

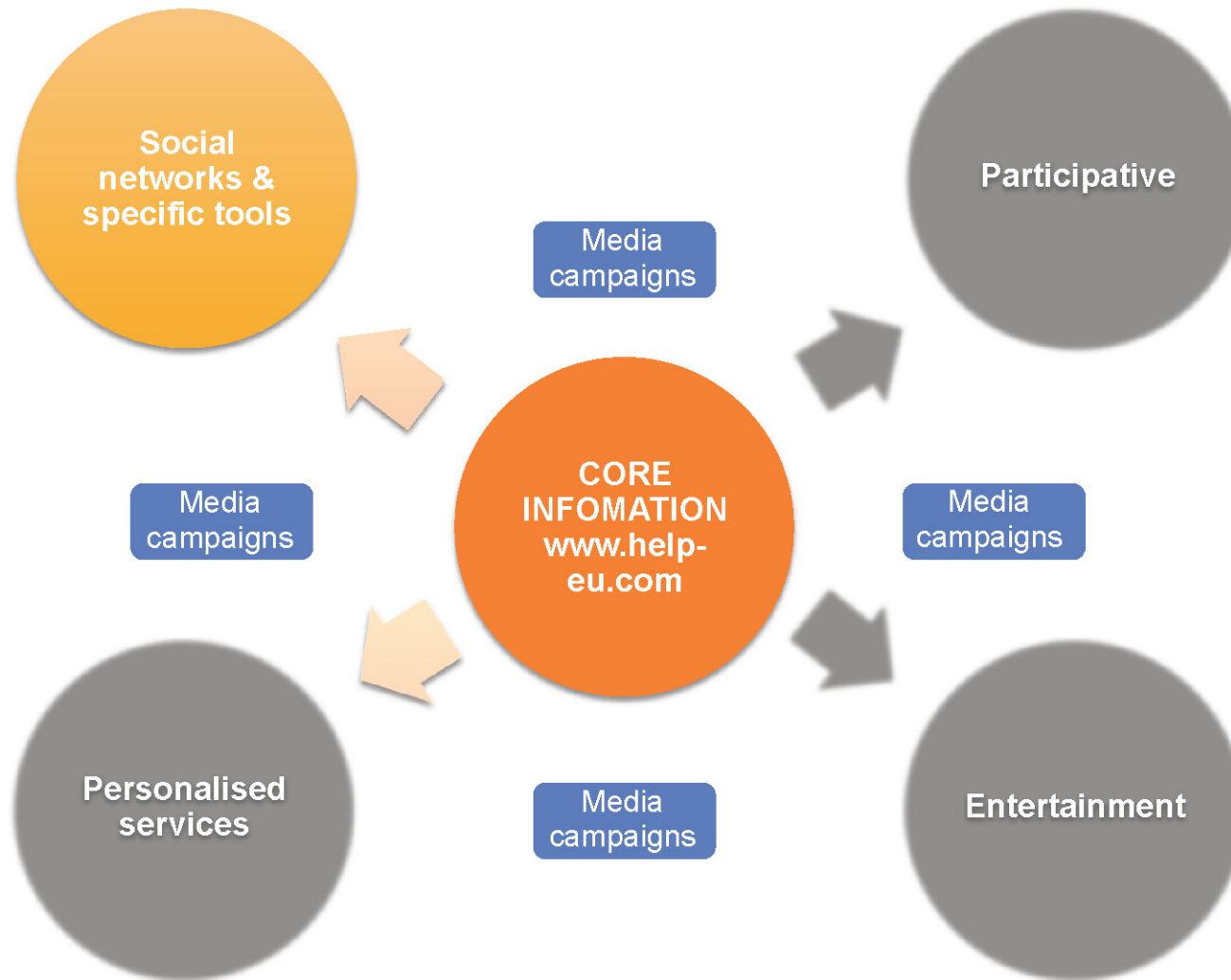
Help online

LIGARIS

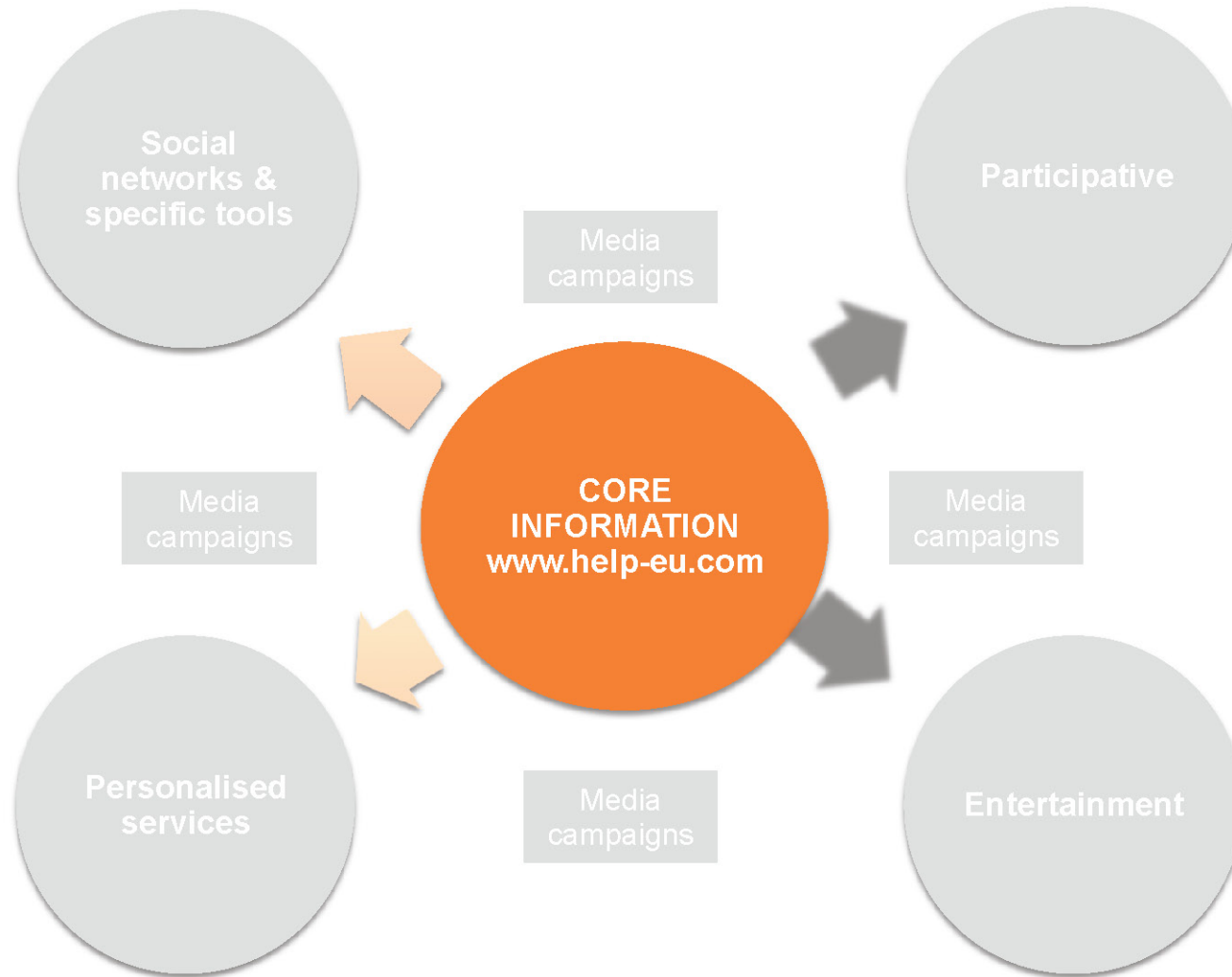
LIGARISEUROPE



Growing the Help website



Growing the Help website



Building the core system

— A system built as a central platform to help with tobacco in the 27 MS. 4 parts of the core system are:

- **Information:** built with ENSP, all information needed to face tobacco: get informed, get HELP, get advice,...
- **Relay:** list of subject-related websites, links, information, organisations, NGOs, etc. general view on status of tobacco in Europe. Search engine, contacts, etc;
- **Programme:** personalised and interactive programme to trigger/control/ and encourage the decision to quit.
- **Database:** European observatory of anti-tobacco ads / Best practice / online directory of tobacco control stakeholders/ media centre etc.

