

# Silica Dust Awareness Campaign 2019

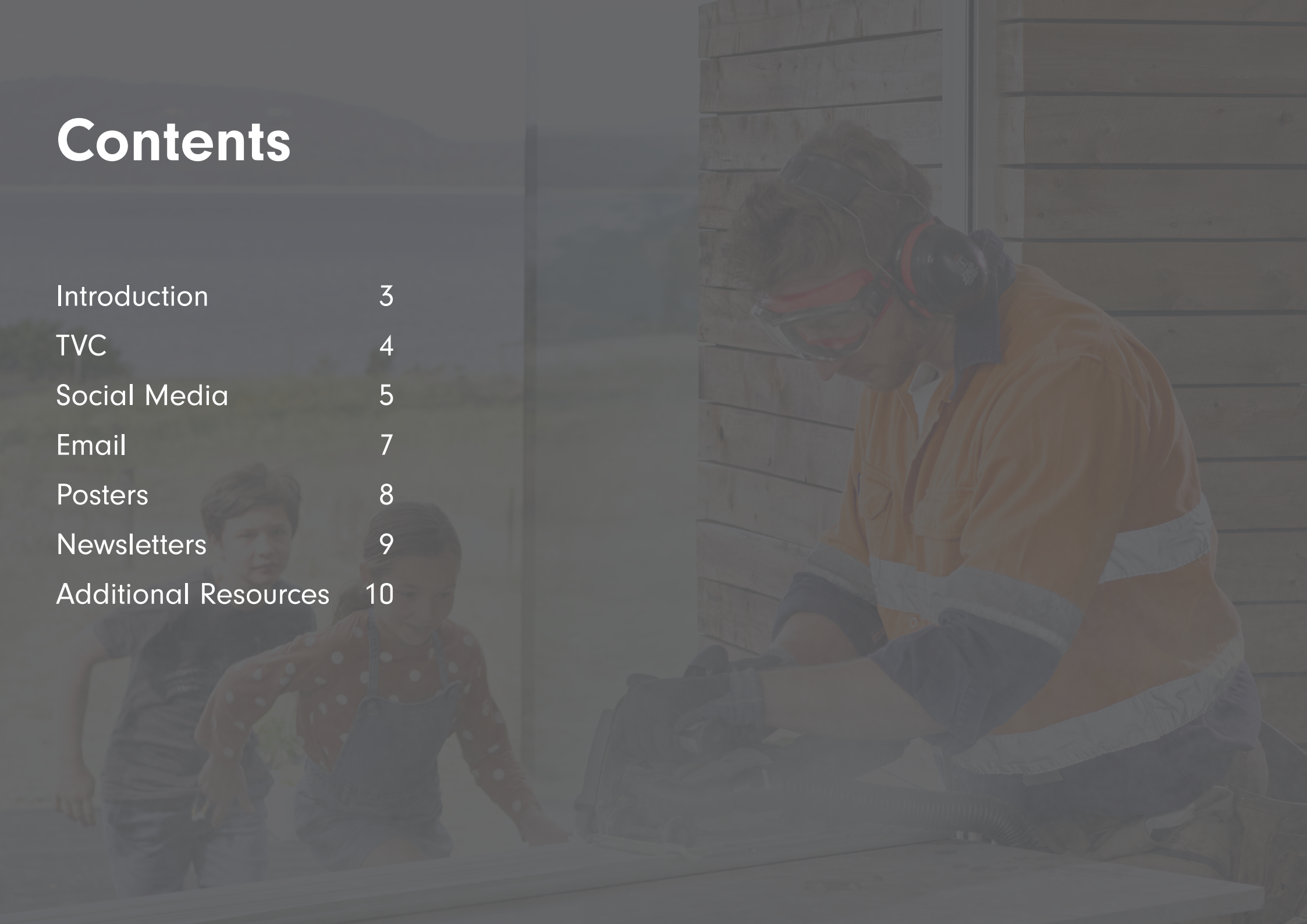
Content for stakeholder use





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# Introduction

WorkSafe Tasmania's new campaign raises awareness of silica dust exposure and the terrible — sometimes fatal — diseases that breathing in silica dust can cause. The ultimate aim of this campaign is to prevent the diseases caused by workplace dust exposure by encouraging employers and workers to take measures and act now.

The campaign's taglines are 'Don't breathe dust' and 'Be silica safe'. The campaign is aimed at tradespeople and others who may be exposed to silica dust through their work. This includes those who work with natural and engineered or composite stone (for example making kitchen benchtops) and in the construction industry. It also includes home renovators who may be working with these materials.

This package provides sample copy and social media posts to help you share this campaign with your networks.

If you have any queries regarding the use of this material, please contact [wstcomms@justice.tas.gov.au](mailto:wstcomms@justice.tas.gov.au).

# A little bit of dust can be deadly.

**Don't breathe dust. Be silica safe.**



**[worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)**

# TVC

The TVC is available on our YouTube channel at:

[https://youtu.be/5\\_RB0w3BIAE](https://youtu.be/5_RB0w3BIAE)





# Social media

Use the text and images provided to promote the campaign to your networks via social media. The text is provided as a guide only and can be altered to suit your brand.

Be sure to use the correct image dimensions for each social media platform.

Please tag WorkSafe Tasmania so we can like and share!

[Download Facebook square option 1](#)

[Download Facebook square option 2](#)

[Download Facebook link & LinkedIn option 1](#)

[Download Facebook link & LinkedIn option 2](#)

[Download Instagram option 1](#)

[Download Instagram option 2](#)

[Download Facebook cover image](#)

Option 1

**A little bit  
of dust can  
be deadly.**

Don't breathe dust. Be silica safe.



[worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)



Text:

It only takes a tiny amount of silica dust to cause deadly silicosis. So if you're unsafe around silica dust, even only occasionally, you're in a lot of danger.

Find practical resources to manage this risk at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)

#dontbreathedust #silicasafe

Option 2

**Are your  
workers  
silica safe?**

Don't breathe dust. Be silica safe.



[worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)



Text:

The fatal lung disease silicosis is occurring in industries where workers cut, grind, sand and polish stone or engineered stone to make kitchen, bathroom and commercial benchtops and other products.

If you do this kind of work, be silica safe and find practical resources to manage this risk at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)

#dontbreathedust #silicasafe

## Additional social media messaging

### Text:

Silica dust is released when natural and engineered stone is cut, sanded or grinded. When breathed in, silica dust can cause the fatal lung disease of silicosis, lung cancer and other diseases.

Find practical resources to manage this risk at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)  
#dontbreathedust #silicasafe

### Text:

Tasks that put workers at risk of the fatal lung disease silicosis include sandblasting, and cutting bricks and tiles. Those working in demolition, construction and mining are also at risk.

Be silica safe: find practical resources to manage this risk at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)  
#dontbreathedust #silicasafe

### Text:

Are you a tradie or site manager working on construction sites? If so, you could be exposed to dangerous dusts like asbestos and silica that can cause fatal diseases like asbestosis and silicosis.

Be silica safe: find practical resources to manage this risk at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)  
#dontbreathedust #silicasafe

### Text:

Do you cut engineered stone, or do you manage workers who do this? If so, you need to know how to control the risks to the fine particles that can cause the fatal lung disease silicosis.

Be silica safe: find practical resources to manage this risk at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)  
#dontbreathedust #silicasafe

### Text:

We want to prevent the diseases caused by workplace dust exposure by encouraging employers and workers to take measures and act now. Be silica safe: find practical resources at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)  
#dontbreathedust #silicasafe

### Text:

Inhaling even a tiny amount of silica dust can cause deadly silicosis. So if you're ever unsafe around silica, even if you normally protect yourself, you're in a lot of danger.

Learn more about silicosis and how to be silica safe at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)  
#dontbreathedust #silicasafe

# Email

Use the text and image provided to email information about the campaign to your networks. The text is provided as a guide only and can be altered to suit your brand.

[Download email image](#)

**A little bit  
of dust can  
be deadly.**

**Don't breathe dust. Be silica safe.**



Dear XX —

## Silica Dust Awareness Campaign

WorkSafe's new campaign raises awareness of silica dust exposure and the terrible — sometimes fatal — diseases that breathing in silica dust can cause. The ultimate aim of this campaign is to prevent the diseases caused by workplace dust exposure by encouraging employers and workers to take measures and act now.

The campaign is aimed at tradespeople, private renovators and others who may be exposed to silica dust through their work. This includes those who work with natural and engineered or composite stone (for example making kitchen benchtops) and in the construction industry. It also includes home renovators who may be working with these materials.

The campaign went live on 1 November 2019 and is running statewide for three months. The campaign includes television, radio and print commercials and is supported by posts on social media sites. Posters and flyers that workplaces can print and display can be downloaded from [www.worksafe.tas.gov.au/silicasafe](http://www.worksafe.tas.gov.au/silicasafe).

# Posters

Printable posters are available for download.

[Download poster 1](#)

## A little bit of dust can be deadly.

Inhaling even a tiny amount of silica dust can cause deadly silicosis. So if you're ever unsafe around silica, even if you normally protect yourself, you're in a lot of danger. Learn more about silicosis and how to be silica safe at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)

**Don't breathe dust. Be silica safe.**



[worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)



## Are your workers silica safe?

Inhaling even a tiny amount of silica dust can cause deadly silicosis. If your workers are at risk of silica dust exposure, you need to provide adequate health monitoring, training and supervision. Learn more about your silica safety responsibilities at [worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)

**Don't breathe dust. Be silica safe.**



[worksafe.tas.gov.au/silicasafe](https://worksafe.tas.gov.au/silicasafe)





# Newsletters

Use the text and image provided to promote the campaign to your networks. The text is provided as a guide only and can be altered to suit your brand.

[Download newsletter image](#)

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## **A little bit of dust can be deadly.**

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# Additional Resources

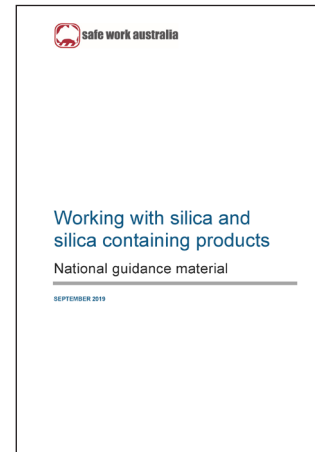
Below are links to additional resources to support this campaign.



Beware of Workplace Dust Exposure flyer  
[Download flyer](#)



Safety Alert: Preventing exposure to silica from engineered stone benchtops  
[Download Safety Alert](#)



Working with silica and silica containing products  
National guidance material - Safe Work Australia  
[Download guidance material](#)



Cancer Council  
• Fact Sheets  
• Posters  
• Silica Pocket Card

[www.cancer.org.au/preventing-cancer/workplace-cancer/silica-dust.html](http://www.cancer.org.au/preventing-cancer/workplace-cancer/silica-dust.html)



Breathe Freely Australia  
• Managers Toolkit  
• Guides & Fact Sheets

[www.breathefreelyaustralia.org.au/stone](http://www.breathefreelyaustralia.org.au/stone)