

ASBESTOS 2019 CONFERENCE SAFETY



Australian Government

Asbestos Safety and Eradication Agency

11-13 NOV PERTH, WA



Australian Government

Asbestos Safety and Eradication Agency

Welcome to Track 4: Asbestos Awareness

ASBESTOS
SAFETY



Australian Government

Asbestos Safety and Eradication Agency

Panel: The latest in awareness research

**ASBESTOS
SAFETY**

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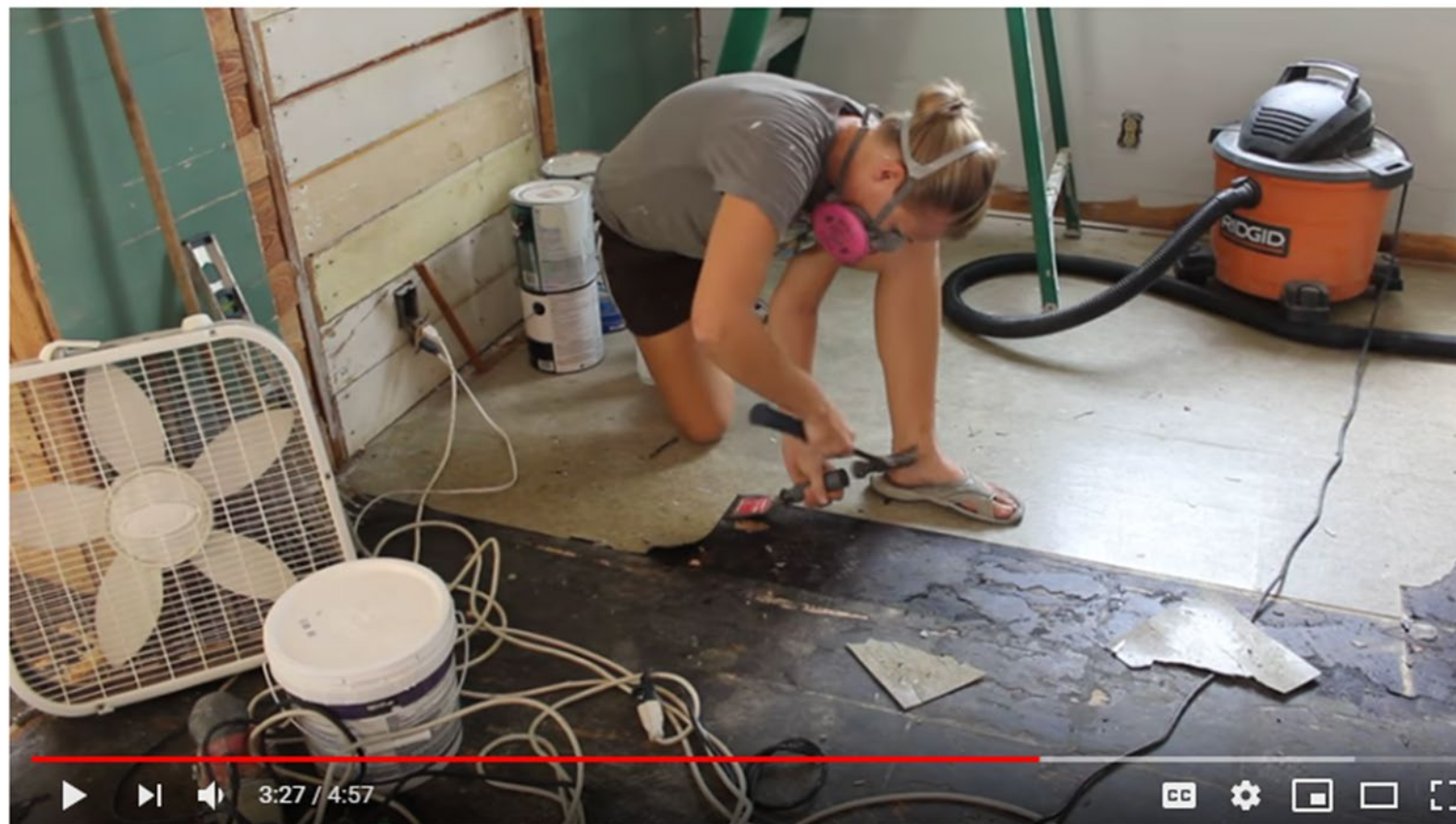
Asbestos Safety and Eradication Agency

