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Letter from the Director: Inspiring Action Beyond National Diabetes Month

November was National Diabetes Month, and a time for taking action toward *changing diabetes*®. At the National *Changing Diabetes*® Program, we were excited last month to announce the results of the Economic Barometer, which shows that diabetes is costing the country \$218 billion annually in direct and indirect costs. This research marked the first time that, in addition to both type 1 and type 2 diabetes, pre-diabetes and gestational diabetes were taken into account. We are pleased with the media attention the study has received so far, as it has been picked up by more than 225 media outlets.

As leaders in the diabetes community, we are very familiar with the causes and consequences of diabetes, so much so that we may take for granted our understanding of the disease, and the importance of preventive care. In November, as organizations and activists across the country ramped up efforts to encourage action for reversing the upward trend of diabetes, I was reminded that, in addition to the nearly 18 million people currently diagnosed with diabetes, there are 57 million people right now in this country who have pre-diabetes, and another 5.7 million who have diabetes and don't know it yet. With these numbers, every month should be National Diabetes Month.

That's why the National *Changing Diabetes*® Program supports the National Diabetes Goal: **that by 2015, 45% of Americans who are at risk for type 2 diabetes will know their blood glucose level and what actions to take.**

In the Societal Barometer survey released by NCDP and Gallup earlier this year, 94% of respondents considered diabetes to be a serious national health issue. But despite this high awareness, knowledge does not always translate to needed behavior change. The American Diabetes Association recently released another survey showing that more Americans are worried about the risk of shark attack than the risk of diabetes. The survey also shows that 49% of respondents are concerned about cancer while only 3% are concerned about diabetes, even though the diseases have about the same number of new cases expected each year. While awareness is high, this distorted sense of risk means that too many Americans are without the basic understanding of diabetes that could save their lives.



Dana Haza
Senior Director,
National *Changing Diabetes*® Program

In the coming year, I would like to urge each of you to call a friend, talk to a colleague, reach out to a family member and talk to them about diabetes. Share with them how important it is to know the risk factors for diabetes, to know their blood glucose level, as a crucial indicator of diabetes risk, and empower them to find out the right healthy steps to take in response. Become a champion for the nation – by supporting the National Diabetes Goal. It is that first step, taking the initiative to be tested, that is often the most difficult and holds so many people back. But we can spread the knowledge we have to others who need it, and inspire action for changing the way diabetes is viewed and treated in this country.

Please contact me if you are interested in learning more about the National Diabetes Goal and what you can do to change diabetes throughout the year.

Sincerely,



Dana Haza
Senior Director
National *Changing Diabetes*® Program

New NCDP Research Shows Diabetes Cost \$218 Billion in 2007

Study of Direct and Indirect Costs Presented at Forbes Event in New York

The National *Changing Diabetes*® Program (NCDP) released the findings of the Economic Barometer at a Forbes *Innovation in Health Care* Forum in New York City on November 18. The event, sponsored by Novo Nordisk, brought together more than 40 leaders in business and health care, and many of NCDP's Member Associations including the American Diabetes Association, American College of Physicians, American Academy of Family Physicians, and American Optometric Association, to learn about NCDP's new research on the economics of diabetes.

The conference showcased the Economic Barometer study, conducted by The Lewin Group and commissioned by NCDP, which built upon past research to estimate the costs to society for diagnosed diabetes (type 1 and type 2), undiagnosed diabetes, pre-diabetes and gestational diabetes. The study found that the total direct and indirect cost of diabetes is \$218 billion. The forum encouraged business leaders to think about ways individual companies and the larger business community can help prevent diabetes and its costly complications among employees.

Former Governor of Arkansas Mike Huckabee opened the forum with the story of his personal struggle with diabetes and his role in transforming the health care system in Arkansas.

"We are treating snakebites rather than killing the snakes," Huckabee said. "And if we really want to change the system, we've got to completely upend this thing from top to bottom, from the way we train doctors in the medical school to the way we reimburse the doctors from the insurance companies to the way that the patients themselves are given incentives as to their financial rewards or consequences as a result of their lifestyle choices."



