunteer hours, collaborator financial support, and other types of financial support.*	*Include requested Iowa Cancer Consortium funds + items outlined in the Other Funding category.*
Staff Support			
Program Manager (5% of staff time at $60,787 for 11 months)	$2,787		$6,628
Program Specialist (5% of staff time at $51,500 for 11 months)	$2,292		
Fringe benefits at 30.5%	$1,549		
Travel			
Printing			
Supplies			
Radon test kit unit cost of $8 for 1,000 free test kits	$8,000		$8,000
Shipping			
Shipping costs at $6 per test kit for 1,000 free radon test kits	$6,000		$6,000
Other			
Marketing efforts options – examples include boosted social media posts (up to $100 per post), newspaper ad (around $1,000)	$2,520		$2,520
Indirect			
Indirect at 8%	$1,852		$1,852
Totals:	$25,000		$25,000

*Estimated budget and staff responsibilities included as Appendix A.

Submit your completed application, along with letters of support from all collaborators and resumes/CVs for anyone whose salary will be supported by requested funds, to orton@canceriowa.org by 11:59pm (CDT) on May 14, 2025.

Appendix A – Staff Responsibilities and Projected House

Staff Responsibilities

Program Manager will be responsible for overseeing the activities carried out by this program, including:

- Partnership development and leveraging partnerships to address high need communities.
- Develop technical assistance tools for local health departments and organizations for radon test kit distribution tracking, follow-up and data reporting
- Data analysis to identify regions in the state with low test kit distribution and developing tactics to reach these communities.
- Collaborate with Energy Association of Iowa Schools and coordinate engagement plan for 1) schools receiving free test kits and 2) schools referred to the Lung Association's Clean Air School Challenge.
- Work collaboratively with Ashley to facilitate statewide radon awareness campaigns.

Program Specialist will be responsible for logistical activities, including:

- Conduct outreach to local health departments promoting bulk test kit orders and distributing radon education materials.
- Providing technical assistance tools and guidance to local health departments distributing test kits.
- Distribute the Radon Reduction Toolkit for Healthcare Professionals to health centers across the state of Iowa.
- Carry out logistical activities with engaging schools in the Lung Association's Clean Air School Challenge.
- Work collaboratively with Alexis to facilitate statewide radon awareness campaigns.

Staff Projected Hours

An estimated total of 35 hours will be spent on this project during the 11-month project period.

Energy Association of Iowa Schools

Mailing address: 1735 Kingfisher Ave • Creston, IA 50801
Team workspace: 301 W. Montgomery Street • Creston, IA 50801
(515) 635-3277 • energyais.org

May 11, 2025

Iowa Cancer Consortium
PO Box 859
North Liberty, Iowa 52317

Dear Iowa Cancer Consortium Board of Directors,

Energy Association of Iowa Schools (EAIS) is committed to partnering with the American Lung Association (ALA) as part of their application for the FY26 Iowa Cancer Plan Implementation Grant, Invitation for Proposals for their project "Preventing Lung Cancer: Improving Radon Awareness, Testing, and Reduction." The purpose of this opportunity aligns with our shared goal of supporting radon testing and mitigation efforts in the state of Iowa.

This funding opportunity will help launch a comprehensive radon awareness and testing program in counties with low test kit distribution by engaging schools, local health departments, health centers, and other local organizations in educating community members about residential radon testing and providing free and low-cost test kits. This program will also support the Gail Orcutt School Radon Safety Act by providing opportunities for schools to apply for seed funds to support mitigation.

EAIS will fulfill the following roles in this partnership:

- Help facilitate the connection between previously trained and tested schools with the ALA to receive free radon test kits and educational materials for staff, parents, and community members.
- Engage currently training and untested schools with ALA for indoor air quality management support and opportunities to apply for seed funds for mitigation.
- ALA will help promote the fall 2025 EAIS training through direct outreach or media opportunities as applicable.

EAIS has met with ALA to discuss this opportunity and believes this program will benefit school radon reduction efforts, improve access to residential radon testing, and increase radon awareness in Iowa.

Sincerely,

Julie Wetzschoar

EAIS executive director

Alexis Gigliello

Asheville, NC C: (607) 346-7563 | Alexis.Gigliello@lung.org

EDUCATION

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK (May 2022), Buffalo, N.Y.

GPA: 4.0, Master of Public Health (MPH) – Individualized: Chronic Illness and Health Inequities

STATE UNIVERSITY OF NEW YORK AT FREDONIA (May 2018), Fredonia, N.Y.

