

Sanofi partners with PVR Nest for 'Healthy Children, happy children' initiative

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As the Country prepares to celebrate Children's Day, Sanofi India Limited joined hands with PVR Nest (the social program and registered foundation of India's largest film entertainment company PVR Limited) for its 'Healthy children, happy children' initiative to launch India's largest student-led campaign on children's health.

The largest in its outreach and scope so far, the program titled CineArt 'Healthy children, happy children' will bring together leading Indian pediatricians, with NGOs and artists in the field of creative learning, to mentor 2,00,000 school children from 200 schools (an equal mix between Public/Private held schools and NGO/ Community schools) in 4 cities-Chennai, Delhi, Hyderabad and Mumbai, on critical aspects of children's health.

Speaking at the launch event in Delhi, Joanna Potts, commercial operations officer - Sanofi India stated, "Over the years, Sanofi has provided medication and healthcare tools to address numerous fundamental childhood health issues, from routine to life-threatening. Through our new 'Healthy children, happy children' initiative, we aim to diversify and adapt our healthcare offer to young Indian patients, with innovative products, services and awareness initiatives. We are delighted to partner with PVR Nest for a first-of-its-kind interface between pediatricians, NGOs and artistes for this innovative, year-long school awareness program on health. We are looking forward to seeing children-in-action during the school health workshops, and also, during the making of original 'Healthy children, happy children' health films and publication."

Six hundred health workshops using experiential learning methodologies like puppetry, theatre, storytelling and capacity building exercises, will be tapped to sensitize children on relevant health topics like hygiene, environment, play and exercise, disability and discrimination, vaccination, ergonomics, among others.

Talking about this initiative, Mr. Renaud Palliere, CEO- International Business, PVR said "At PVR Nest, we are continuously looking at addressing core issues that affect the communities that we live in and thus uphold our commitment towards urban sustainability. We are extremely happy to partner with Sanofi India to create education and action on the very important issue

of children's health. We look forward to developing a sustained partnership with India's leading pediatricians, schools and experts who are participating in this program. As a film exhibition company, we will provide the best possible outreach to the original films the students will make during this campaign, through our presence in 37 cities country wide".

One of the significant outcomes of this year-long creative and collaborative educational program on child health will be the formation of around 200 'Healthy children, happy children' School Clubs. The clubs will have an outreach within schools, as well as to parents and communities outside, to sustain health education and awareness. Another key achievement of the program is the film making process wherein eminent film makers will be training selected students from shortlisted schools, to make original health films. These would be proudly screened by PVR cinemas across the country to reach millions of movie goers with key messages on children's health.

The launch event at Delhi was attended by leading Delhi pediatricians, school founders & students of the 50 participating schools, and graced by Dr Syeda Hameed, Member, Planning Commission, Government of India, as the Chief Guest. Special Guests and speakers also included Dr. Rajeev Seth, President, Indian Academy of Pediatrics Delhi, and eminent theatre actor, Shivani Wazir Pasrich.

The program opened with an original children's theatre production on health, and also saw the launch of a special campaign film featuring children, to drive home the message of health.

About Sanofi and PVR Nest's CineArt Healthy children, happy children initiative:

• School outreach program in Chennai, Delhi, Hyderabad and Mumbai to mentor 2,00,000 children

• Outreach to an equal mix of Public/Private held schools and NGO/ Community schools

• Six hundred creative knowledge sessions and health workshops

• Formation of 200 'Healthy children, happy children' health clubs

• Students to share key-learnings in creative formats such as posters, drawings, skits and plays

• The best creative entries to feature in the first ever original children's publication on Health

• Eight winning school teams (chosen on the basis of creative entries) to be trained on film making by eminent film makers; children to make films on chosen health themes

• Further to the Grand finale, three 'best' health films will be screened at 100 PVR Cinema Screens across India for six months