

Asbestos Pilot Campaign Evaluation



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Sample Profile

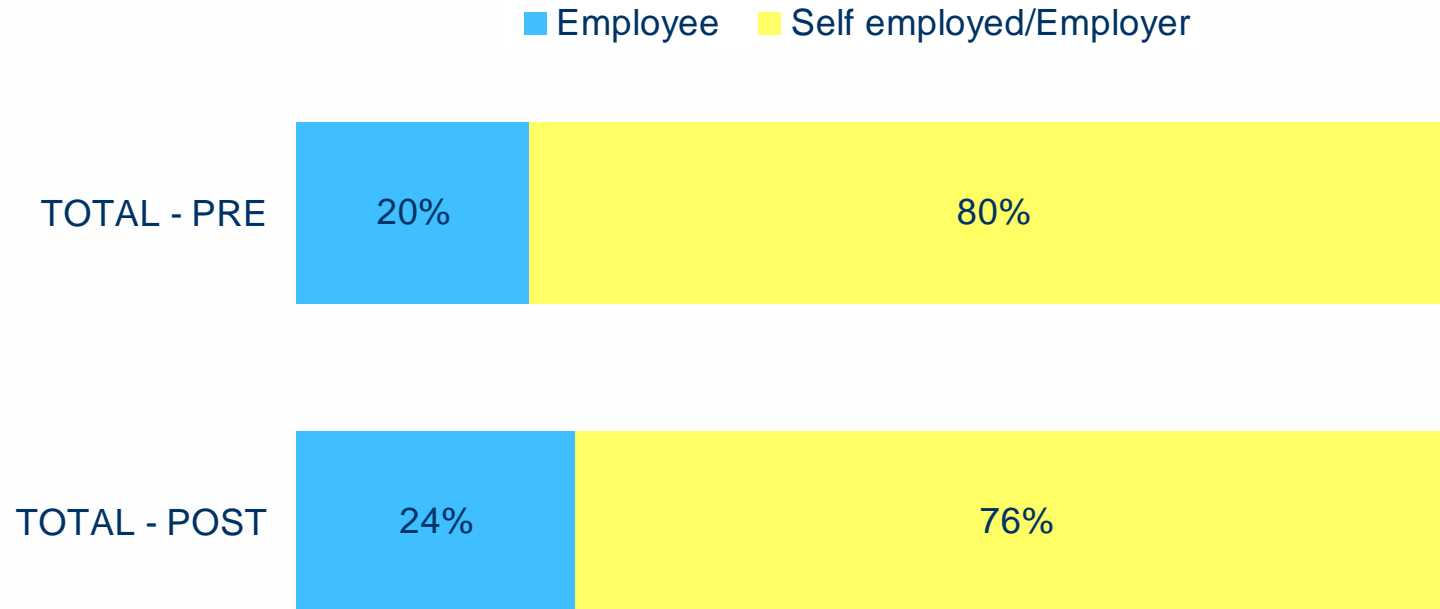
	TOTAL PRE	Total POST
Type of site work on most often		
Smaller sites	80%	77%
Bigger sites	10%	8%
Both equally	11%	15%
Employer vs. Employee		
Employee	20%	24%
Self employed/Employer	80%	76%
Size of company*		
1 to 5	79%	80%
6 to 10	11%	10%
11-19	4%	5%
20+	4%	5%
Know of anyone affected by asbestos		
Yes	31%	29%

