



UJEDINJENI PROTIV DROGE.


STRATEGY FOR INFLUENCE SPREADING AND INITIATING NEW SOCIAL RELATIONS

IMPLEMENTATION OF NATIONAL STRATEGY AGAINST DRUG ABUSE

Category: Influential marketing

Country: Serbia

Client: Ministry of Health Affairs of the Republic of Serbia, European Commission Office to Belgrade (INSADA project)

 **Agency:** SVA, agency for market communications, www.sva.rs



Implementacija nacionalne strategije
protiv zloupotrebe droga,
Projekat finansira Evropska unija



Република Србија
МИНИСТАРСТВО ЗДРАВЉА



ИНСТИТУТ ЗА ЈАВНО ЗДРАВЉЕ СРБИЈЕ
„Др Милан Јовановић Батут“



WHY

Adolescence is the time of exploring the freedom, time of challenges and adjusting, time of self-assertion and “proving”.

Drugs represent an easily accessible challenge. They are widely spread in all of the society’s layers. At first drugs come as an experiment, and then they become a “simple” shortcut for solving personal problems with family and school.

On one side, we have drug dealers as the offering party, and on the other we have children that are still developing as the demanding party. Between them we find social institutions: family, sport organizations, social systems of health care, education, law enforcement and others.

HOW

By parental threatening, beating or yelling? School system by running away from its obligations of education, understanding, care and discussion? By shifting the responsibility from the police to the system of justice, the responsibility of the system of justice to the schools, and that of the schools to the parents? By shifting the responsibility from the doctors to the teachers, the responsibility of the authorities to the family and vice versa?

Or by accepting our own role in order to understand, to know how and to act? In order to activate ourselves as well as the others. In order to persist and look for even more efficient ways. In order to talk to our children, our friend, our girlfriend. In order to learn how to resist and how to talk to our son and daughter...

AUDIENCE

ADOLESCENTS. First, second, hundredth time without the supervision of the adults. Partying, going out, chilling... Body filled with hormones that stimulate the desire. Head filled with something and nothing in particular. Still more of a child than the adult. Everything is still a game, everything should be tried, and everything can be fixed and done all over again. One is supposed to be “IN”, no matter what that means.

PARENTS. Still torn between their desires and possibilities, the needs and reality. Home, work, lay off, new job... Lost patience, fear and panic from children growing up. Children who are slowly ceasing to be children anymore. How to threaten them “more”, how to tell them and forbid them more?

INSTITUTIONS. Repression, force, power. Bureaucratized, indifferent, soulless... Powerless, unwilling, underpaid. It’s always the “other” department that is more responsible for the prevention of drugs.

ROLE

How?

How to remain cool and not give it a try?

How to talk to “them” when they know a lot more about drugs than us “adults”?

How do we, teachers, prevent it, if the parents are not doing anything?

TASKS

Promoting skills:

How should parents talk to their children?

How should children say no to drugs? How to make children feel accepted even when they say no?

How to make parents feel less inferior when a child knows more about drugs?

Solutions:

Repeat the truth. Re-discuss the consequences. Show the other side.

Show people who got hooked on drugs and beat it.

GOALS

Uniting

Unite parents with the young, unite the young with their peers, unite organizations and institutions with the families, and unite public figures with the campaign.

Educating

What does each drug do? What do they do in the beginning, and what do they do in the end. When is the end? Where is the beginning? What games do the drug addicts play? How to recognize a drug addict in your environment and how to battle his game?

How to talk to the child, how to talk to your friend, how to talk to your boyfriend?

COURSE

1. **1st November 2010:** A press conference was held in the Serbian Government premises. The speakers were minister of health affairs, Tomica Milosavljevic and the ambassador of EU to Serbia, Vincent Degert. The minister called parents and children to unite in the fight against drug abuse and he announced the campaign. As for his Excellency the ambassador, he spoke as a parent.
2. **4th November 2010:** At the government session, all the ministers of the Serbian government wore badges with the motivational slogan: "Your NO. changes everything." demonstrating in that way that they **are all united against the drug abuse as well as their departments.**
3. **1st November 2010:** Serbian Broadcasting Agency announced its recommendations to the nationally broadcasted media to air the UPD (UAD – United Against Drugs) video-clip free of charge.
4. **14th November 2010:** In a special statement for all of the TV newsreels, the president of Serbia Boris Tadic appealed to all the institutions of the society to unite for this cause.
5. **14th November 2010:** TV channels such as RTS (national television), Pink, Prva, Avala and B92 all interrupted their programs to air a short, 2 minute film «The TRUTH, what they didn't tell you about drugs».
6. **14th November 2010:** TV channels such as RTS (national television), Pink, Prva, Avala and B92 all started to air the video-clips free of charge as their own contribution to the unification of all social institutions.
7. 22 events of **TV hosting** regarding the campaign in the prime time TV shows (RTS: Newsreel 2, Belgrade Chronicle and Morning Show, PINK: National Newsreel and Morning Program, AVALA: Open Studio and News, PRVA: News, B92: News).

EXPLANATION OF THE CREATIVE IDEA

One topic. Two approaches. Adolescents and parents.

Adolescents: “Your NO. changes everything”. The message is: your attitude is the most important, it has the power to change your life.

Sequence of documentary scenes followed by unsettling music. They start with usual scenes in a car, at a party, in a club, and then they suddenly change to get an unpleasant course.

Parents: «Your talk changes everything». The message is: get involved and stay involved and persistent. Talk, listen, and try to understand, to feel, try to comprehend.

A boy is sitting in the center of a room. Parents keep passing right by him. They come in, go out, they work, sit, hurry, hurry, hurry and they don't notice anything around them... Time flies by. Suddenly the boy turns into a young man. And this man is an addict.

COMMUNICATION TOOLS

TELEVISION: short film and series of TV clips. Hosted on TV shows of different profiles.

RADIO: series of radio jingles. Hosted on radio shows of different profiles.

Internet: web site and Facebook fun page. Announcing the news and happenings regarding the campaign on news portals.

OOH: city buses in large cities.

BTL: workshops with students and teachers at schools. Publications for parents and children. Badges, t-shirts.

HUB connectors: 30 public figures became ambassadors of the campaign. With their special activities and statements, President of the Republic, Serbian government, Republic Broadcasting Agency all spread the ideas of the campaign. Parents talked to their children. The children talked to their parents. The children talked to other children.

