

## Fondation CNP Assurances launches the “Les Darons” campaign to raise awareness of the impact of screen use on the health of young people

As part of its new strategic focus, “For the health of young people”, Fondation CNP Assurances is launching a campaign to raise the awareness of “darons” and “daronnes” (French slang words for “dads” and “mums”) of the risks that excessive screen time pose to the mental health of their children. The campaign seeks to stop them feeling guilty and promote sensible screen use. CNP Assurances is also sponsoring the documentary, *Les Écrans-rois : piège ou paradis des ados?*, on the impact of screen use on teenagers, written and directed by Carole Bienaimé Besse.



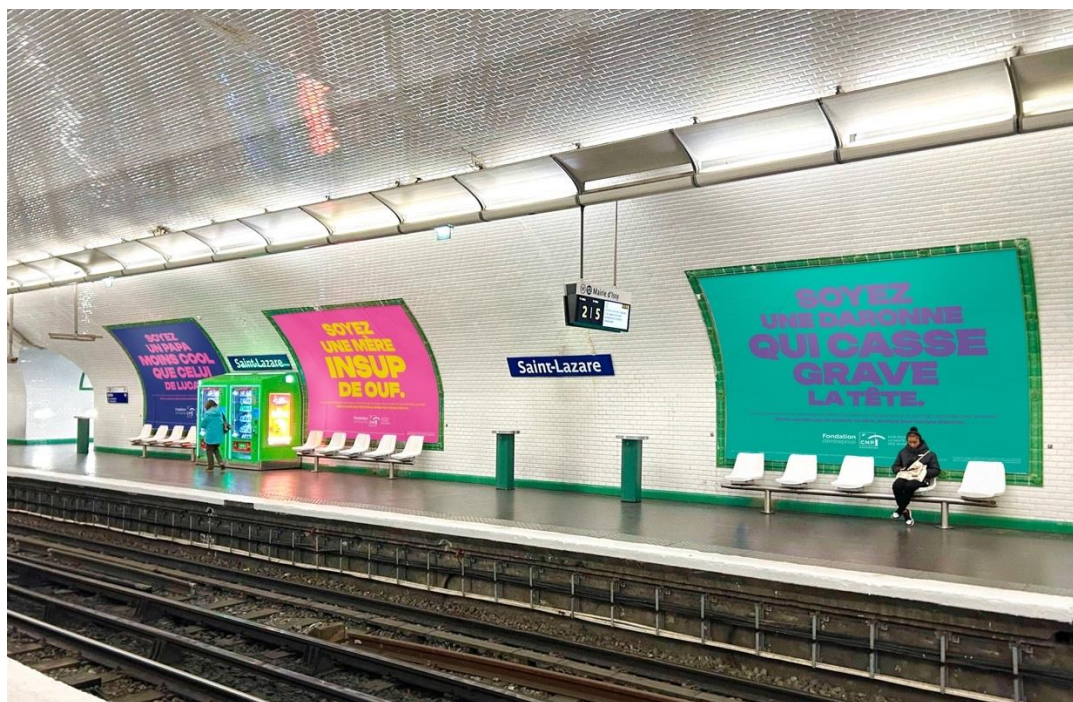
The impact of screen use on the mental health of young people is a major public health issue

Numerous national and international studies are raising the alarm on the risks posed by excessive screen use, and some of the content involved, at a particularly sensitive stage in the development of young people. The health crisis further increased our use of digital technology, particularly among children. The lockdowns and the unbridled use of digital devices have also served to make teenagers feel more isolated. Smartphones, gaming consoles and tablets are now posing risks to the physical and mental health of our children.

An awareness campaign to support parents in sensible screen use for teenagers

When parents tell their children to stop using their screens they are perceived as the enemy. But limiting screen time is the best thing a parent can do to protect their child.

