HSE Every Job Beware Asbestos Behaviour Change Campaign 2014-15

Final Campaign Evaluation Report
August 2015

Prepared for HSE by
Define Research & Insight and BDRC Continental

Table of Contents

Appendices

HSE Every Job Beware Asbestos Campaign 2014-2015
Final Evaluation Report

PART 1 - EXECUTIVE SUMMARY

1.1 Summary of the Campaign

- The Every Job Beware Asbestos campaign is targeted at **tradespeople (primarily self-employed and those working in smaller businesses)**. The overarching policy objective is to reduce deaths amongst this population from exposure to asbestos in the workplace.

- To achieve this goal, the campaign needs to create behaviour change within the target audience by:
    - addressing current attitudes and beliefs around risk; specifically, educating tradespeople on where the asbestos risks exist and establishing understanding of personal relevance of these risks
    - addressing behaviour; specifically, educating tradespeople on what to do and influencing them to do it in the workplace (whether this is adopting new behaviour or changing current inappropriate behaviour)

- The campaign ran between September 2014 and April 2015. Activity was multi-channel and covered the following range of activities:
    - Three fulfilment pieces (developed as 'tools' with behaviour change-enabling content):
        - Beware Asbestos Web App – a free interactive web app: http://www.beware-asbestos.info/
        - Asbestos Safety Kit – a free information kit to be collected from a trade counter and including the following components[1]:
            - Soft pack outer (polylope) with campaign messaging
            - Set of durable reference cards (10 x double sided individual cards bound with single corner ring)
            - Free pair of Type 5 disposable overalls with sticker on packaging containing wear and disposal instructions and other relevant messaging
        - Campaign Leaflet – adapted from the kit reference cards and presented as a booklet (printed on paper rather than card) and available as a pdf to download
    - Marketing activity to establish relevance of risk of asbestos exposure and of the availability of these fulfilment pieces, as follows:

[1] See Appendix 1 for illustration of Asbestos Safety Kit key components

- High level partnership marketing with a single trade partner (TradePoint, the trade-only arm of B&Q) to manage awareness of and distribution of the Asbestos Safety Kit
- Lower level partnership marketing with a range of trade partners to promote the campaign's key messages about risk and the availability of the Beware Asbestos Web App
- Pilot press advertising campaign to promote awareness of the campaign's key message about risk and the availability of the Beware Asbestos Web App
- Stakeholder engagement activity to promote awareness of the campaign's key message about risk and the availability of an information leaflet

1.2 What was the impact of the activity?

Overall, evaluation data shows the campaign has had some positive impact amongst those it has reached

- The campaign has impacted upon those who received the Asbestos Safety Kits and who have accessed the Beware Asbestos Web App, particularly in terms of increasing awareness of the dangers of asbestos and delivering new knowledge about where it can be found. A rise in awareness of the dangers of asbestos in the wider population has also been demonstrated.

- These two campaign deliverables (Asbestos Safety Kits and Beware Asbestos Web App) reached part of the target audience, with a good proportion of these using them in some way:
  - 185,000 Asbestos Safety Kits (from a total of 200,000 produced) were distributed directly to tradespeople[2] and the kit evaluation survey indicates an opening rate of 61% at the time of the survey
  - Nearly 45,000 unique visitors visited the Beware Asbestos Web App[3] during the campaign period, with data indicating that 33% of these fall into the target audience[4].

- Evaluation surveys demonstrate positive shifts across a range of measures in attitude, knowledge and behaviour (intermediate outcomes) as a result of exposure to campaign materials and there is some evidence that longer term outcomes are likely.

[2] Around 12% of the target population
[3] Around 1% of the target population
[4] In addition to campaign channels, the web app was heavily promoted via HSE owned digital channels reaching others (e.g. health and safety professionals and consultants) that do not fall within the campaign target audience of tradespeople. These were filtered out from the web app survey sample to ensure that research was amongst the campaign target audience.

- Changes in attitude, knowledge and behaviour (intermediate outcomes) are shown primarily as a response to the two key behaviour change tools, the Asbestos Safety Kit and the Beware Asbestos Web App, which reached different segments of the target audience of tradespeople. Changes are also detected in response to the campaign leaflet distributed through stakeholders but this was less successful overall in terms of reach.

- Key shifts include:

    - **Attitudes towards risk**
        - *If you don't protect yourself you are risking your life (*13% pre campaign significantly rising to 21% post all-campaign - significant[5])
        - *If you don't protect yourself, you are risking your livelihood* (1% pre campaign significantly rising to 12% post all-campaign - significant)
        - *Asbestos is a problem from the past and there isn't much risk of being exposed to it today* (87% of kit openers strongly disagree compared to 79% of kit non-openers[6])
        - *Asbestos is always dealt with by specialists so it's not relevant to me* (60% of kit openers strongly disagreed compared to 52% of kit non-openers, 60% of web app users strongly disagreed compared to 49% of web app non-users[7])
        - Of those in the post all-campaign survey (who recalled information about asbestos risk, the web app or the kit – 49% of the total sample), 71% agreed with the statement: *It got me thinking about my own exposure to asbestos*
        - 96% of Asbestos Safety Kit openers and 89% of web app users agreed that *it made me think I should take precautions against asbestos when I am working just in case it's there*

    - **Knowledge about where asbestos can be found**
        - Pre to post campaign, there was a significant increase in the proportion who:
            - spontaneously mentioned *there are lots of places in a building that asbestos can be found* (7% at pre campaign increased to 14% post all-campaign - significant)
            - mentioned specific inside areas where asbestos could be present (64% at pre campaign increased to 79% post all-campaign - significant)

[5] Throughout this report, where the term 'significant' is used in relation to a percentage, this means that the percentage change is statistically significant

[6] Asbestos Safety Kit 'openers' had opened their kit, 'non-openers' had received but not opened at time of interview

[7] Beware Asbestos Web App 'users' had visited the landing page and moved through the site further in some way, non-users had visited the landing page but not moved beyond this into the site

- Amongst tradespeople who had opened the Asbestos Safety Kit, 86% agreed that the kit had told them something new. Amongst those using the Beware Asbestos Web App, 68% agree the web app told them something new. In both cases, top mentions of new information were where asbestos can be found.

- **Knowledge about jobs which disturb asbestos**
  - Pre to post all-campaign, significant shifts were detected for:
    - *Drilling holes in walls and ceilings* (50% to 64%)
    - *Jobs that create a lot of dust* (4% to 13%)
    - *Risk of exposure when working on a roof or soffits* (28% of those who had seen or heard information recently compared to 15% who had not)

- **Knowledge about need to wear protective clothing**
  - Pre to post all-campaign, amongst those who recall seeing or hearing information about the risks of asbestos there was a significant increase in the proportion of tradespeople who spontaneously mentioned:
    - *Wear the right type of overalls* (0% at pre campaign significantly increased to 5% post campaign)
    - *Overalls should be disposable* (0% at pre campaign significantly increased to 5% post campaign)
    - *Use the right kit* (0% at pre campaign significantly increased to 5% post campaign)
    - *Use the right face mask* (2% at pre campaign significantly increased to 4% post campaign)

- **Behaviour – intermediate outcomes**
  - Post all-campaign, amongst target tradespeople who could recall hearing or seeing information about asbestos, 57% agreed that *the information made them want to find out more about asbestos*
  - Sales data from TradePoint also showed a substantial 19.5% uplift in sales of disposable Type 5 overalls (a giveaway in the Asbestos Safety Kit, required for a key behaviour) compared to the same period the previous year

- **Evaluation data shows high levels of word of mouth around the campaign**
  - *Increase in mentions of information from a friend, colleague or employer* (9% pre campaign to 17% post all-campaign - significant)
  - Of tradespeople who could recall seeing or hearing asbestos information, could recall the Asbestos Safety Kit or the Beware Asbestos Web App at the post all-campaign survey, 62% claimed to have talked to work mates about asbestos as a result of seeing or hearing the information, a further 10% planned to do this.

- In the kit and web app specific surveys, 94% of kit openers and 95% of app users agreed they would recommend it to other tradespeople
  - Of web app users, 18% spontaneously mentioned they have passed on or recommended the Beware Asbestos Web App to colleagues
- Evaluation data shows high claimed levels of intention to retain information for reference and use in the future (see below)

- **Behaviour – outcomes**
  - Changes in behaviour while working on a job were detected at a holistic post-campaign level, particularly amongst Asbestos Safety Kit recipients
  - 79% of kit openers and 57% of web app users agreeing with the statement '*It's made me work differently on some or all of the jobs I do'.*
  - Differences amongst Asbestos Safety Kit openers were detected for specific behaviours:
    - *Using damp cloths to wipe down tools and surfaces to remove asbestos fibres* (28% of openers and 17% of non-openers) - significant
    - *Using plastic sheets to help stop the spread of dust* (25% of openers and 15% of non-openers) - significant. This was also a top five recent or planned action for recipients of the stakeholder-distributed campaign leaflet (23% claimed to have started or planned to start doing this)
    - *Wear Type 5 disposable overalls* (33% of openers and 23% of non-openers). This was also a top five recent or planned action for recipients of the stakeholder-distributed leaflet (22% claimed to have started or planned to start doing this)
    - *Only use a FFP3 protective mask* (30% of openers and 22% of non-openers). This was also a top five recent or planned action for recipients of the stakeholder-distributed leaflet (20% claimed to have started or planned to start doing this)
    - *Spray the area with water* (20% of openers and 12% of non-openers)
  - Qualitatively, a new behaviour was detected in response to the Beware Asbestos Web App that was not measured in the quantitative survey: using the tool to assess a new job and check for asbestos safety requirement – a particularly high value behaviour as it can result in non-exposure and asbestos fibres remaining undisturbed

- The range of knowledge and behaviour that is required for safe working with asbestos is extensive (behaviours are varied and numerous, spanning risk assessment, planning and multiple behaviours on a job itself for safe practice and clean up). Changes are not shown across all measures; however this is unsurprising given the short period of time following the campaign at which evaluation has taken place and the need for full interrogation of behaviour change tools which, for some, will only take place once the opportunity/requirement to use arises.

- Importantly, data shows that the key campaign behaviour change tools have longevity and that the audience has intention to re-use / keep for reference (as intended in their design):
  - 76% of those who opened the kit prior to interview (61% of recipients) were keeping the asbestos reference cards for future reference
  - 93% of those who had used the web app at the time of the interview (62% of all tradespeople visiting the web app) said they would also use it in the future (56% had claimed to have added a shortcut to their device) and 77% who had not currently used it claimed they would in the future.

The supporting marketing activity designed to increase knowledge of the risk and personal relevance with the target audience and drive /traffic to the kit and web app, varied in its efficacy

- A key success was the use of a single trade partner (TradePoint) for distribution of the Asbestos Safety Kit which resulted in a number of high returns for the campaign:

  - Reach: 185,000 of the 200,000 Asbestos Safety Kits produced were delivered directly into the hands of the core target audience, reaching a wide range of trades in a high number of small businesses across a broad geographical area (153 stores across GB took part). TradePoint were able to reach those workers who do not traditionally engage with HSE and more formal stakeholders, such as training providers and industry bodies. This is consistent with the audience insight which showed that credible trade suppliers are effective influencers of the target audience.

  - Evaluation: TradePoint directly funded barcoding of the kits, the majority of which (163,000) were scanned as they were distributed by the counter staff, linking them back to their customer database to enable profiling of kit recipients. TradePoint also provided access to their customer panel for an online evaluation survey – without this, recipients of the kit would have been difficult to identify and recruit and further cost would have been incurred to recruit the sample.

  - Cost of campaign: The value of the contribution of TradePoint activity to the campaign is estimated at more than £1 million. This is more than double the target Return on Investment (ROI) of £125,000[8] and contributed to substantial cost savings for the overall campaign (overall spend was £187,000 under budget).

[8] As noted in Section 2.3, the target ROI for an investment of £125,000 was £500,000

- Web analytics data shows nearly 60,000 visits and nearly 45,000 unique visitors to the web app during the campaign period. This indicates some repeat use which is expected to grow over time, given intention for repeat use reported in the evaluation survey (as above).

- The overall profile of users of the web app shows a bias to health and safety professionals as might be expected given continuous marketing through HSE digital channels. However, of those who registered to take part in the web app survey, 33% were from campaign target trades and not in a health and safety role, which indicates that the web app has, to a degree, reached the core target audience. However, web app users were more likely than respondents in other surveys to actively look out for health and safety information, indicating they represent a more receptive and accessible section of the target audience.

- Performance of marketing activity designed to raise awareness of the risk and relevance of asbestos risk to the target audience and drive visits to the Beware Asbestos Web App was more varied.

- Wider partnership marketing activity with trade suppliers made a small impact on web app visits. However, as well as relatively low returns, it was also difficult to implement, control and elicit evaluation data. For example, partners did not always use digital banners supplied to them and application of tracking codes provided by HSE was low. Generally, campaign activity undertaken by wider commercial partners was varied and very limited in some cases.

- The press advertising pilot achieved a reach of around 45% of tradespeople. Web analytics indicate a potential link with the press advertising as the number of visits to the web app per day during November when the press ads ran was higher than at other times. However, the data does not provide firm evidence that this pattern was due to press advertising as there are no spikes in visits corresponding to insertion dates of the advert. The post press activity evaluation survey shows some recall of press advertising when prompted (17%) but low spontaneous attribution at 2%.

- Independent evaluation shows that that PR activity was successful in generating on-message media coverage over the duration of the campaign (430 pieces of coverage over six months) and reached 70% of tradespeople (total OTS[9] 578,782,432). While links to specific messaging or behaviours cannot be detected in the evaluation surveys, recall of PR coverage was relatively high (9% attributing recent exposure of asbestos safety information to media articles). Web

[9] OTS means ‘opportunities to see’ and is a used in marketing and advertising planning as a way of quantifying how many times an average person in the target audience will be exposed to the advertisements over the duration of the campaign

analytics also demonstrate some web app visits resulting from specific PR tactics.

- Distribution of the campaign leaflet via stakeholders was unsuccessful as far fewer leaflets were distributed than planned. Investigation showed that appetite for printed leaflets was much lower than expected, reflecting the shift towards digital communication channels in general. However, in addition, stakeholder effort to locate a digital download of the leaflet/reference cards on their websites was limited. To help resolve this, an alternative link to a digital download hosted on the HSE website improved uptake by stakeholders.

- The campaign took a test and learn approach to establish the efficacy of the different channels and information tools in terms of impacting knowledge and behaviour. In this context, maximising reach to the target audience was not a campaign objective; however, based on the available data, the estimated cumulative reach to the target audience across all campaign activity was 3.2 million.

1.3 Key insights for the future?

- The Asbestos Safety Kit and Beware Asbestos Web App are both successful behaviour change tools which complement each other as significant shifts in attitudes, knowledge and behaviour are detected[10]. Therefore any future activity should take into account their different roles. No significant requirements for development were identified, but:
  - Minor adjustments to improve execution of the kit (for example, stronger messaging on the pack outer to encourage immediate opening of the kit) may boost performance further
  - A traditional app (as opposed to a web app, i.e. a responsive website) would extend usage opportunities as it would allow the app to be used when wifi is not available.

- The single kit distribution partnership with TradePoint was a key success of the campaign, through both providing access to the target audience and generating cost savings. With this in mind, any further partnerships should look to emulate the specific criteria that delivered success:
  - Trade-only customer base with close correlation to core target audience (minimum wastage)
  - Contribution to costs
  - Use of staff to promote the kit at counter

[10] While these shifts may appear small in percentage terms, they represent a shift within the sample of statistical significance

  - Access to evaluation data (barcoding, sales figures of appropriate PPE, customer profiling)
  - Access to customer sample to facilitate evaluation
  - Effective direct communication channels to customer base.

- PR activity generated some returns and future PR activity is likely to have some value.

- Formal partnership marketing arrangements with wider commercial trade suppliers has some value to the campaign in providing channels for distribution of material with 'voices'[11] that are trusted by the target audience. However, overall, formal partnership marketing delivered relatively low returns in response to a high level of investment (time) to secure participation, an outcome which should be reflected in future campaign planning.

- Specifically, the insistence on a Memorandum of Understanding (MoU)[12] for relatively low-level support was a barrier to partners both getting involved and getting activity started. Therefore, in future, it may be better to include these partners in the stakeholder engagement strategy, which involves less formal arrangements. That said, it is also important to retain recognition of HSE's role as a regulator and the reputational risks of partnering with 'poor' partners.

- The impact of press advertising on both communicating risk and driving traffic to the web app is limited and is probably not worth the investment.

- Re-focusing stakeholder activity on promotion of the web app only to extend reach (although insight shows that stakeholder channels are less effective at getting to the hard to reach tradespeople who work in small/micro businesses).

[11] If acting as a delivery channel of marketing and information, the partner is seen to implicitly endorse that marketing and information and is therefore perceived as a voice of support. Where the partner is trusted, this offers credibility and support to the marketing and information.
[12] A Memorandum of Understanding (MOU) is a formal agreement between two or more parties, used by companies and organisations to establish official partnerships. MOUs are not legally binding but they carry a degree of seriousness and mutual respect, stronger than a 'gentlemen's agreement'

Part 2 - DETAIL OF THE ACTIVITY

2.1 Objectives and target audience

Key policy objectives

The key policy objective is to ultimately reduce exposure among tradespeople to asbestos fibres and impact on subsequent fatalities over time.

