



FOR A LIFE
WITHOUT
TOBACCO



The 2005 EU smoking prevention campaign



An initiative of the European Union

FOREWORD BY MARKOS KYPRIANOU, EUROPEAN COMMISSIONER FOR HEALTH AND CONSUMER PROTECTION

Dear Reader

Tobacco is the leading cause of avoidable death in Europe, killing some 650.000 people every year in the 25 EU Member States. While the trend is a general but slow decrease in tobacco consumption in many countries, young people and especially young women are still the main victims of a product which over time kills half of its consumers.

With this brochure, I would like to present "Help: For a Life Without Tobacco", the European Union's new anti-smoking campaign. Its aim is to make clear to young people that they can get help : help to resist the temptation to smoke; help to quit; and help from the dangers of passive smoking.

Talking to young people in a credible way is a real challenge. So too is running a campaign across a continent as culturally diverse as Europe. To meet these challenges we have consulted media and public health experts to devise the best strategies and messages to target young people. We have also set up "core" teams in each EU country bringing together government authorities, tobacco control and media experts, to ensure the campaign works in their national language and culture and links in with national and local actions, such as for example "quit lines". The "Help campaign" will be more than an advertising campaign. It is an integrated communications and action program, working with an array of partners, tools, and media.

The inaugural phase of this campaign to mobilise public opinion has already started with the road-show, launched in Brussels on 1 March 2005. Between March and the beginning of July it will tour the capitals of the 25 EU Member States. On May 31st, World No Smoking Day, a television advertising campaign will be launched. The adverts will largely target adolescents and young adults and will cover the themes of tobacco-free lifestyles, quitting smoking and the dangers of passive smoking.

Various other European events and actions are planned that will encourage debate among young people on tobacco control and prevention measures. Their recommendations will feed into our work on tobacco control.

These actions all have a common aim: to deglamourise tobacco, turn smoking into the exception and to promote a tobacco free society as the norm. The Help campaign is a call from the European Union towards its citizens, especially the youngest ones: Help us build a Europe without tobacco. Help us lead "A life without tobacco".

Markos Kyprianou



THE AIMS OF THE «HELP FOR A LIFE WITHOUT TOBACCO» CAMPAIGN

The « Help » campaign sets out first and foremost to effectively reach out to young people and those who work closely in the field with young people, whether smokers or non-smokers. During the surveys carried out in the run up to the campaign launch, European citizens came out strongly in favour of the European Union's involvement in the fight against smoking. "It is only natural that Europe should play its part, after all, the problem is the same everywhere", was the view shared by European citizens from the four corners of the Union.

Considerable efforts have also gone into ensuring that this campaign is carried out in partnership with national and local anti-smoking organisations across Europe. This line of action is being developed in coordination with the European Network for Smoking Prevention (ENSP), Europe's largest anti-smoking network, representing no fewer than 530 organisations. These organisations will contribute their considerable expertise and know-how in tobacco prevention to the campaign.

The three priorities of the « HELP » campaign are :

- Smoking prevention
- Giving up smoking
- The dangers of passive smoking

The campaign will be targeted in particular at young people (aged between 15 and 18) and young adults (aged between 18 and 30).

THE CAMPAIGN TOOLS

Conscious of how difficult it is for a smoker to kick the habit, the « HELP » campaign and its slogan « For a Life Without Tobacco » refrain from preaching about moral standards or from making value judgements. After all, in view of the sheer effort it entails, it is more realistic to encourage young people not to start smoking or to give up smoking by putting across a message free of a moralising tone, a message free of guilt.

That is why the « HELP » campaign has gone for a multimedia approach allowing it to use a range of integrated tools that will communicate a positive message to as many people as possible.

THE ROADSHOW IS THE « INAUGURAL » PART OF THE CAMPAIGN.

The show has been designed to include a range of large-scale components symbolising the European campaign. It will stop off at each of the 25 EU capitals in the course of a 4 month schedule, starting in March and ending in late June / early July 2005.