11-13 NOV PERTH, WA



Asbestos Awareness Campaign

Commissioner Brett Bassett

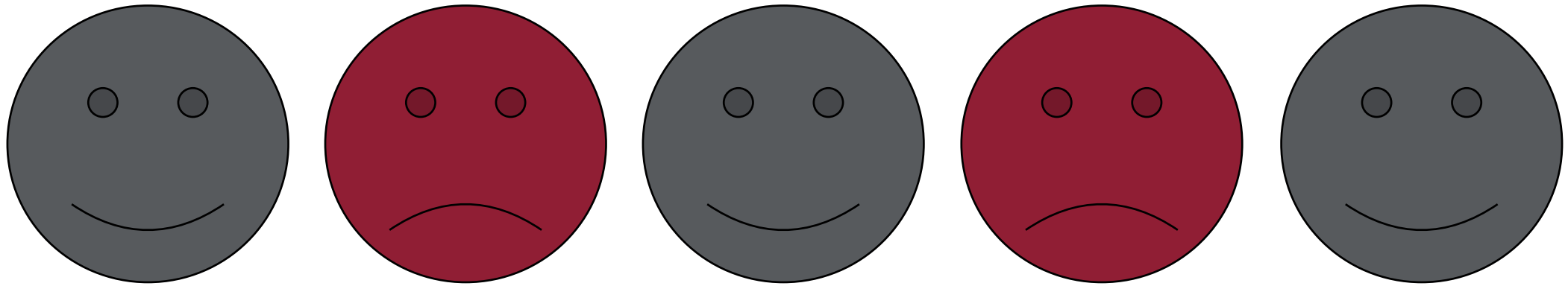


how we removed our asbestos floor tiles

207,498 views

👍 244 💬 1K ➦ SHARE ⚙️ SAVE ⋮

Owner-builder market research

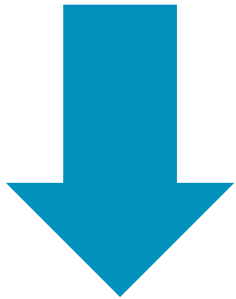


2 in 5 owner-builders believe not wearing a seatbelt is more dangerous than exposure to asbestos

Owner-builder market research

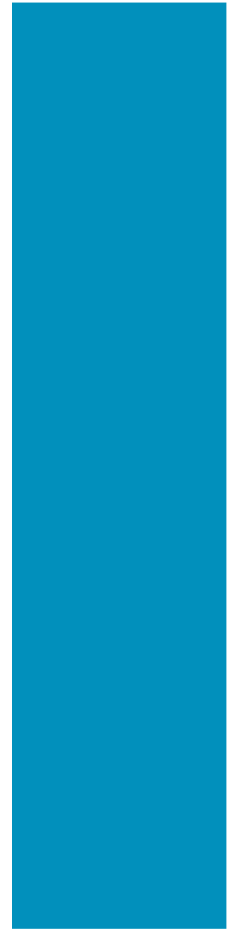
90%

Aware of asbestos in ceilings, roofs and walls in older homes



Much less likely to be aware of asbestos behind splashbacks in wet areas, flooring, cladding and other less obvious areas.