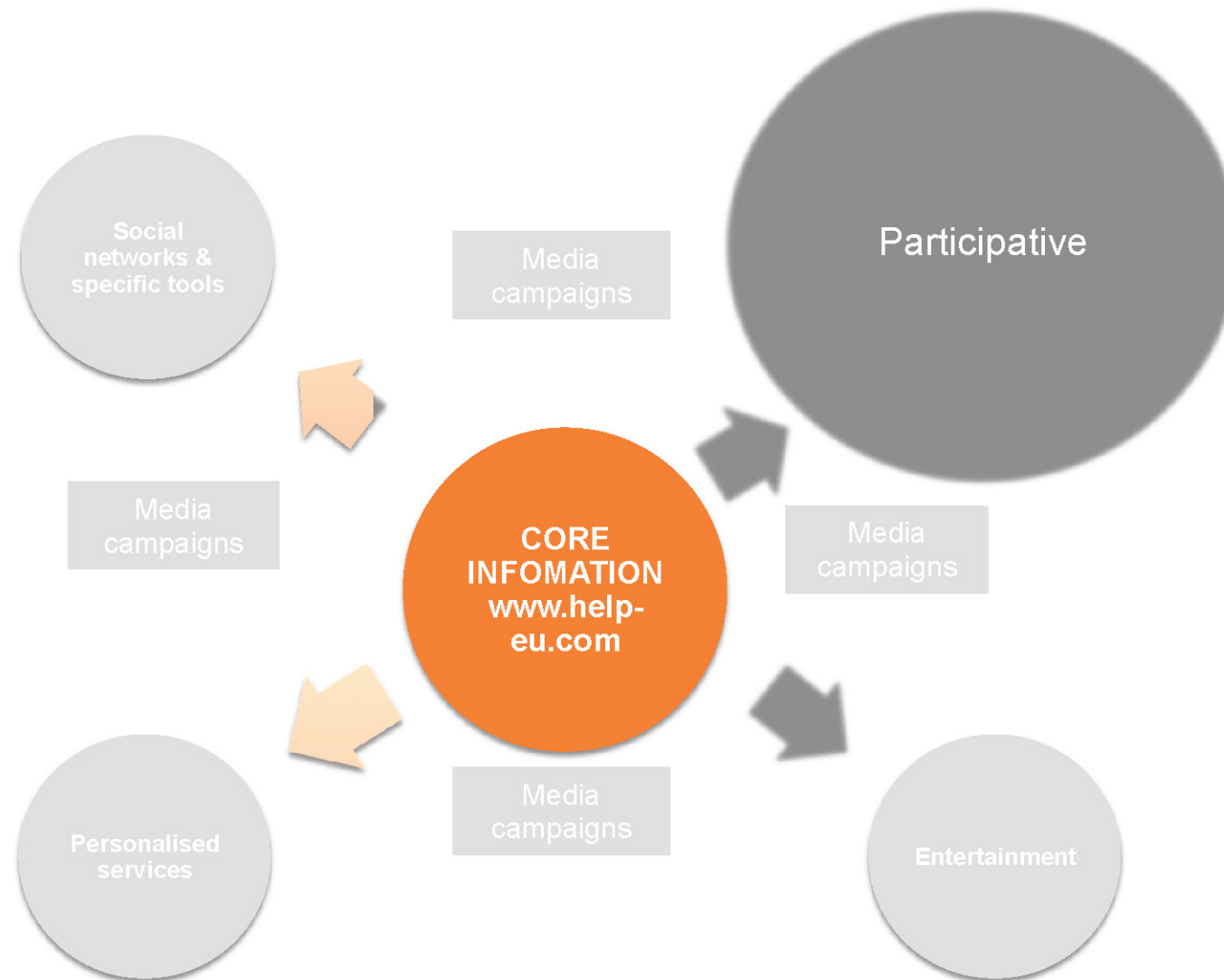
Structuring the visitor's journey

– For each kind of issue:

> DRIVING USER > FROM INFORMATION > TO ACTION

- Don't want to start?
1. Play / 2. Get Support / 3. Find Advice/...
- Want to quit?
1. Find Information / 2. Test yourself / 3. Support / 4. Advice / 5. FAQ / 6. Testimony
- Want to face passive smoking?
1. Did you know / 2. How to convince / 3. Support/Advice

Growing the Help website



Participative mode: the order of the day

– European Youth Manifesto

- Organised in cooperation with the Youth Forum Jeunesse
- Promoted through an online campaign, young people were challenged to actively contribute to writing the Manifesto document.
- Collected online contributions were taken into account when drafting the final text
- Help website as a real-time promotion tool (distribution, relay, calendar of related activities).

