

The CNP Assurances Foundation focuses on young people's health

To mark the extension of its activity, the CNP Assurances Foundation is announcing its new strategic focus: "For the health of young people". The Foundation has been committed to public health since its creation and this focus continues its action and marks a new **chapter** in its history.

Young people's health is deteriorating alarmingly. According to the World Health Organization, the number of overweight or obese 5-19 year-olds has risen sharply, from 8% in 1990 to 20% in 2022. Meanwhile, the French Federation of Cardiology has noted that since 1984, young people aged 11 to 15 have lost about 25% of their physical strength. Mental health is also deteriorating, with 20.8% of 18-24 year olds suffering from depression in 2021, compared with 11.7% in 2017ⁱ.

A new strategic positioning, continuing its previous action

Since its creation, the Foundation has contributed significantly to reducing social inequalities in health among young people. Thanks to its support, many young people have enjoyed better access to healthcare or prevention initiatives. For example:

- 67,000 students have received support from the FAGE (Federation of General Student Associations) since the launch of the AGORAé food bank programme in 2011;
- 32,000 young people were made aware of the risks of addiction through the Adosen association's *Coop Addict* programme;
- 15,000 young people have received support under the health and well-being component of the Youth Challenge programme organised by Alliance pour l'Éducation-UW.

Young people are central to the Foundation's commitment

Based on these observations and its own experience, the CNP Assurances Foundation wanted to take concrete action to improve the physical, mental and social health of young people by placing this theme at the heart of its commitment. In line with CNP Assurances' corporate mission to act for a more inclusive and sustainable society and protect as many people as possible, the Foundation will maintain its support for non-profit partners under its new multi-year action plan.

It will focus on four main areas:

- Closely monitoring emerging societal issues;
- Co-constructing projects with partner associations;
- Supporting pilot projects with a view to their future spin-off at scale, in order to reach as many people as possible;
- Applying criteria to measure the impact of initiatives, from the start of projects.

As part of its new strategic focus: A call for projects, "For the health of young people", will be launched in early 2025 to support action and project initiators working to improve young people's health. The Board of Directors of the CNP Assurances Foundation will approve the projects selected in June 2025.

CNP Assurances sponsors a documentary on the impact of screen use on young people's health. Alongside its Foundation's new focus, CNP Assurances has chosen to raise awareness about the impact of screen use on young people's health by sponsoring the documentary "Les Écrans-Rois" [Ruled by Screens] written and directed by Carole Bienaimé-Besse. Adapted from her eponymous book published by Éditions de l'Observatoire/Humensis in 2023, this documentary will be broadcast by Canal+ group in 2025.

It highlights the negative impact of screens on teenagers' physical and mental health. It hears from teachers and institutions as well as other stakeholders who work in this area on a daily basis. Carole Bienaimé-Besse then explores individual and institutional solutions to help teenagers regain control and make the most of the digital revolution without becoming a victim of it.

The CNP Assurances Foundation is committed to taking action for the physical, mental and social health of young people, fully in line with its actions and its corporate mission.

Agathe Sanson

**Group Head of Stakeholder Dialogue, Communication and Sponsorship at CNP Assurances,
Vice-Chair of the CNP Assurances Foundation**



"In line with our corporate mission to act for a more inclusive and sustainable society and protect as many people as possible, CNP Assurances intends to place itself at the heart of societal issues. The CNP Assurances Foundation has been working for public health since its creation; the health of young people in France is steadily deteriorating. Based on this observation – which we can unfortunately see in our homes and at work – we have decided to focus our Foundation's action on young people's health. The entire CNP Assurances Group will act together for the physical, mental and social well-being of young people."

About the CNP Assurances Group

The CNP Assurances Group is a property and personal insurer with more than 7,000 employees. Its net income amounted to €1,550m in 2023. A subsidiary of La Banque Postale, the Group is no. 2 in property loan insurance and life insurance in France. It is the 5th largest insurer in Europe and the 3rd largest insurer in Brazil. Its solutions are distributed in 19 countries by various partners and insure more than 36 million people in personal insurance and protection, and 14 million in retirement savings. CNP Assurances is a responsible insurer and investor (€400bn invested in all sectors) that works for an inclusive and sustainable society, protecting and facilitating all life path

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ⁱ Source: Santé Publique France, Health and consumption survey carried out on Citizen and Defence Preparation Day (ESCAPAD) 2023.