



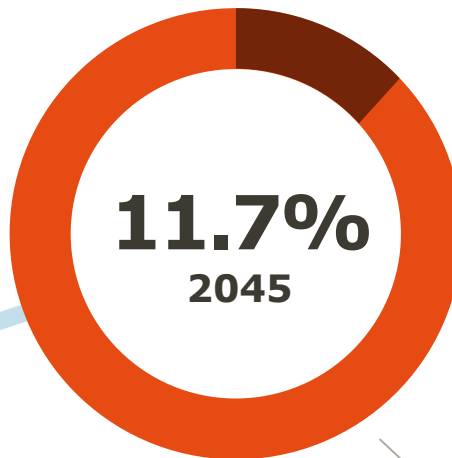
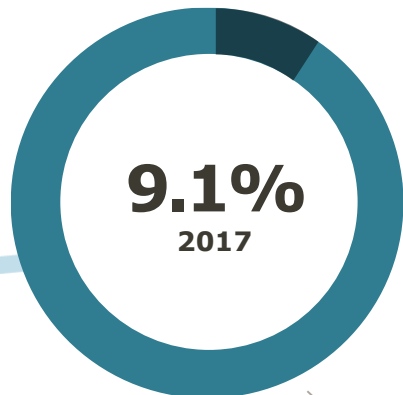
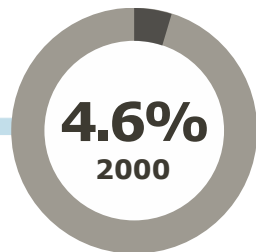
cities changing diabetes

Niels Lund, Vice President, Health Advocacy, Novo Nordisk

cities
changing
diabetes

DIABETES

- Rising at an alarming rate worldwide



More than 400 million
PEOPLE HAVE DIABETES¹

More than 700 million
PEOPLE HAVE DIABETES
if no action is taken²

References

1. International Diabetes Federation. IDF Diabetes Atlas. 8th edn. Brussels, Belgium: International Diabetes Federation. 2017.
2. Cities Changing Diabetes. Diabetes Projection Model, Global. Data on file. Novo Nordisk. Incentive, ed. Holte, Denmark 2017.

THE 2045 OUTLOOK IS SERIOUS



DRIVERS

- Fuelling the rise of diabetes

Non-modifiable factors



Ageing

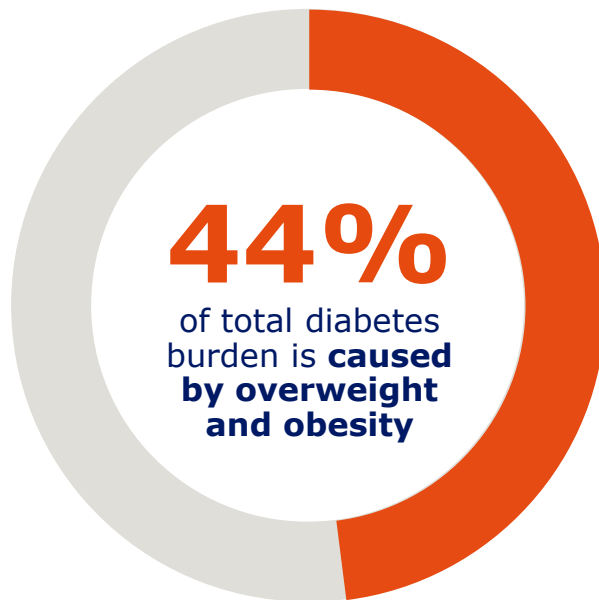


Genetics



Ethnicity

Among others...