PRODUCTION APPROACH

Energy of young talents united with modern technical tools and direct language.

Enthusiasm of the students of Actors' Academy, Canon 5D, minimum of the film equipment, passion and energy of professionals shaped a new creative language.

LOBBYING STRATEGY

The Ministry of health of the Republic of Serbia addresses the Serbian Broadcasting Agency (RRA – SBA) with a plea to recommend to all nationally broadcasted TV and radio stations to air the clips and thus become a part of a campaign that has wide national importance. SBA gives all the broadcasters its recommendations regarding the matter.

For the first time in Serbia, all national radio and TV stations join the campaign and air the trailer, film and two video clips free of charge. TV and radio stations:

- Broadcast the announcement for the clips.
- Interrupt the regular program on the same day at the same time to broadcast the short film (November 14th at 8 pm).
- The entire news broadcast president Tadic's statement in which he appealed to uniting against drugs.
- Stations broadcast the clips for the young people and adults for 6 weeks in total.

RESULTS

During the whole campaign, the weekly pressure was almost equal. The peak of the campaign was during the third week while the greatest fall of the obtained rating points was during the fourth week of the campaign (not including the last week of the campaign in which B92 continued to broadcast the clip).

The clips were broadcasted the most on TV Pink and TV Avala.

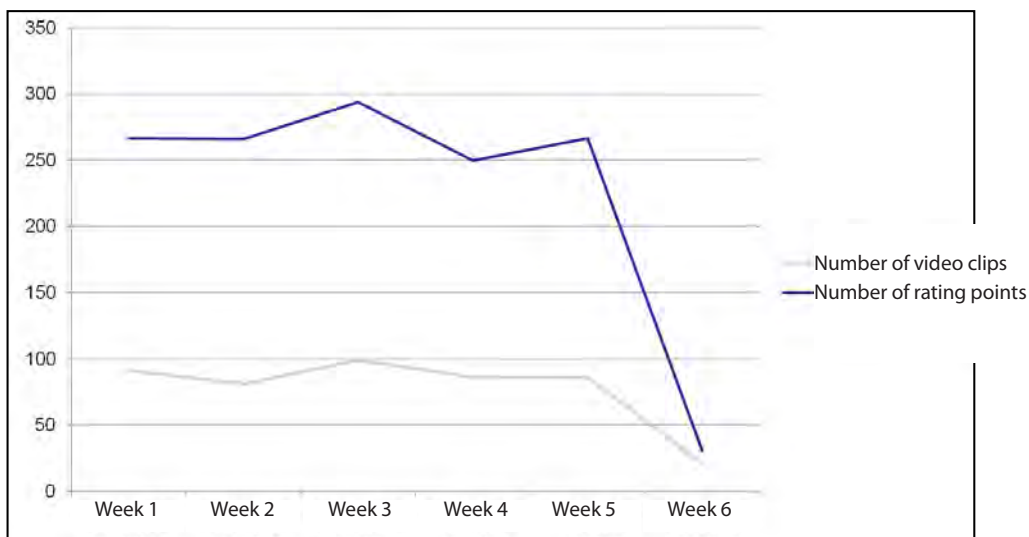
The trailer for the short film was broadcasted 76 times. The video clip intended for the young was broadcasted somewhat more often than the video clip for the parents (204 :183 times).

The analysis of the rating of the video clips by target groups shows us that target groups had the similar reach for both of the films, but this reach is still different considering the intended direction, i.e. the young were more exposed to the film that targeted them, while the adults were more exposed to the film that was intended for their target group.

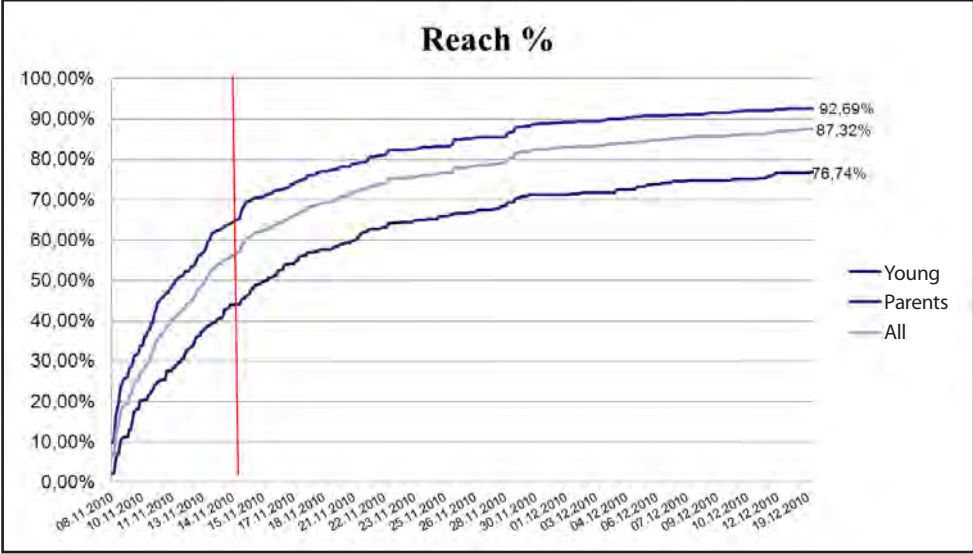
The accomplished reach of the whole campaign is over 90% for the parental population, while the reach in the young population was 77%.

The smaller reach of the campaign among the younger population can be explained by the fact that the young watch TV less than the adults. Most of the young people were involved in the campaign through the online media, most of all through the Facebook fan page.