Latest figures show that around 5,000 people die from asbestos-related diseases (ARD) every year. ARDs have a latency period of between 15 and 60 years and because of this and workers' past exposure, the number of deaths is projected to peak before the end of the decade.

Given the latency period, immediate impact on death rates is not possible to achieve. However, addressing the target audience's engagement with the issue (by creating changes in actively seeking information; understanding and accepting the dangers; and knowledge/claimed adoption of safe working behaviours), will mean exposure to asbestos fibres will be reduced amongst the target audience and a lower death rate in the long term as a result.

Target Audience

Higher-risk work with asbestos, such as planned asbestos removal, is undertaken by contractors who are licensed by HSE to do this activity, under high levels of control. The campaign did not target these licensed workers.

The campaign target is specifically those tradespeople who are often unknowingly exposed to asbestos as part of their day-to-day (non-licensed) work and are not well prepared to deal with it.

There are 1.5 million construction and maintenance workers in Great Britain who are at risk from potential asbestos exposure. These come from a broad range of trades and those identified as being most at risk of exposure to asbestos are listed below.

S.O.C. *	Occupation	Number of jobs (thousands)**
5241	Electricians, electrical fitters	231,500
5315	Carpenters and joiners	215,000
5319	Construction and building trades	229,400
5314	Plumbers, heating & ventilating engineers	158,200
9120	Labourers in building & woodworking trades (Elementary construction occupations)	141,000
5323	Painters and decorators	118,800
5249	Electrical & electronic engineers	69,400
6232	Caretakers	75,500
5312	Bricklayers, masons	63,500
8149	Construction operatives	84,400
5321	Plasterers	50,300
5313	Roofers, roof stillers and slaters	39,800
TOTAL JOBS = 1,476,800		

* Standard Occupational Classification codes
** Data from 2012

Objectives and role for communications

The following communications objectives were set for the campaign:

- Support a reduction in the number of tradespeople dying from asbestos-related diseases in the future by: encouraging and enabling greater knowledge of the current danger faced; and the adoption of safe working behaviours.

- As a result of the long latency period of ARDs, there are inherent difficulties in measuring the campaign's immediate impact on death and disease rates. Measures will be used to evaluate success that relate to our target audience's engagement with the issue such as actively seeking information; understanding and accepting the dangers; and knowledge/claimed adoption of safe working behaviours. This will ultimately reduce exposure to asbestos fibres and impact on subsequent fatalities over time.

- Inform and educate the target audience that the risk from asbestos is current and relevant to them and the work that they do.

- Encourage the target audience to actively seek information about asbestos and the ways they can protect themselves by following a specific call to action; picking up an Asbestos Safety Kit and/or using the Beware Asbestos Web App.

- Build on insight research to test communications channels and approaches in order to learn from campaign activity and support future communications on asbestos safety.

  All the campaign channels and collateral have a robust rationale for their selection as they have been informed by detailed audience insight[13]. In developing the campaign, HSE has also adopted a test and learn approach in order to achieve current campaign objectives and assess how channels perform.

The behaviour change model that the communications aim to influence and a map of campaign elements are detailed in the following sections.

2.2 Communications Strategy

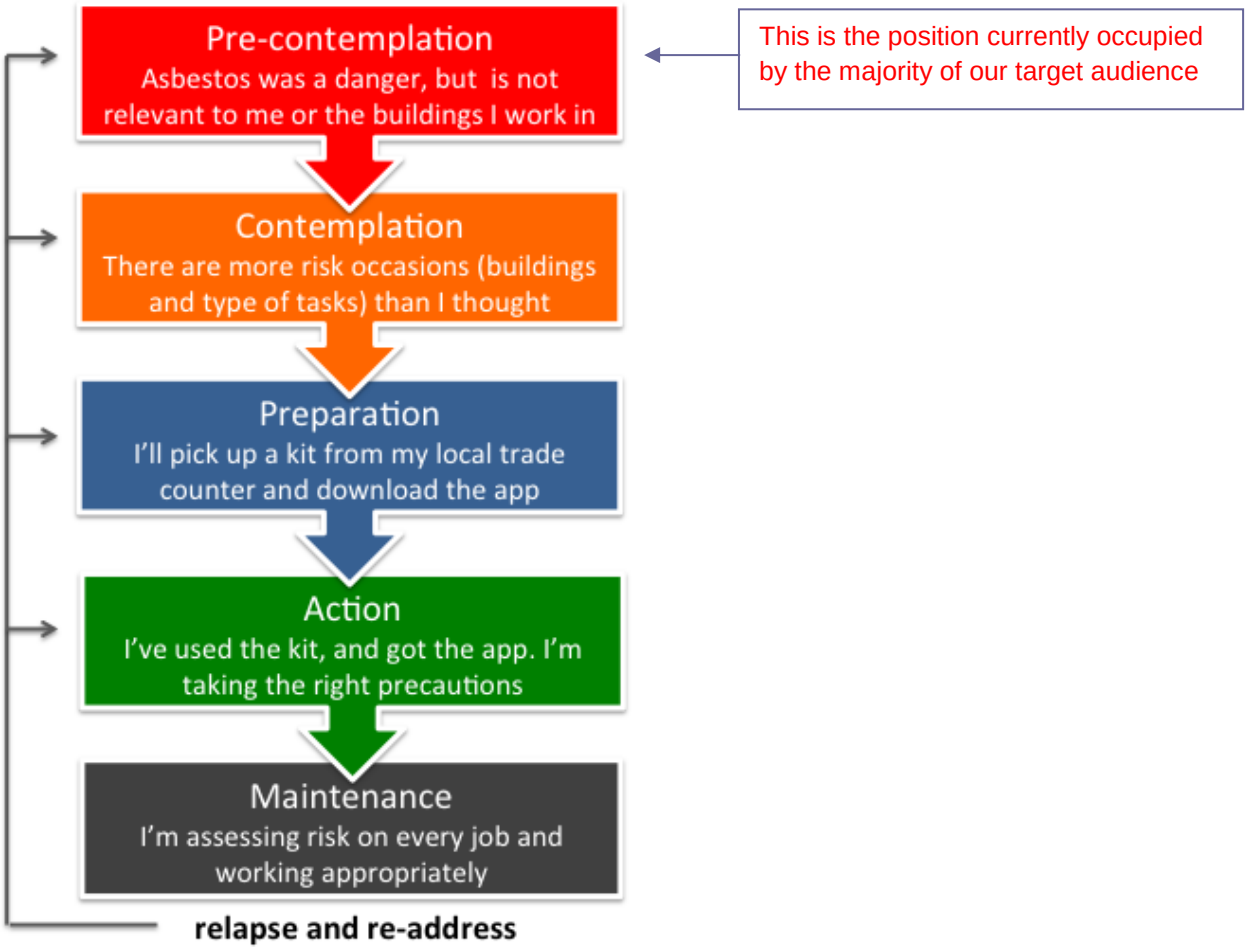
Initial plans for the HSE asbestos safety campaign were submitted to the Cabinet Office Efficiency and Reform Group[14] in September 2012 (ERG 472) for approval. Following feedback and further campaign development, plans were revised over several stages, with final plans (ERG 618) submitted in August 2013.

Overview of campaign developments across ERG submissions

The communications strategy was developed with the overall purpose of moving the target audience through the following behaviour change model:

[13] http://www.hse.gov.uk/asbestos/assets/docs/insight-research-2013-14.pdf

[14] The Efficiency and Reform Group (ERG) works in partnership with HM Treasury and government departments to deliver efficiencies, savings and reforms on behalf of UK taxpayers. Securing budget for this campaign required a Marketing and Advertising Exemption from ERG.



This model was developed following initial strategic audience insight research that showed the first critical barrier to overcome is personal relevance of asbestos risk. The audience cannot connect to the need for behaviour change until this message is landed; therefore the lead message of communications needs to focus on relevance.

Once personal relevance is established, behaviour change can be encouraged. However, enabling behaviour change is a challenge, since the actions required to work safely are relatively extensive, involving risk assessment and planning, different behaviours for preparation (protective equipment and on site actions), undertaking the specific task and cleaning up.

With this in mind, an initial strategy for a multi-strand campaign was developed, including:

- Marketing activity to land the key message of personal relevance and
- Driving the audience to a specific call to action (an information tool to enable behaviour change)

Learning across the campaign development period (from audience insight work and developments in potential and options for partnership marketing) led to some

adjustments in final strategy versus the original and updated ERG submissions (ERG 472 and ERG 618).

Specifically, the following elements of the campaign strategy evolved:

- Calls to action - During the development period, two information tools were identified as having the potential to engage the audience and deliver a change in behaviour. Both were seen by the target audience as simple, low effort actions that provide instant benefits, without costing them time or money:

  – Asbestos Safety Kit: a free information kit picked up from a trade counter. This package of materials and nudge resources, accessed through a trusted trade supplier, could help tradespeople understand the relevance of asbestos and dangers they face and take the appropriate steps to protect themselves. Full user testing research was undertaken to inform design and content of the kit.

  – A free interactive app: a digital tool that can be readily accessed by mobile device to educate and support safe working (by highlighting where risk is present and guiding behaviour) at the point of need, when on a job.

    In line with Government Digital Services (GDS) standards, the web app was developed as a responsive website rather than a traditional app. This was designed using agile development and on-going user testing.

    The original strategy proposed to seek sponsorship for the development of the web app. However, discussions with potential partners and stakeholders identified that this approach would deter a wider range of partners from promoting the web app to their customers, thus limiting its reach to the target audience.

- Press advertising pilot: tabloid press and radio had both researched well as effective communication channels for the audience. These consumer channels were shown to work more effectively than job or trade-specific media, which have limited penetration and reach to the core target. Consumer media also reaches partners and family, who are useful advocates to help reinforce the more emotional ‘cost of asbestos’ messages and can support some drivers for action amongst the audience.

  For evaluation purposes, the original plan was to run press advertising to promote the web app as a pilot in a single region keeping it separate from radio activity intended to drive pick-up of the kit. However, once radio was removed from the strategy (see below), a national approach to the press advertising was

taken which allowed more effective media negotiations and increased reach to the audience.

- Approach to Point of Sale (p.o.s.): Following discussion with the trade kit distribution partner, TradePoint, it was decided that the most pragmatic approach to p.o.s. was to piggyback on existing in-store promotional vehicles which included poster sites, in-store flyers, till receipts and use of counter staff. Thorough briefings were provided to TradePoint staff and till prompts reminded counter staff to promote the kit.

  This reduced the original requirement for p.o.s. which led to cost savings against the approved budget. The cost of in-store posters and flyers was also covered by TradePoint.

- Regional radio advertising pilot: The original plan was developed ahead of firmly securing the trade partner to distribute the asbestos safety kits and included a regional radio advertising pilot to drive pick-up of the kits. Subsequent discussions with TradePoint identified that radio promotion wasn't necessary as their 'membership model', exclusively for tradespeople, provides effective, direct communication channels to reach their customers which could be used to promote the kits and the wider campaign messages. By using the partner's channels in this way, a cost saving of £59,000 (allocated to the radio activity) was achieved.

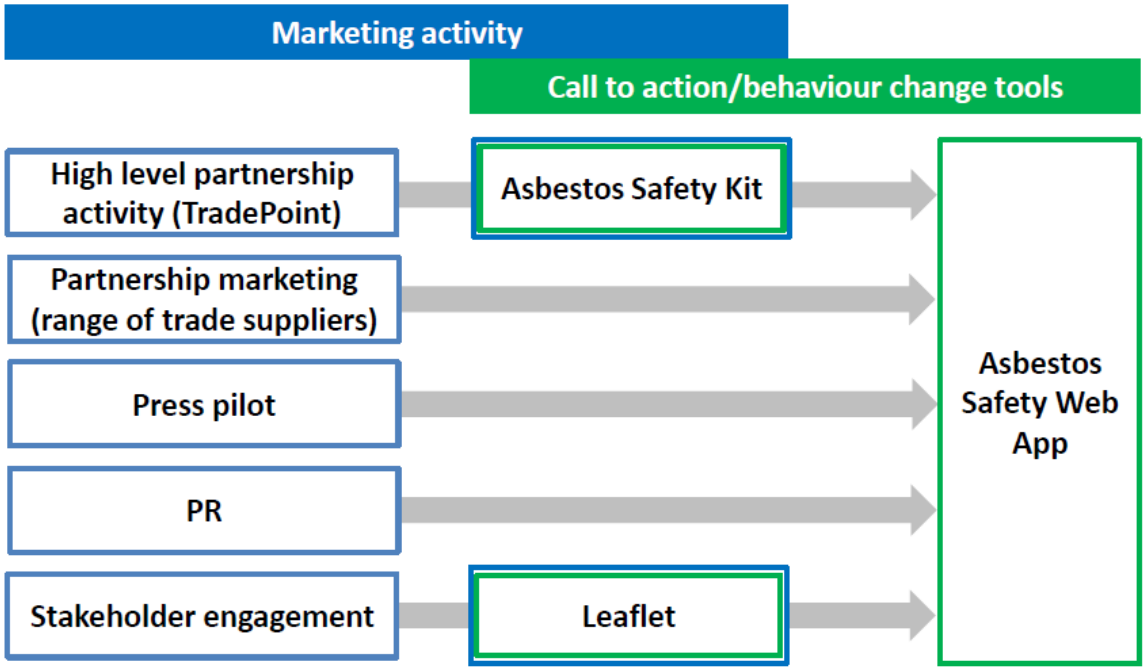
- Partnership Marketing Ambassador programme[15]: As discussions with the wider trade partners progressed, it became apparent that interest in the ambassador programme was limited and that it was preferable to concentrate on the primary objective of promoting the key campaign messages and driving traffic to the web app.

Overview of final campaign inputs

Reflecting the developments described above, the overall spread of activity is illustrated in Diagram 1 below:

Diagram 1: Map of Key Campaign Components/Inputs

[15] The original vision for an ambassador programme was an extension of the partnership marketing activity, creating a network of trade partners who have pledged a level of financial support and commitment to the ongoing promotion of asbestos safety messages and education amongst their customers i.e. tradespeople.



Calls to action in each of the five strands of marketing activity (noted in the blue boxes) directed the audience to one of three fulfilment pieces (noted in green boxes):

- **Beware Asbestos Web App** – a free interactive web app: http://www.beware-asbestos.info/
- **Asbestos Safety Kit** – a free information kit to be collected from a trade counter and including the following components:
  - Soft pack outer (polylope) with campaign messaging
  - Set of durable reference cards (10 x double sided individual cards bound with single corner ring)[16]
  - Free pair of Type 5 disposable overalls with sticker containing wear and disposal instructions and other relevant messaging

  See Appendix 1 for illustration of Asbestos Safety Kit key components.
- **Campaign Leaflet** – adapted from the kit reference cards and presented as a booklet printed on paper rather than card. Distributed to the audience primarily as a link to a download on the HSE website by stakeholders.

The Asbestos Safety Kit and campaign leaflet both included signposting to the web app and therefore act as additional marketing for this tool.

In addition, HSE-owned free channels (HSE website, e-bulletins and corporate social media channels) were used to help amplify the campaign messages and create noise around the issue of asbestos safety.[17]

[16] Production and presentation techniques (e.g. heavier weight card, laminated finish, corner ring and "Keep Me" cover flash), increased the perception of the cards as a reference piece to encourage retention by tradespeople.

For further detail on the scope of each marketing activity see Table 1, Marketing Activity and Timing in Section 2.3.

Creative approach

The creative approach for the campaign was based on the following core proposition, which is also the campaign strapline: *Every job beware asbestos.*

The proposition addresses the key barrier of personal relevance by linking asbestos risk to every potential job undertaken by the target audience, until it can be ruled out.

The creative approach used a graphic of a target aiming at a tradesman to help focus the audience on an example of a risk, which is universal to many tradespeople: drilling into a wall. The tradesperson protagonist demonstrated positive attributes (skill, serious approach) and was shown in a neutral setting that could not be identified and dismissed as irrelevant.

Other creative elements included:

- Two copy lines to further indicate risk and personal relevance:
  - '20 tradespeople, on average, die every week from asbestos related diseases'
  - 'Don't be an easy target'
- A visual illustrating the Beware Asbestos web app on a smartphone
- A line with a call to action to the Beware Asbestos Web App: 'Get the FREE Beware Asbestos web app. Visit www.beware-asbestos.info/[source]'
- Campaign branding (dominant)
- HSE logo

[17] These HSE-owned channels were not part of the formal campaign strategy as they were not identified as effective channels to reach and influence the campaign target audience.

Design techniques were used to tailor the collateral to the preferences of the audience, allowing a lot of information to be presented without appearing onerous. For example:

- Using images and illustrations
- Distilling the key safety principles into 3 basic steps with icons to represent each step
- Presenting written information as succinct bullet lists rather than long paragraphs
- A single corner ring to bind the reference cards rather than a traditional booklet.

Examples of the creative material/content execution that was created for the activity can be found in Appendix 1 (Asbestos Safety Kit) and Appendix 2 (press advert).

2.3 Costs and timing of the activity

Timing

The campaign began in the last week of September 2014 with the nationwide distribution of Asbestos Safety Kits through TradePoint stores in Great Britain. The official media launch followed a week later at TradePoint's Cricklewood store, fronted by the then Minister responsible for Health & Safety, Mark Harper MP.