Owner-builder market research



64% used a professional
for removal

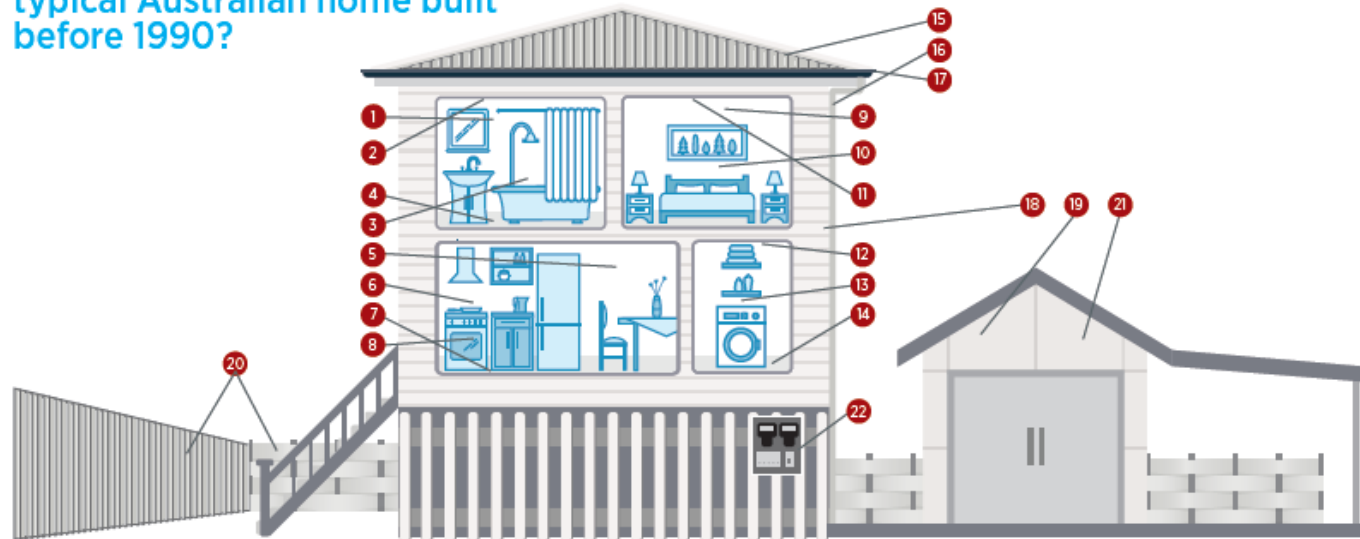
31% removed it
themselves

Asbestos Awareness Working Group



Interactive tool

Where is asbestos found in a typical Australian home built before 1990?



BATHROOM

Could be in:

- 1 WALLS (backing to wall tiles and hot water insulation)
- 2 Ceiling (sheeting)
- 3 Floors (vinyl floor tiles)
- 4 Splashbacks

KITCHEN

Could be in:

- 5 WALLS (sheeting, hotwater insulation set into walls)
- 6 Splashbacks
- 7 Floor (backing and vinyl flooring)
- 8 Textile seal to some ovens

BEDROOM

Could be in:

- 9 WALLS (sheeting)
- 10 Textured paint
- 11 Ceiling

LAUNDRY

Could be in:

- 12 WALLS (sheeting, backing to wall tiles, hotwater insulation set into wall tiles)
- 13 Ceiling
- 14 Floors

ROOF

Could be in:

- 15 Corrugated roof sheeting and ridge capping
- 16 Gutters and downpipes non-asbestos guttering may contain asbestos residue from roofs
- 17 Some guttering was manufactured from asbestos cement

OUTSIDE

Could be in:

- 18 Cladding on the outside of the house or shed
- 19 Shed, carport, kennel or garage (cladding and imitation brick)
- 20 Fencing
- 21 Loose asbestos cladding
- 22 Fuseboxes and hot water systems

It is important to note that these examples should not be taken as an exhaustive list. When renovating or conducting maintenance on properties built before 1990, licensees, home owners and owner builders are advised to consult a professional asbestos remover. For more information visit asbestos.qld.gov.au

Thank you!

Need more information?

Visit qbcc.qld.gov.au



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WorkSafe Victoria

Asbestos campaign 2019

Melanie Rutley

Director

Social Marketing and Communications

WorkSafe Victoria

COMMERCIAL IN CONFIDENCE — Do not circulate without WorkSafe's written permission.



Background

Which wall has asbestos?



Hard to tell, isn't it?

One of these walls contains asbestos. But how can you be sure which one? Before starting to drill, saw or knock down walls, every tradie - no matter how experienced - should check our website for all the places asbestos can hide and what to look for.

