

## PRESS RELEASE

Paris, 20 April 2017

### **Fondation CNP Assurances and Bibliothèques Sans Frontières to offer Ideas Box Santé in order to combat health-related social inequalities**



**Bibliothèques Sans Frontières and Fondation CNP Assurances are offering Fondation CNP Assurances Ideas Box Santé installations to local French communities. The structure is an innovative new service in the fight against health-related social inequalities. Interested communities are invited to send in their applications using the [sante.ideas-box.org](http://sante.ideas-box.org) platform before Friday 9 June 2017.**

The primary objective of Fondation CNP Assurances Ideas Box Santé is to inform and raise awareness about city policy regarding proper health and self-care among young people in priority education zones aged 6–25. This health-themed adaptation of the Ideas Box won Bibliothèques Sans Frontières first prize in the presidential contest “La France s’engage”.

The fully functional media library is mobile and can be set up on two wooden crates in less than 20 minutes, offering a 100 sq. m cultural space to a wide-ranging audience. The space features an Internet connection and around 20 tablets, four computers, books, e-readers and a cinema module. This equipment makes for a true idea box—not to mention a toolbox! Robust, easily transportable and energy efficient, Ideas Box allows for the creation of a space which can be adapted to every territory, where creative energies can blossom.

Based on the same model, the Fondation CNP Assurances Ideas Box Santé offers a space where young people can access educational resources about health (books, magazines, websites, brochures, etc.). Visitors can participate in educational talks about health and create their own health-related content (writing, video, drawings, theatre, blogs).

#### **A call for applications among local communities**

As part of its commitment to reducing health-related social inequalities, Fondation CNP Assurances and Bibliothèques Sans Frontières are offering local communities help to implement an Ideas Box Santé in their territory. The two organisations have launched a call for applications open to all communities in mainland France. Interested communities are invited to complete their applications before Friday 9 June at 5 p.m. using the online platform [sante.ideas-box.org](http://sante.ideas-box.org).

Applicants must present a project which deals with two of the following issues: sentimental and sexual relationships; drug prevention; malaise and wellbeing; nutrition, physical activity, sleep and rights and access to healthcare. Local communities must also put content and activities into place which are offered by the Fondation CNP Assurances Ideas Box and which encompass accident prevention and first aid response.

*“The local community we select following this first call for applications must set itself apart with a project that is truly exemplary with respect to reducing health-related social inequalities. More particularly, the project should give young people control of their own health and help them come up with their own prevention strategies. It should also raise awareness among their counterparts about health and prevention issues,”* says Sylvie Chaumont-Vallon, head of Fondation CNP Assurances.

A judging panel comprising members of Fondation CNP Assurances and Bibliothèques Sans Frontières and qualified individuals from the field of healthcare will evaluate the applications and make a preliminary selection of 5–10 of them. Following this, the selected applicants will participate in a training day to help them refine their projects. At the end of the day, applicants will have until 8 September 2017 to present their final application. The winner will be announced on Friday 15 September 2017.

The local community with the most pertinent, qualitative health promotion project will earn its very own Fondation CNP Assurances Ideas Box Santé. Fondation CNP Assurances and Bibliothèques Sans Frontières have made a joint commitment to provide assistance during implementation of the project from September 2017 to April 2018.

#### **About Fondation CNP Assurances**

In 2015, after supporting major public health issues for over 20 years, Fondation CNP Assurances decided to step up its commitment and make the reduction of social inequalities in healthcare its priority, by supporting national projects echoing its values and involving young people. It has implemented a €4 million multi-year action programme devoted exclusively to the projects that it supports. Fondation CNP Assurances has signed the Charter of Corporate Philanthropy written by Admical.

#### **About Bibliothèques Sans Frontières (BSF)**

Bibliothèques Sans Frontières strives to allow every man and woman around the world to live a dignified, informed life by simplifying open access to libraries, information and education with a view to promoting cultural diversity. Since its inception in 2007, BSF has been reinventing the library of the 21st century. Today, libraries are more than just a collection of books. They also serve a cross-functional purpose in society in the combat against economic hardship and social inequalities, offering skill-building opportunities for populations and stimulation of creative and entrepreneurial energy.

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