



An initiative of the European Union



HELP 2.0  
2009-2010  
**FOR  
A LIFE  
WITHOUT  
TOBACCO**  
YEAR 1 REPORT

THE HELP  
CAMPAIGN  
2009-2010

**MOVING  
TOWARDS A  
SMOKE-FREE  
EUROPE**

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 May 31<sup>st</sup> 2009, World No Tobacco Day, the European Commission launched the second phase of its large media campaign aimed at tobacco prevention and cessation and informing about the dangers of passive smoking in the 27 European Union Member States. Conceived with a specific focus on young people, 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 "Help" campaign aims to offer help not to take up smoking, to quit smoking, or to address passive smoking.

## **THE CHALLENGE**

To deliver a unique, consistent and powerful communication solution to effectively reach young people across the 27 EU Member States and encourage a move towards tobacco denormalisation.

## **AN INTEGRATED PARTICIPATIVE COMMUNICATION CAMPAIGN TO REACH OUT TO AND INVOLVE EUROPEAN YOUTH**

Young people (15-34 year-olds), and particularly the socially disadvantaged, are the main target of the Help campaign. Their attitude is crucial in the "denormalisation of smoking" as a trend in Europe. The Help campaign includes 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. Driving people to the dedicated Help website ([www.help-eu.com](http://www.help-eu.com)), where they can find information and advice, is the focus of all media activities.

## **BUILDING PARTNERSHIPS**

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).

## **SCIENTIFIC MONITORING AND INDEPENDENT EVALUATION**

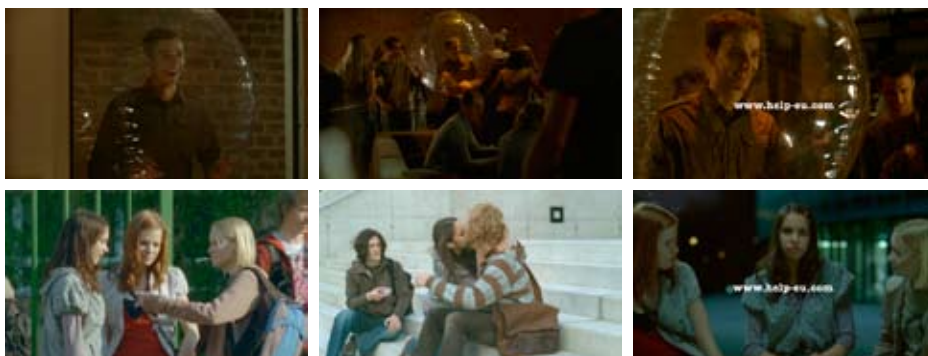
An Advisory Board of tobacco control experts, chaired by Prof. Gerard Hastings of the University of Stirling, supervises the campaign development and ensures the scientific accuracy of its messages. The campaign is also systematically pre and post-tested by Ipsos, the survey-based market research company. 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 HELP CAMPAIGN BROADCAST ACROSS EUROPE

On World No Tobacco Day 31<sup>st</sup> 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. The Help TV presence will continue into 2010 with a Pan-European campaign in January and a national TV campaign launching on the 31<sup>st</sup> May 2010.

The TV campaign results to date are remarkable: nearly half of all Europeans and 68% of Europeans under 25 years old saw the TV adverts, with impressive comprehension rates: 89% of young Europeans understood that help with tobacco issues was available.



## 2009 KEY MEDIA RESULTS:

**134  
NATIONAL  
TV CHANNELS**

**26 000  
TV SPOTS  
BROADCAST**

**504  
MILLION  
CONTACTS  
ACHIEVED  
IN THE 15-34  
AGE GROUP**

**68%  
OF YOUNG  
EUROPEANS  
(UNDER 25)  
SAW THE  
CAMPAIGN**

**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 FORCE FOR GOOD

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".



# WEB CAMPAIGNS AND PARTNERSHIPS RAISE AWARENESS AND BOOST WEBSITE TRAFFIC

## WEB CAMPAIGNS

The HELP campaign presence in the webosphere was further reinforced in 2009 with specific online campaigns on youth oriented national websites in all European countries and on pan-European portals such as Yahoo and MSN. Original creatives were used in order to draw the attention of web users and bring them to the Help website, to find both real and absurd tips related to smoking.



