

Homeowner Asbestos Awareness Campaign: Phase 2

Greetings,

Last fall we reached out to homeowners about the importance of keeping workers safe from asbestos exposure. This past summer we followed that with an asbestos awareness initiative targeting contractors to support our Prevention Field Services work in construction. Our purpose was to remind contractors of their obligation to manage asbestos safely and responsibly.

Phase two of our homeowner campaign begins October 16. Last year's outreach resulted in 26 million impressions during the 6 week campaign and 52 percent of homeowners in B.C. recalled seeing it (an average campaign has about 26 percent recall so our campaign had great recognition). We recognize in order for this important message to resonate with homeowners to promote social change, and ultimately protect workers, we need to go back into the public market.

This year links the contractor and homeowner messages by telling homeowners to talk to their contractor before starting a reno or demo:

Asbestos can be a serious health concern in homes built before 1990. Before renos or demos, talk to your contractor to identify asbestos in your home and get it properly removed for the health and safety of everyone working on your project.

The campaign includes radio, television, newspaper, and digital, along with social media and proactive media to speak to B.C. homeowners who are demolishing or renovating their pre-1990s homes. New elements include digital billboards, transit shelters, and geo-fencing around home renovation stores in the province.

Finally, in order to reach a broader audience we have recorded the ads with a local Punjabi speaking contractor and will be airing them in parallel on the relevant channels.

Homeowners are encouraged to visit thinkasbestos.com to find information and resources.

We encourage you to share this information through your website and other communication channels so your stakeholders can familiarize themselves with the initiative, resources, and materials. An information summary is below to cut and paste for this purpose. Your support can help reduce the risk of exposure to asbestos.

Thank you,

Al Johnson and Dale Walker

Campaign messaging to share with your audiences

Asbestos: a danger hiding in plain site

Asbestos-related lung diseases are the leading cause of workplace death in B.C. When it is disturbed, asbestos can harm anyone working or living in the home. Often found in homes built before 1990, asbestos can be found in over 3,000 different building materials. It's colourless, odourless and deadly.

Contractors have a responsibility to protect workers from asbestos exposure. Homeowners who are planning to reno or demo a home built before 1990 have a responsibility too. They need to talk to their contractor to identify asbestos in their home and get it properly removed for the health and safety of everyone working on their project.

Visit thinkasbestos.com to learn more and to view elements of the campaign.