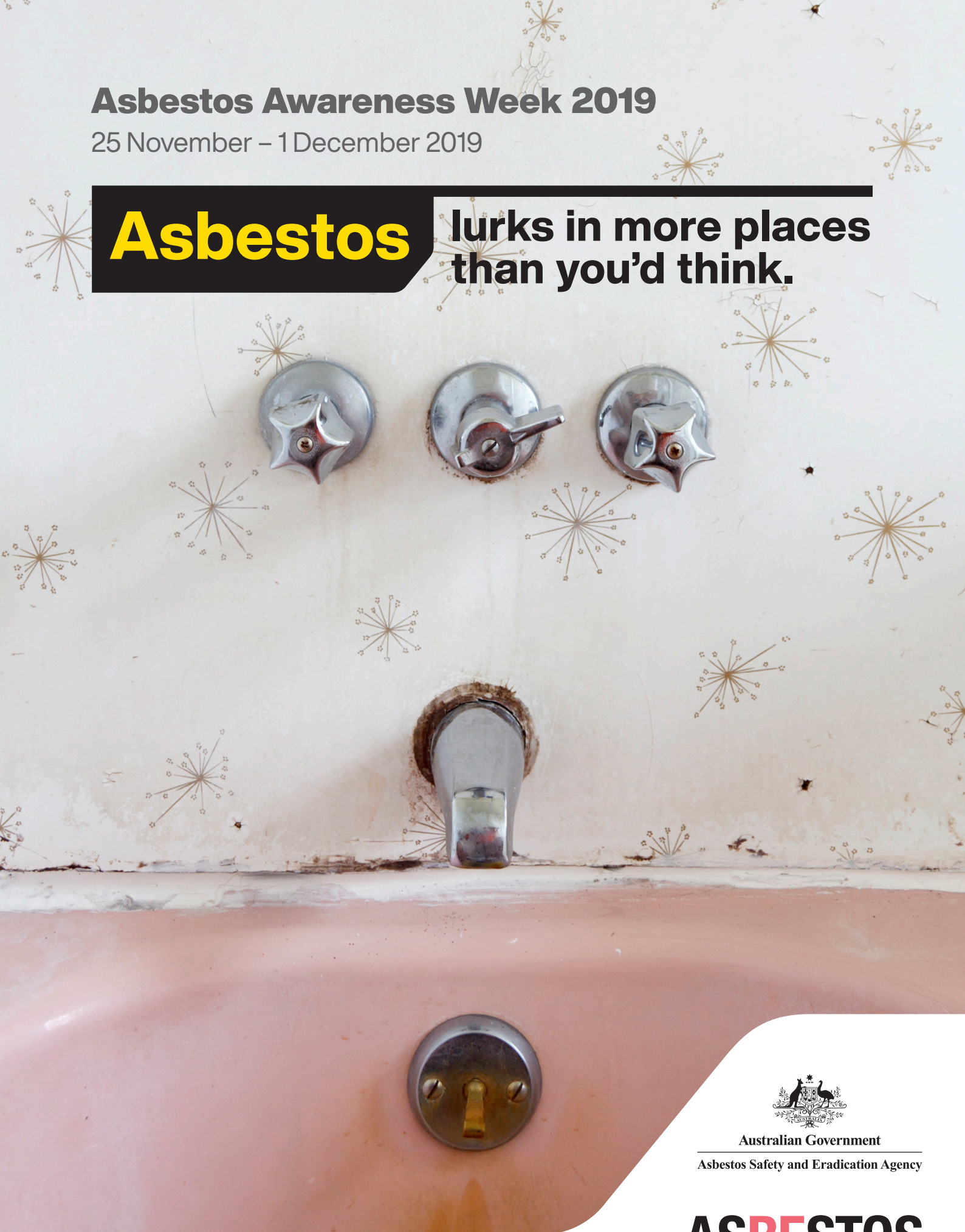


Asbestos Awareness Week 2019

25 November – 1 December 2019

Asbestos lurks in more places
than you'd think.



Australian Government

Asbestos Safety and Eradication Agency

Content for stakeholder use

ASBESTOS
SAFETY

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Introduction

Despite its use being fully banned for almost 15 years, large amounts of asbestos are still present in many Australian homes, workplaces and the environment.

This is why it is a concern that research is showing that while Australians know asbestos is “dangerous”, this knowledge does not translate into an awareness of:

- 1 where asbestos could be;
- 2 how they could potentially become exposed; or
- 3 how to stay safe to avoid fibre exposure

The Asbestos Safety and Eradication Agency’s research shows that even amongst targeted trades, awareness of where asbestos can be is low.

While knowledge of the potential of finding asbestos in areas such as residential roofs, insulation and walls is high, locations such as floors, bathrooms and kitchens can be low. In addition, locations such as fuse boxes and pipes is minimal outside of trades occupations.