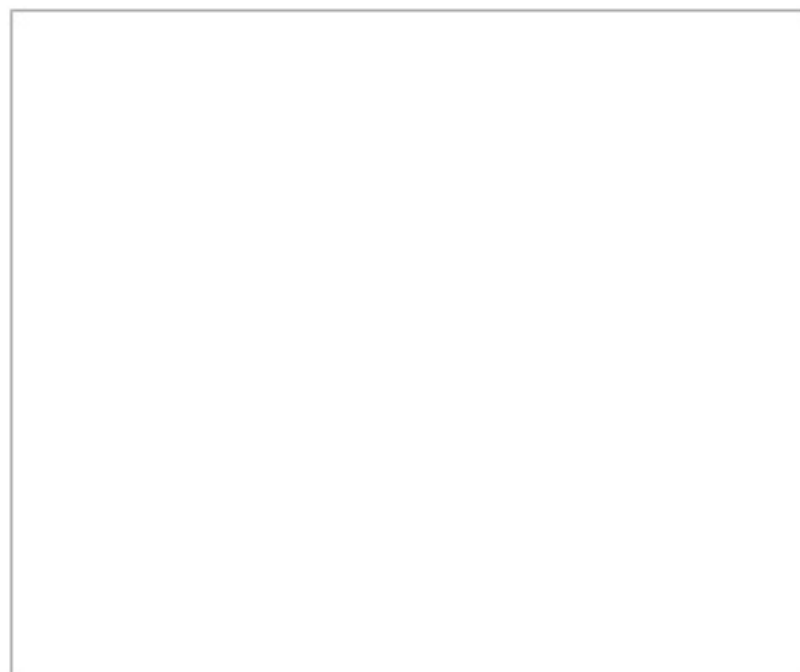
Involving YFJ member organisations

Recruiting online contributors

National texts collected in all Member States



Manifesto Web Banners



Online tools to empower young people on tobacco issues



EU contest

- An ongoing engagement of young people in the campaign through a European youth online contest
- Invitation to create a video, photo or comics and thus take part in the HELP campaign
- Operation developed in 2 stages:
 - Announcement made online - Youth Forum Jeunesse ensured promotion of the contest through their national member organisations
 - Submission period when all contestants uploaded their work

Result: In only 2 months 55 contributions collected from 12 countries

Helping smoking prevention at schools



_ Help@school teaching kits

- Specific online tool dedicated to teachers desiring to inform their students about the danger of tobacco
- HELP Teaching Kit', containing an awareness-raising quiz about Europe and tobacco available in 22 languages, shipped free of charge
- Invitation to send back a photo from their "Help@school" lesson