Roger Merrill, Tim Dall, Jeff Frazier, and Gov. Mike Huckabee

Governor Huckabee also moderated a panel session on the Economics of Diabetes, featuring Jeff Frazier, vice president of human resources for Novo Nordisk, who explained the company's commitment to *changing diabetes*®; Tim Dall, vice president for The Lewin Group, who presented the research findings of

the Economic Barometer; and Dr. Roger Merrill, chief medical officer for Perdue® Chicken, who spoke about the return on investment for his company's innovative employee health program.

Dr. Clay Christensen, a professor at Harvard Business School and author of *The Innovator's Dilemma*, provided insights into his theory of disruptive innovation and how it applies to the health care system.

The forum concluded with a lively audience discussion on the implications of the economic research, the role of business in helping to address the impact of the diabetes, and the challenges and innovative solutions that will help change the health care system in America. The Barometer research will be published in *Population Health Management* in spring 2009. The research will also be featured in a Forbes advertorial on newsstands in February 2009. Visit ncdp.com to view the research abstracts and media highlights.



Dr. Clay Christensen and Gov. Mike Huckabee

Federal Scoring Research Briefings

On September 22, the National *Changing Diabetes*® Program (NCDP) joined with Novo Nordisk's government affairs department to hold a briefing on Capitol Hill to share the results of its Federal Scoring research project with congressional health policy staff. The federal scoring study assesses the current process of scoring the value of new legislation and the limitations of the way we score health promotion activities.

The study, commissioned by NCDP and conducted by O'Grady Health Policy, LLC, examines federal budget scoring in relation to chronic disease.



Michael J. O'Grady

At the briefing, Representative Donna Christensen (D-VI), the first female physician to serve in the U.S. Congress, welcomed guests and spoke about the need for reform in the federal scoring process.

Michael J. O'Grady of O'Grady Health Policy presented the research, which highlighted congressional budget reform and a new model for estimating diabetes incidence and the associated federal health care costs.

Andrew Purcell, vice president of strategic business development at Novo Nordisk, discussed Novo Nordisk's 84-year history as a health care company committed to *changing diabetes*®, and commented on the value of the Federal Scoring Project.

Dana Haza, senior director of NCDP, gave an overview of NCDP and spoke about the origins of the Federal Scoring Project. Chris Porter of Novo Nordisk's Government Affairs Department also addressed the need for congressional support for scoring reform.

The project stems from a series of consensus recommendations introduced by NCDP and its member associations in 2007. The recommendations were informed by research commissioned by NCDP and conducted by Mathematica Policy Research which found that, out of the \$80 billion spent annually by the federal government on diabetes and its complications, only about \$4 billion is spent on disease prevention and health promotion activities. Among the recommendations made to Congress at that time was the need for improved recognition of the role of preventive health measures in scoring federal legislation.

More than 75 Capitol Hill staff members participated in the briefing. The research will be published in a peer-reviewed journal in 2009. NCDP looks forward to continuing its work with member organizations to support this important reform effort in the coming months.

This briefing followed another meeting that took place on September 9, in which disease state organizations and other non-traditional diabetes stakeholders, including Partnership for Prevention and Trust for America's Health, were invited to learn about NCDP and how the Federal Scoring project encourages preventive health care initiatives.

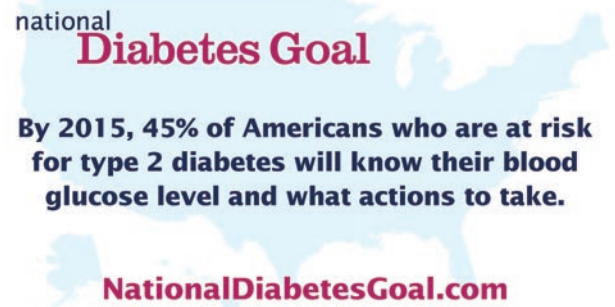
National Diabetes Goal Update

The National Diabetes Goal has made exciting strides during the past three months. The growing list of Champions currently stands at 45, including the new additions of PepsiCo, Olympic Medical Center in Washington State, Ernest Mario School of Pharmacy at Rutgers University, and New York Eye and Ear. The opportunity for the Goal to gain exposure in the national media and in business and advocacy circles continues to grow.

