



# DERNIERS SECOURS FRANCE

Looking back at the 2024 "Tous concernés" ("We are all concerned")  
communication campaign

# National communication campaign

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# The campaign

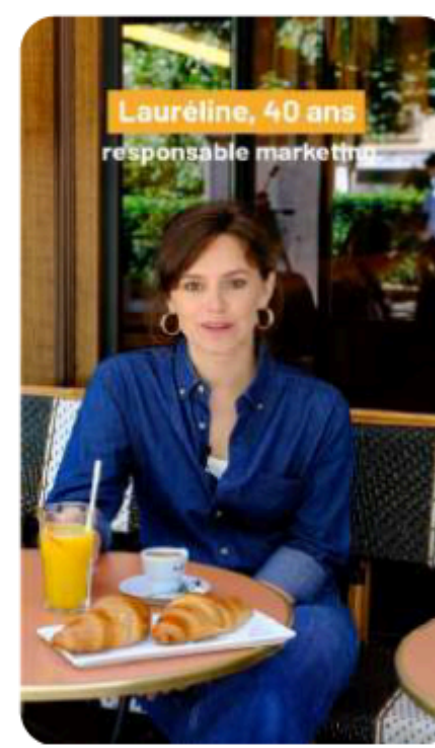
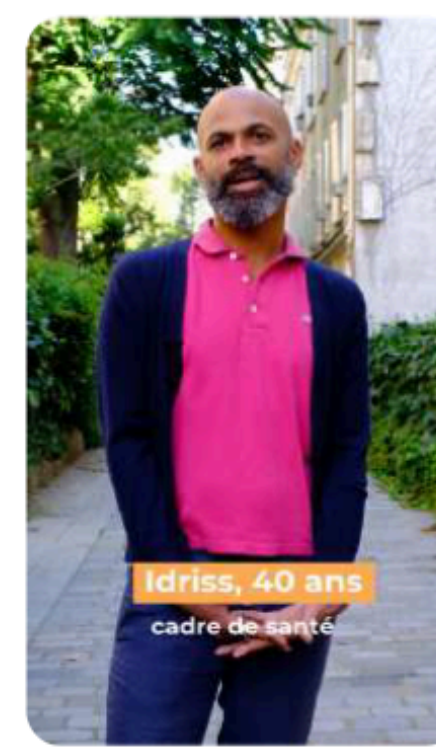
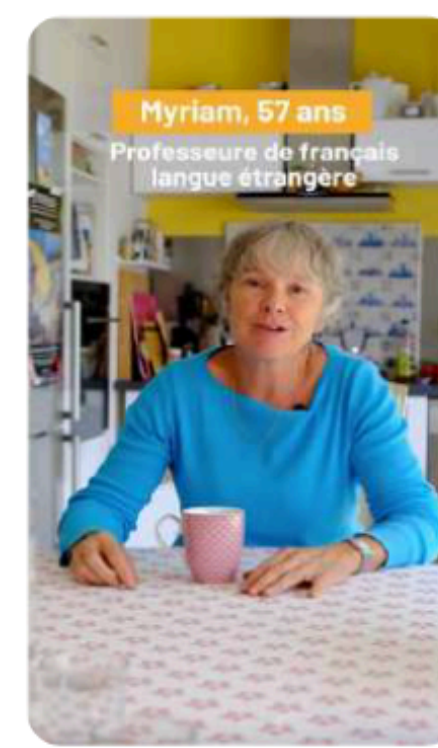
In 2024, SFAP rolled out a national communication campaign under the theme "Tous concernés" ("We are all concerned"), with the Derniers Secours training as its landing point. The campaign carried 3 key messages:

"BECAUSE HIS DEATH IS PART OF MY LIFE"

"MY PRESENCE IS HER LAST GIFT"

"BECAUSE DYING ALONE IS NOT A LIFE"

## 6 ambassadors from among the participants



- Period: early October to mid-December 2024
- Print campaign (targeted regional press and waiting rooms of medical centers)
- Social media campaign
- SEO and SEA campaign
- Google and YouTube campaign
- Migration to a new CMS and redesign of the Derniers Secours website
- Creation of a back-office for trainers
- Redesign of the visual identity

3 claims / 6 ambassadeurs authentiques

PARCE QUE SA MORT FAIT PARTIE DE MA VIE

MA PRÉSENCE EST SON DERNIER PRÉSENT

PARCE QUE MOURIR SEUL N'EST PAS UNE VIE



Between October and mid-December 2024, the peak of the national campaign, 627 participants took part in the training – 37% of the annual total of participants concentrated in just 1/5 of the year."

