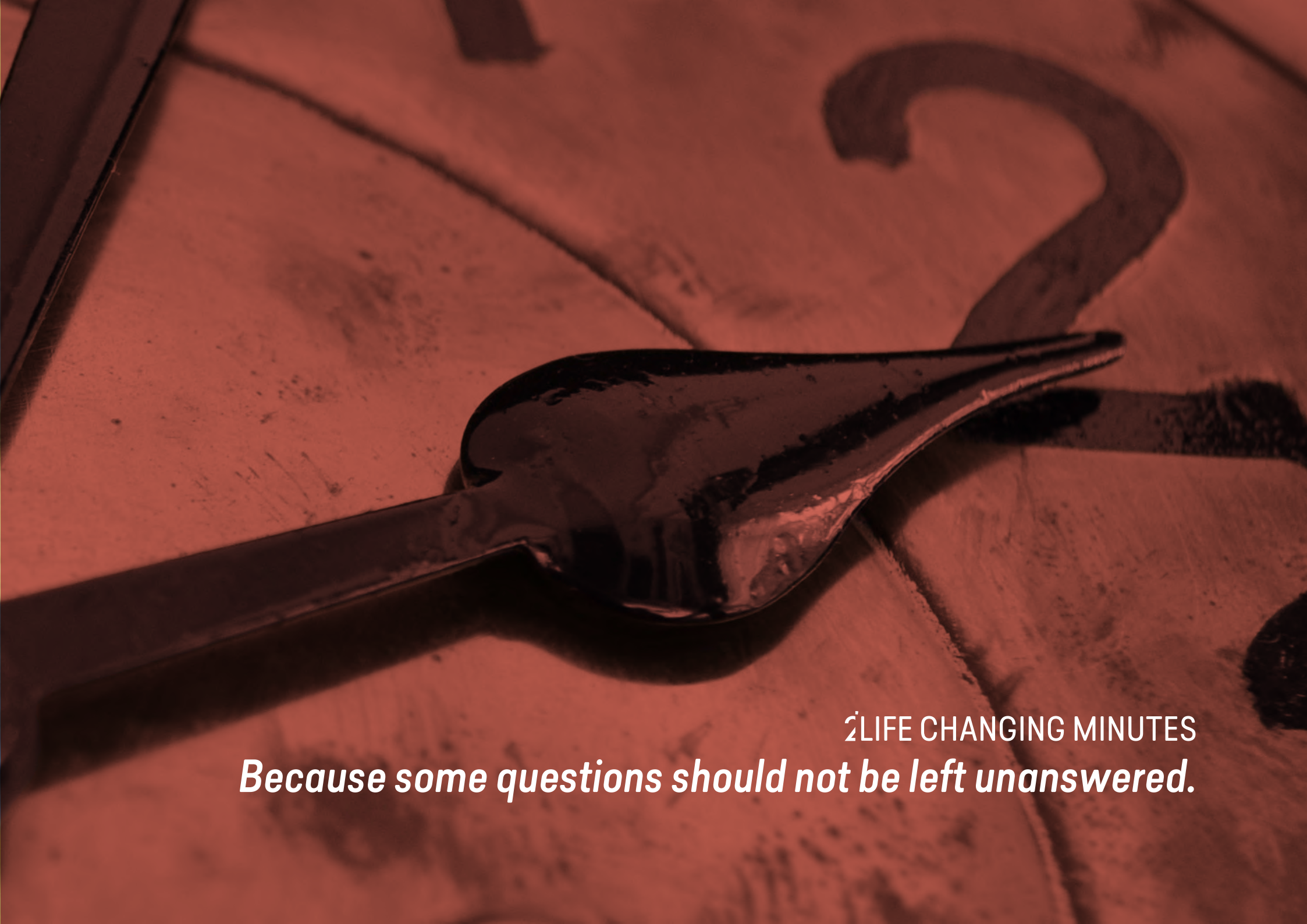




Series Bible 2020



2LIFE CHANGING MINUTES

Because some questions should not be left unanswered.

A TV fiction series on health education that in a few minutes promotes behavior changes within everyone's reach, to prevent cancer and other non-communicable diseases.

