



New workplace instruments and strategies – tackling asbestos risks with tradespeople



18 October 2017



Target audience



Primary:

- Tradespeople working on small sites and projects in construction and maintenance
- Workers who are most at-risk and least able to find the information they need



Secondary:

- Workers employed by larger businesses in construction and maintenance industries





Drivers to developing the web app



- Asbestos is biggest occupational killer in GB – about 5000 deaths per year
- Although banned in 1999 a lot of asbestos can still be found buildings
- Organisations such as trade unions pushing for follow up to previous 2008/10 Hidden Killer campaign
- New audience insight researched showed how tradespeople think, feel and behave with asbestos, what influences and motivates them to act
- Focus on **changing behaviour** not just raising awareness



Barriers to developing the web app



- Need to achieve value for money
- Web app was a new approach so we had to prove the approach to those who controlled budget and follow Government standards for digital services
- Balance what the law requires with what the audience is prepared to do - “reasonable asks”
- Technical considerations – hosting, maintenance, multiple devices, operating systems, etc.



The challenge

- Research shows that our target audience thinks:
 - Asbestos won't be in the places that they work;
 - Asbestos is an old problem and not a risk today;
 - Asbestos is only relevant for other trades people – not me!
- Our audience will not:
 - visit websites for information;
 - pay for guidance and training;
 - take time off for training even if it is free.
- But will:
 - ***Use a free digital tool*** to identify the risk of asbestos and to get simple steps to help them work safely and professionally.



Using insight research



Insight told us:

Relevance is the key barrier to overcome



Using insight research



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Relevance is the key barrier to overcome



What this means:

- We need to make them hear and accept that they are at risk
- 'New news' will ensure they don't disengage



Using insight research



Insight told us:

They don't know how to protect themselves and will only take action that they think is reasonable



Using insight research



Insight told us:

They don't know how to protect themselves and will only take action that they think is reasonable



What this means:

- We need to give them simple 'how to' with easy steps that they can take
- Use calls to action that they are prepared to do
- Make it easy for them to get the information with minimal effort – i.e. in the course of their normal working day



Using insight research



Insight told us:

They won't read a lot and prefer picture to words



Using insight research



Insight told us:

They won't read a lot and prefer picture to words



What this means:

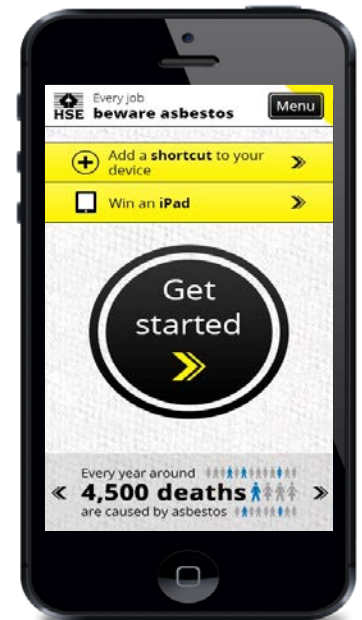
- Messages need to be explicit and easily understood
- Simple language
- Fewer words, no long paragraphs
- Group safe behaviours into 3 memorable 'principles' to aid understanding and recall



