

PRESS RELEASE



**MEN'S HEALTH:
PERCEPTIONS FROM
AROUND THE GLOBE**



PRESS RELEASE

Men want to take greater control of their own health and wellbeing

Major global survey debunks the myth that men often ignore their health

16 November 2016, London – One of the most comprehensive global surveys ever undertaken into men's perceptions of their health is being launched to coincide with International Men's Day on 19 November. The survey reveals that the overwhelming majority of men want to take greater control of their health and well-being. They are also just as confident as women that they can do so.

The results, which show that almost 9 out of 10 men want to take a more proactive role in managing their health, are in sharp contrast to commonly held beliefs that men don't tend to look after themselves and often ignore health problems.

Experts agree that the findings are important, and the enthusiasm that men are now showing to take control could represent a significant opportunity, particularly if men are supported and empowered to do so through activities promoting greater health literacy and lifestyle change.

"Globally, men's life expectancy is currently around six years fewer than women's but this gap can be narrowed by initiatives to improve their health," says Peter Baker, Director of Global Action on Men's Health.

"The survey provides important insights and indicates some major opportunities, especially for policymakers who are looking for ways to deliver more efficient and effective healthcare to men."

He points particularly to findings that show that whilst men have confidence in healthcare providers, they are not yet taking full advantage of some key sources of information and advice.

"Over 80% of men believe that pharmacists can deal with less serious and chronic conditions but the number actually using pharmacies is still low. By helping men understand all the self-care solutions available to them to take greater control of their health, men can be encouraged to go to a pharmacist more often and to benefit from their guidance and support" he says.

Similarly, the survey shows that 55% of men agree that there is plentiful and reliable healthcare information available online, but in many countries the number of men who say they look up symptoms and possible treatments as a first step is very low.

"Men clearly trust pharmacists and online information. A significant opportunity now exists to capitalise on this and to enable more men to use self-care more effectively. Men can be empowered to become caretakers of their own health and have healthier lifestyles, use over-the-counter medicines and seek professional help when it's needed," says Mr Baker.

More than 16,000 adults from eight countries around the world were questioned for the survey Men's Health: Perceptions from Around the Globe, which was commissioned by Sanofi Consumer Health Care in cooperation with Global Action on Men's Health (GAMH), the Men's Health Network (MHN), Men's Health Forum (MHF) UK, Australian Men's Health Forum (AMHF) and Men's Health Education Council (MHEC). A summary of the top line findings is being published to coincide with International Men's Day on November 19.



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Contact

Sanofi
Coralie Savin
MR@sanofi.com
+33 (0)1 53 77 46 46

Notes to editors:

*Selected survey findings

- 87% of men want to take charge of their health
- As many as 6 out of 7 men are confident in managing their own health and feel like they know what to do when they have a health problem
- 80% of men believe that pharmacists can deal with a non-life threatening health problem
- 55% of men agree there is plentiful information online to help them choose the right medication
- Half of all men cite visiting a doctor as their first response when faced with a health problem

About the survey

The survey - *Men's Health: Perceptions from Around the Globe* - is one of the largest global studies ever undertaken to explore men's perceptions to health. Experts in men's health believe the findings indicate significant opportunities for policymakers around the world who are looking for ways to improve men's health and well-being and address related health inequalities and burdens that result.

It was commissioned by Sanofi Consumer Health Care in cooperation with Global Action on Men's Health (GAMH), the Men's Health Network (MHN), Men's Health Forum (MHF) UK, Australian Men's Health Forum (AMHF) and Men's Health Education Council (MHEC), and was conducted among 2,000 demographically representative adults each in Australia, France, Germany, Italy, Poland, Sweden, the United Kingdom and the United States. The survey was carried out in September 2016 by Opinium Research (Europe and Australia) and Harris (USA). A summary of the top line findings is being published to coincide with International Men's Day on 19 November.

The survey was designed to find out more about men's perception of healthcare and to identify possible ways to better respond to unmet needs in men's health.

About Global Action on Men's Health (GAMH)

Global Action on Men's Health (GAMH) was established in 2013 and launched during International Men's Health Week in 2014. It is a collaborative project that brings together men's health organisations, and others which share their objectives, in a new global network. GAMH's mission is to create a world where all men and boys have the opportunity to achieve the best possible health and wellbeing wherever they live and whatever their backgrounds. For more information, visit www.gamh.org.