In 2019 Asbestos Awareness Week, the umbrella slogan “Asbestos lurks in more places than you’d think” has been chosen in order to help educate the population of the many possibilities where asbestos could potentially be located.

This stakeholder pack aims to provide template materials that can be easily adapted for different targets – general population, DIY sector, trades/occupations and workplaces. It is appreciated that government and non-government organisations will choose the target population group/s depending on their need and focus.

The campaign ‘call to action’ is for the public to be aware of the potential locations of asbestos and who to contact to get assistance in identifying and removing asbestos.

This package provides sample copy and design for the free use by government and non-government organisations for Asbestos Awareness Week.

The hashtags are #asbestosawarenessweek and #asbestoslurks.

Images are able to have your logo inserted to customise for your purposes.

Sample text is provided for your use, and can be edited for your purposes.

If you need any assistance or wish to check any of the information provided, please get in touch with the Agency.

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Fact Sheet

- An estimated 4,000 Australians die annually from asbestos-related disease. This is double the annual road toll.
- The Australian Institute of Health and Welfare said that at least 699 people died during 2018 from the aggressive cancer mesothelioma
- Third-wave* asbestos exposure is still on the rise.
- In 2017 it was estimated that the third-wave currently represents one in every three new cases of mesothelioma diagnosed in Australia. This number is likely to rise.
- At least one in three homes built between 1940 and 1990 is believed to contain asbestos – in some parts of Australia this rises to as many as one in two homes.
- Asbestos was used in over 3,000 products prior to 1990 – a great many of these were in residential construction and fit out.
- Asbestos was completely banned in Australia in 2003.
- Over 6,000 tonnes is illegally dumped per year.
- The World Health Organisation says there is no known safe minimum level of exposure.

Note – it is important to know that asbestos is not harmful to health when it is bonded (such as with cement compounds), is in good (non-deteriorating) condition, and is not being touched or moved in any way.

Asbestos becomes dangerous once the fibres are disturbed and can then become airborne and inhaled. This is a risk during renovations that undertake work like removal, sanding, drilling, sawing, or demolition. It is also a risk in the workplace setting due to the nature of machinery.


Where might asbestos be found in the home?

The following list is not exhaustive, but gives you an example of the many varied locations that asbestos was used in homes during different periods between the 1940's – 1980's.

- Fibro – for home construction
- Roofs, eaves, downpipes and insulation
- Kitchen splashbacks and tilux (waterproof walls found in kitchens, laundries and bathrooms)
- Under lino, tiles and carpet
- Lagging around pipes, fuse boxes or as part of ventilation shafts
- Fences, garden sheds and small outdoor construction like chicken coops
- As part of bonded cement compounds that make up walls – disturbed when you sand for painting

What is the third wave of asbestos exposure?

The third wave of exposure refers to exposure in the residential environment. The third-wave is largely associated with Do-It-Yourself (DIY) renovators undertaking repairs and improvements on homes without realising that they may be exposing themselves to asbestos in the process. The first wave comprised asbestos miners and manufacturers and the second wave comprised tradespeople using asbestos products.



Asbestos lurks in more places than you'd think.



Australian Government
Asbestos Safety and Eradication Agency

**ASBESTOS
SAFETY**

Posters

There are 4 poster collateral available, in A3 and A4 sizes.


The posters will be available in editable format so if you'd prefer, you can insert your own images and your own logo.

Our images have been specifically chosen to highlight areas of the home that are not commonly thought to contain asbestos – kitchen, bathroom, fuse box. The fuse box is also applicable for a workplace setting.

The posters can work stand alone, or in a group.

Tired of retro-chic?

Asbestos lurks in more places than you'd think.



Asbestos was used in more than 3000 materials before it was banned – and it's still in millions of Australian homes. It hides in places you may not expect, like flooring, kitchens and bathrooms as well as roofs and walls. What's more, it's still found in many workplaces.

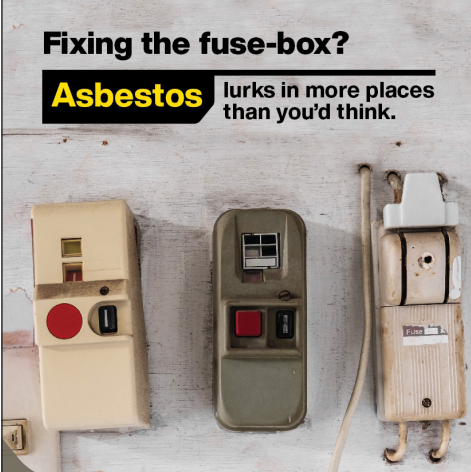
Australian Government
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Know what to look for.
Always take precautions.
www.asbestossafety.gov.au

ASBESTOS SAFETY

Fixing the fuse-box?

