

novo nordisk changing diabetes newsletter



New Novo Nordisk Newsletter – to inspire and inform

No. 1 April 2008

Welcome to the first edition of the Novo Nordisk Changing Diabetes Newsletter. It is Novo Nordisk's vision to defeat diabetes but we cannot reach our goal alone, so to provide inspiration and encourage news sharing, we decided to launch a bimonthly newsletter. Featuring stories from all around the world, the Changing Diabetes Newsletter will focus on all Novo Nordisk initiatives targeted at changing diabetes. If you wish to receive the coming newsletters you can [subscribe here](#).

Changing Diabetes® is...

... about leadership; about making a difference to the world of diabetes today and tomorrow. Changing Diabetes® starts by recognising that the status quo is not good enough. Novo Nordisk's long-term aspiration of defeating diabetes, working in partnership towards the common goals of prevention, detection and treatment, remains our reason for being.

changing the future of diabetes

Changing Diabetes World Tour reaches India

In 2006, the Changing Diabetes Bus was launched, aiming to spread worldwide awareness of diabetes and helping to put diabetes on the global agenda. Having been visited by more than 87,000 people on five continents, the bus just recently reached India. From 16 until 27 March the bus participated in several events in two of India's biggest cities – Mumbai and Chennai. India has the largest number of people with diabetes in the world – more than 30 million. Read more about the Changing Diabetes World Tour in India [here](#).

changing diabetes around the world



Everybody Jump... Canadian kids changing diabetes

Music, laughter and dancing were the key ingredients in a healthy school concert tour reaching out to more than 9,700 children in 400 classrooms across Canada from January to March 2008. The goal was to inspire children to lead healthy lives and prevent the onset of type 2 diabetes. Everyone Jump provides the schools with fun, interactive and educational material for Grade 5 students (age 11). The Ontario Physical Health and Education Association started up the tour in 2005 supported by Novo Nordisk Canada, and it has been an annual event ever since, reaching out to more than 30,000 children. You can find more information [here](#).



Changing Diabetes Barometer Forum in Italy

Novo Nordisk's Changing Diabetes Barometer project was launched on 3–4 April 2008, in Rome, Italy. The Changing Diabetes Barometer is a scorecard to monitor, on an annual basis, the fight against diabetes, helping to establish the level of measurability necessary in order to track and guide improvements in diabetes care. The Italian Forum represents one of many forums led by Novo Nordisk, at both national and regional levels, whose main goal is to push diabetes further up the political and public agenda. This two-day event brought more than 220 participants from different sectors ranging from payers and policy-makers, healthcare professionals, patient associations, people with diabetes and the media. The 'Changing Diabetes Barometer Forum' represented the first time the threat posed by diabetes was discussed in a cross-sector partnership in Italy. Visit the Italian Barometer website [here \(Italian only\)](#) or read more about Novo Nordisk's Changing Diabetes Barometer programme [here](#).



Diabetestinget 08 in Copenhagen, Denmark

On 8 April, around 300 people gathered in Copenhagen to discuss the future plans for diabetes treatment in Denmark. Among the different topics discussed, a revision to the Danish National Diabetes Plan, which was passed in 2003, was proposed by members of the Danish Parliament's Health Committee. The Danish Health Minister, Jakob Axel Nielsen, also mentioned that 500 million Danish kroner had already been allocated to improve treatment of diabetes and other diseases within the next three years. The event, called Diabetestinget 2008, which was led by the Danish Diabetes Association and supported by Novo Nordisk, represented another opportunity for all stakeholders within diabetes to discuss problems and solutions as well as the future of diabetes treatment. You can see a film from the event [here](#).



Flea Market helps Danish children with diabetes

20,000 Danish kroner (3,700 US dollars) were raised when Novo Nordisk employees in Kalundborg, Denmark, arranged a flea market in January 2008. Everything from pots to lamps could be bought, and the money will help children with diabetes at Solglimt, a Danish diabetes institution targeted at helping young people to live with their diabetes in a better way.