While most marketing activity took place in October and November 2014 and was complete by March 2015, stakeholder engagement and wider partnership marketing was slower burn and ran from March to May 2015.

The Beware Asbestos Web App remains live as an ongoing resource and continues to be promoted on the HSE website but for the purpose of evaluation, web analytics data has been cut off at end April 2015.

The evaluation programme commenced in September 2014 and completed end June 2015.

Table 1: Scope of Marketing Activity and Timing

Campaign Activity	Scope	Timing
Beware Asbestos Web App	Availability of web app to target audience	Web App went live 29 September 2014 (ongoing but cut off period for evaluation purposes is 30 April 2015)
Asbestos Safety Kit distribution	Availability of 200,000 kits to target audience	12 weeks: 29 September 2014 to 15 December 2014

High level single trade partner activity (including kit distribution) - TradePoint	Distribution of kit at store counters	12 weeks: Commenced 29 September 2014
Supporting marketing activity for Asbestos Safety Kit	Display of POS: 2 posters displayed for 2 weeks in each of 153 stores	Two weeks: 29 September to 12 October 2014
	SMS (200,000) and email (126,000) direct messages sent to TradePoint customers	Two weeks: 29 September to 12 October 2014
	Banner ad on homepage of TradePoint website	1 week: 29 September to 5 October (launch week)
	PDF download of asbestos reference cards added to service/download section of TradePoint website	29 September ongoing (still available)
	2 Facebook posts	29 September 2014
	2 Blog posts	w/c 29 September and w/c 17 October
Supporting marketing activity for Beware Asbestos Web App	1.13 million till receipt adverts for Beware Asbestos Web App	29 September to 19 October 2014
	Filler advert for Beware Asbestos Web App on 150,000 in-store flyers distributed in retail week 40	2 November 2014
	1 Facebook post	9 October 2014
	Twitter activity to promote launch of web app and ministerial visit plus retweeting of HSEs campaign tweets	October onwards
	Full page advert promoting the web app featured in the Summer 2015 product catalogue, of which there are 560,000 copies	May – September 2015
Other partnership marketing	Articles with links to a download of reference cards from the Asbestos Safety Kit and/or web	Various discrete activities implemented by six different

	app, digital banners with link to web app, printed campaign leaflets (taken from stock originally produced for distribution by stakeholders) Twitter and blog content	partners October 2014 to February 2015
Press pilot (national)	National press campaign (14 insertions of 1 ad – size 25 x 4) in the Sun, Sun on Sunday, the Daily Mirror and Sunday Mirror (separate tracking codes for each publication)	3 to 29 November 2014 (4 weeks)
PR Four PR tactics generated: • 34 press releases • 6 case studies with mesothelioma victims and their families • 37 Media interviews • 2 editorial letters	Ministerial launch in TradePoint store	October 2014
	Regional focus	December 2014
	'Kick asbestos in to touch' involving Stuart Pearce (ex-England footballer, who was a part time tradesperson early in his career).	January 2015
	Dust to Dust (art installation) featuring messages from relatives of victims of asbestos related disease to their lost loved ones	March 2015
Stakeholder engagement	Pack of electronic resources draft articles for newsletters, digital version of the reference cards, digital banner linking to the web app for display on their website, tweets and infographics to share with their members and employees through their digital channels, plus hard copies of the campaign leaflet (an adapted version of the reference cards from the asbestos safety kits). 49 stakeholder organisations supported the campaign with varying levels of activity.	Ongoing from October 2014 to March 2015

Costs

Budget approval for the campaign was received from ERG in October 2013. The approved spend was £1,058,725 and the actual final spend was £872,574 which breaks down as follows:

Table 2: Final campaign spend with variance and overall saving against budget

Campaign Activity	Approved budget	Actual spend	Variance
Audience testing of kit	£10,000	£10,000	£0
Point of sale (p.o.s.) promotion	£106,400	£20,415	(£85,985)
Regional radio ads	£59,000	£0	(£59,000)
Regional press	£125,000	£108,006	(£16,994)
Partnership marketing	£125,000	£124,883	(£117)
PR	£80,000	£80,000	£0
Creative	£25,325	£15,818	(£9,507)
Print for stakeholder leaflet	£15,000	£14,952	(£48)
Evaluation	£100,000	£99,470	(£530)
Asbestos safety kit	£413,000	£399,030	(£13,970)
Total	£1,058,725	£872,574	(£186,151)

Note: These figures exclude the cost of the development of the web app which was approved separately by GDS. A budget of £75,000 was agreed – final spend against this is £73,950.

There were substantial direct savings against the planned budget for point of sale materials and radio advertising; efficiencies were achieved by using the direct customer channels provided by TradePoint to promote the asbestos safety kits to TradePoint members.

However, the overall value of promotional activity delivered by TradePoint is much higher and considered a key success in this campaign. The target ROI for an investment of £125,000 on partnership marketing was £500,000; however, the value

of the partnership with TradePoint alone was in excess of £1,000,000, based on the following direct contributions and indirect cost-savings:

- TradePoint covering cost of distribution of kits to stores through their network. Value £6,000 (estimate)
- Saving on cost of alternative distribution method of kits via direct mail. Value £933,200 (estimate)
- Direct messaging to promote the kit directly to TradePoint members via 126,000 emails 200,000 SMS (text) messages
  Value for two e-mailings and list purchase - £65,000 (estimate)
- Promotion of the Asbestos Safety Kit and Beware Asbestos Web App via TradePoint website adverts, blog posts and social media channels. Unable to estimate value as media not commercially available to purchase
- Full page advert for Beware Asbestos Web App in Summer 2015 product catalogue (May – September 2015). Unable to estimate value as media not commercially available to purchase
- TradePoint covering cost of production for p.o.s. posters. Value £2,000 (estimate)
- Saving on original radio advertising budget to promote kits – replaced by use of partner channels. Value £59,000
- TradePoint covering cost of barcoding kits to provide EPOS data. Value £500

In addition to this, a further cost saving was achieved in relation to evaluation activity, by using TradePoint's channels to recruit the kit research sample. This generated an estimated cost saving of £15,000. However, there is also a positive impact on sample achievability and quality. Without access to this sample, kit recipients would have been very challenging to both find and convert to interview.

2.4 Key Performance Indicators (KPIs) and Targets

Each strand of campaign activity had different overarching KPIs and/or targets as summarised in Table 3 below. More detailed KPIs are given in Section 3.2, the Performance Metrics:

Table 3: Overarching KPIs by campaign activity

Campaign Activity	KPI/target
Call to action/Behaviour change tool: Beware Asbestos Web App	• Evidence of driving behaviour change amongst the target audience, accessing asbestos risk and safety information and changing working practices • Delivered within budget
Call to action/Behaviour change tool: Asbestos Safety Kit	• 200,000 kits delivered to the audience • Evidence of acceptance of personal relevance, increase in knowledge of asbestos risk and behaviour change amongst the target audience • Delivered within timescale and budget
Marketing: Kit distribution by one lead trade partner	• Cost of kit production brought below agreed budget by partner co-funding • Kit distribution secured and successful delivery of agreed activity achieved • 200,000 kits distributed to the target audience
Marketing: Point of sale at kit distribution partner stores	• Range of p.o.s. displayed in-store throughout the period of campaign • Point of sale produced within budget
Marketing: Wider Partnership Marketing (trade partners)	• 9 commercial trade partners recruited, MoUs signed and partners' activity delivered within budget • Collateral produced within budget • Reach of campaign messages to the target audience • Drive visits to web app
Marketing: Press advertising pilot	• Advert produced within budget • Media delivered within budget, with any possible discounts negotiated against rate card • Advert appearing as per schedule (originally planned ten 25 x 4 insertions over four week period) • Reach to the target audience (700,000 C2DE men, average frequency of 5.08 and 3.5m impacts.
Marketing: PR	• Plan delivered within budget • Reach to target audience achieved • Positive coverage (sentiment rating) • Inclusion of key campaign messages and reference to the web app
Marketing: Stakeholder-distributed campaign leaflet	• 270,000 leaflets produced within budget • All copies of leaflet distributed to tradespeople via stakeholder channels

Part 3 – APPROACH TO EVALUATION

3.1 Approach to Evaluation

The evaluation uses a combination of **campaign management data** (cost information, web analytics, media analysis, etc.) and **target audience surveys** to understand how each strand of activity has performed, in terms of:

- Delivering planned activity to budget and to time
- Delivering the communication outcomes (objectives) intended for that strand

Overall, **six surveys** were undertaken to track changes in attitudes, knowledge and behaviour in response to the campaign. These included:

- A pre-campaign benchmark survey with the tradespeople target audience
- A post all-campaign survey with a matched sample to the pre-campaign benchmark
- Four discrete mid-campaign surveys to capture impact of four specific strands of activity:
    - Press advertising pilot survey with matched sample to the pre-campaign
    - Asbestos Safety Kit survey with recipients of the kit[18]
    - Beware Asbestos Web App survey with tradespeople who have visited or used the web app[19]
    - Leaflet survey with those who received the leaflet (hard copy or download) via stakeholders

An overview of the method for each of the quantitative and qualitative surveys undertaken is given in Appendix 3.

3.2 The Performance Metrics

Performance metrics are drawn from across the data sources above to evaluate the campaign.

Each individual campaign activity (five strands of marketing and three fulfilment pieces) has its own specific communications objectives, target/KPIs and performance metrics (specific survey questions and additional management or data) which are used to evaluate their contribution and performance.

[18] Sample for this survey was provided by TradePoint who gave contact details of kit recipients from their customer database

[19] Sample for this survey was created by a mechanic within the web app: a prize draw competition was run to collect contact details of those who visited the web app and were willing to complete the survey in exchange for entry to the prize draw

Individual tables which summarise the communications objectives, target/KPIs and performance metrics by each activity strand are provided in Appendix 4 (please refer for full detail).

The overall campaign objectives are outlined in Section 2.1; the Key Performance Indicators (KPIs) and targets by activity strand are detailed in Section 2.4; and Table 4 in Section 3.3 below summarises the data sources from which Performance Metrics are drawn by strand.

3.3 Data Sources Used for Performance Metrics

Table 4: Summary of data sources by strand

Campaign Strand/Input	Data Sources
Call to action/Behaviour change tool: Beware Asbestos Web App	• Target audience surveys conducted by BDRC Continental Ltd and Define R&I Ltd – Pre campaign benchmark survey (quantitative) – Discrete Web App survey (quantitative and qualitative) – Post all-campaign benchmark survey (quantitative) • Web app analytics • Campaign management data for budgets, timeframes and partner data
Call to action/Behaviour change tool: Asbestos Safety Kit	• Target audience surveys conducted by BDRC Continental Ltd and Define R&I Ltd – Pre campaign benchmark survey (quantitative) – Discrete Asbestos Safety Kit survey (quantitative and qualitative) – Post all-campaign benchmark survey (quantitative) • TradePoint data • Campaign management data for budgets, timeframes and partner data • Web analytics using kit tracking code
Call to action/Behaviour change tool: Campaign leaflet distributed by stakeholders	• Target audience surveys conducted by BDRC Continental Ltd and Define R&I Ltd – Pre campaign benchmark survey (quantitative) – Discrete Leaflet survey (quantitative) – Post all-campaign benchmark survey (quantitative) • Campaign management data for stakeholder engagement activity

	• Web analytics using tracking codes for different stakeholders
Marketing: Kit distribution by one partner	• TradePoint data for level of activity, stock levels of kits, profile of kit recipients, sales data of Type 5 overalls • Campaign management data for partnership marketing
Marketing: Point of sale at kit distribution partner to drive collection of kit	• Target audience surveys conducted by BDRC Continental Ltd and Define R&I Ltd – Discrete Asbestos Safety Kit survey (quantitative and qualitative) • TradePoint data
Marketing: Wider partnership marketing to drive web app visits	• Target audience surveys conducted by BDRC Continental Ltd and Define R&I Ltd – Pre campaign benchmark survey (quantitative) – Discrete Web App survey (quantitative and qualitative) – Post all-campaign benchmark survey (quantitative) • Campaign management data for partnership marketing • Web analytics using tracking codes for different partners
Marketing: Press advertising pilot to drive web app visits	• Target audience surveys conducted by BDRC Continental Ltd and Define R&I Ltd – Pre campaign benchmark survey (quantitative) – Post press campaign benchmark survey (quantitative) – Post all-campaign benchmark survey (quantitative) • Campaign management data including media agency data • Web analytics using tracking codes for different publications
Marketing: Stakeholder engagement to drive distribution of leaflet and promotion of the web app	• Target audience surveys conducted by BDRC Continental Ltd and Define R&I Ltd – Pre campaign benchmark survey (quantitative) – Discrete Leaflet survey (quantitative) – Post all-campaign benchmark survey (quantitative) • Campaign management data for stakeholder engagement activity

	• Web analytics using tracking codes for different stakeholders
Marketing: PR	• Target audience surveys conducted by BDRC Continental Ltd and Define R&I Ltd – Pre-campaign benchmark survey (quantitative) – Post all-campaign benchmark survey (quantitative) • Campaign management data including data from PR agency and media evaluation agency

Part 4 - FINDINGS

4.1 The Findings

Overview

As highlighted earlier in Diagram 1, Section 2.2, the key components of this campaign are the behaviour change information tools that were designed to facilitate knowledge building, attitude change and behaviour change – the Asbestos Safety Kit, the Beware Asbestos Web App and, to a lesser extent, the campaign leaflet distributed by stakeholders.

These had a range of marketing resource put behind them to direct traffic to them by:

- delivering a message about personal relevance of asbestos risk (as an essential first step to establishing relevance of an asbestos information tool)
- creating a sufficiently strong pull to draw the audience to the call to action/tool or push the audience to the call to action/tool in a more proactive fashion.

With this campaign structure in mind, findings are reported according to the following structure:

Outputs	• What was achieved in terms of **reach of each of the three behaviour change tools** • What was the **specific contribution of supporting marketing activity in creating reach of these tools** – any key successes or issues
Out-takes	• What was achieved in **attitude and knowledge change amongst the target audience and how each tool (and each marketing activity) contributed**
Intermediate Outcomes	• **Any immediate response created by each of the behaviour tools or marketing activity** (e.g. word of mouth (both off-line and online) pass on/advocacy, any direct response and conversion through the customer journey and any evidence of 'indirect response' – i.e. the activity generating action through non-centralised channels)
Outcomes	• While it is not possible to report on sustained behaviour change at this stage, **what the evaluation findings indicate about likely sustained change or ongoing action**

Key terms of reference within this section:

Findings reported from the evaluation surveys below distinguish between different audience groups as below. These groups were used for comparison in analysis in order to understand the specific impact of the campaign activity:

Asbestos Safety Kit survey	• **Kit openers** – target tradespeople who claimed to open the kit • **Kit non-openers** – target tradespeople who either could not recollect receiving the kit or had not got around to opening it at the time of the research interview
Beware Asbestos Web App survey	• **Web app users** - target tradespeople who have used the web app for something from a prompted list (looked at the photo gallery or how to guides, worked through questions, used on a job, used to find a licensed contractor) • **Web app non-users –** target tradespeople who visited the landing page at least once but not used the site to do anything from the prompted list above
Stakeholder-distributed campaign leaflet survey	• **Leaflet recipients** – target tradespeople who received the leaflet (either printed or PDF version) via a stakeholder and can recall it
Pre campaign benchmark and Post all-campaign surveys	• **All target tradespeople** – the survey base • **All target tradespeople who recall hearing or seeing information about asbestos –** those within the sample assumed to have been exposed to campaign material

4.1.1 Campaign Outputs

- What was achieved in terms of **reach of each of the three behaviour change tools and the marketing activity to deliver key messages and drive use of the tools ?**

Overview

This section details the reach of the three behaviour change tools and the marketing activity that supported that particular deliverable in three sub-sections:

a) **Asbestos Safety Kit** and **single trade partner distribution**
b) Beware Asbestos Web App and **Wider Partnership Marketing, Press Advertising** and **PR**
c) **Campaign leaflet** and **Stakeholder engagement**

The two key campaign deliverables (information tools with behaviour change-enabling content) reached high numbers of the target audience, with a proportion of these using them in some way:

- 185,000 (of the total 200,000) Asbestos Safety Kits were distributed directly to tradespeople and the kit evaluation survey indicates an opening rate of 61% at the time of the survey
- Nearly 45,000 unique visitors visited the web app during the campaign period with data indicating that 33% fall into the target audience[20].

In terms of marketing activity:

- Single trade partner distribution of the Asbestos Safety Kit is a key success of the campaign, contributing substantially to effective distribution and costs
- Other marketing activity was more varied with PR appearing to contribute most (to awareness and general messaging) and Press advertising, wider partnership marketing and stakeholder engagement contributing less to the campaign overall.

a) Asbestos Safety Kit and single trade partner distribution

Reach of promotional activity and overall distribution mechanics

The campaign target was to distribute 200,000 Asbestos Safety Kits to the target audience in GB and the campaign achieved distribution of 185,000, across 153 participating stores. This high level of distribution can be attributed to the specific activity of the key trade partner TradePoint, who used push as well as pull tactics (explained below) over the 12 week distribution period.

Of the balance of the kits that were not distributed: 8,115 were given to construction colleges and 6,885 cannot be tracked and have been reported as lost stock[21].

