



# Film Spring Open

Preventive materials brief

Warsaw 30.07.2020

PZU SA



**„Take care of your health, for  
when you die, you lose your  
life.”**

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# Project goal / brief:

## PROJECT GOAL:

To create a video material (a film or an animation) directed at **young people**, with the aim of:

- reaching their awareness effectively
- developing proper eating and physical habits in recipients
- promoting pro-health preventive measures, e.g. screening tests
- making recipients aware of the harmfulness of certain life habits and their negative impact on health and general well-being.

## TARGET GROUP:

Teenagers and young adults (15-40 years old), men and women, regardless of the place of residence and education.

## COMMUNICATION CHANNELS:

Video materials will be used on TV and the Internet, e.g. on social media, YouTube, business portals, in PZU internal communication, at points of sale and company websites.



## Project goal / brief:

- The health of an individual is influenced by their choices in four areas: diet, stimulants, lifestyle, and preventive examinations.  
In each of them we can diagnose habits that negatively affect health and are direct causes of the most common diseases:
  - diet – consuming too much meat, sweetened drinks and fast food; supplementing the diet with ready-made preparations instead of a balanced diet based on vegetables and fruits;
  - stimulants – very high rates of alcohol and cigarette consumption (including e-cigarettes), especially among young people; low awareness of the direct influence of stimulants on diseases, e.g. cancer;
  - lifestyle – very low physical activity among Poles, sedentary lifestyle, stress, emotional instability;
  - tests – low rates of people regularly undergoing preventive examinations, including basic blood tests and preventive vaccinations.
- **Low awareness of the fact that it is the lifestyle (physical activity, diet, body weight, use of stimulants) that determines the health condition to a much greater extent than the hereditary factors, i.e. family burden in diseases.**



## Health preventive measures vs. effects (onco & cardio)

*Based on the report by Medonet – National Health Test for Poles 2020:*



**The average Health Index \*** for Poles is 62%, which means that there is still a lot to improve in everyday care for health



**The average Health Index** increases with education, the size of the place of residence and age (40-year-olds follow the recommendations in approx. 60%, and people over 60 in almost 70%).



**Only 13% of the respondents**, slightly more women than men (16% vs. 10% respectively), choose a healthy lifestyle decisively and consciously and adhere to the recommended dates of preventive examinations.

*\* The Health Index shows the extent to which the respondents' answers to the questions and the actions declared regarding disease prevention and healthy lifestyle coincide with the recommendations of experts. How to read the result? The Health Index at 0% means complete non-compliance with preventive recommendations, 100% means full compliance with preventive recommendations.*

## Main causes of diseases:





## Main causes of diseases:

### Diet



#### Too much:

- **MEAT** (consumed in excess by 31% Poles, including 42% of men).
- **FAST FOOD** (eaten several times per month by 25% of Poles)
- **SWEETENED DRINKS** (13% - daily, 1 in 7 Poles - several times per week).
- **ENERGETIC DRINKS** (26% of women, 46% of men).
- **DIETARY SUPPLEMENTS** (21% of women, 12% of men).

#### Too little:

- **VEGETABLES** (eaten daily only by 30% of Poles).
- **FRUIT** (eaten daily by only 34% of Poles).





## Main causes of diseases:

### Stimulants



**ALCOHOL** (89% of Poles drink alcohol, including 9% daily - mainly beer). Alcohol consumption is highest in the group with higher education - 92%.

**NICOTINE** (32% of Poles, including traditional cigarettes smoked by 21% of Poles daily and 7% occasionally / e-cigarettes are most often smoked by young people aged 18-24 – 8%. Among young people (25-34 years old), as many as a quarter are active smokers.

**DESIGNER DRUGS** (4% of Poles have tried them at least once in their life, the most in the 25-34 age group – 9%)



# Main causes of diseases:

## Lifestyle



### Too much:

- **STRESS** (55%, including 24% daily, and 31% several times per week) / Women are more stressed out than men (28% vs. 20%).
- **FATIGUE** emotional and physical (27%).
- **SEDENTARY LIFESTYLE** (computer/TV).

### Too little:

- **SPORT** (50% of Poles do not practice any sport).
- **EXERCISE** (39 % of Poles spend up to 30 minutes walking a day).
- **SLEEP** (40% of Poles sleep less than 7 hours) / Short sleep (less than 7 hours) has a negative impact on health.
- **MEDICAL TESTS** (only 39% of Poles have had their cholesterol tested during the last the year, urine – 42%, sugar – 50%, blood pressure – 74%)
- **PREVENTION** (20% of Poles are vaccinated against influenza, but only 5% every year).