About Men's Health Network (MHN)

Men's Health Network (MHN) is a U.S.-based nonprofit educational organisation whose mission is to reach men, boys, and their families where they live, work, play and pray with health prevention messages and tools, screening programmes, educational materials, advocacy opportunities and patient navigation. MHN is made up of physicians, researchers, public health workers, individuals and other health professionals. For more information, please visit www.menshealthnetwork.org.

About Men's Health Forum (MHF) UK

Men's Health Forum (MHF) is a charity whose mission is to be an independent and authoritative advocate for male health and to tackle the inequalities affecting the health and wellbeing of boys and men in England, Wales and Scotland. For more information, visit www.menshealthforum.org.uk.

About Australian Men's Health Forum (AMHF)

AMHF is an alliance of organisations, service providers and individual men and women, actively engaged in or interested in addressing the physical, psychological, emotional, intellectual, educational, social, spiritual, sexual and relationship needs of men and boys in Australia and any other issues that impact on them. For more information, visit www.amhf.org.au.

About Men's Health Education Council (MHEC)

Men's Health Education Council (MHEC) was developed in conjunction with the Prostate Conditions Education Council, a 501c3 non-profit organization. MHEC is dedicated to saving, extending and improving the lives of men through special events, awareness activities and worldwide free and low cost health screenings. For more information, visit www.menshealtheducationcouncil.org.

About self-care

Self-care is the ability of individuals, families and communities to promote and maintain health, prevent disease, cope with illness and disability with or without the support of a healthcare provider¹. This can include physical exercise and sound nutrition, managing one's health after discharge from hospital and resorting to self-treatment. It is similarly described in a report for the European Commission². Self-care is a simple but powerful tool to address global healthcare challenges. It transforms patients into caretakers of their own health, supporting healthy lifestyles and empowerment.

Responsible self-medication, through non-prescription or over the counter (OTC) medicines is increasingly recognised as one of the essential components for advancing self-care. Research shows that 81% of adults use non-prescription medicines as a first response to minor ailments³ and more than 60 million people would be left without treatment if OTC medicines did not exist⁴. In Europe, 88.2% of people see self-care as important⁵. The vast

¹ World Health Organization Regional Office for Southeast Asia, *Self-care in the Context of Primary Health Care*, 7-9 January 2009.

² European Commission, *A cost/benefit analysis of self-care systems in the European Union*, April 2015

³ Consumer Healthcare Products Association, *Statistics on OTC use*, <http://bit.ly/1TPUNcE>

⁴ Consumer Healthcare Products Association, *The value of OTC medicines to the United States*, January 2012.

⁵ The Epposi Barometer: Consumer Perceptions of Self Care in Europe, 2013



majority of physicians agree that OTC medicines are an important part of healthcare management and believe it is important that medicines for minor disorders are available over the counter⁶. People should be given the information, education and tools they need to become more proactive in their healthcare and more confident to take good care of themselves⁷.

About Sanofi

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi is organized into five global business units: Diabetes and Cardiovascular, General Medicines and Emerging Markets, Sanofi Genzyme, Sanofi Pasteur and Merial. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

About Sanofi Consumer Healthcare

Sanofi Consumer Healthcare reported sales of EUR 3.4 bn in 2015. The business is concentrating on 6 global categories: Allergy, Pain, Digestive Health, Cough & Cold, Vitamins & Mineral Supplements and Feminine Care with leading brands like Allegra, Doliprane, Essentiale, Nasacort, Magne B6 or Lactacyd. In June 2016 Sanofi and Boehringer Ingelheim signed an agreement to swap Sanofi's Animal Health and Boehringer Ingelheim's Consumer Healthcare business. Until closing – which is expected by year-end 2016 - the transaction remains subject to approval by the regulatory authorities in different geographies.

⁶ Consumer Healthcare Products Association, *Your health at hand: prescriptions of over-the-counter medicine in the U.S.*, November 2010.

⁷ World Self Medication Industry, Switzerland, <http://bit.ly/2fhC6x0>