Promotional activity undertaken by TradePoint in relation to the kit was various (see *Table 1: Scope of Marketing Activity and Timing, Section,* 2.3 Costs and timing of the activity) and achieved the following in terms of reach:

- 41,340 emails to TradePoint customers opened
- 200,000 SMS messages sent to TradePoint customers
- 50,765 views of banner ad on homepage of website
- 1,240 views of blog posts
- 3,600 potential view of Facebook posts
- 2,054 TradePoint followers of campaign tweets on Twitter
- Point of sale (306 in-store posters, 1m+ till receipts, and 150,000 flyers)

[20] This proportion reflects the fact that the web app was heavily promoted via HSE-owned channels (HSE website, e-bulletins and corporate social media channels) and therefore communicated to a wider audience than the campaign target.

[21] A common issue in retail that also occurs with paid for stock

- 560,000 potential views web app advert featured in product catalogue.

In addition, detailed staff briefings were given to TradePoint counter staff and "till prompts" to push the kits added on their system.

This activity publicised the kit and invited customers to request one (pull); counter staff were also active in drawing attention to the kit ensuring they were proactively given to tradespeople (push).

This specific push worked very well for the campaign as qualitative and quantitative survey data indicates that if distribution had relied solely on a pull mechanic, then distribution of kits may have been much lower[22].

Specifically, quantitative data suggests that while there was some cut-through of marketing data, this was low and, without a push from staff, may have resulted in fewer kits being distributed:

- Recall of p.o.s was in line with press advertising with prompted recognition at 17% and spontaneous recall post-activity at 17%
- Only 2% recalled hearing about it online, 1% recalled seeing an email about the kit and none reported awareness via text messages

Qualitative data also supports the hypothesis that 'push' by the staff made a difference to distribution.

> *After they handed it to me I did notice adverts around the store, but not before.* [Labourer/Decorator, Self Employed, Micro Business, High Wycombe]

> *I hadn't seen any anything about it or heard anything about it before I picked it up at the till.* [Decorator, Self Employed, Micro Business, Luton]

Qualitative data further suggests the 'push' mechanic contributed to establishing a sense of personal relevance: by being actively given the kit in a work related environment, the tradesperson is likely to experience being considered 'relevant' to the specific promotion by TradePoint.

> *I think they were just giving one to anyone they thought it was relevant to.* [Builder, Business Owner, Small business, Cardiff]

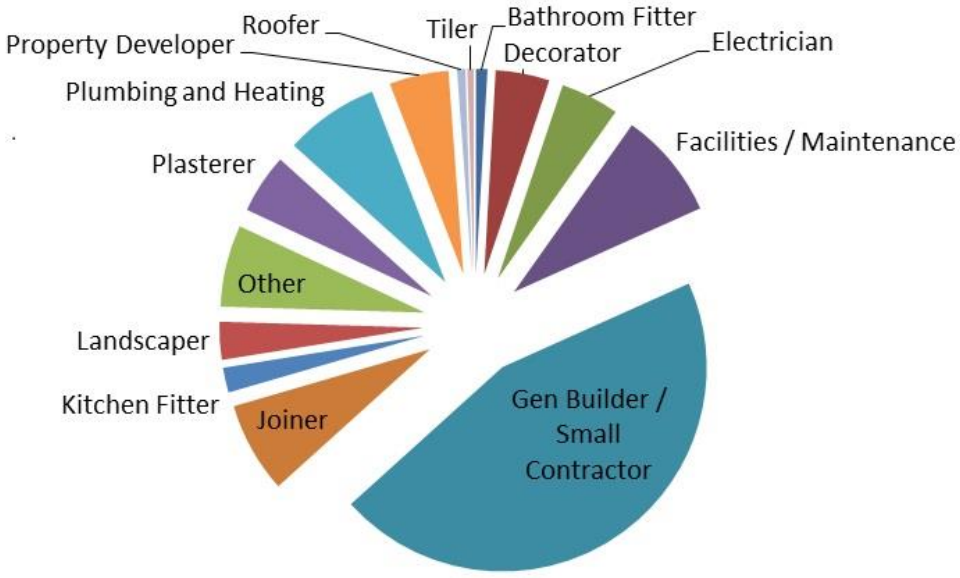
[22] The campaign and evaluation was not testing a push versus a pull mechanic. The original plan was to use p.o.s and trade partner marketing channels to promote the kit. The push from the counter staff was an additional tactic suggested and introduced by TradePoint using programmed till prompts.

Reach of Asbestos Safety Kit

Of the 185,000 kits distributed, 163,000 were scanned at the till (a good proportion comparative to similar activity in other retail sectors[23]).
More than 80% of TradePoint customers are sole traders, micro-businesses and SMEs. Analytics relating barcodes back to customer memberships show that:

- the kits were distributed to a wide range of trades as shown in chart below, consistent with the target audience
- 45% of kits were distributed to general builders / small contractors

Diagram 2: Profile of businesses that kits were distributed to



On average, 26% of customers took more than 1 kit; of these plasterers requested the most (1.55 kits on average) and electricians took the fewest (1.3 kits on average). This translates to the kits being given directly to 171,257 individual tradespeople.

Awareness and usage of the Asbestos Safety Kit amongst tradespeople

Data from the post all-campaign survey in April 2015 indicates lasting post campaign awareness of the Asbestos Safety Kit, with one-fifth (20%) of target tradespeople aware of the kit.

[23] 23Red, the Partnership Marketing agency, report that variability between stores can always be expected. Individual store performance relies on management priorities within that store as well as staff performance in management and on the shop floor. While some will deliver exactly as asked, others will be unable to fully deliver to the brief. In this context, and by comparison to their experience in consumer retail contexts, a total of 163k scans from 185k potential scans is high/successful.

Awareness peaked at 24% during interim research in November/December 2014 (post Press-activity survey), which immediately followed distribution of the kits. This demonstrates some decay in recall of the kit due to time lapse (although this is not significant[24]). However, a consistent 8% in both surveys (November/December) reported picking up a kit, notably without decay in recall of picking it up.

The high level of recall of a product that was pushed rather than requested indicates that the kit design has effectively cut through to the target audience.

Indeed, findings from the Asbestos Safety Kit survey suggest the kit was not ignored or discarded:

- a high 93% recalled the kit and 84% claimed to have personally picked-up a kit from a TradePoint counter
- of kit recipients, 61% of these had gone on to open the kit prior to interview
- amongst those who had opened the kit, there was almost universal acknowledgement that the kit was useful (96%)

The reference cards within the kit had been widely used. Of kit openers (61% of the kit recipients at time of survey):

- 68% had looked at the cards
- 76% were keeping them for future reference
- 85% had done something with them[25]
- 38% had used the kit for a work issue

Qualitative feedback showed the cards had longevity as a reference piece and this is likely to continue in the future. For example:

> *We made a couple of copies and put them in the glove box of each van just to have a look at when we come across of what we think is asbestos. Then we can have a look at it and make our own judgement.*
> [Electrician, Sole trader, Doncaster]

> *For me it's going to be a great help when talking about asbestos with clients. It's good to show them a proper book rather than it just being me trying to convince them.* [Labourer, Sole Trader, Manchester]

[24] Throughout this report, where the term 'significant' is used in relation to a percentage, this means that the percentage change is statistically significant

[25] This is inclusive of 76% keeping the cards for future reference, 68% had looked at cards and 38% had used the cards specifically for a work issue

Attribution of Asbestos Safety Kit

The Asbestos Safety Kit evaluation survey (with tradespeople who had collected a kit from TradePoint) showed the most people had heard about the kit from TradePoint. Of tradespeople who recalled the kit (93%), 37% mentioned TradePoint generally, 33% mentioned it as a give-away from TradePoint, 5% mentioning hearing about it at the TradePoint counter and 1% mentioned a TradePoint email. Given the majority of awareness was built through in-store activity; tradespeople were unlikely to have found out about the kit prior to their TradePoint store visit.

Of the 20% of tradespeople who had *heard* of the Asbestos Safety Kit in the post all-campaign survey, one in six (17%, 11 out of 65 respondents) attributed to TradePoint partner activity predominantly hearing about it at the counter (9%). Secondary sources were also attributed within the top three ways of finding out about the kit and this included both trade associations (17%) and word of mouth through friends, colleagues or employers (14%).

Around one in four claimed to have heard about it via the HSE website (23%), which was not used for promotion of the kit. This is likely to arise from decay in recall (forgetting or misattributing) over the period of the campaign through to the post-campaign survey.

b) **Beware Asbestos Web App** and **Wider Partnership Marketing, Press Advertising** and **PR**

Overall awareness of the Beware Asbestos Web App amongst target tradespeople

Post all-campaign data, like the post Press activity survey data, shows relatively low awareness of the web app amongst the target audience population. However, for those who have interacted with the tool, there is evidence of positive impact on attitudes and behaviours (see Sections 4.1.2-4.1.4).

Specifically, in April 2015 (post all-campaign survey), 8% of tradespeople were aware of the Beware Asbestos Web App and 1.5% had looked at it. This is similar to the levels found in the post Press activity survey (November/December 2014) where 10% were aware and 2% had looked at the web app.

Awareness of the web app amongst Beware Asbestos Web App survey respondents stood at 77%. This demonstrates that for 23% there was an interaction with the web app, to at least register for re-contact and enter the prize draw, but they possibly did not engage with the web app beyond this. In these instances, engagement with the

web app may been fleeting and as a result the web app may have been unmemorable[26].

Overall reach of Beware Asbestos Web App

No initial targets were set for numbers that the web app might reach; the approach was to establish whether a digital tool of this type would be successful in increasing knowledge and facilitating behaviour change. This is in keeping with the test and learn approach adopted for the campaign.

Web analytics data shows:

- there were 59,374 visits, and 44,434 unique visitors, during the campaign period 29 September 2014 to 30 April 2015. This implies some re-use, which it is anticipated will increase over time.
- 5,186 people clicked on the 'add a shortcut' button. As the actual adding of a shortcut is a discrete action on each device, this cannot be tracked by analytics. The number of people who selected the 'add a shortcut' option is an indication of intent but does not represent the exact number of shortcuts added[27]. Data from the Beware Asbestos Web App survey showed that 56% of users have added a shortcut to their device (of the 62% who had looked at the web app) and a further 11% claim they will do so in the future
- There were 841 social shares of the web app.

The number of "successful" visits during the evaluation period (defined as when a visitor completes specific journeys through the app) was 11,988, which breaks down as follows:

- Successful how-to visit: 11,699
  - The average dwell time across all three pages of a how-to guide was one minute 20 seconds, indicating that those who accessed the guide were reading the information
- Successful Licensed Contractor Database visits: 2,643
- Successful 'no-risk' visits: 3,679
- Social shares: 841
- Downloads of a how-to guide: 4,021

Note: These figures do not total 11,988 as some visits may trigger more than one success criteria. However, these figures also do not include visits to the gallery section of the web app which in hindsight should have been added a "successful" visit. Unfortunately the analytics are unable to provide the figures for gallery visits

[26] This is sometimes observed in other surveys which use a prize draw mechanic. While useful to capture participant details, it can distract from the initial intention to use the site and/or dominate recall.

[27] If a traditional app was developed for adding a shortcut in the future tracking this event would be possible.

during the campaign period so the actual figure should be higher. This will be built in to the analytics going forward.

35% of visits were from mobile devices (smartphones or tablets). By way of comparison, around 21% of traffic to the main HSE website comes from mobile devices.

Profile of web app users

Data captured from the competition entry mechanic was used to gauge the overall profile of users of the web app: job roles and other demographic criteria were assessed to see how many fell into core target audience (i.e. tradespeople) versus other groups. As competition entry[28] is self-selecting rather than random, this may impact on the profile of those who put themselves forward for the survey and, as such, the profile of entrants may not fully correlate with overall usership. However, given the overall numbers involved, this profile data provides a useful indicator.

Overall, the data shows web app users have a high interest in health and safety[29]. This was expected, the web app was continuously promoted on HSE digital channels (specifically HSE website and e-bulletins) during the campaign It is recognised that the campaign target audience is not on these HSE owned channels; the activity was undertaken not to reach tradespeople but to amplify messages and create noise around the issue of asbestos safety.

The total pool of potential web app survey interviewees (created by those who registered their contact details as potential survey participants in response to the invitation to take part in a prize draw) indicates the following profile:

- Users from *larger sized businesses*, with 53% from organisations with 50+ employees, 14% with 16 to 50 employees, with 32% in the core target of 1-15 employees.

- Web app competition registrants were also:
    - More likely to be an employee (88%) than an owner (12%), work on business premises (70%) and work on sites with 15+ workers (44%)
    - From a range of trades but included a higher proportion of construction operatives (29%) and skilled construction roles (19%) that the benchmark surveys.

[28] A prize draw competition was run on the web app to data capture contact details of web app users
[29] 20% of web app users were excluded from the interviewed sample as they were in a specific health and safety role, 5% were excluded as they were asbestos specialists. Of survey participants 83% claimed to actively look for health and safety information (compared to 47% of kit recipients and 53% of post all-campaign sample)

- A total of 629 competition registrants agreed to participate in research and these were screened before taking part to understand whether they work in one of the specific campaign target trades:
    - 33% were eligible as they worked within the campaign targeted tradesperson roles and did not work in a specific health and safety role
    - Of the 67% screened out: 75% were not in a key trade role, 20% were in a dedicated health and safety role and a small proportion (5%) were asbestos specialists.

- Following screening, 83% of all eligible respondents claimed to be actively looking out for health and safety information, inflated compared to post all-campaign industry representative sample - 53%, demonstrating the web app has initially pulled those with an existing interest in health and safety. This bias to those tradespeople who are actively looking out for health and safety information was also found in the kit recipient sample; but to a lesser extent compared to web app users (47% of kit recipients claimed to be actively looking out for health and safety information).

<u>Usage of the Beware Asbestos Web App amongst tradespeople</u>

The sample for the Beware Asbestos Web App survey was drawn from those in the qualifying trades only and findings indicated the following patterns of usage amongst this group of tradespeople:

- Three in five (62%) of web app registrants in qualifying trades had looked at the web app and 43% looked at the app and then went on to use it for something.
- Of the 62% *looking* at the web app, 66% had looked at images, 56% had looked at 'how to 'guides, 37% had worked their way through questions, 36% had used to find out if asbestos was present and 31% to find out what equipment was needed.
- The web app is used both for planning and working: of the 43% who have used the web app for something, 42% have used it onsite for general or specific advice and 37% have used it with colleagues on a job as well as 21% using it at work with a customer. 29% had used it to plan a job with colleagues.
- 93% of those who had used the web app at the time of the interview said they would also use it in the future. Of the 57% who had not currently used it, 77% claimed they would in the future.
- Amongst web app survey respondents who would use the web app in the future, there was widespread recognition it could be used for some form of planning where, when prompted, 45% would use when estimating or planning a job, 44% to find out how to do a job, 43% to use on site to establish if asbestos might be present and 35% when discussing with a customer.

- The majority had used the web app on a PC or laptop (53%) and/or on a smartphone (53%). Fewer had used via a tablet (15%), with 99% agreeing it had worked well on their device (81% strongly agreed it did).
- Of web app users, 56% claimed to have added a shortcut to their device and a further 11% claim they will do so in the future.

In April 2015 (post all-campaign survey), of those target tradespeople aware of the web app (8%), 59% claimed they would use it in the future. This equates to 5% of the target tradesperson sample, demonstrating it has potential as an ongoing information tool.

The majority of respondents in the web app survey felt that the web app had the right amount of information (88%). Although the majority had no changes to suggest to the web app, one in five users (22%) suggested some sort of change, with the main suggestion being making the web app a traditional app available to download rather than an online web app (8%). The reason for this was it could be used when Wi-Fi internet connections were not available.

Further diagnostics of the web app showed a very positive user experience where:
- 98% agreed it was easy to find what they were looking for
- All agreed it was easy to use

<u>How was awareness generated?</u>

A number of tracking codes were provided to partners and stakeholders to help evaluate the success of each channel in driving traffic to the web app. However, the application of the codes by partners and stakeholders was limited.

In addition, people are much more accustomed to searching for a site via search engines, rather than remembering a specific url, further limiting the effectiveness of this approach as a means of monitoring the success of each channel.

The most successful tracking codes to generate referrals to the web app were:
- PDF of reference cards on HSE website: 31,310
- Media coverage from HSE campaign press releases: 14,671
- Hire Association Europe: 2,306
- Hilti Tools: 1,210
- Dust to Dust (PR campaign Facebook site): 1,177
- UCATT: 832
- Federation of Master Builders: 612
- Scotland and NI Plumbing Employers Fed: 595
- British Lung Foundation: 379

4,891 visits resulted from search engines.

The web app survey identifies the dominant source of awareness of the web app to be the HSE website (59% of those who recalled the web app) and through HSE generally (15%), supporting the HSE element of the above data.

The evaluation surveys, however, also detected correlations between kit users and those aware of the web app, suggesting awareness of the web app has also been built through the Asbestos Safety Kit:

- in the Asbestos Safety Kit survey, of kit recipients who had heard of the web app (26%), 23% attributed awareness of the web app to the Asbestos Safety Kit
- in the web app survey, a high 44% had heard of the Asbestos Safety Kit (28% of those aware of the kit had picked one up).