Weekly pressure – number of video clips and number of accomplished rating points GRP

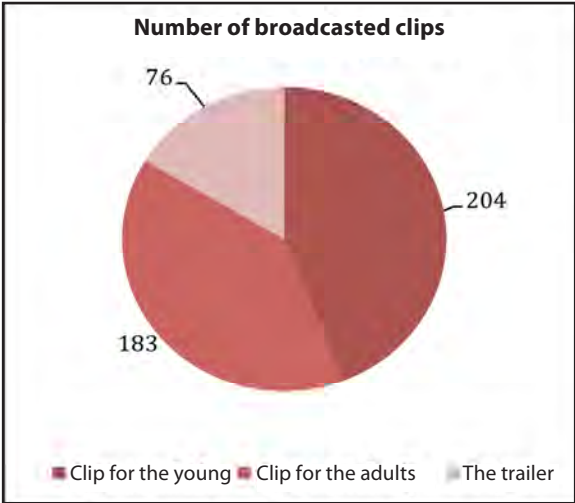
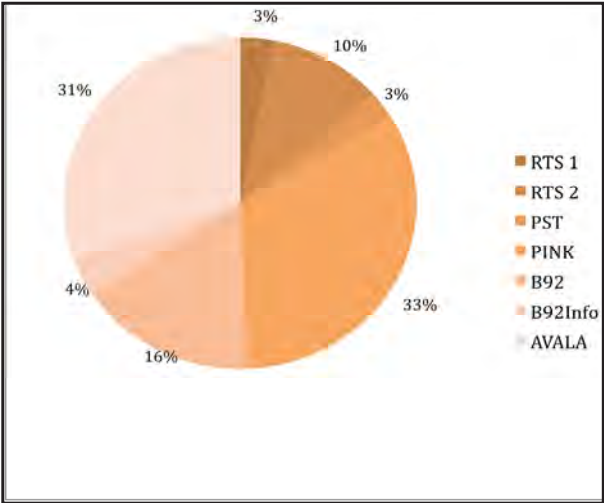


DAILY GROWTH OF THE REACH OF THE TARGET POPULATIONS AND THE POPULATION AS A WHOLE



Over one half of the population was reached by a very intensive campaign in a very short period of time. Up until November 14th, a short clip was broadcasted to serve as the film trailer. The short film was aired on November 14th which was followed by 45 second video clips intended for parents and their children.

DISTRIBUTION OF THE CAMPAIGN BY CHANELS

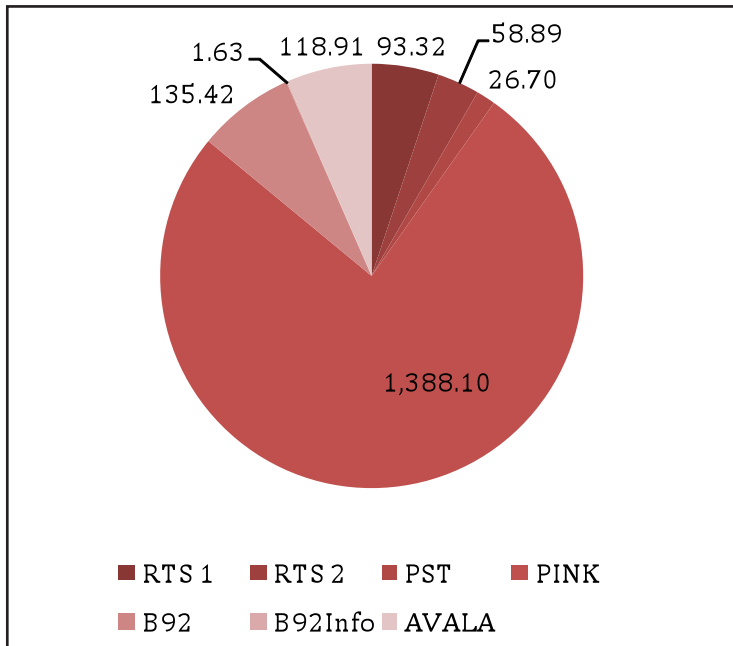


THE OVERALL NUMBER OF THE BROADCASTED CLIPS IS 464

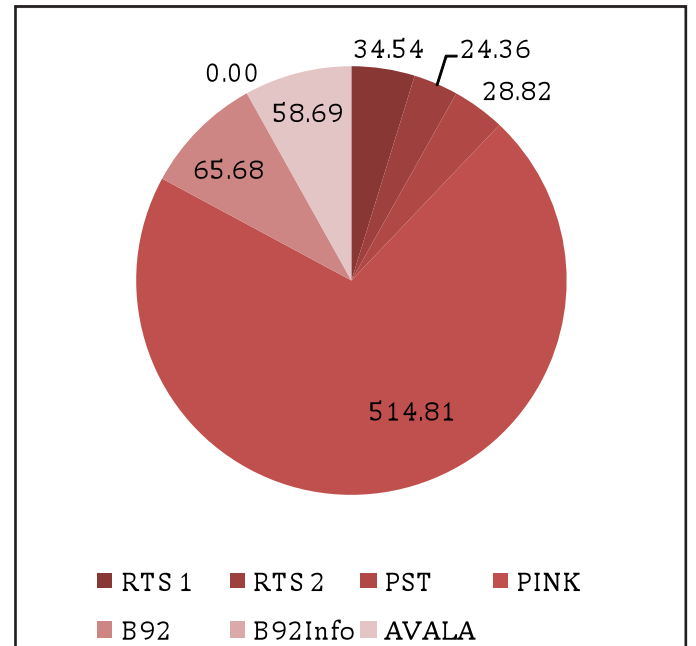


DISTRIBUTION OF THE OVERALL NUMBER OF THE RATING POINTS PER TARGET GROUPS

PARENTS



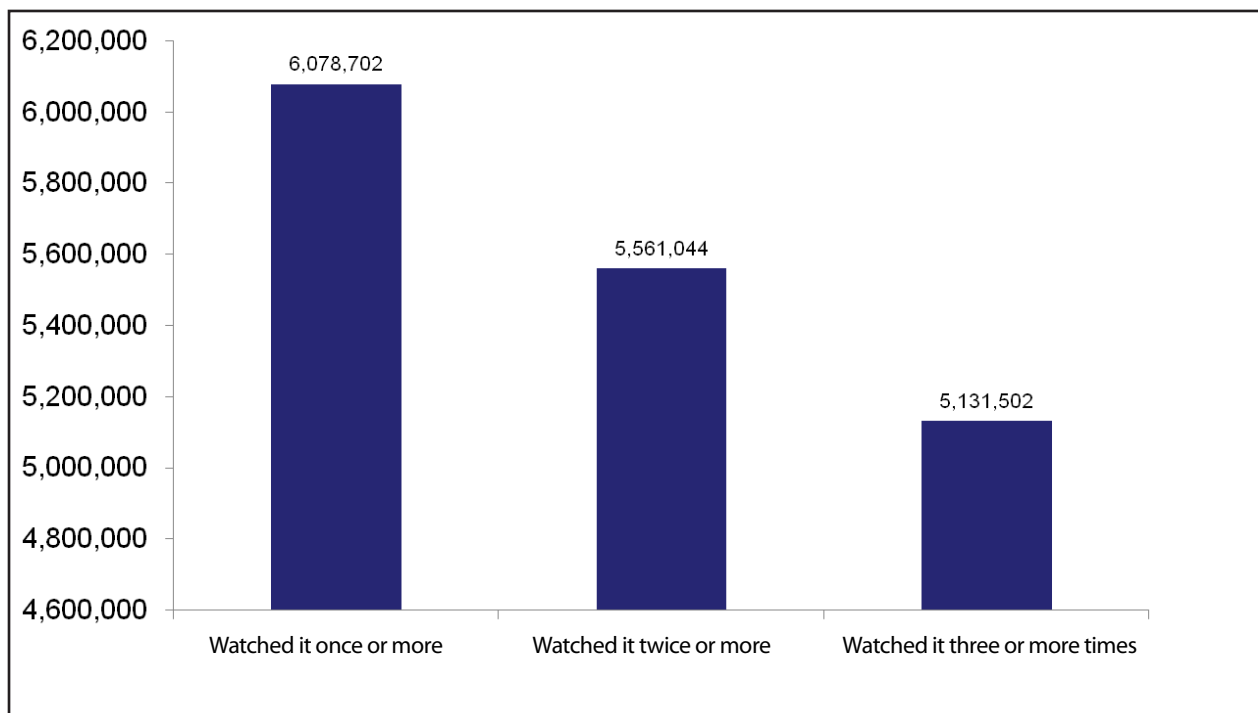
YOUNG PEOPLE



The overall number of the accomplished rating points amongst young people is 727, while it was 1823 for the target group of parents.

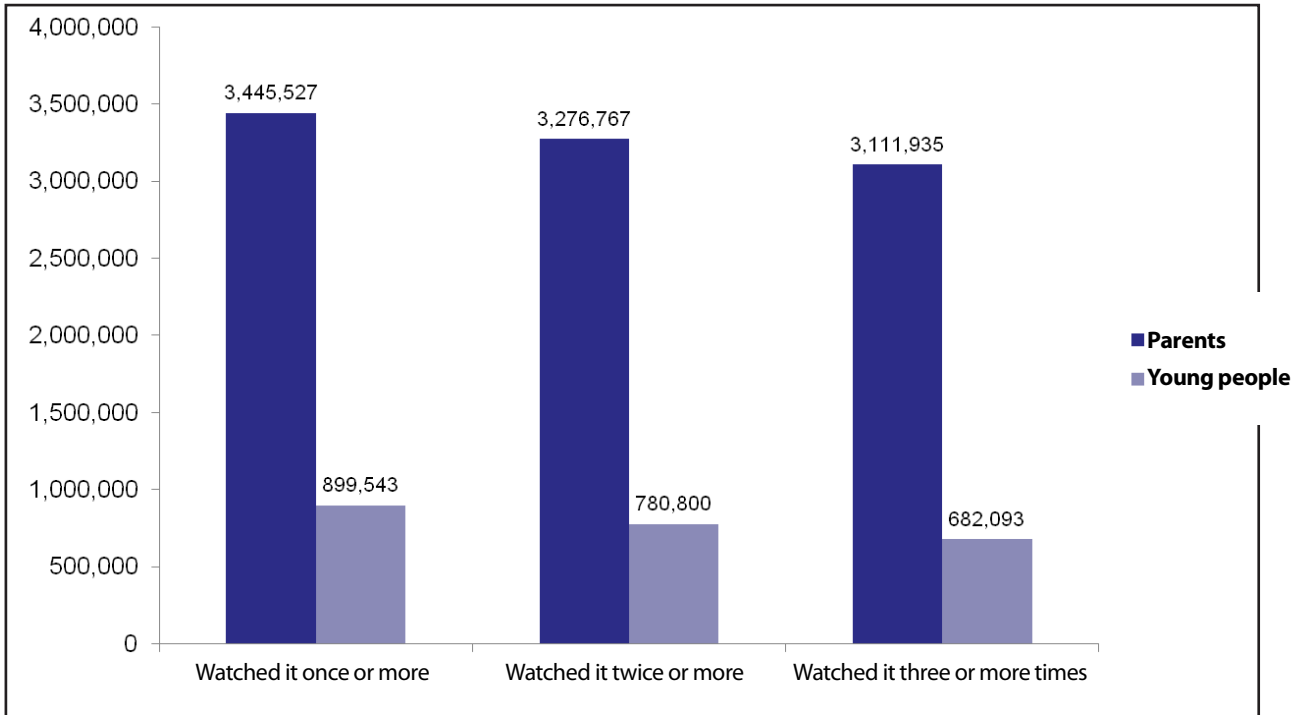
THE REACH OF THE CAMPAIGN REGARDING THE WHOLE POPULATION

The video clip of the campaign United against drugs watched over **6 million** people, i.e. **80%** of the Serbian population.

