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Letter from the Director Driving Change to Washington

Today, I am proud of our country.

This month, NCDP held a congressional briefing to roll out a groundbreaking new study on federal spending for diabetes – a disease that affects us all but few of us are talking about.

The release of the federal spending study, “An Opportunity for Federal Leadership in *Changing Diabetes*,” on June 19 was truly inspiring. In a standing-room-only crowd, in an historical room overlooking the Capitol, we presented our findings to Congress. This was a time for corporate presidents, medical community leaders, researchers and advocates to come together and speak to their government with one voice. I was personally humbled by the people who came to listen, and when one member of Congress after another rose to speak about their personal passion for changing diabetes. Representative Mike Castle brought the USA Today article announcing the study. Representative Zachary Space and Today Show correspondent Maria Menounos spoke poignantly and hopefully about their own family members with diabetes. Representatives Diana DeGette and Gene Greene discussed new legislation aimed at increasing our country’s capacity to prevent the disease.



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

I was honored to introduce all of our distinguished speakers, but also struck by the sincerity of those who did not speak, but who just came to listen – young and old, some scribbling notes furiously, others nodding, still others lingering after the event to ask earnest questions and collect materials. The importance of these silent observers can not be underestimated. They will go back to their homes, places of business and offices on Capitol Hill and talk about a government working together to fight a disease that belongs to all of us. And that gives me hope that our efforts are worthwhile.

Then we took our message to the White House, the offices of members of Congress and the Department of Health and Human Services.


The briefing illustrated NCDP’s role as a catalyst and a covener, leveraging resources to bring together our country’s best and brightest innovators for diabetes prevention and treatment. The recommendations NCDP and its coalition members have made to Congress based on the study findings would not be possible without the support of our partners in the diabetes community, including the special collaboration of the American Association of Clinical Endocrinologists (AACE), American Association of Diabetes Educators

(AADE), the American College of Physicians (ACP) and the American Diabetes Association (ADA). Diabetes education, prevention, treatment and policy will all play a part in shifting attitudes and changing the way patients and health care professionals think about the disease.

In the media coverage in the days following the event, I was pleased to see that the study we released is already being referenced in the context of other diabetes news. I look forward to seeing the recommendations we presented move forward and influence conversations and policy among our nation's foremost decision-makers. And I look forward to keeping you posted on new developments and new progress in our quest to change diabetes.

For those who came to the Capitol Hill briefing or wrote to express your support, thank you. For those who want to become involved, my door is always open.

Sincerely,



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

Federal Spending Study Briefing on Capitol Hill

One of Every Eight Federal Health Care Dollars — \$80 Billion — Goes to Treat People with Diabetes

At a congressional briefing on June 19, the National *Changing Diabetes*SM Program (NCDP) announced findings and recommendations from its new study of federally funded programs that affect diabetes in the United States. The recommendations were based on the consensus of NCDP and its diabetes coalition partners. The findings of this groundbreaking report, entitled "An Opportunity for Federal Leadership in *Changing Diabetes*," were released with the participation of the Congressional Diabetes Caucus and advocates from the diabetes community.

The study, conducted for NCDP by Mathematica Policy Research, Inc., is the first of its kind to identify and analyze federal spending on diabetes across all government agencies. According to the study findings, nearly all federal agencies—18 out of 21—are in some way responsible for funding that affects diabetes. The research also identifies missed opportunities for the federal government to coordinate diabetes efforts across agencies.

One of the most remarkable findings is that across these government agencies, there are no measures in place to ensure that funding and efforts are aligned, or to maximize opportunities to prevent diabetes or improve outcomes for people with diabetes.

Speakers at the briefing included Congressional Diabetes Caucus Members Rep. Zachary Space and Rep. Gene Green; Caucus Co-Chairs Rep. Diana DeGette and Rep. Mike Castle; Rep. Donald Payne; American Association of Diabetes Educators CEO Lana Vukovljak; American Association of Clinical Endocrinologists President Dr. Richard Hellman; and Entertainment Industry Foundation Ambassador for Diabetes Aware Maria Menounos.

In his comments at the briefing, Diabetes Caucus Co-Chair Rep. Mike Castle praised the report for raising awareness about opportunities for federal leadership for diabetes, saying, "We are, in effect, the board of directors of the nation's largest health care purchaser, and we have a responsibility to ensure taxpayer dollars are spent effectively and with maximum impact. I have been an advocate of research and education for diabetes as well as measures that would save money and lives by preventing this devastating disease."