Laureline, Idriss, Myriam en PQR



# Print campaign

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# Press advertisements

3 insertions in the regional daily press (October 9, 10 and 11, 2024)



- 931,000 copies
- 2,483,490 readers reached

# Waiting room displays

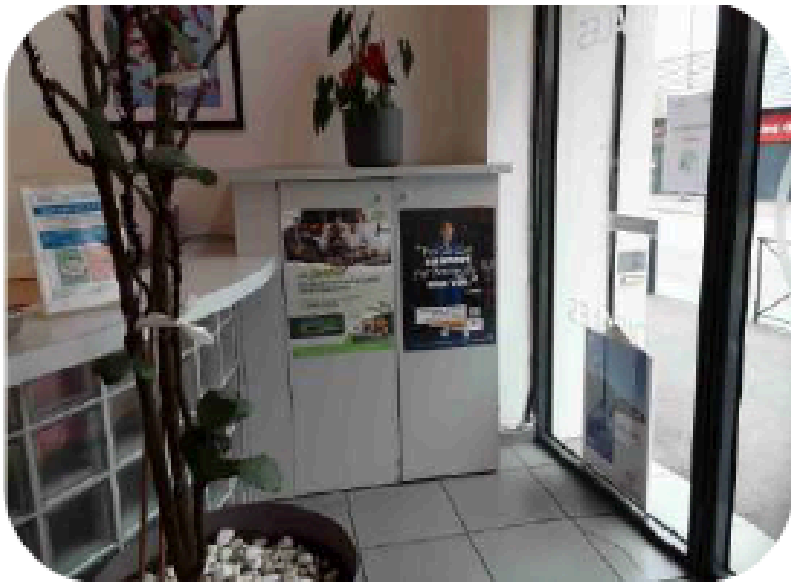
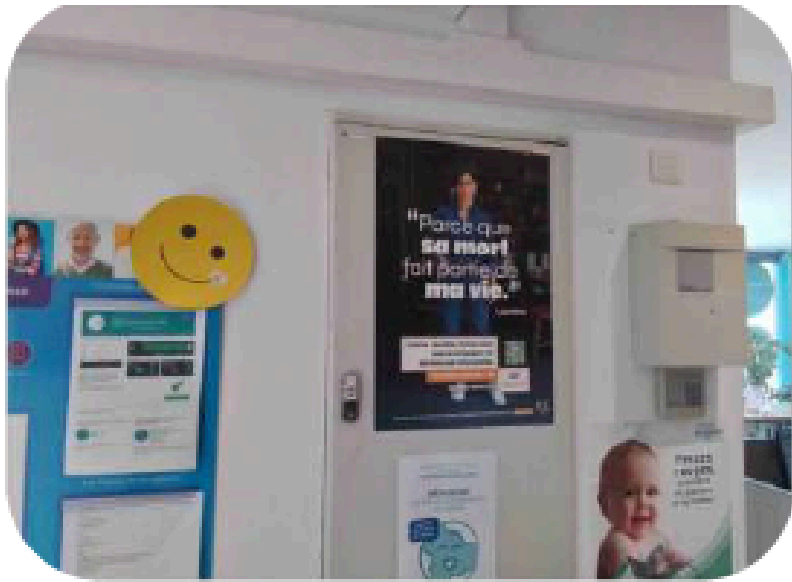
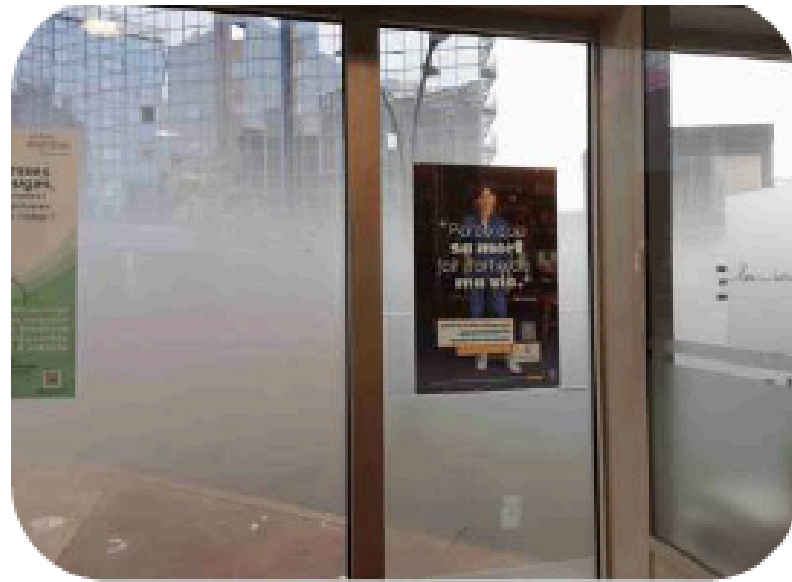
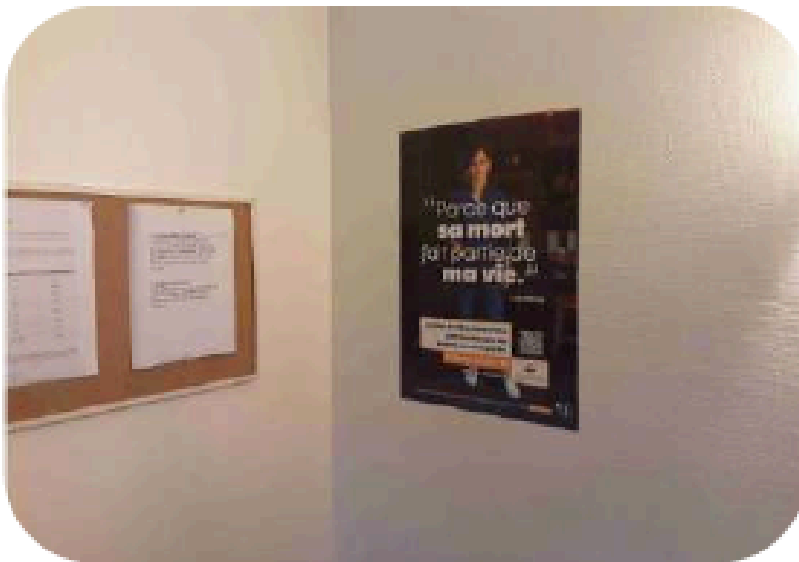
- General practice waiting rooms
- 1,000 medical centers / 2,000 doctors
- Over 4.7 million consultations from October 2024 to end of January 2025
- In towns close to the training sessions