No significant differences pre - post

**Quotas were set in the post wave to ensure the size of company of respondents was matched in the pre & post stages*

Q4, Q6,
Q7, Q18

Employer vs. employees



Campaign Recall & Recognition

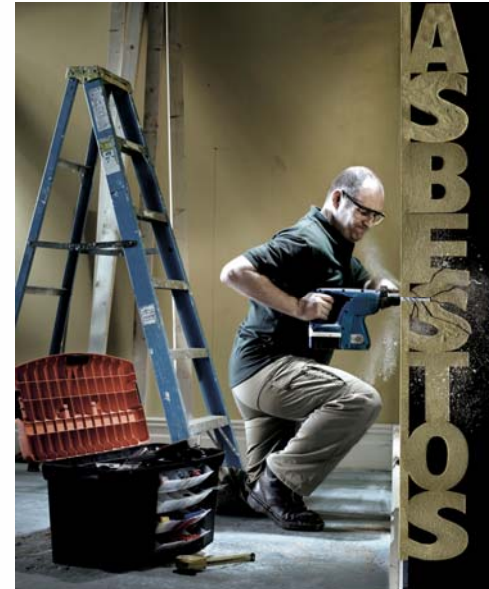
Campaign materials: Press



Electricians



Plumbers



General trades

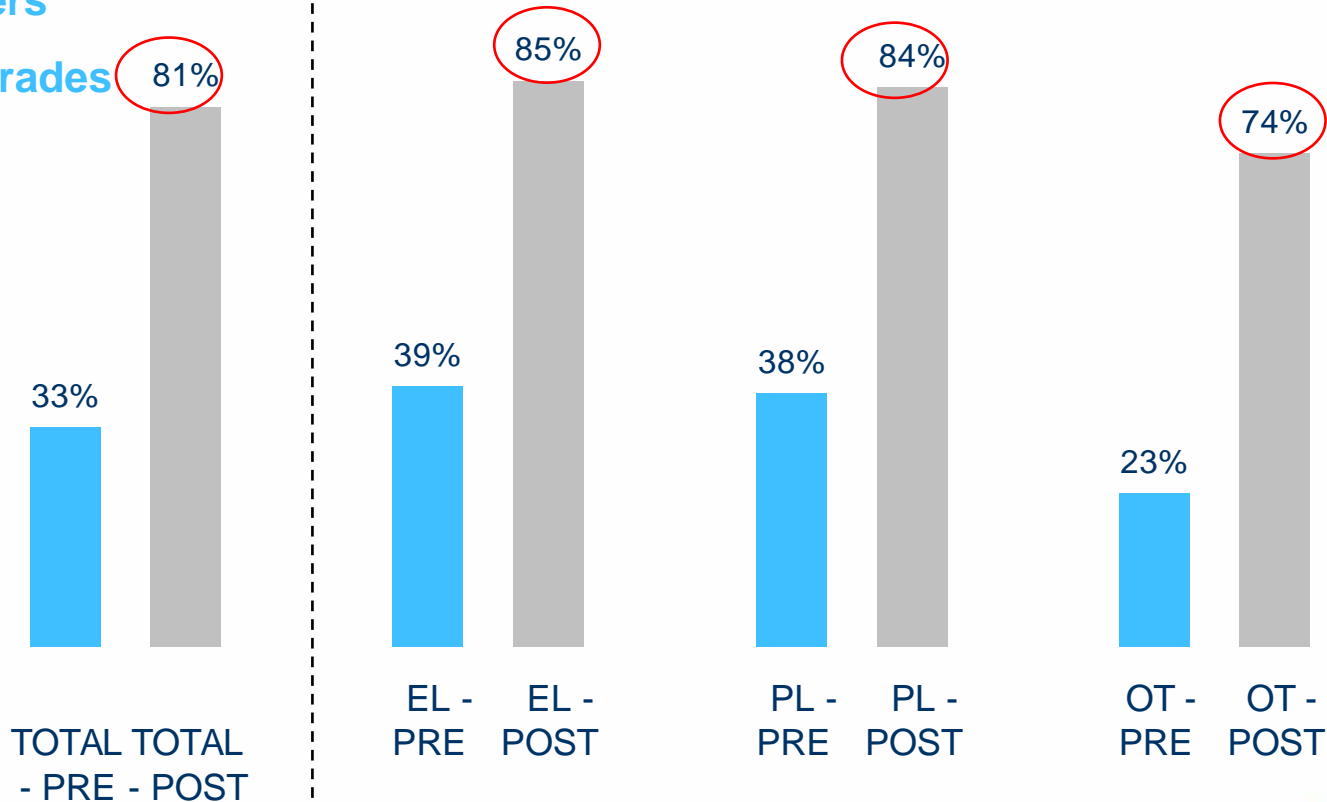
Publicity/advertising awareness

EL: Electricians

PL: Plumbers

OT: Other trades

Around 8 out of 10 have seen or heard some publicity about the risk of asbestos



Q20



Base : All respondents 300 / 451 / 100 / 149 / 100 / 150 / 100 / 151

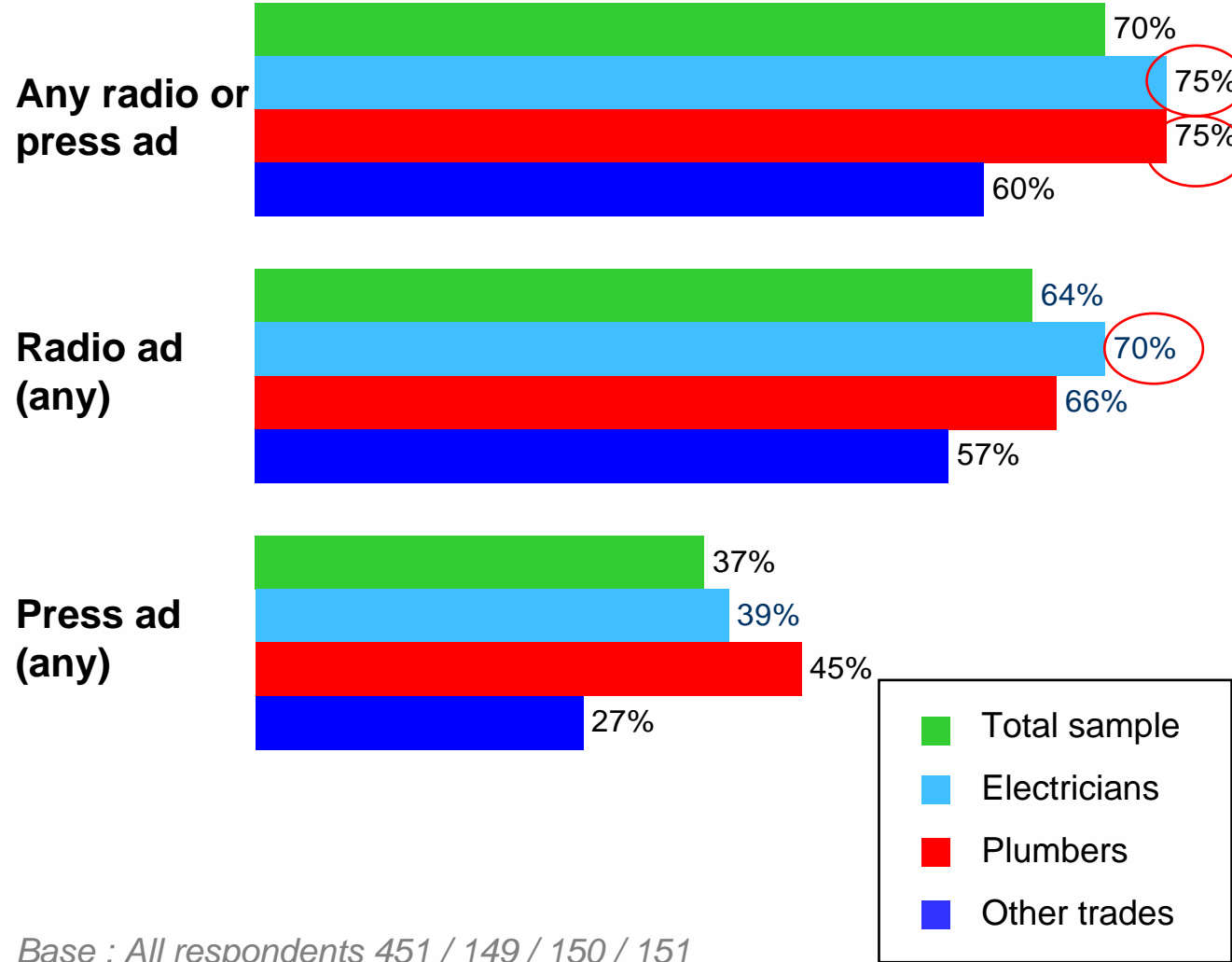
Advertising attribution (prompted)

	TOTAL PRE	Total POST	POST Electricians	POST Plumbers	POST Other trades
In trade press	34%	20%	18%	28%	13%
Trade Associations	22%	11%	12%	10%	11%
Advertising in national newspapers	14%	14%	11%	14%	18%
Article in national newspapers	14%	8%	7%	10%	6%
Mailshot or Direct mail from HSE	13%	34%	40%	25%	38%
On posters	11%	4%	3%	5%	4%
On TV	10%	16%	15%	18%	14%
Article in magazine/trade magazine	10%	2%	2%	2%	1%
From a colleague	9%	4%	3%	3%	7%
From friends	8%	2%	1%	1%	3%
On the HSE website	7%	3%	4%	1%	5%
On the radio	6%	43%	41%	48%	37%
Advertising in local newspapers	5%	7%	7%	6%	9%
From a manager	5%	2%	3%	1%	2%
Leaflet/flyers	5%	3%	1%	2%	5%

Base : All respondents who have seen or heard recent publicity 100 / 362/ 126/ 125/ 111

Q21

Campaign recognition - Trade



Q25/Q26;
Q26/Q27

Summary

Campaign recall and recognition

9

- » Around a third (33%) of maintenance workers were aware of some asbestos publicity or advertising at the pre wave, a reasonably high base level of awareness prior to campaign exposure. However there was a very large uplift in awareness of asbestos publicity or advertising at the post wave (with 81% aware of some activity) indicating high awareness of the campaign
- » Prompted attribution of the activity was particularly strong for radio advertising and for a mailshot or DM from HSE
- » Recognition of any radio ad or press ad was very high (70%). Electricians and plumbers were more likely to have seen the campaign than other trades
- » There was very high recognition of the radio ad (64%) with higher recognition amongst electricians and plumbers than other trades
- » There were similar levels of recognition for the three radio ads (Electrician, Plumber and General)
- » In addition, there were no significant differences in terms of each occupation recognising the ad specific to their occupation (e.g. electricians were not significantly more likely to recognise the ad which specifically mentions electricians)

