«HELP» CAMPAIGN – 2005 ROAD SHOW

ROME (ITALY) PRESS CONFERENCE

ACTIVITIES REPORT

Date: May 18th, 2005
Location: Ministry of Health (Auditorium), Lungotevere Ripa 1 Rome
Worldcom Correspondent: Maria Pace Medolago Albani, CBO

Press Conference Schedule:

* 16.30 **May 17th, pre-conference meeting** with Undersecretary of State On. Di Virgilio, attending Mrs Wonner and P. Lefebvre and Ministry Press Office to organize the press conference of the following day. Also attending Mimì Medolago and A. Piciotti.

* 11.00 **May 18th Interviews** to On. Di Virgilio (Ministry of Health) of RadioRAI (national radio) and SWR (German TV)

* 12.00 **Press Conference**

* 13.00 **Cocktail: reception for 50 people**

* 14.00 **Photo Shooting** at the “module” and during the Press Conference

Speakers:

- **On. Domenico di Virgilio**, Undersecretary of State, Ministry of Health
- **Daniela Galeone**, Deseases Control Centre, Ministry of Health
- **Josepha Wonner**, General Direction of Health and Consumers Protection, CE
- **Piergiorgio Zuccaro**, Superior Institute of Health
- **Silvio Arcidiacono**, Italian League against Tumours
- **Elizabeth Tamang**, Advisory Board ENSP
Also presents:

- Daniele Greco, General Director of Prevention, Ministry of Health
- Piervirgilio Dastoli, European Community Representative in Rome
- Patrick Lefebvre, Consortium LBC
- Christine Moreau, Carat France
- Raffaele Luise, SOS Fumo – Quit Lines
- Giacomo Mangiaracina, Italian League against Tumours
- Mauro Bologna, University of Aquila
- Massimo D’angeli, “Aria Pulita” Onlus
- Cinzia Gonfalone, Editorial Staff of the Ministry of Health portal
 Representatives of Rome ASL (National Health Services)
- Mimì Medolago, CBO Communication by Objectives
- A. Piciotti, CBO Communication by Objectives

Topics:

On. Domenico di Virgilio
Welcome and presentation of current statistics on smoke after the introduction of the law about the prohibition of smoking in public areas (January 05).

Daniela Galeone
Overview on tobacco consumption in Italy

Josepha Wonner
“EU Help Campaign” presentation

Piergiorgio Zuccaro
Role of OSSFAD (Osservatory on Smoke, Alcohol and Drugs) against tobacco consumption

Silvio Arcidiacono
Italian campaigns of LILT (Italian League Against Tumours)

Elizabeth Tamang, representing the ENSP Network
Moderator
Media attending the press conference 21

➢ News Agencies:
  - ADN Kronos
  - ANSA
  - AREA

➢ TV Stations:
  - SWR (German)
  - TG4/TG5 (National)
  - Telelazio (Local)
  - SAT2000 (Satellite)
  - TG2 (National)
  - ARTE

➢ Radio:
  - RadioRAI (National)

➢ Print Press:
  - Corriere Laziale
  - Dolce Attesa
  - Gente
  - GIOIA
  - Il Gazzettino
  - Impresa e Cultura
  - Libero
  - Metro
  - Omniroma
  - Pubblicità Italia
  - Puntocom
  - QN

During and after the press conference several press kits have been sent to the journalists unable to attend.
Remarks:

* Great Media coverage

* TV Rai 2 (TG2) and Channel 5 (TG5) as well as Sat2000 and Telelazio went on air the same day twice

* RadioRAI (GR1) was on air the same day also twice

Module:

Dates: from May 16 till May 23

Location: Piazza del Risorgimento (next to Vatican City and S. Peter Square)

Time schedule of distribution of promotional material: May 17, 18, 19, 20: 10 am-1 pm, 2pm-5pm