'Ideal' app

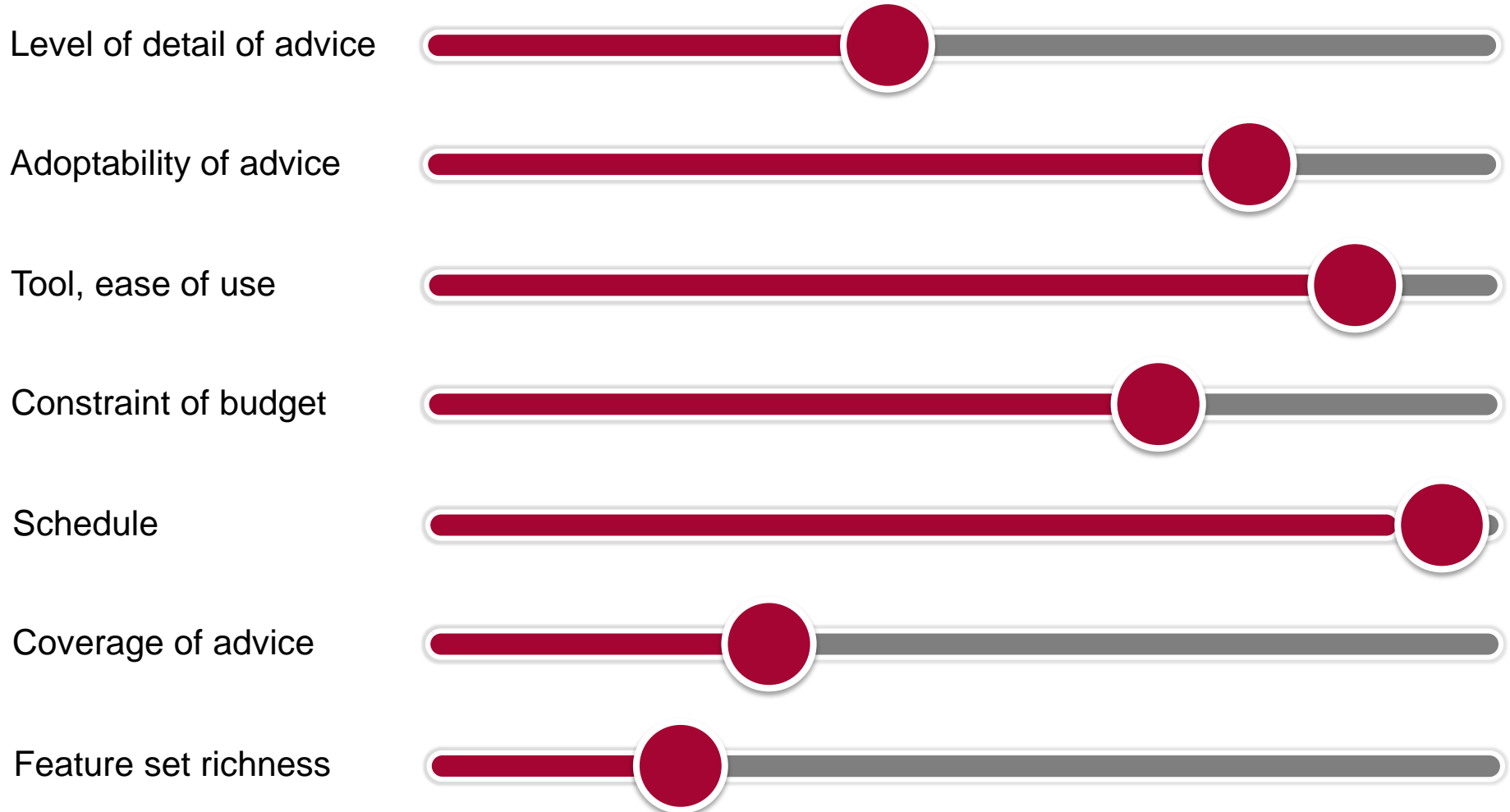


- Free of charge
- Specific to asbestos rather than general health & safety
- A quick and simple reference point for asbestos risk
- Practical how-to information
- Pictures of common materials
- Search function by material and task
- Links to other information





Discovery: critical success factors





Agile development



- Agile development
- Test – Learn – Improve – Test again
- Discovery stage to prove idea and create a simple prototype
- Development stage to build the full structure and design how it looks