Don't risk it. Go to asbestos.vic.gov.au

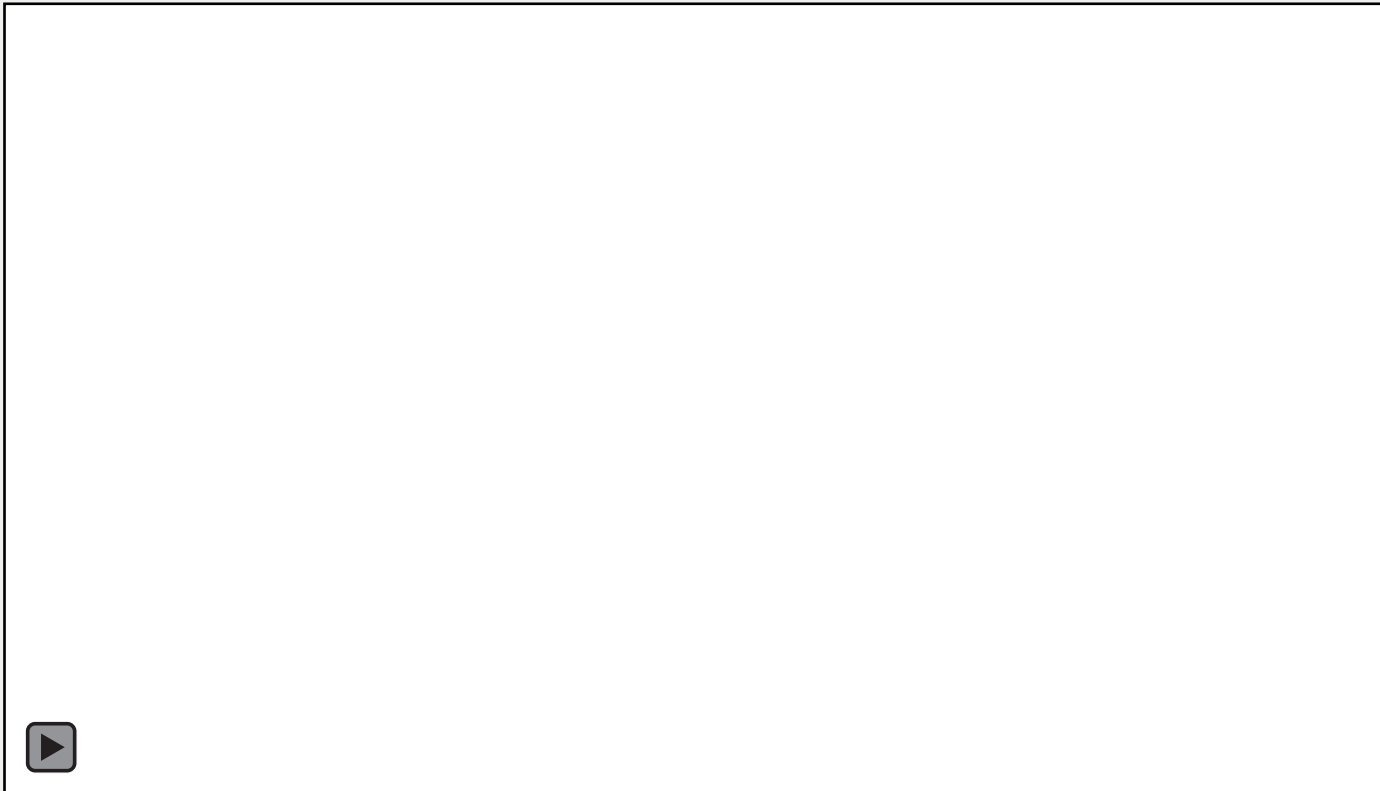


- ❖ WorkSafe Victoria's asbestos awareness campaign first launched in 2015.
- ❖ Aim to educate tradespeople on the risk of asbestos containing materials in order to reduce their exposure and ultimately prevent deaths.
- ❖ Consulted updated awareness research from the Asbestos Safety and Eradication Agency (ASEA) in 2018 to develop a refreshed campaign.

Refreshed 2019 campaign

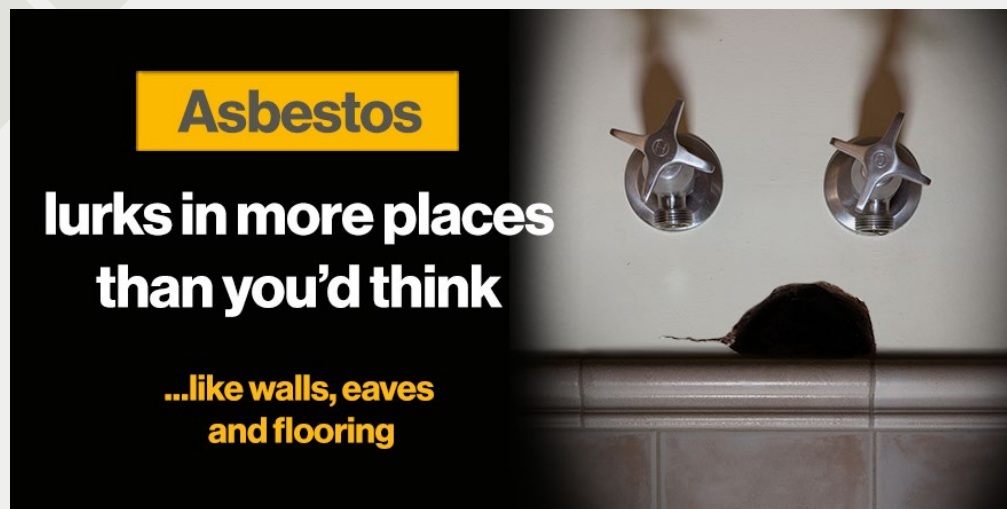
- ❖ Developed to coincide with an update of asbestos.vic.gov.au
- ❖ Live from 26 May – 30 June 2019.
- ❖ Objectives:
 - ❖ Increase awareness, consideration and discussion around asbestos among tradespeople.
 - ❖ Encourage tradespeople to seek out further information about asbestos and always check a work site's asbestos register.
 - ❖ Drive traffic to asbestos.vic.gov.au, particularly to the [find and identify asbestos tool](#).
- ❖ Targeted carpenters, electricians and plumbers through specific creative.
- ❖ Creative concept was tested with construction employers, managers and workers.

