

L'ALCOOL VOUS DONNE

DE BELLES COULEURS.



The City of
Rennes, France,
presents:

**À TA
SANTÉ!**

Informing young
people about
the dangers of
alcohol abuse
on the public space



VIVRE EN INTELLIGENCE

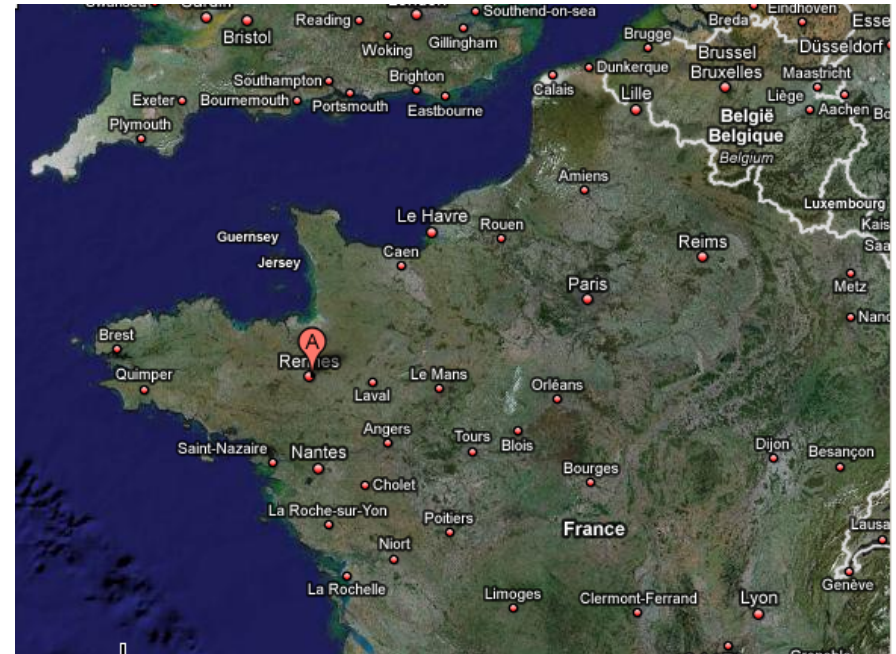
The fight against binge drinking (2)

- **Binge drinking** by youth in the public space has become widespread in many European cities including Rennes.
- Dramatic consequences on **public health** and **city life**



Binge drinking in Rennes (3)

- Rennes is particularly affected by this trend:
 - **Student population:** 60,000 students for 210,000 inhabitants
 - Capital of **Brittany**, French region most affected by excessive alcohol abuse among young people.



Communication and prevention (4)

- 360° Long-term **preventive actions** set up by the City of Rennes:
 - **La nuit des 4 jeudis** (*the 4 Thursday nights*): festive alcohol-free events, open to all and free of charge.
 - **Noz'ambules, Prev' en ville**: street teams for prevention and counselling
 - **Remodelling public space** in city centre
 - **Bans or restrictions** on alcohol sales
 - A strong **information campaign**:
« A ta santé! »

The campaign « A ta santé! » (5)

- Major **awareness raising campaign** launched by City of Rennes in autumn 2007: « A ta santé! »
- Goal: to inform youth about the **dangers of alcohol abuse** on the public space.
- In 2006, **public debates** with associations and field workers suggested this campaign
- The **State** (Préfecture d'Ille et Vilaine) co-financed « A ta santé! »



À TA
SANTÉ!
www.rennes.fr

RENNES

VIVRE EN INTELLIGENCE

A strong public statement on a crucial public health issue (6)

- A bold, uncompromising public statement
- The campaign aimed at **breaking away from current perceptions** of drinking as an emancipation rite for young people and students.



Campaign message: alcohol is uncool (7)

- Underscore the **dramatic** or **ridiculous** consequences of alcohol abuse.
- Make alcohol look **uncool**, in an ironic style and tone which young people can identify with.
- To be avoided: a **moralizing** speech based on abstinence.
- The slogan plays on a **double meaning**:
 - « A ta santé » means « Cheers » when having a drink with friends
 - « santé » also means health

Targets (8)

- **Main target:** young people aged 15 to 30.
- **Secondary targets :**
 - Everybody, and in particular people most concerned or affected by this issue (e.g. parents, inhabitants of the city centre where parties take place)
 - Bars, licensed premises, nightclubs

L'ALCOOL VOUS RAPPROCHE
DE LA NATURE.