Bachelor of Science with Magna Cum Laude – Public Relations

PUBLIC HEALTH EXPERIENCE

AMERICAN LUNG ASSOCIATION

November 2024 - present – Nationwide Health Promotion Manager, Indoor Air Quality, Asheville, N.C.

- Manage multiple State Indoor Radon Grant (SIRG) programs overseeing $200,000+ in contracts including executing contract deliverables, managing partnerships with state project officers, managing budgets, reporting and other operational activities.
- Implement radon awareness campaigns nationwide through developing educational materials, facilitating outreach campaigns, and encouraging residential and commercial radon testing.
- Identify communities of need and address gaps in education around radon testing and mitigation
- Manage school radon testing and youth radon education efforts in multiple states
- Manage the Lung Association's radon test kit program offering low-cost test kits to residents across the country
- Attend and present information at EPA Region Radon Stakeholder meetings across the country.
- Manage Oregon Healthy Homes program offering free virtual health assessments to low-income residents living with lung disease by developing all program outreach and educational materials, creating outreach plans and forming partnerships for program referrals.

October 2022 - November 2024 – Nationwide Health Promotion Specialist, Asheville, N.C.

- Managed the Getting to "Yes" for Routine Vaccines grant-funded campaign targeting healthcare professionals, community leaders, patients, caregivers and high-risk community members in rural Kentucky including deliverable and budget management.
- Developed, reviewed and facilitates vaccination campaigns including toolkits, handouts, posters, factsheets, social media toolkits, animations, paid advertising and more.
- Created, facilitated and evaluated organizational needs assessments.
- Assisted with researching, identifying and applying for grant opportunities that align with the Lung Association's mission.
- Organized and carried out deliverables for multiple grant projects and core programs simultaneously.
- Presented on immunization and tobacco related work to coalitions and other stakeholders.
- Conducted training workshops for new Freedom From Smoking® Facilitators.
- Facilitated and maintained nationwide partnerships including immunization coalitions, community-serving organizations, healthcare providers, Freedom From Smoking® Facilitators and more.
- Assisted with planning and conducting 4 annual professional education conferences offering continuing medical education for a variety of healthcare professionals including managing logistics with speakers.
- Managed health promotion newsletter submission process for nationwide 3 monthly newsletters across 5 health promotion teams.

September 2019 - September 2021 – Development Coordinator, Buffalo, N.Y.

- Led the LUNG FORCE initiative for Western New York: Implemented two annual LUNG FORCE Walks (hosting 450+ participants and raising $128,000 collectively) and assisted with two Fight For Air Climbs including project development and implementation, budgeting, volunteer supervision, local advocacy coordination, event day management, evaluation and participant, speaker and sponsor recruitment.
- Managed local social media accounts by maintaining content calendars and creating educational and engagement social media campaigns.
- Developed print and digital educational material including PowerPoint presentations, email campaigns, local website content, factsheets, flyers, posters and more.
- Authored, directed, recruited speakers, interviewed, edited and promoted a lung health podcast with medical professionals.
- Facilitated and maintained regional and local partner relationships (15+ partners valued at over $30,000) by creating contracts and managing collaborative projects.
- Supervised Walk Committee (6+ corporate members), event volunteers (50+), one intern and many supporters by creating operational goals and objectives, leading meetings, and providing resources, guidance and motivation.

MOUNTAIN AREA HEALTH EDUCATION CENTER

May 2022 - October 2022 – Continuing Education Planner, Asheville, N.C.

- Managed Project ECHO programs offering continuing medical education for healthcare professionals around opioid use, geriatric care, chronic pain, school nursing, and community health worker initiatives.
- Assisted with managing all logistics and details for the in-person North Carolina Emergency Nurses Symposium with internal team members and external vendors.
- Led planning committees and submitted continuing education applications for all programs.

JERICHO ROAD COMMUNITY HEALTH CENTER - VIVE SHELTER

October 2021 - May 2022, Buffalo, N.Y. – Care Coordinator for Community Transitions

- Managed recruitment, facilitation, applications, transportation and other logistics for adult education opportunities, training programs, college credit courses and more for refugees living in the shelter.
- Educated refugees on healthy habits, aided with minor health issues and advocated for refugees at hospital and other medical appointments or procedures.