However, web analytics indicate some possible impact from other marketing activity also as follows:

- Press ad: number of visits to the web app was highest in November during the press pilot, indicating that press advertising may have had some overall effect on visits (average of 2,054 visits per day in contrast to average 1,329 during December)
- PR: there was a noticeable peak in website activity in October when the campaign was launched – a change from 105 visits the day before the media launch to 6,723 visits on the day of the launch. During the end of March when the 'Dust to Dust' PR tactic was live, visits moved from an average of 574 visits per day the week before to an average of 1,657 visits per day during the week of the PR activity

Note: Press advertising and PR activities were scheduled at different times to avoid overlap.

Details of the reach achieved by each of the marketing strands are given below.

<u>Reach and effectiveness Press Advertising to drive downloads of the web app</u>

Press activity included 14 insertions of the press ad (25 x 4 colour) across four target publications (the Sun, the Mirror, the Sun on Sunday and the Sunday Mirror) over a period of four weeks (November 2014).

The media plan resulted in a reach to C2DE[30] men of 37.77% (i.e. 4,499,000 of the universe of 11,913,000 C2DE men). Each of these had an opportunity to see the advertisement an average of 3.27 times resulting in 14,711,730 impacts. This

[30] C2, D and E are three occupational groups used to classify individuals and are widely used as a system (alongside groups A, B and C1) to target media purchasing

exceeds the original target reach of 700,000 C2DE men, average frequency of 5.08 and 3,556,000 impacts.

In terms of the target audience of tradesmen, this translated as a reach of 44.88% (i.e. reaching 802,000 of the 1,787,000[31] trades men). Each of these had an opportunity to see the advertisement an average of 4.81 times resulting in 3,857,620 impacts.

In the post Press activity survey (November/December 2014), recognition of three marketing materials (press ad, banner ad and point of sale poster) was measured by describing the ads and posters to respondents. In this survey:

- Just under one in five recognised the press advert placed in campaign press (17%), comparable to the poster at TradePoint (17%) and higher than the recognised web banner ad (9%)
- Of campaign press (Sun or Mirror) readers, 28% recognised the press ad
- However, respondents in the November/December 2014 research who could *recall hearing or seeing something about asbestos* attributed to many sources and press ads were low at 2%, indicating low contribution of press advertising activity overall.

Reach and effectiveness of PR to help drive downloads of the web app

Four PR tactics were delivered over a six month period – September 2014 to March 2015 – which included:

Table 5: Overview of PR activity

Four PR Tactics	**Delivering the following overall activity**
• Ministerial launch in TradePoint store -October 2014 • Regional focus -December 2015 • Kick asbestos in to touch (Stuart Pearce (ex-England footballer, who was a part time tradesperson early in his career) - January 2015 • Dust to Dust (art installation - featuring messages from relatives of victims of asbestos related disease to their lost loved ones) - March 2015	• 34 press releases • 6 case studies with mesothelioma victims and their families • 37 Media interviews • Two editorial letters

[31] NRS October 2013 – September 2014

Media evaluation data shows this led to 430 pieces of coverage in total:

- 23 pieces of national tabloid print and on-line articles in a broad range of titles
- 101 pieces of regional print and on-line coverage
- 6 national radio hits
- 38 regional TV and radio pieces
- 262 pieces of trade print and online coverage

In terms of content:

- 85% of the coverage generated incorporated the key campaign messages
- 51% of the coverage generated made reference to the web app
- 73% of all coverage was favourable 56% was strongly favourable

Analysis of this coverage generated shows effective targeting of the PR activity; of the target audience within GB, independent analysis shows that we reached:

- 70% tradespeople
- 71% of those who work in construction
- 73% of those who work in engineering

The total OTS[32] achieved was 578,782,432.

Evaluation survey data supports a positive contribution from PR. Direct traffic to the web app collected via tracking codes is relatively small, with a number of referrals from Facebook following PR activity (117 referrals from Dust to Dust Facebook page and 14,816 from Facebook generally).

Although there are no identifiable links between specific messages and tools with PR, there is also relatively good recall of press articles in the post-Press activity survey (November/December 2014) and post-all campaign survey (April 2015). Respondents who could *recall hearing or seeing something about asbestos* attributed to many sources; however, newspaper articles were the sixth most mentioned source of information (9% attributing to press articles in both surveys). This indicates that PR content has contributed to messaging (see Section 4.1.2 Campaign Out-takes).

<u>Reach and effectiveness of wider Partnership Marketing to drive downloads of the web app</u>

The original target was to recruit nine wider partners and one kit distribution partner.

[32] OTS means 'opportunities to see' and is a used in marketing and advertising planning as a way of quantifying how many times an average person in the target audience will be exposed to the advertisements over the duration of the campaign

20 potential commercial partner organisations were identified through a mapping and prioritisation exercise. Three were approached for the kit activity (sole distributor) and the remaining 17 were approached to provide wider support for the campaign.

Of the 17 commercial organisations approached, MOUs were secured with six across a range of relevant sectors/trades with reach to the target audience:

- Brewers – painting and decorating suppliers
- Brandon Hire – tool and equipment hire
- Dulux Trade - painting and decorating suppliers
- Hilti – tool and equipment supplier
- Lawsons – general builders merchants
- Magnet – joinery / kitchen suppliers

In addition to these, lengthy discussions were also had with Jewsons, Wolsley, Travis Perkins, Arco, Grafton, Howdens and Crown, who showed some interest but did not agree to a formal partnership.

Detail on activity with the single kit distribution partner, TradePoint, is given under Asbestos Safety Kit above.

The range of activity achieved through wider partnership marketing activity is summarised in Table 6 below. Overall activity is estimated to have reached 98,500 tradespeople however the returns appear relatively low. 2,459 hits to the web app (0.05% of all hits) were recorded as driven by wider partnership marketing activity (although web analytics do not show the full extent of referrals from partnership marketing, e.g. in circumstances where a search engine was used to find the web app following sign-posting by partners).

Table 6: Summary of activity achieved through wider partnership marketing

Brewers 591 web app visits from Brewers activity	▪ October – December 2014: Displayed a news centre article with digital banner linking to the web app and PDF available to download of the reference cards from the asbestos kits: http://www.brewers.co.uk/news/archive/2014/10 ▪ Claimed reach of article was 52,000
	▪ 3 tweets sent during period linking to the news centre article (935 twitter followers)
	▪ Featured PDF of the reference cards from kits on blog page – viewed 9,042 times: http://issuu.com/brewerspaints/docs/hse_asbestos_campaign_2014_cards_22?e=13332488/9845092
	▪ January 2015: distributed 7,500 campaign leaflets to their customers through their stores (taken from stock originally produced for distribution by stakeholders)

Lawsons 192 web app visits	▪ November 2014: displayed a digital banner linking to the web app the homepage of the website. Page viewed by 61,000 and 11,500 unique users
Magnet 277 web app visits	▪ December 2014: blog article featuring PDF of reference cards for download from the kit and digital banner linking to the web app. Receives 18,000 views in one week
Dulux Trade 0 web app visits	▪ February 2015: asbestos article promoting the web app included in E-newsletter, sent to 1,013 decorators (all Dulux Select members) generating a unique open rate of 51.04% (517 openers)
Brandon Hire 184 web app visits	▪ Distributed 17,500 campaign leaflets to their customers through their stores (taken from stock originally produced for distribution by stakeholders)
Hilti 1,210 web app visits	• No activity or evaluation data provided by partner
Wolseley 0 web app visits	▪ No MOU was signed by Wolseley. However, they did feature an article in the Plumb & Parts customer magazine (45,000 printed copies distributed via stores and digital copy available to 1,500 on-line subscribers)

Note: Number of hits noted above is captured from tracking codes Where 0 is shown, no tracking code data is available. Overall hits generated by partner activity are likely to be higher as people tend to navigate to sites via search engines (and link to initial source is not recorded).

c) **Campaign leaflet** and **Stakeholder engagement**

Overall awareness of the campaign leaflet amongst tradespeople

Awareness of the campaign leaflet distributed by stakeholders was measured spontaneously across evaluation surveys to understand its use as a source of information on how to work with asbestos.

Overall, awareness of the leaflet was low, however mentions of trade associations (the main stakeholders involved in the distribution of leaflets) rose significantly pre to post campaign. Given leaflets were distributed predominantly via digital rather than hard copy means, tradespeople mentioning *information via trade associations* may be referring to the PDF version of the leaflet. For example:

- Awareness of the leaflet as a source of information on asbestos rose from 1% pre campaign to 2% post campaign (not significant) but mentions of trade

associations (the main partners involved in the distribution of leaflets) rose significantly pre to post campaign from 3% to 7%

- Similarly, of those who had seen or heard any information about asbestos in the last six months (38% of the post all-campaign survey sample), there was no change in attribution (where information had been seen or heard) to leaflets (6% at both pre and post campaign) but a significant increase in attribution to trade associations (4% pre to 16% post campaign).

Profile of campaign leaflet recipients

All respondents to the campaign leaflet survey were screened to ensure they recalled the leaflet[33]. Based on the relatively low number of 65 responders to the leaflet survey, findings show they are attuned to health and safety information with 63% claiming they actively look out for health and safety information and collect it as well as a high recognition that they need information about asbestos as it affects the work they do (92%) and that they don't know enough already (82%). Therefore, there are potential biases in the survey to those who have received the leaflet and read it as well as choosing to take part in a research interview about it.

Usage of campaign leaflet

Diagnostics of the leaflet shows (based on the relatively low number of 65 responders to the leaflet survey):

- Two-thirds claimed to have read all of the leaflet
- Two-thirds said they had kept it for future reference
- Only 6% said they didn't look at it much or not at all
- 56% found the leaflet very useful (95% either very or fairly useful)

54% had received the leaflet electronically and 46% via a hard copy. For those who had received a hard copy, 31% had picked up a hard copy and 20% said a workmate had showed it to them.

Reach and efficiency of Stakeholder Engagement in campaign leaflet distribution

Of the 54 stakeholders approached, 49 organisations (91%) provided some activity to support the campaign. Levels of activity differed. These arrangements with stakeholders were informal (in contrast to activity with wider commercial partners who were required to sign an MOU).

[33] It was necessary to screen the sample given the survey distribution mechanism included the potential to reach a high volume who had never been exposed to the leaflet (and therefore making the questionnaire irrelevant to them)

Stakeholders were provided with a partner pack of electronic resources that included draft articles for newsletters, PDF version of the campaign leaflet, digital banner linking to the web app for display on their website, tweets and infographics to share with their members and employees through their digital channels. In addition, hard copies of the campaign leaflet (an adapted version of the reference cards from the asbestos safety kits) were made available to stakeholders.

Although take up of resources and level of activity was relatively low and improvements in campaign practice were identified (see detail below), web analytics indicate that stakeholder engagement activity has contributed in driving traffic to the Beware Asbestos Web App, with 5,421 visits recorded from this activity (1% of total hits).

Within this, activity of trade associations performed better than other organisation types and downloads of the reference cards outperformed other types of activity supplied such as banner ads.

Table 7 below shows what activity was recorded from 37 stakeholders (of the 49 organisations recruited, 37 provided feedback).

Table 7: Use of resources provided to stakeholders and overall reach

Resource provided	**Use/reach**
Leaflet	▪ 19 of these 37 distributed the leaflet in either hard copy or digital (7 digital only, 6 hard copy only, 6 both digital and hard copy). ▪ 62,150 printed copies were distributed overall. The highest number of web app visits driven from stakeholder distributed leaflets/cards is 2,306 and the lowest 2.
Stakeholder newsletter articles featured	▪ 11 had used the draft article in their electronic publications and a further 4 had produced articles in printed newsletters. ▪ The reach figures (were provided) for newsletters showed 126,054 electronic readership and 2,538 for the hard copy printed features.
Stakeholder website articles featured	▪ 28 stakeholders uploaded articles to their websites and blogs. The information available shows that 4 of these achieved 2,169 page views. ▪ 12 stakeholders uploaded ‘news’ items, rather than features. The information available shows that 8 of these achieved

	265 page views.
Web app banners displayed on stakeholder websites	▪ Of the 37 stakeholders providing feedback, only 4 had displayed the digital banners on their websites. ▪ No data has been provided about duration banners were displayed for. The highest number of web app visits driven from a stakeholder banner ad is 77 and the lowest 2.
E-shot/e-bulletins sent	▪ 9 stakeholders delivered 17 emails promoting the campaign reference cards and web app. The information available shows that 11 of these produced a combined circulation of 6,807
Social shares and tweets promoting campaign, reference cards, web app	▪ 18 organisations produced a total of 138 tweets on Twitter ▪ 4 stakeholders produced a total of 11 posts on Facebook ▪ 4 stakeholders produced a total of 15 LinkedIn posts ▪ 1 stakeholder used Yammer ▪ 11 made use of the suggested tweets provided by HSE ▪ 7 adopted the Twibbon used as part of one of the campaign PR tactics

In terms of key learning about resources provided to stakeholders:

- Use of the digital banner was low despite the banners being produced to their specifications (this reflects the experience with the wider commercial partners). Originally HSE had planned to produce *animated* banners for partners and stakeholders; this was changed to static banners following feedback from partners about their preferences. They were also given two options to display the banner on their sites although 100% chose to take a piece of trackable code which linked to the banner hosted on the HSE site rather than hosting it on their own servers.
- Demand from stakeholders for the printed campaign leaflet was lower than expected. This reflects the general shift towards digital communication channels. Of the 270,000 leaflets produced only 62,150 were distributed, mainly by local authorities and unions. Of these, 17,800 were distributed via HSE's channels (Construction Division/WWT training events).
- The dissemination method preferred by stakeholders for distributing the campaign leaflet was providing a web link to the PDF of the reference cards hosted on the HSE website. This was introduced part way through the campaign

in response to requests from stakeholders who found uploading the PDF to their own site extra effort - had we done this at the start, adoption rates may have been higher.
- Although fewer printed leaflets were distributed than anticipated, the leaflet is not dated and HSE continues to use it beyond the campaign.

As a more general observation, obtaining feedback from stakeholders is resource intensive; stakeholders are not committed to providing evaluation data and only 37 (out of 49) organisations provided some level of evaluation feedback.

4.1.2 Campaign Out-takes

What was achieved in **attitude and knowledge change amongst the target audience and how each tool (and channel) contributed**

Overall impact on attitudes

Overall, the campaign has impacted on tradespeoples' attitudes in respect of personal risk and relevance, a key communications objective of the campaign.

Pre- to post-all campaign data shows *spontaneous awareness* of asbestos as a work place risk remains static at 6% (generally people are aware that asbestos is dangerous)[34]. However, other data from all-campaign and other tool surveys shows positive movement in attitudes towards personal risk of asbestos:

- **Reducing denial of risk of asbestos** - with evidence to suggest impact from both the kit and, to a lesser extent, the web app
- **Increasing consideration of risk of asbestos** – illustrated amongst tradespeople exposed to the kit and the web app
- **Marginal increased perceptions of the ease of taking action** - amongst tradespeople engaging with the kit

These shifts in attitudes are shown in relation to each of the campaign's behaviour change tools (Asbestos Safety Kit, Beware Asbestos Web App and the stakeholder-distributed campaign leaflet) with evidence that all make a specific, individual contribution to this objective.

However, shifts in attitudes are also shown holistically (from pre to post all-campaign activity) which indicates some contribution of overall marketing activity too. It is not possible to identify the specific contribution of marketing activity outside of the tools to shifts in attitude. Data from across the different surveys show that trade associations (as specific type of organisation within the stakeholder engagement

[34] This appears low but is spontaneous rather than prompted, so might be expected

activity) and PR (in terms of press articles) had cut-through to the audience but sample sizes are too small to allow for comparison against specific attitudes.

Identifiable changes and contributions to attitudes highlighted in survey data are detailed below.

Attitude change - Which attitudes shifted and how different campaign inputs contributed

Analysis of pre-campaign benchmark versus post all-campaign survey data indicates that the campaign as a whole has made a positive impact on **denial of risk and perceptions of personal relevance of asbestos risk**.

Recall of messaging and response to attitude statements in the post all-campaign surveys, showed significant increases in:

- *If you don't protect yourself you are risking your life (*13% pre campaign significantly rising to 21% post campaign)
- *If you don't protect yourself, you are risking your livelihood* (1% pre campaign significantly rising to 12% post campaign)

Positive shifts in denial of risk were also evident in the Asbestos Safety Kit survey and the Beware Asbestos Web App survey where there were marginal (but not significant) differences between those using the tools in some way and those who did not for the following statements:

- *Asbestos is a problem from the past and there isn't much risk of being exposed to it today* (87% of Kit openers strongly disagree compared to 79% of Kit non-openers[35])
- *Asbestos is always dealt with by specialists so it's not relevant to me* (60% of kit openers strongly disagreed compared to 52% of kit non-openers, 60% of web app users strongly disagreed compared to 49% of web app non-users[36]).

Although the Asbestos Safety Kit and web app shifts are not significant, they do indicate positive movement in response to these specific tools (and are not static). They are also consistent with the post all-campaign denial of risk measures where significant positive shifts are seen. This provides confidence that these shifts are real and that the tools have contributed towards denial of risk communication. As mentioned under Impact on Knowledge below, the tool-specific surveys capture a snapshot in time relatively close to when users were initially exposed to the tools. Yet as mentioned in Section 4.1.4 (Campaign Outcomes), a key finding for both web app and the kit was that both have perceived longevity and high claimed intention to

[35]Asbestos Safety Kit 'openers' had opened their kit, 'non-openers' had received but not opened at time of interview

[36] Beware Asbestos Web App 'users' had visited the landing page and moved through the site further in some way, non-users had visited the landing page but not moved beyond this into the site

use or use again in the future. We therefore expect attitude shifts to grow or strengthen over time as more tradespeople use the tool for the first time or again.