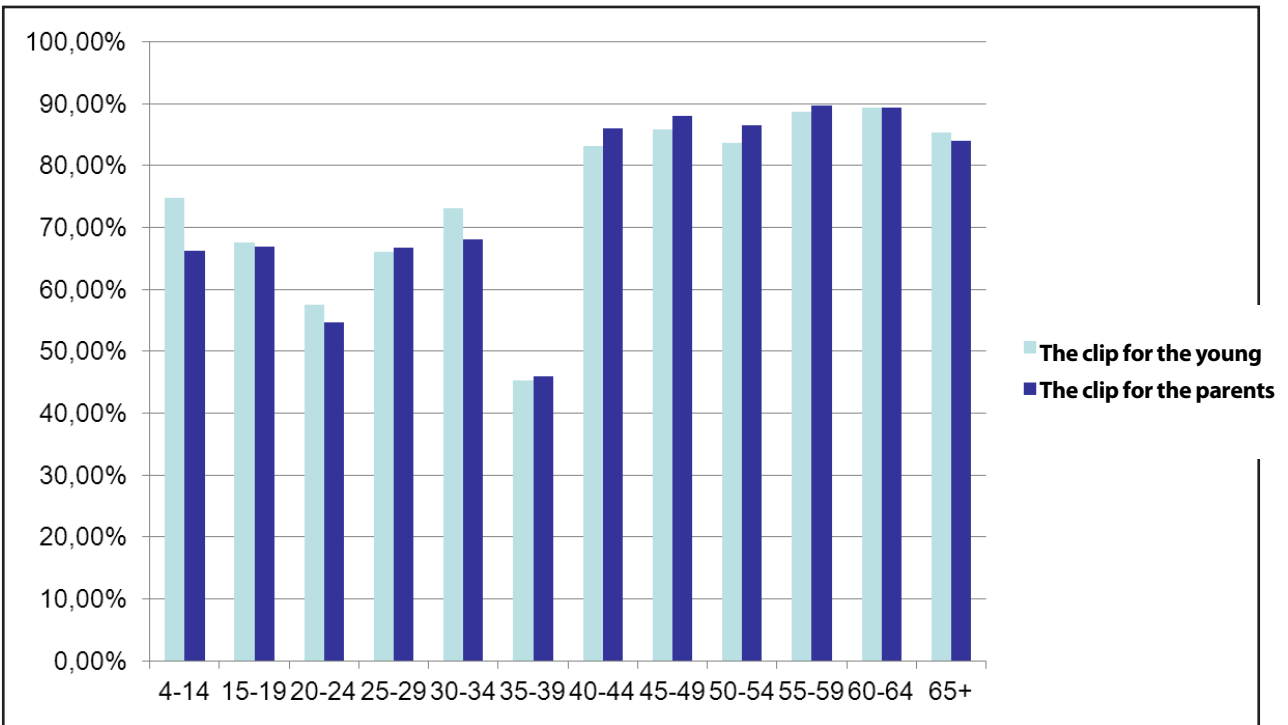


THE REACH OF THE CAMPAIGN IN PERCENTAGES REGARDING THE TARGET GROUPS (IN ABSOLUTE NUMBERS)

Over **three million persons over the age of 40** (92,69%) and approximately **nine hundred thousand of the young** (76,82%) watched the clip for the United against drugs campaign at least once.



CLIP RATING BY TARGET GROUPS



RELATIONS WITH THE MEDIA

HOW TO GET THE MEDIA INTERESTED IN GIVING THEIR SPACE FREE OF CHARGE FOR A SOCIALLY RESPONSIBLE TOPIC AT A TIME OF STRICT COMMERCIALIZATION?

The dynamics of the communicative flow before the campaign lead to involving over 40% of the TV audience to follow the beginning of the campaign. By series of events, key state organs had shown that they are ready to unite against drugs. The role of the press conferences was to attract media attention. The government session practically showed the first uniting – uniting of the Serbian government in the fight against drugs. The statement of the president of the republic was supposed to motivate additionally both the media and the audience to follow the beginning of the campaign and to give the communication flow additional energy. All it took after that is to keep the flow going and to direct it on occasions.

PR strategy encompassed 5 stages:

1. Press conference held on November 1st in the premises of the Serbian government.

The conference was held by minister of health, Professor Tomica Milosavljević and the EU ambassador Vincent Degert in the premises of the Serbian government.

The conference introduced the project and the TV video clips. Minister Milosavljević i ambassador Degert appealed to parents and children to unite against drugs, as well as all other elements of the society. Apart from giving NEWS to the media, this kind of approach created INTEREST in future steps of the campaign.

The communication with the press continued. Series of TV hosting events was scheduled.

2. Government session – on November 4th all the ministers wore badges of the campaign to show their support for the motivational slogan.

The event was announced to the media previous day. The government had demonstrated that it stands united against drug abuse.

3. Special support statement: the president of Serbia, November 14th.

The continuity of placing information went on. The media are now sure that this is not just another announced campaign that stopped after the first wave, but that this is an appeal to the whole society to stand united. At that time meetings with marketing managers of all nationally broadcasted TV stations were held and local and national radio stations were contacted.

4. The program interruption – on November 14th 2010 national TV stations such as RTS, Pink, Prva, Avala and B92 interrupted their programs to broadcast short film „Drugs. What they didn't tell you“, that lasted 2 minutes.

The president of the republic of Serbia gave a special statement for the media in which he appealed to all the citizens and institutions to unite against drugs. This statement was broadcasted in the national newsreels on November 14th, on the day of the program interruption.

5. After November 14th

All of the media got familiarized with the project and WANT to support it. The news is spreading now by itself, and the number of publishing events grows. TV hosting events and interviews in specialized publications are set up. News editorial boards are now asking collaboration by themselves.

PR of the announcement

Media coverage of the campaign was extremely positive and as a result it gave 111 media announcements in two months:

Announcements in printed and online media:

Target: 40

Result: 71

TV announcements

Target: 10

Result: 30

Announcements by the type of media

Daily press: 20

Magazines: 8

TV: 30

Internet: 43

Radio: 10

ПРЕВЕНТИВНА КАМПАЊА ПРОТИВ ДРОГЕ ПОЧЕЛА ЈУЧЕ

КЉУЧНА ЈЕ ПРЕВЕНЦИЈА

БЕОГРАД - Превентивна кампања против злоупотребе дрога под слоганом "Уједињени против дрога" покренута је јуче у организацији Министарства здравља Србије и Делегације Европске уније у Србији.

Циљ кампање је да се повећа свест о опасностима и последицама употребе дрога, а кампања се посебно обраћа млађим особама, старости између 16 и 24 године.

Планирано је да ће кампања трајати шест недеља и у том периоду биће емитовани спотови за родитеље и младе на највећим ТВ станицама. Слогани и поруке кампање биће видљиви на утицајним сајтима већих портала, а објављено је и 200.000 брошура за родитеље и 100.000 летака за младе.

Новинарима су јуче у Влади Србије представљени планови спотови за родитеље и младе од по 45 односно десет секунди са поруком "Ваш разговар мења све" и "Тојоје не мења све". Ти спотови ће бити емитовани на телевизијама од 14. новембра.

Министар здравља Србије Томислав Николић рекао је назовом пројектом да одређени резултати показују да је 15 одсто ученика првог разреда средњих школа преоблапо међу психоктивну супстанцу.

Шеф Делегације ЕУ у Србији Венсан Дожер је рекао да у Европи има више од два милиона регистрованих наркомана и вероватно још више не-регистрованих.