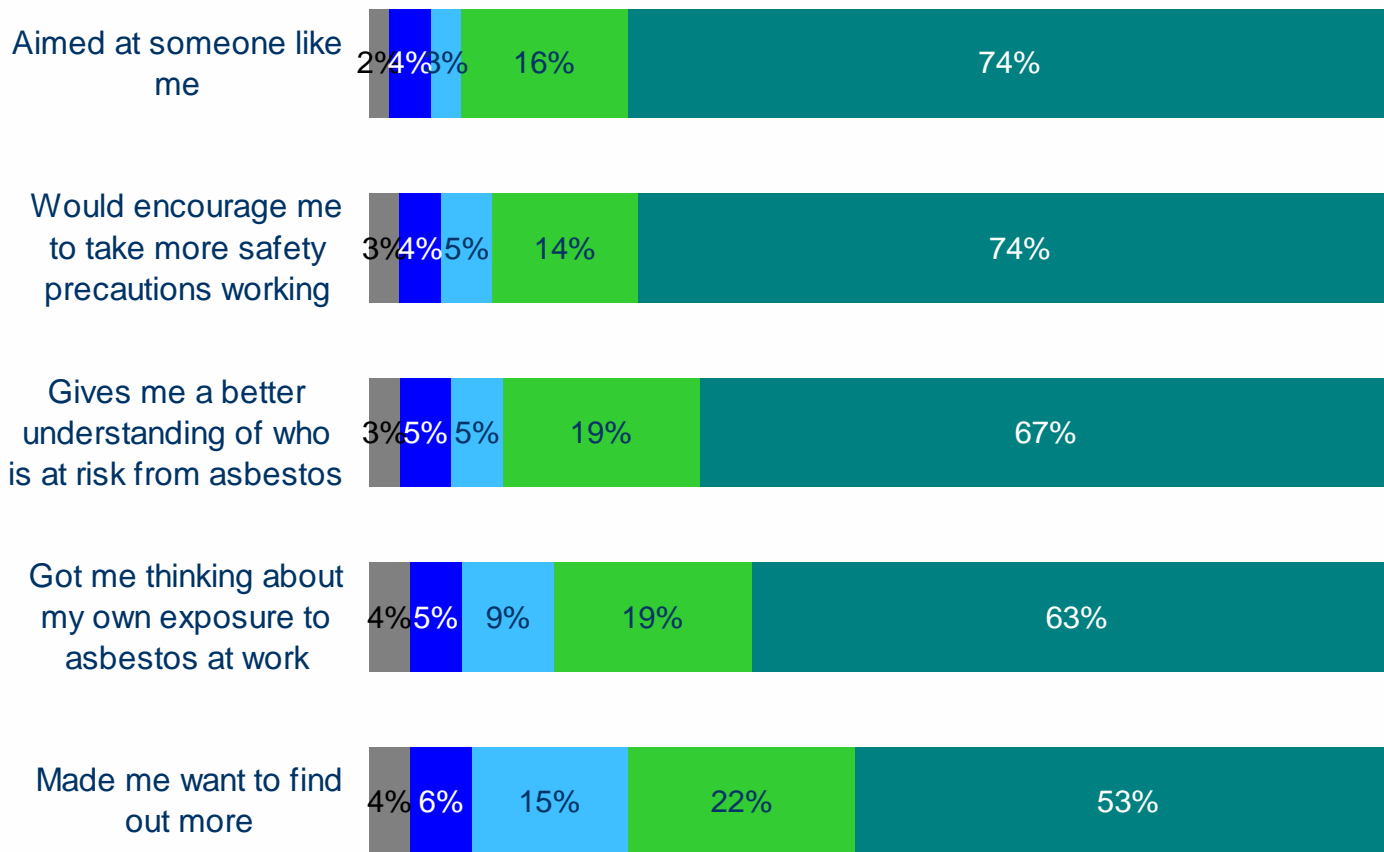
Message take-out
of the advertising

Spontaneous message take out

	TOTAL PRE	TOTAL POST	POST Electricians	POST Plumbers	POST Other trades	11
Raising awareness of asbestos and its dangers	33%	44%	45%	40%	47%	
It can lead to death/ asbestos kills	6%	38%	46%	46%	21%	
Precautions to take	18%	7%	6%	5%	9%	
Can cause cancer/ lung disease	2%	3%	2%	1%	6%	
How to dispose of it	12%	2%	1%	1%	4%	
The different categories	12%	2%	3%	1%	1%	
Other	10%	4%	5%	2%	6%	
Don't know	27%	22%	19%	23%	26%	

Reaction to ads

■ Don't know
 ■ Disagree strongly
 ■ Disagree slightly
 ■ Agree slightly
 ■ Agree strongly



Agree

Agree (Recognisers)

Radio only Radio + press

91%

89%

96%

88%

87%

94%

86%

86%

92%

82%

85%

92%

75%

74%

79%

Q29



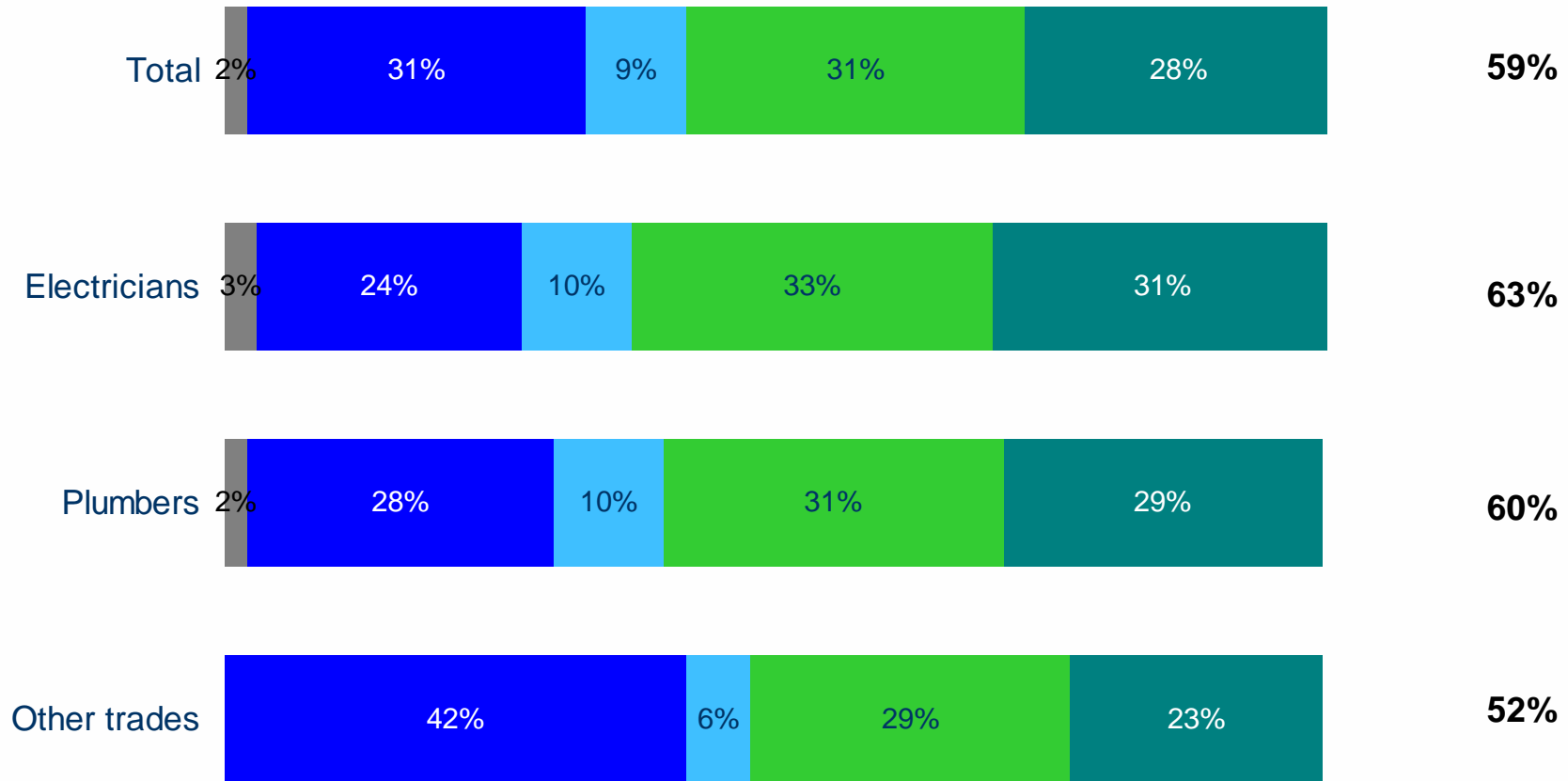
Base : Total sample 450, Radio only recognisers 148, Radio + Press recognisers 141

Extent of new information from advertising

Don't know
 Nothing new at all
 Not very much
 A little
 A great extent

13

**New information
(A little/ a great extent)**



Q30

Base : All respondents 451 / 149 / 150 / 151

Summary

Message take-out of the advertising

14

- » The key spontaneous message take-out was raising awareness of asbestos and its dangers. As this was also the main message of activity recalled at the pre wave this indicates that this is a generic message of asbestos advertising and publicity
- » However a clearly unique message of this campaign (demonstrated by few mentions at the pre wave but a good level at the post stage) was that asbestos can lead to death
- » There was a very strong positive reaction to the ads. Maintenance workers clearly recognised that the advertising targeted them, they claimed it encouraged them to take more safety precautions when working, it gave them a better understanding of who's at risk, it got them thinking about their own exposure and it made them want to find out more

