

Asbestos Best Practices

WHAT-The 'Asbestos: Hidden Killer' campaign aimed to raise awareness among tradespeople as to why asbestos still poses relevant risks for them and to encourage them to seek more information.

WHO- Health and Safety Executive's (HSE)

WHERE-UK wide campaign



Background- 20 tradesmen a week die in the UK from asbestos-related diseases and the aim of the campaign was to help prevent another generation of plumbers, plasterers, electricians and joiners having their lives cut short.

Description-The HSE's "Asbestos: Hidden Killer" consisted of a three phase marketing campaign running from 2008 till 2010. The campaign was particularly targeted towards trades people and construction workers and proved one of the HSE's most effective campaigns.



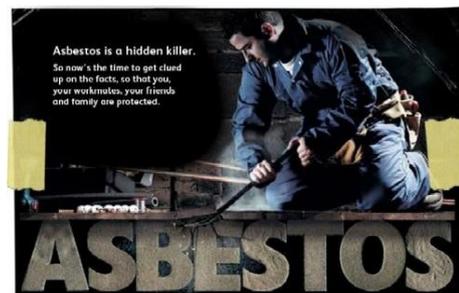
HSE used an integrated multi-channel marketing campaign, which included a tradespeople-friendly microsite, 'spot the asbestos' web tool, online advert, a TV filler and a suite of soundbite interviews with family members. HSE also used hard hitting statistics to show the true extent of asbestos related diseases and broke cases down to local authority level to ensure the story had relevance across Britain.

Across the three phases of the marketing campaign HSE pulled together a partnership of more than 60 stakeholders to endorse and support the campaign. Supporters included the powerful voices of the British Lung Foundation, Local Government Association and former tradesman and England and Arsenal footballing legend, Ian Wright.

Awareness increased significantly following the campaign with 8 out of 10 having seen or heard some publicity about the risks of asbestos.

Difficulties- While awareness of the dangers related to asbestos were recognised, there was a perception that it was not a threat to the respondents personally, for example:

- It was not their responsibility to check if asbestos is present
- The cost of identifying where asbestos was and taking action may be too high
- There were issues around the provision and use of Personal Protective Equipment (PPE)



Conclusions- Maintenance workers were very positive about the campaign material. The advertising made asbestos more 'top of mind' for the target audience and made good progress in terms of changing attitudes regarding the danger of asbestos in their current job.

Useful Sources/links-

- Visit HSE's campaign website at <http://www.hse.gov.uk/asbestos/tradesperson.htm>
- Foreword by campaign ambassador Ian Wright- <http://www.hse.gov.uk/press%5C2008/e08050ianwfd.htm>
- Hidden Killer Case Study Document- <http://www.asbestosdiseaseawareness.org/wp-content/uploads/Health-and-Safety-Executive-Case-Study.pdf>
- Real life case study - Tom King-<http://www.hse.gov.uk/press%5C2008/e08050casesty.htm>