SFAP
Société Française d'Accompagnement et de soins Palliatifs

DERNIERS SECOURS

DERNIERS SECOURS FRANCE

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

SEPT 2026

National communication campaign

The campaign

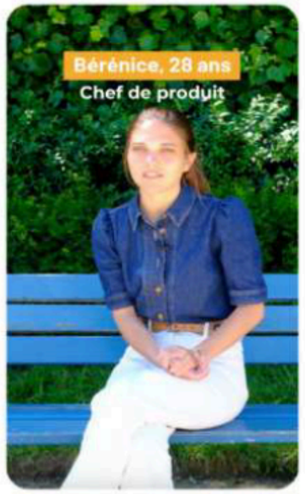
In 2024, SFAP rolled out a national communication campaign under the theme "Tous concernés" ("We are all concerned"), with the Derniers Secours training as its landing point. The campaign carried 3 key messages:

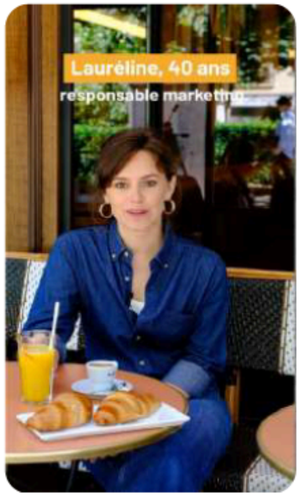
“BECAUSE HIS DEATH IS PART OF MY LIFE”

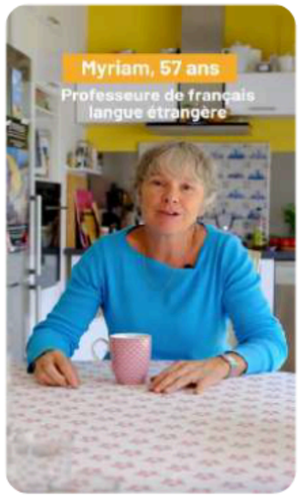
“MY PRESENCE IS HER LAST GIFT”

“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

Press advertisements

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

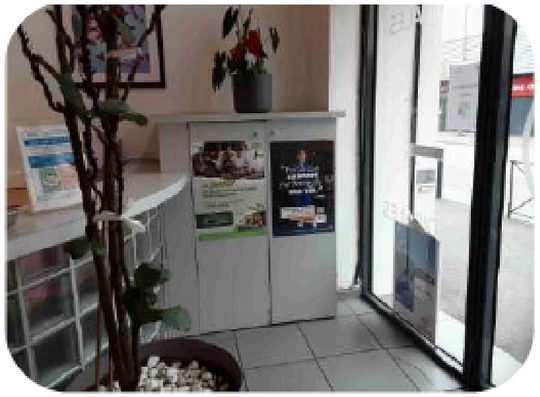
- **931,000 copies**
- **2,483,490 readers reached**

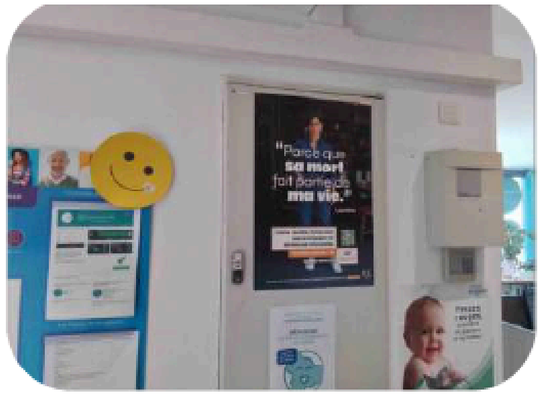
Waiting room displays

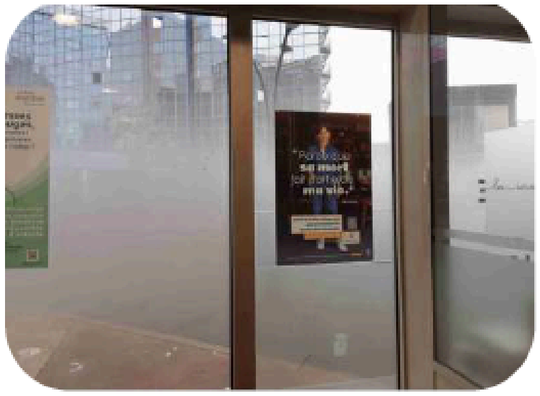
- General practice waiting rooms
- 1,000 medical centers / 2,000 doctors
- Over 4.7 million consultations from October 2024 to end of January 2025
- In towns close to the training sessions

