

ASBESTOS & You



ASBESTOS & You

Campaign toolkit

March 2023



Introduction

This campaign toolkit will give you an overview of our Asbestos & You campaign and how you and your organisation can support the campaign to raise awareness of asbestos risks with tradespeople.

Five thousand people a year still die from asbestos related illnesses, and asbestos can still be found in buildings built or refurbished before the year 2000. Asbestos containing materials were used extensively in the construction and maintenance of buildings in Great Britain from the 1950s until they were banned by 1999. That means tradespeople who work in older buildings could still be exposed to asbestos fibres today if they don't know how to manage the risks safely.

On 6 March 2023, HSE launched 'Asbestos & You' a campaign to remind tradespeople of the risks associated with asbestos. The campaign will include a major burst of communications across a number of channels for three months. Before a pause for evaluation in June.

Draft newsletter

If you would like to share the news on your own channels, please see some suggested wording below. Feel free to include more information relevant to your work area, as well as a quote from a spokesperson from your organisation.

(Your organisation) supports HSE campaign to highlight the risk of asbestos to those working in trades

Builders, carpenters, electricians, joiners, plasterers, plumbers, and roofers, are just some of the trades being urged to take the risks of asbestos seriously.

That's the message from the Health and Safety Executive (HSE). The workplace regulator has launched (6/3) a new campaign to raise awareness of the risks associated with the dangerous substance.

The campaign, called Asbestos and You, will target all tradespeople with a focus on younger workers in trades who have recently joined the industry. HSE wants to reach construction workers who started their careers after the use of asbestos was banned by 1999.

The regulator is concerned the length of time it takes for symptoms to develop after asbestos exposure could lead to a perception among today's younger workers that it is something that only impacts older people who were working before the ban.

Five thousand people a year still die from asbestos related illnesses and asbestos can still be found in buildings built or refurbished before the year 2000.

Asbestos containing materials were used extensively in the construction and maintenance of buildings in Great Britain from the 1950s until they were banned. That means construction workers of all ages could still be exposed to asbestos fibres today.

HSE's chief executive Sarah Albon said: "Asbestos exposure in Great Britain is still the single greatest cause of work-related deaths. We are committed to protecting people in the workplace and reducing future work-related ill health.

"Everyone working in construction today, of any age, must take the risk from asbestos seriously. Asbestos is dangerous when not maintained in a safe condition or if physically disturbed without the right measures in place to avoid fibres being released into the air."

If asbestos fibres are inhaled, they can cause serious diseases such as mesothelioma, asbestos related lung cancer, asbestosis, and pleural thickening. Construction tradespeople of any age are at significant risk if they disturb materials containing asbestos during repairs and refurbishment.

More information about the HSE campaign can be found at: [Asbestos & You - Work Right to keep Britain safe](#)

Social media

If you would like to share on your own social media, see some suggested posts below and accompanying social graphics. More graphics are available on the [campaign resource hub](#).

- We are supporting Asbestos & You, a new campaign launched by HSE (tag HSE) to raise awareness of the dangers of asbestos that tradespeople continue face today. <https://bit.ly/3ZzTmTu>
- Asbestos didn't disappear when it was banned in the UK and remains in millions of homes and buildings today. Tradespeople have an increased risk of disturbing asbestos which is why we're supporting the Asbestos & You campaign from HSE (tag HSE) <https://bit.ly/3ZzTmTu>
- Asbestos can be in places that you might not expect, so you could come into contact with it without knowing. See HSE (tag HSE) Asbestos & You resources for help <https://bit.ly/3ZzTmTu>

Follow us on social media:



@hsegovuk



@H_S_E



Get in touch

We would welcome you to get in touch with us for clarity, advice or a chat on any opportunities you have in mind. If you would like to get involved please contact campaigns@hse.gov.uk

Including...

- A quote or spokesperson for events
- Any creative assets
- Video footage
- Webinars, blogs and podcasts
- If you've got an idea you want to talk through.
- Ideas for content such as a guest article on our channels or yours i.e. your website, newsletters etc.

Key resources

- Asbestos & You [website](#)
- Asbestos & You [quick guide for trades](#)
- HSE [Asbestos Essentials](#)