

2012 Women for Education prize awarded to EAST

The 2012 Women for Education prize, which promotes women's empowerment and their access to education and health, has been awarded yesterday, 15 October 2012, to EAST (Eau Agriculture et Santé en Milieu Tropical [Water, Agriculture Health in Tropical Zones]) for its work in Madagascar.

The ceremony took place at the Women's Forum Global Meeting in the presence of Véronique Morali, president of the Women's Forum for the Economy and Society; Christine Albanel, executive vice president: Events, Cultural and Institution Partnerships and Philanthropy, Orange Group; Valérie Toranian, director of *ELLE* magazine and president of the ELLE Foundation; and Caty Forget, managing director of Sanofi Espoir Foundation.

On behalf of its Malagasy teams, Dr. Loïc Monjour, president of the EAST non-governmental organisation, received the €30 000 award, which is financed by Orange Foundation and Sanofi Espoir Foundation.

Women empowerment

The EAST project amply fulfils the objectives of the call for proposals that was launched last summer by the three foundations, *ELLE*, Orange and Sanofi Espoir.

A program whose goal is to contribute to the education of women, and to the improvement of their access to health, via new information and communication technologies (NTIC).

In the context of an overall program deployed in two neighbourhoods of Madagascar's capital Antananarivo, EAST supports local Women's Associations for the Promotion of Hygiene and Health.

The project selected for the award is aimed at complementing these associations' classic methods of education and sanitation prevention within local communities. The project strengthens the literacy skills of women as 'health messengers' and trains them to use new information technology, in order to improve health behaviors of the local population in terms of hygiene, sanitary conditions, and individual and community health.

Created in 2007 by *ELLE* magazine, the ELLE Foundation and the Women's Forum, the Women for Education initiative annually honors an international NGO working towards the economic emancipation of women in a developing country, and their access to education and health.

From 2007 to 2010, awards were given to five projects in Afghanistan, India, Mexico, Ethiopia and Haiti. In 2011, Women Education supported the launch of "Stand up for African Mothers", an international campaign by AMREF Flying Doctors to improve maternal health thanks to midwives' training.