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***Our commitment to fighting diabetes  
and our support to the BCD Campaign***

**sanofi aventis**

La salute, la cosa più importante



# Our commitment to fighting diabetes



- Sanofi-aventis has an 85-year track record of commitment to developing effective solutions for diabetes patients and to partnering with institutions for innovative healthcare projects.

- Diabetes is a very serious disease that requires a global effort. The 2006 UN Declaration was welcomed by Sanofi-aventis who is playing a major role in making progresses in the fight against the disease.

- Sanofi-aventis supports local and global initiatives, developing partnerships with Institutions and Scientific Societies with the aim of fighting diabetes.



## IDF and sanofi-aventis *common ground to raise the awareness on diabetes*

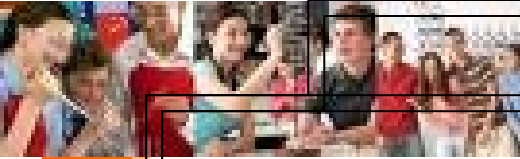


International Diabetes Federation

**sanofi aventis**

La salute, la cosa più importante

- IDF acknowledges the importance of promoting campaigns and communication activities regarding good metabolic control.
- IDF members work together with to ameliorate the quality of life of people with diabetes.
- sanofi-aventis, is interested in supporting prevention programmes and projects for the progress of health in the populations throughout the world.
- sanofi-aventis has a highly specific scientific and cultural background in the metabolic disease area.



In 2005, IDF and sanofi-aventis signed a letter of understanding for a common co-operation. The letter resumes the following steps of co-operation:

- ✓ *IDF and sanofi-aventis Italy are willing to co-operate together with the current nationwide Diabetes Associations to define communication projects and activities that aim to increase the awareness on the importance of good metabolic control in Italy.*
- ✓ *The joint cooperation is aimed to realize educational and information activities in order to make progress in disease management and improve the quality of life in people with diabetes.*
- ✓ *IDF and sanofi-aventis will analyse, select and evaluate projects and initiatives in Italy that can contribute to the mission of increasing good metabolic control awareness in people with diabetes.*
- ✓ *IDF will perform a strictly scientific supervision on the overall activities that will be developed to improve good metabolic control in Italy.*



## Filling the gap: the CAMPAIGN

The BCD Campaign is the result of the mentioned protocol of understanding.

Sanofi-aventis is very proud to support the BCD Campaign Initiative whose important results have been presented by Prof. Massimo Massi Benedetti.

We want to stress the main strengths of this Campaign that makes it unique:

- 1) It's evidence based campaign – 2 years of preparatory work
- 2) It's a multi-phase project dating back to 2005 – it's an important long term commitment for all of us.
- 3) It speaks to people, meeting people in city squares and markets, giving the the opportunity to be informed.



Regione Umbria

## Our common challenge

As sponsor of the BCD Campaign we are also proud of contributing to the success of the EUBIROD project.

We really welcome and support the intent of developing an *INFORMATION platform TO IMPROVE QUALITY AND OUTCOMES IN EUROPE*, as we believe that one of the main problems to develop effective disease management systems is the lack of timely and accurate data.

So we express our best wishes of a positive and fruitful meeting for you all.