Провенција је најважнија јер је често већ касно кад се открије да се неко дрогира. Реч је о глобалном проблему и ми у деловалима Србију за досадашње резултате у тој области, казао је Дожер.



Кад се порок открије, већ је касно

Разорне последице алкохола

Иако су хероин, кокаин и метамфетамин зданистено најопаснији за појединце који их конзумирају, друштвене последице узимања алкохола су највеће, показала је студија која је јуче објављена у британском медицинском часопису Лансет. Алкохол је по томе испред тирона и кокаина. Ако се гледа само друштвени фактор, онда су марихуана и ЛСД најбезопаснији.

Научници објављују резултате студије да је алкохол далеко најзаступљенији и најразорније последице не само са оне који га конзумирају већ и за његову околину.

Dnevnik daily, 02.11.2010.

People's Newspaper Nish daily, 02.11.2010.

PRIMERI

"Ujedinjenje" srpskih televizija

Srpski mediji svojim nivoom odgovornosti mogu poslužiti kao primer dobre prakse medijima širom Evrope! Nacionalne televizije podržale su kampanju „Ujedinjeni protiv droge“, prekinuvši svoje programe istovremeno, u najgledanijem terminu, kako bi emitovali dvominutni film „Droga. Ono što vam nisu rekli“.

Televizije RTS, Pink, Prva, Avala i B92 u nedelju 14. novembra prekinule su svoj program u 20 časova i emitovale šokantan film da bi skrenule pažnju na društveni problem narkomanije. Kampanju je organizovalo Ministarstvo zdravlja u saradnji sa Evropskom unijom kroz projekat INSADA, u saradnji sa SVA, agencijom za tržišne komunikacije.

Koliko su bitne akcija i kampanja, govori činjenica da je Radiodifuzna agencija u potpunosti podržala celu akciju. Poziv na ujedinjenje u borbi protiv droge uputili su i predsednik Srbije Boris Tadić, kao i Vlada Republike Srbije. A. S.V.

Joy magazine, 6.12.2010.

Ujedinjeni protiv droge



UJEDINJENI PROTIV DROGE.

Ministarstvo zdravlja i Delegacija Evropske unije u Srbiji pokrenuli su, putem projekta INSADA, preventivnu kampanju protiv zloupotrebe droge na nacionalnom nivou uz slogan "Ujedinjeni protiv droge". Cilj ove kampanje jeste da se unapredi svest o opasnostima i posledicama upotrebe droge, sa posebnim naglaskom na grupe pod visokim rizikom - mlade ljude. Kampanja je usmerena i na roditelje: da otvorenije razgovaraju sa svojom decom o drogama i da im na taj način pomognu da svojih vršnjaka. Kampanja će trajati do kraja godine. www.upd.rs



Such Valuable Assistance

Ujedinjeni protiv droga

Ministarstvo zdravlja i delegacija Evropske unije u Srbiji putem projekta INSADA pokrenuli su preventivnu kampanju protiv zloupotrebe droga na nacionalnom nivou pod slaganom Ujedinjeni protiv droga. Cilj ove kampanje jeste da se unapredi svest o opasnostima koje prete od droga i o posledicama upotrebe droga, sa posebnim naglaskom na grupe pod visokim rizikom - mlade ljude od 16 do 24 godine.

Kampanja je, takođe, usmerena na roditelje da otvorenije razgovaraju sa svojom decom o drogama i da im na taj način pomognu da se odupru pritisku svojih vršnjaka. Još jedan slogan kampanje jeste Tvoje NE menja sve, a Fejsbuk strana pod tim imenom ima trenutno oko osamnaest hiljada članova.

Projekat INSADA, koji finansira Evropska unija, obezbedio je dvesta hiljada brošura za roditelje i sto hiljada letaka za mlade, koji će biti podeljeni širom zemlje.



UJEDINJENI PROTIV DROGE.

Planirano je da kampanja traje šest nedelja. U tom periodu, TV spotovi će biti emitovani na svim većim TV stanicama. Posebno osmišljena Internet prezentacija kampanje nalaziće se na adresi www.upd.rs.

Teško je oceniti stepen zloupotrebe droga u Srbiji i njene zdravstvene, društvene i ekonomske posledice, iako je studija sprovedena 2008. godine među mladima pokazala da je 15,1 odsto učenika prvog razreda srednje škole bar jednom koristilo psihoaktivne supstance, isključujući duvan i alkohol. Studija preporučuje da se šira društvena zajednica, uključujući i medije, aktivnije uključi u aktivnosti čiji je cilj prevencija zloupotrebe droga.

Kompletnu kampanju Ministarstvo zdravlja i delegacija Evropske unije sprovodi u saradnji sa agencijom SVA ■

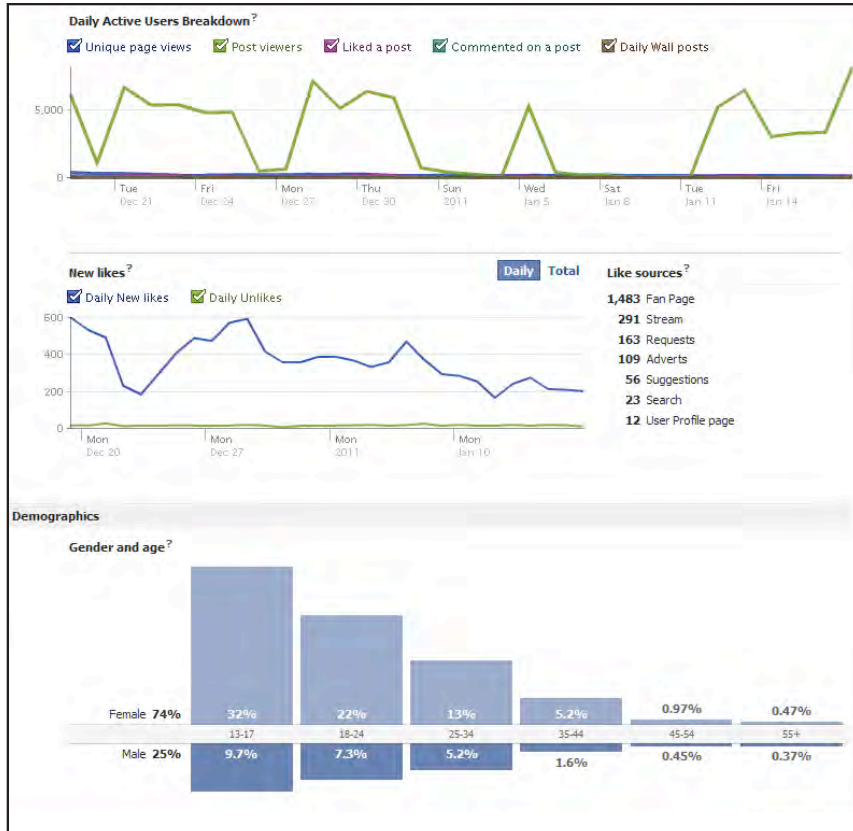
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Facebook statistics:

