

novo nordisk changing diabetes newsletter



New Novo Nordisk Newsletter – to inspire and inform

No. 3 October 2008

Welcome to the third 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've 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

Changing Diabetes in Poland: eight cities in 15 days

The Changing Diabetes Bus made a visit to Poland between 16 and 30 August. During its stay, the bus stopped in eight cities throughout the country, with its initial stop in the port city of Swinoujscie. It is estimated that two million people currently live with diabetes in Poland. As with other tour visits, this was again a great opportunity for the Changing Diabetes Bus to facilitate the promotion of diabetes awareness, attracting more than 7,800 visitors with over 1,500 free health screens as it made daily stops at the different cities.

[Read more about the visit](#)

changing diabetes around the world



A Changing Diabetes initiative in Egypt

In Egypt, a local Novo Nordisk-driven version of the Changing Diabetes Bus has made a difference since it began touring in December 2007. The bus operates with five clinics (four diabetes clinics and one ophthalmology), which act as screening stations with the possibility to perform further tests for people with diabetes who require additional attention.

The Changing Diabetes Bus is a cooperation initiative between Novo Nordisk, the Egyptian Ministry of Health (MOH) and the National Institution for Diabetes and Endocrinology (NIDE). As of December 2007, the bus has visited 20 different locations and has had more than 21,000 visitors. The importance of the project stems from the growing number of people with diabetes in Egypt, which reached 4.4 million in 2007 and is expected to rise to 7.6 million by 2025. These statistics place Egypt among the top 10 countries with the most inhabitants currently living with diabetes. "A lot of patients even refuse to believe that they have diabetes, so it is our job to comfort and teach them how to live with diabetes and manage it," says Mohamed Fawzy, Changing Diabetes Bus manager in Egypt.



Initiative for Tanzania

On Monday 30 June, seven staff members at the store room in Hillerød, Denmark, engaged in a fundraising activity to change diabetes by selling excess plastic containers from the production facility. The team sold 3,600 plastic containers in only two hours, raising 9,190 US dollars (44,000 Danish kroner). The money will go to the World Diabetes Foundation project 'Children with diabetes in Tanzania'. Thanks to the income generated, 19 children will be able to receive treatment for another year.



Now the containers serve in private homes of Novo Nordisk employees filled with clothes, tools and toys. "I was greatly touched by the result, knowing how many people we can help," says Kenneth Hansen, a logistics assistant who was involved in the sale. This was the second time that the store room sells out of excess containers from the production facility.

[Read more about the project in Tanzania](#)

Bringing people together – EASD 2008 in Rome, Italy

On 7–11 September, the 44th Annual Meeting of the European Association for the Study of Diabetes (EASD) was held in Rome, Italy. This important event attracted field experts, key opinion leaders (KOLs) and professionals to one single location. The Changing Diabetes Bus and Village also took part in making a difference in Rome and were positioned at Piazza Venezia in central Rome, where more than 8,800 visitors were reached with information on diabetes. Registration for the 5K Run/Walk Event also took place in the village and at the Novo Nordisk registration booth at the EASD congress. The 5K Run/Walk attracted over 1,700 participants who proudly wore their 'Run to Change Diabetes' T-shirts.



On 8 September, Novo Nordisk presented the awards for the best written article and TV feature on diabetes to China and Spain, respectively, at the Media Prize 2008 Award Ceremony, which took place at Villa Miani. The event had a total of 32 national media prize winners from 20 countries participating in the International Novo Nordisk Media Prize this year.

[Read more about the winners](#)

continues...

DAWN Youth, a global programme which has been created to explore the attitudes, wishes and needs of young people affected by diabetes and their families, also hosted a media roundtable on 8 September to discuss the need for unified action to improve the needs of children with diabetes in school, and brought together 77 journalists from 25 countries worldwide.

[Learn more about DAWN Youth](#)

Greece – living with juvenile diabetes: a mother's role

A mother's role in the acceptance of the diagnosis of type 1 diabetes, proper management of the disease and training of the child were topics of discussion at an educational workshop on Wednesday 8 May at the Athens Concert Hall Chamber in Greece. The event was organised by Vita magazine in collaboration with the Greek Ministry of Health and Welfare, and was sponsored by Novo Nordisk Greece. This one-day meeting was free to the public who could listen to both facts and figures about the life of a child and family after the diagnosis of juvenile diabetes, from prominent Greek diabetes experts.



At the event, there were approximately 280 participants, which included representatives from JDRF Hellas, the Greek association of young people with diabetes (PEAND) and parents accompanied by their children. Further topics covered at the workshop were the various ways in which diabetes influences changes in a mother's lifestyle, how it increases the need for support for parents coping with the new changes, as well as how it stresses a mother's nutritional role for the entire family.

Aiming towards a European Diabetes Register

A series of EU projects has investigated the availability and comparability of data on diabetes across Europe. A list of indicators has been agreed internationally, but wide variation in the availability and quality of data has been found. The series of projects, supported by the European Commission, is now working towards a sustainable European Diabetes Register through the coordination of existing national or regional frameworks.



[Read more about the projects](#)