| Régions                    | Répartition |
|----------------------------|-------------|
| Auvergne-Rhône-Alpes       | 6,54%       |
| Bretagne                   | 2,18%       |
| Centre-Val de Loire        | 1,88%       |
| Hauts-de-France            | 7,99%       |
| Île-de-France              | 41,56%      |
| Normandie                  | 5,52%       |
| Nouvelle-Aquitaine         | 12,35%      |
| Occitanie                  | 9,73%       |
| Pays de la Loire           | 4,36%       |
| Provence-Alpes-Côte d'Azur | 7,84%       |



# Waiting room displays



# Social media campaign

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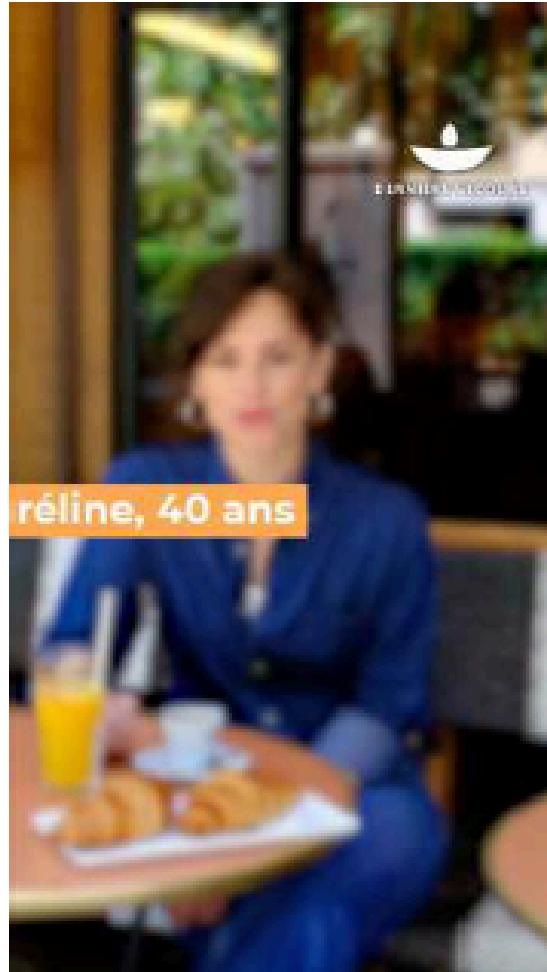
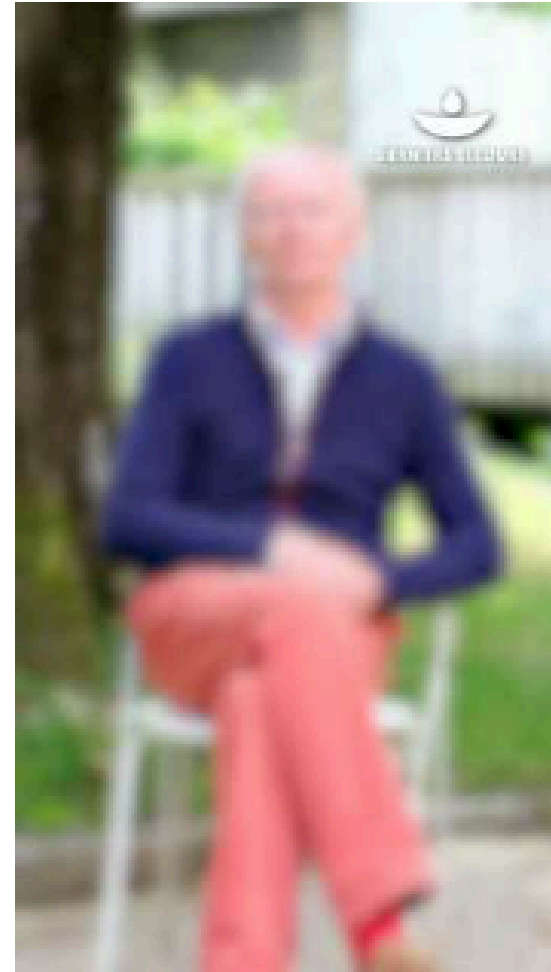
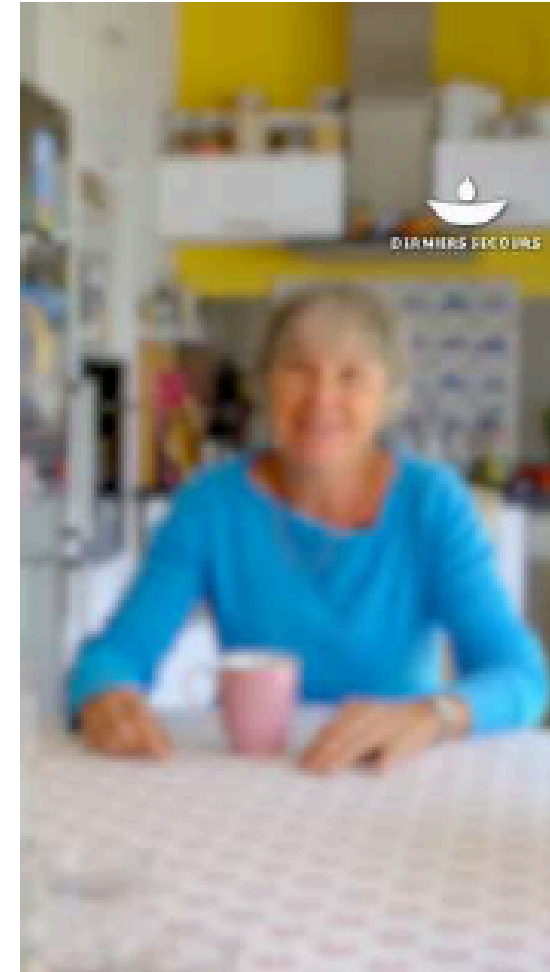
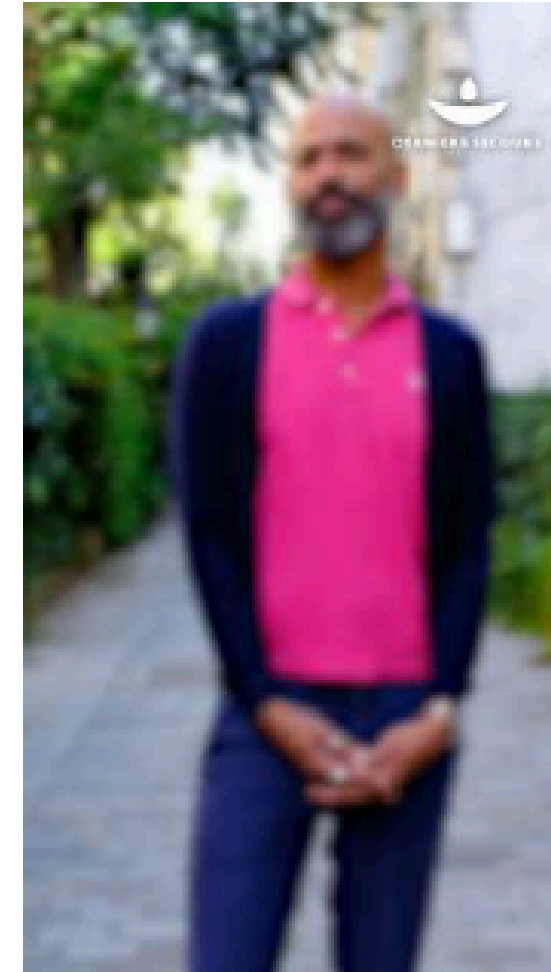
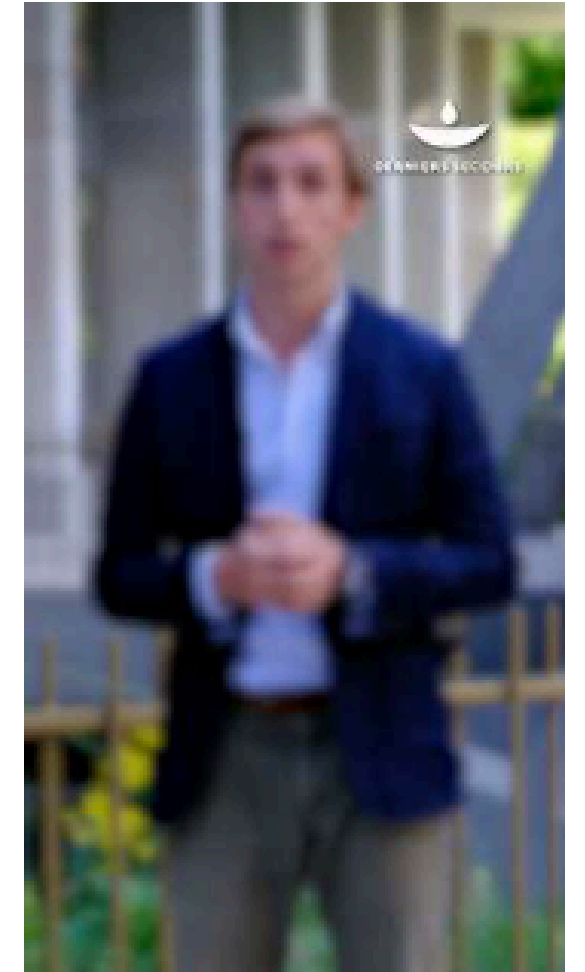
# Social ads