Asbestos lurks...



2019 campaign creative

◆ Carpenters



◆ Electricians



2019 campaign creative

Plumbers



Generic



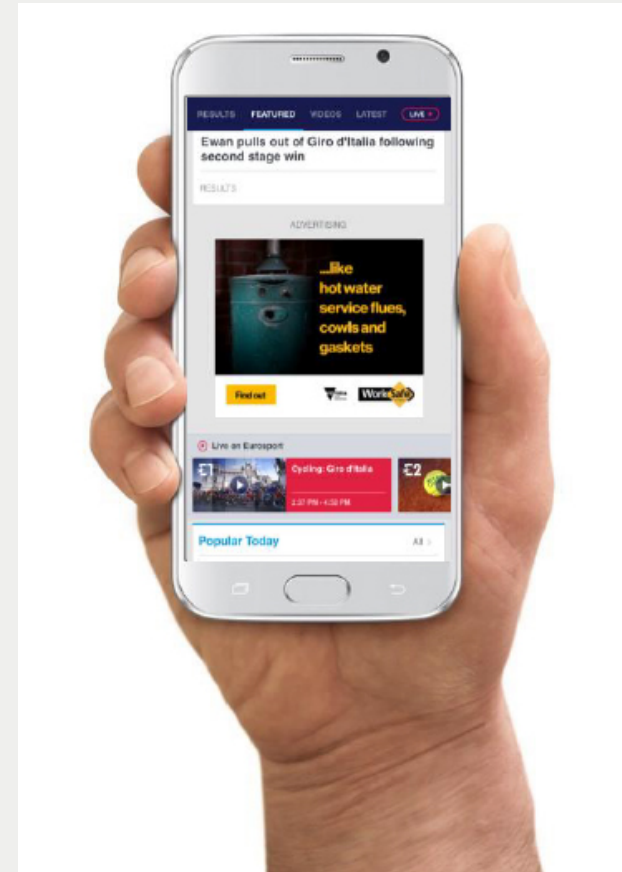
2019 campaign channels

❖ Paid:

- ❖ metro and regional radio
- ❖ print
- ❖ digital display and mobile
- ❖ search.

❖ Organic:

- ❖ Bowen's Builder's Bulletin
- ❖ in-store posters – Bunnings + Tradelink
- ❖ sponsor channels – AFL + Netball Vic
- ❖ emails to WorkSafe subscribers
- ❖ WorkSafe social media channels.



2019 campaign results

Target	Result
4 million impressions (how many times the advertising is seen)	5.5 million impressions
12 000 page views on asbestos.vic.gov.au	55 780 page views
6000 'Find and identify' tool views	8013 tool views

The campaign overachieved on all set KPIs, increasing awareness of asbestos and driving people to asbestos.vic.gov.au for further assistance.



Key highlights



- ❖ Visitors and web page views all increased compared to the 2017-18* campaign:
 - ❖ visitors up 40%^
 - ❖ page views up 47.6%^
 - ❖ 'Find and identify' tool views up 71%^.
- ❖ The electronic direct mail (eDM) to WorkSafe's subscriber list drove the highest peak in webpage views during the campaign.
 - ❖ Second highest peak coincided with radio.
- ❖ Reached over 150 000 people through WorkSafe social media channels.

Key highlights continued

- ❖ Plumbers were a highly engaged audience; delivering the majority of clicks (65%) from the paid eDM.
- ❖ 74% of Victorian tradespeople recognised the campaign, with radio having the highest recall at 64%.
- ❖ Radio ad entered in Melbourne Advertising & Design Club awards.
- ❖ Campaign concept is going national through ASEA.



Asbestos
lurks in more places
than you'd think.

Think you know what to look for?

Find out

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

And it's still found in 1 in 3 Australian homes, lurking in things like hot water service flues, cowlis and gaskets.

Even if you've been in the game a long time, you might be surprised to know what materials contain asbestos.

You might also be surprised to know that Australia has one of the highest rates of asbestos-related disease in the world, and that trades are among the most at risk for asbestos exposure. What's more, no amount of exposure is safe.


Knowing what to look for might not be as easy as you think.

Think you know?

Check out our interactive tool by clicking the link below to help you identify where asbestos might lurk. You'll also discover how to safely dispose of asbestos.

