



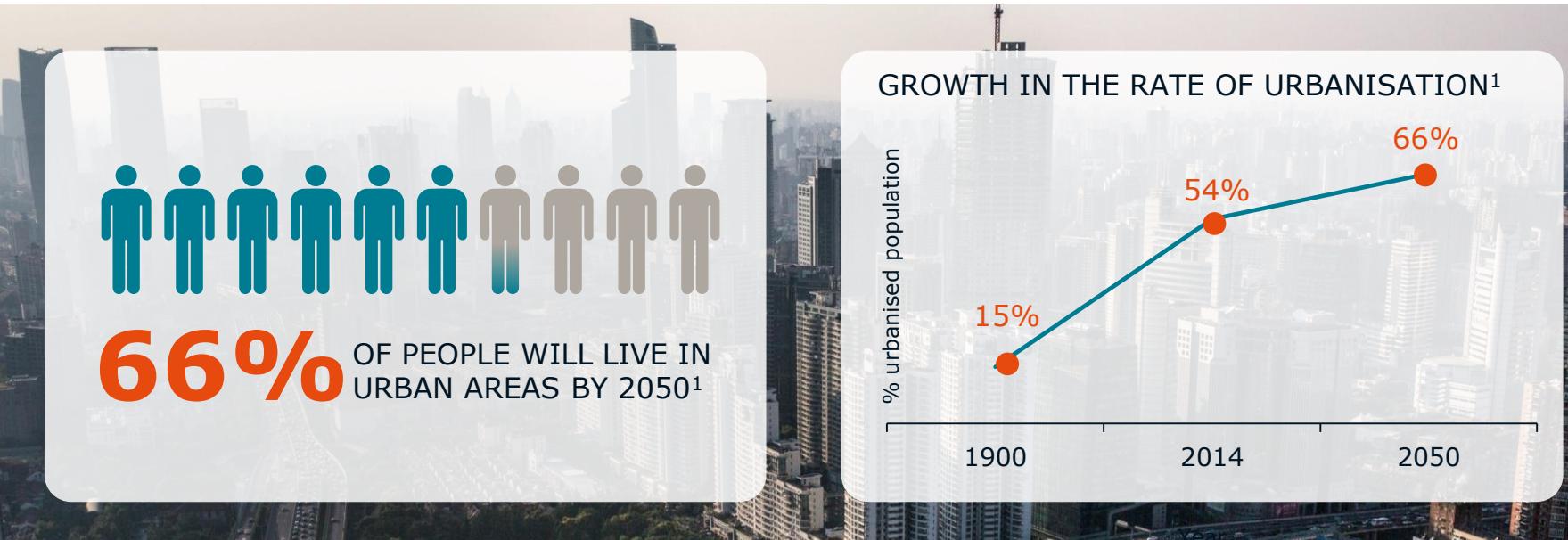
**cities  
changing  
diabetes**

# Partnering for sustainable solutions

**Addressing the diabetes risk factors in urban settings**



# Urbanisation is one of the most significant demographic shifts of the past century



## References

1. United Nations Department of Economic and Social Affairs (UNDESA). *World Urbanization Prospects, the 2014 Revision, Highlights*. 978-92-1-151517-6. 2014.

# Diabetes is one of the most pressing health challenges of the decade



As of 2015

**415 million**

PEOPLE HAVE DIABETES<sup>1</sup>

As of 2040

**642 million**

PEOPLE WILL HAVE DIABETES<sup>1</sup>

## References

1. International Diabetes Federation. *IDF Diabetes Atlas*. 7th edn. Brussels, Belgium: International Diabetes Federation, 2015.

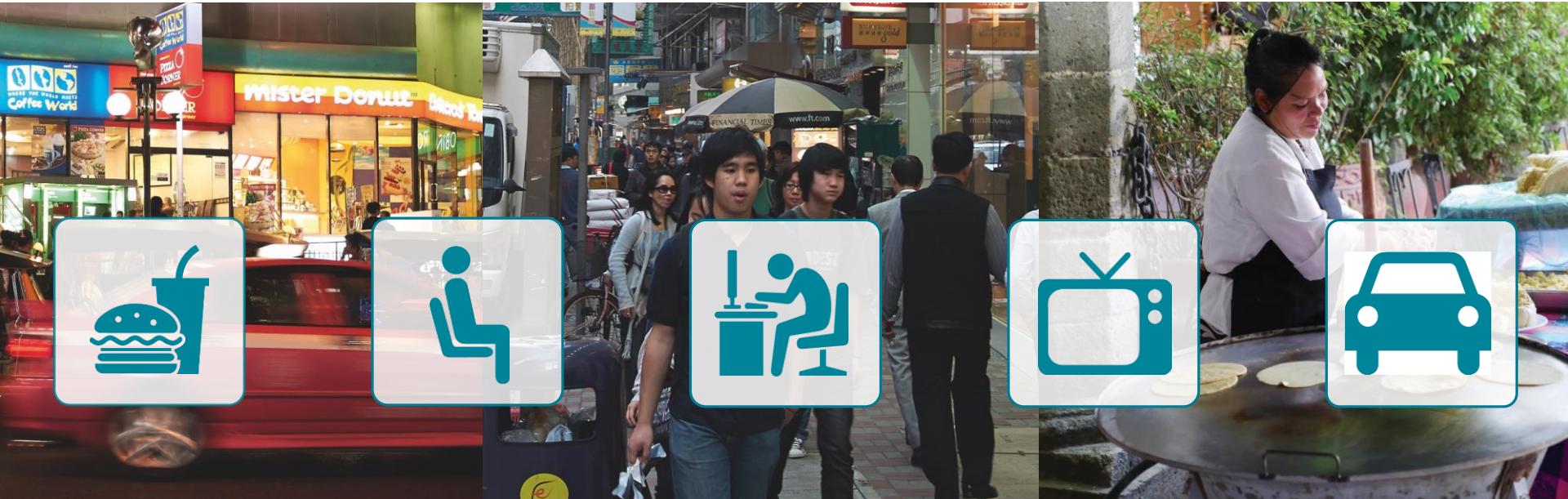
# Today, two thirds of people with diabetes live in cities



## References

1. International Diabetes Federation. *IDF Diabetes Atlas*. 7th edn. Brussels, Belgium: International Diabetes Federation, 2015.