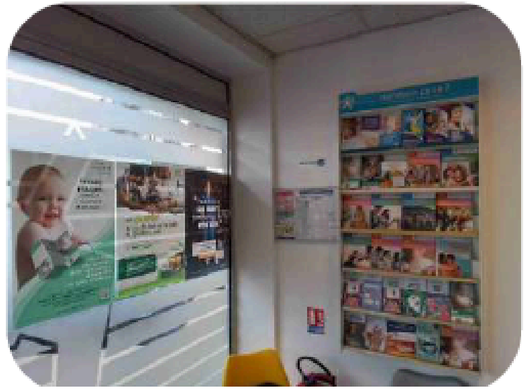
Régions	Répartition
Auvergne-Rhône-Alpes	6,54%
Bretagne	2,18%
Centre-Val de Loire	1,88%
Hauts-de-France	7,99%
Île-de-France	41,56%
Normandie	5,52%
Nouvelle-Aquitaine	12,35%
Occitanie	9,73%
Pays de la Loire	4,36%
Provence-Alpes-Côte d'Azur	7,84%

Waiting room displays





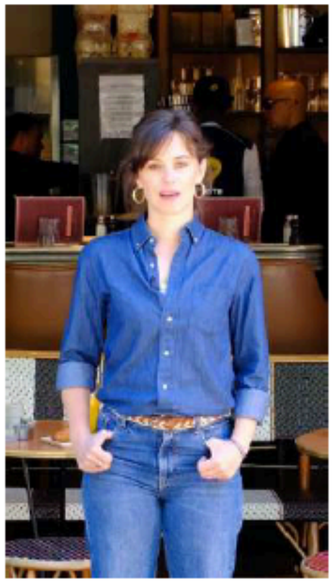




Social media campaign

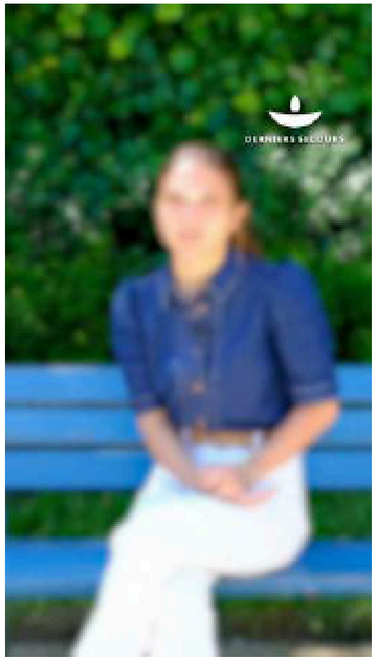
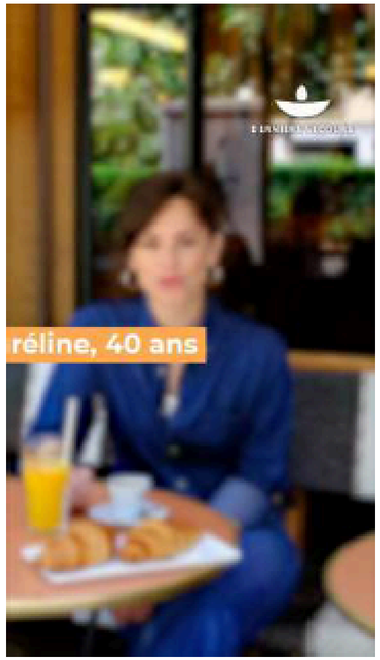
Social ads

