

National Asbestos Awareness Week 2021

Stakeholder Campaign Pack

THINK TWICE
ABOUT ASBESTOS

ASBESTOS
AWARENESS
WEEK
November 22-28 2021



Australian Government

Asbestos Safety and Eradication Agency

Campaign overview

'We've got campaigns to ensure people don't go out in the sun, expose themselves to the sun for fear that they might get melanoma or skin cancer. This is no different. We must inform the community about where asbestos is located, what it looks like, what the dangers are.'

Bruce Barbour, former NSW Ombudsman, ABC 7.30 Report, 17 November 2010.

Asbestos is still present in millions of homes, as well as public and commercial buildings across Australia. In homes built before 1990, asbestos can still be found anywhere. This affects 1 in 3 homes nationwide.

This year's National Asbestos Awareness Week (22-28 November 2021) campaign asks Australians to **Think Twice About Asbestos**. The campaign challenges complacency by reminding home renovators and tradespeople that the danger of asbestos is far from over.

The aim of the campaign is to raise awareness amongst the public and key trades about the health risks associated with exposure to asbestos fibres, where asbestos products can be found and prompt behavioural change – to contact a licensed asbestos professional.

Purpose of this stakeholder campaign pack

The purpose of this stakeholder pack is to achieve a consistent national campaign during National Asbestos Awareness Week (NAAW). It provides an opportunity to push out nationally consistent awareness messages across the Australian community.

The stakeholder pack includes:

- A collection of communication assets for stakeholders to distribute through their communication and marketing channels.
 - » The assets are editable, and stakeholders can add their logo and website address in place of the Asbestos Safety and Eradication Agency logo and website.
 - » All files are supplied as working design files (Adobe InDesign templates, JPEGs and PDFs).
- A media strategy provides recommended channels and timeframes for the implementation of the stakeholder pack assets.

CONTACT US

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

ASEA Communications Team

e. events@asbestossafety.gov.au
or call **Tamsin Lloyd** 0448 006 391

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01 | Written assets

Fact sheet

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Fact sheet

ASBESTOS AWARENESS
WEEK
November 22-28 2021

Asbestos facts

- An estimated 4,000 Australians die annually from asbestos-related diseases. This is more than triple the annual road toll.
- Approximately 700 people die annually from the aggressive cancer mesothelioma which is caused by exposure to asbestos.
- Asbestos was used in over 3,000 products before 1990 — many of these were in residential construction and fit out.
- Asbestos was completely banned in Australia in 2003 (December 31, 2003).
- An estimated 6,000 tonnes of asbestos are illegally dumped every year.
- The World Health Organization says there is no known safe minimum level of exposure to asbestos.
- You cannot see asbestos fibres — they are invisible to the naked eye.

Houses built before 1990 can contain asbestos.

Asbestos in DIY

- 57% of Australians are 'DIYers'. These are people who do, or would, undertake at least part of a renovation or maintenance project by themselves.
- 40% of DIYers have worked on a risky property (built before 1990).
- At least a third of projects started in the last 5 years began during early COVID-19 pandemic restrictions (the four months from March to June 2020).
- Almost no DIYers (only 5%) named asbestos as a high-risk consideration in DIY, without being prompted. This compares to 22% for electrical work.
- 1 in 5 DIYers encountered asbestos in a previous project. Only half sought professional help to deal with it.
- Most DIYers felt it was important to know how to manage asbestos risks, but only half felt confident identifying or managing asbestos.

Over a third of those who have encountered asbestos admitted to illegal and dangerous disposal — mostly in their own or a neighbour's household bin.

Source: Nergale Research for ASEA 2020.

Australian Government
Asbestos Safety and Eradication Agency

ASBESTOS AWARENESS
WEEK
November 22-28 2021

Where can you find asbestos in your home?

These locations are examples of where asbestos can be, in homes built before 1990.

Inside the home

- wall and ceiling panels, particularly in wet areas such as the kitchen, bathroom, toilet and laundry
- vinyl floor tiles
- backing for vinyl and linoleum flooring
- backing for wall tiles and splashbacks
- carpet underlay
- insulation in domestic heaters and stoves
- backing of electrical switchboards
- insulation in roof cavities
- hot water pipe insulation
- in textured paint and plaster patching compounds.

Outside the home

- roof sheeting and ridge capping
- gutters and downpipes
- imitation brick cladding
- lining under eaves
- fences, garden sheds, garages, carports, outdoor toilets and dog kennels
- buried and dumped waste materials.

Asbestos is dangerous if damaged, disturbed or deteriorating. Know the risks and protect yourself during work or renovations.

Source: Nergale Research for ASEA 2020.

Australian Government
Asbestos Safety and Eradication Agency

FORMAT

Print-ready PDF and InDesign file.

DESCRIPTION

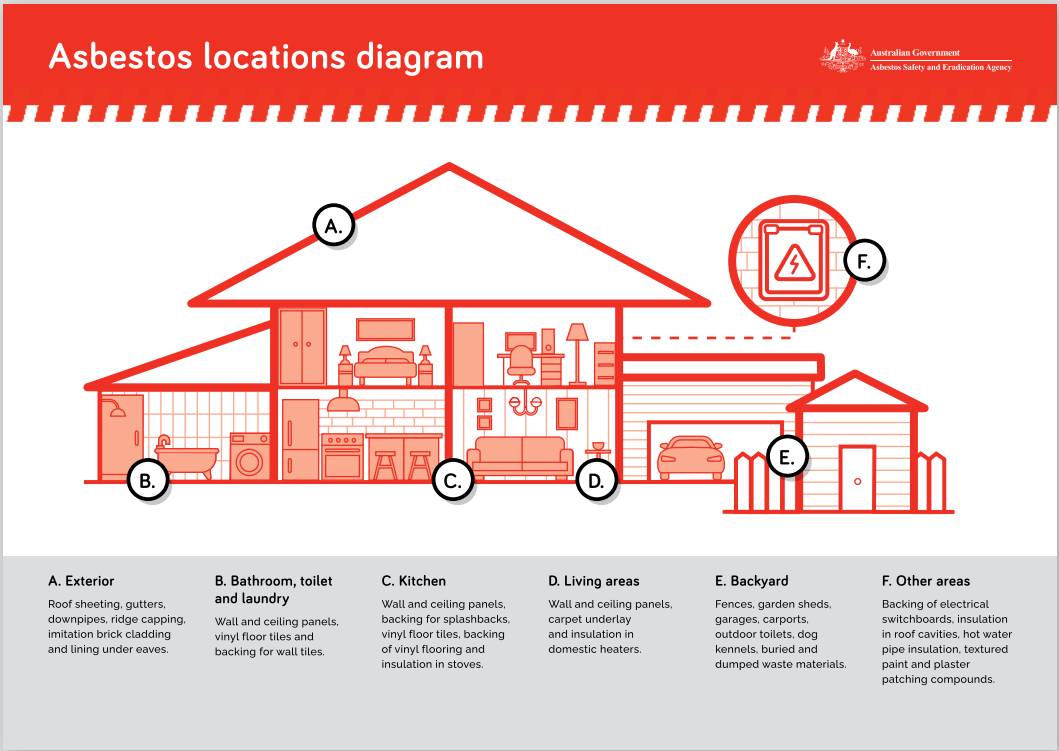
The fact sheet provides facts on the current asbestos situation in Australia, research into DIY and the location of asbestos inside and outside the home.

FILE NAME

NAAW21_01_A4 fact sheet

WRITTEN ASSETS

Asbestos location diagram



FORMAT

Print-ready PDF, EPS, InDesign file.

DESCRIPTION

The location diagram depicts the common locations of asbestos in the home. It is an accompaniment to the fact sheet.