# Health problems/effects:

## IN GENERAL:

- **48% of Poles have chronic health problems**, including one third of people aged 18-24
- one in four Poles is diagnosed with **hypertension**,
- almost one in six Poles has **allergies** or asthma,
- every tenth Pole suffers from **depression**
- one in fourteen has **diabetes**,
- 16% of Poles suffer from **joint** diseases,
- 9% of Poles suffer from **heart** diseases,
- 3% of respondents have been diagnosed with cancer,,
- 2% of respondents have chronic obstructive pulmonary disease,
- one fifth of respondents have a problem with limb numbness and insomnia,
- 61% of Poles have a problem with excessive body weight - 74% of men and 50% of women. Almost one in four adult Poles suffers from obesity,
- as many as 20% of young people aged 18 to 24 assess their mental health as bad or very bad.



# Health problems/effects:

## CARDIOVASCULAR DISEASES:

- **Cardiovascular diseases are the leading cause of death in Poland.**
- Among them, the most common causes of death are ischemic heart disease and cerebrovascular disease, i.e. the main consequences of atherosclerosis.
- In Poland, there is still excess mortality caused by these diseases, and the number of deaths is twice as high as, for example, in Spain or the Netherlands.
- Elevated cholesterol and high blood pressure cause atherosclerosis and its complications, such as apoplexy and heart attack.
- Chronic stress, along with diabetes, smoking and lipid disorders, negatively affect the immune system and may be a factor in the development of heart disease.



# Health problems/effects:

## CANCER:

- Cancer (lung, skin and colon cancer) – is the second most common cause of deaths in Poland
- As many as 80% of cancer cases result from external factors such as unhealthy lifestyle and bad habits. Contrary to popular misconception, only 5 to 10% of cancer cases are genetic in origin (PTO – Polish Society of Oncology).
- Prophylactic examinations for the early detection of neoplastic diseases are performed too rarely. Screening tests should be used as well to detect cervical, breast and colon cancer early and ensure a successful treatment.
- **The occurrence of cancer depends on us. We can reduce the risk primarily by: giving up smoking, maintaining a healthy diet, daily physical activity, avoiding alcohol, and protecting the skin against solar radiation.**



# Health problems/effects:

## CHRONIC NON-COMMUNICABLE DISEASES:

- Overweight and obesity are major risk factors of many chronic diseases, including diabetes, cardiovascular diseases and cancer.
- Obesity, especially abdominal obesity, is the most significant environmental risk factor of type 2 diabetes,
- People older than 45 years old should have their blood sugar tested once a year if there are risk factors, or once every three years if there are no risk factors.
- According to WHO, chronic non-communicable diseases cause death of 41 million people annually, accounting for as much as 71% of all deaths worldwide.
- **The increase in morbidity rate of chronic non-communicable diseases (obesity, diabetes, cancer, heart disease, strokes and COPD) is mainly due to our lifestyle.**



# Health problems/effects:

## CHRONIC DISEASES AND CORONAVIRUS

- Severe obesity increases the risk of acute respiratory distress syndrome (ARDS), which is a serious complication of COVID-19.
- Patients with untreated and uncontrolled diabetes who developed COVID-19 have a higher risk of developing severe complications and deaths than healthy subjects.
- Oncological patients are among the most vulnerable group at risk of developing severe disease caused by the SARS-Cov-2 coronavirus infection and of death due to a weakened immune system.
- There is clear evidence that people with chronic diseases, including cardiovascular diseases such as hypertension, heart failure or coronary artery disease, are at a greater risk of developing a severe form of COVID-19.
- **Health should not be looked after only periodically, both from an individual and social perspective.**



# Technical requirements:

- **Film or animation**
- **Final files – length: 25 seconds** (excluding opening and end credits) / length incl. credits: 30 seconds / horizontal version:
  - Full HD 1920x1080
  - MPEG-4
  - Video codec: H.264
  - Audio codec: AAC
  - Audio bit rate: 128 kbps or higher
- **10-second-long teasers for social media** (without credits) in the formats: 1200x1200 and 1080x1920 (vertical) / length with credits – 15 seconds
- Subtitles in Polish synchronised with the voice-over
- Background music, sound effects – original or from Polish or foreign stocks / license
- Copyright – in compliance with the rules of the competition
- Colour correctionColours, fonts etc. – according to the presentation “The world of the PZU brand” which selected winners will receive