Modifiable factors



Obesity



Nutrition



Setting

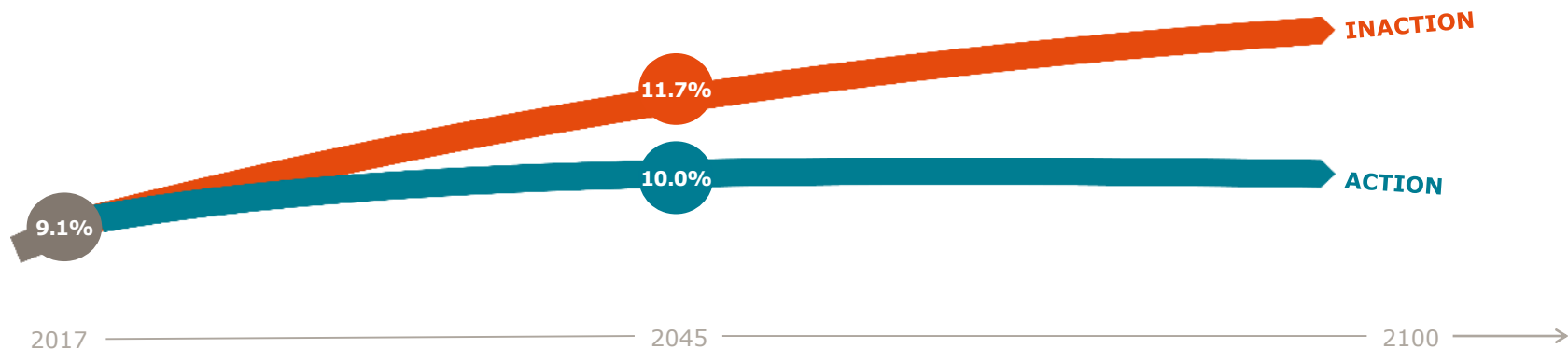
Among others...

WE CAN BEND THE DIABETES CURVE

if we reduce obesity by 25%

Scenario 1: continuation of the current trend

Scenario 2: bending the diabetes curve at 10%



1. Cities Changing Diabetes. Diabetes Projection Model, Global. Data on file. Novo Nordisk. Incentive, ed. Holte, Denmark 2017.

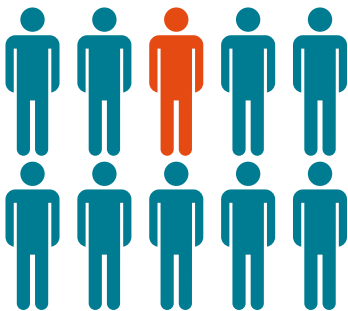
A bold ambition:

No more than

1 in 10
adults

globally should

live with
diabetes





“ We need new ways of
looking at old problems

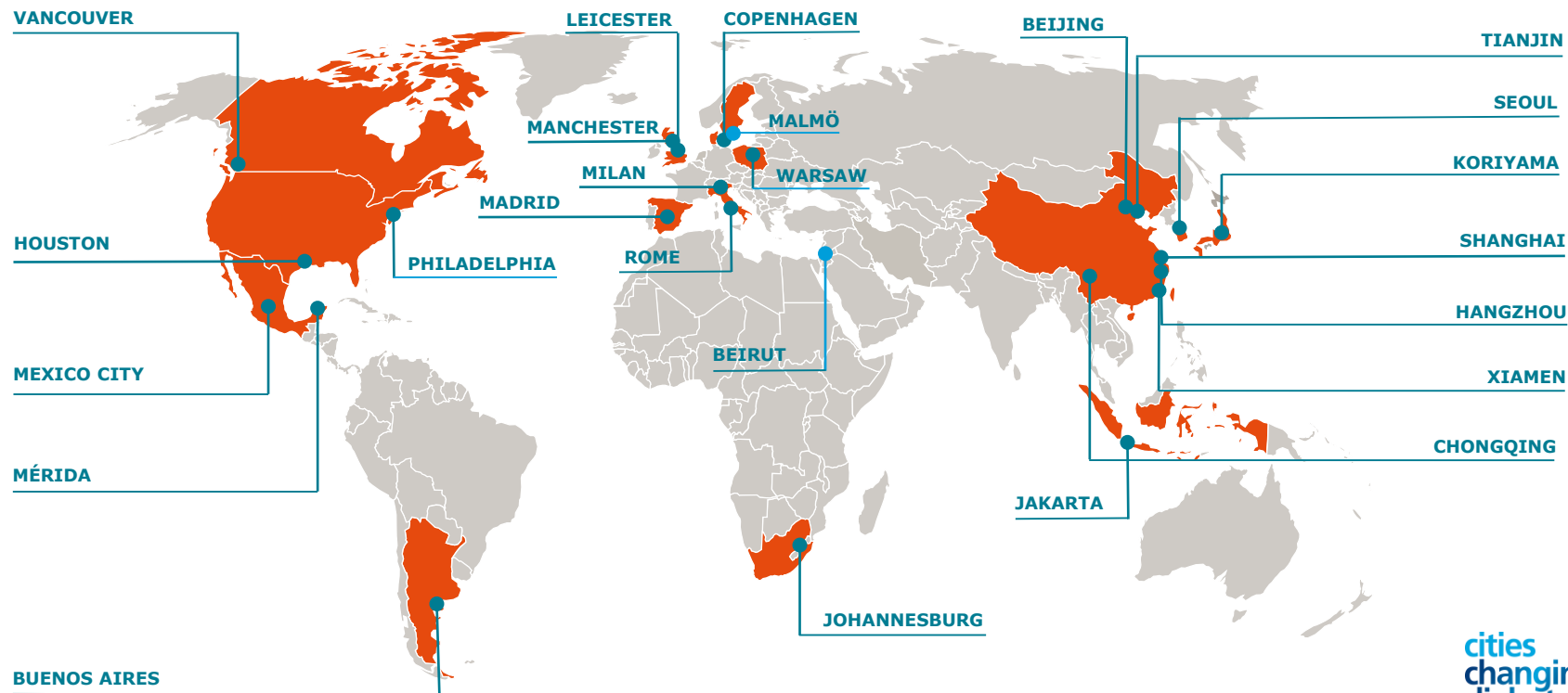
Prof. David Napier, UCL
2nd Global CCD summit, Houston 2017

