

The CNP Assurances Foundation shares its tips with parents to help them limit the screen time of their children

The CNP Assurances Foundation is continuing its efforts to raise awareness among parents of the risks posed by excessive screen time to the mental health of young people. Its new campaign provides simple, concrete advice to help parents limit the screen time of their children and teenagers. Humorous and quirky, in the same spirit as the initial wave, the campaign was designed by the agency The Good Company.



The figures are alarming. The average screen time of children aged 7-12 is 3 hours and 32 minutes a day (source: Ipsos 2022 via Les Echos). Sixty-seven per cent of 8-10 year-olds are already on social networks (source: Enfance 2023 study). Fifty-seven per cent of individuals aged under 20 report at least one harmful effect linked to the use of screens in their everyday life, 25% of them saying it reduces their sleeping time, 5% reporting conflict with friends and family, and 4% reporting depression (Source: Insee 2023).

Committed to the physical and mental health of young people, Fondation CNP Assurances is working to foster the reasonable use of screens.

The new campaign redirects parents via a QR code to a dedicated page on cnp.fr featuring seven helpful tips:



Rather than lengthy speeches, parents are provided with seven simple and effective tips. The advice comes from expert sources: Haut Conseil de la Santé Publique; Elysée.fr¹; Secretariat of State for Children and the Family; Institut National de la Santé Publique du Québec; Canadian Society of Pediatrics².

A few examples:

- ✓ A brief and calm discussion with your child is better than a big speech.
- ✓ No need to ban everything, the aim is to limit their screen time, not frustrate them
- ✓ Suggest fun activities as an alternative
- ✓ Get the rest of the family involved to form a united front in setting an example

With immediate and measurable benefits: better sleep, better self-esteem, better concentration, etc.

The campaign will be launched on Tuesday 7 October via posters and digital out-of-home screens in the Paris metro. The campaign will feature in several metro stations, including Charles de Gaulle-Etoile, as well as in train stations and print and digital media, via Meta and Teads videos.

Agathe Sanson

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



"The 'Les Darons' campaign made a significant impact on alerting young people to the risks of overexposure to screens. So we have decided to take things further by providing parents with simple advice. This advice does not point the finger or take a guilt-inducing tone; the aim is to help parents protect their children from excessive screen use. This is a priority public health issue, and mental health is also the major national cause in France in 2025. The CNP Assurances Foundation intends to take concrete action for the reasonable use of screens."

CAMPAIGN DETAILS

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¹ Enfants et écrans (Children and screens) study – April 2024 – Elysées.fr - Effets de l'exposition des enfants et des jeunes aux écrans (seconde partie) : de l'usage excessif à la dépendance (Effects of exposure of children and young people to screens (second part): from excessive use to dependence) – 2021 – Haut Conseil de la Santé Publique

About 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 fifth-largest insurer in Europe and the 4th-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 (€415bn invested in all sectors) that works for an inclusive and sustainable society, protecting and facilitating all life paths.

About Fondation CNP Assurances

Founded in 1993 and assuming corporate foundation status in 2011, Fondation CNP Assurances has an annual endowment of €800k. Since the end of 2024, its focus has been "Acting together for the physical and mental well-being of young people in society". In February 2025, it launched a new call for projects on this theme.

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

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