Find and identify asbestos

Visit asbestos.vic.gov.au to find out everything you need to know about asbestos. Before asbestos finds you.



Next campaign

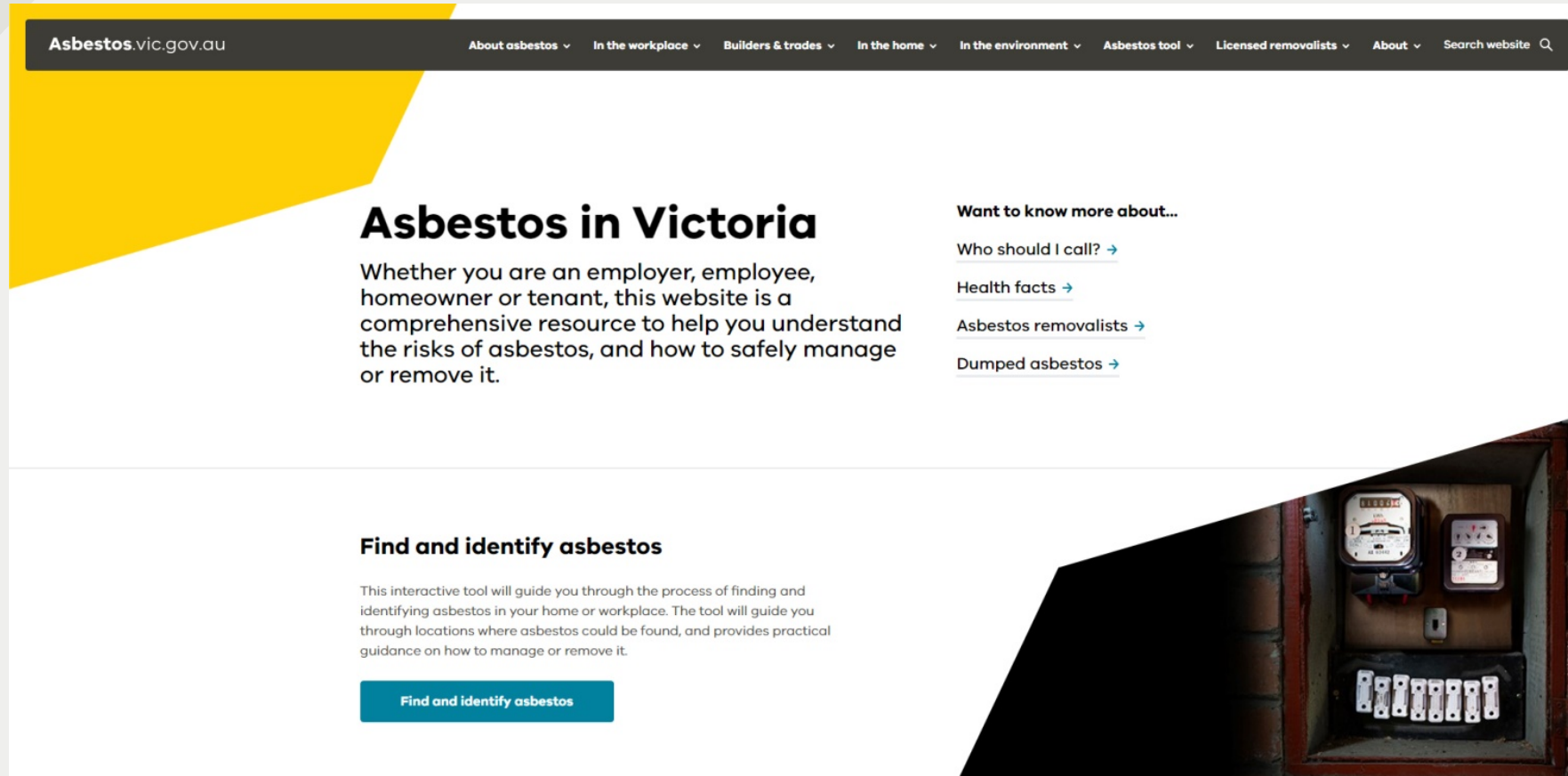
- ❖ Campaign to run alongside National Asbestos Awareness Week (25 November – 1 December 2019) and again in February 2020, when tradespeople return from the holiday season.
- ❖ Print, radio, digital.
- ❖ Aligns with website move to new platform.
- ❖ Stakeholder pack available with campaign images + posters and suggested social, email and newsletter content – email communications@worksafe.vic.gov.au for a copy.

Next campaign continued

- ❖ Developed magic mugs in line with 'lurking' theme. Distribute at events, including tradie breakfasts at Health and Safety month.



