

THE HELP PROGRAMME **2005-2007**

MOVING TOWARDS A SMOKE-FREE EUROPE



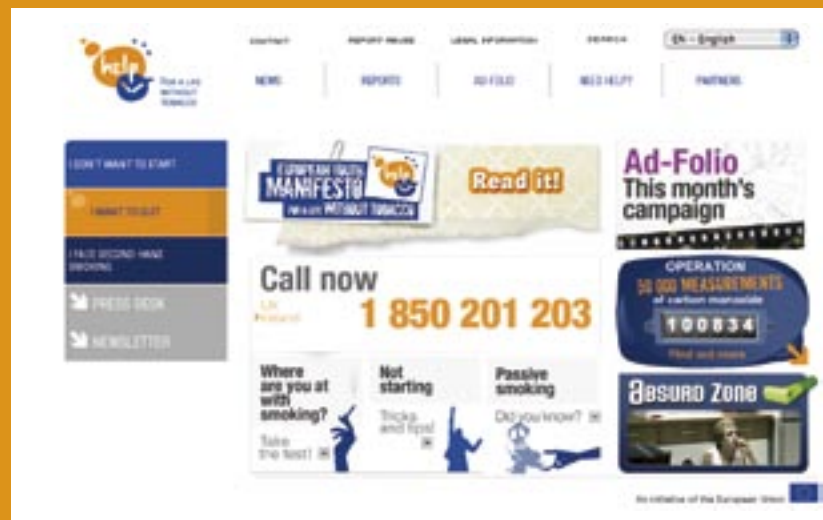
An initiative of the European Union



FOR A LIFE
WITHOUT
TOBACCO



Media campaign



Help website



Events

THE HELP PROGRAMME 2005-2007 AIMING FOR A LIFE WITHOUT TOBACCO

THE EUROPEAN UNION HAS MADE THE FIGHT AGAINST SMOKING ONE OF ITS TOP PUBLIC HEALTH PRIORITIES. TOBACCO RELATED DISEASES ARE THE SINGLE LARGEST CAUSE OF DEATH IN EUROPE TODAY. TOBACCO ACCOUNTS FOR OVER 650,000 DEATHS EVERY YEAR IN THE EUROPEAN UNION, I.E. ONE DEATH OUT OF SEVEN. THIS FIGURE INCLUDES 19,000 DEATHS FROM PASSIVE SMOKING AND THESE PEOPLE HAVE NEVER EVEN SMOKED!

THE “HELP — FOR A LIFE WITHOUT TOBACCO” PROGRAMME

On the 1st March 2005, the European Commission launched a large media campaign, aimed at tobacco prevention and cessation, in the, then, 25 European Union Member States. Today, in all the 27 EU countries, the European Commission’s campaign “HELP – For a life without tobacco” is one of the largest public health awareness-raising initiatives ever organised in the world.

The general motto of the campaign is providing “Help and support”. The “Help” campaign aims to offer help not to take up tobacco, help to resist peer pressure, or help to address passive smoking.

THE CHALLENGE

To deliver a unique, consistent and powerful communication solution that will work across the 27 EU Member States and encourage a move towards tobacco denormalisation.

AN INTEGRATED COMMUNICATION CAMPAIGN FOR AN EFFECTIVE OUTREACH TO THE EUROPEAN YOUTH

Young people (15-34 year-olds) are the main target of the Help campaign since their attitude is crucial in the “denormalisation of smoking” as a trend in Europe.

The Help campaign comprises the broadcasting of television spots on national and pan-European channels and adverts on young people’s favourite websites, the publication of press articles in the national media and a series of high profile media events.

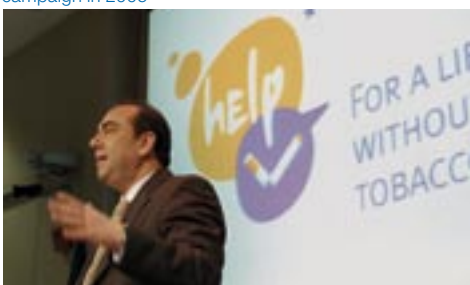
A dedicated Help website (www.help-eu.com) acts as a relay for all media activities.

BUILDING PARTNERSHIPS

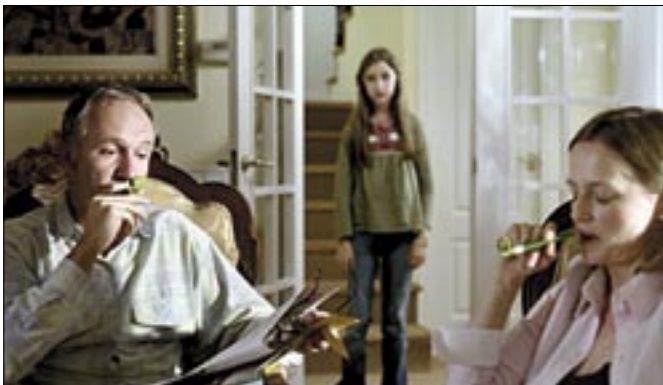
The Help campaign is an example of a unique cooperation since it is designed and conducted in partnership with communication experts, tobacco control professionals from the European Network for Smoking Prevention (ENSP), the European Network of Quitlines (ENQ) and the Youth Forum Jeunesse representatives.

An Advisory Board, chaired by Prof. Gerard Hastings of the University of Stirling in Scotland, supervise the campaign development and ensure message consistency with tobacco control themes.

European
Commissioner
Markos Kyprianou
officially launching
the Help
campaign in 2005



172 MILLION EUROPEANS REMEMBER SEEING THE HELP TV CAMPAIGN



Passive smoking

HELP CAMPAIGN AWARENESS

The Help campaign has been present on TV since June 2005 with 5 flights that took place in June and September 2005, January and September 2006, and this year in January/February. To date 42,000 spots have been broadcast, using 96 national TV stations, addressing the 3 major issues of Passive Smoking, Prevention and Cessation.

The results are striking – the Help saga hits the mark and communicates a message that is universally understood and approved of across Europe since over one third of all Europeans and 60% of Europeans under 25 declare to having seen the Help campaign!

KEY MEDIA RESULTS:

96 NATIONAL TV CHANNELS

42,000 TV SPOTS BROADCAST

2.7 BILLION MEDIA CONTACTS ACHIEVED IN 2 YEARS (TV+INTERNET)

60% OF YOUNG EUROPEANS (UNDER 25) SAW AT LEAST 1 HELP FILM

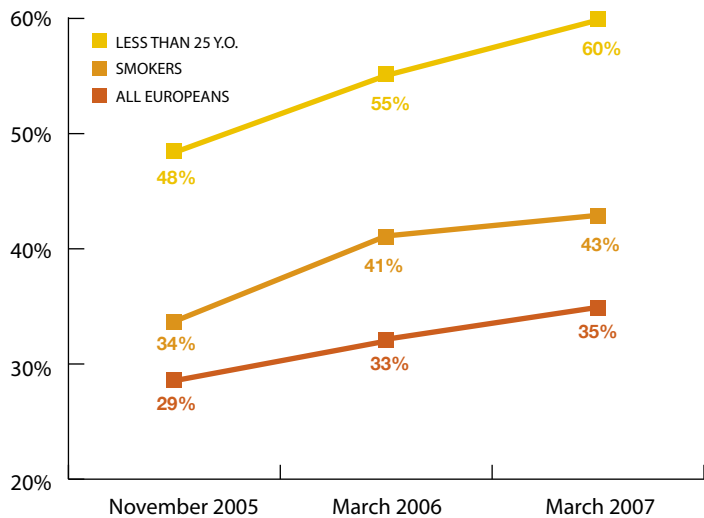
83% OF YOUNG EUROPEANS LIKE THE ADVERTS

KEY MESSAGES ARE CLEARLY UNDERSTOOD:

76% CONSIDER SMOKING AS ABSURD

86% AGREE SMOKING ENDANGERS THE LIFE OF THOSE AROUND YOU

81% OF UNDER 25's AGREE THAT HELP IS AVAILABLE TO FACE SMOKING PROBLEMS



Source: IPSOS post-test results

Prevention

Cessation





HELP-FOCUSED WEB CAMPAIGNS AND SPECIFIC PARTNERSHIPS BOOSTING THE HELP WEBSITE VISITS



MTV partnership

MTV helped create a dedicated TV ad and a mini site in 2006 for the purpose of an operation set to target young people and to encourage debate around the issue of tobacco with the catch phrase "Tobacco...where do you stand?" The target audience was encouraged to reflect on their tobacco behaviour via an interactive questionnaire on the website.