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ASBESTOS SAFETY

Avocado not your thing?

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ASBESTOS SAFETY

Time to farewell the 70's?

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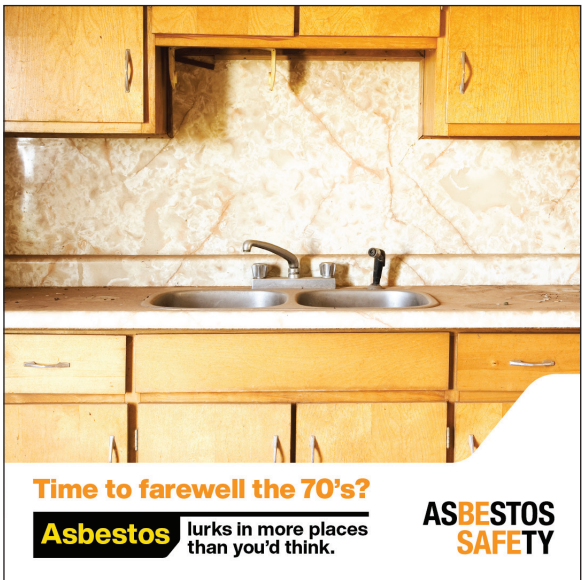
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Social Media Posts

Social media tiles are available in a range of dimensions, to suit a range of social media channels (Facebook, Twitter, Instagram).



1080x1080px



1080x1350px



1200x628px



1080x750px



1024x512px

Sample lead-in text for Social Media

Is your kitchen a flashback? Is it time to farewell the 70's?

Be aware: asbestos lurks in more places than you'd think.

If you're renovating a kitchen that was built prior to 1990, make sure you get an asbestos check first - it can hide in many locations in older kitchens, including walls, splash-backs, flooring and around pipes.

Don't have renovation regret - get an asbestos check.

Renovating, re-tiling or doing up an older bathroom?

Be aware that asbestos lurks in many older Australian bathrooms - particularly those that contain tilux. If your bathroom was built before 1990, make sure you get an asbestos check before you do any work.

Sample hashtags for Instagram and Twitter:

Twitter: #asbestosawarenessweek #asbestoslurks

Instagram: #asbestos #asbestosremoval #asbestostesting #asbestossafety
#beasbestosaware #renovation #homerenovation #renovationlife #renovationideas
#kitchenrenovation #diykitchen #bathroom renovation #diybathroom #flashback #diy #aussiehomes
#theblock

Template Media Release

National Asbestos Awareness Week:

YOUR HEADING HERE

Monday 25 November kicks off National Asbestos Awareness Week, and XXXXX is calling on Australians not to be complacent about the dangers of harmful asbestos fibres.

With the theme of “Asbestos lurks in more places than you’d think”, XXXX is joining hundreds of government and non-government organisations, in encouraging Australians to be aware of where asbestos might be found.

It’s a fact of life that living in Australian means living with asbestos – Australia was one of the highest worldwide users of asbestos through history, and despite its use being banned since 2003, large amounts of asbestos are still present in many Australian homes, workplaces and the environment.

It is estimated that 4,000 Australians are dying from asbestos-related diseases every year. At the height of its use, asbestos was in over 3,000 products and many of these products are still contained in our homes and workplaces.

Inhalation of asbestos fibres can cause a range of deadly diseases including mesothelioma, a rare and aggressive cancer. There is no cure and prognosis is extremely poor. Most people diagnosed with mesothelioma die from it. For some time now, Do-It-Yourself (DIY) home renovators have been a group at risk of exposure

**If focusing
on residential
exposure:**

to asbestos in the home environment, along with tradespeople working in homes.

It is vital to ensure that homeowners and renovators are vigilant to the risks. That’s why Asbestos Awareness Week is educating Australian homeowners and DIY renovators about the likely presence of asbestos in older homes – and in places they might not think about.

Knowing what you dealing with is also vitally important, as in many cases it is impossible to tell the difference between a product that contains asbestos and one that does not, as some companies manufactured identical-looking products after the asbestos ban. DIY renovators are encouraged to always seek help and advice in identifying asbestos, and getting it safely removed and disposed of.

**If focusing
on workplace
exposure:**

While the work health and safety arrangements in place across Australia have resulted in strong protections for workers against the risk of exposure to asbestos fibres, it is important we remain vigilant to its presence and associated dangers.

This is especially true for those in construction, maintenance and manufacturing, plumbers, electricians and the vehicle trades.

Work health and safety laws need to be strictly followed.

To prevent exposure to asbestos fibres, it is crucial that workers do not work with asbestos, except as allowed under the laws. Importantly, anyone handling asbestos in the workplace must be properly trained.

