

## ***National Diabetes Coordinator Petition Launched***

### **Sign the ePetition and Let Congress and the Obama Administration Hear Your Voice!**

NCDP is pleased to announce the launch of an online petition calling for the creation of a National Diabetes Coordinator. The aim of this petition is to show Congress and the Obama administration that the American people are calling for leadership to address the growing effects of diabetes across the country. This reflects a shift in strategy by NCDP to capture the sentiment across the country for greater coordination at the federal level on efforts related to fighting diabetes and present our leaders in Washington with a grassroots-driven call for action.

We need your help. Show your support for making diabetes a national priority and creating a National Diabetes Coordinator by signing the petition and sharing it with your friends and family. Please visit [www.ncwdp.com/coordinator](http://www.ncwdp.com/coordinator) to sign the petition and for more information.

This call to action comes at an important moment. According to our Economic Barometer Study, the total direct and indirect cost of diabetes is \$218 billion. Without action, this number will continue to grow.

The National Diabetes Coordinator would be a new senior level official tasked with providing federal leadership in developing and implementing a national strategy to fight diabetes. A National Diabetes Coordinator will be given specific responsibilities to work across agencies and with the private sector to prevent diabetes, reduce its complications, eliminate program duplication and ensure tax dollars are spent effectively.

To date, the position of a National Diabetes Coordinator has received support from the following organizations:

- American Academy of Family Physicians
- American Association of Clinical Endocrinologists
- American Association of Diabetes Educators
- American Diabetes Association
- American Optometric Association
- American Society of Transplantation
- Endocrine Society
- National Association of School Nurses

If your organization is interested in supporting the creation of a National Diabetes Coordinator or you have any questions, please contact Manan Shah at [MNXS@novonordisk.com](mailto:MNXS@novonordisk.com).

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## ***Findings from NCDP Triple Barometer and Federal Scoring Initiative Showcased at Diabetes Media Summit for Reporters***

On May 29, 2009, a dozen reporters from around the country participated in the Diabetes Media Summit, an event hosted by Novo Nordisk to educate reporters on current challenges in diabetes care and possible solutions. Two open panels allowed reporters to closely interact with some of the nation's leading diabetes and policy experts to discuss the findings of the Triple Barometer, as well as issues in health care policy that affect diabetes, such as changes to the federal scoring process for health care legislation.

The Summit aimed to create an open dialogue between panelists and journalists in order to stress the important role that the media can play in creating positive change in diabetes in the United States.

Moderated by George Lundberg, MD, former editor-in-chief of *JAMA*, *eMedicine* and the *Medscape Journal of Medicine*, the Summit featured a lineup of distinguished speakers, including the chief executive officer of the American Diabetes Association, Larry Hausner. Journalists also heard from: Lori Moore, Executive Director, Communications & Public Affairs, Novo Nordisk; Nathaniel Clark, MD, Senior Medical Advisor – Diabetes, Novo Nordisk; Dana Haza, Senior Director, National *Changing Diabetes*<sup>®</sup> Program; Tim Dall, Vice President, The Lewin Group; Mike Mawby, Chief Government Affairs Officer, Novo Nordisk; and Mike O’Grady, Principal, O’Grady Health LLC and Senior Fellow, National Opinion Research Center at the University of Chicago.

Highlights of the Summit included a preview of research on the cost of pre-diabetes and gestational diabetes in the U.S., by Tim Dall of The Lewin Group. The full manuscripts of this research will be published in the June issue of *Population Health Management*. Two earlier manuscripts were published in the journal’s April issue focusing on the cost of Type 1 and 2 diabetes and undiagnosed diabetes.

You can learn more about the summit and see video highlights from this important event at the dedicated multimedia press release here: [www.prhealthnews.com/press/novonordisk/diabetes-media-summit/](http://www.prhealthnews.com/press/novonordisk/diabetes-media-summit/)

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## **NCDP Launches New Health Reform Campaign**

NCDP is proud to announce the launch of a new initiative to address diabetes in the ongoing discussions regarding health care across the country. With the Health Reform Campaign, NCDP seeks to influence the decision making of federal policy makers and advance the fight against diabetes in the ongoing debates, making this disease state more visible in reform discussions, outcomes, legislation and regulations. In doing so, NCDP also aims to educate law makers, policy makers and influencers about the impact of diabetes on economic, social and systemic levels as well.

Last month, NCDP responded to the U.S. Senate Finance Committee’s release of three papers that covered health reform policy options under consideration by the Committee. The Committee’s papers outlined many significant positive steps toward repositioning the U.S. health care system around prevention and chronic disease management, reforming health care delivery systems and expanding health care coverage. In its response to each paper, NCDP called for a greater infusion of diabetes-focused measures in the initiatives and programs proposed.

To read all three letters in full and learn more about the Health Reform Campaign, please visit [www.ncdp.com](http://www.ncdp.com).

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## **Member Association Spotlight: American Association of Diabetes Educators**

### **Support Diabetes Education!**



Diabetes Educators across the country need your help! Hopefully many of you have been able to meet with a Diabetes Educator to learn how to better self-manage your diabetes. Diabetes Educators are a dedicated group of health professionals and feel passionately that diabetes self-management training is the right of every individual with diabetes. Diabetes education programs should be available to all people suffering with diabetes. Please help us by telling Congress to pass the Medicare DSMT Act as part of national health reform. By signing this petition you are promoting access to quality diabetes education and training by Certified Diabetes Educators. Please sign the petition at [www.diabeteseducator.org/supportCDElegislation](http://www.diabeteseducator.org/supportCDElegislation).



**The National *Changing Diabetes*<sup>®</sup> Program is Now On Twitter!**

Follow NCDP at: [www.twitter.com/NCDPnews](http://www.twitter.com/NCDPnews)

