

# the novo nordisk media prize

Backgrounder  
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Founded in 2003, the Novo Nordisk Media Prize is an international award given to the best written article published in the lay press and the best TV broadcast on diabetes.

The award is always presented at an official ceremony and includes a money prize of 12,000 euros. The initiative is supported by the International Diabetes Federation (IDF).

This year, the award ceremony will be held in Rome, Italy, from 6 to 8 September 2008.

## Why a Novo Nordisk Media Prize?

With the prevalence of diabetes increasing throughout the world, there is a great need to provide the public with information about the various aspects of the disease and to share information on how to better prevent and manage the two different types of diabetes.

As a world leader in diabetes care, Novo Nordisk is working actively to increase the level of awareness of diabetes. The media plays a critically important role in this regard and that is why Novo Nordisk has founded the Novo Nordisk Media Prize.

## The Novo Nordisk Media Prize is based on two rounds:

- A series of national contests (run by Novo Nordisk's affiliates)
- An international contest for the winners of the various national contests.

In both contest rounds, the winning article and TV broadcast are selected by independent panels of judges.

The panels of judges consist of journalists and medical professionals totally independent of Novo Nordisk and vary from country to country.

## Judging criteria for winning the Novo Nordisk Media Prize

The article and TV broadcast must:

- Be about diabetes (treatment, products, health issues etc) and not about Novo Nordisk products, research and views
- Be published in lay media (not specialised media)
- Communicate about diabetes in an interesting, appealing and factually correct way.

For more information, please contact Markela Dedopoulos, Corporate Brand Public Relations Director at Novo Nordisk, [mded@novonordisk.com](mailto:mded@novonordisk.com), +45 3079 4137.