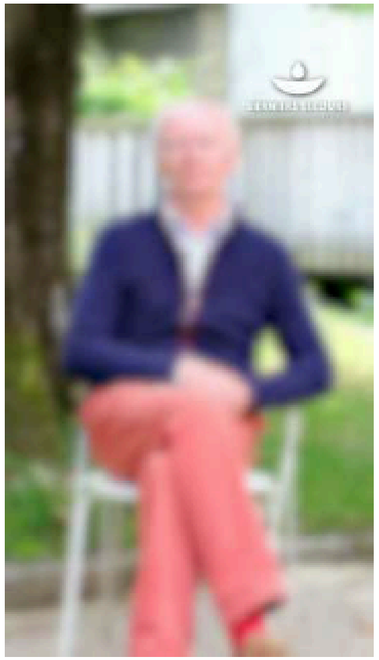
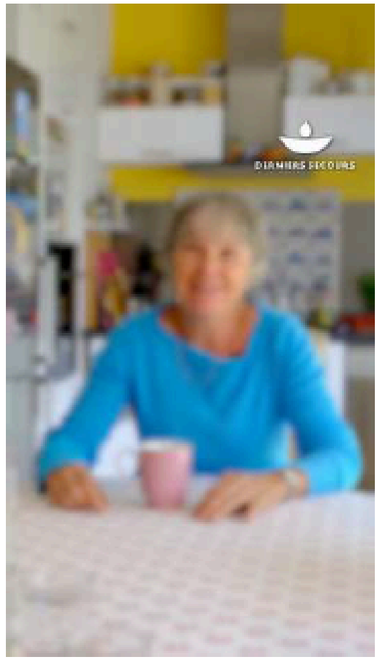
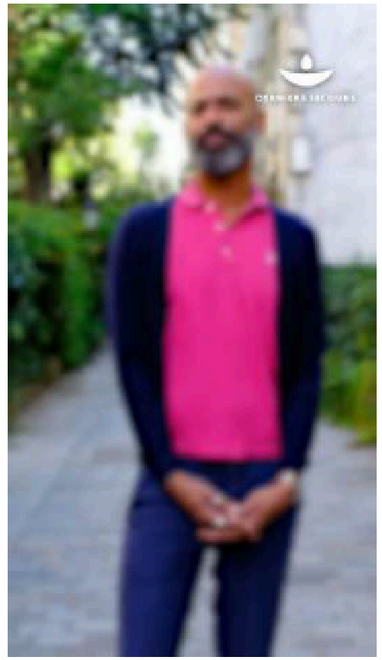
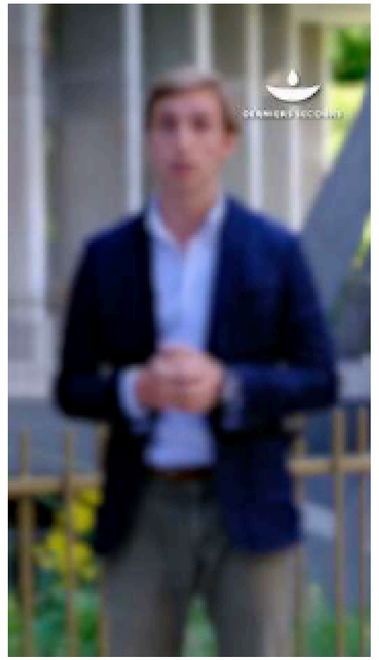
6 “claims” videos : link to watch them on Youtube