FILE NAME

NAAW21_01_A4 asbestos locations diagram

WRITTEN ASSETS

Media release templates



THINK TWICE ABOUT ASBESTOS

ASBESTOS AWARENESS WEEK
November 22-28 2021

Media release

[Insert date / XX November 2021]

National Asbestos Awareness Week 2021: Think twice about asbestos, it's in 1 in 3 homes.

This year's National Asbestos Awareness Week (22-28 November) campaign asks Australians to *Think Twice About Asbestos*. The campaign challenges complacency by reminding home renovators and tradespeople that the danger of asbestos is far from over.

Asbestos is still present in millions of homes, as well as public and commercial buildings, across Australia.

In homes built before 1990, asbestos can still be found anywhere. This affects 1 in 3 homes nationwide.

[Insert organisation name] is one of hundreds of organisations working towards an Australia free of asbestos-related diseases.

"For anyone who thinks asbestos-related diseases are a thing of the past, think again. Asbestos is still causing cancer in Australians." [Insert Title, Name, Organisation] said.

"Every year in Australia, there are an estimated 4,000 deaths from past exposure to asbestos. That's one of the highest death rates of asbestos-related diseases in the world," said [Insert Title / Name].

"Whether its DIYers doing small or large jobs around the house, or tradies on a residential worksite, the *Think Twice About Asbestos* campaign reminds them of the dangers of damaged, disturbed or deteriorated asbestos."

By preventing exposure to asbestos fibres, asbestos-related diseases can be eliminated.

"With more Australians having more time for DIY during the COVID-19 pandemic, we need to tell them how to be safe around asbestos." said [Insert Title / Name].

"If you're considering DIY renovations and maintenance, **'Get in the know, take it slow and get a pro'.**"

"People working on homes built before 1990 can stay safe if they know where asbestos is, if they don't disturb or damage it, and if they seek professional help to locate, manage or remove it."


The National Asbestos Awareness Week campaign promotes the role of licensed asbestos professionals for both home renovators and tradespeople.

"Even tradies need to call a licensed asbestos professional if they don't have the equipment, skills, training or licence to handle asbestos." said [Insert Title / Name].

Further information is available at [website]

For release 9am, 22 November 2021.

Media Contact: [Name/ Title] P: [Phone number] E: [Email address]



THINK TWICE ABOUT ASBESTOS

ASBESTOS AWARENESS WEEK
November 22-28 2021

Media release for event

[Insert date / XX November 2021]

[Insert organisation] calls on community to think twice about asbestos.

Today [Insert organisation] is [Insert succinct event description] in [location]. The event is part of National Asbestos Awareness Week (22-28 November 2021) with the theme "Think Twice About Asbestos".

Asbestos is still present in millions of homes, as well as public and commercial buildings, across Australia.

In homes built before 1990, asbestos can still be found anywhere. This affects 1 in 3 homes nationwide.

[Insert organisation name] is one of hundreds of organisations working towards an Australia free of asbestos-related diseases.

"For anyone who thinks asbestos-related diseases are a thing of the past, think again. Asbestos is still causing cancer in Australians." [Insert Title, Name, Organisation] said.

"Every year in Australia, there are an estimated 4,000 deaths from past exposure to asbestos. That's one of the highest death rates of asbestos-related diseases in the world," said [Insert Title / Name].

"Whether its DIYers doing small or large jobs around the house, or tradies on a residential worksite, the *Think Twice About Asbestos* campaign reminds them of the dangers of damaged, disturbed or deteriorated asbestos."

By preventing exposure to asbestos fibres, asbestos-related diseases can be eliminated.

"With more Australians having more time for DIY during the COVID-19 pandemic, we need to tell them how to be safe around asbestos." said [Insert Title / Name].

"If you're considering DIY renovations and maintenance, **'Get in the know, take it slow and get a pro'.**"

"People working on homes built before 1990 can stay safe if they know where asbestos is, if they don't disturb or damage it, and if they seek professional help to locate, manage or remove it."

The National Asbestos Awareness Week campaign promotes the role of licensed asbestos professionals for both home renovators and tradespeople.

"Even tradies need to call a licensed asbestos professional if they don't have the equipment, skills, training or licence to handle asbestos." said [Insert Title / Name].

Further information is available at [website]

For release 9am, 22 November 2021.

Media Contact: [Name/ Title] P: [Phone number] E: [Email address]

FORMAT

Word doc.

DESCRIPTION

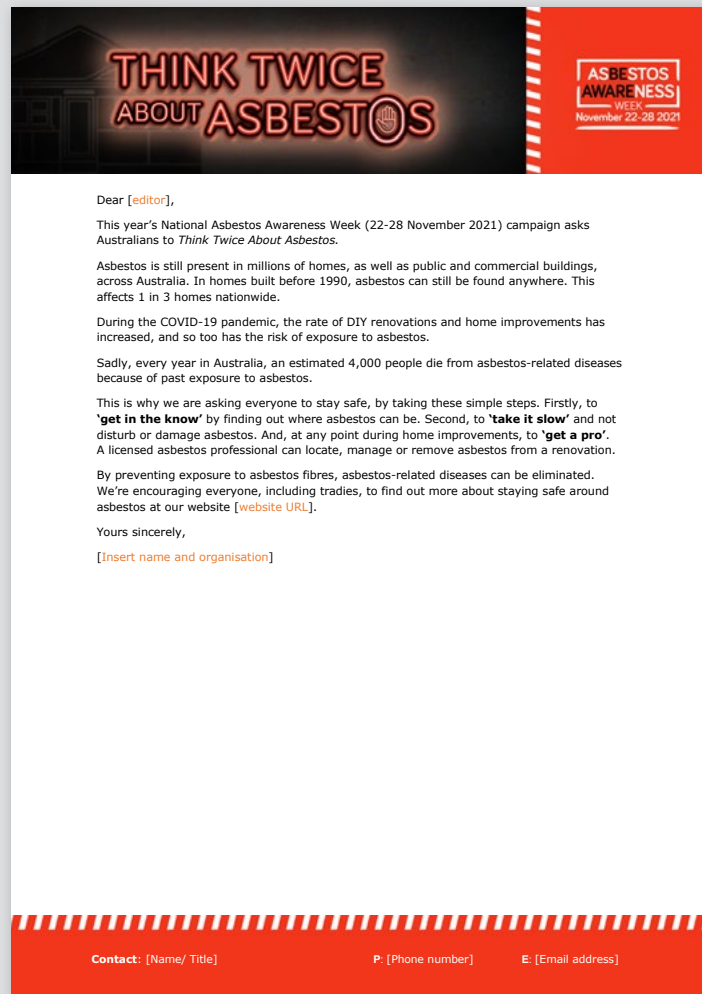
This media release template can be updated and sent with stakeholder organisation details to raise awareness of NAAW 2021 amongst local media outlets. Two templates are available one general and one for an event (i.e. asbestos information events, launch events).

FILE NAME

NAAW21_01_A4 media release template

WRITTEN ASSETS

Letter to the editor



Dear [editor],

This year's National Asbestos Awareness Week (22-28 November 2021) campaign asks Australians to *Think Twice About Asbestos*.

Asbestos is still present in millions of homes, as well as public and commercial buildings, across Australia. In homes built before 1990, asbestos can still be found anywhere. This affects 1 in 3 homes nationwide.

During the COVID-19 pandemic, the rate of DIY renovations and home improvements has increased, and so too has the risk of exposure to asbestos.

Sadly, every year in Australia, an estimated 4,000 people die from asbestos-related diseases because of past exposure to asbestos.

This is why we are asking everyone to stay safe, by taking these simple steps. Firstly, to **'get in the know'** by finding out where asbestos can be. Second, to **'take it slow'** and not disturb or damage asbestos. And, at any point during home improvements, to **'get a pro'**. A licensed asbestos professional can locate, manage or remove asbestos from a renovation.

