

# novo nordisk changing diabetes newsletter



## New Novo Nordisk Newsletter – to inspire and inform

No. 4 February 2009

Featuring stories from all around the world, the *Changing Diabetes Newsletter* focuses on all Novo Nordisk initiatives targeted at Changing Diabetes. If you wish to receive the coming newsletters, please [subscribe here](#).

---

## World Diabetes Day 2008

World Diabetes Day on 14 November 2008 proved that the creativity and activities grow bigger every year. From Denmark to South Africa, from China to the US, Novo Nordisk employees had worked hard to spread diabetes awareness throughout the world. Since the adoption of the UN Resolution, the worldwide awareness raising activities on 14 November have increased immensely. A total of more than 300,000 people in 56 countries were engaged in Novo Nordisk-driven activities making it the biggest World Diabetes Day ever in the history of Novo Nordisk. In Italy, free blood sugar screenings were carried out at 500 town squares across the country, and a national campaign in partnership with the state railway service provided diabetes information on board the trains. In Egypt, more than 41,000 people visited a 'Changing Diabetes Village', with health screenings, information about diabetes and a [Global Diabetes Walk](#). Read more about the 2008 World Diabetes Day campaign [here](#). As an Official World Diabetes Day partner to the International Diabetes Federation (IDF), Novo Nordisk stands together with the global diabetes community in the fight against diabetes. Read more about the IDF campaign [here](#).



## Changing Diabetes Leadership Forum in Russia

The International Forum 'Unite to Change Diabetes' was held in Moscow on 27 November 2008 with the aim of examining the current condition and treatment of diabetes in Russia. The Forum, hosted by the Russian Diabetes Federation in partnership with Novo Nordisk, brought together over 300 participants including medical professionals, policy-makers, patient groups and media from all regions of the Russian Federation and also from CIS countries. Among others the former UN Secretary General Kofi Annan addressed the Forum. Lack of awareness about diabetes and its causes, unequal access to diagnosis and treatment, medical errors and poor salaries for doctors are among the biggest diabetes challenges in Russia. Today Russia has one of the highest levels of diabetes prevalence in the world. 2.6 million people are diagnosed with diabetes. Yet it is estimated that the actual number is three times higher. A Russian Diabetes Briefing book, presenting the situation of diabetes care in Russia today and the conclusions and recommendations generated by the Russian Forum, will be available during spring 2009. It was the second International Forum: former US President Bill Clinton was the keynote speaker at the first, in New York City, in March 2007. Read more about the Changing Diabetes Leadership Forum initiative [here](#).



## New initiative: Changing the Future for Children with Diabetes

On 3 December 2008, a number of key opinion leaders and 30 international journalists were present at a media roundtable hosted by Novo Nordisk in Paris. The subject of the event was a programme co-sponsored by Novo Nordisk and the World Diabetes Foundation to provide free insulin and diabetes care for children in some of the world's poorest countries. The programme, called 'Changing the Future for Children with Diabetes', aims to reach a total of 10,000 children over the next five years. Initial roll-out will take place in Uganda, Tanzania, Guinea-Conakry and the Democratic Republic of Congo. A panel of six, including Novo Nordisk CEO Lars Rebien Sørensen and representatives from the WDF and the International Diabetes Federation, left no doubt among their listeners that the programme is desperately needed. In an answer to a question from the floor, Lars Rebien Sørensen told reporters that Novo Nordisk was prepared to spend 20–25 million US dollars on the diabetes care programme over the next five years. The ultimate goal of the project, he said, was to have local governments take over the programme. No patient will be abandoned if local authorities should decline this responsibility, he added. Find more information and contact details in the Novo Nordisk press release [here](#).