Web campaigns

The HELP campaign started on the Internet in all European countries in January 2006 with 3 consecutive waves broadcast in 2006 and 4 more waves for 2007 on the websites of Yahoo, MSN and National websites. The aim is to draw the attention of Internet users looking for help and bring them to the Help website:



Banners on Hotmail target particularly well the European young people

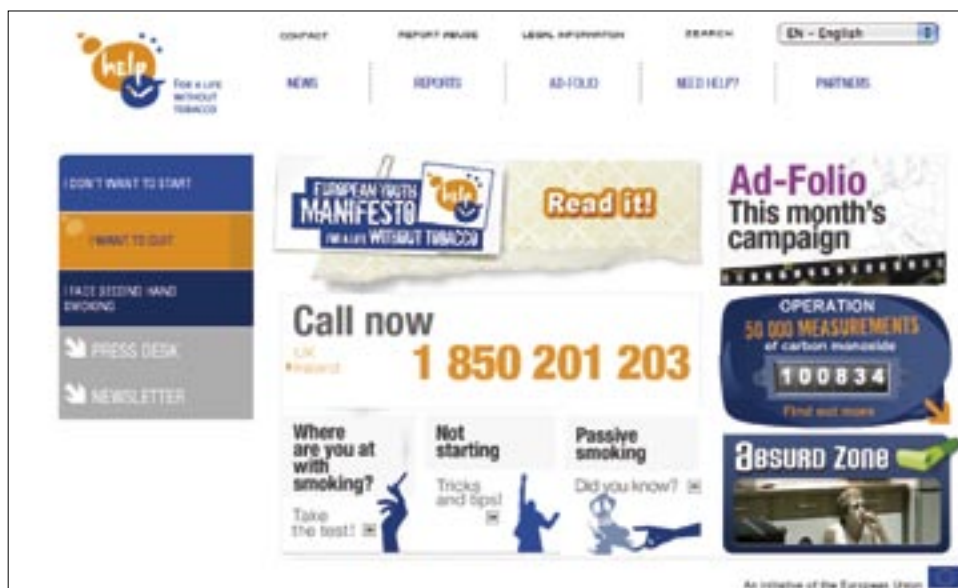
Original and playful creations using humour to draw attention and trigger a click



ALREADY 2.9 MILLION INTERNET USERS FOR THE WWW.HELP-EU.COM WEBSITE

A specific Internet website (www.help-eu.com), active in 22 languages, aims to provide concrete help, advice and support to those in need by delivering comprehensive information on health and social problems related to tobacco consumption and on the European actions in the field of tobacco control.

The site is structured around the general public sections (tips and advice, games etc.), an institutional section (latest news on tobacco-control policies etc) and hosts other innovative features such as a portfolio of anti-tobacco adverts from all over Europe, interactive test modules and games.

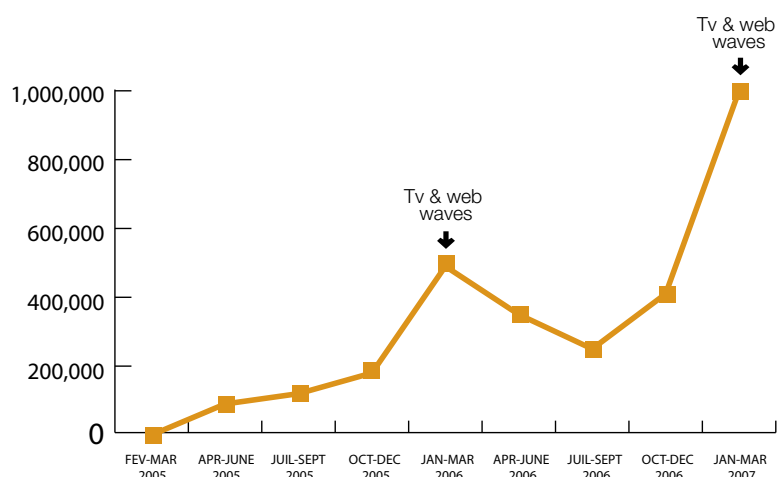


Thematically developed content according to visitor profile:

- ◆ I don't want to start
- ◆ I want to quit
- ◆ I face second-hand smoke

1 MILLION VISITORS ALREADY IN THE 1ST QUARTER OF 2007!

It also acts as a relay with all partners and national help cessation services, including telephone quit lines. There is a strong and immediate response to the broadcast of Help TV spots as they propel visits to the www.help-eu.com website: proof that the campaign is efficient!



WEBSITE INNOVATIONS

The content is constantly updated and enriched with new tips and advice sections and more. Here are just some examples of what you will find on the website in 2007:

E-mail coaching operation

Providing help via an **online e-mail coaching module** to users who sign up online. E-mails are sent at regular intervals over a 2-month period to help and encourage them in their cessation process:



“Did you know?” – Passive Smoking module

Launched on 15th February 2007, the Passive Smoking module is designed to raise awareness about the dangers of passive smoking.

A learning-oriented method, using key facts and figures to explain the dangers, is used in 5 specific mini-texts targeting smokers or non-smokers, according to the choice made at the beginning of the module:

Escape – the Game

The principle of the Escape online game is again to raise awareness of the dangers of passive smoking in a playful way.