Summary

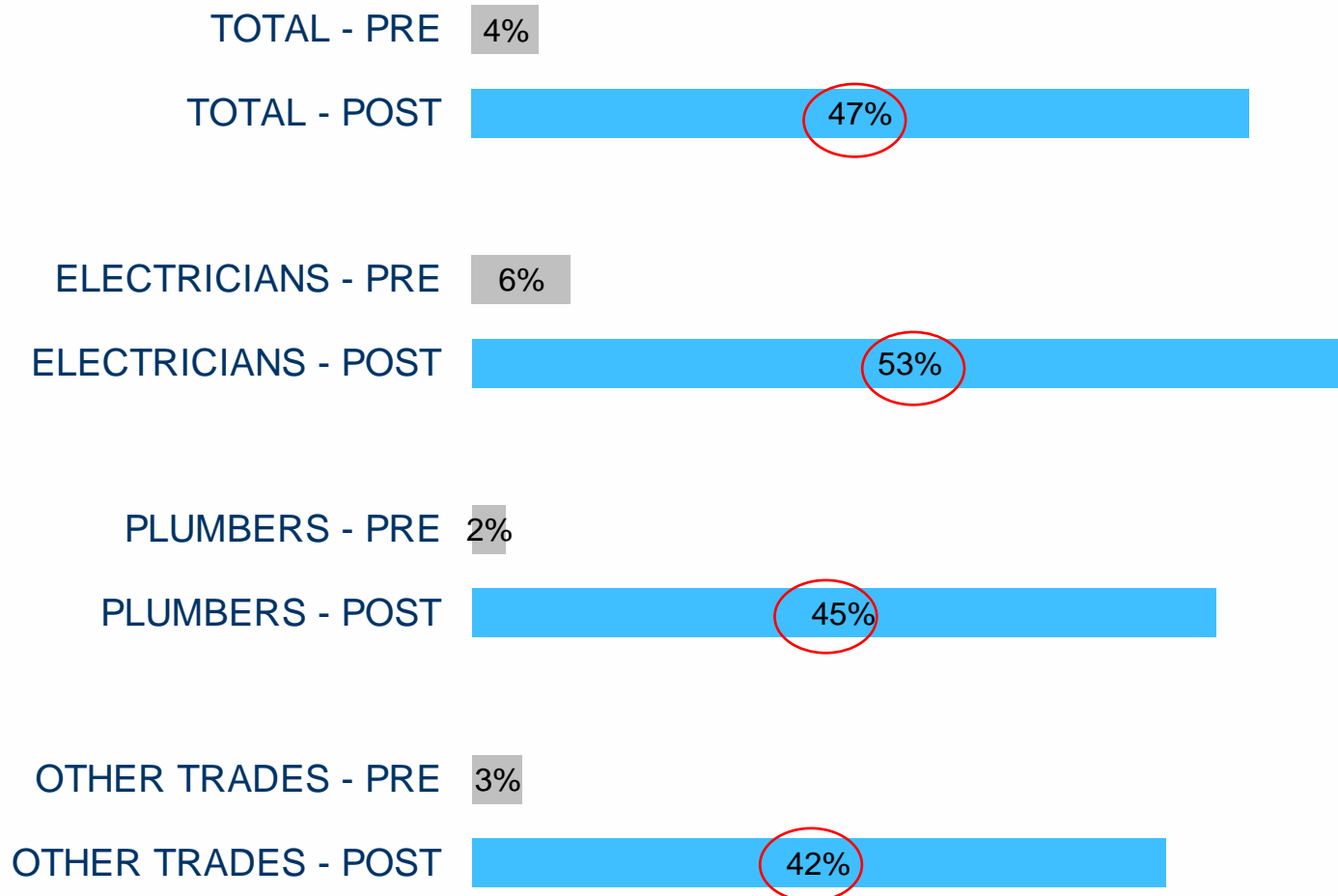
Message take-out of the advertising

15

- » A high proportion (59%) claimed to have received new information from the campaign. Electricians and plumbers were more likely to say they had received new information than other trades
- » The main new information received was the number of people killed and the locations where asbestos can be found (particularly for electricians)

Call to action

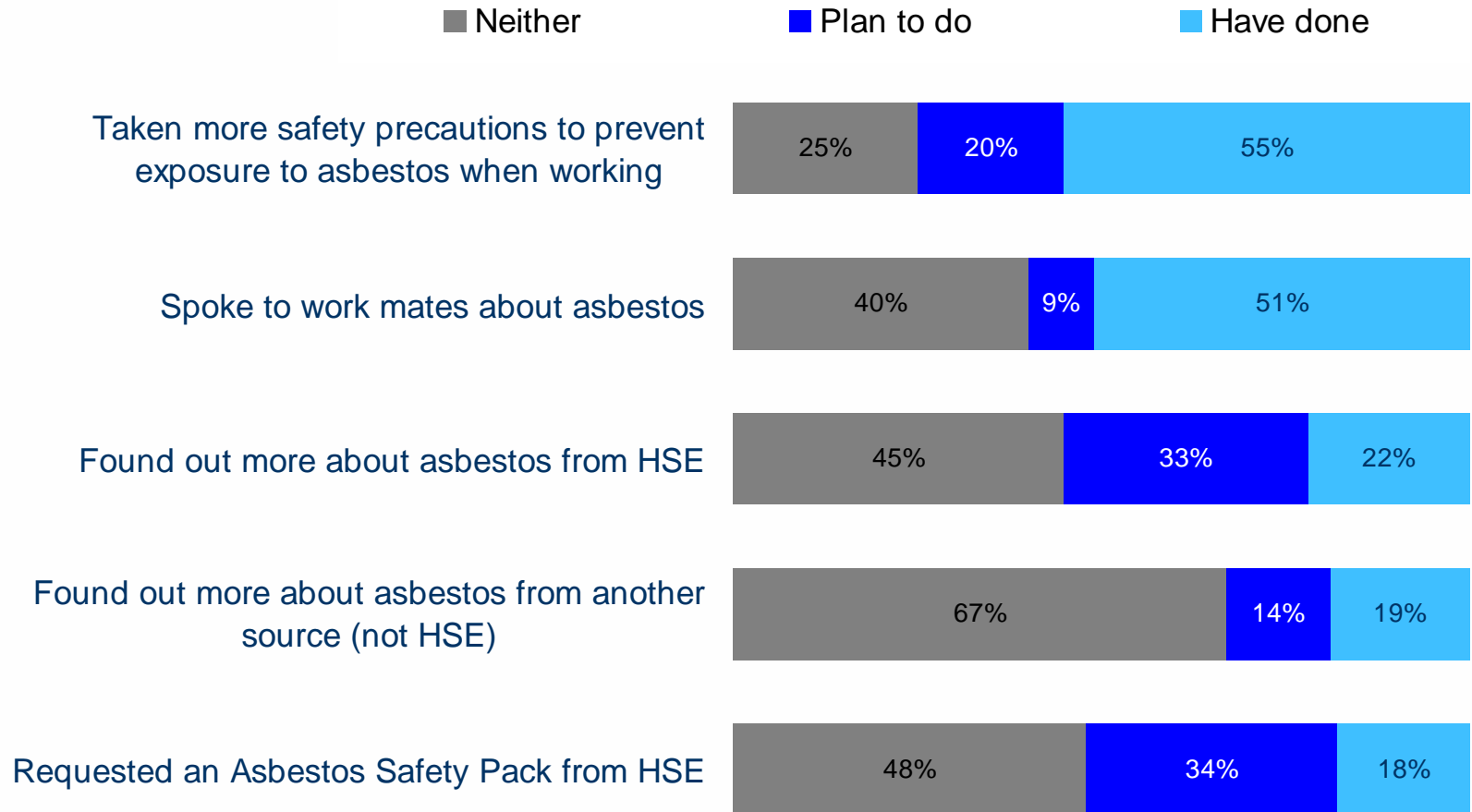
Requested or received a leaflet about asbestos in the last three months



Requested or received a leaflet about asbestos in the last three months

	Total	Electricians	Plumbers	Other trades
Received a leaflet about asbestos from HSE that did not request	29%	33%	26%	28%
Requested a leaflet about asbestos from HSE	7%	11%	7%	3%
Received a leaflet about asbestos from trade union that did not request	3%	3%	4%	3%
Obtained leaflet from DIY store	3%	3%	4%	1%
Obtained leaflet/ info from a trade association	2%	5%	1%	1%

Actions planned or taken



Why haven't taken any action and do not plan to take any action



Base too small to analyse
Electricians, Plumbers and
Other trades individually

Summary

Call to action

21

- » Nearly half (47%) of maintenance workers claimed to have either received or requested a leaflet about asbestos in the last three months
- » Just under a third (29%) had received a leaflet from HSE that they did not request. In addition, 7% had requested a leaflet from HSE. Other sources for obtaining a leaflet were not as high but included obtaining a leaflet from a trade union (that did not request), obtaining a leaflet from a DIY store and obtaining a leaflet from a trade association
- » Electricians were more likely to have requested or received a leaflet