6 “claims” videos : [link to watch them on Youtube](#)



# Social ads

18 testimonial videos: [YouTube link to the videos](#)

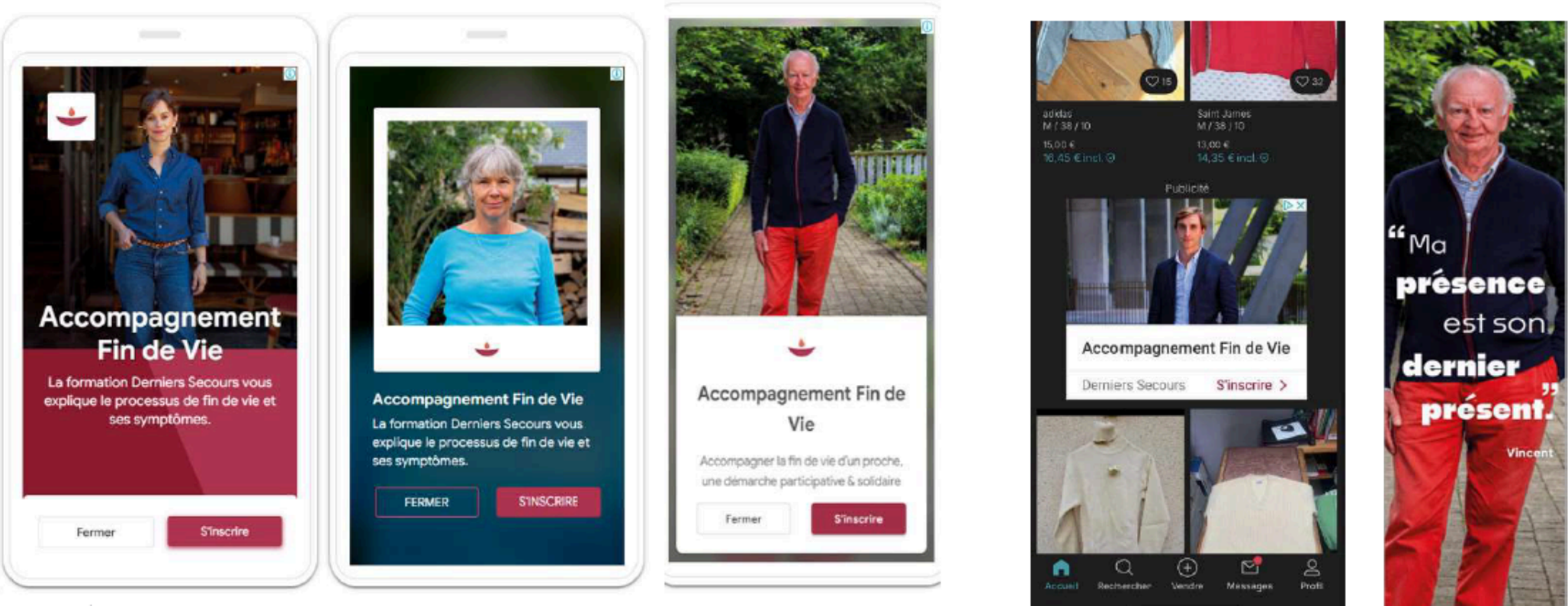


- Over 3.5 million impressions to spark public curiosity!

# Google & Youtube campaign

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# Google & Youtube display



- Nearly 29 million impressions from Google and YouTube displays
- On famous platforms like : Orange, Leboncoin, Vinted, Marmiton...