By preventing exposure to asbestos fibres, asbestos-related diseases can be eliminated. We're encouraging everyone, including tradies, to find out more about staying safe around asbestos at our website [website URL].

Yours sincerely,

[Insert name and organisation]

Contact: [Name/ Title] P: [Phone number] E: [Email address]

FORMAT

Word doc.

DESCRIPTION


The letter to the editor provides a editable template for distribution to local media and industry publications. It aims to raise awareness of NAAW, local asbestos issues and what action needs to be taken to reduce asbestos risk.

FILE NAME

NAAW21_01_Letter to the editor

WRITTEN ASSETS

Mayoral Minute / Council Motion



Mayoral Minute or Council Motion

National Asbestos Awareness Week 2021

Recommendation


1. That <Council> notes that there is a large amount of asbestos still present in Australian homes, workplaces and the built environment. Nationwide, 1 in 3 homes contain asbestos.
2. That <Council> notes that exposure to asbestos fibres can cause cancer. There is no known safe minimum level of exposure to asbestos fibres.
3. That <Council> notes that do-it-yourself (DIY) renovation or home maintenance activities exposes many people to asbestos fibres, often without them even knowing. Asbestos can be found anywhere in homes built before 1990 – including kitchens, bathrooms, roofs, eaves, under flooring and in out buildings.
4. That <Council> notes that we should encourage our community to 'Think twice about asbestos' and to encourage residents undertaking renovations or home maintenance to 'Get in the know, Take it slow, Get a pro.'
5. That <Council> notes the likelihood of asbestos-containing materials being improperly disposed of in household 'red bins' when residents are unaware of asbestos.
6. That <Council> agrees to participate in National Asbestos Awareness Week 2021 and engage in key awareness-raising activities throughout the campaign period (22-28 November) including: <a press release from Council to the local paper, promoting asbestos awareness on social media, and promoting the week in our e-newsletter.>
7. That <Council> reviews and, if necessary, revises its policies and public information regarding asbestos, to ensure it is providing the most up to date information, as provided by state and federal governments and local government associations.

Report

I am calling on Councillors to support National Asbestos Awareness Week 2021 – 'Think Twice About Asbestos'.

The aim of the campaign is to raise awareness amongst the public and key trades about the health risks associated with exposure to asbestos fibres, where asbestos products can be found and to encourage the use of licensed asbestos professionals.

Asbestos is still present in millions of homes – 1 in 3 nationwide – as well as public and commercial buildings. In homes built before 1990, asbestos can be found anywhere.



Many of us consider asbestos to be an old issue, confined to workplaces. But large amounts of asbestos-containing materials are still present in Australian homes, workplaces and the environment. Australia was the highest user of asbestos per capita in the world prior to it being fully banned in 2003.

Consistent research shows that Australians are unaware of how prevalent asbestos is, where it might be found, and how to protect themselves from exposure. Worryingly, many Australians doing DIY or home maintenance believe they are doing it safely, but may not be wearing the correct personal protective equipment or taking safety precautions to prevent exposure to asbestos.

An estimated 4,000 people die annually from asbestos-related diseases – triple the annual road toll.

The Australian Government Asbestos Safety and Eradication Agency's (ASEA) research shows that even amongst targeted trades (for example, construction workers, electricians and plumbers), awareness is low regarding where asbestos can be and what to do to stay safe.

During 2020 and 2021, when Australians have been spending more time in their homes due to the COVID-19 pandemic, research shows that more Australians than ever are undertaking DIY work, renovations and minor maintenance around the home.

Research undertaken by ASEA shows that asbestos is not thought of as a risk when planning or undertaking DIY or maintenance work, despite 1 in 5 DIYers having had contact with it in the past. This suggests that most people are either handling it without knowing or handling it in an unsafe manner. Additionally, a third of DIYers admit to disposing of asbestos inappropriately and the majority do not feel confident managing the risks.

Councils are highly engaged with the community at various points in the home improvement journey. Therefore, Council is in the unique position to provide awareness materials to the public, advising them to be aware of where asbestos might be located, and to call a licensed asbestos professional.

I am recommending therefore that <Council> participate in National Asbestos Awareness Week 2021 and also examine what we as a Council can do locally to further raise awareness to ensure residents are not exposed to asbestos.

FORMAT

Word doc.

DESCRIPTION

The Mayoral Minute / Council Motion template can be updated with local council details for submission to Council meetings.

FILE NAME

NAAW21_01_Mayoral Minute_Council Motion

WRITTEN ASSETS

eDM banner



FORMAT

JPEG and Photoshop file.

DESCRIPTION

This banner can be used as a header for an eDM newsletter (i.e. MailChimp) to provide campaign brand consistency and accompany the supplied newsletter copy.

FILE NAME

NAAW21_01_eDM banner

WRITTEN ASSETS

Newsletter copy – DIY

VISUAL



Example of an eDM banner and newsletter copy in bulk email program template.

COPY

Asbestos is still in 1 in 3 homes across Australia.

If your home was built before 1990, asbestos can still be found anywhere inside or outside the house.

It was used in thousands of building materials at the time and becomes dangerous if damaged, disturbed or deteriorated.

<Button: www.asbestossafety.gov.au/find-out-about-asbestos/asbestos-home>
Find out where asbestos can be in your home.

Because asbestos causes cancer, National Asbestos Awareness Week (22-28 November 2021) reminds home renovators that the danger of asbestos is far from over.

To protect yourself, your family, friends, and community – we're asking you to *Think Twice About Asbestos* when doing home renovations or maintenance.

To stay safe fixing up your place, follow these simple steps.

1. Get in the know.

Find out whether your home was built or renovated before 1990. Asbestos was used in thousands of building materials at the time.

2. Take it slow.

Don't damage or disturb asbestos materials. This can release dangerous asbestos fibres into the air.

3. Get a pro.

Know your limits. Contact a licensed asbestos professional for advice on where it's located, and on how to manage or remove it.

<Icon>

Every year in Australia, there are an estimated 4,000 deaths from asbestos-related diseases. This includes lung cancer and mesothelioma due to past exposure to asbestos.

By preventing exposure to asbestos fibres, asbestos-related diseases can be eliminated.

<Button: [Link to website](#)> **Find out more**

FORMAT

Word doc.

DESCRIPTION

The newsletter copy raises awareness of the prevalence of asbestos in Australian homes and the simple steps to take to stay safe when doing home renovations or maintenance. The newsletter copy can be sent via a bulk email program (accompanied by the eDM banner) or published in a company newsletter (accompanied by the full page or half page press ad).

FILE NAME

NAAW21_01_DIY newsletter copy

WRITTEN ASSETS

Newsletter copy – Tradespeople

VISUAL



Example of an EDM banner and newsletter copy in bulk email program template.

COPY

In 2021, asbestos is still a present danger when you're working on older houses.

In fact, it shows up in 1 in 3 homes across Australia.

This National Asbestos Awareness Week, we're reminding you to *Think Twice About Asbestos*. Because it's still in millions of homes and still causing cancer in Australians.

Being aware of asbestos safety is an ongoing responsibility.

<Button: Link to website> **Find out more**

To stay safe at a job, follow these simple steps.

1. Check up.

If the home was built or renovated before 1990, know what you need to do to be safe. Consider calling a licensed asbestos professional.

2. Gear up.

Asbestos is in a third of all homes. Before starting work, protect yourself with the right equipment including the right mask.

3. Clean up.

Leave the site clean and dispose of asbestos waste at a licensed facility. Fines apply for not doing the right thing.

<Icon>

Every year in Australia, an estimated 4,000 people die from past exposure to asbestos.