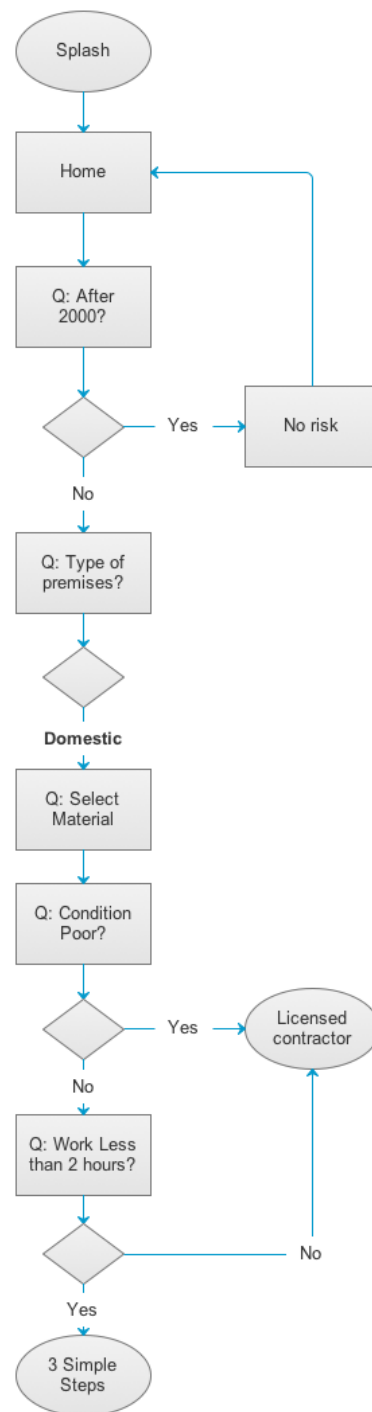
Timescales



- Insight research for campaign Dec 2012 – May 2013
- Procurement (discovery) October 2013
- Discovery Nov – Dec 2013
- Procurement (development) Jan – Mar 2014
- Planning, design, development & testing April – Sept 2014
- Live 22 Sept 2014

Discovery: user research

Iteration # 1:
basic prototype





Discovery outputs: user needs



Tradesperson

- Stay safe
- Quote accurately/cover costs
- Inform the customer
- Identify asbestos risk
- Accessible
- Encourage to work around asbestos
- Educate
- Simple steps
- Easy to use
- Identifies the right kit
- Simplify tasks

HSE

- For all trades people
- Plain English
- Awareness & relevance
- Protect family, customer and peers
- Knowledge and understanding
- Inform decisions
- Easy to update
- Cost effective
- Sustainable




Development process





- Development into a “web app” (responsive website)
- Building the structure / decision tree
- Writing the content in simple language
- Design work
- Test – Learn – Improve – Test again
- User Acceptance Testing – every possible journey on different devices and browsers
- Live




 Every job
beware asbestos


Menu


 Add a **shortcut** to this web app >>


 Win an **iPad** >>




Get
started
>>


Every year around 


« **4,500 deaths**  »


are caused by asbestos 


 Every job
beware asbestos


X

 Get started




 Asbestos photo gallery

 Find a licensed asbestos contractor

 How-to guides

 Win an iPad

Share this web app

Important information about this web app

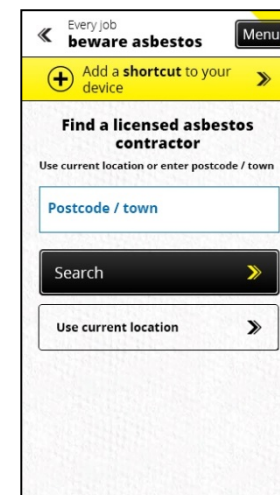
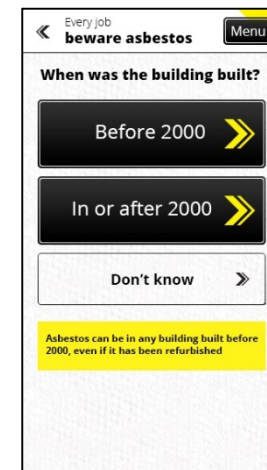
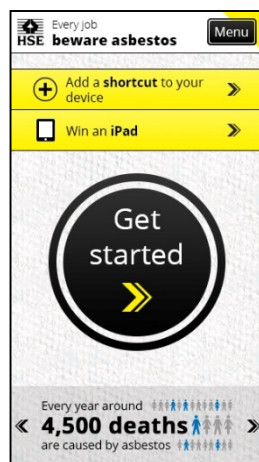
HSE asbestos web pages

Accessibility









Web app overview




Note: not all screens shown – for demonstrative purposes only




 Every job
beware asbestos 

 Add a **shortcut** to this web app 




No asbestos risk

Buildings built in or after 2000 will not contain asbestos

Start over 




 Every job **beware asbestos** 

 Add a **shortcut** to this web app 



Caution
High asbestos risk

Asbestos loose fill insulation is too dangerous for you to work on as it easily releases fibres into the air when disturbed. Work on this material requires a licensed asbestos contractor.