## MTV SMOKE SCREEN: 10 SMOKERS. 5 COUNTRIES. 1 MONTH TO QUIT SMOKING

The 2009 'Smoke Screen' Quitters project was the result of a partnership with MTV: ten selected smokers - five girls and five boys - from across Europe shared their attempts to give up the habit of a lifetime and quit smoking on a mini-site. At the end of the project, all the smokers had given up thanks to a variety of quitting techniques.



**E-MAIL COACHING 50,000 PEOPLE SIGNED UP TO THE E-MAIL COACHING OPERATION IN 2009, WHICH WAS REINFORCED BY AN ONLINE BANNER CAMPAIGN. THE SUBSCRIBERS RECEIVED REGULAR E-MAILS OVER A 2-MONTH PERIOD TO ENCOURAGE THEM DURING THEIR CESSATION PROCESS.**

# LAUNCH OF THE HELPERS WEB SERIES

HELPERS  
MINI-SITE IN  
22 LANGUAGES



In 2009 an animated participative web series, HELPERS, was launched as the new initiative to raise awareness about tobacco amongst young Europeans. This web series, broadcast on a mini site available in 22 languages, shows a young character (HelpMe) confronted with a tobacco related issue (quitting smoking, not starting smoking, or avoiding second-hand smoke). In order to get help,

they call on an efficient and determined trio: the HELPERS: Chuck, Skinny and Loona, who successfully use absurd tips to solve the problem. At the end of the episode the viewer can follow links to real anti-smoking advice on help-eu.com. The series consists of 11 independent animated "Helpisodes" and a pilot, which are broadcast throughout 2009 and 2010. All the episodes

are available on the helpers-eu.com minisite where users also can find out more about how these anti-smoking crusaders came together and download their funky soundtracks.

## INTERACTION AND PARTICIPATION

**THIS COMPLETELY UNIQUE, OFFBEAT SERIES, CONCEIVED AND DEVELOPED IN PARTNERSHIP WITH YOUNG PEOPLE, ALSO OFFERS THEM THE CHANCE TO PARTICIPATE IN THE ADVENTURE. YOUNG EUROPEANS THEMSELVES CHOOSE HOW THE NEXT MONTH'S EPISODE WILL END, BY VOTING WHICH TIP THE HELPERS WILL USE!**

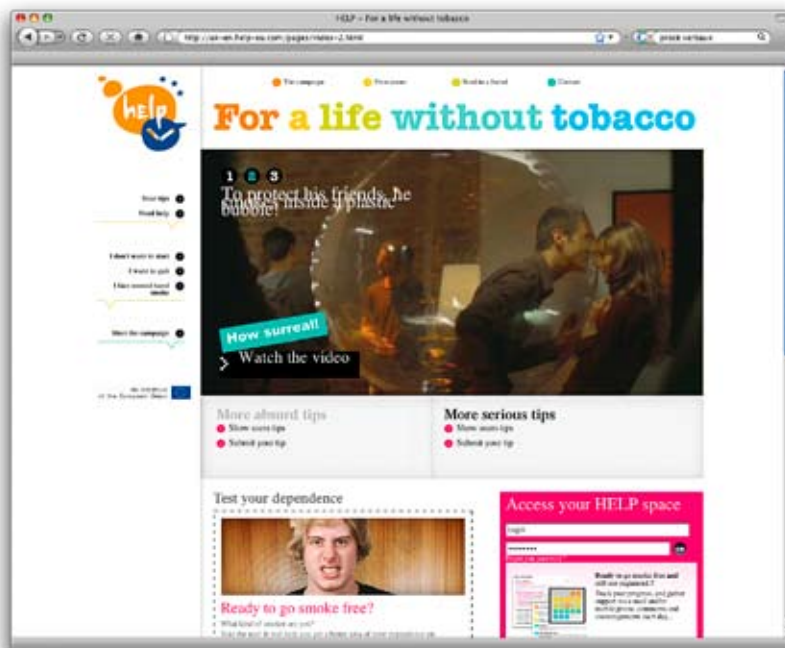
**THE HELPERS IN THE WEBOSPHERE  
PAN-EUROPEAN PROMOTION  
OF THE CAMPAIGN INCLUDES  
AN OFFICIAL "HELPERS" SPACE  
ON DAILY MOTION, A DEDICATED  
YOUTUBE CHANNEL, SPACES  
ON FACEBOOK AND BEBO, AND  
THE SPREADING OF THE BUZZ  
ON ONLINE BLOGS!**