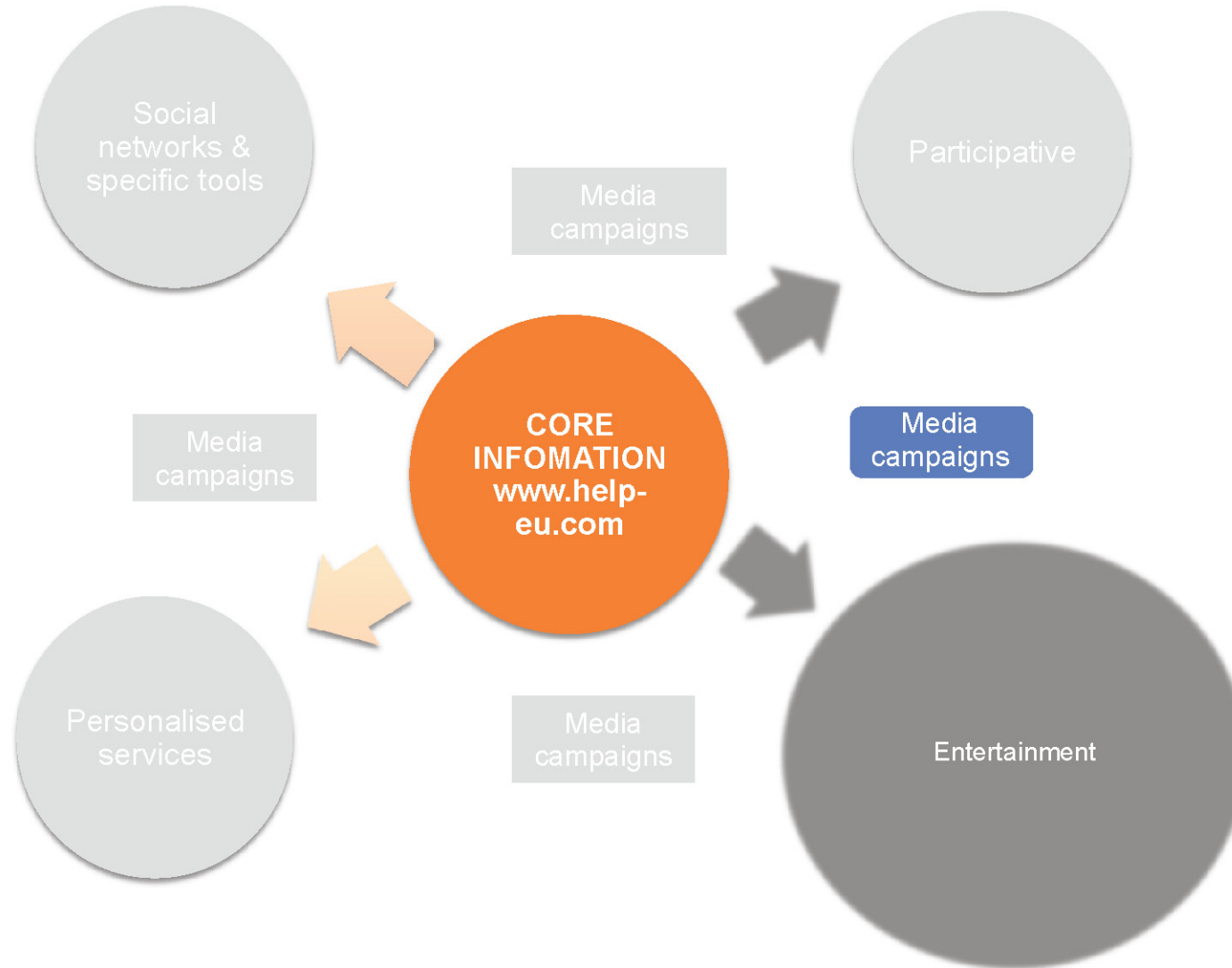


- Over 5, 300 kits ordered
- Hundreds of photos on the www.help-eu.com