Summary

Call to action

22

- » Many campaign recognisers claimed to have taken some action as a result of the campaign. Encouragingly just over half (55%) claimed to have taken more safety precautions to prevent exposure to asbestos when working. The campaign also has talkability with around half (51%) of those who had seen or heard the campaign saying they have spoken to their work mates about asbestos as a result
- » While 18% of campaign recognisers had already requested an Asbestos Safety Pack from HSE, a further 34% claimed they were still intending to do so
- » Electricians and plumbers were more likely to claim to have taken more safety precautions and to have spoken to work mates about asbestos as a result of the campaign than other trades
- » Electricians who recognised the campaign were most likely to have requested an Asbestos Safety Pack from HSE

Impact of campaign on attitudes regarding asbestos

Perceived risks to personal health and safety associated with line of work (unprompted)

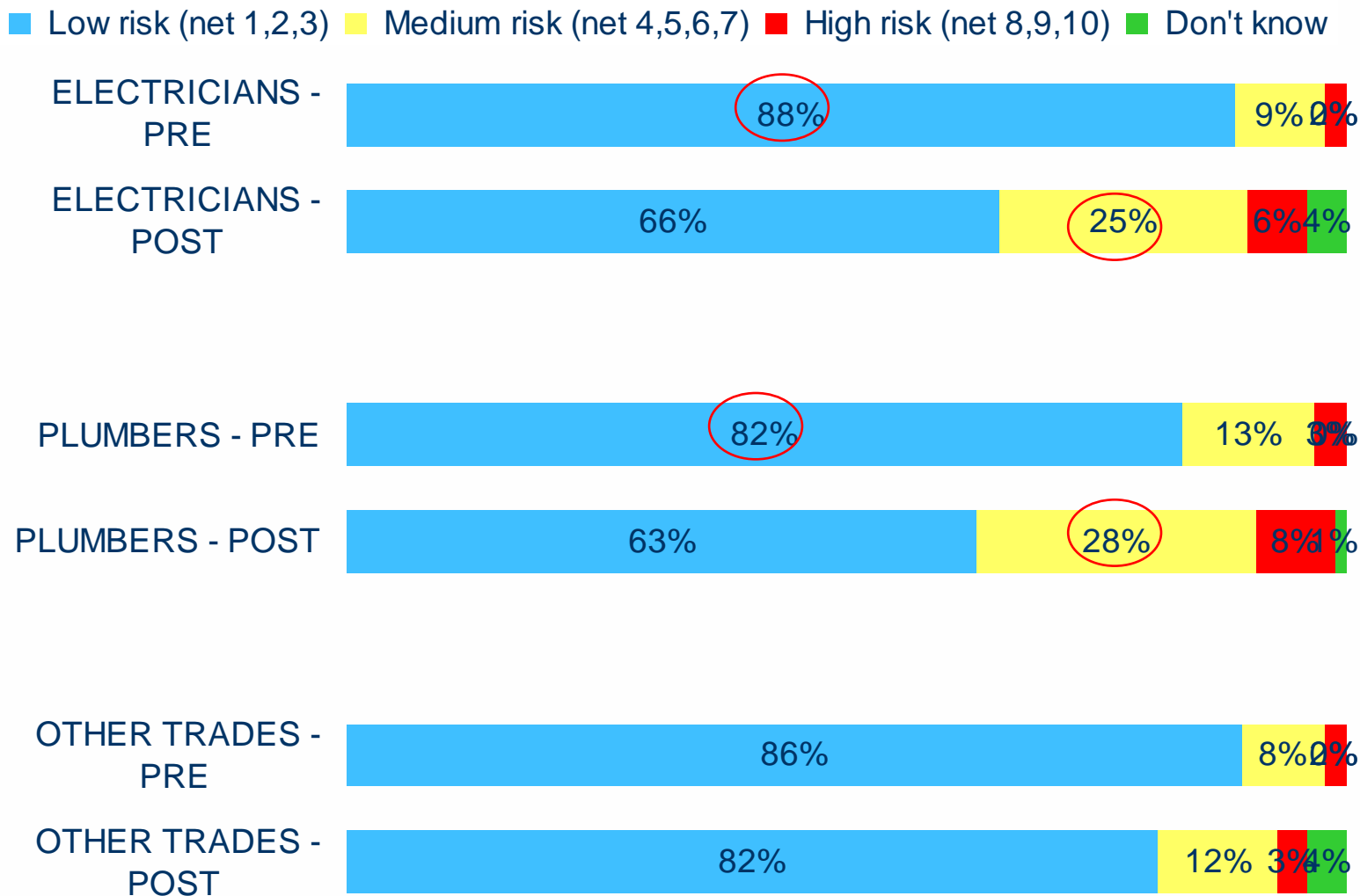


	Total		Electricians		Plumbers		Other trades ²⁴	
	PRE	POST	PRE	POST	PRE	POST	PRE	POST
Falls from heights	36%	32%	38%	44%	30%	22%	39%	31%
Electrical injuries	22%	19%	51%	43%	11%	9%	4%	4%
Injuries from tools	10%	8%	4%	6%	12%	8%	14%	11%
Slip and trips	7%	6%	9%	11%	9%	4%	4%	2%
Operating machinery injuries	7%	4%	3%	2%	7%	2%	10%	9%
Chemicals	6%	4%	2%	1%	5%	4%	11%	7%
Breathing/ chest problems	6%	4%	3%	2%	5%	3%	9%	8%
Dangers associated with Working with asbestos	3%	14%	4%	17%	4%	21%	-	5%
Other	6%	3%	5%	3%	7%	4%	5%	2%
Don't know	6%	8%	7%	7%	8%	9%	3%	8%
Nothing	36%	38%	31%	28%	36%	44%	41%	41%

Base : All respondents 300 / 451 / 100 / 149 / 100 / 150 / 100 / 151

Q9

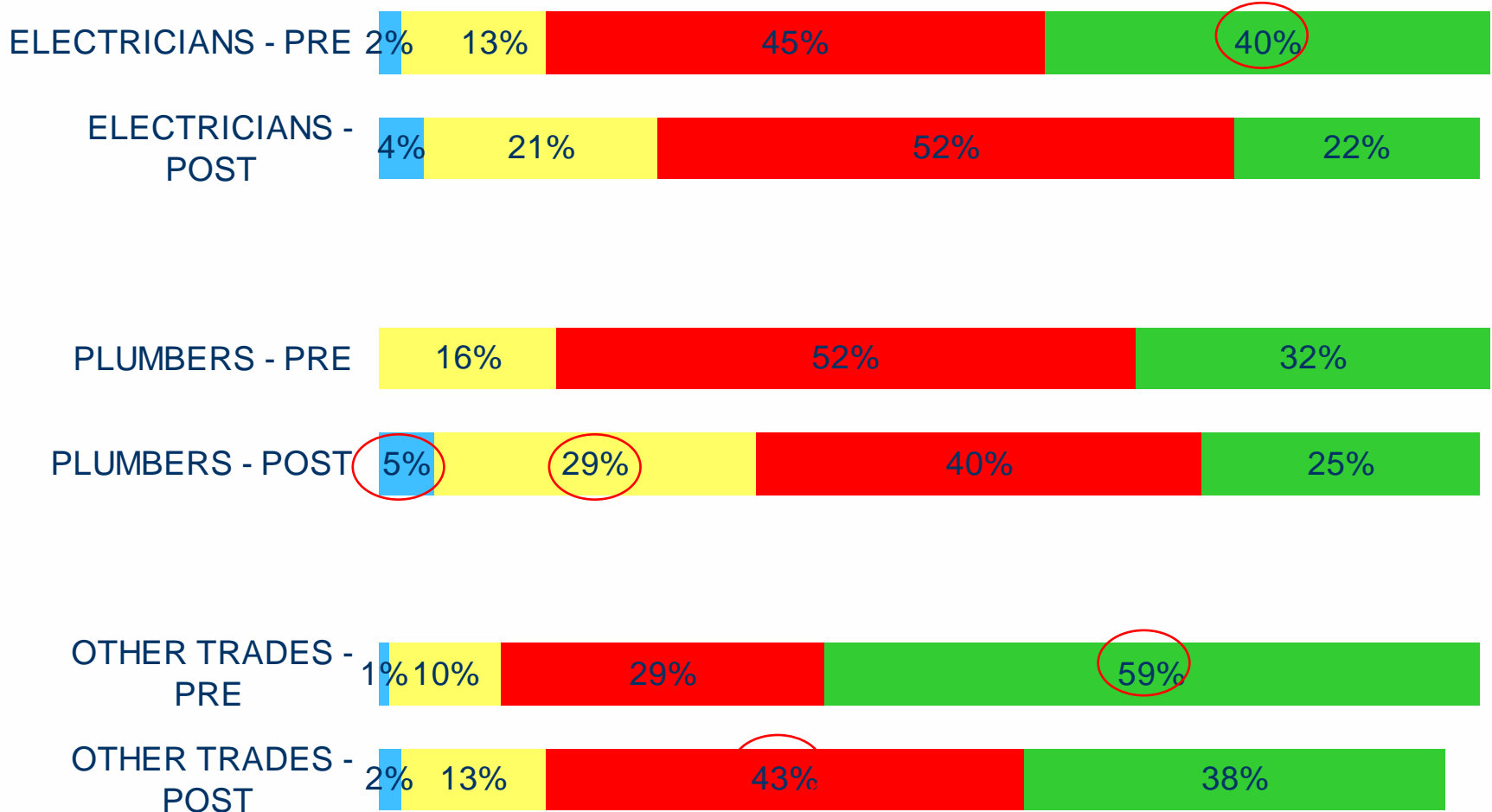
Perceptions of the degree of risk from asbestos related diseases personally faced from current job



