



HELP 2.0 2009

The European Union anti-tobacco campaign in 27 MS

Executive Summary

Preliminary Comments: The Help Campaign

Since 2002, the European Commission has been organising wide-ranging information and prevention campaigns related to smoking and specifically targeting young people. On May 31st 2009, World No Tobacco Day, the European Commission launched the second phase of the EU "Help - For a life without tobacco" campaign: Help 2.0. The 2009-2010 campaign succeeds the 2005-2008 programme which reached its end last year after four years of activity. This large media campaign is conceived with a special focus on young people and addresses tobacco prevention, cessation and the dangers of passive smoking in the 27 European Union Member States. This innovative initiative is based on an interactive concept, the "Tips", which allows full participation of its main target : the campaign is co-designed by young people at all stages. It is one of the largest public health awareness-raising initiatives ever organised in the world.

Partnership with Stakeholders

The Help campaign is an example of a unique cooperation since it is designed and conducted in partnership with Youth Organisations including the European Youth Forum, the International Federation of Medical Students' Associations (IFMSA) and the European Medical Students Association (EMSA), communication experts, tobacco control professionals from the European Network for Smoking Prevention (ENSP) and the European Network of Quitlines (ENQ).

An **Advisory Board** of tobacco control experts, chaired by Prof. Gerard Hastings of the University of Stirling, supervises the campaign development and ensures the scientific accuracy of its messages.

An ongoing engagement with young people was ensured by the close cooperation with the **European Youth Forum**, the International Federation of Medical Students' Associations (**IFMSA**) and the European Medical Students Association (**EMSA**).

A new Help initiative in 2009 was the creation of the **European Student Network on Tobacco Control**, which coordinates and enhances youth participation in the Help campaign. In collaboration with this network 16 Youth Projects were funded by Help in 2010, with projects ranging from information sessions in Maltese summer schools to "Smokefree Parties" in the Czech Republic.

The Help programme also continued its partnership with the **ENSP** (European Network of Smoking Prevention) organisation in 2009 through the pilot "Boogie Mobile" project, which aimed to reach underprivileged young people with information



about smoking at free music concerts. The pilot operation took place across 6 Member States, providing young people with information on their mobile phones.

A partnership between **ENQ** (The European Network of Quitlines) and the Help campaign involved the promotion of national smoking quitline numbers on the Help website, at events and through publications produced throughout the campaign.

All Help campaign stakeholders were regularly informed about the campaign's developments via Help **newsletters**. Also Help campaign results were presented at key public health conferences in Europe.

Action 1: Media

Help TV Campaign

On World No Tobacco Day 31st May 2009 the new Help TV campaign was launched on 134 national TV channels across 27 Member States, with a Pan-European TV campaign following in September. The three adverts, addressing cessation, prevention and passive smoking, were based around the “tips” concept which is at the heart of the Help campaign – the films show a young European's absurd tip on how to tackle a smoking issue, then lead the audience to real advice available on the Help website. 26,000 spots were broadcast in 2009, on 134 TV channels, with a total of 566 219 000 contacts achieved.

The Help TV presence will continue into 2010 with a Pan-European campaign in January and a national TV campaign launching on the 31st May 2010.

The TV campaign is systematically pre and post-tested by Ipsos, the survey-based market research company. Interviews with 26,000 Europeans following the broadcast of the TV campaign are the basis for in-depth evaluation of the impact of the “Help” message across Europe.

The results to date are impressive and show that Help continues to communicate a message which is universally understood and approved of across Europe: 88% of young Europeans liked the campaign and 89% of young Europeans understood that help with tobacco issues was available.

The Ipsos results show that the Help campaign had a wide reach and the key messages were clearly understood:

- 48% of all Europeans and 68% of Europeans under 25 years old saw the TV adverts
- 89% of young Europeans understood that help was available
- 88% of young Europeans recalled that the campaign said a website/phone was also available to provide help.



MTV partnership

The MTV 'Force for Good' partnership with Help in 2009 produced a unique TV advert for the Help campaign in the UK. Using edgy graphics and hip-hop music in the style of popular MTV youth programme 'Pimp my Ride', the advert raised awareness about the negative effects of tobacco through a makeover theme for smokers entitled "Tune my body".

Action 2: Online Campaigns

Help Online Campaigns

In 2009 in order to reach its core audience (15-24 year olds), the HELP campaign's presence in the webosphere was reinforced with specific online campaigns and an investment in online search. The campaigns were present on youth-oriented national websites in all European countries and on pan-European sites such as Facebook, Yahoo, MSN and YouTube. Original creatives were used in order to catch the attention of web users and bring them to the Help website, with a total of 648 738 000 impressions achieved.

