

novo nordisk changing diabetes newsletter



New Novo Nordisk Newsletter – to inspire and inform

No. 2 July 2008

Welcome to the second 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 better practice sharing, we decided to launch a bi-monthly 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, please [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

In San Francisco, the Changing Diabetes Bus draws crowds

Since its launch in September 2006, the Changing Diabetes Bus has already visited various countries across five continents as part of a unique world tour to raise awareness of diabetes and improved control. The bus stopped at a custom-built Changing Diabetes Village at Pier 39 in San Francisco, California, between 6 and 9 June 2008. This was the third stop of the Changing Diabetes Bus in the US and its first stop in the State of California; the state that has the highest number of people living with diabetes in the country. This stop also coincided with San Francisco hosting the annual meeting of the American Diabetes Association.

changing diabetes around the world

continues...

The Changing Diabetes Village offered free health screenings, healthy refreshments, fitness instruction by local fitness guru Joanie Greggains, and an area with activities for children. At the opening ceremony, Catherine Todd, a representative from the Mayor of San Francisco's office, welcomed Novo Nordisk's educational initiative aimed at changing the course of diabetes, in particular the focus on youth. Executive Vice President at Novo Nordisk, Lise Kingo, stressed Novo Nordisk's commitment to raising diabetes awareness on a global level through education and public initiatives such as the Changing Diabetes Bus.



Since 2006, the Changing Diabetes Bus has been visited by more than 108,000 people, and almost 27,000 health screenings have been carried out. In San Francisco, Novo Nordisk staff interacted with more than 5,500 people, 817 health screenings were carried out and Novo Nordisk's diabetes awareness messages reached out to over six million people through the media. Visit the Changing Diabetes Bus website [here](#).

Novo Nordisk partners with US celebrity to get the message out

During the official opening ceremony of the Changing Diabetes Bus in San Francisco on Saturday 7 June, celebrity Drew Lachey from the national US TV show 'Dancing with the Stars' announced the winner of the 'Dancin' to Change Diabetes' contest, designed to encourage dancing as a healthy exercise, a key element of preventing or controlling diabetes. The winner was Tori, an 11-year-old whose type 1 diabetes clearly doesn't inhibit her ability to flip, wiggle and pirouette.



Drew Lachey teamed up with Novo Nordisk US to promote Dancin' to Change Diabetes, the first national online video contest aimed at increasing diabetes awareness. The contest invited people across the United States to submit videos of the dance moves that help them stay active and healthy.

Videos arrived from around the US, showing everything from grooving grandmas to a routine inspired by the 1970s' film 'Grease'. The total number of hits to the online dance contest was 58,458. For further details on Dancin' to Change Diabetes, click [here](#).

The Changing Diabetes Barometer initiative

The Changing Diabetes Barometer, an initiative launched by Novo Nordisk in 2007 to measure, share and improve diabetes care, begins publishing best practice examples online.

Announced by President and CEO of Novo Nordisk Lars Rebien Sørensen in March 2007 and launched in November 2007, the Changing Diabetes Barometer is about collecting and communicating diabetes data.

The initiative seeks to establish the level of measurability necessary in order to track and guide improvements in diabetes care. It encourages and promotes the collection of data on key quality indicators on the prevention, progress and treatment of diabetes at international, national, regional and local levels. It argues for the sharing of this information to identify both best practices and areas for improvement, and the application of this knowledge to improve patient outcomes. 'Constructive competition' will then be enabled which will drive up standards. You can find more information [here](#).



Australia – Mapping diabetes control to show the way to improvement

Working with a leading diabetes specialist in Australia, Novo Nordisk is developing an interactive national map showing average diabetes control levels (indicated by HbA1c levels) by postcode, the first time that national diabetes information has been available.

Further studies will investigate areas with outstanding outcomes to determine their best practices, and less successful areas to investigate their special needs. The interactive map will also be the basis for raising awareness in healthcare policymakers and politicians.

The project is an exceptional example of how the Changing Diabetes Barometer principles of measuring, sharing and improving can operate at many levels from the individual to the government. This is an exciting development, allowing patients, professionals and policymakers to engage in the fight against diabetes in an open way, based on a common base of information. You can find more information [here](#).



New Zealand – Novo Nordisk run around the bay

Bright and early on a cold and windy morning in Wellington, New Zealand, during the IDFWPR (International Diabetes Federation Western Pacific Region) congress, delegates participated in the Novo Nordisk run Around the Bay. The 5 km run or walk was opened by the New Zealand Associate Minister for Health, Damien O'Connor, who also participated in the run.

Registration for the run was free, so in return a gold coin donation was made by delegates and funds were raised for the Insulin for Life programme. Insulin for Life Global is a non-profit organisation that collects and distributes in-date and no longer needed insulin, test strips and other diabetes supplies from individuals and diabetes clinics which would otherwise be wasted.