25

Perceptions of frequency of exposure to asbestos in current day to day work

■ Frequently ■ Occasionally ■ Not often ■ Never



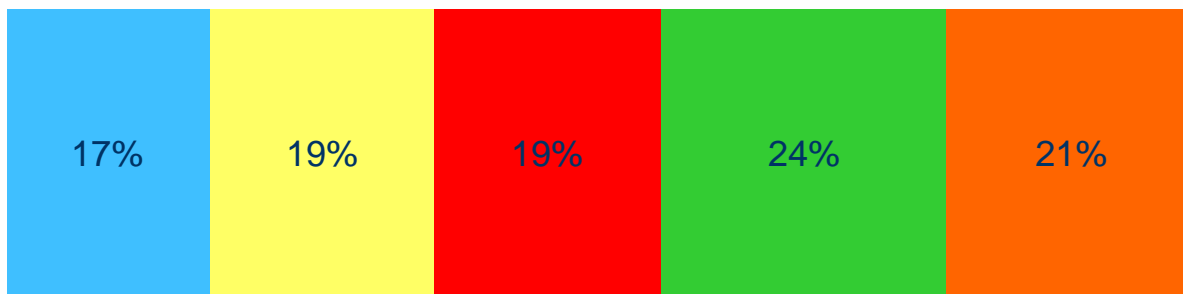
Attitudes towards health and safety issues concerning working with asbestos

Very few people die from asbestos related diseases now

■ Agree strongly ■ Agree slightly ■ Disagree slightly ■ Disagree strongly ■ Don't know

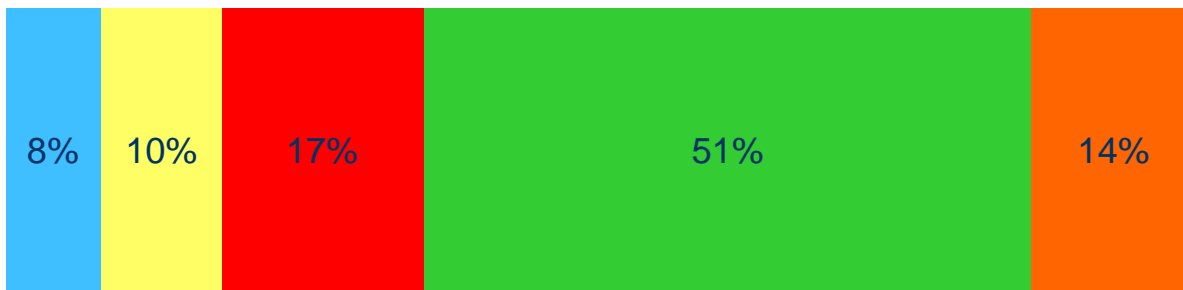
**Agree strongly/
agree**

TOTAL - PRE



37%

TOTAL - POST



19%

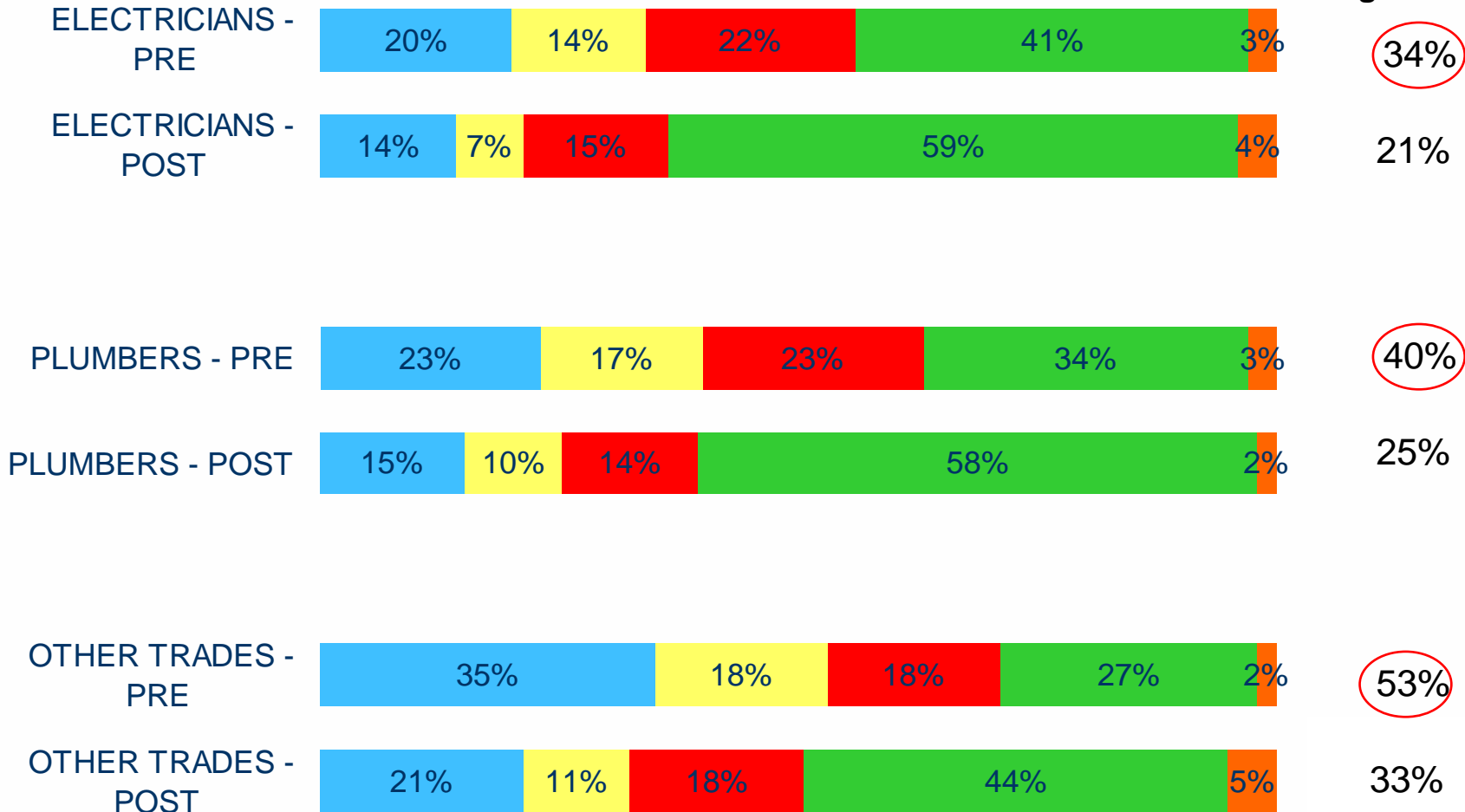
Attitudes towards health and safety issues concerning working with asbestos

Asbestos is a thing of the past as it is not used in building materials anymore so there is not much risk of being exposed to it today

28

■ Agree strongly
 ■ Agree slightly
 ■ Disagree slightly
 ■ Disagree strongly
 ■ Don't know