**The scale and nature of the
challenge require that we
work together
across sectors and disciplines**



25 partner cities in Cities Changing Diabetes

Representing more than 150 million people





Cities influence how
people live, work and eat,
which all have an impact on obesity and

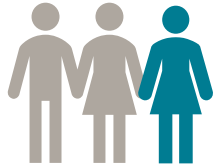
diabetes





URBANISATION

One of the most significant demographic shifts



2/3 of people with diabetes live in cities²

55%

of people live in cities¹

66%

of people live in cities¹



3/4 of people with diabetes will live in cities²




2018



2045

References

1. United Nations Department of Economic and Social Affairs (UNDESA). *World Urbanization Prospects, the 2018 Revision*.
2. International Diabetes Federation. *IDF Diabetes Atlas*. 8th edn. Brussels, Belgium: International Diabetes Federation. 2017.



A systematic
approach
to bending
the curve

map share act

HOW WE WORK TO BEND THE DIABETES CURVE

Setting the ambition

Set an ambition for prevention using the Diabetes Projection Model



Mapping the challenge

Studying the diabetes situation and identifying social and cultural dynamics that impact diabetes vulnerability



Sharing the knowledge

Share solutions through knowledge networks, publications, exchange visits and summits



Implementing solutions

Translate global research insights and best practices into local policy and action





NEW INSIGHTS

on diabetes vulnerability

Belief that anxiety and stress causes diabetes

Living alone and lack of social support

Social blindness to being obese

Memory of hunger

Stigma and societal disapproval of diabetes



MEXICO CITY



COPENHAGEN



HOUSTON



TIANJIN



SHANGHAI

References
Cities Changing Diabetes. Urban diabetes . Understanding the challenges and opportunities.
Available at https://issuu.com/novonordisk/docs/ccd_bb_full_book_09112015_final/1. Accessed August 2016.

ACTION

HEALTH CARE

Health care quality, access and affordability is central in both prevention & care



Training of doctors to ensure proper diabetes understanding benefits people with diabetes and at risk of developing it

COMMUNITY

Community can engage people outside the formal system.



Faith-based communities can reach broad groups of people and target prevention efforts in a safe environment

FOOD

Food is vital to our health. Healthy options and accessibility are essential.



Food Banks ensure that healthy food is available for citizens in financial hardship

PLACES


Places shape the way we move and interact. It affects our health on several levels.



Healthy & livable cities **Masterclass** give cities the tools to redesign their cities for health & climate benefits

Definition

Example



cities changing diabetes

JOIN THE GLOBAL FIGHT AGAINST **URBAN DIABETES**

- [CitiesChangingDiabetes.com](https://www.CitiesChangingDiabetes.com)
- [#UrbanDiabetes](https://twitter.com/UrbanDiabetes)
- [@CitiesDiabetes](https://www.instagram.com/CitiesDiabetes)