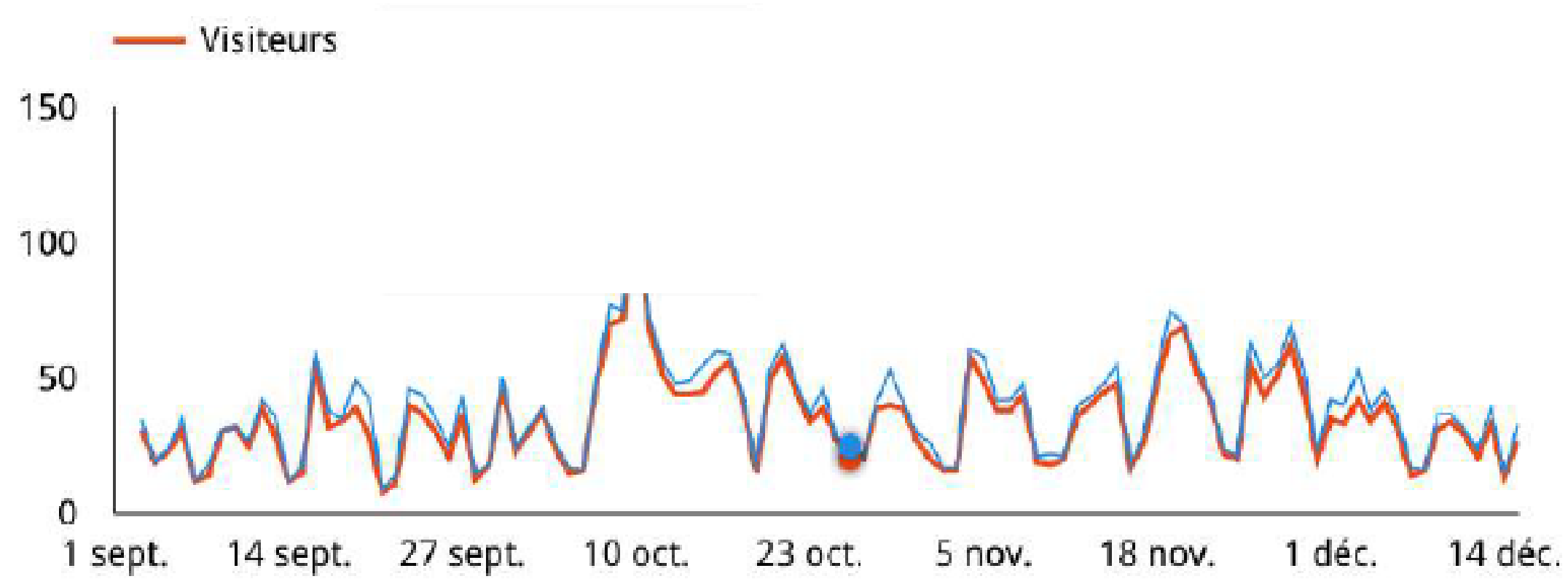
|    | Appareil                          | Impressions | Clics | CTR    |
|----|-----------------------------------|-------------|-------|--------|
| 1. | computers                         | 14310675    | 1036  | 0,01 % |
| 2. | mobile devices with full browsers | 11 055212   | 4988  | 0,05 % |
| 3. | tablets with full browsers        | 902491      | 634   | 0,07 % |
| 4. | TV screens                        | 51 699      | 2     | 0 %    |