NCDP hosted a meeting with the HealthCare Institute of New Jersey (HINJ) on October 7, showcasing the National Diabetes Goal to a number of representatives from health care organizations across New Jersey.

To mark World Diabetes Day (November 14), the National Diabetes Goal was featured in a number of media outlets. The media push was an effort to raise awareness of the Goal and educate the public about the importance of knowing their risk for type 2 diabetes, their blood glucose level and what actions to take. The Goal was also featured in a public service announcement with Emmy-winning actress Jean Smart, which aired in primetime slots on NBC and ABC in November.

The Goal and its Champions were also highlighted in a 16-page diabetes feature in *The Washington Post* on November 10. The supplement included information about NCDP's Triple Barometer series along with the efforts of Government Affairs to advance legislation for a National Diabetes Coordinator. The supplement also included a full-page ad thanking the Goal Champions for their continuing efforts.



National Diabetes Goal Champion Spotlight: National Association of School Nurses



The National Association of School Nurses (NASN), a charter National Diabetes Goal Champion, is currently working toward raising diabetes awareness and educating the public about the growing rate of diabetes among young children. Currently, type 1 diabetes is increasing at a rate of three percent per year in children and an alarming five percent a year among very young children. NASN will publish an article in its November 2008 newsletter, *NASN School Nurse*, describing its participation the May 2008 launch of the National Diabetes Goal and how its members are working to support the Goal.

Among other initiatives, NASN is currently advocating for Congress to amend the Public Health Service Act to allow for grants to be given to eligible states to help lower the ratio of students to school nurses. Under the Student-to-School-Nurse Ratio Improvement Act (H.R. 6201), states that have more than 1,000 students for every school nurse would be eligible to receive grants from the Centers for Disease Control and Prevention. After the first year, the CDC would report the initial results of the grant program to Congress.

Along with NASN's push to amend the Public Health Service Act, congressional outreach efforts include participation by Executive Director Amy Garcia in the U.S. Senate Democratic Latina Summit on September 10, 2008. At the summit, Latinas from around the country met with members of Congress to discuss health care, education, immigration and other issues of importance in the Latino community. At the summit, members of the Senate Hispanic Task Force heard from several attendees about the devastating impact of diabetes on the Latino community. Amy highlighted NCDP and the National Diabetes Goal during panel presentations and two key Latina leaders, Janet Murgia of the National Council of LaRaza and Elena Alvarado of the National Latina Health Network, expressed a desire to meet with NASN and discuss NCDP and the health needs of schoolchildren.

With 97 percent of children in the United States attending school every day, the role of school nurses has become critical to ensuring that students receive quality health care. For many children in schools across the country, the school nurse is the only regular access they have to a health care professional, and currently, 50 percent of the public schools in the United States do not employ a full-time registered nurse.

November was National Diabetes Month

November 14 has marked World Diabetes Day since 2006, when the United Nations General Assembly passed a resolution calling on all nations to develop policies to confront the international diabetes crisis. In the United States, organizations in the diabetes community also recognize November as National Diabetes Month and used last month to educate Americans about the risks of diabetes and the importance of preventive care.

Champions of the National Diabetes Goal were among the organizations working last month to advance knowledge about diabetes. For example, PatientAssistance.com added a survey to its Web site to encourage online visitors to find out if they are at risk for diabetes and the American Diabetes Association sponsored local health fairs and free glucose testing across the country to raise awareness about diabetes and its serious complications. Novo Nordisk and NCDP applaud the efforts of all the National Diabetes Goal Champions. For more information about the National Diabetes Goal, visit NationalDiabetesGoal.com.

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