



## Schools lead fight against diabetes

***PHFI, HRIDAY, IDF and Sanofi's KiDS (Kids and Diabetes in Schools) project achieves first milestone; begins roll out of specially designed 'School Diabetes Information Pack' in Delhi schools for teachers, parents and children***

*The KiDS project creates a school environment that fosters a better understanding of diabetes & supports children with the condition*

**New Delhi, India – July 23, 2014** – A number of schools in Delhi will be amongst the first in India to receive information and valuable training on how to educate teachers, students and parents on diabetes (type 1 and type 2) in school. The Public Health Foundation of India (PHFI), HRIDAY (Health Related Information Dissemination Amongst Youth), the International Diabetes Federation (IDF) and Sanofi India Limited announced today the roll-out of the KiDS (Kids and Diabetes in Schools) 'School Diabetes Information Pack' designed for India in public and private schools in Delhi. This information pack was released in the presence of important stakeholders including MoHFW, GoI, Department of Education and Health, Govt. of NCT of Delhi.

The KiDS initiative launched in India in September 2013 by Sir Michael Hirst, President of IDF; Chris Viehbacher, Chief Executive Officer, Sanofi; and Dr. K Srinath Reddy, President of PHFI, is a school-based intervention that aims to counteract diabetes related discrimination and foster a supportive learning environment in schools around both types of diabetes.

15 schools (both government and private) will receive training sessions and Information Packs on managing diabetes from experts in healthcare, public health and health promotion from HRIDAY and PHFI. The Information Pack will offer information on diabetes management to children with diabetes, as well as teachers and parents of children with diabetes. The pack suggests interesting extra-curricular activities to engage children on the issue. HRIDAY, the partner NGO implementing KiDS training programmes in schools, estimates that education sessions and information about diabetes will reach approximately 3,00,000 students, teachers and families by the end of 2014.

*"As a part of Project KiDS, our school has collaborated with HRIDAY to conduct teachers' trainings to sensitize teachers about taking care of children who have diabetes, as well as motivating children to adopt healthy lifestyles. The project is an excellent opportunity for us to empower teachers for reaching out to parents and seeking their cooperation – both in terms of caring for people with type 1 and for making efforts to prevent children from developing type 2 diabetes later in life" said Ms. Madhulika Sen, Principal, Tagore International School, Vasant Vihar*

School training sessions will focus on educating teachers and school staff on diabetes; symptoms associated with episodes of high and low blood sugar and how to respond in case of emergency situations. Educational sessions will also be available to parents and children. A 'diabetes in schools' app available in Hindi and English featuring interactive elements of the pack, will be available later in the year, ensuring that diabetes information reaches as many people as possible.

*"By tackling diabetes, early-on in schools, the KiDS project has a unique opportunity to influence how we perceive and manage diabetes in and outside of school" said Dr David Chaney, Senior Education Specialist at IDF. "We want children to feel comfortable managing their diabetes in school, whilst at the same time educating their care-giving network on the best way to deal with diabetes. This project has the potential to have a positive impact on communities in general."*

*"Creating an enabling environment at the school and community levels requires cooperation and partnership of all stakeholders. Through the KiDS initiative, we have made an attempt to sensitize teachers, parents, students on diabetes and its related complications, many of which can be prevented through a healthy school environment," said Dr. Monika Arora, Director- Health Promotion, PHFI. "The project aims to promote joint working between parents and school administration to ensure better management of students with diabetes. The initiative also provides specific information on Type 2 diabetes prevention to all stakeholders, which would be a step forward in India's commitment to achieving its NCD target for 2025 i.e. 'Halt the rise in obesity and diabetes prevalence," she said.*

