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A Letter from the Director

Looking Forward in 2008

Spring is in the air at NCDP, and there is no better time to get excited about our plans for 2008. Everything we accomplished last year, especially some late developments that we worked hard for months to prepare, has put us in a terrific position to make further strides in *changing diabetes*[®] this year. Here is a sampling of what we have been working on since the beginning of the year.

This year, we are happy to share the news that a recommendation put forth by NCDP last year—for the U.S. to create the position of National Diabetes Coordinator—is closer to becoming a reality. In an exciting run-up to the end of 2007, in December Representative Jay Inslee (WA) introduced a bill calling for the creation of a National Diabetes Coordinator responsible for working across all federal agencies that spend money on diabetes. This coordination of resources, we believe, can help prevent and reduce diabetes and its complications help us save both lives and money. We look forward to working with Rep. Inslee and other supporters to advance this legislation.

On another front, NCDP continues to plan new ways to use the results of the Societal Barometer, expanding upon our recent Gallup poll findings about how regular Americans understand and think about diabetes. This May, NCDP will hold an event in Washington, DC to release the Societal Barometer and roll out our ongoing plan for the three-part National Diabetes Barometer project.

As always, NCDP is looking forward this year to showing how our federal policy change and national benchmarking initiatives will work together to change diabetes in the United States. New developments on the horizon include research into the clinical and economic aspects of diabetes care and reimbursement, as well as a new exploration of how our government uses preventive health care to make important decisions.



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

We welcome your suggestions and feedback and look forward to partnering with you all in 2008.

Sincerely,

A handwritten signature in black ink that reads "D Haza". The "D" is large and stylized, and "Haza" is written in a cursive script.

Dana Haza
Senior Director
National *Changing Diabetes*® Program

Coordinator Legislation Status Update

New Legislation will Address the Need for Better Coordination Among Federal Agencies

NCDP is pleased to announce that in December 2007, U.S. Representative Jay Inslee (D-WA) introduced federal legislation to create and fund the position of National Diabetes Coordinator. The legislation empowers a new position to be responsible for the identification and alignment of goals for all federal spending and programs related to diabetes. The introduction of this bill is an exciting development resulting from recommendations presented to Congress by NCDP last summer, stemming from the Federal Impact Study research conducted by Mathematica Policy Research, Inc.

The recommendations, including the establishment of a National Diabetes Coordinator, were released in conjunction with the Federal Spending Study on Diabetes last June. The study found a serious lack of coordination among federal agencies, which collectively spent nearly \$80 billion in FY2005 to treat people with diabetes. While nearly all departments in the federal government—18 out of 21—have some level of spending that impacts diabetes, coordination is still needed across the various agencies and programs.

A National Diabetes Coordinator could provide the federal leadership necessary to more effectively apply the resources the government already allocates for diabetes prevention and treatment. This role could also provide a model for how the U.S. can address other chronic diseases.

Establishing a National Diabetes Coordinator is an important step in changing the trajectory of this disease, and NCDP applauds Representative Inslee for his leadership on this legislation.

NCDP Societal Barometer Moves Forward

Diabetes Attitudes and Perceptions Tested Face-to-Face

The NCDP Societal Barometer, an initiative to measure public perceptions and attitudes surrounding diabetes, is making strides to determine which messages will be most effective in shaping the nation's outlook on diabetes.

Based on *Public Knowledge, Perceptions and Behavior Regarding Diabetes and Diabetes Prevention*, a national public opinion poll conducted by The Gallup Organization for NCDP, the results of the Societal Barometer have been studied for patterns among certain audiences, and will in the future be developed into messages designed to change social understanding of diabetes and improve individual behavior.

In December 2007, NCDP held focus groups in Baltimore, MD and Atlanta, GA to probe deeper into commonly-held perceptions and opinions about diabetes and explore the effectiveness of certain messages in people with or affected by diabetes. In the future, NCDP will hold more focus groups to test the effectiveness of messages targeted at groups at risk for diabetes, with the hope of using the power of public attitudes to change the trajectory of this disease.

