



### 4.3 Option 2: National awareness and behaviour change initiatives to minimise the risks of RCS exposure

Option 2 involves national awareness and behaviour change initiatives focussed on duty holders in the construction, manufacturing, tunneling, quarrying, demolition, and mining industries and compliance with the model WHS laws.

The WA Silicosis Awareness Association Inc wants to focus on “The mentality in the workforce is that the subject just isn’t taken as seriously as it needs. We feel education on what is needed as protection against the hazard of silica. TV Advertising, Building site discussions, Social Media Advertising, Radio ads, social and community support with the message, Community activities”.

The WA Silicosis Association's objective is to educate not only workers in the construction and manufacturing industries but others including PCBUs, designers, manufacturers, contractors anyone linked within the industry where workers have exposure to Silica dust.

One of the ways the association is looking to educate those in the industry primarily will be through conducting onsite toolbox discussions with both workers and management to bring awareness of the long-term effects of exposure to silica dust, how to identify potential hazards and what protective measures are available to mitigate ongoing exposure.

The organisation also wants to broaden its horizons to include building awareness through developing campaigns that can be across a digital network, this could be in the form of TV advertising, and advertising across the social media networks to ensure a broad coverage to reach different age groups. Also making use of adverts on radio and engaging with listeners on talkback radio and finally engaging with people within the community, at either local or specific industry events.

Some examples of using behavioural economics to facilitate our message through education

1. Highlighting to company management the potential losses they could incur by not implementing safety practices in line with the WHS act.



2. Making use of social media campaigns to frame the benefits of having an educational toolbox discussion and how this can benefit both employee and their employer.
3. Utilizing the crazy egg marketing as an option to push the more desired educational tool over a basic or complete package, this could always be adjusted to see which package gains more results.

All of these options could be used across the range of resources available to educate those within the industry from identifying the hazards, the processes, and tools available to reduce risk, workshops on awareness and precautions when working with silica dust, and finally down to compliance for not only the worker but also the responsibilities of companies to adhere to the WHS act within this industry.