## Changing Diabetes Barometer International Seminar

The Changing Diabetes Barometer International seminar held on 8–9 December in Oxford, UK, brought together 120 diabetes experts from 20 countries to exchange ideas on effective ways to tackle the global diabetes pandemic. The overall aim of the Barometer is to improve outcomes for people with diabetes through encouraging measuring and sharing of data on diabetes and its treatment. The seminar was the latest in an intensive series of activities within the Changing Diabetes Barometer initiative. Amongst the participants in the seminar, hosted by IDF Europe (International Diabetes Federation, Europe Region), OxHA (the Oxford Health Alliance) and Novo Nordisk, were GPs, diabetologists, patient and professional organisation representatives, policy-makers, industry, media and academics from countries as diverse as Australia, Brazil, China, India, Israel, Italy, Japan, Korea, the Netherlands, Russia, Taiwan and the United States. Participants in the seminar examined the use of data as a tool for change (the concept underpinning the Changing Diabetes Barometer initiative), discussing the forthcoming new edition of the IDF Diabetes Atlas and gaining insight about how data can be used further to improve care through the experiences from the development and capabilities of cancer registries. Participants also worked in national groups to discuss action in response to issues raised in the plenary sessions in a country-specific context. As a result, participants from India and the US resolved to hold regional summits during 2009 to bring together key stakeholders in order to generate awareness and address how data collected can be brought into action. Videos and slides of the presentations and discussions from the Changing Diabetes Barometer International Seminar are available at [www.barometerseminar.com](http://www.barometerseminar.com)



---

## DAWN summit

On 6 November 2008, the 4th International DAWN (Diabetes Attitudes, Wishes and Needs) Summit gathered more than 550 leading healthcare professionals, researchers, policy-makers and patient advocates in Budapest, Hungary. They came from more than 50 countries around the world to convey the latest findings from DAWN. The final results from the DAWN Youth survey were released at the summit revealing four key areas for urgent action: improve support for children with diabetes in schools, promote age-appropriate education and psychosocial support, enhance parents' and family-centred care and support and facilitate peer support and networking through group activities and socialising with other young people with diabetes. "The real action is taking place at the local level where affiliates are teaming



*continues...*

up with local experts, patient associations, psychologists and other key stakeholders to identify the gaps in that country and what can be done together to change the future of diabetes care," says Søren Skovlund, DAWN programme director, and continues: "The Dawn Youth survey is a global effort and partnership with IDF and ISPAD, which is made possible by the enthusiasm and engagement of our affiliates by changing diabetes one person at a time." The overall aim of DAWN is to improve health and quality of life of all people with diabetes or at risk of diabetes by addressing the psychosocial barriers to optimal diabetes management. For more information on DAWN visit [www.dawnstudy.com](http://www.dawnstudy.com) and [www.dawnyouth.com](http://www.dawnyouth.com)

---

## Changing diabetes in Moldova

In October 2008, 20 employees from Novo Nordisk in Ukraine packed their cars with glucose meters, test strips and leaflets. Through Novo Nordisk's employee volunteer programme, TakeAction!, the employees were on a mission to change diabetes in the rural districts of Moldova. In these areas diabetes is often diagnosed too late when patients with severe diabetes complications are admitted to hospital. The local population has to travel far in order to see a specialist, and this is the reason why Novo Nordisk again this year decided to pack the 10 cars and meet the population near their homes for three whole days, on 24–26 October. Each car was well equipped with test tools and information; and of course with experts. Teams of two volunteers from Novo Nordisk and one local doctor executed the information and screening campaign, and they were busy. No fewer than 3,000 people attended the lectures, and blood sugar was measured on 2,500 children and adults. The local healthcare authorities appreciate Novo Nordisk efforts to stabilise the diabetes problem in the rural areas, and the volunteers and management from Novo Nordisk agree. As Roman Melnyk, Medical Representative from NN Ukraine West, says: "Our project was an initiative of national importance, and it must go on to reveal people at risk of developing diabetes." Read more about Novo Nordisk's engagement in local communities [here](#).

## changing diabetes around the world



---

## 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. Read more about the Changing Diabetes ambition [here](#).

## changing the future of diabetes