The stakeholder-distributed campaign leaflet also appears to be delivering a clear message on risk, as 91% of leaflet recipients also disagreed with the statement *Asbestos is always dealt with by specialists so it's not relevant to me.*

Tradespeople exposed to the Asbestos Safety Kit and the Beware Asbestos Web App also suggested some increase in **consideration of risk**. Specifically:

- Of those in these post all-campaign survey (who recalled information about asbestos risk, the web app or the kit), 71% agreed with the statement: *It got me thinking about my own exposure to asbestos*
- 96% of Asbestos Safety Kit openers and 89% of web app viewers agreed that *it made me think I should take precautions against asbestos when I am working just in case it's there*

Consideration of risk was also high amongst campaign leaflet recipients, with 95% of leaflet recipients agreeing to both*: it made me think I might be at risk of asbestos in my day to day work* and *it will make me think more about a possible risk of asbestos when I am working*.

The Asbestos Safety Kit survey also indicates that the **ease of taking action** may have been communicated:

- There were marginal (but not significant differences) between kit openers and non-openers , with 72% of openers strongly disagreeing with the statement *taking proper precautions to avoid the risks from asbestos is too difficult* compared to 65% of non-openers
- This correlates with a positive web app influence where 78% of users strongly agreed that *there is simple step by step information about asbestos for them* (compared to 62% of non-users who strongly agree).

Despite the above positive impacts on attitudes regarding personal risk and relevance, there is some accompanying evidence that indicates a need to be cautious about increasing sense of risk not necessarily reflecting deeper attitudinal change for some within the audience.

Specifically, the pre to post all-campaign survey analysis shows a growth in agreement with the statement *I don't need information about working with asbestos as I do enough already to keep myself safe (*39% agreed pre campaign with a significantly higher proportion of 49% who agreed post campaign). However, the growth is attributable to those respondents in the post campaign survey who had <u>not</u> seen or heard information about the risks of asbestos i.e. those who have not received any campaign messages (44% agree with the statement pre campaign and

56% post campaign) rather than those who have (34% agreed with the statement pre campaign and 37% post campaign).

This sits in the context, however, of two further findings (see Sections on Knowledge Building and Intermediate Outcomes below):

- growth in knowledge about *places where asbestos can be found*
- prevalence of *word of mouth activity*

Together, these indicate that information is being passed on by word of mouth which is improving overall knowledge and impacting on attitudes of risk. However, as this channel of information is less comprehensive and reliable than the tools (kit and web app) or other HSE sources, it will be important for HSE to continue to promote the tools as 'the' authoritative source of advice.

Overall impact on knowledge

Overall, the campaign has enhanced knowledge around the risks associated with working with asbestos for some tradespeople by delivering some *new* information.

Surveys looked to measure changes on 47 potential measures of knowledge that might be conveyed by the reference pieces.[37] This reflects the breadth and density of the information included[38].

Overall, positive shifts were detected on some measures and there was no change on nearly all others[39]. However, in the context of the breadth of information provided this is unsurprising.

Indeed, as mentioned under Impact on Attitudes above, this measurement of change in knowledge is a snapshot in time, taken relatively soon after exposure to the campaign materials and tools. However, as detailed in Section 4.1.4 (Campaign Outcomes), a key success of both the Asbestos Safety Kit and the Beware Asbestos Web App is their **perceived longevity and intended repeat use**.

[37] By comparison, the marketing activity (versus reference materials) was looking to capture shifts on key attitudes to risk only

[38] It was in response to the issue of the breadth of information required that detailed reference pieces with longevity were developed (kit and web app)

[39] The figures for the full list of items recorded by the surveys can be found in the Technical Report (Annex 1 – separate document). There were 11 knowledge measures where a significant positive knowledge shift was detected. There was one measure where there was a significant decrease, this was for spontaneous awareness of asbestos presence in sheds and garages (9% pre campaign to 4% post all-campaign). Lower post campaign awareness could be a suppression of pre campaign awareness where other campaign communicated asbestos risk places may have had more campaign stand out.

The chance of repeat use and knowledge growing over time is improved, however, if the overarching call to action of *considering asbestos risk on every job and then seeking the right information to proceed safely*, continues to be promoted.

Within the range of potential knowledge growth, positive shifts in knowledge were detected as follows:

- The campaign has expanded knowledge on **places where asbestos can be found** (both inside and outside of buildings); this knowledge has been accumulated from the campaign as a whole (pre to post measures show uplift) and there is evidence to suggest impact on knowledge is gained from both the web app and the Asbestos Safety Kit
- The campaign has also communicated to some extent on **which jobs might disturb asbestos;** this seems to relate mainly to the key graphic across the campaign materials (a man drilling into a wall)
- The campaign has impacted on **awareness of wearing the right protective clothing, particularly the specific masks and overalls**
- The campaign has also communicated at a generic level that **there is information available and where to get it**
- Growth in awareness of the key fact of **potential asbestos presence in any building built prior to 2000** was not detected in the pre-post campaign survey analysis; however, the discrete Asbestos Safety Kit survey indicates that the kit conveyed this message to some tradespeople.

In line with shifts in attitudes, these shifts in knowledge are evidenced in relation to *each* of the campaign's behaviour change tools (Asbestos Safety Kit, Beware Asbestos Web App and to a lesser extent the stakeholder-distributed campaign leaflet) with each showing they make a specific, individual contribution to this objective.

However, shifts in knowledge are also shown holistically (from pre to post all-campaign activity) which indicates some contribution of overall marketing activity or intermediate outcomes too.

It is not possible to identify the specific contribution of marketing activity outside of the tools to shifts in knowledge as sample sizes are too small to allow for comparison against specific knowledge. However we would hypothesise:

- That penetration of the core campaign visual of a tradesperson drilling (across campaign material) has contributed to the growth in awareness of jobs (*Drilling holes in walls and ceilings* (50% pre to 64% post all-campaign) and *Jobs that create a lot of dust* (4% pre to 13% post all-campaign)
- The intermediate outcome of word of mouth has contributed to growth in knowledge about *where asbestos can be found* that is shown in pre to post all-campaign data.

Identifiable changes and contributions to knowledge highlighted in survey data are detailed below.

Knowledge Build – What was learned and which campaign inputs contributed

At a generic level, in the post all-campaign survey, 74% (of those who could recall seeing or hearing asbestos information, the Asbestos Safety Kit or the Beware Asbestos Web App at post campaign) agreed the information they recalled *gave them a better understanding of where to get information about how to work safely with asbestos.* More specifically:

Both the Asbestos Safety Kit and the Beware Asbestos Web App were identified by a high proportion of survey respondents as telling them something **new**:

- Amongst tradespeople who had opened the Asbestos Safety Kit, 86% agreed that the kit had told them something new. Of these tradespeople who had been told something new, the main new piece of information was the *places where asbestos could be found* (27%). This highlights the impact of the reference cards as an information device, which was strongly evidenced across the qualitative interviews. For example:

  I had no idea there was asbestos in bath panels so when I read that I was quite shocked as that is something I do work with. [Decorator, Self Employed, Micro Business, Luton]

- Amongst those using the Beware Asbestos Web App, a similar but slightly less strong belief was found, with 68% agreeing the web app told them something new. The 'new' pieces of information spontaneously mentioned by users in relation to the web app included:
  - *You need to think asbestos on every job* (15%)
  - *Asbestos can be found inside and outside buildings* (13%)
  - *There are lots of places where it can be found* (13%)
  - *Mentions of specific places where asbestos can be found* (13%)
  - *There are simple ways to protect yourself* (10%)

Therefore, while overall agreement with learning something new was lower than for the Asbestos Safety Kit openers, the web app in part delivers the key enabling fact of *you need to think of asbestos on every job*.

Comparison of post all-campaign data with the benchmark survey indicates that the campaign as a whole has built knowledge about **where asbestos can be found**:

- Amongst those tradespeople who recall seeing or hearing information about the risks of asbestos, there was a significant increase in the proportion who

spontaneously mentioned *there are lots of places in a building that asbestos can be found* (7% at pre campaign significantly increased to 14% post campaign)

- Amongst all target tradespeople, there was also a significant post-campaign shift in spontaneous knowledge of where asbestos could be present. Interestingly, these positive shifts in knowledge related to inside areas but not outside areas. Overall, any mentions of inside areas where asbestos could be present increased significantly from 64% pre campaign to 79% post campaign.

- Specific inside areas where significant shifts in awareness were detected pre to post campaign were:
    - *Ceiling tiles* (29% to 43%)
        - *Pipe lagging* (21% to 28%)
        - *Panels and partitions* (18% to 25%)
        - *Loose fill insulation* (10% to 17%)
        - *Vinyl floor tiles* (5% to 10%)
        - *Panels around windows* (2% to 12%).
            - *Note:* Awareness of potential asbestos presence in panels around windows was more prevalent amongst post campaign research respondents who use TradePoint, suggesting some lasting impact from exposure to the Asbestos Safety Kit (18% of those who use TradePoint mentioned panels around windows)
        - *Bath panels* (2% to 7%)
        - *Composite toilet seats and cisterns* (1% to 4%)

- The Asbestos Safety Kit survey indicated that this had specific influence on increasing knowledge of where asbestos can be found, as awareness of the following was heightened for those who had opened the kit versus those who had not on the following:
    - *Vinyl floor tiles* (11% of kit openers were aware compared to 4% of non-openers)
    - *Textured coatings* (20% of kit openers were aware compared to 15% of non-openers)
    - *Cement gutters and downpipes* (10% of kit openers were aware compared to 5% of non-openers)

- The Beware Asbestos Web App survey indicated specific influence of this tool too, with users of the web app more aware that non-users of the web app of the following:
    - *Sheds, garages and outbuildings* (12% of web app users and 2% of non-users)
    - *Working in a loft* (11% of web app users and 3% of non-users)

  - *Composite toilet seats and cisterns* (14% of web app users and 2% of non-users)

- The highest level of spontaneous recall for Stakeholder-distributed Leaflet recipients was:
  - *Walls generally* (28%)
  - *Pipe lagging* (25%)
  - *Panels and partitions* (25%)

Comparison of post all-campaign data with the benchmark survey indicates that the campaign as a whole has built knowledge about **specific jobs on site where asbestos risk should be considered.** There was a significant post-campaign shift amongst all tradespeople in spontaneous knowledge of *which jobs could disturb asbestos* as well as *how to take precautionary measures*. Significant shifts pre to post campaign were detected for:

- *Drilling holes in walls and ceilings* (50% to 64%)
- *Jobs that create a lot of dust* (4% to 13%)
- Additionally, those who had seen or heard information about asbestos risks recently, were more likely to be aware of the *risk of exposure when working on a roof or soffits* (28% of those who had seen or heard information recently compared to 15% who had not)

Notably in the Asbestos Safety Kit and Beware Asbestos Web App surveys, there was limited impact of these tools on knowledge of specific jobs on site risk exposure to asbestos. This might be explained by the fact that these were measured relatively early after exposure to the tool or the information-density of these pieces. In either case, specifics about types of job may not have filtered through at an early stage or top of mind recall may be dominated by other information, such as *where it can be found* (which data shows had very high cut through).

A key fact linked to specific jobs where asbestos risk should be considered is that *asbestos could be present in any buildings built prior to 2000*. In post all-campaign data there was no difference in awareness on this fact; however, this is not surprising as it was intentionally not featured in all communications, only within the most appropriate targeted channels[40].

Indeed, by contrast, the Asbestos Safety Kit survey shows some impact on this fact, with awareness of asbestos presence by age of building raised amongst kit openers (30% of kit openers know it could be found in buildings built before 2000 compared to only 20% of non-openers). This was a lead message in this channel.

[40] It did not appear in the press ad and was intentionally not prominent in the web app.

Another area where this campaign has impacted knowledge is in the **need to wear specific protective clothing**:

- Pre to post all-campaign, amongst those who recall seeing or hearing information about the risks of asbestos there was a significant increase in the proportion of tradespeople who spontaneously mentioned:
  - *Wear the right type of overalls* (0% at pre campaign significantly increased to 5% post campaign)
  - *Overalls should be disposable* (0% at pre campaign significantly increased to 5% post campaign)
  - *Use the right kit* (0% at pre campaign significantly increased to 5% post campaign)
  - *Use the right face mask* (2% at pre campaign significantly increased to 4% post campaign)

In addition to the shifts on specific areas noted above, findings from the Asbestos Safety Kit and Beware Asbestos Web App surveys show very **strong positive beliefs about how well these tools have impacted on knowledge among those who accessed them**, which demonstrates both tools have credibility as authoritative and usable sources of information.

In surveys for both tools, those who had opened the Asbestos Safety Kit or had used the Beware Asbestos Web App agreed at a majority level that:

- *It gave a good understanding of which safety precautions to take to reduce the risk of exposure to asbestos* (85% of kit openers agreed, around 9 in 10 campaign leaflet recipients agreed)
- *It gives a better understanding of where asbestos can be found* (93% of kit openers and 90% of web app users agreed)
- *It will make me think more about a possible risk of asbestos when I am working* (95% of kit openers agreed, around 9 in 10 campaign leaflet recipients agreed)
- For kit openers, '*It helped me to understand how to work safely with asbestos'* (91% of kit openers agreed) and for web app users '*It gives me a better understanding of what I can do to work safely with asbestos'* (96% of web app users agreed)
- *It made me think I might be at risk of asbestos in my day to day work* (90% of kit openers agreed and 78% of web app users agreed).

Those receiving the stakeholder-distributed campaign leaflet also agreed at a high level across this range of statements (with around 90% agreeing to each statement).

Furthermore, the Asbestos Safety Kit and stakeholder-distributed campaign leaflet surveys showed high levels of agreement with the statement: there is *simple step by step information available about working with asbestos for people like me*

- 84% of kit openers versus 65% kit non-openers

- 88% of campaign leaflet recipients

As mentioned at the start of this section, there were other knowledge measures within the range of 47 where there is no evidence of shift. However, this is unsurprising given the density and breadth of information to be conveyed and given claimed longevity and intention to repeat use, we would expect other measures to change over time.

See Technical Report (Annex 1) for details of recall across all potential measures.

4.1.3 Campaign Intermediate Outcomes

- **Any immediate response created by each of the behaviour change tools or marketing activity** (e.g. *word of mouth* pass on/advocacy (both off-line and online), any **direct response and conversion through the customer journey** and **any evidence of 'indirect response'** – i.e. the activity generating action through non-centralised channels)

Overview

In addition to knowledge building, several intermediate outcomes were detected in survey and other data.

In terms of immediate response:

- The total number of successful visits to the Beware Asbestos Web App for period 29 September 2014 – 30 April 2015 was 11,988, and within this a range of journeys across detailed information or sharing are demonstrated
- Kits were placed directly into the hands of 171,257 tradespeople and, of these, survey data indicates 62% opened the kit and viewed/used the contents and 76% of these people plan to reuse or keep
- Word of mouth communication was evident in several ways:
  - tradespeople reported hearing more from colleagues in post-campaign surveys
  - those in receipt of campaign information also claimed they were sharing this and thus spreading the campaign messages further

Other direct responses included:

- The campaign encouraged tradespeople to find out more about asbestos (that is, get proactive about seeking out information, not just passively receiving messages)
- There are also correlations between Asbestos Safety Kit users and those aware of the web app, suggesting awareness of the web app has also been built through the Asbestos Safety Kit

- A substantial uplift (19.5%) in sales of disposable Type 5 overalls reported by TradePoint

There was also some indirect response, with the following arising from post all-campaign data:

- Tradespeople were signposted to the HSE website to a greater extent, possibly related to the web presence of the Beware Asbestos Web App
- Trade associations were commonly identified as a source of information, possibly as a result of communications being channelled through these stakeholders[41]

Detail on intermediate outcomes achieved

A number of intermediate outcomes were evidenced by pre and post all-campaign survey comparisons.

In terms of **immediate response**, the total number of successful visits to the Beware Asbestos Web App for period 29 September 2014 to 30 April 2015 was 11,988, which included the following:

- 11,699 visitors accessed all three pages of a how-to guide. The average dwell time across all three pages of a how-to guide was one minute 20 seconds, indicating that those who accessed the guide were reading the information fully.
- There were 2,643 successful visits to the Licensed Contractor Database (LCD)
- There were 3,679 successful 'no-risk' visits
- There were 841 social shares of the web app and 4,021 downloads
- 5,186 people clicked on the 'add a shortcut' button. As the actual adding of a shortcut is a discrete action on each device, this cannot be tracked by analytics[42]. The number of people who selected the 'add a shortcut' option is an indication of intent but does not represent the exact number of shortcuts added. Survey data shows 56% of web app users added a shortcut to their device.

