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HSE Asbestos Safety Campaign 2014/15 Campaign Update and Interim Evaluation

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Purpose of the paper

1. To update the HSE Board on the progress of the asbestos behaviour change campaign; appraise Board members of the lessons learned to date and their implications for HSE; and provide top-line interim results pending the full evaluation in July (summary information contained in annex 1).

Timing

2. Routine. The Board is asked to note that the full evaluation of the campaign will be delivered in July and it will be shared with Board following analysis.

Background

3. The multi-channel campaign was informed by extensive audience insight. As a recap, the objectives are to help tradespeople:
 - accept the real and personal risk they face from asbestos by making the issue relevant to them; and
 - bring about the adoption of the correct safety precautions, facilitating behaviour change by providing tailored, accessible information.
4. This innovative campaign reflects a new approach for HSE with the first, formal partnership marketing relationship with a commercial partner delivering behaviour change materials directly to the target audience. It is also the first time that campaign assets (asbestos safety kit and web app) have been produced as reference materials to complement HSE guidance.
5. The campaign began in the last week of September 2014 with the distribution of asbestos safety kits through TradePoint stores in GB. The media launch followed a week later, fronted by the then Minister responsible for Health & Safety, Mark Harper MP.

6. The campaign activity will continue until the end of March 2015 and an evaluation programme is ongoing. The post-campaign research will take place in April/May with the full evaluation report due in July this year.

Headline results

7. The partnership with TradePoint was a success with 188,000 asbestos safety kits delivered directly into the hands of the audience; the partnership also achieved excellent value in terms of partner contributions towards costs and in sharing data for evaluation purposes.
8. Interim research findings show the innovative asbestos safety kit and the partnership marketing approach to distribution have had an impact on workers' safety and there is real evidence of behaviour change with the target audience.
9. Six further commercial retail partners were recruited to provide support and amplification for the campaign; fifty other stakeholders and 27 local authorities agreed to promote the campaign to varying degrees.
10. Although not a key channel to reach our target audience, social media was used successfully to help create 'noise' around the topic of asbestos safety.
11. To date there have been more than 42,000 visits to the 'Beware asbestos' web app – of which 32,000 are unique visitors.
12. PR has generated 350 pieces of broadcast, print and online media coverage about the campaign so far, of which 98 per cent has been favourable or neutral.

Key learning points for HSE

13. Much of the campaign has been delivered on a 'test and learn' basis - so far, we have learned:
 - understanding the audience is critical. The positive impact of the asbestos safety kit is a direct result of tailoring the material to the audience needs and preferences. Going forward, HSE needs to invest in insight research across the spectrum of its varied audiences to better understand their needs, preferences and how to motivate them into taking action on specific issues. Without this understanding, it is almost impossible to design interventions that move beyond awareness raising and into behaviour change;
 - it is inevitable, that there will be some with vested interests who will want to influence the campaign and calls to action, in way that leads the campaign away from the evidence of the audience insight work. For example, some training organisations were unhappy in this phase of the campaign, that we did not highlight training courses as the call to action.
 - some HSE guidance is inaccessible to workers and some target audiences; HSE should adopt a tiered approach to guidance, simplifying information where possible, to assist with understanding and adoption of safe behaviours. Guidance materials should be tested with those people we want to use it, to ensure that it addresses their information needs;

- going forward digital tools, developed to Government Digital Service standards, will become increasingly valuable in helping to meet the needs of workers and end users, provided they are based on audience insight;
- potential commercial partners can view involvement in this sort of partnership marketing activity (i.e. distribution of the safety kit) as a distraction from their commercial operations and will not always prioritise the communication of health and safety information to their customers;
- our experience on this campaign tells us that having the right partnership marketing partner on board is essential. If we are to produce further asbestos safety kits, we must ensure that the distribution partners meet specific criteria in terms of what they can deliver for us; this in itself limits the pool of potential partnership marketing partners;
- formal Memorandum of Understanding can be a barrier to the recruitment of commercial partners for more generic support activity and provide little value (this isn't the case for kit distribution partners for whom an MoU is crucial);
- demand for printed material from stakeholders was lower than expected, marking a shift towards digital channels;
- press advertising appears to have limited impact in terms of behaviour change.

Consultation

14. Consultation and joint working has taken place with CCID and CSEAD throughout the development of the campaign and the evaluation programme.

Next Steps

15. Based on the positive findings of the asbestos safety kit evaluation received in February 2015, we propose to develop a proposal for approval through SMT, DWP and Cabinet Office, to produce further asbestos safety kits for distribution by a commercial trade partner and another partnership marketing arrangement for 2015/16. Planning will start in the next few weeks.
16. Partnership marketing, PR and social media activity will finish at the end of March 2015. Evaluation research is on-going and the final report is due in July 2015.
17. *Asbestos Essentials* 'how-to' guides will be reviewed and tested with the target audience.

Action

The Board is asked to take note of the information provided and that full evaluation results will be shared later this year.

Annex 1 – top-line interim results

Partnership with TradePoint

- 188,088 kits were distributed (a further 3,800 kits were provided to construction colleges and the balance is being distributed at in-store training events);
- in-store promotion in 153 stores across GB including, point of sale, advertisements for the web app on more than one million till receipts, 150,000 flyers and advert for the web app in the product catalogue (May – October 2015);
- promotion of the kit and web app directly to TradePoint members via email and SMS messages, TradePoint website, blog post and social media channels;
- provision of electronic point of sale data to facilitate evaluation of the kits.

Asbestos Safety Kit

- 93 per cent recall and awareness of the kit demonstrating overall ‘cut through’ and memorability;
- 61 per cent opening rate at time of interview. In the context of something that is handed out (i.e. ‘pushed’) and not requested (i.e. ‘pulled’) this is very good;
- 96 per cent of kit openers say the kit is useful, particularly the cards – 85 per cent claim to have used the cards already and/or kept for reference;
- 79 per cent of kit openers claim to be working differently as a direct result of the kit;
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Interim results for the Beware Asbestos web app

- More than 42,000 visits to the web app;
- average ‘dwell’ time for the how-to guides is 1 minute and 24 seconds which implies that users are reading the simplified guidance.

Interim results of press advertising

- 14 insertions of the advertisement appeared in The Sun, The Mirror, the Sun on Sunday and the Sunday Mirror;
- resulted in a reach to the target audience of almost 45 per cent (i.e. reaching 802,000 of the 1,787,000* tradesmen). *NRS October 2013 – September 2014

Interim results: commercial partners & stakeholders

- In addition to TradePoint, a further six commercial partners were recruited: Brandon Hire, Brewers, Lawsons, Magnet, Dulux Trade and Hilti;
- fifty stakeholders and 27 LAs agreed to promote the campaign with the majority taking some action.

Interim evaluation of PR & social media

- 350 pieces of broadcast, print and online media coverage about the campaign, of which 98 per cent was favourable or neutral to the campaign;
- social media activity used to amplify key campaign messages; interim analysis (from 25 January 2015 to date), shows there have been: 486 mentions of the #WearTheScarf hashtag; 1,171 tweets mentioning #BewareAsbestos; 161 Twitter users have added the Twibbon;
- some of the more popular Tweets (containing infographics) reached around 100,000 Twitter accounts, according to TweetReach.