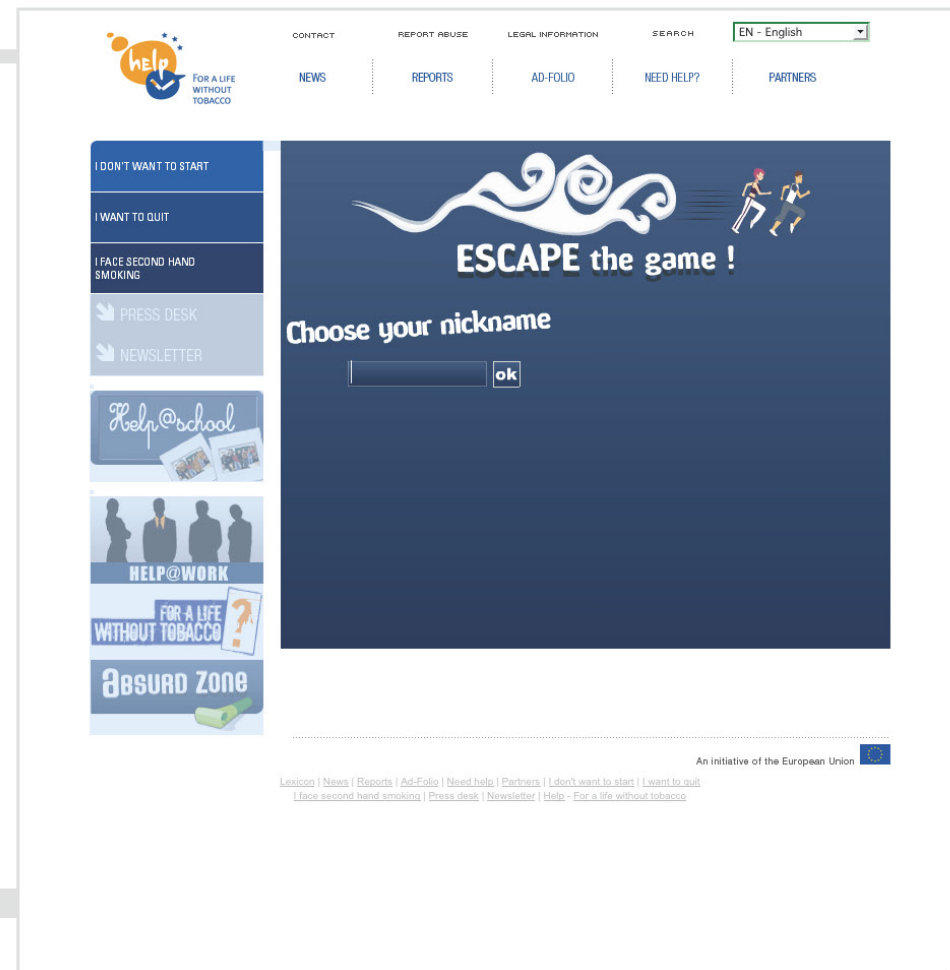


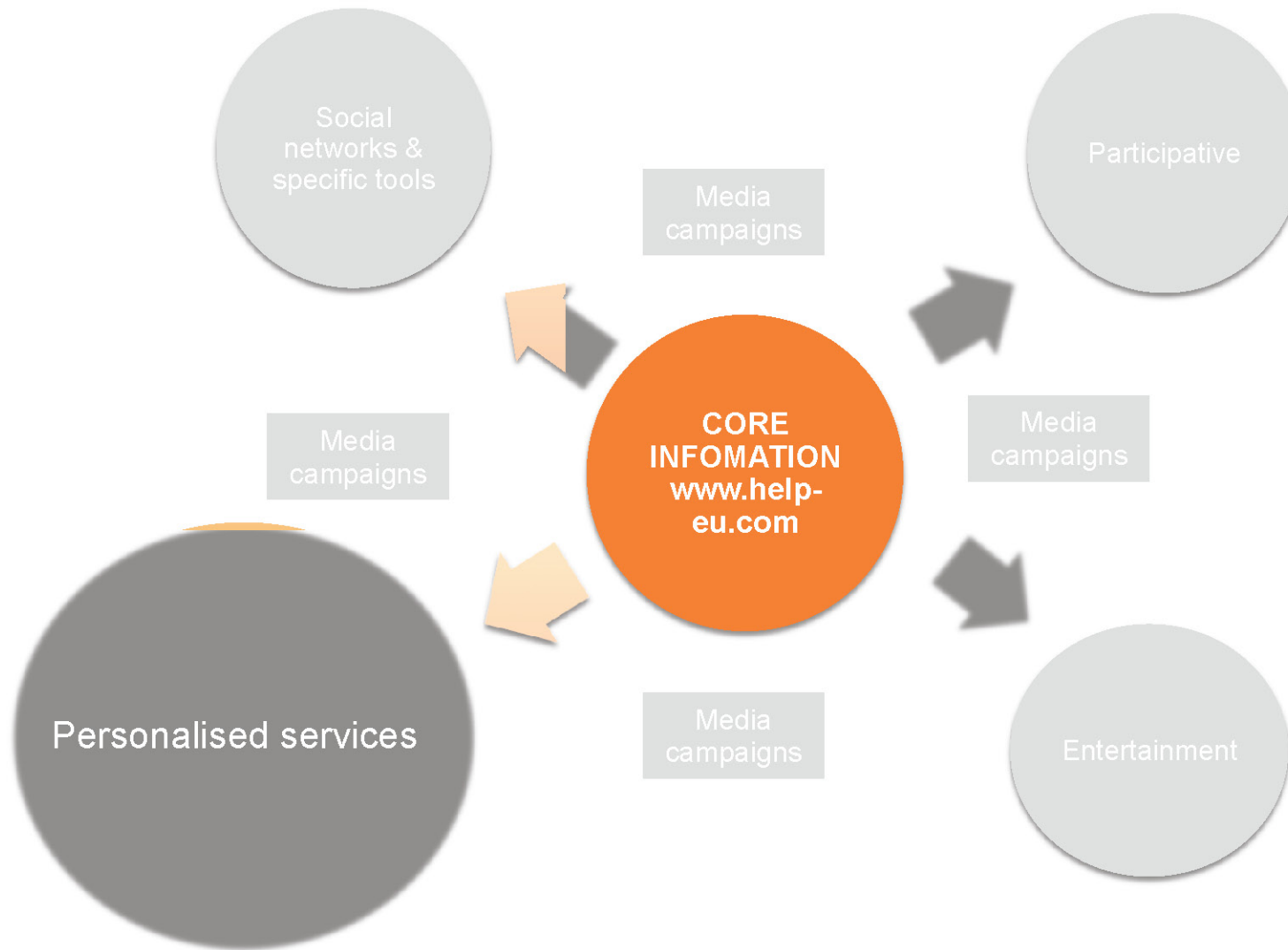