Asbestos Safety Kits were placed into the hands of 171,257 tradespeople and, of these, survey data indicates:

- 62% opened the kit and viewed/used the contents
- 76% of openers plan to reuse or keep

[41] Note: In general, trade associations do not have a wide reach to the core audience (self-employed and micro who are most at risk). However, recall in pre-post data with the campaign audience indicates that trade associations have some potential to filter down to smaller organisations

[42] If a traditional app was to be developed for adding a shortcut in the future (e.g. similar to Amazon), tracking this event would be possible

Word of mouth communication (finding information from a friend, colleague or employer) was evident in several ways:

- Amongst target tradespeople who could recall hearing or seeing information about asbestos, there was a significant increase in mentioned of information from a friend, colleague or employer (9% pre campaign to 17% post all-campaign)
- Of tradespeople who could recall seeing or hearing asbestos information, could recall the Asbestos Safety Kit or the Asbestos Safety Web App at the post all-campaign survey, 62% claimed to have talked to work mates about asbestos as a result of seeing or hearing the information, a further 10% planned to do this.
- In the kit and app specific surveys, 94% of kit openers and 95% of web app users agreed they would recommend it to other tradespeople (this was an attitudinal measure as opposed to measuring claimed behaviour). Furthermore, of web app users, 18% spontaneously mentioned they have passed on or recommended the Beware Asbestos Web App to colleagues.

In qualitative interviews, plenty of examples of transmission of information from the Asbestos Safety Kit or the Beware Asbestos Web App were given, including passing on information learned from the tools or the tool itself, for example:

> *[Reference cards from Asbestos Safety Kit] We took it into a property where we were working in* [the kit] *and we showed it to two joiners and a bricklayer. And lo and behold one of the joiners said 'I've been to B&Q at the weekend and I have one in my van and all.' So it led to a bit of a conversation of that and … that joiner, he never believed it that asbestos were in Artex either.* [Electrician, Sole trader, Doncaster]

> *[Web app] One of the guys at work was wondering about one of the houses he was working on, he wanted to find out when they stopped using asbestos, so we went on the app together to find out.* [Construction Operative (Glazier), Employee, Small Business, Suffolk]

> *[Web app] I sent a colleague a link to the app because he wanted my advice on some suspected asbestos but I couldn't go to the site. So he had a look at the images and turns out what he found was pretty similar.* [Construction Operative, Sole Trader, Micro Business, Surrey]

There is evidence of **other direct responses**, such as **influencing tradespeople to find out more about asbestos**:

- Amongst target tradespeople who could recall hearing or seeing information about asbestos, 57% agreed that *the information made them want to find out more about asbestos*
- Of tradespeople who could recall seeing or hearing asbestos information, those who could recall the Asbestos Safety Kit or the Beware Asbestos Web App at

post campaign, 44% claimed they had *gone on to find out more about working with asbestos* and a further 19% planned to do this.

- There are also correlations between Asbestos Safety Kit users and those aware of the web app, suggesting **awareness of the web app has also been built through the Asbestos Safety Kit**:
  - In the Asbestos Safety Kit survey, of kit recipients who had heard of the web app, 23% attributed awareness of the web app to the kit
  - In the Beware Asbestos Web App survey, a high number (44%) had heard of the Asbestos Safety Kit (28% of those aware of the kit had picked one up)

- Sales data from TradePoint also showed a **substantial 19.5% uplift in sales of disposable Type 5 overalls** (required for a key behaviour) compared to the same period the previous year.

In terms of **indirect response**, campaign data shows **greater use of the HSE website** following the campaign:

- Amongst target tradespeople who could recall hearing or seeing information about asbestos, there was significantly greater attribution to the HSE website post campaign (9% pre campaign to 17% post campaign)

- Similarly, there was growth in the HSE website being reported as the top *source of information on how to work with asbestos* (a significant increase from 32% pre campaign to 45% post campaign). This was accompanied by a significant decrease in generic internet searches (53% pre campaign to 44% post campaign)

- There was also greater attribution to trade associations in the post all-campaign survey, likely to be connected to stakeholder engagement activity during the campaign and possibly related to the distribution of information e.g. the PDF of the campaign leaflet
  - Amongst target tradespeople who could recall hearing or seeing information about asbestos, there was significantly greater attribution to trade associations post campaign (4% pre campaign to 16% post campaign)
  - Similarly amongst all target tradespeople, the HSE website was the top source of information on *how to work with asbestos* and significantly increased post campaign (3% pre campaign to 7% post campaign)

4.1.4 Campaign Outcomes

- While it is not possible to report on sustained behaviour change at this stage, **what the evaluation findings indicate about likely sustained change** or ongoing action

Overview

At the pre campaign benchmark survey and all post campaign activity surveys (specific tool and all campaign), a measure of actions related to asbestos safety precautions was taken. This measure covers what has *always been carried out* by tradespeople, what has *started to be carried out in the last six months* or what is *planned* and *what is not being done or planned*, over 16 different potential actions.

The majority of tradespeople (50%+) at pre and post campaign research claimed to be already carrying out most actions, although it is expected that there is over claim. The impact of the campaign on behaviour has therefore been measured by examining the shifts from pre to in-campaign and post campaign research in terms of actions which have *started* to be carried out or *planned* to be carried out.

Overall, there was some detection of new behaviours within the research surveys. While this is relatively limited overall (where limited significant shifts were detected between the pre-campaign benchmark and post-all campaign survey), some evidence of change amongst kit and web app users indicates there has been impact of these tools on behaviour. This is also likely to grow over time, if claims for intended and repeat use bear out. They may also grow if appropriately supported by future campaign activity that keeps the tools and their use top of mind.

Specifically, the surveys are a snapshot in time, a short period after exposure to material. For behaviours to be carried out, an opportunity needs to arise for precautionary actions to be taken and this type of work may not have emerged to date for the tradespeople interviewed. This hypothesis is supported by:

- Qualitative data from the Asbestos Safety Kit and Beware Asbestos Web App surveys which highlighted that specific opportunities had not always arisen at the time of interview, and the tools were being retained to inform future work when required
- Quantitative data from across the three tool surveys that show intention to use again or over time:
    - 95% of those who had opened the Asbestos Safety Kit agreed that *it is something I will keep for a while*
    - 94% of Beware Asbestos Web App users agreed *It's something I will use again*
    - *58%* of leaflet recipients have said they *have kept the leaflet for future reference*

- Difference in measure-shift between the press campaign survey (mid overall campaign, where there was little detected) and post all-campaign survey (end of campaign, detection of change across several measures in particular where asbestos can be found and the types of job where it can be disturbed[43]) may indicate the impact of time on behaviour change
- Uplift of sales data from TradePoint, which shows a substantial increase in disposable Type 5 overalls and indicates that free overalls given in the pack are being used and replaced (19.5% uplift versus the same period in the previous year).

Furthermore, amongst campaign leaflet recipients, there were some higher level claimed actions that could be campaign-related.

New behaviours and behaviour change in evidence

Areas in which there is evidence of behaviours change are shown across planning, undertaking jobs and cleaning up – all of which are important in reducing asbestos risk. Changes in planning are particularly high value, as if this results in asbestos not being disturbed, or being handled by a specialist, this is the safest overall outcome for the worker.

Changes in planning behaviour where detected in the Asbestos Safety Kit survey, Beware Asbestos Web App survey, stakeholder-distributed campaign leaflet survey and the post all-campaign research:

- In the post all campaign research there was a significantly increased proportion of tradespeople who are now *asking if there is a building plan showing where asbestos is present* (3% pre to 7% post campaign)
- This was also a top five recent or planned action for leaflet recipients (20% claimed to have started or planned to start doing this)
- In the Asbestos Safety Kit survey there were some differences (slight but not significant) between kit openers and kit non-opener actions for:
    - the same measure of *asking if there is a building plan showing where asbestos is present* (28% of openers and 19% of non-openers)
    - stop working if suspicious about asbestos presence (17% of openers and 10% of non-openers).

> *[Kit Opener]: Now that I know it can be in so many places I'm going to start by just having a think and look and assess where there might be asbestos.* [Labourer, Sole Trader, Micro Business, Manchester]

- In both the Asbestos Safety Kit survey and the Beware Asbestos Web App survey (but particularly the latter), qualitative data shows that the tool has

[43] See Technical Report for detail

created an additional behaviour by providing a new tool that facilitates a specific behaviour in its own right: *using the tool itself to assess a job for asbestos risk*

> *[Web app] It changed the way I look at a job really and how I go about a job and how I assess it. Now if a customer asked me to dismantle something, I'll always be aware of the potential for asbestos and the best thing to do then is have a quick reference to the app to see if it could be present. [Joiner, Self Employed, Yorkshire/Humberside]*
>
> *[Web app] Well I just used the app to check you know, because I was taking off wallpaper which was like forty or fifty years old. So I was thinking was it in that? And you need to check it out. [Painter and Decorator, Sole Trader, North West]*
>
> *[Web app] I sent a colleague a link to the app because he wanted my advice on some suspected asbestos but I couldn't go to the site. So he had a look at the images and turns out what he found was pretty similar. [Construction Operative, Sole Trader, Micro Business, Surrey]*

Quantitative survey data is not available to support this as using the web app to assess asbestos risk ahead of a job was not included as a specific response in the surveys.

Changes in behaviour while working on a job were detected at a holistic level, particularly amongst Asbestos Safety Kit recipients, with 79% of kit openers and 57% of web app users agreeing with the statement '*It's made me work differently on some or all of the jobs I do'.*

Changes in specific practices were detected mostly in the Asbestos Safety Kit survey but also apparent in the stakeholder-distributed campaign leaflet survey:

- There were significant differences between kit opener and kit non-opener actions for:
    - *Using damp cloths to wipe down tools and surfaces to remove asbestos fibres* (28% of openers and 17% of non-openers)
    - *Using plastic sheets to help stop the spread of dust* (25% of openers and 15% of non-openers). This was also a top five recent or planned action for recipients of the stakeholder-distributed campaign leaflet (22% claimed to have started or planned to start doing this)

- There were further differences (slight but not significant) between kit opener and kit non-opener actions for:
    - *Wear Type 5 disposable overalls* (33% of openers and 23% of non-openers). This was also a top five recent or planned action for recipients of

the stakeholder-distributed campaign leaflet (22% claimed to have started or planned to start doing this)
    - *Only use a FFP3 protective mask* (30% of openers and 22% of non-openers). This was also a top five recent or planned action for recipients of the stakeholder-distributed campaign leaflet (20% claimed to have started or planned to start doing this)
    - *Spray the area with water* (20% of openers and 12% of non-openers)

- Some differences were also picked up in the Beware Asbestos Web App survey but these were only marginal:
    - *If vacuuming only use with a special type H filter* (8% of all web app respondents were aware, compared to 4% of pre campaign respondents)
        - *Use plastic sheets to help stop the spread of dust* (8% of all web app respondents were aware, compared to 4% of pre campaign respondents)

Part 5 – KEY INSIGHTS FOR THE FUTURE

5.1 Key Insights for the Future

- The Asbestos Safety Kit and Beware Asbestos Web App are both successful behaviour change tools which complement each other therefore any future activity should take into account their different roles:

    - The web app provides a long term and durable resource, easily available at point of planning and sometimes available on site (Wi-Fi dependent). Considered easy to use and high value in content by those who know less about asbestos and safety risk (the core target), it is a helpful information solution and facilitates behaviour change for those who access it. However, a web app or website does not appear to have a strong pull to those who are not already predisposed to health and safety information and digital channels. Further consideration in how it is marketed is therefore needed to help it reach beyond this group to the wider audience.

      Since the end of the campaign evaluation period (30 April 2015) there have been a further 14,618 visits to the web app (up to 31 July 2015), suggesting that it is an ongoing and actively used resource.

    - The kit, distributed through a trusted trade partner, provides a first point of connection for those who are not currently engaged with health and safety information and HSE as a voice/source. As well as providing a credible and compelling introduction to risk of asbestos, it starts the audience on road to behaviour change by providing information that facilitates doing things differently across: recognising risk, planning and executing jobs and clean up. Survey findings also show some correlation between Asbestos Safety Kit and Web App, indicating it is helping connect some to the web app. In future waves, it may be able to work harder in this regard.

- Feedback on perceptions of value, usability and performance of these two key tools highlighted that their designs work well and there is no significant requirement for improvement although some developments could boost performance further:
    - For the Asbestos Safety Kit, developments/adjustments to the pack outer could potentially improve opening rates and there is potential to increase the focus on the key risk message of *Any building built before 2000 may contain asbestos*
    - Developing the web app into a traditional app would allow the tool to be used on site without access to a Wi-Fi connection, which can pose a constraint

- The single distribution trade partnership with TradePoint was a key element of success in the campaign, contributing to reach of the Asbestos Safety Kit tool and overall cost savings. With this in mind, any new partnership should look to create the specific conditions that created success:
  - Trade only customer base with close correlation to core target audience (minimum wastage)
  - Contribution to costs
  - Use of staff to promote the kit at counter
  - Access to evaluation data (barcoding, sales figures of appropriate PPE, customer profiling)
  - Access to customer sample to facilitate evaluation
  - Effective direct communication channels to customer base.

- Qualitative and quantitative evidence around the web app indicates that word of mouth is a key channel for raising awareness of the tool. Most of the traffic to the tool was generated by HSE channels, reflecting the fact that it is a relatively hard task to pull the audience towards a digital tool from communications. Rather, the audience are more easily connected when they are already within a digital, but also information or safety focused, space.

- With this is mind, alongside the fact that the Beware Asbestos Web App, is seen as neat, easy to use and accessible guidance (in contrast to previous information solutions), the web app provides an ideal resource for stakeholders to pass on to workers. Qualitative evidence highlighted that referrals of and to the web app are happening by those who recognise its value. A re-orientation of stakeholder engagement activity to facilitate this could provide significant returns and help the web app reach a broader audience, e.g. less health and safety- experienced tradespeople taking part in training programmes.

- Of other marketing approaches used in this campaign pilot, evaluation data indicates:

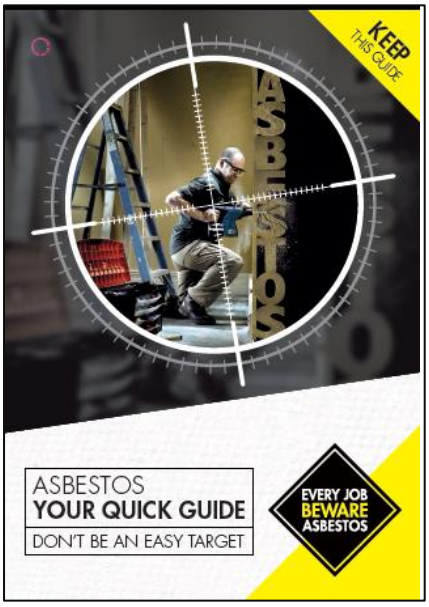
  - PR activity generated some returns and future press activity is likely to have value

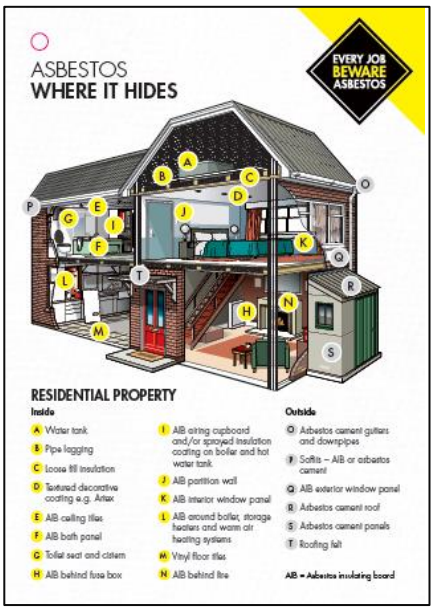
  - Lower level commercial partnerships bring relatively low returns given low take up of marketing materials provided to them. While it is useful to gain support from such organisations as voices that are trusted by the target audience, campaign spend and effort on securing activity should reflect this return should be low. Perhaps of most value is partners hosting a link to a PDF of the reference cards, since these are proven to both improve knowledge and behaviour change when used and drive traffic to the web app

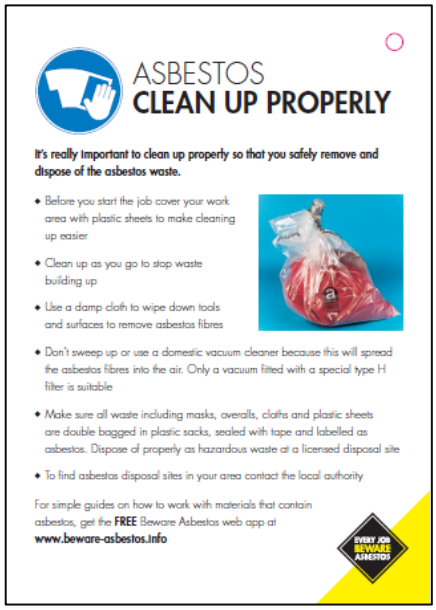
- The impact of press advertising on both communicating risk and driving traffic to the web app is limited and is probably not worth the investment.