The Societal Barometer is part of a triple barometer initiative designed to evaluate the current state of diabetes in the United States in three critical indicators: societal, economic and clinical. NCDP will work with its partner organizations, diabetes stakeholders and independent researchers to assess and communicate the study findings. Details about the May 2008 roll-out of the barometer project will be released as they become available.

In 2009, NCDP will compile the three individual barometers into a collected National Triple Barometer. The results will serve as a benchmark measure for NCDP and the larger diabetes community.

National Changing Diabetes® Program Partner Spotlight

NCDP recognizes the outstanding people who are making a difference in changing diabetes.

U.S. Representative Jay Inslee (WA)

Occupation:

Member of the U.S. House of Representatives

Diabetes Project:

National Diabetes Coordinator Legislation

Personal History:

Rep. Jay Inslee was born in Seattle, WA, and has earned a Bachelor of Arts degree in Economics from the University of Washington and graduated Magna Cum Laude from the Willamette University School of Law. He and his wife, Trudi, live in Washington with their three children, Jack, Connor and Joe. The Inslees enjoy outdoor activities, and some of the congressman's favorites include kayaking and playing basketball. Rep. Inslee started his public career by getting involved in a local school bond issue in Yakima, WA.



Jay Inslee
U.S. Representative (WA)

(cont'd)

That early success encouraged him to run for the Washington State Legislature, where he won twice before his first successful bid for Congress in 1992. Rep. Inslee was elected to Congress again in 1998, and has been serving Washington state in that capacity ever since.

Affiliations:

House of Representatives Committee on Energy and Commerce

- Subcommittee on Telecommunications and the Internet
- Subcommittee on Energy and Air Quality
- Subcommittee on Oversight and Investigations

House of Representatives Committee on Natural Resources

- Subcommittee on National Parks, Forests and Public Lands

Select Committee on Energy Independence and Global Warming

Honorary Chairman, New Apollo Energy

Questions for Congressman Jay Inslee:

1) How did you become interested in diabetes?

Diabetes is a family issue beginning with my grandmother, mother and brother.

2) How did you become involved with Novo Nordisk and NCDP?

In regards to the diabetes work I've done, most recently I've worked on the National Diabetes Coordinator Legislation. It is an effort to bring forth a unified federal strategy to address the issue of diabetes. A National Diabetes Coordinator is quite appropriate and very necessary.

3) How do you feel having a National Diabetes Coordinator will affect this nation?

If things remain as they are today, one third of our kids will develop diabetes. The status quo is just not good enough. Diabetes is an epidemic and we need a new strategy. It will heighten the profile of the effort and help focus the administration.

4) If resources and time were unlimited, what would you do about diabetes in the United States?

If resources were unlimited I would get 30 million personal trainers. A personal trainer for each person to stay on their fitness and nutrition is what we need. We must provide physical fitness to our young folks. We need to work on our transportation infrastructure. Put more dollars into bike lanes and walk ways. These are things that will get people more active and where we should spend our dollars.

“Diabetes is an epidemic ... and the good news about it is we know that nutrition and physical fitness can make a difference.”

- Rep. Jay Inslee

NCDP.com Updates

In the past months the National *Changing Diabetes*[®] Program has been working hard to make a series of improvements to its Web site, NCDP.com. The site, originally launched in the fall of 2006, is the central online resource for all NCDP news and updates. NCDP.com provides comprehensive information on the full range of NCDP initiatives. Visitors to the updated site can learn about NCDP's goals and objectives, check out new and exciting NCDP programs for 2008, register to receive the electronic newsletter, view videos and photos from recent events, read press materials and more. Please visit and bookmark the new and improved NCDP.com today and share the site with your colleagues and partners.

Check back often for updates on our progress in *changing diabetes*[®]!

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