[Insert organisation name] is one of hundreds of organisations working towards an Australia free of asbestos-related diseases. This includes life-threatening diseases including mesothelioma and lung cancer.

Work health and safety (WHS) laws prohibit work involving asbestos, apart from specific circumstances where strict safety rules are required to be followed, including the right Personal Protective Equipment. The law may also prevent you from removing asbestos yourself.

<Button: Link to website> **Check the rules**

FORMAT

Word doc.

DESCRIPTION

The newsletter copy raises awareness of the prevalence of asbestos in Australian homes and the simple steps to take to stay safe at a job. The newsletter copy can be sent via a bulk email program (accompanied by the EDM banner) or published in a company newsletter (accompanied by the full page or half page press ad).

FILE NAME

NAAW21_01_Trades newsletter copy

02 | Print assets

Poster – DIY

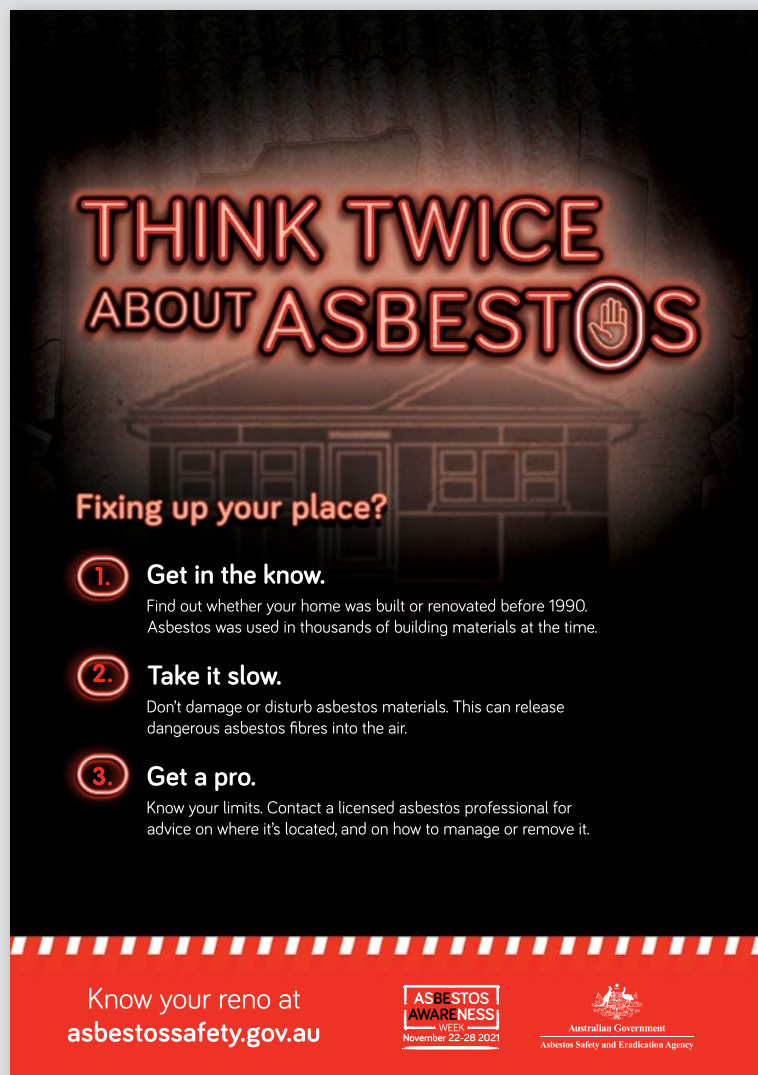
Poster – Tradespeople

Press ad (full page)

Press ad (half page)

PRINT ASSETS

Poster – DIY



FORMAT

Print-ready PDF and InDesign files.

FILE NAME

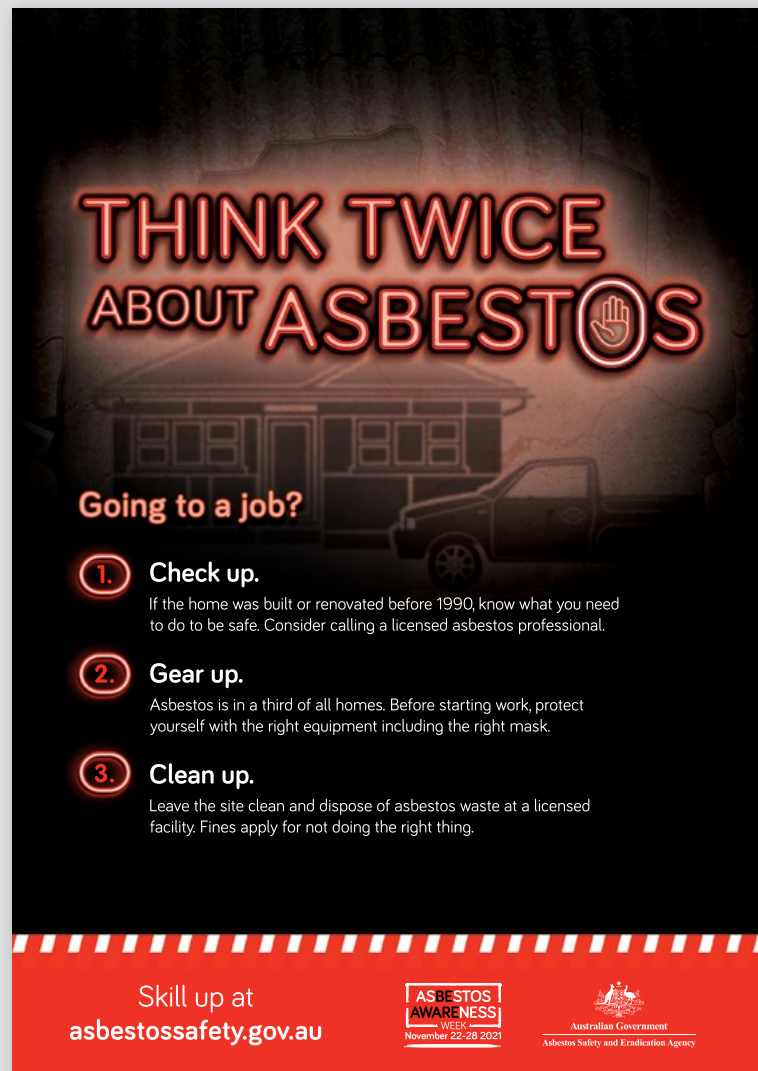
NAAW21_01_DIY A4 poster

DESCRIPTION

This poster provides information DIYers need to know to keep safe from asbestos, in three steps. It links to the ASEA or stakeholder organisation website for more detailed information.

PRINT ASSETS

Poster – Tradespeople



FORMAT

Print-ready PDF and InDesign files.

DESCRIPTION

This poster provides information tradespeople need to know to keep safe from asbestos, in three steps. It links to the ASEA or stakeholder organisation website for more detailed information.

FILE NAME

NAAW21_01_Trades A4 poster

PRINT ASSETS

Press ad (full page)



FORMAT

Print-ready PDF and InDesign files.

DESCRIPTION

The full page press ad is designed to raise awareness of the prevalence of asbestos in Australian homes amongst DIY and tradespeople, linking them to ASEA or stakeholder website for more information.

FILE NAME

NAAW21_01_Full page press ad

PRINT ASSETS

Press ad (half page)



FORMAT

Print-ready PDF and InDesign files.

FILE NAME

NAAW21_01_Half page press ad

DESCRIPTION

The half page press ad is designed to raise awareness of the prevalence of asbestos in Australian homes amongst DIY and tradespeople, linking them to ASEA or stakeholder website for more information.