# NEW TECHNOLOGIES AT THE HEART OF THE CAMPAIGN

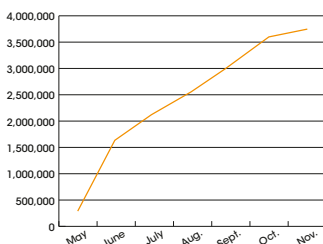
## ALMOST 4 MILLION INTERNET USERS ON HELP-EU.COM

The new and improved 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) and videos featuring serious advice from anti-smoking experts.



AN INTERACTIVE WEBSITE FOR YOUNG EUROPEANS

Number of visits

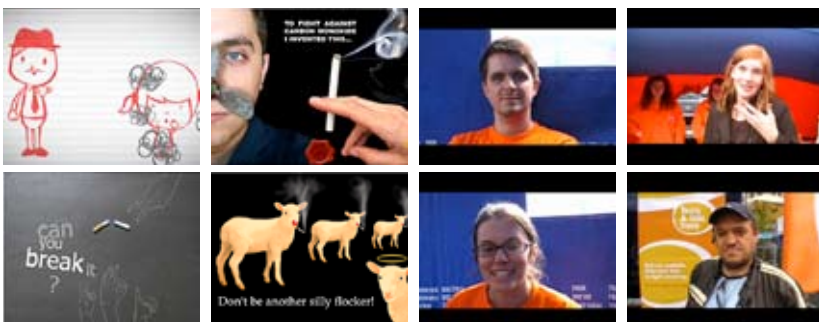


## EXPERT TALKS

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 Help website.

## WHAT'S YOUR TIP?

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.



## HELP IN YOUR POCKET

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!

# HELP IN THE FIELD

## MORE THAN 360 EVENTS ORGANISED ACROSS EUROPE

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 31<sup>st</sup> May, World No Tobacco Day, at the Brussels 20km race.

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

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.



### STREET ART

2009 SAW THE INTRODUCTION OF A NEW INTERACTIVE AND FUN CONCEPT AT HELP EVENTS: STREET ART. AN ARTIST PRESENT AT HELP EVENTS ARTISTICALLY INTERPRETS ANTI-SMOKING TIP IDEAS SUGGESTED BY VISITORS, WHO CAN ALSO GET INVOLVED BY PAINTING THEIR OWN TIPS.



STREET ART AT YOU BERLIN STUDENT FAIR



BEACH VOLLEYBALL, NIDA, LITHUANIA



HEALTH PARK, HUNGARY



20KM RACE BRUSSELS, BELGIUM



INLINE ROLLER EVENT, BRATISLAVA, SLOVAKIA



# FOR YOUNG PEOPLE, WITH YOUNG PEOPLE

A VITAL THEME RUNNING THROUGHOUT THE CAMPAIGN IS COLLABORATION WITH YOUNG PEOPLE THROUGH YOUTH ORGANISATIONS SUCH AS THE EUROPEAN YOUTH FORUM, THE EUROPEAN MEDICAL AND NURSING STUDENTS ASSOCIATION (EMSA, ENSA) AND THE INTERNATIONAL FEDERATION OF MEDICAL STUDENTS' ASSOCIATIONS (IFMSA). 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.

## YOUTH PROJECTS 2010

In collaboration with the European Student Network on Tobacco Control 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 latter aimed to raise awareness around health issues related to tobacco and the need for more stringent anti-smoking legislation, as well as bringing greater credibility to the choice of being a non-smoker.



— Smoking is no longer fashionable, what's attractive about it?  
 — This year, 6 million people will die from smoking, they were once young people like you.  
 — Lives due to smoking is avoidable - the money for its cure can go to improve your education and future opportunities.  
 — Don't let the tobacco industry mislead you, they are saving millions at the cost of your health.  
 — When buying tobacco, one contributes to the destruction of forests and global ecology.  
 — The law protects you from second-hand smoke. Stand up for your rights!