À TA
SANTÉ!

www.rennes.fr



RENNES

VIVRE EN INTELLIGENCE

Alcohol brings you closer to nature

AVEC L'ALCOOL, VOUS FAITES
DE BELLES RENCONTRES.

À TA
SANTÉ

www.rennes.fr



VIVRE EN INTELLIGENCE

Thanks to alcohol, you meet new people

L'ALCOOL VOUS DONNE
DE BELLES COULEURS.

À TA
SANTÉ !

www.rennes.fr



VIVRE EN INTELLIGENCE

Alcohol gives you rosy cheeks



AVEC L'ALCOOL,

VOUS ATTIREZ TOUS LES REGARDS.

À TA
SANTÉ!

www.rennes.fr



VIVRE EN INTELLIGENCE

Thanks to alcohol, all eyes are on you

AVEC L'ALCOOL, VOUS DONNEZ

LE MEILLEUR DE VOUS-MÊME.

À TA
SANTÉ !

www.rennes.fr



RENNES

VIVRE EN INTELLIGENCE

Alcohol brings out the best in you

Videos : Olivia

Off: « Olivia, 21 »

« It was an evening like any other. We had bought liquor from the supermarket: whisky, gin, vodka, beer. The usual mix. We hit the street. I was drunk, I fell, I threw up, I nearly choked.

The firemen saved me. The worst of it all is I don't remember a thing. »

Off: « Alcohol abuse: don't say you didn't know »



Videos : Annabelle

Off: « Annabelle, 23 »

« we'd been going out for 2 years. One night, we went to visit friends.

He started drinking, singing, shouting. The neighbours came to complain. He got mad. I tried to calm him down. He went crazy. And he hit me. I fell, he went on hitting me.

I spent 3 days in hospital. Don't ever talk to me about him again.

Off: « Alcohol abuse: don't say you didn't know »



Videos : Pierre

Off: « Pierre, 24 »

« We were celebrating our end of term exams. We weren't going to be seeing each other in a while. I drank (a lot), I mixed my drinks (a little) and then I drove off. I had rolled down the windows to avoid falling asleep, the others were all dozing in their seats.

I was driving too fast, I tried to brake too late. The car went off the road. Everybody woke up, except for Thomas.

Off: « Alcohol abuse: don't say you didn't know. Never drink and drive. »



Implementation of the campaign (17)

- Use of three main channels of influence on young people : **advertising, peer pressure, education**
- **3 wave campaign**, from Oct. 2007 to June 2008
- **Media mix** adapted to target:
 - billboards, radio and cinema ads, internet site, flyers, postcard, T-shirt contests.
- **Budget**: 225 000 EUR



Impact assessment (18)

- Assessment by independent survey institute (CSA): 800 people + qualitative analysis
- Excellent results on alcohol attitude:
 - « *This campaign made me reflect upon my own alcohol consumption* »
 - YES: **42%** of 15-19 year olds
 - YES: **37%** of 20-24
 - YES: **44%** of youth who admitted having been drunk more than 3 times in the last 3 months

Impact assessment (19)

Excellent results on impact

- Easy to understand: 95%
- Realistic: 93%
- Useful: 90%
- Original: 90%
- Effective: 53%



Impact assessment (20)

- Strong legitimacy of City:
 - **83%** think City should conduct this kind of campaign
- All the results are largely above the average reference scores mentioned by the institute.



Awards (21)

- Premier prix CAP COM 2007, catégorie Faire évoluer les comportements
- Grand prix de la créativité publicitaire des 1000 de l'Ouest 2008
- Mention au prix Stratégie du Marketing des jeunes 2008
- Grand Prix CB NEWS des collectivités territoriales 2008
- Nomination au Prix Territoria 2008
- Nomination au Grand Prix des Affichages 2008



CONCLUSION (22)

Awareness campaigns such as « A ta santé! » and preventive actions are indissociable.

- Key to success: working hand in hand with **all players** involved.
- **Public institutions** have a key role to play.
- City of Rennes promotes participative debate, in line with its motto « **Vivre en Intelligence** » (living harmoniously together)

Thank you for your attention.

www.rennes.fr

For all inquiries:

dgcom@ville-rennes.fr



This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.