03 | Digital assets

Facebook carousel – DIY

Facebook carousel – Tradespeople

Social media posts – DIY

Post 1 – 5

Social media posts – Tradespeople

Post 1 – 6

Digital ads – DIY

Digital ads – Tradespeople

Social media guide

The following pages provide pre-prepared social media posts, including images and copy to upload to your organisations' social media channels. The links below provide instructions on publishing campaign posts and advertisements on social media.

Share and manage posts on Facebook

<https://www.facebook.com/help/1640261589632787>

Create a banner ad campaign via Google Display Network

https://ads.google.com/intl/en_au/home/campaigns/display-ads/

Create a carousel ad in Facebook Ads Manager

<https://www.facebook.com/business/help/1375829326076396?id=563305920700338>

Create a page post in Facebook Ads Manager

<https://www.facebook.com/business/help/357923380922077>

Recommended hashtags

Campaign

#thinktwiceaboutasbestos #asbestosawarenessweek #asbestoslurks #asbestos #asbestosremoval
#asbestostesting #asbestossafety #beasbestosaware

DIY

#renovation #homeimprovement #homerenovation #renovationlife #renovationideas
#kitchenrenovation #bathroomrenovation #diy #design #doityourself #interiordesign
#architecture #instagood #diyproject #theblock #bunnings #mitre10 #diytutorial #lovediy

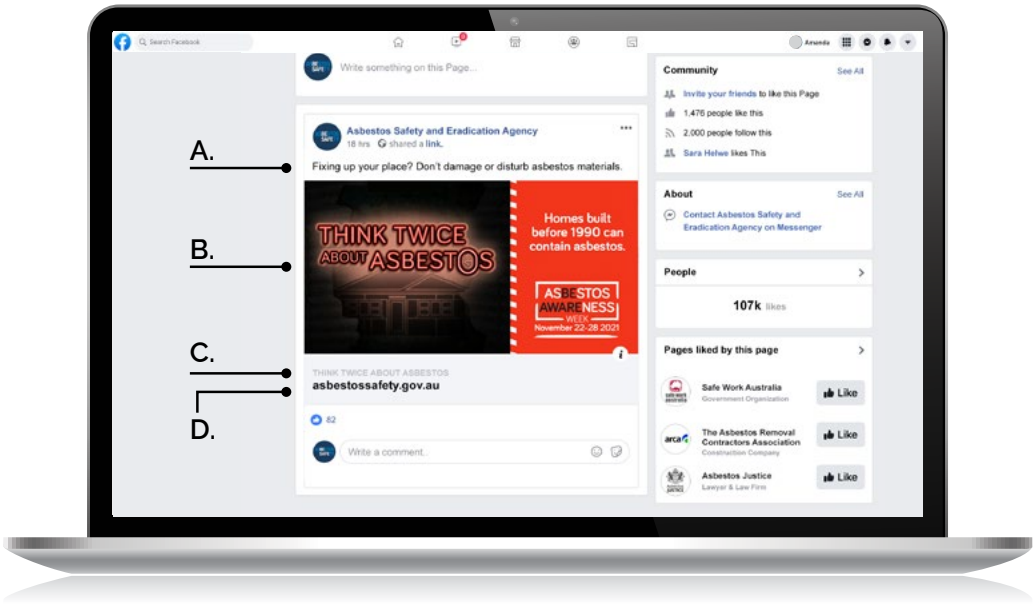
Tradespeople

#tradesmen #construction #plumber #tradies #electrician #builder #tradeswomen #plasterer
#carpentry #maintenance #roofer