It challenges the player to try and get his/her character safely through various places polluted with cigarette smoke without getting contaminated by it (home, office, nightclubs, school canteen or toilets).

A smoke-free message appears at the end of each completed level, giving information on second hand smoke and smoking implications as well as on the benefits if you avoid it.



376 NATIONAL EVENTS HELD ALL OVER EUROPE ENABLED 100,000 EUROPEANS TO TEST THEIR CARBON MONOXIDE (CO) LEVEL TO DATE

THE CO MEASUREMENT CAMPAIGN

A wide-spread “carbon monoxide (CO) measurements” in-the-field activity was launched in March 2006 with the participation of 12 Commissioners.



The CO measurement booth at work in Latvia



European Commissioner Markos launches the CO testing

This specific method to engage audiences in the EU Member States is interactive and entertaining since it allows people to become fully aware of the effects tobacco on their health.

Help booths manned by tobacco control experts are present in the 27 Member States and inform the public about the dangers of smoking and passive smoking.

YET TO COME IN 2007:

400 NATIONAL EVENTS

100,000 CO TESTS PLANNED

OVER 10,000 YOUNG PEOPLE INVOLVED IN THE EUROPEAN YOUTH MANIFESTO

DRAFTING THE EUROPEAN YOUTH MANIFESTO FOR A LIFE WITHOUT TOBACCO:

A vital theme running throughout the year 2006 was the development of the European Youth Manifesto, an initiative organised in partnership with the European Youth Forum. The aim was to give a precise indication of what are young people's expectations towards a concrete policy on tobacco at the European level, by taking into consideration the, then, 25 different perspectives of the European Union at a national level, and by gathering these 25 different statements to create a European youth position, which resulted in the European Youth Manifesto.



The Help website keeps on relaying the Manifesto activity



Delegates from the 25 European Member States gathered for the Manifesto



THE YOUTH MANIFESTO PRESS CONFERENCES

Currently promoted in all EU Member States with a series of national press conferences addressing decision makers and opinion leaders, the European Youth Manifesto will continue to be disseminated among young people by targeting schools, students, teachers and parents.

The www.help-eu.com website will continue acting as a relay.



Press conferences are taking place in the 25 Member States

OVER 4,000 ARTICLES AND REPORTS IN THE MEDIA SINCE THE BEGINNING OF THE HELP CAMPAIGN

LARGE MEDIA COVERAGE WITH TV, PRESS, RADIO AND INTERNET RELEASES

The Help campaign has received, so far, large media coverage across all European Union Member States with more than 4,000 articles and reports to date:



TV reports



Newspaper articles



Articles about Help published on-line

Key Help figures at a glance

AFTER 2 YEARS OF THE CAMPAIGN, THE RESULTS ARE IMPRESSIVE!

➤ **35%** OF EUROPEANS SAW THE CAMPAIGN (60% OF THE YOUTH)

➤ **77%** OF ALL EUROPEANS AND **83%** OF THE UNDER 25 TARGET LIKE THE HELP CAMPAIGN

➤ **2.9** MILLION INTERNET USERS FOR THE WWW.HELP-EU.COM WEBSITE

➤ A TOTAL OF **376** NATIONAL EVENTS PERFORMED EUROPE-WIDE

➤ **103,174** EUROPEANS MEASURED THEIR TOBACCO-RELATED CARBON MONOXIDE LEVELS

➤ OVER **4,000** ARTICLES AND REPORTS IN THE MEDIA

WHAT COMES NEXT?

MORE MEDIA FLIGHTS ON TV AND INTERNET, AN EXTENSION OF THE CO TEST OPERATION, A VIRAL CAMPAIGN TARGETING YOUNG PEOPLE, MORE PRESS CONFERENCES IN THE 27 MEMBER STATES – THESE ARE JUST A FEW TASTERS FOR 2007 AND 2008.

BE SURE TO KEEP UP!

A CONSORTIUM OF AGENCIES ENTRUSTED WITH THE CAMPAIGN

This consortium is managed and coordinated by **Ligaris**, a Paris-based consulting firm specialising in integrated institutional, public and social communication, and comprises **B&S**, a Public Relations and Events Management agency, based in Brussels and its network, Worldcom PR Group (Europe/Worldwide), as well as **Carat International**, strategy and media buying consultants, with offices in London and Paris, and its network present in the 27 countries concerned (Europe/Worldwide).

The companies delivering the campaign are working in partnership with the NGO's and public health bodies brought together by the European Network for Smoking Prevention (ENSP).



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