

<b>Subject: Asbestos Disposal Communications Strategy</b>	<b>File: 1470-06</b>
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**Purpose**

To outline methods/strategies for communicating about asbestos disposal options in the Comox Strathcona Waste Management service.

**Target audience(s):**

- Contractors and Haulers
- Residents seeking information about asbestos disposal
- CVRD/SRD staff
- CSWM board

**Project background:**

- The Campbell River Waste Management Centre begins accepting asbestos on October 1, 2017.
- Prior to October 2017, all asbestos containing material from the CSWM service area had to be taken to the Hartland Landfill located outside of Victoria.
- Asbestos disposal bags will continue to be sold at the Comox Valley Waste Management Centre and the Campbell River Waste Management Centre to haulers, contractors and residents planning to dispose of asbestos containing materials.
- Information on the safe disposal of asbestos is currently available online at [www.cswm.ca/asbestos](http://www.cswm.ca/asbestos) and at the asbestos disposal bags point of sale.

**Key speaking points:**

Spokesperson: Marc Rutten, GM of Engineering Services Branch or Jesse Lee, Manager of CSWM Operations

- Asbestos should only be removed by a qualified professional.
- Since the presence of asbestos can only be confirmed or denied by a laboratory analysis, consultation with a professional before undertaking renovations or demolition is always recommended.
- If you choose to dispose of asbestos containing products on your own, there are specific legal requirements for disposal.
- Asbestos disposal bags meeting these standards are available for purchase at the Comox Valley Waste Management Centre and the Campbell River Waste Management Centre.
- Asbestos will be accepted at the Campbell River Waste Management Centre beginning October 1, 2017, during specific hours and days of the week. Contractors and residents planning to dispose of asbestos at this facility should familiarize themselves with our asbestos policy available at: [www.cswm.ca/asbestos](http://www.cswm.ca/asbestos)

**Budget:**

- The majority of the communications tactics proposed include staff time with no budget attached. Additional design work and the cost of reprinting the asbestos safety brochure are covered by the CSWM advertising budget.

**Communication Objectives:**

1. Haulers and contractors that dispose of asbestos are aware of the new disposal policy.
2. Residents who are seeking information on asbestos disposal options can easily locate it online.
3. Residents purchasing do-it-yourself asbestos bags receive information about safe disposal methods at the point of sale.

**Situation analysis:**Strengths:

- Information developed specifically for target audiences, using the appropriate channels, will ensure the right messages are getting through to the right people at the right time.

Weaknesses:

- The sale of do-it-yourself bags could be seen to encourage do-it-yourself asbestos renovations.

Opportunities:

- Accessible information online will ensure that residents considering do-it-yourself disposal have the appropriate safety facts. Communications material at point of sale will provide a further safety reminder for those who have already made the decision to purchase the bags.

Threats:

- Communicating too broadly and loudly to the general public about asbestos disposal options may encourage the do-it-yourself disposal of asbestos.

**Communications strategy/tactics:**

Tactic	Details	Budget	Timing
Letter sent to haulers/contractors	Direct mail	Staff time	By September 15
Create asbestos policy	Post to website	Staff time	By September 5
Update asbestos disposal options	Post to website	Staff time	By October 1
Update fee schedule for asbestos containing materials	Post to website	Staff time	By October 1
Update asbestos safety brochure	Graphic design	\$200	By September 15
Reprint and distribute safety brochure	1,000 brochures	\$650	By October 1
Update waste disposal application to reflect acceptance of ACM	Post to website	Staff time	By October 1

**NEXT STEPS:**

- Develop materials to be ready for October 1, 2017 soft launch.

**Approval History**

Created by:	C Wile/July 26, 2017
Amended:	C Wile/ August 8, 2017