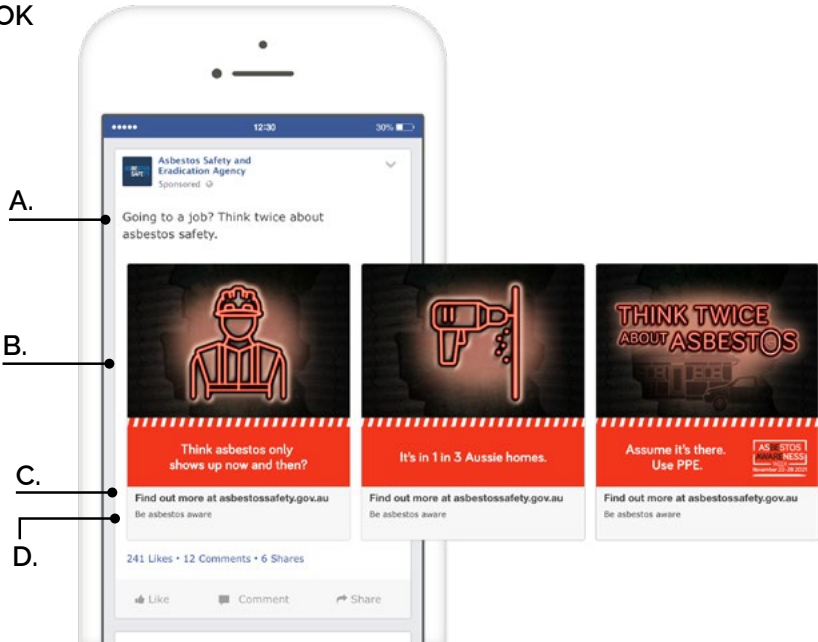
PAID PLACEMENTS

Social media guide

EXAMPLE OF A FACEBOOK
PAID PLACEMENT
– SHARED POST



EXAMPLE OF A FACEBOOK
PAID PLACEMENT
– CAROUSEL



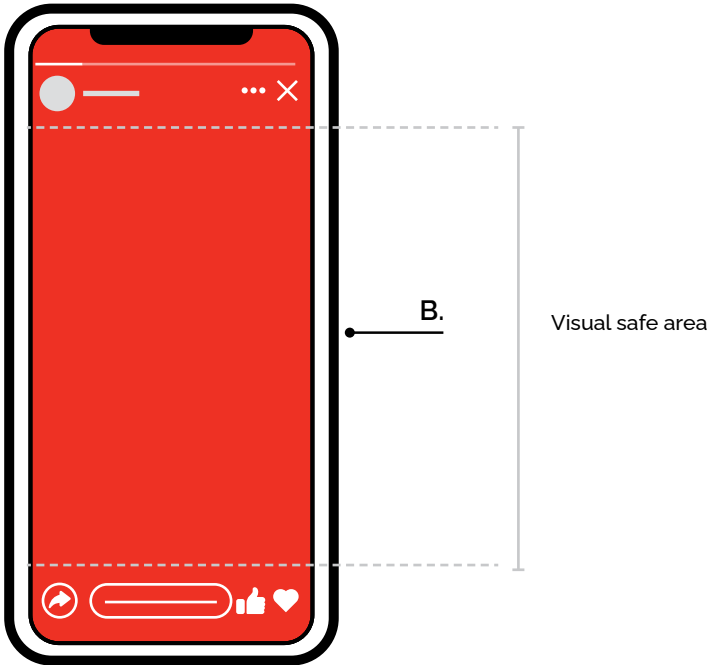
PAID PLACEMENTS POST KEY

- A. Post caption
- B. Supplied visual
- C. Headline
- D. Description

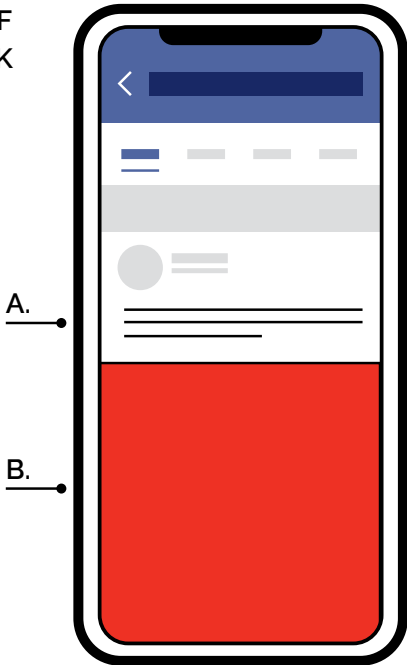
SOCIAL MEDIA PLACEMENTS

Social media guide

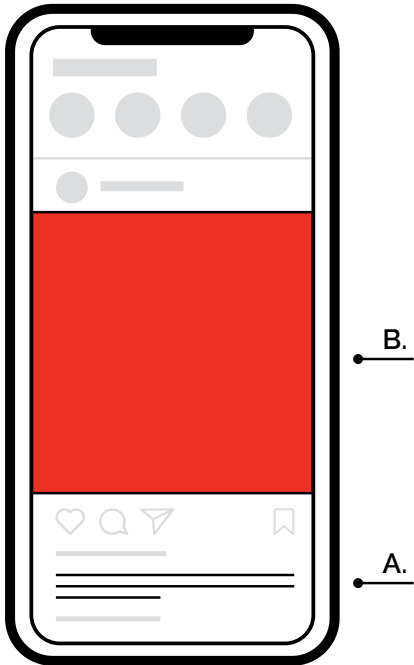
EXAMPLE OF A FACEBOOK /
INSTAGRAM STORIES POST



EXAMPLE OF
A FACEBOOK
POST



EXAMPLE
OF AN
INSTAGRAM
POST



SOCIAL MEDIA PLACEMENTS POST KEY

A. Caption B. Supplied visual

PAID SOCIAL PLACEMENTS

Facebook carousel – DIY

POST 1 – VISUALS



POST 1 – COPY

Facebook paid placement carousel caption:

Fixing up your place? Think twice about asbestos safety.

Headline: Find out more at asbestossafety.gov.au.

Description: Be asbestos aware

FORMAT

x3 JPEG tiles and Photoshop file.

FILE NAME

NAAW21_01_DIY Facebook paid placement carousel_1080x1080

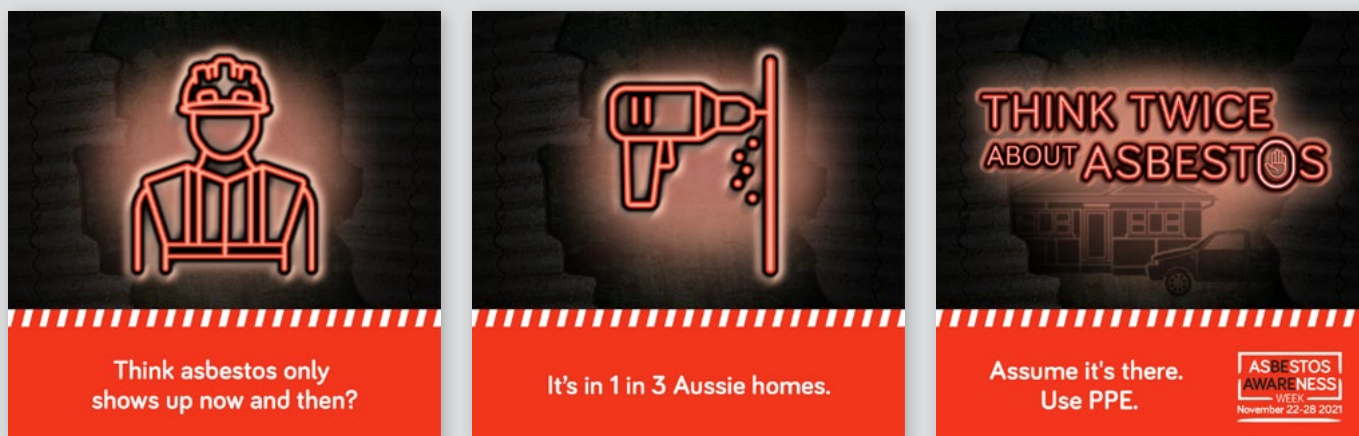
DESCRIPTION

These ads are designed to raise awareness that asbestos is present in Australian homes and to keep safety steps top of mind. The ads link to the ASEA or stakeholder website for more information.

PAID SOCIAL PLACEMENTS

Facebook carousel – Tradespeople

POST 1 – VISUALS



POST 1 – COPY

Facebook paid placement carousel caption:
Going to a job? Think twice about asbestos safety.

Headline: Find out more at asbestossafety.gov.au.
Description: Be asbestos aware

FORMAT

x3 JPEG tiles and Photoshop file.

FILE NAME

NAAW21_01_Trades Facebook paid placement carousel_1080x1080

DESCRIPTION

These ads are designed to raise awareness that asbestos is present in Australian homes and to keep safety steps top of mind. The ads link to the ASEA or stakeholder website for more information.

DIGITAL ASSETS

Social media posts – DIY

POST 1 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 1 – COPY

Facebook / Instagram post caption:

National Asbestos Awareness Week begins today. This year, we're asking you to think twice about asbestos. Asbestos causes cancer and is still in 1 in 3 Aussie homes. Prevent the risk of exposure to asbestos and find out how to be safe.

Before you start any work around the house, check if your home was built before 1990. If so, it can contain asbestos.

Asbestos can be in many locations including external and internal walls, bathrooms, toilets and laundries, kitchens, roofs, fences, and garages. Don't risk your health or someone else's by disturbing asbestos.

Call a licensed asbestos professional if you aren't trained to locate, manage or remove it.

Find out more at our website.

Facebook paid placement caption:

Fixing up your place? Don't damage or disturb asbestos materials.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_01_Diy Facebook Instagram stories_1080x1920

NAAW21_01_Diy Facebook Instagram post_1080x1080

NAAW21_01_Diy Facebook paid placement_1200x628

DIGITAL ASSETS

Social media posts – DIY

POST 2 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 2 – COPY

Facebook / Instagram post caption:

Think twice about asbestos. Asbestos causes cancer.

To prevent breathing in dangerous asbestos fibres, always get a licensed asbestos professional to check for asbestos before starting work on homes built before 1990.

Find out more at our website.

Facebook paid placement caption:

Fixing up your place? Don't damage or disturb asbestos materials.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_02_Diy Facebook Instagram stories_1080x1920

NAAW21_02_Diy Facebook Instagram post_1080x1080

NAAW21_02_Diy Facebook paid placement_1200x628

DIGITAL ASSETS

Social media posts – DIY

POST 3 – VISUALS

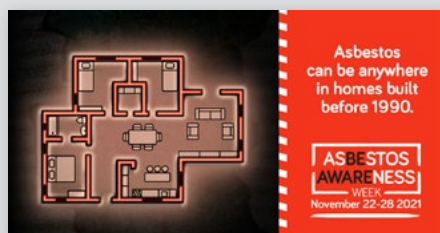
Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 3 – COPY

Facebook / Instagram post caption:

Think twice about asbestos. It can still be found in many places.

Around the home, this includes external and internal walls, bathrooms, toilets and laundries, kitchens, roofs, fences, and garages.

Asbestos is dangerous if damaged, disturbed or deteriorating. Once asbestos fibres are disturbed they become airborne and can then be inhaled or ingested. This can happen when sanding, drilling, cutting or sawing asbestos-containing materials.

Find out more at our website.

Facebook paid placement caption:

Home built before 1990? Find out where asbestos can be, before starting renos.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_03_DIY Facebook Instagram stories_1080x1920

NAAW21_03_DIY Facebook Instagram post_1080x1080

NAAW21_03_DIY Facebook paid placement_1200x628

Asbestos week posts – DIY

POST 4 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 4 – COPY

Facebook/ Instagram post caption:

Think twice about asbestos. Before you start any work around the house, check if your home was built before 1990.

