



## Asbestos – New Trade Based Campaign Launched by HSE

The HSE has taken a fresh approach to the ongoing problem of tradesmen who are exposed to the risks from asbestos.

During October and November 2008 HSE, in partnership with key stakeholders, will be running a national campaign to target tradesmen who are still at risk from exposure to asbestos. The campaign will build on the success of the previous pilot campaign in the North West. The primary aim of the campaign is to raise awareness amongst tradesmen that they are more at risk than they think from asbestos. The campaign also aims to encourage tradesmen to find out more about asbestos and the precautions they should be taking.

The campaign comprises:

- National radio adverts
- Adverts in national press
- Distribution of campaign material to tradesmen
- Case-studies being developed nationally
- PR activity, including the use of case studies
- Articles in trade press magazines

The campaign launches 13 October when a new campaign website will go live, which will be regularly updated with news and updates.

Asbestos continues to be the greatest single cause of work related deaths in the UK, with around 4,000 people dying from exposure to asbestos each year in the UK, and this campaign aims to target tradesmen who are still at risk from exposure to asbestos.

### **I am an employer and I want to reduce the risk to my employees – what should I do?**

For more information on asbestos, visit the HSE website - [www.hse.gov.uk/asbestos/](http://www.hse.gov.uk/asbestos/)

In order to support this campaign, 4See are offering a discount on all Asbestos Awareness Training booked in September and October and carried out by the end of November 2008. This invaluable half-day training course can be run at your premises at a cost of £475.00 for up to fifteen delegates during this period.

For more information on this training course visit [www.4seerisk.com/training.aspx](http://www.4seerisk.com/training.aspx) or call 01327 811822.

(excerpts from Health and Safety Executive website)