*"Globally, Sanofi brings real benefits to people with diabetes. We believe that children with diabetes should have the opportunity to thrive in a safe and supportive environment. For many though, a lack of education and knowledge about the condition can lead to discrimination and feelings of isolation for those affected. The KiDS project is a unique opportunity for Sanofi to collaborate on an important public health initiative with organisations such as IDF, PHFI and ISPAD, and to focus on key priorities in diabetes awareness. We want to make a real difference to the lives of young people in India." shared N. Rajaram, Country Head and General Manager, Pharmaceutical Operations, Sanofi India.*

*"HRIDAY has received a tremendous response from all schools participating in Project KiDS. We are enthused by the commitment shown by school principals, teachers, students and parents and hope that the success of this initial phase of the project in 15 schools will pave the way for upscaling to other schools in Delhi and beyond. We are also advocating with the authorities for integration of a module on diabetes management and prevention, in the regular teachers trainings for Government as well as Private schools" said Ms. Radhika Shrivastav, Deputy Director, HRIDAY*

The KiDS global project information pack for schools is available to download from the IDF website [www.idf.org/education/kids/information-pack/India](http://www.idf.org/education/kids/information-pack/India) ). KiDS pilot projects are also ongoing in Brazil and translations in different languages will be available during the next months.

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## About KiDS project:

### **The KiDS project milestones included:**

- **Phase 1 in 2014** – Awareness meetings and activities in schools, with key stakeholders such as regional authorities, nurses, teachers, parents and children.
- Development and distribution of a school diabetes information pack to help teachers educate parents and children about diabetes
- A Global 'Diabetes in Schools' Toolkit for IDF Member Associations to roll out the project, across India and in other parts of the world

### **Phase 2 -**

- Will seek to continue to work with a multi-stakeholder approach to support the children with diabetes in school and to fight discrimination.

## About Diabetes

Diabetes is a chronic disease that occurs as type 1 diabetes, which is an autoimmune disease characterized by the lack of insulin (the hormone that regulates blood glucose concentrations) production by the pancreas, and Type 2, a metabolic disorder in which there are two main biological defects: a deficient production of insulin and reduced ability of the body to respond to the insulin being produced.

Type 1 and type 2 diabetes are characterized by an increase in blood glucose concentrations (hyperglycemia). Over time, uncontrolled hyperglycemia leads to the macrovascular and microvascular complications of diabetes. Macrovascular complications, which affect the large blood vessels, include heart attack, stroke and peripheral vascular disease. Microvascular complications affect the small blood vessels of the eyes (retinopathy), kidney (nephropathy) and nerves (neuropathy). The global incidence of diabetes is growing at an alarming rate, with more than 382 million people worldwide living with the condition today.

The International Diabetes Federation has reported that the 65 million people with diabetes in India in 2013 rising to 109 million by 2035<sup>i</sup>. In India, the Type1 burden is estimated at 10,900 children<sup>ii</sup>.

## Challenges of type 1 diabetes in children

In addition to the rigors of treatment, many children and adolescents find it difficult to cope emotionally with their condition. Diabetes can result in discrimination and may limit social relationships. It may also have an impact on how well a child does in school. The costs of treatment and monitoring equipment combined with the daily needs of a child with diabetes may place a serious financial and emotional burden on the whole family. In many countries, access to self-care tools including self-management education and also to insulin is limited, and this may lead to severe handicap and early death in children with diabetes.

(Adapted from -- <http://www.idf.org/diabetesatlas>)

## About Sanofi Diabetes

Sanofi strives to help people manage the complex challenge of diabetes by delivering innovative, integrated and personalized solutions. Driven by valuable insights that come from listening to and engaging with people living with diabetes, the Company is forming partnerships to offer diagnostics, therapies, services and devices, including blood glucose monitoring systems. Sanofi markets both injectable and oral medications for people with type 1 or type 2 diabetes.

Aligned to the Sanofi Group's commitment to diabetes, Sanofi Diabetes India strives to become a true 360-degree partner for patients and healthcare professionals, offering a complete range of innovative and integrated solutions.

