

European Commission launches TV advertising campaign to promote a life without tobacco

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During a press conference, a few days ahead of World No Tobacco Day (31 May) in Brussels, Markos Kyprianou, European Commissioner for Health and Consumer Protection has unveiled the second phase of its latest anti-smoking campaign Help: For a Life Without Tobacco, following the successful launch of the road-show in March : An EU-wide TV advertising campaign that seeks to "de-normalise" the deadly habit.

By substituting cigarettes with party-whistles in three every day situations, the adverts show the abnormality of smoking and the problems it poses. The aim of the adverts –which will run on TV stations throughout the 25 EU Member States from 6 June– is to show that help is available to those addicted to, vulnerable to or affected by smoking. The advertisements do not condemn smokers and young people but instead focus the ridicule on the cigarette itself.

Markos Kyprianou presented the adverts to the press as part of the EU anti-smoking campaign HELP: For a Life Without Tobacco. In addition, the Commissioner launched the HELP web site (www.help-eu.com) as a new technology tool to reach young targets and to provide objective and factual information in all twenty european languages.

.: [See the 3 TV spots](#)

Picture warnings

In a separate development the Commission has adopted enabling legislation to introduce "picture warnings" on cigarette packs, including pictures of blackened lungs and rotten teeth. The enabling legislation adopted by the Commission means that Member States which so wish can take up the option to illustrate the standard EU health warnings on tobacco products using images from a database developed by the Commission. Belgium, Ireland, Latvia and the UK have already expressed interest in doing so.

Sources:

European Commission, 26 May 2005

Press releases:

<http://europa.eu.int/rapid/pressReleases1...>

More details:

On the meaning and the making of the new EU anti-smoking TV advertisements at:

<http://europa.eu.int/rapid/pressReleases2...>