Representative Mike Castle



Martin Soeters and Marsha Gold

Marsha Gold, senior research fellow at Mathematica Policy Research, Inc., presented the results of the study. Mathematica is a nonpartisan research firm that conducts policy research and surveys for the federal and state governments, foundations and private-sector clients.

“We are spending as much on diabetes as we are on the entire Department of Education, but no one is leading the effort. The staggering cost of treating diabetes and the number of diabetes-related programs highlight a need for a National Changing Diabetes Coordinator to ensure results,” said Dana Haza, senior director of NCDP.

Changing the way diabetes is treated and managed will require the efforts of the entire diabetes community. The AACE, AADE, ACP and ADA all played a key role in the development of the recommendations.

Based on the report findings, NCDP and its partners the American Association of Clinical Endocrinologists and the American Association of Diabetes Educators presented Congress with a set of consensus recommendations calling for better interdepartmental coordination of diabetes effort and increased federal leadership for diabetes treatment and prevention. Recommendations include exploring, in consultation with the diabetes health care community, the need for establishing a National Diabetes Coordinator to provide federal leadership in aligning efforts across all federal agencies with diabetes related responsibility.

Other recommendations focused on funding prevention and early treatment to offset long-term costs of diabetes, urging the federal government to make prevention and early treatment of diabetes a priority in its health plans, establishing a new system to account for future diabetes costs, encouraging Members of Congress to reach out to their constituents with diabetes information and resources, and establishing an annual National Diabetes Awareness Day.

Lana Vukovljak of AADE presented the recommendations to Congress at the briefing. “After the study was completed, AADE and our colleagues at the AACE recognized that the report provided us with a unique opportunity to come together and develop a series of unified recommendations to the federal government for how it could improve its leadership for diabetes,” she said.

AACE’s Dr. Richard Hellman also spoke to the gathered audience of diabetes advocates, congressional staff and media about the importance of working together to urge the federal government to improve coordination of diabetes funding.

Actress, correspondent and Novo Nordisk/Entertainment Industry Foundation Diabetes Aware Ambassador Maria Menounos spoke emotionally about the toll diabetes can take on families and about the importance of educating doctors and caregivers. Her heartfelt story about caring for her father, who has struggled with diabetes for more than 40 years, highlighted the need for raising awareness of disease and the value of proper physician care.

“Sixty-five percent of people with diabetes are not in acceptable control of their diabetes; we call for leadership and placing the highest sense of urgency on this disease in the United States,” concluded Martin Soeters, President of Novo Nordisk. “We at Novo Nordisk are dedicated to helping to defeat diabetes and are proud of our heritage of more than 80 years in diabetes care.”

To learn more about the event and the recommendations or read the full report, please visit ncdp.com.

Insight: Maria Menounos, Diabetes Ambassador

Maria Menounos and Her Passion for Changing Diabetes

Maria Menounos is an actress, correspondent for the Today Show, and an Ambassador for Novo Nordisk and the Entertainment Industry Foundation's Diabetes Aware program. At the NCDP Capitol Hill briefing on June 19, Maria shared a touching personal story about the importance of family and diabetes education with a roomful of policymakers and diabetes advocates.



Maria Menounos
Diabetes Ambassador

"Dealing with diabetes is a family affair," Maria explained. "If you have a loved one who is struggling from it, you know what it's like—the constant ups and downs of erratic blood sugar levels, the constant scrutiny of food choices and the ever-present worry of what's next—complications, the different problems that come from diabetes; kidney problems, heart, stroke, and just worrying about what you're eating right now and how that's going to affect you in the next hour."

Diagnosed with diabetes in his twenties, Maria's father struggled early on with misinformation from a family physician. Despite his strict self-discipline and his family's vigilance and support, poor instructions for dealing with his disease caused the hard-working patriarch to fall dangerously ill, marked by frightening comas, which Maria, tearfully at times, related to those assembled at the briefing. "I don't want other people to have to suffer. It's needless," she said.

Instead of avoiding the issue, Maria has used her family's experiences and her public voice to spread awareness of the disease and the important supportive role of both family and caregivers. She encourages families to educate themselves about the disease and called on Congress to consider NCDP's recommendations for improving the coordination of federal spending efforts.

Today, Maria's father has his diabetes under control. "It's a controllable disease, and if people have proper information they will properly handle it," Maria concluded.

Maria attended Emerson College, where she double majored in broadcast journalism and film. She also founded "Take Action Hollywood!" a non-profit organization dedicated to educating, empowering and raising social awareness in the entertainment industry. Since 2005, Maria has worked as an entertainment reporter on Access Hollywood and the Today Show.