## About Sanofi

Sanofi, an integrated global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

## About International Diabetes Federation

The International Diabetes Federation (IDF) is an umbrella organisation of over 230 national diabetes associations in over 170 countries. It represents the interests of the growing number of people with diabetes and those at risk. The Federation

has been leading the global diabetes community since 1950. IDF's mission is to promote diabetes care, prevention and a cure worldwide.

#### **About the Public Health Foundation of India (PHFI)**

The Public Health Foundation of India (PHFI) is committed to working towards a healthier India. PHFI is helping to build public health institutional capacity in India, through interdisciplinary and health system connected education and training, policy and programme relevant research, evidence based & equity promoting policy development, people empowering health communication & advocacy for prioritised health causes. Established in 2006 as a public private initiative, PHFI is an independent foundation headquartered in New Delhi and its constituent Indian Institutes of Public Health (IIPH) set up by PHFI have a presence in Hyderabad (Andhra Pradesh), Delhi NCR, Gandhinagar (Gujarat) and Bhubaneswar (Odisha). The Foundation is managed by an empowered governing board comprising senior government officials, eminent Indian and international academic and scientific leaders, civil society representatives and corporate leaders. PHFI's school partner HRIDAY has a network of 300 schools in Delhi and 500 schools in India.

#### **About HRIDAY**

HRIDAY is a voluntary organization of public health scientists, health professionals and lawyers engaged in research, education and advocacy related to tobacco control, alcohol control, non-communicable disease prevention through tobacco control, alcohol control, promotion of healthy diet and physical activity. HRIDAY is a recipient of WHO's Director General Award for tobacco control (2002) for contributions to tobacco control. The programme has also been listed as a 'Best Practice Model' and recommended for global replication by WHO. HRIDAY has also been a recipient of the Best Practices in Global Health 2011 award by the prestigious Global Health Council. HRIDAY actively engages with the Ministry of Health and Family Welfare, Government of India, WHO, State Governments and District administrations in various tobacco control initiatives and policy research. ([www.hriday-shan.org](http://www.hriday-shan.org))

HRIDAY is also a technical and collaborating NGO partner of the Public Health Foundation of India (PHFI), in projects relating to adolescent & youth health and health policies, in particular related to substance abuse (Tobacco, Alcohol and Drugs) and non-communicable disease (NCD) prevention.

#### **Forward-Looking Statements**

*This press release contains forward-looking statements. Forward-looking statements are statements that are not historical facts. These statements include projections and estimates and their underlying assumptions, statements regarding plans, objectives, intentions and expectations with respect to future financial results, events, operations, services, product development and potential, and statements regarding future performance. Forward-looking statements are generally identified by the words "expects", "anticipates", "believes", "intends", "estimates", "plans" and similar expressions. Although Sanofi's management believes that the expectations reflected in such forward-looking statements are reasonable, investors are cautioned that forward-looking information and statements are subject to various risks and uncertainties, many of which are difficult to predict and generally beyond the control of Sanofi, that could cause actual results and developments to differ materially from those expressed in, or implied or projected by, the forward-looking information and statements. These risks and uncertainties include among other things, the uncertainties inherent in research and development, future clinical data and analysis, including post marketing, decisions by regulatory authorities, such as the FDA or the EMA, regarding whether and when to approve any drug, device or biological application that may be filed for any such product candidates as well as their decisions regarding labelling and other matters that could affect the availability or commercial potential of such product candidates, the absence of guarantee that the product candidates if approved will be commercially successful, the future approval and commercial success of therapeutic alternatives, the Group's ability to benefit from external growth opportunities, trends in exchange rates and prevailing interest rates, the impact of cost containment policies and subsequent changes thereto, the average number of shares outstanding as well as those discussed or identified in the public filings with the SEC and the AMF made by Sanofi, including those listed under "Risk Factors" and "Cautionary Statement Regarding Forward-Looking Statements" in Sanofi's annual report on Form 20-F for the year ended December 31, 2012. Other than as required by applicable law, Sanofi does not undertake any obligation to update or revise any forward-looking information or statements.*

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