**Agree strongly/
agree**



Q17

Base : All respondents 100 / 149 / 100 / 150 / 100 / 151

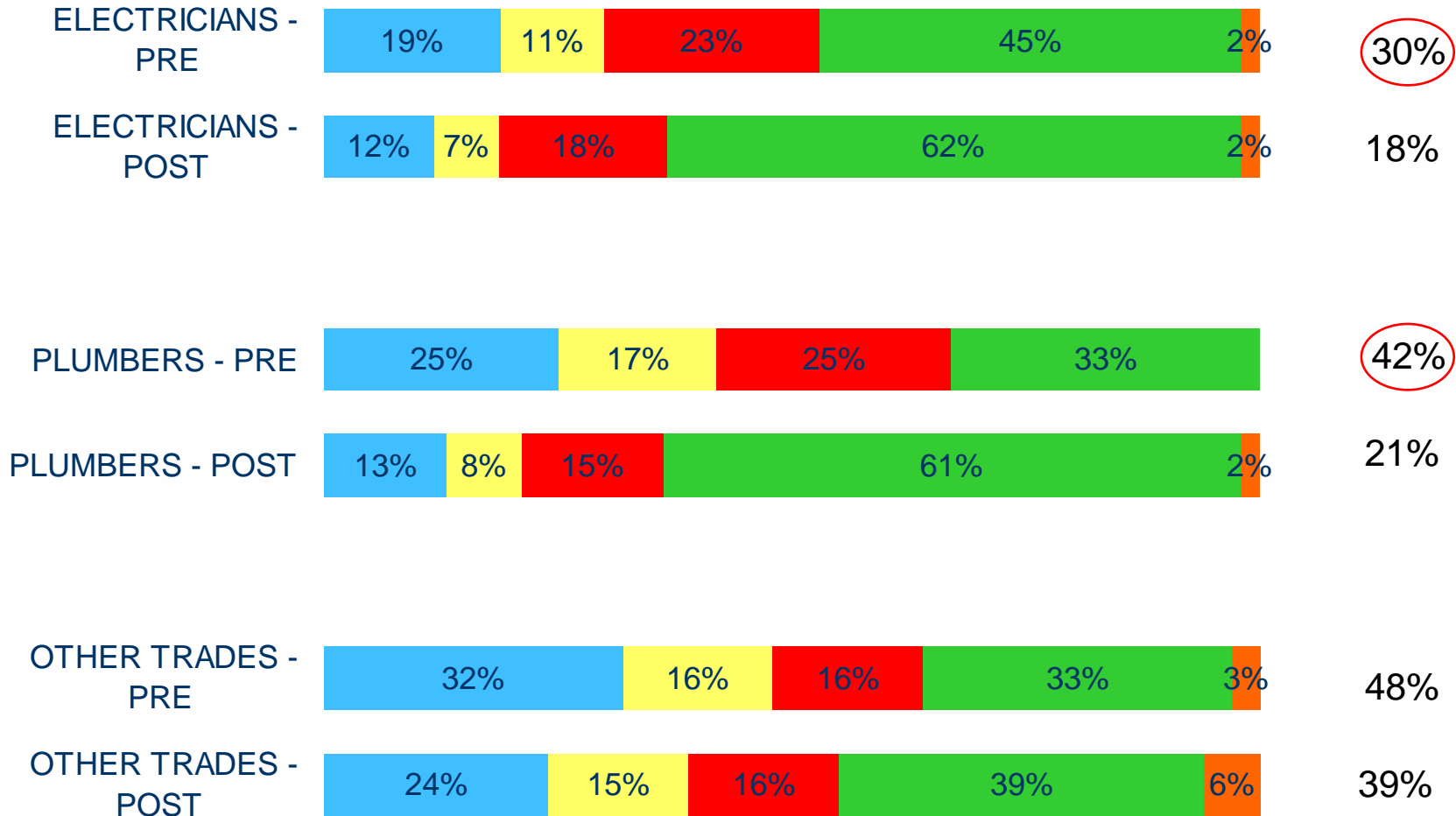
Attitudes towards health and safety issues concerning working with asbestos

Asbestos is not a real threat to people in my line of work

29

Agree strongly/
agree

■ Agree strongly
 ■ Agree slightly
 ■ Disagree slightly
 ■ Disagree strongly
 ■ Don't know



Q17

Base : All respondents 100 / 149 / 100 / 150 / 100 / 151

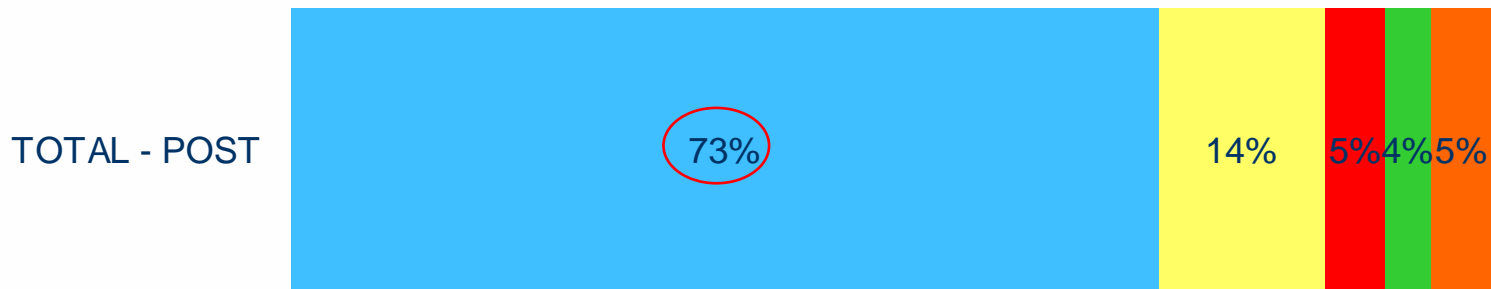
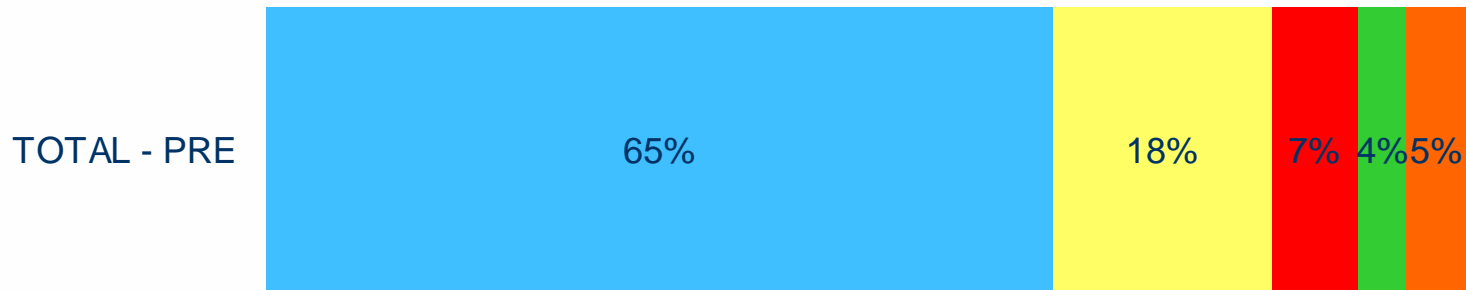
Attitudes towards health and safety issues concerning working with asbestos

30

The risk from asbestos is greater than people think

■ Agree strongly ■ Agree slightly ■ Disagree slightly ■ Disagree strongly ■ Don't know

**Agree strongly/
agree**



Base : All respondents 300 / 451

Q17

Summary

Impact of the campaign on attitudes regarding asbestos

31

- » Prior to the campaign there was very low unprompted awareness of asbestos as a risk associated with the target group's particular lines of work. However there was a significant increase in this top of mind awareness following the campaign, indicating that the campaign had a positive impact
- » Increases were seen amongst each group but post wave unprompted awareness was much stronger for electricians and plumbers than other trades

Summary

Impact of the campaign on attitudes regarding asbestos

32

- » When prompted, there was very high awareness of the dangers associated with working with asbestos at both the pre and post stages, with little difference following the campaign
- » However, while most maintenance workers do agree that asbestos is a health and safety risk that they would associate with their line of work most perceive that there is just a low risk for them in their current job from asbestos related diseases
- » Encouragingly there was a decrease in the proportion of workers saying their risk of exposure to asbestos related diseases was low following the campaign. While few report a high risk of exposure at the post stage there was a slight increase
- » The decrease in workers claiming that there was just a low risk following the campaign was seen for both electricians and plumbers but there was not a significant decrease for the other trades group