The strong “visibility” of this kind of presentation will render initial contact with citizens across the EU possible, and allow the distribution of information and promotional objects. The aim is to prompt everyone to join forces in favour of this important cause. A national press conference will be held at each port of call. A team of media professionals and representatives of the network of anti smoking organisations will be present in each of the capitals to act as a go-between and to supply information and relevant governmental and non-governmental health organisations will also be invited to take part.

LAUNCH EVENT IN BRUSSELS ON MARCH 1st 2005
WITH COMMISSIONNER MARKOS KYPRIANOU

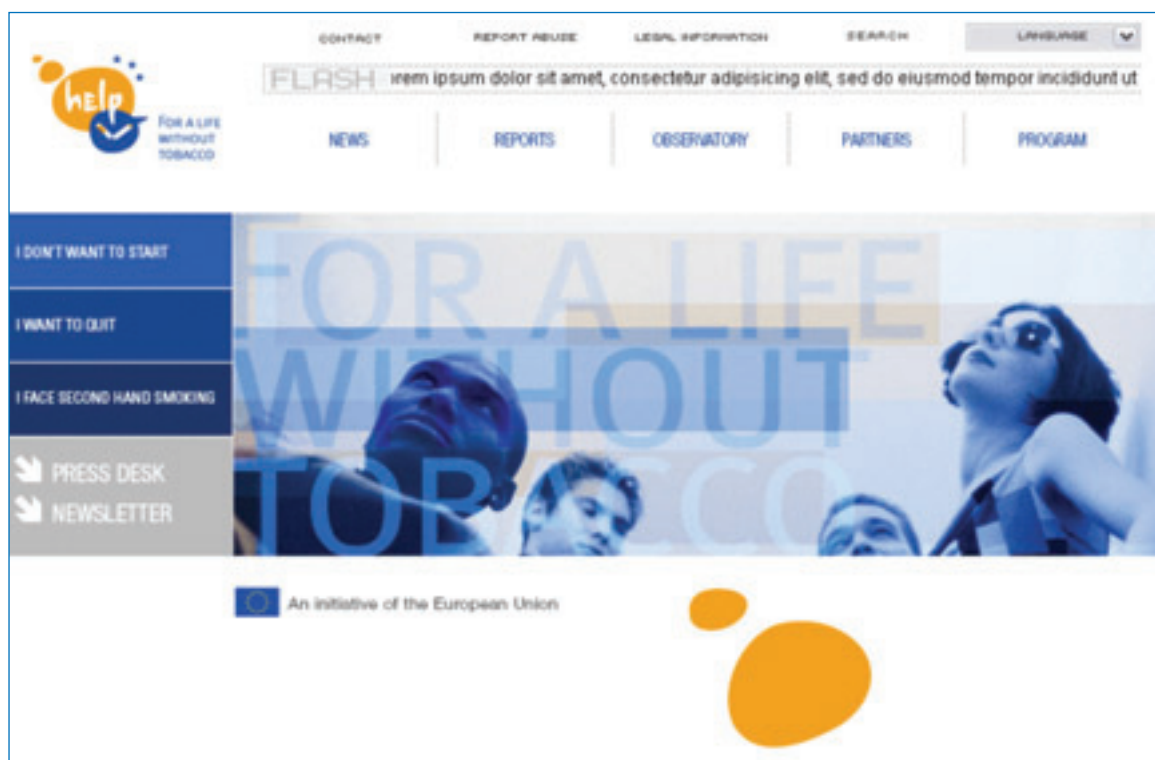


EUROPEAN WIDE PRESS COVERAGE

Press releases sent out on a monthly basis will keep the media informed of the campaign and provide them with relevant health-related information. Creating and placing this “made in Europe” information in the European media will help to accompany, prolong and intensify the “HELP” campaign measures. This phase, set up in cooperation with the ENSP and its members, is made possible thanks to the European network of media correspondents posted in the 25 Member States.

AN INTERNET SITE : www.help-eu.com

This information gateway is due to go online on the 1st of June. The aim of the site is to deliver objective and factual information to all citizens of the European Union in their own language. This site will offer links to organisations that can help people give up smoking or to resist the temptation of that first cigarette. It will also guide visitors towards the latest developments, reports, newsletters as well as innovative projects from other countries. The site will also become a point of contact with young people, as specific contents will be developed for them, but also, and more to the point, by them.