THE SERIES

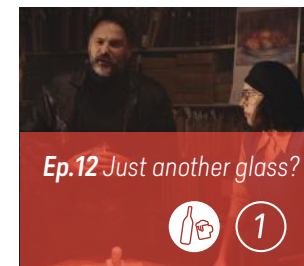
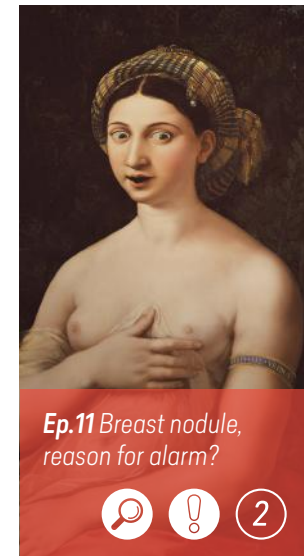
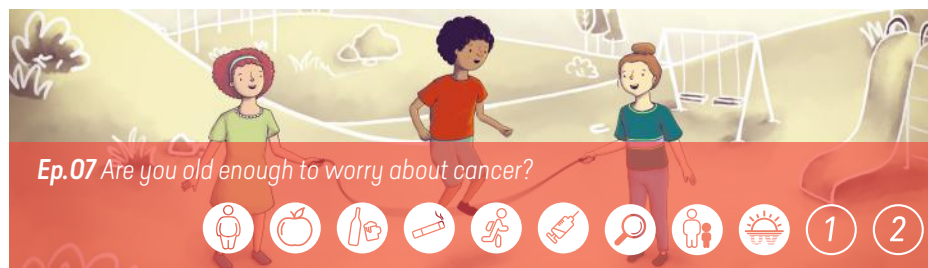
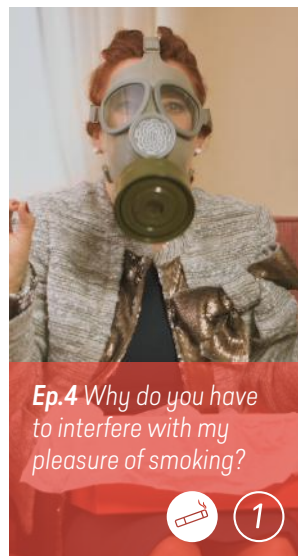
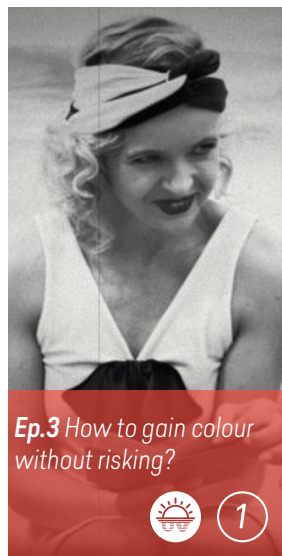
01



Emily skipped her lunch today and grabbed a couple of donuts. Caesar never skips lunch - nor dinner, nor supper, nor teatime or snacks throughout the day. Charlie doesn't seem to find the right running shoes to a much-needed jogging. Joachim is a fit "weekend marathonist" so he cannot be bored with useless medical screenings. Marge wouldn't dream of confronting 'Papa' with his nasty cigar habit, not at his age, and certainly not at Christmas gatherings.

Will they change their old habits, even when the facts and figures are clear? Is scientific proof enough or is there something missing? **2' Life changing minutes** is an anthology series about health choices - the 1st fictional series about cancer prevention - where every new episode tells a different story revolving around lifestyle choices with proven roles in health and disease. More than correct answers, the right questions, made eye-to-eye, with no rights or wrongs, respecting personal options. In **2' Life changing minutes**.







Ep.15 A sporadic case or an increased risk for the family?



Ep.17 Free from HPV, only with sexual abstinence?



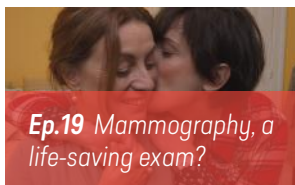
Ep.14 Testicles of steel?






Ep.16 A tube in the intestine?






Ep.19 Mammography, a life-saving exam?






Ep.18 Just 2 weeks sunbathing cannot hurt?



Ep.20 Cancer comes when it comes and there is little you do?

THEMES AND CONTENTS



Alcohol



Diet



Self-exams



Colonoscopy



Upper
endoscopy



Overweight



Physical activity



Skin and Sun
Exposure



Family history



Health Literacy



Mammography



Warning signs



Tobacco



HPV test



Vaccines



Primary
Prevention



Secondary
Prevention

THE 1st TV FICTION SERIES ABOUT HEALTH EDUCATION AND CANCER PREVENTION

Because no one remains indifferent to a good story, the use of fiction creates emotional bridges between viewers and the characters from the stories, making it easier to overcome individual resistance to behaviour change.