It is also a timely reminder to make sure that workplace asbestos registers and management plans are up-to-date.

Asbestos Awareness Week is a chance for all Australians to become aware of where in the home or workplace asbestos could be, and to make sure they know what to do to avoid becoming exposed. XXXXX will be focusing on raising awareness, and will also be XXXXXXXX
<<insert information about any events, special campaigns or other activities >>>>

Media Contact:

Template Email Text

How does this template work?

You will note that in the template below, we have underlined our suggested locations for hyperlinks, and then put the suggested link. You are of course free to insert your own links, to your own site, or not to link anywhere if you'd prefer.

NAME –

Asbestos lurks in more places than you'd think.

Did you know asbestos was used in more than 3000 common materials before it was banned?

You might also be surprised to know that Australia has one of the highest rates of asbestos-related disease in the world, and that some tradies and DIY renovators are among the most at risk for asbestos exposure. What's more, there is no known safe minimum level of exposure.

This week is **Asbestos Awareness Week**, and we encourage everyone to take some time to gain some knowledge of where asbestos could be found – so everyone can stay safe.

It can be difficult at times to detect what might contain asbestos

<<[<https://www.asbestossafety.gov.au/identification-and-testing/where-could-i-find-asbestos>](https://www.asbestossafety.gov.au/identification-and-testing/where-could-i-find-asbestos)>> , as in many cases it is almost impossible to tell the difference between a product that contains asbestos and one that does not, as some companies manufactured identical-looking products after the asbestos ban.

Products that contain asbestos might include: XXXXXXXXXXXX
(see examples below, and insert according to your audience)

If you're renovating your own home, built prior to 1990, you need to be especially careful. We have a useful guide here.

<<[<https://www.asbestossafety.gov.au/sites/default/files/documents/2017-10/Case_Study_1_Home_Owner-Conducting_Safe_Home_Renovations.pdf>](https://www.asbestossafety.gov.au/sites/default/files/documents/2017-10/Case_Study_1_Home_Owner-Conducting_Safe_Home_Renovations.pdf)>>

If you're worried about asbestos in your workplace, your first port of call should be your employer or health and safety representative, and then to your state's work health and safety regulator.

<< [<https://www.asbestossafety.gov.au/contacts/australia>](https://www.asbestossafety.gov.au/contacts/australia)>>

So know the risks and know the facts. Always take precautions and if you suspect a product might contain asbestos, seek the help of a trained professional to assist.

If you need help of information, including steps to take if you find asbestos, you can visit:
<< www.asbestossafety.gov.au >>

Potential products to insert above, depending on your audience:

- Roofs, eaves, downpipes and insulation
- Interior walls (often with a non-asbestos covering on the outside)
- Kitchen splashbacks
- Under lino, some carpets, and tiles (and the cement compounds used to affix tiles)
- Lagging around pipes, inside fuse boxes or as part of ventilation shafts
- Fences, garden sheds and small outdoor construction like chicken coops
- As part of bonded cement compounds that make up walls – disturbed when you sand for painting

Template Newsletter Text

Asbestos Awareness Week 2019:

Asbestos lurks in more places than you'd think.

Did you know asbestos was used in more than 3000 common materials before it was banned?
And that many are still in homes and workplaces?

You might also be surprised to know that Australia has one of the highest rates of asbestos-related disease in the world, and that some tradies and DIY renovators are among the most at risk for asbestos exposure. What's more, there is no known safe minimum level of exposure.

This week is Asbestos Awareness Week, and we encourage everyone to take some time to gain some knowledge of where asbestos could be found – so everyone can stay safe.

It can be difficult at times to detect what might contain asbestos, as in many cases it is almost impossible to tell the difference between a product that contains asbestos and one that does not, as some companies manufactured identical-looking products after the asbestos ban.

Products around the home that might contain asbestos include:

- Roofs, eaves, downpipes and insulation
- Interior walls (often with a non-asbestos covering on the outside)
- Kitchen splashbacks
- Under lino, some carpets, and tiles (and the cement compounds used to affix tiles)
- Lagging around pipes, inside fuse boxes or as part of ventilation shafts
- Fences, garden sheds and small outdoor construction like chicken coops
- As part of bonded cement compounds that make up walls – disturbed when you sand for painting

If you're renovating your own home, built prior to 1990, you need to be especially careful.

If you're worried about asbestos in your workplace, your first port of call should be your employer or health and safety representative, and then to your state/territory regulator.

Workers in the building and constructions trades, vehicle trades and manufacturing, as well as plumbers and electricians, are especially at risk of potentially encountering asbestos.

So know the risks and know the facts. Always take precautions and if you suspect a product might contain asbestos, don't work with it – seek the help of a trained professional to assist.

If you need help or information, including steps to take if you find asbestos, you can visit:
www.asbestossafety.gov.au