According to a recent French government report on the impact of screen use on young people, "*Rapport de la commission d'experts sur l'impact de l'exposition des jeunes aux écrans pour l'Elysée. Enfants et écrans à la recherche du temps perdu, 2024*", excessive screen use poses a risk to the mental health of young people. To draw parents' attention to this risk, CNP Assurances and its Foundation are launching an awareness campaign, designed by The Good Company, to free them of the guilt they may feel when limiting their children's screen time.



"Be an annoying dad who just doesn't get it"; "Be a super frustrating mum"; "Be less cool than Lucas's dad"; "Be a totally unbearable mum"... The campaign will be launched on 17 March 2025 in the form of posters on line 12 of the Paris metro and in the national daily press and digital media (LinkedIn, Instagram, Facebook, etc.)

[Download the campaign visuals here](#)

*Les Écrans-rois*: a documentary on the omnipresence and impact of screens in our society



Illustrating its commitment and the initiatives taken by its Corporate Foundation "for the physical and mental health of young people", CNP Assurances is supporting the documentary film *Les Écrans-rois: piège ou paradis des ados?* (the screen is king: trap or paradise for teens?). The film is written and directed by Carole Bienaimé-Besse. Adapted from her book with the same title published in 2023 by Éditions de l'Observatoire/Humensis, the film, produced by Nora Melhli (Alef One), will soon be broadcast

in fee-free time slots by the Canal+ group and then on the Public Sénat channel.

As well as investigating our hyper-connected society, the film helps us understand how our brains and those of young people work when in front of a screen. It explores the mechanisms used to capture our attention and proposes real-life solutions to help parents, educators and teenagers regain control and serenely navigate this complex world. *Les Écrans-Rois* gives the floor to high-school students, teachers and numerous specialists.

## Agathe Sanson

Group Head of Stakeholder Dialogue, Communication and Sponsorship at CNP Assurances, Vice-Chair of Fondation CNP Assurances



*"As 'mums' and 'dads' or simply as responsible adults, we are all concerned about the health risks that excessive screen use poses for young people. Our awareness campaign seeks, in a humorous fashion, to relieve the guilt of parents who protect their children from screens. This is also the subject of the documentary Les Écrans-rois by Carole Bienaimé-Besse, which warns us of these dangers but above all explores solutions to help parents, educators and young people themselves regain control over digital technology. Consistent with the new strategic focus of its Corporate Foundation, CNP Assurances is taking action for the physical and mental health of young people in society."*

### TECHNICAL ASPECTS OF THE CAMPAIGN

ADVERTISER: CNP Assurances

Personnel in charge: Agathe Sanson, Director of Stakeholder Dialogue, Communication and Sponsorship; Lydie Hacquet, Head of Corporate Brand and Communication; Eliane Razou, Head of Brand and Advertising.

AGENCY: The Good Company

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Creative Director: Nicolas Gadesaude

Artistic Director - Designer and Editor: Camille Le Coq, Lisa Hamonou

Strategic planning: Marion Maringe

Project management: Lisa Buisson, Bérénice Albert

MEDIA AGENCY: Blue 449

Personnel in charge: Marine Rigaud

## About the CNP Assurances Group

The CNP Assurances Group is a property and personal insurer with more than 8,300 employees. It generated net income of €1,582m in 2024. A subsidiary of La Banque Postale, the Group is no. 2 in property loan insurance and life insurance in France. It is the 5<sup>th</sup> largest insurer in Europe and the 4<sup>th</sup> 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 13 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 paths.

## About The Good Company

Founded in January 2019, The Good Company is a creative and responsible agency that targets brands seeking to develop more responsible communication. Because brand communication today is built as much on acts as on words, The Good Company works in two key areas: consulting and creation. As a civic-minded and committed agency, The Good Company is B-Corp certified and also a member of 1% for the Planet. The employees of The Good Company hold 20% of the firm's capital, regardless of their hierarchical level. Firmly convinced that creativity can be a powerful driver of change, The Good Company seeks to strike a balance between the highest creative and strategic standards with the highest societal and environmental standards.

Find out more: [www.thegoodco.fr](http://www.thegoodco.fr)

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