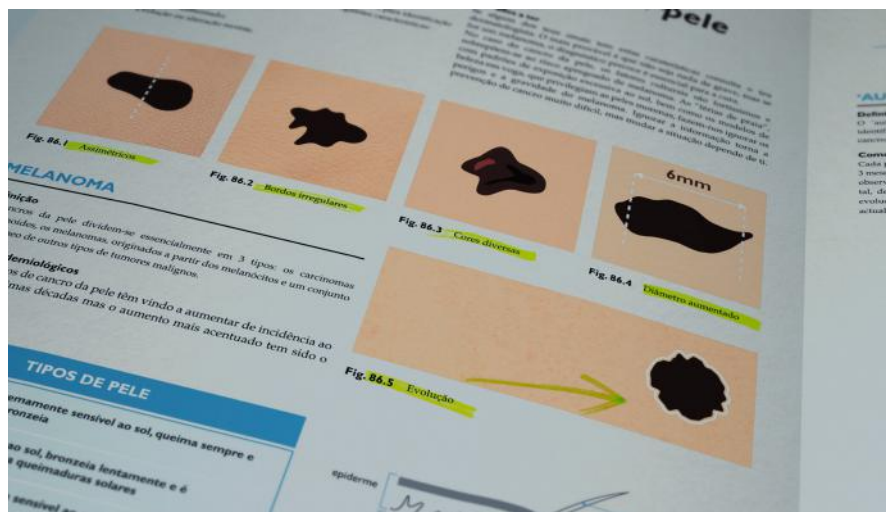
SHORT-EPISODES WITH A LIGHT TONE WITHOUT COMPROMISING SCIENTIFIC RIGOUR

A light and informal narrative approach using rigorous and scientific explanations punctuated with humour. This lightness in tone is not usual in health TV shows, especially when dealing with disease.



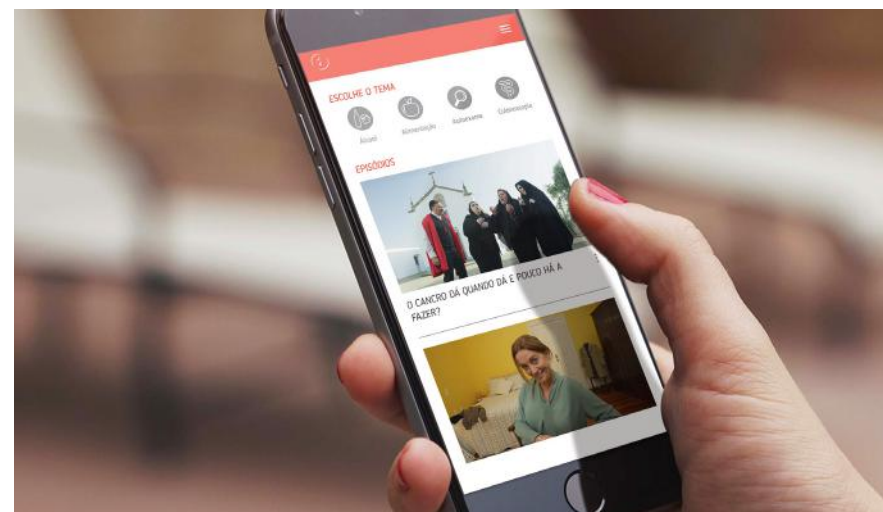
BASED ON CYCLICAL REINFORCEMENT OF TAKE-HOME MESSAGES FOCUSED ON INDIVIDUAL OPTIONS

Simple and practical prevention messages, focused on behaviour changes accessible to all, proven to be effective in the reduction of risk, and approached in a positive framing, respecting individual options.



A STRATEGY FOR EVERYONE: FOR TELEVISION, WEB, MOBILE, PUBLIC EVENTS AND CLASSROOMS.

Included in a nationwide campaign for the public service television supported by strong social media initiatives that promote interactivity and information sharing, local events of proximity with the public and educational kits for the classroom.



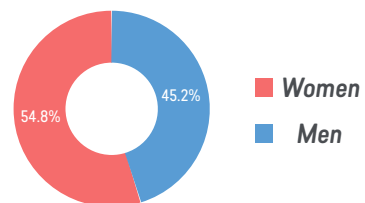
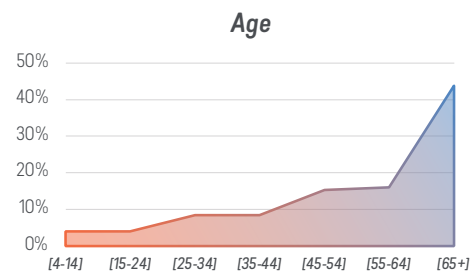
RATINGS

02



The series aired from monday to friday in prime time on RTP1, with an average **rating** of 374,000 viewers per episode (min. 255 000 and max. 587 000), **ranking** between RTP1's 4th to 9th most viewed daily show, depending on the days. The average TV **share** was 8.0%. The series reached 474,000 viewers per episode (**reach**) and, at the end of the 20 episodes, had a **total coverage** of 3 049 000 people.

Fig. 1 TV audience characterization



Rating (rat#)
Average number of viewers weighted by the duration of the program (in minutes).

Share (shr%)
Percentage of viewers who saw the program in relation to the population of viewers at that time.

Reach (Rch#)
Number of (unique) viewers who watched at least 1 minute of the program

Total coverage (Cov#)
Number of (unique) viewers, accumulated throughout the series, who contacted the program with a viewing time of at least 1 minute.

