

PRESS RELEASE

Paris, 30 November 2017

Action taken by the CNP Assurances Foundation in line with French public health strategy

The CNP Assurances Foundation is continuing to fight social and regional inequality in healthcare, and is heightening its preventative initiatives aimed at young people. The projects for 2018 were approved by the board on 22 November, and are perfectly aligned with the national public health strategy for 2018/2022, as set by the French Ministry of Health and Solidarity.

This year, the CNP Assurances Foundation is continuing to fight social and regional inequality in healthcare and pursuing its preventative policy aimed at young people by increasing support to Bibliothèques Sans Frontières, the FAGE and Unis-Cité.



The greater Boulogne-sur-Mer area's local council submitted the winning application to the foundation's 2017 call for tenders, and in 2018 will be trained up by partner BSF (*Bibliothèques Sans Frontières*, 'Libraries Without Borders') to use the CNP Assurances Foundation's Healthcare Ideas Box. The CNP Assurances Foundation's Healthcare Ideas Box is a mobile multimedia library kit aimed at users in targeted priority neighbourhoods, and is designed to build awareness of just how crucial

taking care of their health is. The CNP Assurances Foundation's Healthcare Ideas Box has garnered a huge amount of interest, and should be rolled out by other local councils in 2018.

In 2018, the CNP Assurances Foundation also renewed its support of the FAGE (*Fédération des associations générales étudiantes*, 'Federation of Student Associations'), to continue setting up AGORAé supermarkets across the country. The AGORAé supermarkets are community spaces as well as shops, and were first set up in 2011 to help lift students out of poverty and help those on reduced incomes enjoy access to healthy, well-balanced diets. There are currently 15 AGORAés, with 14 more planned. The goal is to open 30 AGORAés by 2020.



A new initiative to fight student depression

The board also approved the CNP Assurances Foundation's move to support a new research-led

initiative to tackle depression among students. A study carried out by L'Observatoire de la vie étudiante ('Student Life Observatory') 2016/2017 found a deterioration in quality of life for students, resulting in isolation, depression and poor academic results. The FAGE wanted to bolster its preventative action in terms of student depression and create digital tools as well as tailored training programmes.

In 2016, the CNP Assurances Foundation joined forces with Unis-Cité to develop the first major national programme aimed at preventing risky behaviour and promoting student health, drawing on their peers to do so. Implemented in 10 Unis-Cité branches, the programme has led 240 interventions at student union nights and 237 health education sessions, and has recruited 74 young civil service volunteers to reach out to over 12,000 young people. This success led Unis-Cité to suggest the Foundation join them in expanding this programme, rechristened Les Re'pairs Santé and based on positive peer-to-peer healthcare education for the 2017/2018 academic year.

Alongside this, the CNP Assurances Foundation is continuing its work to improve care in response to heart attacks by supporting the setting up of 275 new defibrillators and building awareness of how to use them across 239 local councils.

It also plans to continue lending its support to initiatives such as Tous les Jeunes Ont du Cœur in partnership with the AJILA association and the Mairie de Paris



local council, which in 2017 resulted in 4,000 Year 6 pupils being taught first aid responses to heart attacks and how to use a defibrillator. A new initiative will take place in May and June 2018 at the Grand Palais, in which 5,000 young Parisians will be taught first-aid basics.

In 2018, in partnership with the Association Française des Premiers Secours de Paris first-aid association, the Foundation plans to add QR Codes to the defibrillators already set up. When flashed, the codes will display tutorials showing how to use the DAEs in question.

About the CNP Assurances Foundation

In 2015, after serving major public health issues for over twenty years, the CNP Assurances Foundation decided to step up its commitment and make reducing social inequalities in healthcare its priority, by supporting national projects involving young people that echo its values. At the same time it is pursuing its commitment initiated in 2009, aimed at improving the management of cardiac arrest through emergency CPR and first aid. It has a multi-annual action programme with a €4 million endowment dedicated exclusively to the projects it supports. The CNP Assurances Foundation is a signatory of the Charter of Corporate Philanthropy developed by Admical.

Press contacts:

CNP Assurances Foundation

Florence de Montmarin | +33 (0)1 42 18 86 51

Tamara Bernard | +33 (0)1 42 18 86 19

servicepresse@cnp.fr