

PRINT | Brief



The brand

PREVENT 99 is the largest non-profit organisation in South Bohemia providing social and prevention services. For more than 25 years, it has supported people facing challenges connected to adolescence, parenting, substitute family care and addiction.

Across the region, a team of 87 professionals, supported by additional staff and volunteers, operates 17 services. Their work ranges from supporting foster families and vulnerable children to meeting people struggling with addiction, helping them access treatment and supporting them as they rebuild their lives. They also provide medically supervised treatment for opioid addiction and aftercare housing for people leaving treatment and trying to stay on track.

But PREVENT 99 doesn't only work from offices.

They meet people on the streets, in contact centres, in counselling rooms and even inside prisons.

Step by step, conversation by conversation, they help stabilise lives before problems escalate.

The background

South Bohemia, like many regions, is facing growing challenges connected to addiction, unstable family environments and social exclusion. These problems don't stay hidden. They show up in everyday life:

- Used syringes in parks.
- Petty crime linked to substance dependency.
- Untreated mental health issues.
- Children growing up in chaotic environments.

Substance abuse and family instability don't only affect individuals. They affect public spaces, families, children and the overall sense of safety in communities.

These are not isolated incidents. They are visible consequences of deeper instability.

PREVENT 99 works exactly where these problems begin and where they escalate.

Through street outreach, contact centres and counselling services, the organisation reaches people struggling with addiction before their situation becomes irreversible. They provide safe places where people can stabilise, access basic hygiene, talk to someone who listens and take the first steps toward treatment.

For people leaving treatment, PREVENT 99 provides aftercare housing and structured support, helping them stay on track and return to everyday life without falling back into crisis.

At the same time, the organisation works with children and families living in difficult conditions.

Without support, children growing up in unstable environments are more likely to fall into risky behaviour, leave school early or repeat destructive patterns. Early intervention and consistent guidance can change that trajectory.

Most of PREVENT 99's funding covers basic operational costs. The additional resources that allow the organisation to act quickly, respond flexibly and build trust – which are essential in addiction and family work – are limited.

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Yet these are often the factors that determine whether a situation escalates into a crisis or stabilises in time.

When support is strong and consistent:

- fewer problems spill into public spaces
- fewer children grow up without guidance
- more people return to stable lives

The challenge

Addiction and social instability are often seen as individual failures or purely the responsibility of the state. Because of this, **companies rarely see the connection between prevention services and everyday life in the region.**

But prevention is not charity.

It is an investment in safer streets, stronger families and a more stable region.

Companies in South Bohemia need to see themselves as active co-creators of regional stability.

The task

We are looking for a creative, witty or insightful concept that works in print.

The idea should **challenge companies in South Bohemia to see themselves as partners in shaping the region they are part of.**

The output should be simple, powerful and adaptable, with the potential to live long-term in corporate fundraising communication.

The target audience

Small and medium-sized companies in the South Bohemian Region.

Primarily, business owners, managing directors and HR leaders or people responsible for corporate social responsibility (CSR). People who care about the place where they live, employ others and raise families.

Their motivation is not publicity, but meaningful local impact.

The insight

When families are stable, when fewer children fall through the cracks and when people struggling with addiction receive timely support, the entire region becomes healthier and safer.

Prevention does not only change individual lives.

It changes the stability of a community.

Supporting prevention means supporting the community you are part of.

The brief in one line

Prevention is a shared responsibility and an investment in a more stable region.

The objective

Build partnerships with companies in South Bohemia that financially support PREVENT 99 beyond public funding.

Shift the perception of prevention from a distant social service to a shared responsibility for the stability of the region.

Encourage businesses to become active partners in strengthening social stability and quality of life in South Bohemia.

ANN Partner

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Media Partner

MAM MARKETING
& MEDIA

Organiser



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The key message

When prevention works, we all feel the difference.

Facts supporting the message:

Prevention reduces visible drug-related waste in public spaces, early intervention decreases long-term social and healthcare costs, children who receive support early are less likely to develop risky behaviour, stable reintegration reduces repeat treatment and recurring crises and strong communities are built on shared responsibility.

The tone of voice

Human, respectful and honest.

No guilt, no sensationalism and no victim narratives.

The tone should feel grounded and credible.

The budget

Internal budget is minimal. The strength of the idea must carry the campaign.

Mandatories

A3 landscape format

Logo

www.prevent99.cz

Web & Social media channels

Website - <https://prevent99.cz/>

Facebook - <https://www.facebook.com/PREVENT99/>

Instagram - <https://www.instagram.com/prevent99/>

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