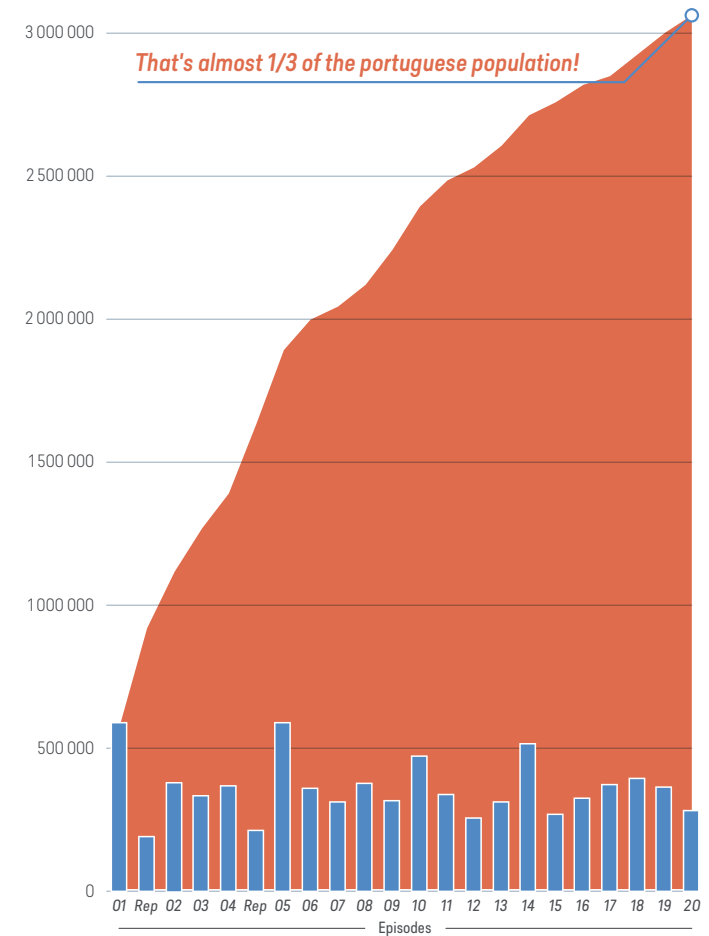
Coverage
3 049 000
viewers

Reach
474 000
viewers / ep.

Rating
374 000
viewers / ep.

Share
8,0%
audience / ep.

Ranking
4th - 9th
most viewed show / day



The online component allows, in a simple and dynamic way, the extension and further exploration of the themes, greater interactivity with the contents and clarification of any doubts.

The **website www.2minutos.pt** and the **app mobile** provide access to the section "Dig Deeper" which includes complementary and in-depth information on the theme of each episode, the "Pedagogical Kit" to facilitate the use of the series in classroom settings (K12 and higher education), and a "Spread the word" section with exclusive infographics and imagens designed to be easily shared with family and friends in social networks.

