



International Self Care Day – Health is in your hands

Karachi, July 24, 2022

Today is International Self-Care Day. It is observed on 24th July or 24/7 to create global awareness that self-care should be experienced 24 hours a day, 7 days a week. Sanofi Pakistan arranged various activities to engage employees and families as well as healthcare community to reiterate the company's commitment towards helping people lead healthy lives, and by reminding everyone that "health is in their hands."

Self-care is about empowering people to be active agents in their own healthcare. WHO defines self-care as individuals, families and communities' promoting and maintaining their own health, preventing disease, and coping with illness and disability, with or without the support of a healthcare worker.

"Research has shown that self-care brings huge benefits to people and their communities, improving their quality of life, increasing productivity, and easing the financial and resource pressures on busy health services. At Sanofi, we enable people to take ownership of their health and the health of others.", says **Anjum Nida Rahman** (Head of Corporate Affairs, Sanofi Pakistan).

World Health Organization (WHO) recommends *"Self-care and self-care interventions are part of the future of healthcare. They should not replace health systems, but rather enhance them."*

In the run up to 24 July, doctors highlighted the importance of Self-Care by participating in a walk organized by Sanofi Pakistan at the Holy Family hospital, Rawalpindi, Jinnah Medical & Teaching hospital, Peshawar, Civil Hospital, Karachi and Hamdard University, Naimat Begum Hospital, Karachi.

Globally, self-care has been shown to save healthcare systems around \$119 billion per annum (predicted to rise to \$178.8 billion).¹ It's also saved 1.8 billion hours of physician time, which means they have more time to focus on more complex conditions that can't be self-managed.¹

"Sanofi believes that encouraging safe and responsible self-care has become even more vital since the COVID-19 pandemic, as it plays an important role in safeguarding public



health and ensuring efficient health systems.”, said Ahsen Zeshan (Brand Activator Lead, CHC Sanofi Pakistan)

About Sanofi

Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions.

With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe.

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References

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