You can help! Go to [peered.mmsa.org.mt](http://peered.mmsa.org.mt)

MMSA

## ENSP BOOGIE MOBILE PROJECT



**REACHING UNDERPRIVILEGED YOUNG PEOPLE WITH INFORMATION ABOUT SMOKING AT FREE MUSIC CONCERTS WAS THE AIM OF THIS PILOT PROJECT CARRIED OUT BY THE EUROPEAN NETWORK FOR SMOKING PREVENTION (ENSP) IN PARTNERSHIP WITH THE HELP CAMPAIGN. THE PILOT OPERATION TOOK PLACE ACROSS 6 MEMBER STATES, PROVIDING YOUNG PEOPLE WITH INFORMATION ON THEIR MOBILE PHONES AND ATTRACTING OVER 1000 FANS ON FACEBOOK.**

Bluetooth

**RESISTANCE TOUR**

ROTTERDAM - HOLLAND  
 03.10.09  
 OFF THE WALL  
 @ FACTORY 010

PRESENTS:

HITMEISTER II  
 FRESHEST KIDS  
 DJ WOOL (PLANT MUSIC, NY)  
 ARVEENE (CLAMPDOWN, DUBLIN)  
 WOEI SOUNDSYSTEM  
 WWW.FACTORY010.NL

ZET JE BLUETOOTH AAN EN MAAK TUSSEN HET CONCERT KANS OP EEN IPOD TOUCH, BELTSDOOR OF EEN VAN DE VELE ANDERE PRUICEN!

GA NAAR  
 WWW.RESISTANCETOUR.ORG  
 EN HELP JE AAN VOOR GRATIS KAARTEN.

DUBLIN / MALMO / WARSAW / BUCHAREST / ROTTERDAM / BERLIN

# OVER 1000 ARTICLES AND REPORTS IN THE MEDIA IN 2009

## LARGE MEDIA COVERAGE WITH TV, PRESS, RADIO AND INTERNET REPORTS

The Help campaign received large media coverage across all European Union Member States with over 1000 reports in 2009 to date:



## MEDIA PARTNERSHIPS

Media Partnerships were set up in all 27 Member States in 2009 in order to increase the visibility and coverage of the Help campaign on TV and radio shows, in print media or with free of charge broadcasts of the TV spots. The varied partnerships even included a successful Danish anti-smoking pop song!



**SURREAL!**

**TO PROTECT HIS FRIENDS, HE SMOKES INSIDE A PLASTIC BUBBLE!**

Want to take more effective action against smoking? Get involved!

With the aim of moving towards a smoke-free Europe and addressing the single largest cause of death in Europe today, the EU's HELP campaign works with young Europeans on the frontline of the battle against smoking – and you too can take part!

The new HELP campaign has been developed and conceived with the direct participation of young people. European youth organisations are carrying out innovative projects to tackle smoking issues through the Help campaign.

Want to participate? If you're part of a youth organisation or an individual wishing to take action check out [www.help-eu.com](http://www.help-eu.com), or contact Kristin Deborst, Youth Network Coordinator at [k.deborst@dkto-helpeberg.org](mailto:k.deborst@dkto-helpeberg.org)

**48%** OF  
EUROPEANS  
SAW THE TV  
CAMPAIGN  
(68% OF THE  
YOUTH)

**89%**  
OF YOUNG  
EUROPEANS  
UNDERSTOOD  
THAT  
HELP WAS  
AVAILABLE

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  
**1000**  
ARTICLES  
AND REPORTS  
ABOUT HELP  
IN THE MEDIA

# **KEY HELP FIGURES AT A GLANCE**

**IN THE FIRST YEAR  
OF THE NEW HELP  
2.0 CAMPAIGN,  
THE RESULTS  
ARE ALREADY  
IMPRESSIVE:**

**A CONSORTIUM  
OF AGENCIES  
ENTRUSTED  
WITH THE  
CAMPAIGN**

The consortium is managed and coordinated by Ligaris, a Paris-based consulting firm specialising in integrated institutional, public and social communication, Public Relations and Events Management. Ligaris works together with the Worldcom PR Group (Europe/Worldwide) network, their Brussels-based subsidiary Ligaris Europe, and Carat Global Management, strategy and media buying consultants, with offices in London and Paris, and a network present in the 27 countries of the European Union.

The companies in charge of the campaign work in partnership with the NGOs and public health bodies brought together by the European Network for Smoking Prevention (ENSP).

**LIGARIS**

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