

Asbestos campaign evaluation summary report

Background

The 'Hidden Killer' campaign aimed to raise awareness among trades people as to why asbestos is still a relevant risk for them and to encourage them to seek more information.

The radio and press adverts were similar to those used in the pilot campaign (plumber, electrician and general tradesmen advert) with an additional joiner advert added. Also a new advert was developed to target wives and girlfriends of those who work in building maintenance and construction industries.

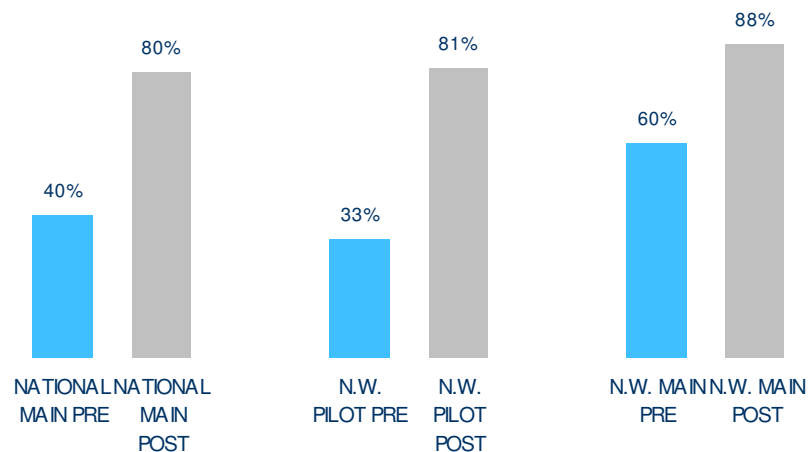
Headline Results

Campaign recall and recognition

'8 out of 10 trades people had seen or heard the campaign adverts'

There was a high base level of awareness of publicity and advertising about asbestos amongst the national sample prior to the campaign launch (40%), indicating awareness of activity outside the campaign. Awareness increased significantly following the campaign with 8 out of 10 having seen or heard some publicity about the risk of asbestos. Interestingly the base figure for the North West pre campaign was 60% as opposed to 33% pre campaign in the pilot indicating that a large number had retained earlier messages (Figure 1).

Figure 1: Around 8 out of 10 have seen or heard some publicity about the risk of asbestos.



Recognition of the radio and press elements of the campaign was very high at a national level (72%), similar to that achieved in the NW pilot. A high proportion (80%) of 18-34 year olds had seen or heard the campaign press or

radio adverts. There was a significant increase in recognition in the NW following the 2nd burst with 8 out of 10 recognising either the radio or press adverts.

Recognition of the electrician, plumber and joiner radio adverts were similar at a national level, with around 50% aware of each. Awareness of the electrician, plumber and general press adverts were similar (around 40%) and the newly added joiner advert was slightly lower (28%).

A high proportion (43%) had received a campaign pack in the post, this is compared to 13% at the pre-campaign stage (there was a national distribution of packs by partner organisations in February and March).

Message takeout of the advertising

53% thought that the campaign had told them something new, with the number of asbestos related deaths being most commonly cited as the new information.

The highest spontaneous message take-out was raising awareness of asbestos and its dangers (Figure 2). It should be noted that this was also the main message recalled at the pre stage, indicating this is a more generic message of asbestos publicity and advertising.

The message with the greatest upward shift from the pre to post stage was how many people still die due to asbestos related diseases, eg. *Every week 6 electricians die from this hidden killer* (pre stage 1% up to 22% post stage). This demonstrates that this message was delivered by the campaign.

Figure 2: Spontaneous message take out.

	NATIONAL MAIN PRE	NATIONAL MAIN POST
Raising awareness of asbestos and its dangers	33%	38%
The number of asbestos related deaths/How many people still die due to asbestos related illness	1%	22%
Precautions to take: don't work it/touch it etc	16%	15%
Featured tradesmen/electricians/plumbers/joiners etc	3%	14%
It can lead to death/asbestos kills	8%	8%
It is a hidden killer/a hidden danger	4%	6%
Report it/contact the right people/authorities if you find it	4%	4%
Other	10%	5%
Don't know	26%	18%

As was seen in the NW pilot, maintenance workers nationally were very positive about the campaign. The vast majority agreed:

- the advertising was aimed at someone like them (89%);
- would encourage them to take more safety precautions (86%);
- gave them a better understanding of who is at risk from asbestos (84%) and;
- got them thinking about their own exposure (82%).

Impact on attitudes regarding asbestos

General attitudes towards asbestos shifted positively following the national campaign, with more aware of the dangers associated with it. At the pre stage spontaneous awareness of the dangers associated with working with asbestos was very low nationally (5%) but did increase significantly following the campaign (to 14%).

Prior to the campaign most maintenance workers perceived asbestos to be a low risk (82%) in their current job. While encouragingly the perceived risk did increase following the campaign, there remained around two thirds (65%) who claimed the risk was low.

There was a decrease in those who believed:

- few people die from asbestos related diseases now (31% to 18%);
- that it's a thing of the past (35% to 22%);
- its not a real threat (42% to 23%) and;
- that taking precautions is too expensive (35-25%);
- there was also a significant increase in those agreeing that the risk from asbestos is greater than people think (81 to 86%).

Claimed action following the campaign

'71 % had taken or planned to take more precautions to prevent exposure when working with asbestos'

Encouragingly 71% of those who recognised the campaign said they have either taken, or plan to take, more safety precautions to avoid exposure to asbestos following the campaign. There was a large and significant decrease following the campaign in those claiming they would do nothing if they were working at a site where they were not sure if asbestos was present.

There was a significant decrease (26% to 19%) in those claiming they would do nothing if they were sure asbestos was present at a site. Furthermore there was a significant increase in those claiming they would stop and check if work needed to be carried out by a licensed contractor if they were fairly sure asbestos was present (50% to 62%).

Conclusion

The national rollout of the 'Hidden Killer' asbestos campaign has performed extremely well, in line with expectations based on the successful performance of the pilot campaign in the North West region. Recognition of the campaign was very high amongst the target audience, particularly for the radio adverts. A substantial proportion of maintenance workers heard the radio adverts and saw the press adverts. A good proportion of the target received a leaflet about asbestos. Like the pilot campaign, maintenance workers were very positive about the campaign material.

The advertising made asbestos more 'top of mind' for the target audience with a significant increase in those spontaneously aware of the danger of asbestos in their current job. There was also an increase in perceived risk of exposure to asbestos, when prompted. Furthermore, given the difficulty in being able to detect asbestos, it is particularly positive to see such a large decrease in those claiming to do nothing on a day to day basis when they are not sure asbestos is present at a site.

Overall many of the campaign's target audience still perceive asbestos to be a low risk for them but the national campaign has made good progress in terms of changing attitudes leading to claimed behaviour change. There is still a long way to go but future campaigns should aim to build on the success of this campaign.