EUROPE-WIDE EVENTS

Events will be organised throughout the duration of the campaign. In 2005, the campaign plans to create a consultative body for young Europeans. This initiative will bring together a delegation of young people from each of the Member States. It will operate as a forum where themes (tobacco-free lifestyles and giving up smoking) will be broached and discussed in the presence of European experts and politicians. Resolutions or recommendations will also be voted on.

A SOPHISTICATED PRE-TEST TOOL

This is a tool whose scope is no doubt unprecedented in the field of social research into smoking. Developed by Ipsos Santé, no fewer than 38 focus groups, each made up of around 10 persons, were set up in 20 countries of the European Union representing the various geographical zones, smokers and non-smokers, different age groups and social classes. Almost 400 persons were surveyed in depth thanks to this tool.

The results of this study have been fed into a very valuable database, which can be used to analyse attitudes and behaviour in relation to tobacco. The first lesson drawn from the study was the feasibility of setting up a potentially effective communication campaign on the theme of tobacco throughout the European area. It is important to point out however that linguistic and cultural adaptations, decided in cooperation with the national partners, will also be possible.

A CONSORTIUM OF AGENCIES ENTRUSTED WITH THE CAMPAIGN

This consortium is managed and coordinated by **Ligaris**, a Paris-based consulting firm specialising in integrated institutional, public and social communication, and comprises **B&S**, a Public Relations and Events Management agency, based in Brussels and its network, Worldcom PR Group (Europe/Worldwide), as well as **Carat International**, strategy and media buying consultants, with offices in London and Paris, and its network present in the 25 countries concerned (Europe/Worldwide).

The companies delivering the campaign are working in partnership with the NGO's and public health bodies brought together by the European Network for Smoking Prevention (ENSP).