If it was, asbestos can still be found anywhere inside or outside your home. Call a licensed asbestos professional to locate and assess its condition before you start any work. It's just not worth the risk.

Find out more at our website.

Facebook paid placement caption:

In homes built before 1990, call a licensed asbestos professional to locate and assess asbestos before you start any work.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_04_DIY Facebook Instagram stories_1080x1920

NAAW21_04_DIY Facebook Instagram post_1080x1080

NAAW21_04_DIY Facebook paid placement_1200x628

DIGITAL ASSETS

Asbestos week posts – DIY

POST 5 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 5 – COPY

Facebook/ Instagram post caption:

National Asbestos Awareness Week is almost over, but year-round asbestos awareness is essential.

When you're fixing up your place, remember to think twice about asbestos. Find out if your home was built before 1990. Contact a licensed asbestos professional at any time for advice on locating, managing or removing asbestos. Remember, like plumbing and electrical work, work that might disturb asbestos is best left to the experts.

We need to prevent exposure to asbestos fibres to eliminate asbestos-related diseases.

Find out more at our website.

Facebook paid placement caption:

Know your limits around potential asbestos. Call a licensed asbestos professional to get a sample tested.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_05_DIY Facebook Instagram stories_1080x1920

NAAW21_05_DIY Facebook Instagram post_1080x1080

NAAW21_05_DIY Facebook paid placement_1200x628

DIGITAL ASSETS

Social media posts – Tradespeople

POST 1 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 1 – COPY

Facebook/ Instagram post caption:

This National Asbestos Awareness Week, think twice about asbestos. Asbestos is still in millions of homes across Australia. If a home was built before 1990, and you are unsure, assume it's there.

Australia has one of the highest rates of asbestos-related diseases in the world, including cancer. These diseases are a result of past workplace exposure, so know the risks and protect yourself.

Call in a licensed asbestos professional at any time.

Find out more at our website.

Facebook paid placement caption:

Working on a home built before 1990? Protect yourself from exposure to asbestos.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_01_Trades Facebook Instagram stories_1080x1920
NAAW21_01_Trades Facebook Instagram post_1080x1080
NAAW21_01_Trades Facebook paid placement_1200x628

Social media posts – Tradespeople

POST 2 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 2 – COPY

Facebook/ Instagram post caption:

Think twice about asbestos. There is no known safe level of exposure to asbestos fibres. PPE cannot guarantee your health or safety, but it will help reduce your risk of exposure. It must be selected, worn and removed correctly to be effective.

Once you've protected yourself, you also need to follow safe work practices to prevent asbestos contaminating everything around you.

Find out more at our website.

Facebook paid placement caption:

Protect yourself from asbestos by selecting, wearing and removing PPE correctly.

Headline: Think twice about asbestos.

Description: asbestosafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_02_Trades Facebook Instagram stories_1080x1920
NAAW21_02_Trades Facebook Instagram post_1080x1080
NAAW21_02_Trades Facebook paid placement_1200x628

Social media posts – Tradespeople

POST 3 – VISUALS

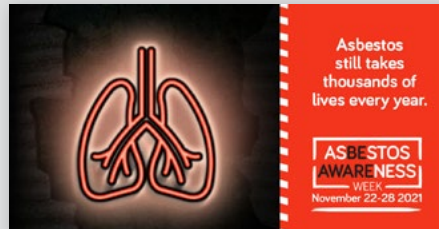
Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 3 – COPY

Facebook/ Instagram post caption:

Think twice about asbestos. In Australia, asbestos-related diseases contributes to an estimated 4,000 deaths each year because of past workplace exposure. That's triple the road toll.

There is no known safe level of exposure to asbestos. If asbestos needs to be removed before you start work, use a licensed asbestos removalist. The law may prevent you from removing asbestos yourself and, if you are allowed, you must follow strict safety precautions.

Find out more at our website.

Facebook paid placement caption:

Protect yourself from exposure to asbestos with planning and PPE, or call in a licensed asbestos professional.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_03_Trades Facebook Instagram stories_1080x1920
NAAW21_03_Trades Facebook Instagram post_1080x1080
NAAW21_03_Trades Facebook paid placement_1200x628

DIGITAL ASSETS

Social media posts – Tradespeople

POST 4 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 4 – COPY

Facebook/ Instagram post caption:

Think twice about asbestos. There are specific rules for the disposal of asbestos waste.

Find out how to package, transport and dispose of asbestos waste. ONLY dispose of it at a licensed facility.

Fines apply for not doing the right thing.

Find out more at our website.

Facebook paid placement caption:

Illegal dumping of asbestos puts everyone at risk.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_04_Trades Facebook Instagram stories_1080x1920

NAAW21_04_Trades Facebook Instagram post_1080x1080

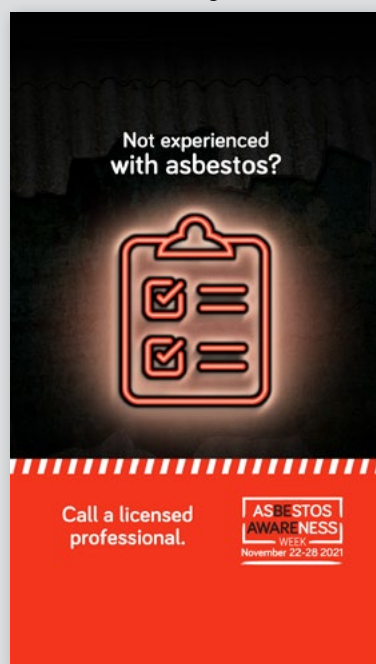
NAAW21_04_Trades Facebook paid placement_1200x628

DIGITAL ASSETS

Social media posts – Tradespeople

POST 5 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 5 – COPY

Facebook/ Instagram post caption:

National Asbestos Awareness Week is almost over, but year-round asbestos awareness is essential.

Remember to think twice about asbestos. Know what you need to do to be safe.

That can mean wearing the right PPE, having safe work practices in place or calling a licensed asbestos professional. We need to prevent exposure to asbestos fibres to eliminate asbestos-related diseases.

Find out more at our website.

Facebook paid placement caption:

Working with asbestos can be complex and dangerous. Know what you need to do to be safe.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_05_Trades Facebook Instagram stories_1080x1920
NAAW21_05_Trades Facebook Instagram post_1080x1080
NAAW21_05_Trades Facebook paid placement_1200x628

Social media posts – Tradespeople

POST 6 – VISUALS

Facebook / Instagram stories



Facebook / Instagram post



Facebook paid placement



POST 6 – COPY

Facebook/ Instagram post caption:

Think twice about asbestos. There are certain tools and work methods you must never use when working with asbestos-containing materials.

This includes the use of power tools, high pressure water cleaners, compressed air, abrasive blasting and household vacuum cleaners (even if they have a HEPA filter).

These activities are dangerous because they can release large numbers of asbestos fibres into the air.

Find out more at our website.

Facebook paid placement caption:

Some tools and work methods are dangerous because they can release large numbers of asbestos fibres into the air.

Headline: Think twice about asbestos.

Description: asbestossafety.gov.au

FORMAT

x3 JPEG tiles and Photoshop files.

DESCRIPTION

Social media content will be posted proactively during NAAW 2021. Social media posts deliver awareness and education messages to the DIY (general public) and tradespeople target audiences. Posts include both image and caption.