Social ads

18 testimonial videos: YouTube link to the videos

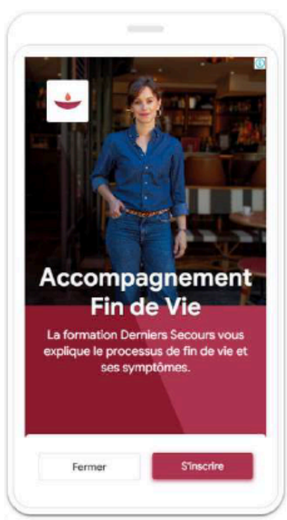



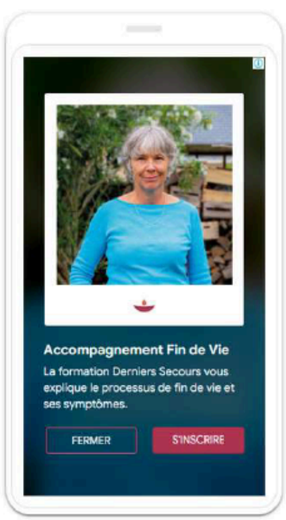





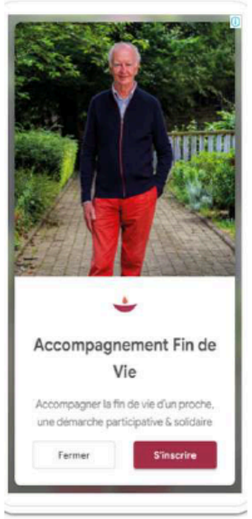
- Over 3.5 million impressions to spark public curiosity!

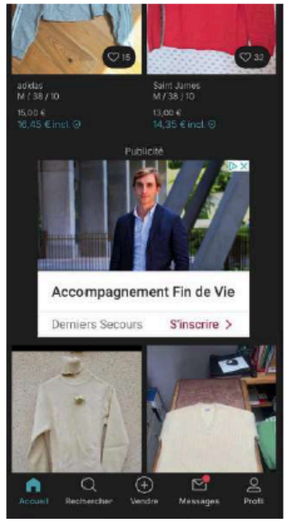
Google & Youtube campaign

Google & Youtube display









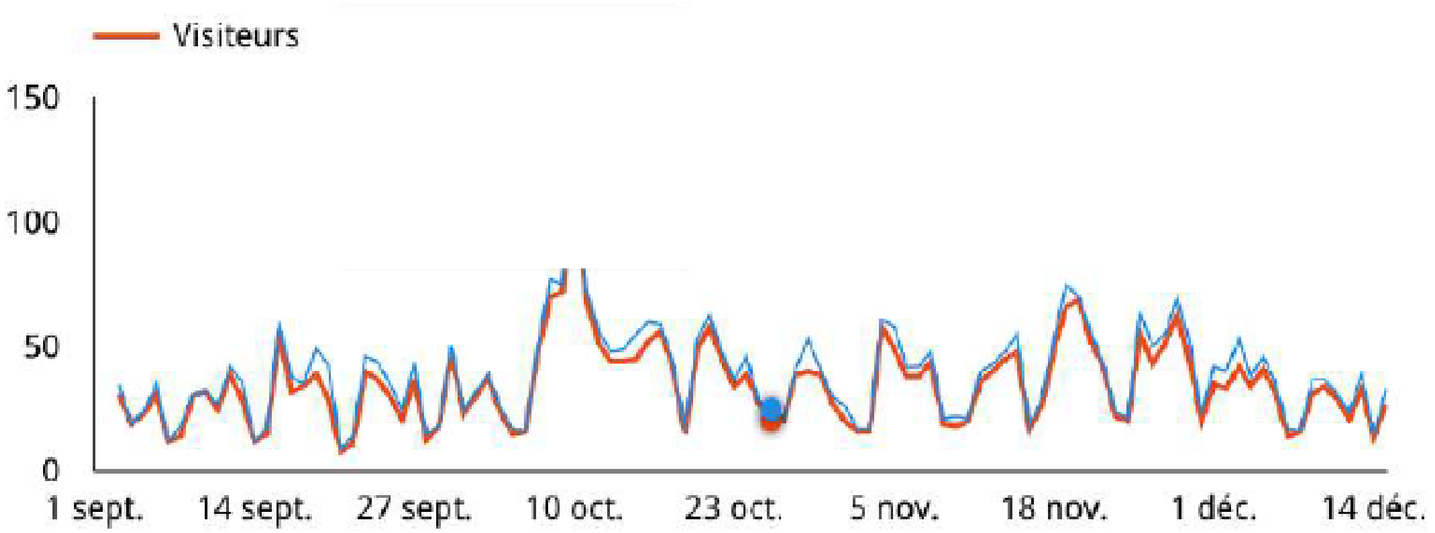
	Appareil	Impressions	Clics	CTR
1.	computers	14310675	1036	0,01 %
2.	mobile devices with full browsers	11055212	4988	0,05 %
3.	tablets with full browsers	902491	634	0,07 %
4.	TV screens	51699	2	0 %

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

Search engine optimization

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