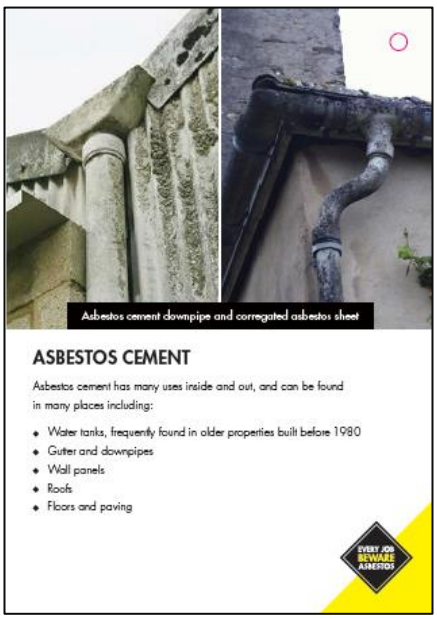
Appendix 1 - Illustration of Asbestos Safety Kit key components

Selection of asbestos safety reference cards (full set 20 pages)



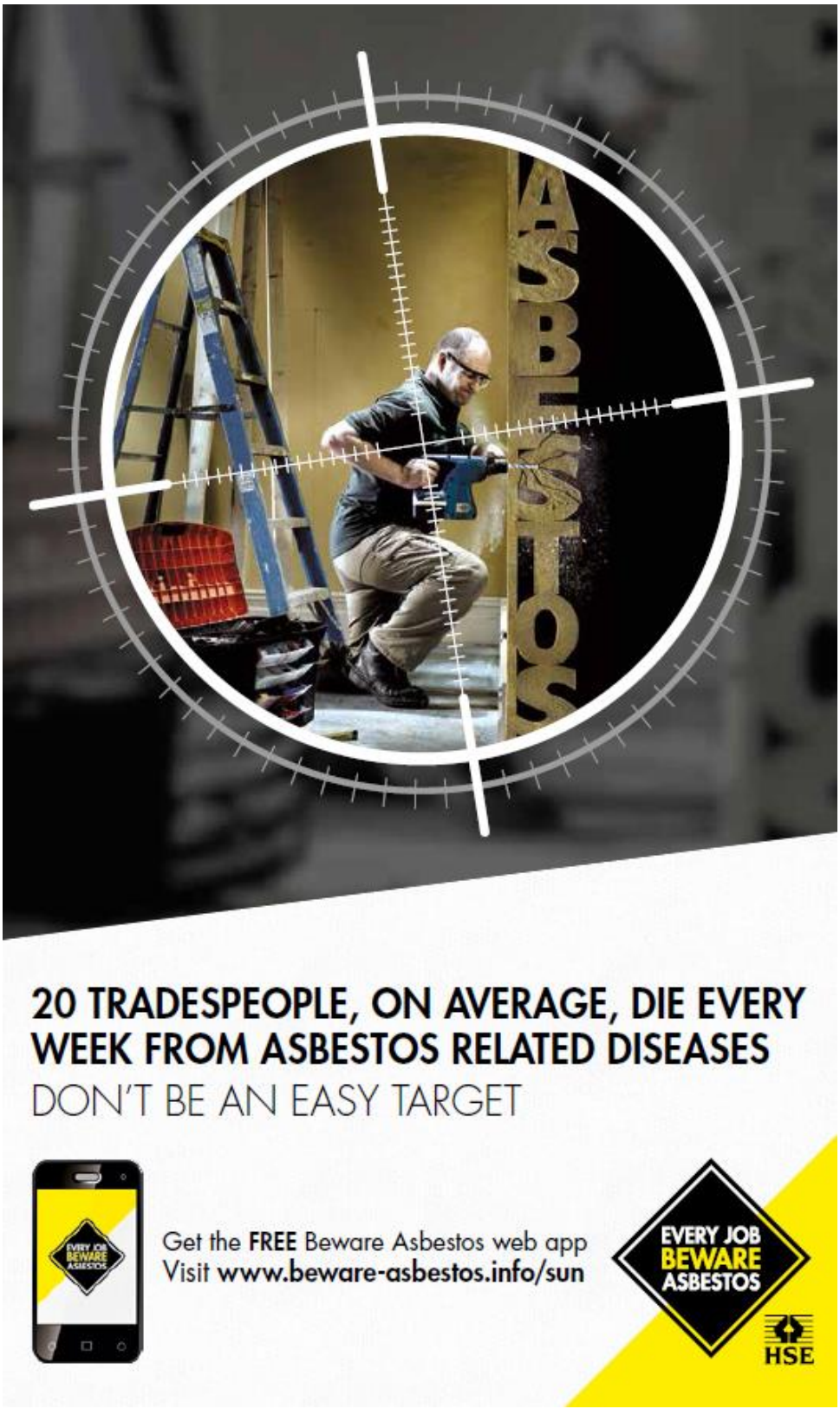






Asbestos Safety Kit – outer packaging

Appendix 2 – Press advert



Appendix 3 - Quantitative and Qualitative Surveys: Methodological Overview

The key details for each of the surveys mentioned above are outlined below:

Quantitative pre-campaign benchmark survey	
Purpose	To provide a measure of awareness, attitudes and behaviours towards asbestos prior to the campaign commencing, against which future waves of research could be compared.
Method, sample size, timing	Quantitative research via 325 telephone interviews, conducted between 2 and 26 September 2014.
Sample profile	A representative sample of tradespeople who are at risk of potential asbestos exposure and who are working for smaller organisations (<15 man sites). Any experts in asbestos (e.g. advisers or licenced contractors) were excluded.
Analysis	Benchmark data was analysed so it could be used as a primary point of comparison for later surveys.
Caveats	No caveats, a representative sample were interviewed.

Quantitative post all-campaign survey	
Purpose	To provide a measure awareness, attitudes and behaviours towards asbestos following the campaign, to help understand overall campaign impact (and other ongoing activity that the sample has been exposed to).
Method, sample size, timing	Quantitative research via 325 telephone interviews, conducted between 7 April to 8 May 2015 (post activity).
Sample profile	To match baseline exactly, tradespeople who are at risk of potential asbestos exposure and who are working for smaller organisations (<15 workers on site). Any experts in asbestos (e.g. advisers or licenced contractors) were excluded.
Analysis	Analysis compares the post campaign measures to the pre campaign. Shifts in knowledge, attitudes or actions can be attributed to the campaign (if not linked to other inputs).
Caveats	No caveats, a representative sample was interviewed and matched to the pre stage benchmark.

Quantitative press advertising campaign survey	
Purpose	To provide a measure of awareness, attitudes and behaviours towards asbestos directly after the press ad campaign.
Method, sample size, timing	Quantitative research via 325 telephone interviews, conducted between 25 November and 22 December 2014.
Sample profile	A representative sample of tradespeople (within the campaign target) who work on <15 workers on site. Any experts in asbestos (e.g. advisers or licenced contractors) were excluded.

Analysis	Analysis compares the press ad campaign to the pre campaign. Any shifts in knowledge, attitudes or actions can be attributed to campaign activity to date.
Caveats	No caveats, a representative sample was interviewed and matched to the pre stage benchmark.

Quantitative and qualitative Asbestos Safety Kit survey	
Purpose	To understand the impact of the Asbestos Safety Kit on knowledge, attitudes and behaviours as well as reactions to the kit.
Method, sample size, timing	Quantitative research online, with 325 interviews conducted between 24 October and 21 November 2014. Kit recipients were reached via the TradePoint customer panel database (those who were recorded as collecting a kit). This was supplemented with 21 x 30 minute in depth qualitative telephone depth interviews with 16 openers and 5 non-openers of the kit to understand perceptions and experiences in more detail.
Sample profile	The sample was allowed to fall naturally and largely reflected the overall target audience.
Analysis	The sample included both **openers** of the kit and **non-openers** of the kit. Non-openers either could not recollect the kit or had not got around to opening it at the time of the research interview. This allowed analysis of differences between openers and non-openers and therefore understanding of what the kit has contributed.
Caveats	The research method was necessarily online (method facilitated by trade partner). Therefore there may be a self-selection bias to the sample. The questionnaire was also limited in length to keep in line with other TradePoint questionnaires conducted with its panellists.

Quantitative and qualitative Asbestos Safety Web App survey	
Purpose	To understand the impact of the web app on knowledge, attitudes and behaviours as well as reactions to the web app.
Method, sample size, timing	Online quantitative research, with 206 questionnaires conducted between 12 December 2014 and 11 May 2015. Web app users were recruited via a data collection mechanic on the web app (users provided their contact details and were entered into a prize draw on completion of a research interview). This was supplemented with 21 x 30 minute in depth qualitative telephone depth interviews with users of the web app to

	understand perceptions and experiences in more detail.
Sample profile	The sample included only campaign target trades. It excluded those who were specialists in asbestos and also those who had a role which included health and safety as a responsibility.
Analysis	Analysis was carried out by comparing those who had **used** the web app against **non-users**. Users are defined as those that have used the web app for something from a prompted list (e.g. looked at the photo gallery or how to guides, worked through questions, used on a job, used to find a licensed contractor). Non users are those who visited the site but did not use it to do anything from the prompted list.
Caveats	The research method is self-selecting given recruitment was via volunteering for research while on the web app. There are biases to the sample which show a greater number of workers from larger organisations and construction operatives within the spread of trades as well as being more engaged with health and safety information. There is therefore a possibility that the impact of the web app may be overstated.

Quantitative Campaign Leaflet survey	
Purpose	To understand the impact of the campaign leaflet on knowledge, attitudes and behaviours as well as reactions to the leaflet.
Method, sample size, timing	Online quantitative research, with 65 questionnaires completed between 6 March and 2 June 2015. Leaflet recipients were found via using stakeholder channels. Stakeholders who had distributed electronic or hard copy leaflets were asked to forward an online link to the questionnaire to potential leaflet recipients.
Sample profile	The sample included only campaign target trades and excluded those who were specialists in asbestos. Only those who could recall the leaflet were included in the sample.[44]
Analysis	Analysis was limited due to the relatively low sample size achieved. The low sample arises from several factors: • Stakeholders were asked to disseminate the link – no control over and limited uptake • Once distributed, uptake of the questionnaire itself was low, potentially due to low interest and/or low eligibility (all needed to recall the leaflet to take part in research.
Caveats	The research method is self-selecting given the recruitment was an online research method.

[44] It is not possible to state the overall proportion of the sample who could recall the leaflet with accuracy as the population to which the survey was distributed by stakeholders is wider than those to who the leaflet was distributed.

Appendix 4 – Detail on Performance Metrics by Activity Strand

Table 8: Call to Action/Behaviour change tool - Beware Asbestos Web App

Strand/Input objectives	Target/KPIs	Performance metrics used to evaluate strand
▪ Increasing knowledge of asbestos risk ▪ Communicating safe behaviours ▪ Encouraging behaviour change	▪ Discovery phase delivered within agreed budget of £10,700 ▪ Functioning web app developed to meet specification, within agreed budget (£64,300) and timescale ▪ Any partner contribution towards the web app	Campaign management data: • Cost of discovery work for the web app • Cost of scoping, development, build and technical testing of the web app • Partner funding contribution secured for the web app Analytical data: • Use of the web app from web analytics From surveys: • Claimed web app usage by web app users • Shifts in claimed knowledge, attitudes and behaviours amongst web app users • Perceptions of value and claimed intention for ongoing use by web app users

Table 9: Call to Action/Behaviour change tool - Asbestos Safety Kit

Strand/Input objectives	Target/KPIs	Performance metrics used to evaluate strand
▪ Establishing personal relevance of asbestos risk ▪ Increasing knowledge and understanding of asbestos risk ▪ Communicating safe behaviours ▪ Encouraging behaviour change ▪ Awareness of web	• 200,000 kits produced to agreed timescale • Cost of kit production brought below agreed budget by partner co-funding • Range of p.o.s. displayed in-store throughout the period of campaign	Campaign management data: • Costed programmes of work agreed with suppliers • Partner contribution towards cost of kits Kit distribution partner info re: number and size of p.o.s. sites • Print production costs for the p.o.s. material • Partner contribution towards the cost of p.o.s.

app and how/where to find it ▪ Driving use of web app	• Point of sale produced within budget • Any partner contribution secured towards cost of p.o.s. • Any financial contribution to the campaign by use of partners channels that would otherwise be unavailable • Kit distribution secured and successful delivery of agreed activity achieved within budget	material • Partner data on value of activity to promote kits to target audience • Partner data on uplift in sales of relevant PPE From surveys: • Claimed usage by kit recipients • Shifts in claimed knowledge, attitudes and behaviours amongst kit recipients • Perceptions of value and claimed intention for ongoing use by kit recipients

Table 10: Marketing - Kit distribution by single trade partner

Strand/Input objectives	Target/KPIs	Performance metrics used to evaluate strand
Kit distribution partnership marketing • Driving pick up of kits by target audience through direct owned channels e.g. SMS and email	• Cost of kit production brought below agreed budget by partner co-funding • Any partner contribution secured towards cost of p.o.s. • Any financial contribution to the campaign by use of partners channels that would otherwise be unavailable • Kit distribution secured and successful delivery of agreed activity achieved	Campaign management data: • Number of kits distributed • Reach to the target audience of kit partner activity • Profile of kit recipients • Partner funding contribution secured for funding of kits • Partner funding contribution secured for p.o.s. • Estimated value of partner activity to promote kits to their customer base via their owned channels (e.g. SMS and email) • Cost of partnership marketing agency support to develop kit, negotiate and manage partnership with partner

Kit distribution POS ▪ Awareness of kit availability and how to get one ▪ Driving pick up of kits ▪ Highlighting and encouraging acceptance of personal relevance of asbestos risk	• Range of p.o.s. displayed in-store throughout the period of campaign • Point of sale produced within budget	• Type and quantity of p.o.s. produced and displayed including length of time POS displayed • Production costs for the point of sale

Table 11: Call to Action/Behaviour change tool – campaign leaflet (stakeholder-distributed)

Strand/Input objectives	Target/KPIs	Performance metrics used to evaluate strand
▪ Establishing personal relevance of asbestos risk ▪ Increasing knowledge and understanding of asbestos risk ▪ Communicating safe behaviours ▪ Encouraging behaviour change ▪ Awareness of web app and how/where to find it ▪ Driving use of web app	▪ 270,000 leaflets printed within £15,000 budget ▪ All leaflets distributed to target audience	Campaign management data: ▪ Number of hard copy leaflets distributed ▪ Reach of digital PDF version of leaflet to the target audience From surveys: • Claimed usage by leaflet recipients • Shifts in claimed knowledge, attitudes and behaviours amongst leaflet recipients • Perceptions of value and claimed intention for ongoing use by leaflet recipients

Table 12: Marketing - Wider partnership marketing (trade partners)

Strand/Input objectives	Target/KPIs	Performance metrics used to evaluate strand
▪ Establishing personal relevance of asbestos risk ▪ Increasing knowledge and understanding of asbestos risk	▪ Identified key partners approached ▪ Commercial partners recruited, MoUs signed and partners activity	Campaign management data: ▪ Cost of agency support to secure and maintain partnerships over 6 month period ▪ Cost of assets/collateral for partner use over 6 month

▪ Awareness of web app and how/where to find it ▪ Driving use of web app	delivered within budget ▪ Collateral produced within budget	period including digital p.o.s. banners ▪ Number of partners approached to support campaign ▪ Number of partners recruited Analytical data: • Tracking code data showing partner referrals to web app From surveys: • Claimed recall of partner activity

Table 13: Marketing - Beware Asbestos Press Advertising

Strand/Input objectives	Target/KPIs	Performance metrics used to evaluate strand
▪ Establishing personal relevance of asbestos risk ▪ Awareness of web app and how/where to find it ▪ Encouraging behaviour change by driving visits to web app ▪ Overall uplift this has on web app visits when ads are live, over and above other channels ▪	▪ Advert produced within budget ▪ Media delivered within budget, with any possible discounts negotiated against rate card ▪ Advert appearing as per schedule (originally planned ten 25 x 4 insertions over four week period)	Campaign management data: ▪ Cost of producing press advert ▪ Cost of media ▪ Number of insertions secured and appearing in press ▪ Reach to target audience, frequency and impacts Analytical data: • Web analytics re web app visits From surveys: • Claimed recall

Table 14: Marketing - PR

Strand/Input objectives	Target/KPIs	Performance metrics used to evaluate strand
▪ Establishing personal relevance of asbestos risk ▪ Increasing	▪ Plan delivered within £80,000 budget ▪ Positive sentiment rating	Campaign management data: ▪ Number of PR activities conducted over 6 month period including media

knowledge and understanding of asbestos risk ▪ Awareness of kit availability and where to get itDriving pick up of kits ▪ Awareness of web app and how/where to find it ▪ Driving use of web app ▪ Communicating safe behaviours ▪ Encouraging behaviour change	▪ Inclusion of key campaign messages and reference to web app ▪ Reach to target audience ▪ Number of pieces of coverage generated	briefings and press releases ▪ Media evaluation data ▪ Cost of PR agency support Analytical data: • Tracking code data showing PR referrals to web app From surveys: • Claimed recall

Table 15: Marketing - Stakeholder Engagement Activity

Strand/Input objectives	Target/KPIs	Performance metrics used to evaluate strand
▪ Establishing personal relevance of asbestos risk ▪ Increasing knowledge and understanding of asbestos risk ▪ Awareness of campaign leaflet and how/where to get it Driving traffic to the web app	▪ Uptake of printed leaflet by stakeholders ▪ Stakeholder supporting activity e.g. newsletter articles, display of web banners, dissemination of leaflet PDF to target audience	Campaign management data: ▪ Number of leaflets distributed ▪ Number of activities reported by stakeholders Analytical data: • Tracking code data on number of referrals to web app generated by stakeholders From surveys: • Shifts in claimed knowledge, attitudes and behaviours amongst leaflet recipients • Perceptions of value and claimed intention for ongoing use by leaflet recipients • Awareness of web app amongst leaflet recipients