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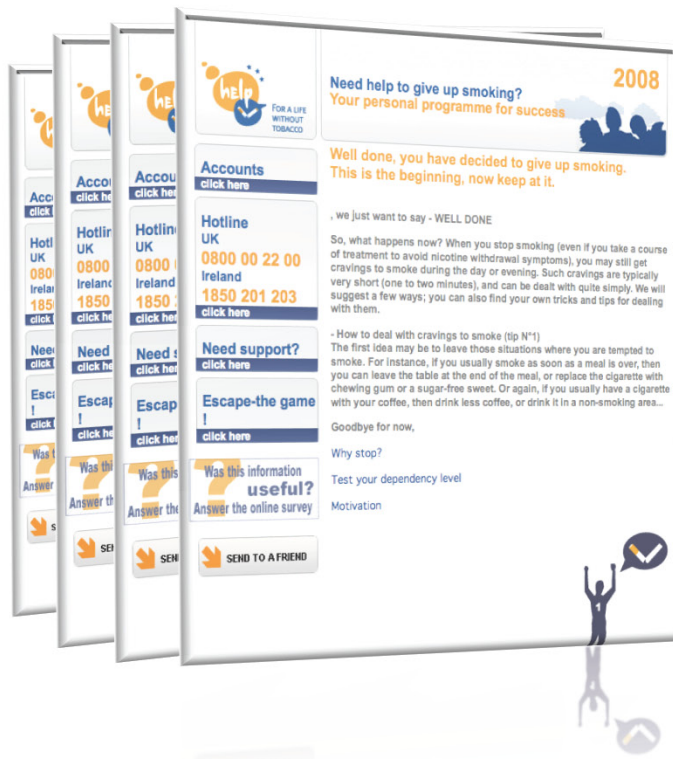
Entertainment