FILE NAME

NAAW21_06_Trades Facebook Instagram stories_1080x1920
NAAW21_06_Trades Facebook Instagram post_1080x1080
NAAW21_06_Trades Facebook paid placement_1200x628

DIGITAL ASSETS

Digital ads – DIY



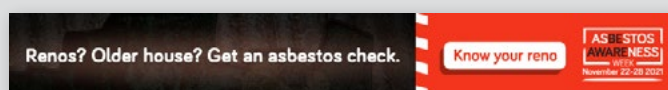
Medium rec



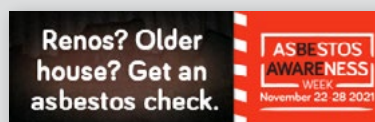
Large rec



Half page ad



Leaderboard



Mobile banner

FORMAT

x5 Individual JPEG tiles and Photoshop files.

DESCRIPTION

Digital banner ads are designed to make DIY and Tradespeople think twice about asbestos and link them to the ASEA website for more details on getting an asbestos check and contacting a licensed asbestos professional.

FILE NAME

NAAW21_01_DIY large Rec_336x280
NAAW21_01_DIY medium Rec_300x250
NAAW21_01_DIY half page Ad_300x600
NAAW21_01_DIY leaderboard_728x90
NAAW21_01_DIY mobile banner_320x100

DIGITAL ASSETS

Digital ads – Tradespeople



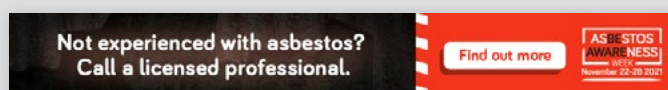
Medium rec



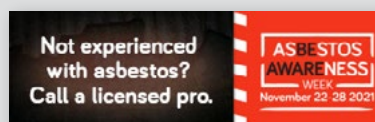
Large rec



Half page ad



Leaderboard



Mobile banner

FORMAT

x5 Individual JPEG tiles and Photoshop files.

DESCRIPTION

Digital banner ads are designed to make DIY and Tradespeople think twice about asbestos and link them to the ASEA website for more details on getting an asbestos check and contacting a licensed asbestos professional.

FILE NAME

NAAW21_01_Trades large Rec_336x280
NAAW21_01_Trades medium Rec_300x250
NAAW21_01_Trades half Page Ad_300x600
NAAW21_01_Trades leaderboard_728x90
NAAW21_01_Trades mobile banner_320x100

04 | Media strategy

The media strategy provides recommendations for placement of communication assets in the lead up and during National Asbestos Awareness Week.

You can choose to follow the plan to a tee or pick and choose what works for your organisation's communications channels and budget. All costs associated with the implementation of the strategy are at the stakeholder organisations expense.

The below table provides the **recommended channels and timeframes** for the implementation of the stakeholder engagement pack communication assets.

The plan covers paid, owned and earned channels.

NAAW 2021	September				October				November				
	6	13	20	27	4	11	18	25	1	8	15	22	29
Communications channels													
Digital ad banners													
Press advertising													
Website													
Posters													
Facebook advertising													
eDM													
Newsletter articles (published in owned channels)													
Letter to the editor													
Media release													
Online event													
Social media posts													
National Asbestos Awareness Week 2021													

1.

Owned

Your website, your people, social media, brochures, poster, pull-up banners and eDMs.

2.

Earned & shared

Word-of-mouth, PR, online communities / influencers, partnership channels and advocacy.

3.

Paid

Advertising, SEM / paid search, television, radio, outdoor, print, press and direct marketing.

Date	Channel	Action	Resource/s
Monday 27 September	Online industry event / briefing	<ul style="list-style-type: none"> Organise an online event / briefing during NAAW 2021. Set agenda and invite speakers or panel members. Send invitations and promote the event through your networks. Create presentation slides using the NAAW 2021 logo and Think Twice About Asbestos campaign communication tools. 	NAAW 2021 logo Think Twice About Asbestos logo
Monday 27 September	Print advertising (book placement)	<ul style="list-style-type: none"> Book full page or half page print advertisement placement in local publications November edition, to correspond with NAAW 2021 (i.e. The Chronicle, local newspaper, community magazine, industry newsletter). If editorial is part of the booking, supply newsletter copy for publication. 	Full page print ad Half page print ad Newsletter copy
October (dates vary for councils)	Mayoral Minute / Council Motion	<ul style="list-style-type: none"> Submit a Mayoral Minute or Council Motion to local council. 	Mayoral Minute / Council Motion
Monday 8 November	Digital banners (Google Ads)	<ul style="list-style-type: none"> Set up a banner ad campaign via Google. Log in to your Google Ads account at ads.google.com. Click on the "Campaigns" tab at the top of the screen and click on the "Ads" sub-tab located in the center of the screen. Click on the "New ad" button and select the "Image ad" option. Select the "Choose File" button, select your banner ad from the menu and click on the "Open" button. Enter a name for your image, enter the URL you want to display in the ad and enter the actual destination URL in the text boxes provided. Click on the "Save Ad" button when you are finished creating your ad. See further instructions here: https://ads.google.com/intl/en_au/home/campaigns/display-ads/ 	Banner ads – DIY Banner ads – Trades
Monday 8 November	Website	<ul style="list-style-type: none"> Upload campaign content to organisation website. Create a dedicated page to promote the NAAW 2021 campaign and upload resources for download including campaign poster, fact sheet and a selection of social media tiles. 	Poster Fact sheet Location diagram Press ads Social tiles

Date	Channel	Action	Resource/s
Monday 8 November	Posters	<ul style="list-style-type: none"> Distribute posters in your workplace and local noticeboards and upload to your website as a downloadable resource. Send stakeholders / clients / community copies of the poster and advise them NAAW 2021 campaign launches in November. Ask them to distribute the posters via their channels i.e. worksites, community noticeboards, website. 	Poster – DIY Poster – Trades
Monday 8 November	Facebook advertising	<ul style="list-style-type: none"> Book social media paid advertisements through Facebook Ad Manager. Book ads to run from 15 November to 28 November to raise awareness of NAAW 2021. See further instructions here: https://www.facebook.com/business/help 	Facebook carousel Facebook shared post
Monday 15 November	eDM	<ul style="list-style-type: none"> Send eDM newsletter via bulk email program or publish article in organisation newsletter using newsletter copy and press advertisement. 	eDM banner Newsletter copy Press ad half page
Monday 15 November	Media release	<ul style="list-style-type: none"> Distribute media release to local media outlets (print, digital, radio, television). Make follow up calls to local media to inform them of NAAW 2021 and set up interviews with spokespeople. 	Media release template generic Media release template event
Monday 15 November	Letter to the editor	<ul style="list-style-type: none"> Send letter-to-the-editor to local publications to raise the issue of asbestos and bring it to the attention of local audiences. A template has been provided that can be edited to include your views and details of the clear action that needs to be taken to reduce the risk of asbestos in your local community and industry. 	Letter to the editor template
w/c Monday 22 November	Online event / briefing	<ul style="list-style-type: none"> Host and run the online event / briefing. Film / record event to share on your website after the event and send to attendees and your networks to raise awareness and educate people about asbestos. 	NAAW 2021 logo Think Twice About Asbestos logo

Date	Channel	Action	Resource/s
Monday 22 November	Social media post 1	• Post social media post 1 to your Instagram and Facebook account feed and stories.	Social post 1
Tuesday 23 November	Social media post 2	• Post social media post 2 to your Instagram and Facebook account feed and stories.	Social post 2
Wednesday 24 November	Social media post 3	• Post social media post 3 to your Instagram and Facebook account feed and stories.	Social post 3
Thursday 25 November	Social media post 4	• Post social media post 4 to your Instagram and Facebook account feed and stories.	Social post 4
Friday 26 November	Social media post 5	• Post social media post 5 to your Instagram and Facebook account feed and stories.	Social post 5
Saturday 27 November	Social media post 6 (Trade only)	• Post social media post 6 to your Instagram and Facebook account feed and stories.	Social post 6



CONTACT

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