INTERNATIONAL INSTITUTE OF BUFFALO

May 2021 - August 2021, Buffalo, N.Y. – Health Literacy Intern

- Developed health education presentations around topics like substance use, infectious disease prevention, tobacco, behavioral health, breast cancer and more.
- Assisted with delivering presentations with healthcare professionals to refugees and immigrants.

CERTIFICATIONS & ACHIEVEMENTS

National Radon Proficiency Program (NRPP) Radon Measurement Professional Exam Passed

Freedom From Smoking® Facilitator Certification

Strategies for Eliminating Health Inequities Micro-Credential

Interprofessional Collaboration Micro-Credential

Ashley Shoemake

Address: Marietta, GA 30066
Phone: 470- 218-1671 - **Email:** ashleysshoemake@gmail.com

Professional Summary

Dynamic Health Promotions Specialist with a proven track record at the American Lung Association. Skilled in data analysis, project management, and fostering stakeholder collaboration. Excel in team leadership and strategic planning, driving success in challenging environments.

Experience

Nationwide Health Promotions Specialist
December 2024 to Present
American Lung Association - Marietta

- Provide support to national teams including the Clean Air in Schools Challenge and Radon Program, helping to plan and implement initiatives across multiple states.
- Co-lead the Clean Air in Schools Challenge Mini-Grants Program, managing the program structure, application process, stakeholder communication, and reporting requirements.
- Created and implemented an internal organizational system to streamline team operations, improving project workflow and information sharing.
- Developed and managed digital content, scheduled stakeholder meetings, and coordinated outreach strategies to boost engagement and program visibility.
- Collected, analyzed, and interpreted quantitative and qualitative data related to radon code adoption and environmental health programming across multiple states.
- Developed and maintained program tracking systems and internal spreadsheets to monitor partner engagement, case studies, and deliverables across national health promotion initiatives.
- Provide direct technical assistance to community partners and stakeholders, offering guidance and resources tailored to local needs.
- Collaborate cross-functionally with internal staff, national workgroups, and external partners to align strategies and share best practices.

Health Promotions Specialist
September 2023 to December 2024
American Lung Association - Marietta

- Spearheaded the management and execution of Georgia's state-funded alternative housing TB grants across 11+ health districts, ensuring compliance with funding requirements and timely delivery of project milestones.
- Contribute to the management and compliance of over $400,000 in grant funding for the statewide TB program, ensuring resources are effectively utilized, expenditures align with grant requirements, and program goals are supported.
- Collaborated with vendors and successfully negotiated payment terms, ensuring alignment with grant requirements and organizational procedures.
- Lead cross-functional teams, facilitating weekly and monthly meetings to track project deliverables and compliance.
- Manage project resources, identify risks, and develop action plans to mitigate project challenges while delivering programs on schedule.
- Prepared and presented monthly, quarterly, and annual contract programmatic financial reports to senior management and external stakeholder.
- Developed and delivered targeted educational presentations on Georgia's American Lung Association TB program.
- Conduct training sessions for health department case managers on TB program policies and procedures, ensuring compliance with the American Lung Association's standards.

Program Coordinator
January 2023 to September 2023

Frontline Housing - Atlanta

- Led extensive outreach initiatives, engaging over 200 families experiencing homelessness in motels, and connecting them to vital resources.
- Partnered with the Atlanta Civic Circle Journal to highlight success stories, raise awareness and enhancing Frontline Housing's reputation within the community.
- Cultivated and maintained strong relationships with 20+ external partners, driving seamless collaboration and program success.
- Organized and facilitated workshops, meetings, and training sessions for participants.
- Maintained compliance with all regulations relevant to the program activities.
- Reviewed applications or other program documents in conjunction with supervisor to determine acceptance or make decisions pertaining to program.
- Collaborated with internal teams across departments to ensure effective operations of the program.

Education

Master of Business Administration (MBA): July 2024
Clayton State University - GA

Bachelor of Science in Public Health: December 2022
Kennesaw State University - GA

Skills

- Data Analysis & Program Evaluation
- Project Management & Strategic Planning
- Organizational & Time Management
- Interpersonal Skills & Team Leadership
- Public health education
- Stakeholder Engagement & Collaboration
- Financial & Performance Analysis
- Microsoft Office Suite Proficiency
- Adaptability & Problem-Solving
- Materials Preparation

Certifications

- Certified associate in project management (CAPM)®– In Progress

Membership

Delta Sigma Theta Sorority, Incorporated