The online campaigns aimed to raise consciousness, demonstrate concern, and offer support, with the overriding aim being to drive traffic to help-eu.com. These objectives were accomplished in different ways:

- **Help Display Campaigns:** Generating **mass awareness** of the Help campaign & its services. It achieved its objectives by maximising page impressions on selected high affinity websites.
- **Viral: a viral operation** to raise awareness about tobacco amongst young Europeans was launched in 2009, consisting in an animated web-series "**Helpers**". This web series, broadcast on a mini site available in 22 languages, shows a young character (HelpMe) confronted with a tobacco related issue. In order to get help, they call on an efficient and determined trio, the Helpers : Chuck, Loona and Skinny, who successfully use absurd tips to solve the problem. Conceived and developed in partnership with young people, the series also offers them the chance to participate in the adventure. Young Europeans choose how the next month's episode will end, by voting which tip the HELPERS will use on the mini-site. At the end of each episode, the viewer can follow links to **real advice on help-eu.com**. The online campaign also aims at optimising the number of **video views** of the Helpers series to create '**buzz**' among 15-24 year olds. It achieved its objectives by maximising a peer -to-peer interaction thanks to the seeding strategy of viral partner GoViral.
- **E-coaching:** Recruiting people to participate in the Help's tobacco cessation programme. Objectives achieved by putting the e-coaching programme in **target-trusted environments** such as Facebook that also provide significant reach.



- **Paid Search:** Providing visibility for users searching for help to quit smoking, and **Organic Search** which is providing a presence on keywords users are searching for.
- **Online results:** A total of 650 million impressions were achieved in 2009.

A further highlight of the 2009 online campaign was the development of a web-reality series, “**Smokescreen**”, with MTV. The series showed ten selected smokers - five girls and five boys - from across Europe share their attempts to give up the habit of a lifetime and quit smoking.

Action 3: PR and Events

Press and public relations were capitalised upon by the Help campaign in 2009 as a unique way to enter the everyday lives of our targets and reinforce the power and reality of the Help message.

PR Activities

The purpose of the PR activities in 2009 was to obtain maximum editorial coverage about Help in the print press, on the Internet and on radio and television. The activities in 2009 focussed on informing the public and target audience of the campaign themes, and strengthening the involvement and participation of the partner organisations and young people.

Media partnerships were set up to reinforce the visibility, dissemination and coverage of the Help message, press conferences were held in every Member State and press releases kept the media informed about local events as well as major campaign activities. In total over 1,400 press cuttings related to the Help campaign were collected.

Help Events 2009

A widespread in-the-field activity took place as part of the local relay of the Help campaign in 2009. Over 360 events took place across the 27 Member States, including a major launch of the campaign on the 31st May, World No Tobacco Day, at the Brussels 20km race.

This year the Help events gave visitors the possibility to video record their serious or absurd own anti-smoking tips, as well as to surf the Help website and check out other tips on Help **Cyberdesks**, computers available to visitors to the Help stand.

The general public could also carry out a CO (carbon monoxide) measurement at the Help stands; an interactive and entertaining way to make visitors aware of the effects of tobacco on their health. Almost 115 000 **CO tests** were carried out over the year.

In 2009 medical students from student associations such as EMSA and IFMSA also took part in Help events, speaking to their peers about tobacco issues and thus further increasing the implication of young people in the campaign.

The Help campaign was also present at racetracks, raising awareness about smoking within a traditional bastion of the tobacco industry (**help@races**).



2009 also saw the pilot of a new Help event activity at the You Berlin Youth Fair: **Street Art**, an interactive and fun concept which involves an artist artistically interpreting anti-smoking tip ideas suggested by visitors, who can also get involved by painting their own tips.

Action 4: Internet

The new and improved Help campaign website (www.help-eu.com), active in 22 languages, was re-launched in 2009 following a consultation with young people, and boasts even more interactive features including the **“MyHelp Space”** personalised page, a relay of all the campaign actions (films, events, tips, Helpisodes) and videos featuring serious advice from anti-smoking experts. It received nearly 4 million visitors in 2009.

In line with the **“tips” strategy** at the heart of the campaign, the Help website invites users to contribute their own absurd or serious tips in the form of home-made videos and posters, as well as screening tip videos recorded at Help events. Over 1000 tips have been collected to date in the field and on the website in 2009.

In collaboration with the European Network of Smoking Prevention (ENSP), videos of local tobacco control experts giving their own advice on anti-smoking tips were recorded and screened on the new **Expert Talks** section of the Help website.

For the first time ever, the Help website was also accompanied by **“Help in your Pocket”** in 2009, a mini-site accessible through your mobile, which allows users to get help whenever and wherever they are!

A specific **e-Coaching** e-mail module accessible through the Help website provided help to quit to users who sign up online. E-mails were sent at regular intervals over a 2-month period to help and encourage them in their cessation process.

Help Key Figures at a glance

In the first year of the new Help 2.0 campaign, the results are already impressive:

- 48% of Europeans saw the TV campaign (68% of the youth)
- 89% of young Europeans understood that help was available
- Over 1.2 billion media contacts (TV + online)
- Nearly 4 million visitors to the help-eu.com website
- More than 360 national events performed Europe-wide
- Over 1000 tips collected online and at Help events
- Over 100,000 Europeans measured their tobacco-related carbon monoxide levels
- Over 1400 articles and reports about Help in the media