Summary

Impact of the campaign on attitudes regarding asbestos

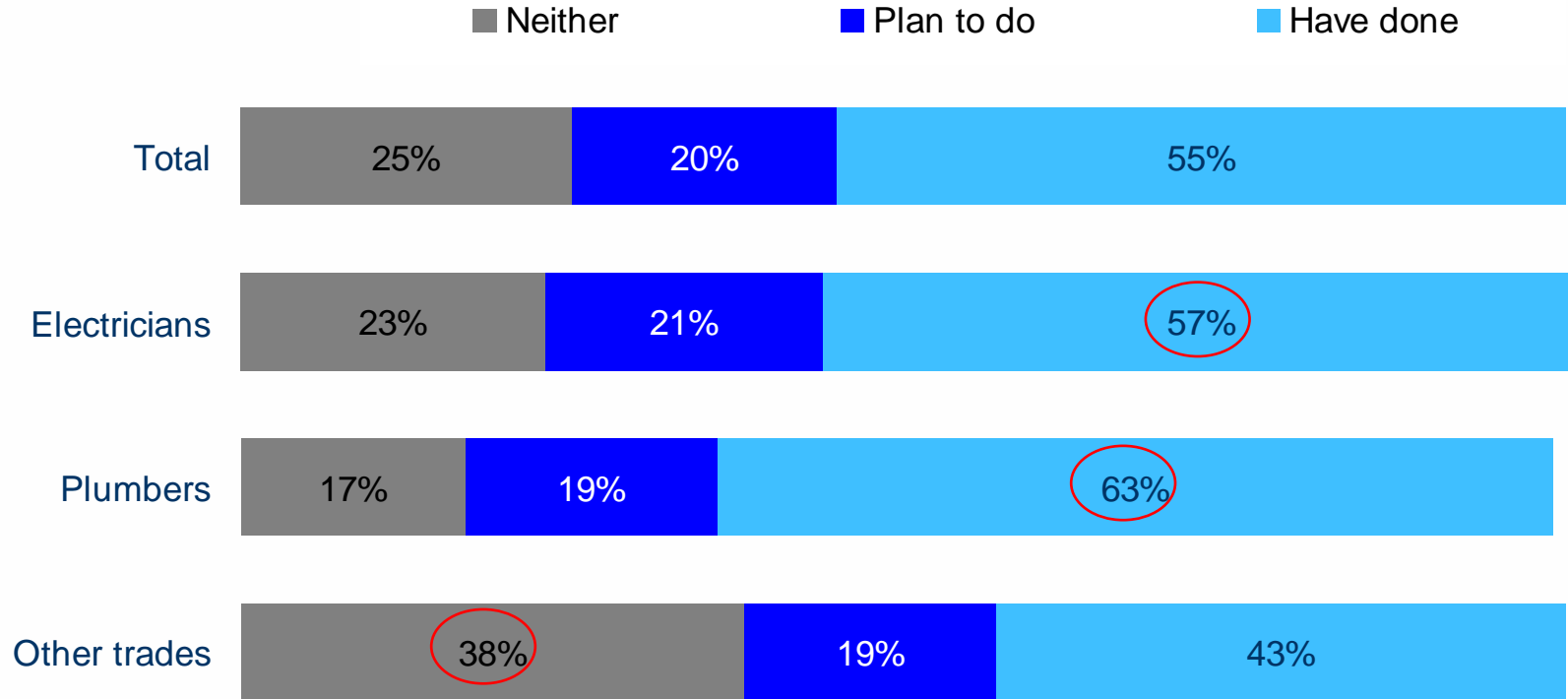
33

- » There were also positive shifts in attitudes about the risk of asbestos as a result of the campaign. Comparing attitudes in the post stage to the pre stage:
 - Fewer agreed that few people die from asbestos related diseases now
 - Fewer agreed that asbestos is a thing of the past
 - Fewer agreed that asbestos is not a real threat to people in their line of work
 - Fewer agreed taking proper precautions with asbestos is too expensive
 - More agreed that asbestos is one of the most lethal dangers in the workplace
 - Similar numbers agreed that the risk from asbestos is greater than people think but more strongly agree with this

Impact of campaign on claimed actions taken regarding asbestos

Claimed actions taken: Have taken more safety precautions to prevent exposure to asbestos when working - Trade

35



Q32

Summary

Impact of the campaign claimed behaviour regarding asbestos

36

- » A large proportion (55%) of those who recognised the campaign claim to have taken more safety precautions to prevent their exposure to asbestos and a further 20% claim they will do so. Plumbers and electricians were the most likely to say they have and will take more safety precautions
- » The main steps taken to reduce the risk of exposure to asbestos on a day to day basis (when unsure if asbestos is present) are to stop working if suspicious and use protective equipment. There was a slight increase following the campaign in those saying they would stop working and using protective equipment but similar numbers would take no action
- » If workers are fairly sure that asbestos is present a large proportion (66%) would stop working if suspicious. This increased slightly overall following the campaign for plumbers in particular and also slightly for electricians. However it decreased for other trades. Similar levels overall would do nothing following the campaign but there was a decrease in the proportion of plumbers claiming they would do nothing

Awareness of organisations to find out more about the risks associated with working with asbestos (unprompted)

	Total		Electricians		Plumbers		Other trades	
	PRE	POST	PRE	POST	PRE	POST	PRE	POST
Health and Safety Executive	36%	70%	41%	77%	35%	67%	33%	66%
Internet - unspecified	20%	4%	26%	4%	24%	2%	10%	5%
Local Authority/local council	8%	5%	9%	5%	8%	5%	8%	5%
Other trade associations/unions	8%	7%	8%	7%	6%	8%	9%	7%
Google/web searches	4%	2%	4%	2%	4%	2%	4%	2%
Other	4%	3%	4%	2%	3%	3%	5%	3%
Don't know	26%	14%	21%	11%	21%	13%	36%	17%
None	3%	2%	1%	-	4%	3%	4%	2%

Conclusions and recommendations

Overall summary

- » The campaign achieved an excellent level of overall recognition, particularly amongst the key targets, electricians and plumbers
- » The message of the campaign was clear in terms of raising awareness of asbestos and its dangers and that asbestos can lead to death
- » There was a very strong positive reaction to the ads with maintenance workers aware that the ads were targeted towards them, it encouraged them to take more safety precautions when working, gave them a better understanding of who was at risk, got them thinking about their own exposure and made them want to find out more
- » The campaign provided new information to a high proportion of the target and no doubt this impacted on its high talkability

Overall summary

- » A high proportion of maintenance workers claimed to have either requested or received a leaflet about asbestos in the past three months. Most of these had received the leaflet from HSE without asking for it, although some had requested it. Electricians were the most likely to have either requested or received a leaflet
- » Prior to the campaign there were very low levels of unprompted awareness of the risk of asbestos. There was a significant increase in this awareness following the campaign indicating the campaign had a positive effect
- » At a prompted level maintenance workers were very aware of the danger of working with asbestos but few perceived it to be a high risk for them currently. The proportion perceiving a high risk from asbestos from their job slightly increased post campaign and encouragingly a decrease in the proportion claiming that there is a low risk

Overall summary

- » There were positive shifts in several attitudes regarding asbestos with more awareness of the danger of asbestos today
- » A large proportion of those who recognised the campaign claimed that they had taken more safety precautions to prevent their exposure to asbestos with a further group claiming that they will do so. This was particularly the case for the key targets of electricians and plumbers
- » The challenge will however be in workers taking safety precautions while working as it can be very difficult to tell if asbestos is present. There was a slight increase in those saying they would stop working if they were suspicious asbestos was present following the campaign but similar numbers claimed they would take no action
- » The current campaign has made good progress in raising awareness of the dangers of asbestos and in particular the risks of death. The challenge for future campaigns will be to build on this and to increase perceptions of personal risk from asbestos and therefore behaviour change

Recommendations

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- » The pilot campaign has performed extremely well in the North West region with high recognition and a strong message. It has raised awareness of the dangers of asbestos amongst maintenance workers and has had an impact on their attitudes towards asbestos and on claimed actions taken regarding asbestos
- » We would recommend that the campaign should be rolled out nationally with a similar media strategy and using the same campaign materials. Awareness of the Electrician and Plumber press ads was slightly higher than recognition of the General Trade press ad so focus should be placed on these executions