New platform: asbestos.vic.gov.au



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A behavioural economics approach to asbestos communications and campaigns.

**ASBESTOS
SAFETY**

THE
BEHAVIOURAL
ARCHITECTS

Why do people take risk around asbestos?

A behavioural economics approach to
asbestos communications and campaigns

Mike Daniels



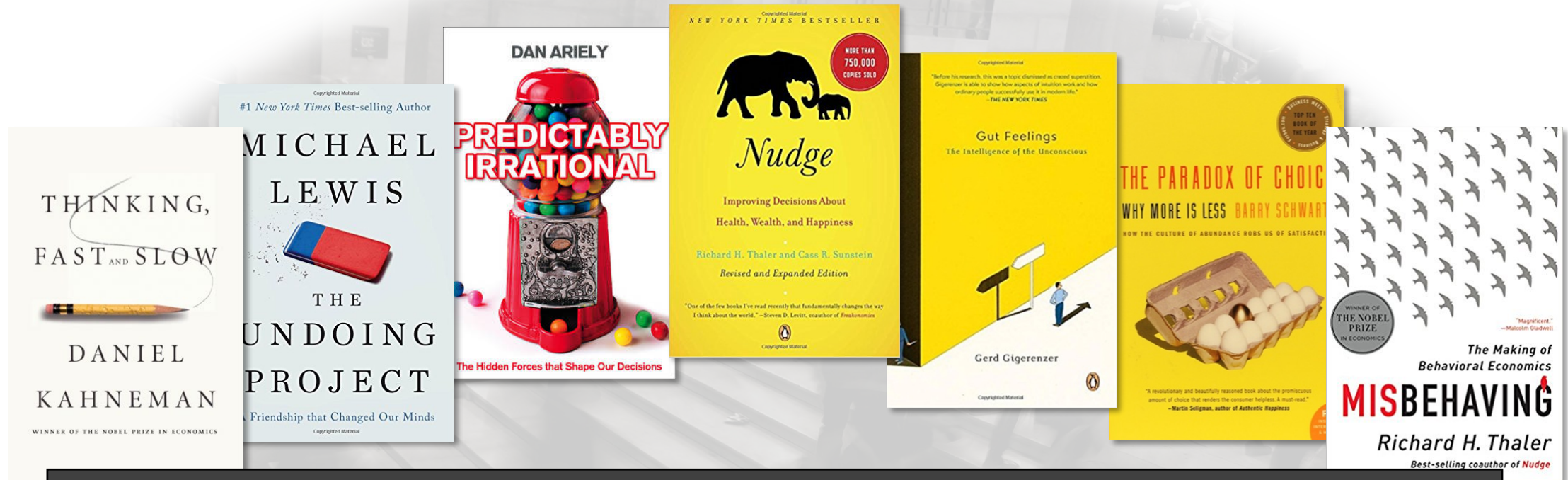
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Despite knowing that asbestos is dangerous and that it shouldn't be handled unsafely, people continue to take risks around asbestos containing materials

Behavioural Economics helps us to understand WHY



What is Behavioural Economics?



Behavioural Economics is a scientific model of human behaviour which acknowledges and embraces the inherent biases and distortions that characterise human judgement and affect ALL of us.

Behavioural Economics helps us to understand why people take risks around asbestos



1

People underestimate the risk of asbestos because it holds **low mental availability** and **saliency**



2

People are **optimistic** about their chance of suffering harm from asbestos, and **discount the future consequences**



3

People actively **avoid the financial loss** associated with professional testing and removal of asbestos



SALIENCY & MENTAL AVAILABILITY

People predict the probability of an event based on how easily an example can be brought to mind. If something is very salient then it is considered to have a strong mental availability



- In Mumbai, hundreds of people were killed each year, crossing the train tracks
- It was clear, that existing verbal signage, was not working

The solution: Make the possibility of an accident, more salient.

Deaths on the line reduced by up to 70% at certain stations



OPTIMISM BIAS

We have a tendency to overestimate our likelihood of experiencing good events and underestimate our likelihood of suffering from negative experiences

