

Asbestos – The hidden killer

Asbestos is the greatest single cause of work-related deaths in the UK. More people die from asbestos-related disease per year than are killed on the roads. Every week 20 tradesmen, 6 electricians and 3 plumbers die from asbestos-related disease. Asbestos can be present in any building built or refurbished before the year 2000.

HSE is working with key stakeholders (trades unions, trade associations, suppliers) to raise awareness amongst tradesmen that they are at risk from exposure to asbestos. During February and March 2008, a campaign will be rolled out to target building maintenance and repair workers (eg electricians, plumbers and carpenters and joiners) using the theme: 'You are more at risk than you think!'.

National coverage will involve stakeholder-driven activity and advertising and articles in the trade press. Regional activity will focus on the North West of England where direct mail, radio, press and PR will be used to assess the most effective media channels to reach this target audience. Trade Press advertising will start on 4 February and radio on 18 February and both will continue until the end of March.

Further information can be found on the HSE website at:

www.hse.gov.uk/asbestos/index.htm and
www.hse.gov.uk/asbestos/campaign/index.htm.