Fig.2 Characterization of the followers' population

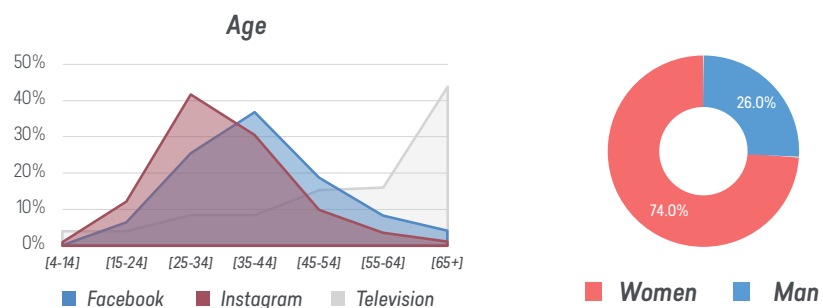
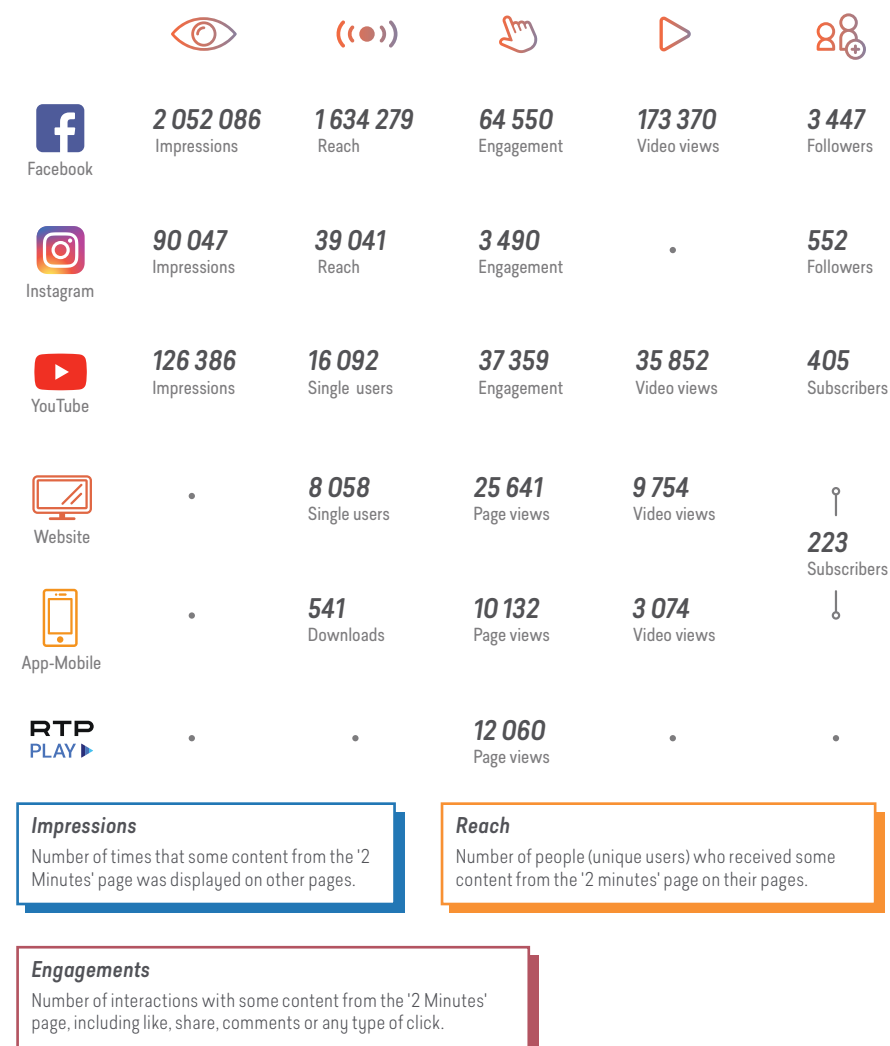


Fig. 3 Summary of the main indicators from the online presence



IMPACT

03



The concept and format of the series were evaluated through test-screenings of pilot episodes and followed by surveys of the general public and focus groups of health professionals. The main conclusions were the following:

- 84.2% of respondents expressed a positive opinion about the 38 parameters evaluated, and only 6.1% had a negative opinion. This very positive assessment is independent of the population's sociodemographic characteristics - gender, age, education level, location - which attests the appreciation and adequacy of the format to a wide audience and its potential success.

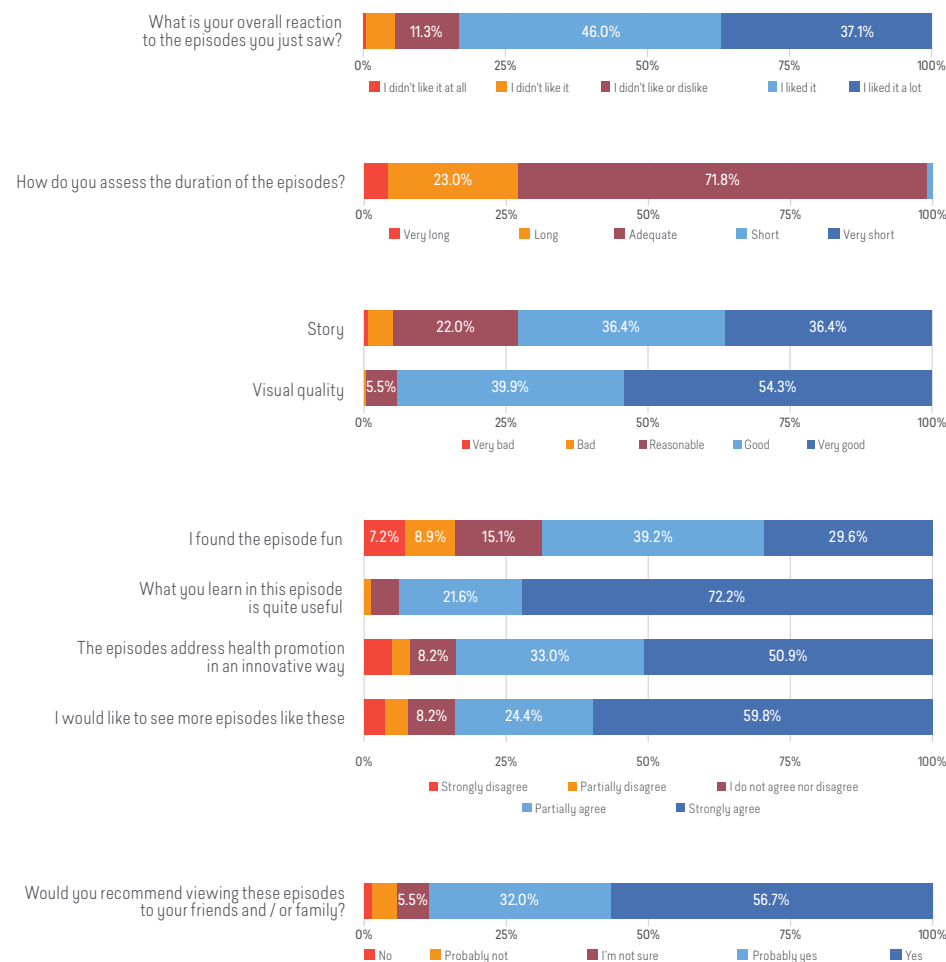
- The fictional and humorous tone, as well as the short duration - 3 innovations the format - didn't negatively impact the clarity of the messages: about 94.7% of the respondents said that the episodes are easy to understand.