- Offering young Europeans a new way to get engaged
- An interactive entertainment which delivers serious information and concrete ways to get HELP
- A active tool which gives the opportunity to each player to challenge friends.





Personalised



- Give people personalised HELP to address the major challenge : give up smoking.
- A 25 e-mail programme following the quitting process over 2 months : encouraging, informing, supporting ... YOU
- A feedback effect with contribution through a FAQ and testimonials.

A large glass of water, any way is a good way to fight your cravings.

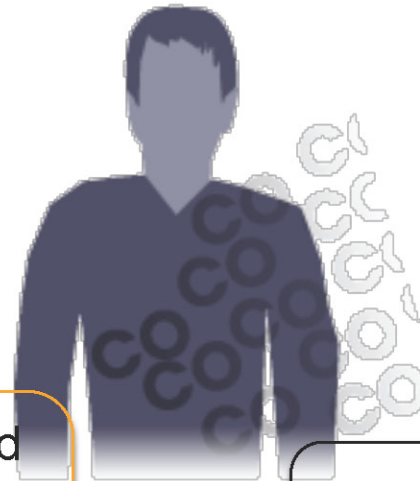
A breath of fresh... oxygen; you have already eliminated the carbon monoxide in your bloodstream.

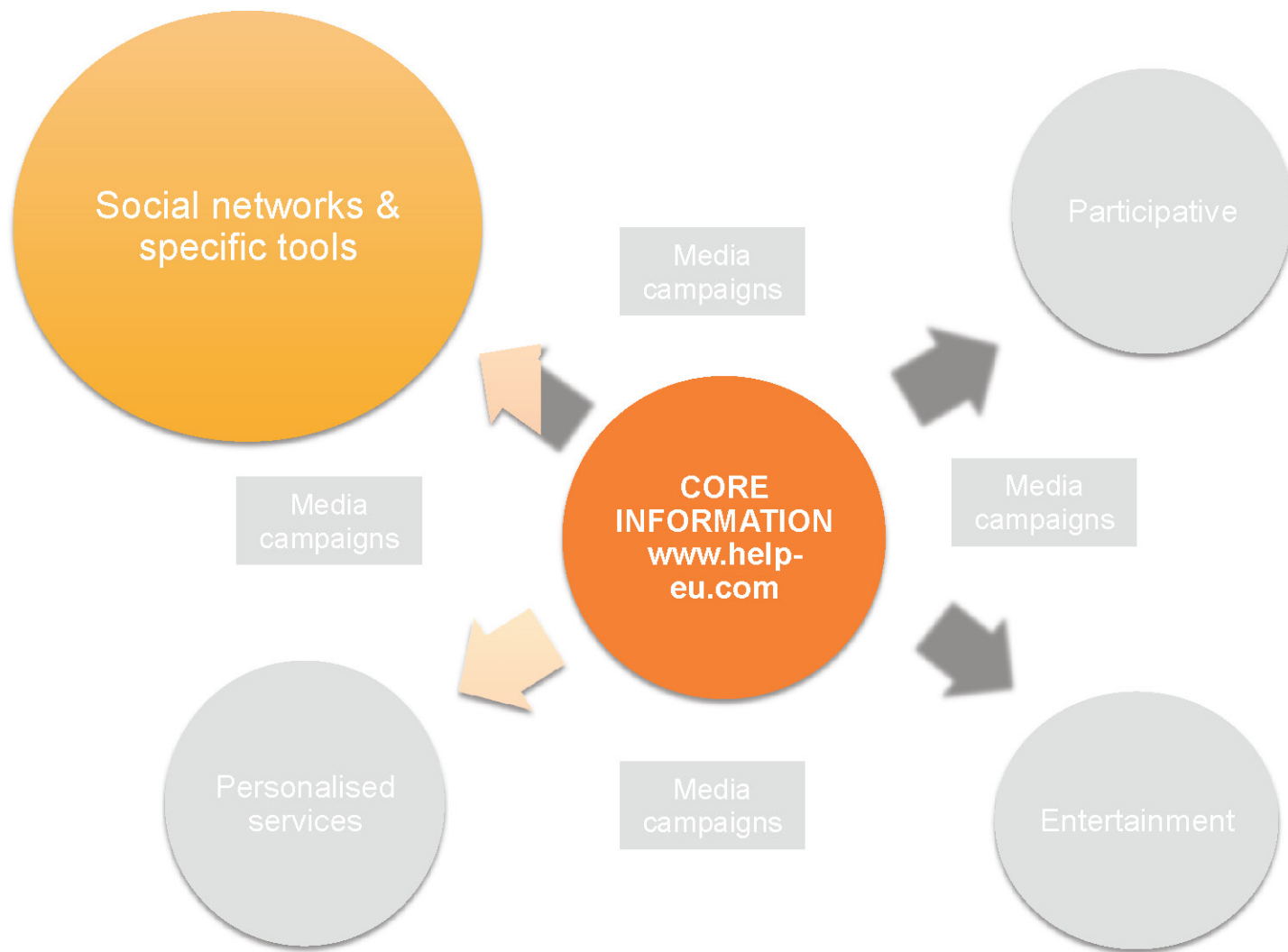
You've got a pack of cigarettes left, throw it in the bin.

It's four days now, deal with cravings by taking your mind off them.

Well done, you have decided to give up smoking. This is the beginning, now keep at it.

Getting good support - if it's too difficult, ask for help.





Social Media

If users don't come, just go out and get them

- How to optimise and disseminate the best of the HELP core system by placing it on youth social networks (Facebook, MySpace, iGoogle, Netvibes...) and on your computer.
- A widget: do the test and immediately sign up for the coaching e-mail programme at any time and without logging on to the HELP website
- **Go beyond the website and multiply your presence.**



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A dedicated website



- 22 languages
- 27 countries



A dedicated website



The first on-line shop selling fake products



Performances

- More than **450 000 visits**
- More than **7.5 million video viewed**
- Nearly **90 000 orders**
- **Click Through Rate three times higher than the standard**



Conclusion



A comprehensive information platform tackling all tobacco issues and themes is a good online basis but to trigger interest and hold the attention of your target:

- be creative and follow trends
- Inform while you entertain

Over the 4 years of the programme, Help managed to follow the latest evolutions in web users online behaviour, adapted constantly to the new context, multiplied its presence and managed to go beyond the initial website.

Thank you for your attention

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.