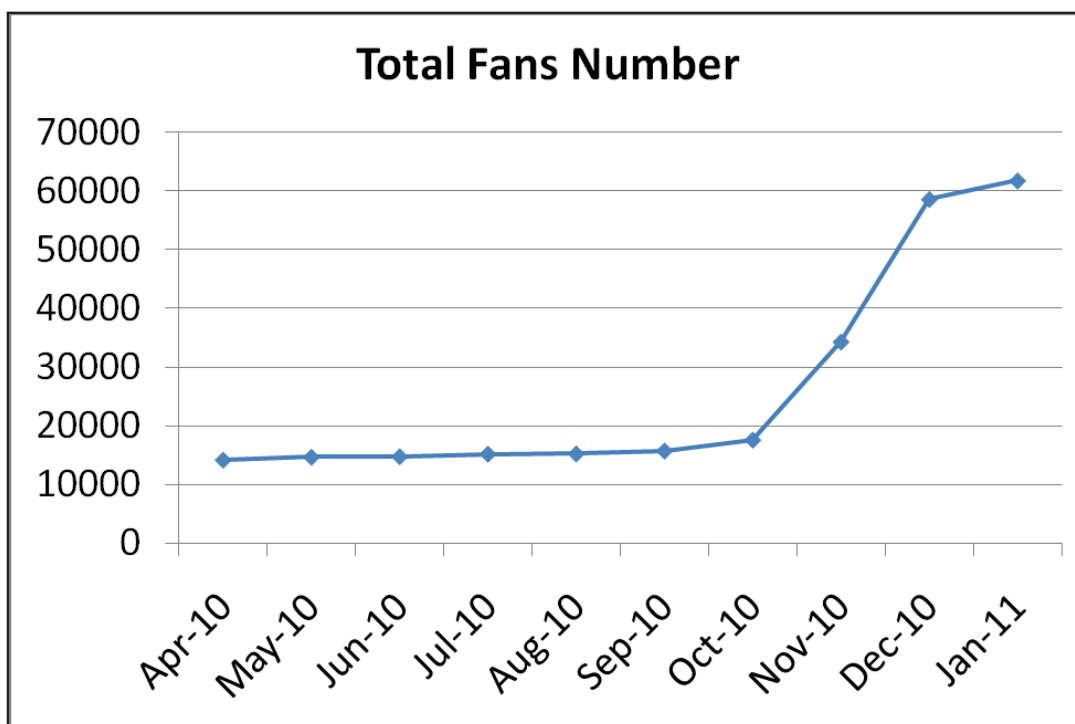
Accumulating the capital of social networks. Fan page on Facebook in the first phase of the campaign “Your NO. changes everything” with its 3D interactive holographic projections mobilized the ambassadors, followers, and early adopters of the campaign. From 10.000 to 18.000, to 30.000, and then to 50.000 friends.

Number of fans: 64.795

Daily new likes: 200-1.000



Total number of fans / structure of increase - April 2010 / January 2011 (10 months)



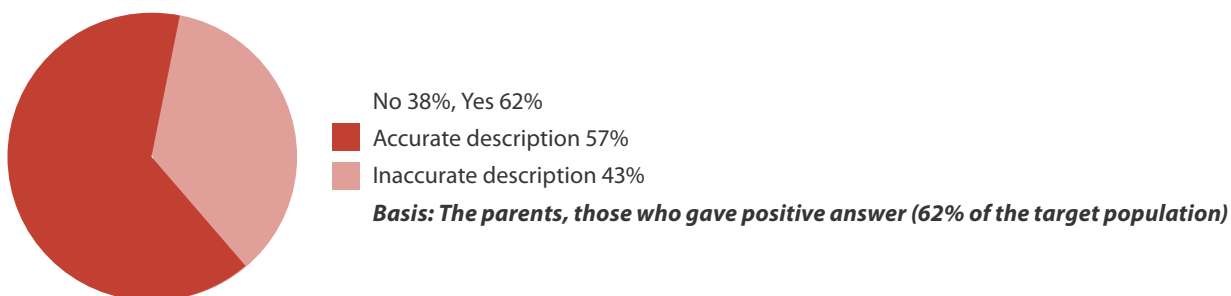
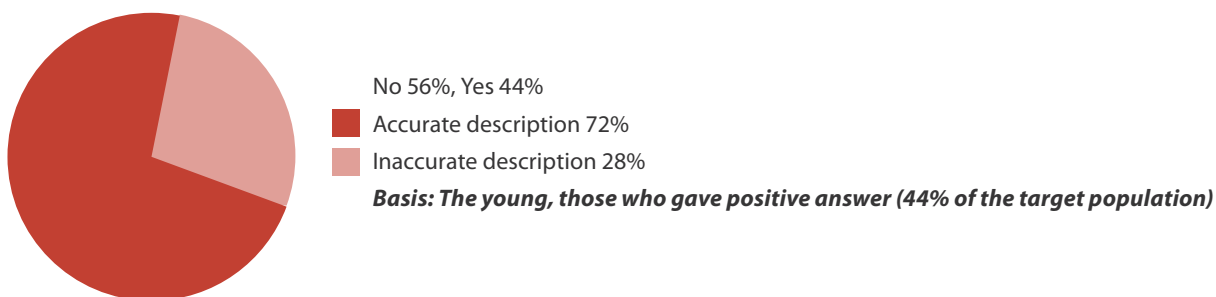
EXAMINATION RESULTS AFTER THE CAMPAIGN

QUANTITATIVE EXAMINATION

Young people between 15 and 24 and parents of the children between 10 and 18 were interviewed. 1200 persons were interviewed with THE following results.