- The approach was considered innovative and the "series/episode concept" was identified as a main asset, with both non-specialist and specialist audiences, the same happened with the "stories", "realistic context" and "use of humor". These are the innovative characteristics of the format, together with the short duration of the episodes, that was deemed adequate by 72.2%.

- The series had a high probability of success since the vast majority of respondents (80.3%) declared an interest in the information about the episodes and 84.0% were willing to see more episodes. 92.8% considered the information useful and relevant, and 89.0% would recommend family members and friends to watch the episodes.

- Focus group participants agreed that the clarity of the messages and the level of language adopted was adequate for the audience and that the episodes could contribute positively to the health literacy of the population and might complement the healthcare system by encouraging individuals to seek medical advice.

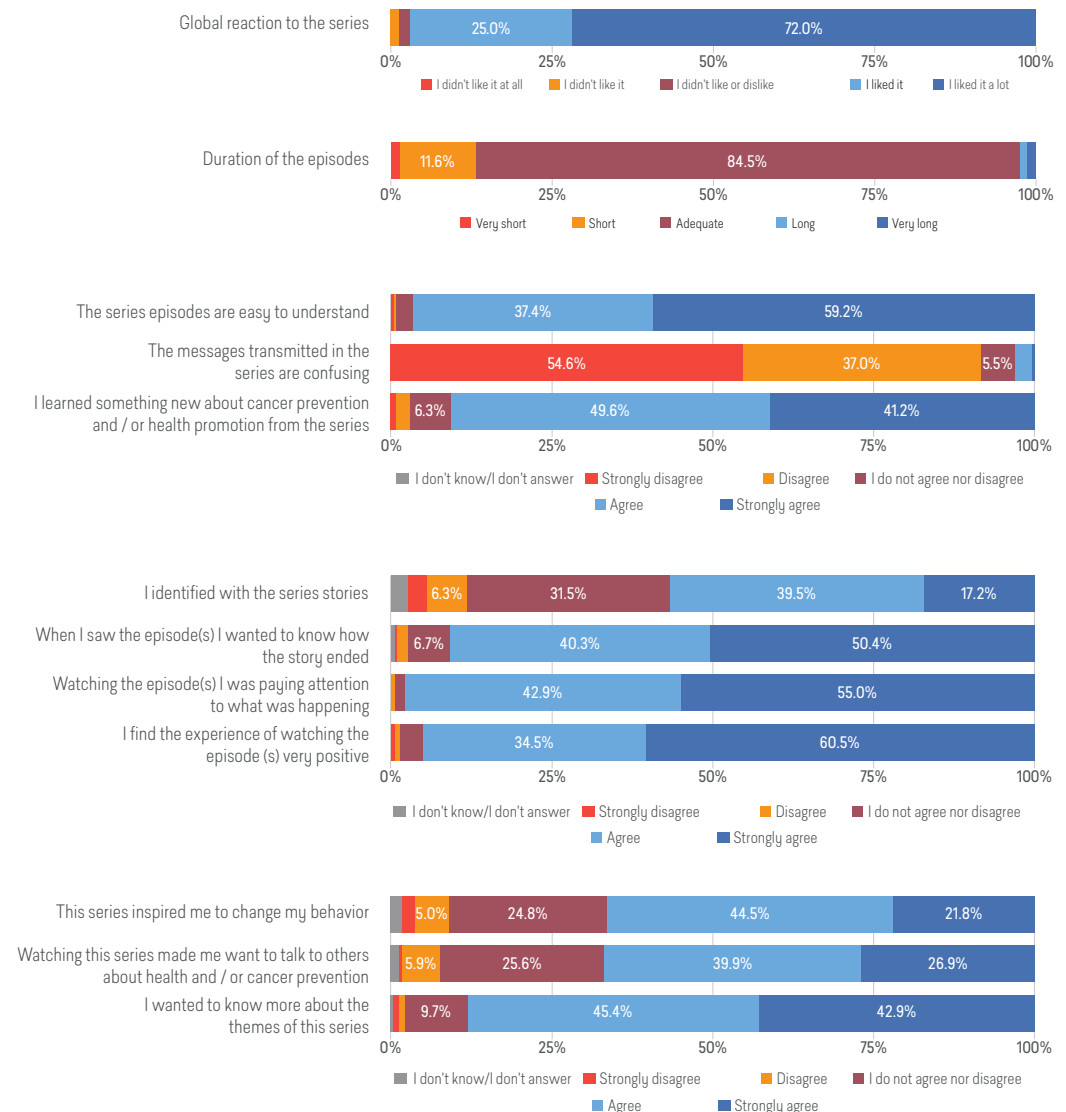
Fig. 4 Selected results of the test-screenings



