Obesity is a serious, chronic disease that has a profound impact on individuals, families and healthcare systems and affects 650 million adults and more than 120 million children and adolescents around the world. As part of our long-term commitment to improve the lives of people with obesity, Novo Nordisk is partnering to change how the world sees, prevents and treats obesity.

Recognising obesity as a chronic disease

Obesity is a complex disease caused by many factors; it is not a life choice. Yet, people living with obesity face discrimination and stigma and few healthcare professionals are trained in providing obesity care. Although many people with obesity believe they should be able to manage their weight on their own, science shows that after losing weight, the body tries to put it back on by slowing down the metabolism and increasing appetite signals.

Today, obesity is recognised as a disease by multiple medical organisations, but work is still needed to help educate about obesity as a disease and the science behind it.

A heritage of driving change

Novo Nordisk’s key contribution is to discover, develop and deliver better medicines. With a diverse pipeline and 20 years of research into obesity, we are working to develop the next generation of innovative obesity treatments.

Novo Nordisk has several new classes of medicines in clinical development, including combination therapies.

Going beyond medicine, we also recognise that to improve care for people living with obesity, change needs to happen across society – from prevention and defeating stigma to enacting the right policies.

Our holistic commitment in obesity

At Novo Nordisk we are dedicated to addressing the significant unmet needs in obesity and tackling the barriers to effective care. We aim to be the leading force in the science of obesity, and together with our partners we work to foster empathy and respect for people with obesity and widespread recognition of obesity as a chronic disease. We are also working to build healthier environments and ensure that people with obesity have access to care that is comprehensive and science-based.

Learn more at novonordisk.com/changingobesity
Change begins with action

Whether through our own activities or partnerships with communities and organisations, our long-term commitment to improve the lives of people with obesity includes advancing medical management, prevention, education, advocacy and patient support, and increasing access to care.

In addition to disease awareness campaigns, the following initiatives aim to address weight stigma and bias and further understanding of, and action around, obesity as a chronic disease.

Rethink Obesity®
A comprehensive collection of materials and tools designed to help healthcare professionals support patients’ weight loss and management goals.
Learn more at rethinkobesity.com

OPEN
The Obesity Policy Engagement Network (OPEN) facilitates national obesity coalitions to inspire countries to develop national obesity plans.
Learn more at obesityopen.org

Cities Changing Diabetes
The public-private partnership programme is a commitment to drive action against obesity and type 2 diabetes in cities on a global scale.
Learn more at citieschangingdiabetes.com

Truth About Weight®
An educational resource to help people with excess weight or obesity prepare for a conversation with their healthcare provider by offering information around the science behind weight loss as well as tools for assessing weight management history, motivations and triggers.
Learn more at truthaboutweight.com

ACTION Study
The Awareness, Care and Treatment in Obesity Management – an International Observation (ACTION IO) Study is the first international study to investigate barriers to obesity management among people with obesity and healthcare professionals in 11 countries worldwide. The ACTION Study has previously been conducted in the US and Canada.
Learn more at actionstudy.com + novonordisk.com/changingobesity

Leading global partners: