



Asbestos Awareness Month Campaign

Generating Awareness of the Dangers of Asbestos



National Asbestos Awareness Campaign

National Asbestos Awareness Month is the initiative of the Asbestos Education Committee working in partnership with the Asbestos Diseases Research Institute and is supported by the Asbestos Diseases Foundation of Australia, the Federal Asbestos Safety & Education Agency and various levels of government, nationally. The campaign was developed and is managed by Insight Communications.

If left undisturbed asbestos generally does not pose a health risk. However, when disturbed during renovations and home maintenance, asbestos fibres can be released into the air and when inhaled, can cause life-threatening diseases including lung cancer, pleural disease, asbestosis and mesothelioma. With every home built or renovated before 1987 likely to contain asbestos, the campaign's primary objective is to educate Australians about the dangers of asbestos in and around homes and how to manage it safely.

Asbestos Awareness Month 2015 educated more Australians than ever before, extending the focus from home owners and renovators to incorporate handymen and tradespeople educating them about where asbestos might be found in homes and how to manage it safely. In 2016 the campaign is continuing to engage stakeholders and communities increasing awareness Australia-wide.



Campaign History

The Asbestos Awareness Week Campaign (the last week in November) was launched in 2011 with the development of Australia's leading asbestos information website, asbestosawareness.com.au. Since launching, the website has had in excess of **210,000 visitors, 746,000 sessions** and consistently ranks first in Google search ranking when searching for asbestos and renovating.

In 2011, the week-long campaign was conducted throughout NSW which gained significant state and national media coverage to drive traffic to the website. In 2012, the campaign was expanded to include all Australian states and territories, a Community Service Announcement for radio and television and the world first interactive, experiential asbestos education exhibit, Betty - The ADRI House, a mobile home built to demonstrate where asbestos can be found in the home and educate people on how to manage it safely was launched. The campaign also introduced the Blue Lamington Drive as a platform for organisations to hold information forums while raising funds to support medical research into asbestos-related diseases.





ThinkSmart.ThinkSafe.Think asbestosawareness.com.au



In 2013, the campaign built on this success and was extended from 'Awareness Week' to become Australia's first national Asbestos Awareness Month campaign enabling activities to be rolled out throughout November emphasizing the importance of the messaging and to allow councils and organisations maximum opportunity to participate.

Since launching the campaign in 2011, council and stakeholder participation continues to grow. Last year 459 of the 563 Australian councils (81%) registered their participation in Asbestos Awareness Month, with over 75% of councils from each state and the NT actively participating. The level of engagement varied from simple inclusion of key messages on websites and in social media to councils hosting forums, Blue Lamington Drives, displays in shopping centres and doing letter box drops.

Betty – The ADRI House has been a highly successful community and media engagement tool. Since launching, Betty has travelled more than 36,000 kilometres, visited more than 200 communities, held 200 media events, featured in over 450 print, radio and TV media pieces across multiple regions throughout NSW, Victoria and Queensland. From October, Betty is touring the Northern Territory, South Australia and far west NSW for the first time covering over 6,000 kilometres and visiting 34 council regions over 46 days.

This national campaign has the support of celebrity ambassadors; Cherie Barber, Don Burke, Scott Cam, Barry Du Bois, John Jarratt and Scott McGregor and multiple community leaders, industry associations and corporates including Bunnings Warehouse, Jim's Building Inspections, the Master Builders Association and Asbestos Removal Contractors Association. Each year the campaign seeks to work with a variety of stakeholders extending our message which is of national significance.

Campaign Links

Asbestos Awareness Campaign Website - www.asbestosawareness.com.au

Betty the ADRI House promotional video - <https://vimeo.com/80178222>

Blue Lamington Drive - www.bluelamington.com

Asbestos In Your Home: The Ultimate Renovators Guide - <https://vimeo.com/147058660>

Awards & Recognition

Each Asbestos Awareness Campaign conducted by Insight has received multiple industry awards in Australia and internationally. In addition to winning Australia's PRIA industry awards the campaign was Australia's only campaign to have received awards in the Global Alliance for Public Relations & Communications Management 2014 World PR Forum's COMM PRIX Awards and the International Association for Measurement & Evaluation of Communications (AMEC) 2014 Communication Effectiveness Awards. The significance of the national Asbestos Awareness Month campaign was also noted in a NSW Parliament Resolution: "Asbestos Awareness Month 2013". Betty – The ADRI House's Curators and Chauffeurs, Geoff and Karen Wicks were awarded the 2013 NSW Volunteer Team of the Year: Sydney Region Award and were recipients of a special WorkCover NSW 2013 SafeWork Award for dedicated community service.

How To Register Your Participation

Organisations, individuals and communities Australia-wide are invited to participate in the 'Get to kNOw asbestos this NOvember' Asbestos Awareness Month campaign. By participating, organisations, individuals and communities can actively engage with their stakeholders to promote awareness of asbestos in and around homes and the dangers to homeowners, renovators, tradesmen and handymen when asbestos is disturbed. Importantly, participation can also aid in preventing the illegal dumping of asbestos in communities.





DON'T PLAY RENOVATION ROULETTE! GET TO KNOW ASBESTOS THIS NOVEMBER



Registration is FREE and easy!

Visit www.asbestosawareness.com.au and select Asbestos Awareness Campaign from the navigation bar, then select Register or Participate.