CAMPAIGN RECOGNITION

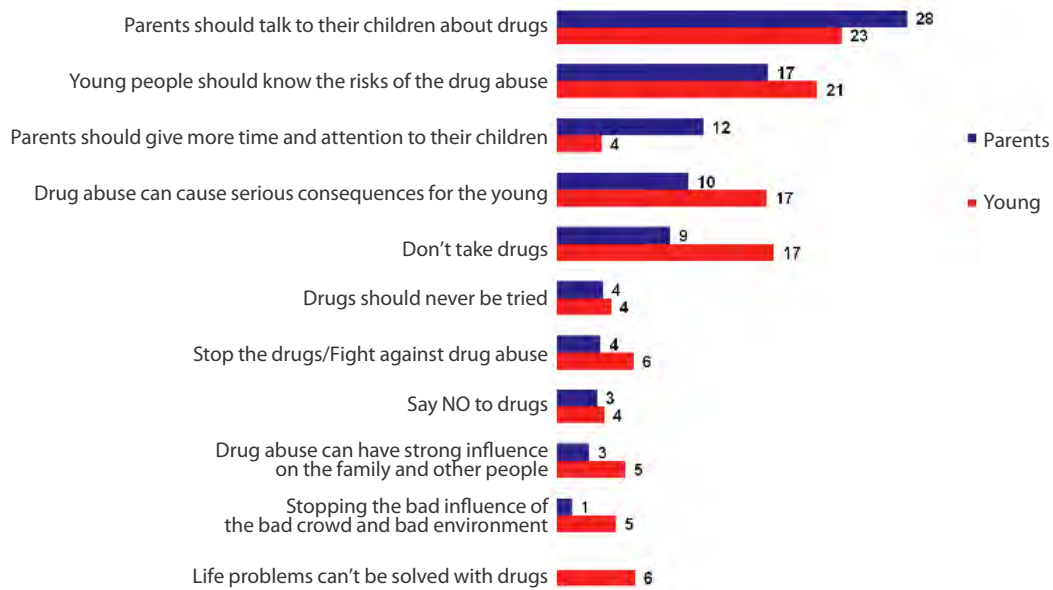
44% of the young and 62% of parents remember the campaign spontaneously.



32% of the young people and 35% of the parents were able to give an accurate description of the campaign spontaneously. After a reminder, 57% of the young recognized the campaign and 52% of the parents.



RECOGNITION OF THE MAIN MESSAGES



MOST OF THE PARENTS AND YOUNG PEOPLE consider that the main messages of the campaign are:

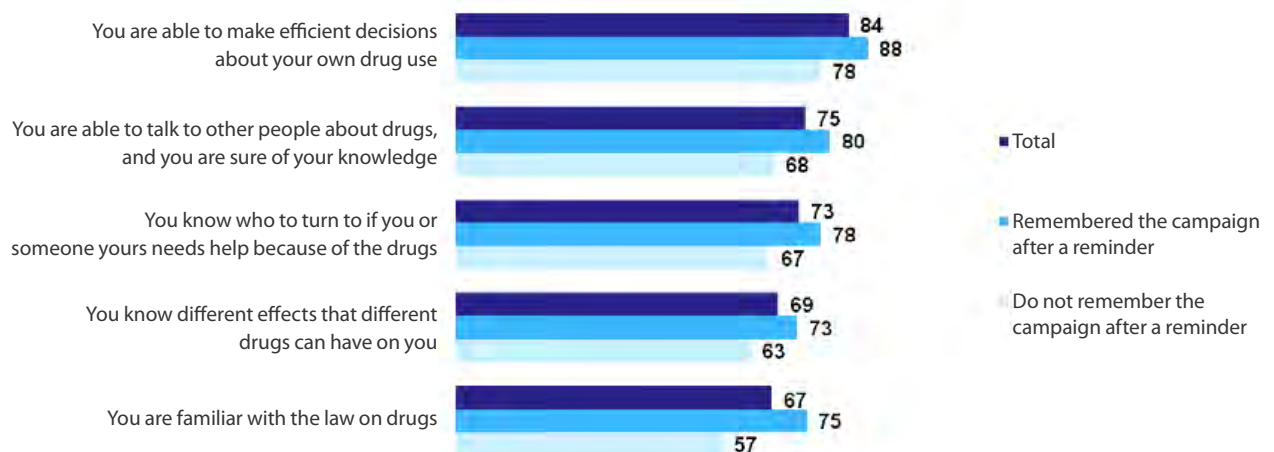
Parents should talk to their children about drugs.

Young people should be aware of the risks that drug abuse brings.

Those were the basic communicational directions of the project task.

SELF-EFFICACY

YOUNG PEOPLE WHO HAD NOTICED THE CAMPAIGN are more sure of themselves and their knowledge of drugs and their effects (those who know the campaign / 73-88%; those who don't know the campaign / 57-78%).



The campaign was widely **RECOGNIZED BY THE TARGET POPULATION** and **IT MADE AN IMPORTANT IMPACT** on the target groups of the young and the parents.

MORE THAN HALF of the young (54%) and the parents (52%) consider that the campaign had a strong impact on them.

THAT THE CAMPAIGN WAS PERSUASIVE AND EFFICIENT – is the opinion of three thirds of the young and parents.

MORE THAN ONE THIRD OF THE YOUNG thought about talking to parents, friends and other close persons about drugs, or to seek additional information about drugs in next 2 months.

IN LAST SIX WEEKS AROUND THREE THIRDS OF PARENTS HAD talk about drugs with their children, or with their family, friends and colleagues.

DRUG USERS think much more often to talk to their friends, relatives or close persons than persons who do not use drugs.

AS MUCH AS ONE THIRD of drug users talked to their parents, legal guardians, friends, colleagues about drugs in the past six weeks.

RECOMMENDATIONS

The campaign has effectively directed the attention to the problems of drug addiction and now is the right time to keep up with other types of continuous communication with target groups: forums, internet presentations, lectures at schools...

The campaign has strengthened the trust and the communication in the parent-child relationship, so we need additional programs to further encourage this kind of communication which represents one of the means of prevention.

Since drug users hardly ever think of talking about drugs with their parents, and tend more to talk to their relatives, friends and other persons about it, it would be more efficient to develop programs for strengthening the peer education.



UJEDINJENI PROTIV DROGE.



Implementacija nacionalne strategije
protiv zloupotrebe droga,
Projekat finansira Evropska unija



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