Find a licensed asbestos contractor 

Asbestos web app



Asbestos
deal with it

Drilling and boring
through decorative coatings (e.g. Artex)

1 Use the right kit

- ◆ Cover work area with plastic sheets secured with tape to help catch waste
- ◆ Wear a disposable, correctly fitted FFP3 face mask and Type 5 disposable overalls
- ◆ Wear the overalls one size too big and put the legs over the top of footwear
- ◆ Do not re-use disposable overalls and masks

Next step

Asbestos
deal with it

Drilling and boring
through decorative coatings (e.g. Artex)

2 Keep dust down

- ◆ Put a blob of wallpaper paste or shaving foam on the place where you are going to drill
- ◆ Drill through the paste/foam
- ◆ If you are running cables through the hole, make it large enough so that the cables pass through easily
- ◆ Use a damp cloth to wipe off the paste/foam
- ◆ Wipe the side where the drill comes out if you can reach it and also wipe the drill bit
- ◆ Put the used cloth in a plastic sack
- ◆ Put a blob of sealant around the hole

If you are drilling through thick board, drilling large holes or drilling more than 6 holes, place a plastic cowl around the drill bit and insert the nozzle of a Class H Vacuum cleaner to collect the dust

Get a licensed contractor if the panel is badly damaged, or stuck to others with paint

Nobody must spend more than one hour a week working with AIB, whether doing a few small jobs or one big job

Prev step

Next step

Asbestos
deal with it

Drilling and boring
through decorative coatings (e.g. Artex)

3 Clean up properly

- ◆ Use a damp cloth or Class H vacuum cleaner with a special filter to clean up
- ◆ Do not use a domestic vacuum cleaner or a brush as these will spread asbestos fibres into the air
- ◆ Double bag all waste including masks, overalls, cloths and plastic sheets in plastic sacks, seal with tape and label as asbestos waste
- ◆ Contact the local tips in your area to find one that accepts asbestos waste

Prev step

« Every job
beware asbestos

Menu

Asbestos loose fill insulation



Caution - high asbestos risk
Work on this material requires a
licensed asbestos contractor

Find a licensed asbestos
contractor

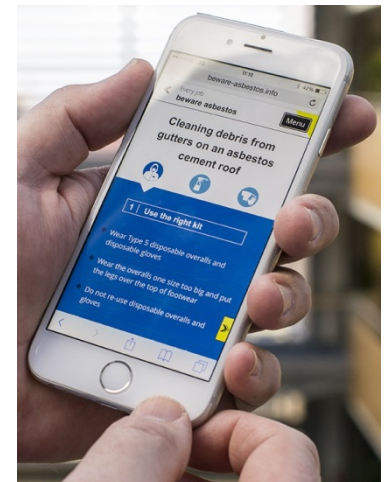
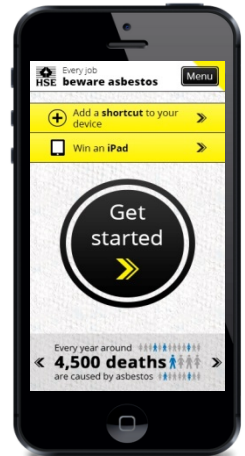




The first few months



- 42,000+ total visits (32,000+ unique visitors)
- 47% completed journeys
- Ave. dwell time on how-to guides 1 min 24 secs
- 23% of visits from mobile devices
(cf. 14% of mobile visits HSE website)





Budget

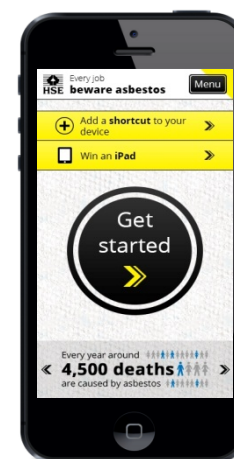


- £10,700 for discovery
- £65,000 for development

Supporting 'asbestos kit'



Kit drives people to the web app





Promotion activity



20 tradespeople, on average, die every week from asbestos related diseases



Protect yourself and your workmates with the **FREE** Beware Asbestos web app now





Key lessons learned



- Audience insight is key
- Test and learn
- Sort out technical requirements early (hosting, security, maintenance, future development etc.)
- Need tailored steps and outcomes for each journey
- No grey areas – clear choices for decision tree to work
- Resist temptation to include all detail – succinct / accurate / actionable (legal disclaimer)
- Consider how people find the app
– promotion and search engine optimisation



Want to know more?



Come and find us in:

- **the marketplace/Marktplatz, and**
- **Hall 10, Stand A56**