# Search engine optimization

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# SEO campaign

- 4,000 visits from SEO during the period (15/09 au 16/12 2024)
- Page 1 Google ranking for end-of-life training



# Website redesign

- Redesign of the Derniers Secours website: user journeys, back-office for trainers (tracking registrations and downloading lists of registrants)
- 50,000 visitors during the period
- 1,090 training registrations by mid-December



Formez-vous aux Derniers Secours ! Découvrez toutes les dates de formations, en présentiel et en visio.

L'inscription est obligatoire pour participer à cette formation : complétez le formulaire d'inscription et recevez votre e-mail de confirmation.

Cette formation est destinée au grand public et aux citoyens. Elle n'est pas proposée aux soignants souhaitant se former en soins palliatifs, ni aux bénévoles d'accompagnement en soins palliatifs. Les soignants et bénévoles souhaitant se former en soins palliatifs doivent se rapprocher de la **SFAP**, de leur cellule d'animation régionale en soins palliatifs ou d'une association de bénévoles en soins palliatifs.

Vous souhaitez devenir formateur Derniers Secours : remplissez le **formulaire de contact** dédié.

Toutes les régions

Mois

Année

10  
SEP  
2026

DERNIERS SECOURS À TÉTEGHEM-COUDEKERQUE-VILLAGE

en visio

9h30 - 10h00

📍 Résidence Services Seniors DOMTYS - La Capeline, 1 Rue Charles Hennebelle, 55229 Tétégthem Coudekerque Village

📍 Hauts-de-France

— RÉSERVER L'ÉVÈNEMENT

17  
SEP  
2026

DERNIERS SECOURS À SAINT-GILLES CROIX DE VIE

en visio

10h00 - 10h30

📍 Promenade de la Vie, salle Marie de Beaudeau, 85800 Saint-Gilles Croix-de-Vie

📍 Pays de la Loire

— RÉSERVER L'ÉVÈNEMENT

18  
SEP  
2026

DERNIERS SECOURS À TARARE

en visio

9h30 - 10h30

📍 Locaux de L'Entralpe Tararelle, 1 avenue Jean Jaurès, 69170 Tarare

📍 Auvergne-Rhône-Alpes

— RÉSERVER L'ÉVÈNEMENT

21  
SEP  
2026

DERNIERS SECOURS À GRANVILLE

en visio

10h00 - 10h00

📍 Espace Pierre et Marie Curie, 401 rue Saint Nicolas, 50600 Granville

📍 Normandie

— RÉSERVER L'ÉVÈNEMENT

22  
SEP  
2026

DERNIERS SECOURS À WARHEM

en visio

13h30 - 18h00

📍 Mairie de Warhem 1 place Henri Vandaele 59380 Warhem

📍 Hauts-de-France

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29  
SEP  
2026

DERNIERS SECOURS À PONT-AUDEMER

en visio

9h30 - 10h30

📍 Normandie

— RÉSERVER L'ÉVÈNEMENT