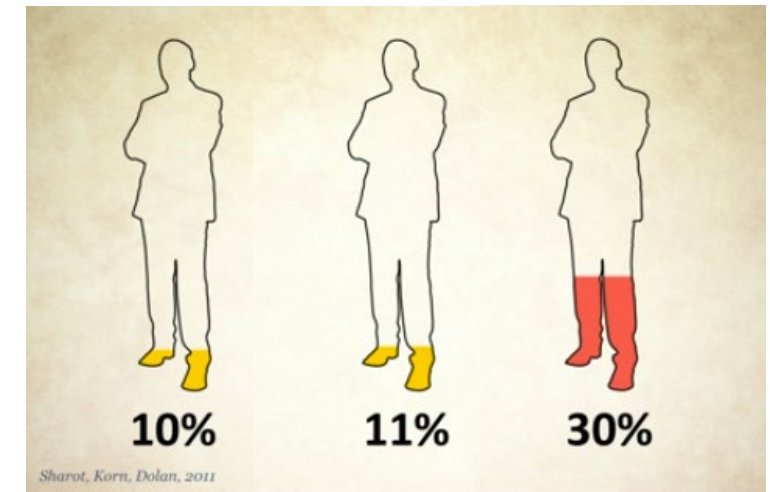
People are asked to estimate their likelihood of experiencing adverse life events (e.g. divorce, cancer etc.)

Initially, people estimate their likelihood of experiencing Cancer as 10%

They are then told the actual likelihood is 30%

They are then given a final chance to re-adjust their estimate...
and they adjust to.....

Just 11%





DISCOUNTING THE FUTURE

People tend to focus on today rather than think about what tomorrow might bring.
The only issue is that tomorrow never comes...

If you were offered:

- **\$100 today** or
- **\$105 tomorrow**

What would you take?

Most people would take
\$100 today.



By contrast, if you were offered:

- **\$100 in 3 months** or
- **\$105 in 3 months and 1 day**

What would you take?

Most people will take
\$105 and wait the extra day.

Source: Strotz, R 1956, 'Myopia and inconsistency in dynamic utility maximisation', *Review of Economic Studies*, vol. 23, no. 3, pp. 165-180.

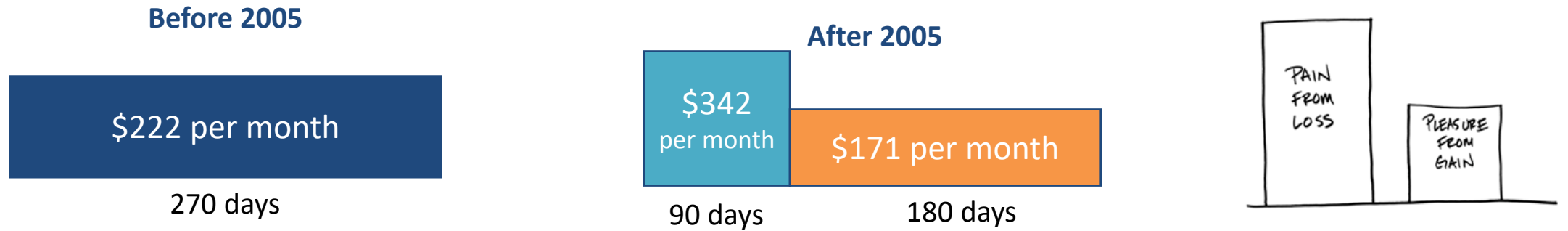
Thaler, RT 1991, 'Some Empirical Evidence on Dynamic Inconsistency', in RH Thaler (ed), *Quasi Rational Economics*, Russell Sage Foundation, New York, pp. 127-33



LOSS AVERSION

A cognitive bias where if we directly compare a loss versus a gain, we feel the pain of a loss more greatly than we feel the elation of a gain.

- Prior to 2005, Hungarian job seekers received the **same unemployment benefit each month - \$222**
- In 2005, the Hungarian government changed their unemployment benefits. Job seekers now received **higher benefits for the first 90 days (\$342) but lower benefits (\$171) afterwards. Total benefits remained the same**



The new system helped people get back into work faster. The benefits drop after 90 days invoked loss aversion and motivated job seekers to work harder to find a new job.

Low Mental
Availability



Optimism
Bias



Discounting
the Future



Loss
Aversion



A combination of these cognitive biases lead people to take risk around asbestos

So... in designing asbestos safety communications, we should constantly be looking to achieve three things:

1

Bring the 'hidden killer' that is asbestos to life

By anchoring to **highly disruptive reference points** (e.g. the road toll) and **using vivid language and imagery** to depict asbestos (barbs embedding into the lungs)

2

Dial up a sense of immediacy around exposure to asbestos and risk

By using **time-dependent language** like 'today' and 'now' to show immediate risk from exposure
Presenting asbestos as a 'ticking time bomb', waiting to be exposed and harm people

3

Anchor people to the long term loss associated with asbestos

By **reframing professional removal** of asbestos as an *investment* in the home and anchoring DIY home owners to the **long term loss** associated with asbestos (e.g. health bills, loss of family)



QUESTIONS?

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