



Sanofi announces nursing recognition program to help turn caring ideas into new solutions

-- Nurses worldwide are encouraged to enter an exciting recognition program showcasing nursing innovations and care solutions --

DEADLINE EXTENDED TO March 31, 2012

Paris, France, 9 November, 2011... Sanofi and its partnering organizations, the International Council of Nurses (ICN); the Nurse Practitioner Healthcare Foundation (NPHF); le Secrétariat International Des Infirmières et Infirmiers de l'Espace Francophone (SIDIIEF); and l'Association Française pour le Développement de l'Education Thérapeutique (AFDET) are delighted to announce the *CARE CHALLENGE* recognition programme (www.care-challenge.com), inviting nurses to submit their innovative patient care ideas and projects. Nurses from anywhere around the world can share, exchange, and nominate projects and ideas for the CARE CHALLENGE initiative and be eligible to receive an award. To accommodate the international scope of this programme, the deadline for submissions online at www.care-challenge.com has been extended to **March 31, 2012**.

CARE CHALLENGE provides 20 awards to outstanding nurse innovators in two categories: *Nurse in the Limelight Awards*, and *Helping Hands Awards*. A total of 20 awards will be offering the recipients an opportunity to develop the project, and to communicate it globally. *Helping Hands Awards* include a 3,000 Euros prize (~ US\$4,140).

"CARE CHALLENGE was developed through an exciting collaboration of nursing organisations and Sanofi, with the intent to give nurses a platform to communicate innovation. We are delighted at the terrific interest the CARE CHALLENGE enjoys amongst nurses", says David Benton, Chief Executive Officer of ICN. "We are certain that the wide-ranging project sharing will enhance nursing practice and ultimately benefit patient care", says Hélène Salette, General Secretary of SIDIIEF. "Nurses from French speaking countries have been very active in proposing and submitting innovative ideas, and CARE CHALLENGE is of growing popularity", added Brigitte Sandrin-Berthon, AFDET. "We are excited to see that this initiative is taking off so rapidly." Phyllis Zimmer, President of the NPHF added, "CARE CHALLENGE champions the care innovations of nurses around the world and provides a way for those innovations to be shared so that everyone -nurses, patients, caregivers, clinical practices and health systems- benefits. CARE CHALLENGE is a marvelous opportunity for nursing's contributions to healthcare to be showcased and celebrated."

About CARE CHALLENGE

CARE CHALLENGE is an online nursing recognition programme that highlights innovative nurses and their care solutions. It is accessible from a dedicated webplatform (www.care-challenge.com) where nurses can submit their ideas and projects, engage in conversation about other nurses' ideas, and participate in the award selection process.

A total of 20 award recipients will be selected by an independent Jury [See: www.care-challenge.com/en/rules], providing an incredible opportunity to develop the selected initiatives further and give them global recognition.

CARE CHALLENGE is part of *Connecting Nurses*, an international initiative to champion the extraordinary accomplishments of nurses around the world. CARE CHALLENGE and *Connecting Nurses* have been developed in partnership with four nursing organisations: Nurse Practitioner Healthcare Foundation (NPHF), International Council of Nurses (ICN), Secrétariat International Des



Infirmières et Infirmiers de l'Espace Francophone (SIDIEF), and Association Française pour le Développement de l'Education Thérapeutique (AFDET).

TIMELINES:

Submission open until MARCH 31, 2012 (NOTE: This deadline has been extended!)

Jury selection process and winners announced: APRIL 1-JUNE 30, 2012

Individual winning projects communication from JULY 1, 2012 until JUNE 30, 2013

About the International Council of Nurses (ICN)

The **International Council of Nurses (ICN)** is a federation of more than 130 national nurses associations representing the millions of nurses worldwide. Operated by nurses and leading nursing internationally, ICN works to ensure quality care for all and sound health policies globally.

About Nurse Practitioner Healthcare Foundation (NPHF)

The Nurse Practitioner Healthcare Foundation is a non-profit charitable organization that focuses on making high quality, effective care accessible in the U.S. and globally through nurse practitioner innovations in research, education, health policy, service, and philanthropy.

About Secrétariat International Des Infirmières et Infirmiers de l'Espace Francophone (SIDIEF)

Le SIDIEF is an international non-governmental organisation whose principal mission is to facilitate the sharing of knowledge and experiences of francophone nurses around the world, in order to contribute to the development of health and the advancement of the quality of nursing care. SIDIEF has consultative status with the Francophone International Organisation (Organisation internationale de la Francophonie). It is a global network made up of leaders in nursing care as well as hundreds of associations and institutions of care and education in 25 Francophone countries.

About Association Française pour le Développement de l'Education Thérapeutique (AFDET)

The AFDET (The French Association for the Development of Patient Education) aims to promote patient education through training, research and publications and also through its annual Health and Education Conference. The AFDET is a not-for-profit organization that associates healthcare professionals, in all their diversity, with other professionals (psychologists, sociologists, physical educators) as well as with representatives of patient associations.

About Sanofi

Sanofi, a global and diversified 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, rare diseases, consumer healthcare, emerging markets and animal health. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Weblinks:

CARE-CHALLENGE:

www.care-challenge.com

CARE CHALLENGE RULES:

www.care-challenge.com/en/rules

ICN:

www.icn.ch

AFDET:

www.afdet.net

SIDIEF:



www.sidiief.org

NPHF:

www.nphealthcarefoundation.org

Contacts:

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