A study to assess the impact of the series in real-world viewers, that watched the episodes in natural contexts, was carried out through an online survey measuring the appreciation of the series, knowledge and behavior change. The main conclusions were the following:

- The series was evaluated globally in a very positive way, with 97.0% of respondents stating that they "liked it" or "liked it a lot". The "use of humor" and the "series concept" were the points that the respondents liked the most, while 70.3% did not find negative points in the series. The duration of the episodes was considered adequate by the majority (84.5%).
- The vast majority considered that they learned something new from the series (90.9%), that what they learned was very useful (96.1%), that the series was easy to understand (96.6%), and that it addressed health education in an innovative way (92.2%).
- Viewers saw an average of 11 episodes but still, 97.8% said they would like to see more episodes and 87.9% were eager to learn more about the topics.
- 98.3% recommended the series to others and 71.6% even talked to others about the series' themes. About half of respondents (54.3%) said they have changed something in their behavior after seeing the series and the vast majority believed that the series can inspire people to change their behavior (93.5%). The main changes identified were related to awareness to signs of cancer and changes in diet.
- Knowledge evaluation based on key take-home messages shows a consistent increase in correct answers of viewers compared to non-viewers in 2 different episodes and more so for viewers of both episodes (fig. 6).

Fig. 5 Selected results of the natural-screenings



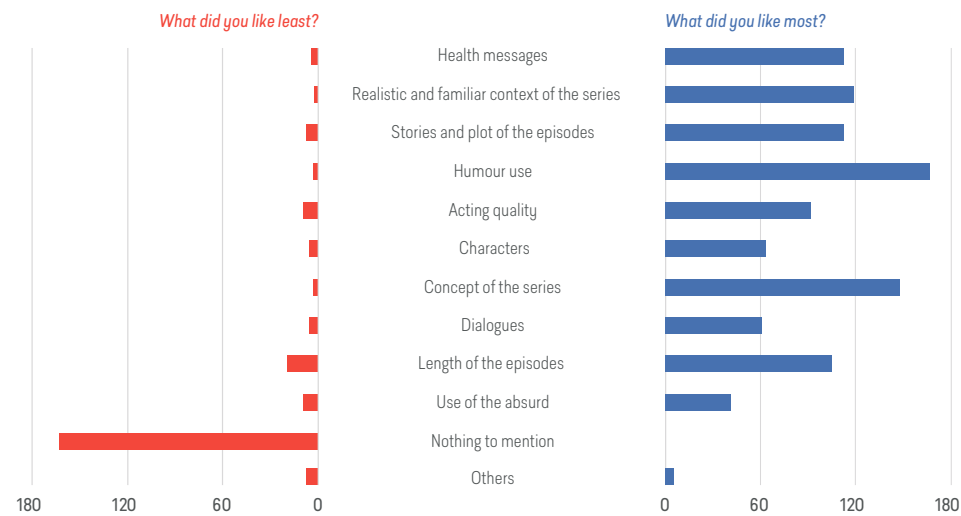
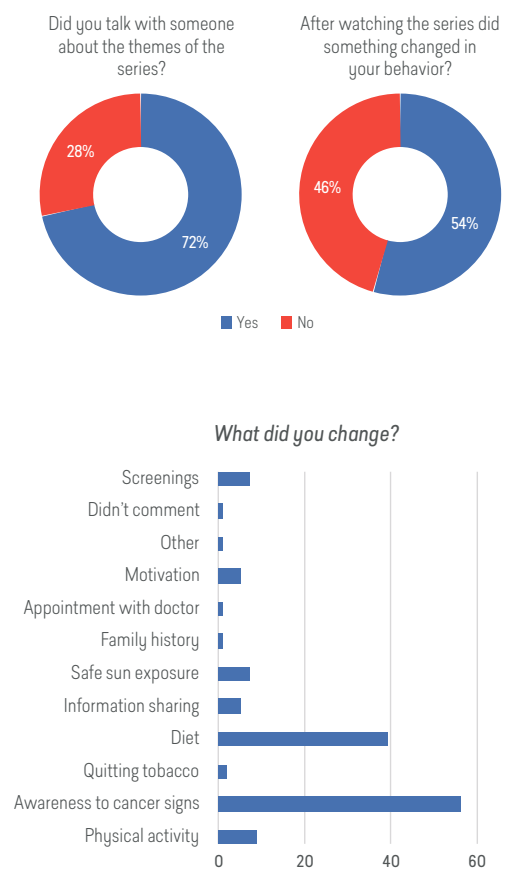
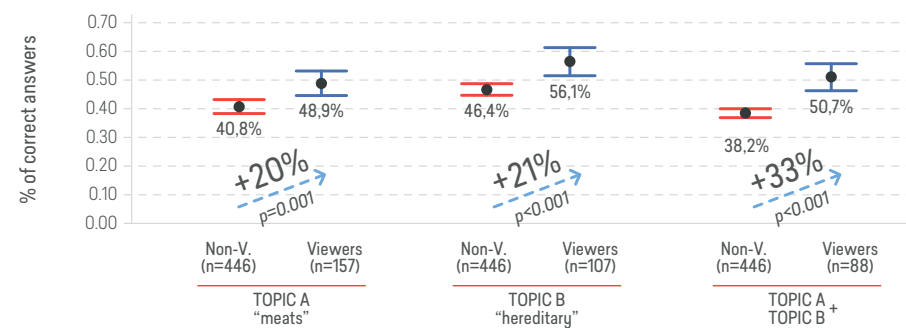