Benefits To Registered Participating Organisations Include

- No cost to register or participate.
- Access to hundreds of FREE pre-prepared asbestos awareness resources, information and images that you can circulate among your community.
- Being seen as a leader in your community in addressing asbestos issues.
- Informing communities about the safe management of asbestos.
- Reducing incidences of unsafe asbestos management practices.
- Reducing incidences of illegal dumping of asbestos products.
- Recognition for supporting the Asbestos Awareness Campaign at asbestosawareness.com.au.
- Entry in the National Betty Awards that recognise outstanding contribution to the campaign in raising awareness of the dangers of asbestos in your community.
- Leverage your brand in line with national media and advertising associated with the national Asbestos Awareness Month campaign.

Ease Of Use For Participants

To make it easy for organisations to participate, all campaign collateral is easily downloadable from the asbestosawareness.com.au website including; posters, flyers, pre-prepared media templates, photographs of asbestos products commonly found in homes, copy and graphics for print and online use, and the Asbestos Awareness website logo which can be utilised in all organisation collateral to promote awareness including on websites and social media pages.

Host A Blue Lamington Drive

A vital part of raising awareness of asbestos among communities is creating an informal forum for discussion about a serious issue. We're inviting all Australians to hold a Blue Lamington Drive during November 2016 at home, at work or at school. It's fun and easy to do. By holding a Blue Lamington Drive Australians will help raise awareness among colleagues, family, friends, neighbours, schools, professionals and the wider community of the dangers of asbestos when renovating or maintaining homes. And, in collecting gold coin donations, you will raise vital funds to support essential research into asbestos-related diseases including mesothelioma, an incurable cancer that can develop as a direct result of exposure to asbestos fibres. Visit bluelamington.com to register and for more information.

The Betty Awards

Asbestos Awareness Month Campaign Awards

The Betty Awards recognise outstanding contribution to asbestos education during Asbestos Awareness Month and are open to organisations and individuals who register and actively participate during the campaign. Thirty-nine awards have been awarded to councils and organisations around Australia since they were launched in 2013 with categories for Associations or Community Groups, Business or Corporate, Government Department or Organisation, Individuals and State awards for metropolitan and regional councils.





DON'T PLAY RENOVATION ROULETTE! GET TO KNOW ASBESTOS THIS NOVEMBER



Asbestos Awareness Campaign Testimonials

"The benefit to Council participating in this campaign has been the ongoing improvements in preventing illegal dumping of asbestos as well as the illegal boarding of asbestos into our community. This along with the increase in awareness across our community has brought benefits to both our organisation and community as a whole by making our community and work areas safer as a result of a decrease in illegal dumping."

District Council of the Copper Coast, Regional SA

"Mornington Shire Council is extremely proud to have taken part national Asbestos Awareness Month. Recognition of our contribution through the Betty Awards and the accolades which come with them are a fitting tribute to recognise the enormous effort our staff have put into creating awareness of asbestos. Mornington Shire Council's campaign culminated in the removal of an asbestos riddled building that has been a serious health risk to our community for fifteen years, and through its removal together with asbestos education, the real winners here are the entire community."

Frank Mills, CEO, Mornington Shire Council, Regional QLD

"Nillumbik Shire Council is very pleased to participate in Asbestos Awareness Month. This program has given Council another avenue to engage with our citizens and represents a positive step forward in Council's role in protecting our community's wellbeing."

Helen Coleman, Mayor, Nillumbik Shire Council, Metropolitan VIC

"By participating in Asbestos Awareness Month the entire council, Councillors, residents and general community are made aware of the dangers of asbestos. Like many regional centres, the majority of housing in our region was built with asbestos fibro sheeting. Many renovators of these older houses start a "minor" renovation without any consideration of the materials which they are removing or sanding. Awareness campaigns such as Asbestos Awareness Month bring the information to the forefront of people's minds so that dangerous activities can be avoided."

Cooma-Monaro Council, Regional NSW

"As a result of our participation in Asbestos Awareness Month I believe our community has a better understanding of where asbestos can be found and how it should be collected. We as a local government are here to serve our community and ensure their wellbeing. If we can save one life, that's awesome. If all we can do is tackle illegal dumping of asbestos, then that is great too."

Cook Shire Council, Regional QLD

"Like many regional communities there is an urgent need for Council to ensure that the messages on asbestos, people renovating houses and people being aware of asbestos in other areas are compelling so we continue to develop a healthy community in our liveable city. Asbestos Awareness Month enables us to do this effectively."

Lord Mayor Gordon Bradbery OAM, Wollongong City Council, Regional NSW

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For further information about asbestos please visit asbestosawareness.com.au

BettytheADRIhouse asbestosawareness



2014 Most Innovative Asbestos Awareness Campaigner & Most Active Asbestos Awareness Council QLD Regional:
Mornington Shire Council



2014 Most Active Asbestos Awareness Council SA Regional:
Wakefield Regional Council



2014 Most Active Asbestos Awareness Council VIC Metro:
Nillumbik Shire Council



2014 Most Active Asbestos Awareness Council NSW Regional & Highly Commended Most Innovative Asbestos Awareness Campaigner:
Wollongong City Council



2015 Best Asbestos Awareness Month Campaigner: Government Department or Organisation:
Western Sydney Regional Organisation of Councils Ltd