Pierre Siquier
p.siquier@ligaris.fr
+33 1 41 43 73 00



Patrick Lefebvre
patrick@bs.be
+32 2 647 24 00



Christine Moreau
christine.moreau@carat.com
+33 1 41 16 17 18

ENSP & WORLDCOM PR GROUP NATIONAL CONTACTS

AUSTRIA	ENSP: Manfred Neuberger Kurt Aigner PR : Evelyn von Wieser	manfred.neuberger@univie.ac.at kurt.aigner@elisabethinen.or.at evelyn.von.wieser@lw-marcom.at	+43 1 4277 64 701 +43 732 76 760 (4205) +43 1 5134 60 243
BELGIUM	ENSP : Pierre Bartsch Caroline Rasson PR : Adrien de Schietere de Lophem	pierre.bartsch@ulg.ac.be caroline.rasson@skynet.be adrien@bs.be	+32 2 514 66 53 +32 2 514 66 53 +32 2 647 90 95
CYPRUS	ENSP : Stelios Sycallides PR : Gabriella Samara Paphitis	vassilis.i@anticancersociety.org.cy entelia@spidernet.com.cy	+357 22 44 62 22 +357 22 81 34 44
CZECH REPUBLIC	ENSP : Eva Kralikova PR : Karel Kovar	eva.kralikova@lf1.cuni.cz kovar@protocolservice.cz	+420 249 685 29 +420 2 222 44 93 46
DENMARK	ENSP : Hans Storm Jorgen Falk PR : Jasper Schou	hans@cancer.dk jf@sst.dk schou@waterfront.dk	+45 35 25 76 25 +45 72 22 77 67 +45 39 48 18 00
ESTONIA	ENSP : Andrus Lipand PR : Indrek Raudjalg	andrus.lipand@sm.ee indrek@corpore.ee	+372 6 26 91 47 +372 6 40 58 09
FINLAND	ENSP : Mervi Hara Satu Lipponen PR : Janne Salonen	mervi.hara@suomenash.fi satu.lipponen@cancer.fi janne.salonen@pp-viestinta.fi	+358 9 148 66 15 +358 9 135 33 247 +358 9 477 80 00
FRANCE	ENSP : Gerard Dubois Bertrand Dautzenberg PR : Evelyne Martin	dubois.gerard@chu-amiens.fr bertrand.dautzenberg@psl.ap-hop-paris.fr emartin@yucatan.tm.fr	+33 3 22 66 81 97 +33 1 42 17 67 70 +33 1 56 63 27 27
GERMANY	ENSP : Susanne Schunk PR : Alexandra Janetzko	s.schunk@dkfz-heidelberg.de alexandra_janetzko@hbi.de	+49 62 21 42 30 14 +49 89 99 38 87 32
GREECE	ENSP : Maria Pilali PR : Gabriel Pollatos	mpilali@cancer-society.gr gpollatos@ablecom.gr	+30 2 10 64 50 713 +30 1 32 26 247
HUNGARY	ENSP : Tibor Szilagyi PR : Andras R. Nagy	h21hf@axelero.hu rnagy@probako.hu	+36 23 371 299 +36 14 887 496
IRELAND	ENSP : Luke Clancy PR : Frances Fitzegerald	lclancy@tcd.ie francesf@carrcommunications.ie	+353 1 489 36 38 +353 1 278 50 50
ITALY	ENSP : Maurizio Laezza PR : Maria Pace Medolago	tabagismo@regione.emilia-romagna.it mariapace.medolago@cbopr.com	+39 051 639 7481 +39 028 545 8311
LATVIA	ENSP : Iveta Pudule PR : Kaspars Licitis	iveta.pudule@esi-vesels.lv kaspars.licitis@prstudio.lv	+371 7686420 +371 686513
LITHUANIA	ENSP : Aurelijus Veryga PR : Andrius Kasparavicius	aurel@centras.lt andrius@koko.lt	+370 61 40 59 97 +370 52 31 30 03
LUXEMBOURG	ENSP : Marie Paule Prost PR : Olivier Duquaine	flcc@pt.lu olivier@bs.be	+352 45 30 331 +32 2 647 81 90
MALTA	ENSP : Elaine Caruana PR : Stephen d'Alessandro	elaine.caruana@gov.mt office@tcin.com	+356 21 22 18 97 +356 21 34 27 04
THE NETHERLANDS	ENSP : Grieto Zeeman PR : Hubert Wisse	gzeeman@stivoro.nl hubert.wisse@wisse-worldcom.nl	+31 70 312 04 11 +31 26 443 15 23
POLAND	ENSP : Witold Zatonski PR : Marta Babiuch	zatonskiw@coi.waw.pl m.babiuch@glaubicz.pl	+48 22 643 92 34 +48 22 629 21 71
PORTUGAL	ENSP : Luis Lopes Manuel Pais Clemente PR : Filipe Pinto Nogueira	luis.reis.lopes@portugalmail.com pais.clemente@mail.telepac.pt filipe.nogueira@imago.pt	+351 2 1 846 42 19 +351 2 1 846 42 19 +351 2 1 932 97 00
SLOVAKIA	ENSP : Darina Sedláková PR : Katarina Belkova	dse.wholo@health.gov.sk belkova@protocolservice.sk	+421 2 593 73 140 +421 2 592 27 431
SLOVENIA	ENSP : Vesna-Kerstin Petric PR : Borut Socan	vesna-kerstin.petric@gov.si borut@imago.si	+386 1 478 6099 +386 1 426 3515
SPAIN	ENSP : Carlos Ariza PR : Catherine Deoux	cariza@aspb.es cdeoux@grupoaibion.net	+34 93 292 14 31 +34 91 531 23 88
SWEDEN	ENSP : Margaretha Haglund Göran Boëthius PR : Marko Määttä	margaretha.haglund@fhi.se goran.boethius@jll.se marko@agentkommunikation.se	+46 8 5661 3535 +46 8 669 81 57 +46 8 654 28 60
UNITED KINGDOM	ENSP : Ben Youdan PR : Niall Dologhan	ben@nosmokingday.org.uk n.dologhan@kestrelcomms.co.uk	+44 20 7739 5110 +44 20 8543 2299