Fig. 6 Knowledge evaluation on 2 different topics of 2 episodes



Sónia Santos Silva, TSF

A surprise both in the form and the approach. The episodes cross science with humor and are all fictional, despite recreating real situations (...)

Excellent idea! Extremely didactic episodes with accessible language! They found a relaxed way to talk about such important topics. Congratulations.

Comment on Facebook

Eduardo Cintra Torres, Correio da Manhã - 'Panoptic'

The originality of the series (...) is to be fictional. (...) a well-worked project to provide health education through short narratives. The use of narrative to transmit learning messages, the storytelling is effective because it does not resort to the usual paternalism of shows with the same objective, because it is well conceived, written and directed (...).

Cláudia Costa, Antena1 - 'Portugal em Direto'

(...) we are facing an unprecedented change in the way of communicating health.

RTP1 - 'Voz do Cidadão'

More than a tv show, 2 Life changing minutes is a national campaign where people talk about health in a light, informal way and sometimes using humor. (...) Public service is to present these contents on a schedule of great audience, as RTP did.

Ana Reis Ferreira - Immunoallergologist

(...) it is a very well done program, very interesting, very fun (...).

Debate: The absence of a scientific culture pays tax, Pavilion of Knowledge

Very good. Congratulations on your initiative. Very informative, very comical and very serious at the same time. Citizenship in action.

Comment on Facebook

André Manuel Correia, Expresso Online - 'Vida Extra'

Health arrives in a series. Do you have "2' Life changing minutes"? See to believe... and learn.

Very interesting! I hope it will continue soon. These shows are needed for the dissemination of important public health information. Congratulations to those who materialized the series and to those who decided to give it airtime. True public television service!

Comment on Facebook

Spectacular. The best way to promote health in a country with so little health culture. Good public service.

Comment on Facebook

Eu sim, tu não (Blog)

Haven't you seen it yet?? You don't know what you are missing !!! (...) [the nurses] are all as grateful as I am for this excellent work to improve the quality of life in Portugal. These are examples of commitment, dedication and gratitude that also address the health of a nation.

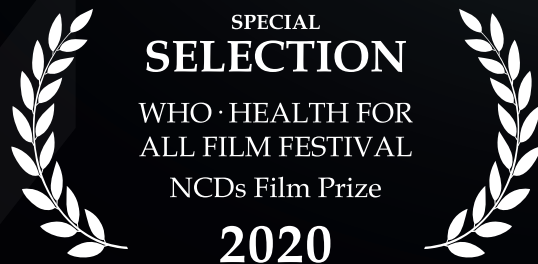
Congratulations, excellent show with actors that, in a simple way, clarify and draw attention to various problems related with our health.

Comment on Facebook

Sónia Silva, RTP1 - 'Jornal da Tarde'

A series that reaches everyone (...), a kind of campaign where health is discussed, not illness. (...) A new format, well grounded in science and life.

AWARDS



EXECUTIVE PRODUCER / DIRECTOR

Nuno Teixeira Marcos
nmarcos@ipatimup.pt / (+351) 918 566 860 / (+351) 225 570 700 (Ext. 4670)
Cancer Prevention Unit | Ipatimup

PRODUCTION



PARTNER



MEDIA PARTNER



SPONSORS

