



HELP NEWS

February 2010

The New Year's here, and brings with it a lot of activity in the "Help, for a life without a tobacco" campaign! Read on for all the latest Help news...

ENSP and Youth Projects launched for 2010



Within the framework of the Help campaign, an appeal to national ENSP and Youth

Organisations for their 2010 local project proposals has been launched. Hopes are high that the Help message will be spread locally with as many interesting, innovative and constructive projects as those carried out in previous years! Should you be interested in proposing a project, we're keen to hear from you. The deadline for submission for both ENSP and Youth projects is the 28th February: for more details, and the project templates, contact Kristin Deibert (Youth Projects), k.deibert@Dkfz-Heidelberg.de, or Meryl Church (ENSP Projects), m.church@ligaris.eu.



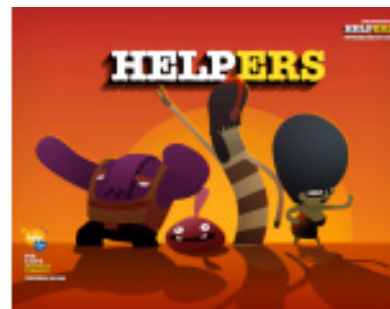
Help Agencies Unite!

A 2010 kick-off in Luxembourg on the 28th-29th January brought together all the Help PR and events agencies from across Europe for a meeting with the Commission to launch the 2010 events and press activities. The meeting was also the opportunity for all the agencies to get together and share their best practise and Help experiences from across the 27 Member States.



HELPERS: The Online Buzz

With over 2 million video views since its launch last October the Helpers, Loona, Skinny, Chucky and Tapas, are already making quite a name for themselves! Each month a new episode of the interactive series, depicting these anti-smoking super heroes helping a young 'HelpMe' with a smoking problem, is broadcast on the [Helpers mini-site](#) and across the webosphere. For the many Helpers fans, soon to come to the site are Helpers screen-savers, ringtones and goodies...watch this space!



Help in the Media



The Help TV campaign is back on your screens in January and February 2010 with a pan-European campaign specially focussed on youth programming broadcast on MTV and Eurosport. The adverts will be broadcast until 15th February 2010, so keep your eyes peeled!



Over the same period Help is also present online with a special 'New Years resolution' e-coaching web campaign inviting smokers struggling to quit to sign up for the [Help e-coaching programme](#), and receive advice, support and encouragement. The new offbeat campaign draws in Internet users with a series of funny videos depicting a stressed-out smoker in the throes of quitting.

Check out the videos:

e-coaching: <http://www.ligaris.eu/help/medias/datas/pages/ecoaching.html>

Helpers: <http://en.helpers-eu.com/>



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