# Cities influence how people live, travel and eat, which all have an impact on diabetes risk



## References

1. Tellnes G. *Urbanisation and health: new challenges in health promotion and prevention*. Oslo academic press. 2005

# Rethinking the diabetes challenge in partnership

**cities  
changing  
diabetes**



MEXICO CITY



COPENHAGEN



HOUSTON



TIANJIN



SHANGHAI



JOHANNESBURG



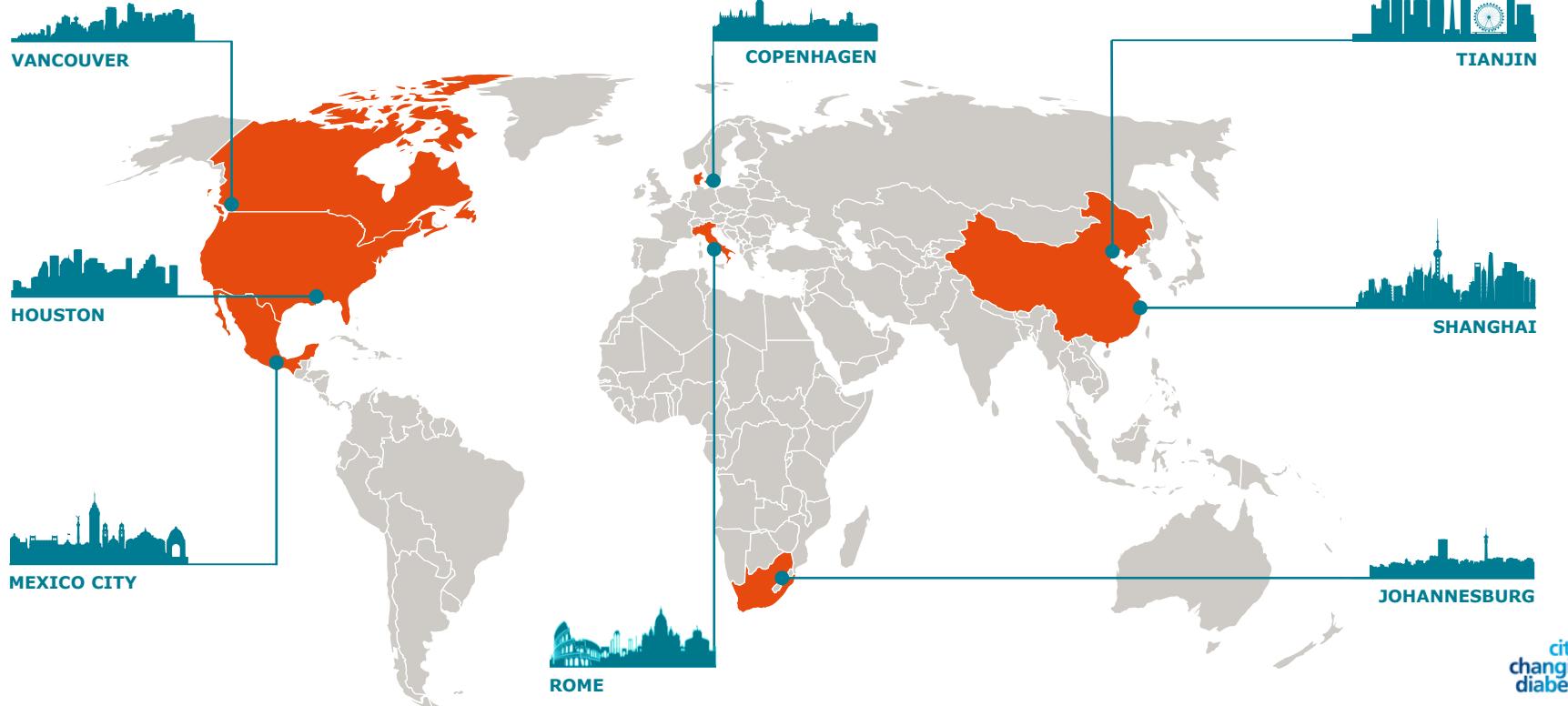
VANCOUVER



ROME

# The first 8 cities to change urban diabetes

Representing more than 70 million people



# We work in partnerships to fight the rise of urban diabetes

## MAP

We map the problem in cities across the world



Local factsheet



Rule of Halves



Diabetes Q-Assessment



Vulnerability assessment

## ACT

We initiate solutions to tackle diabetes in cities



Health promoting policy



Urban planning



Community involvement in health



Health system strengthening

## SHARE

We share insights and solutions to fight urban diabetes



Media outreach



Exchange visits



Global knowledge networks



City stakeholder Meetings



Publications



Summit



Speaker opportunities

# Mapping qualitative insights paving the way for action

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](https://issuu.com/novonordisk/docs/ccd_bb_full_book_09112015_final/1). Accessed August 2016.

# Sharing insights and generating awareness



Cities Changing Diabetes Summit



Publications



City Roundtables Meetings



# Identifying and scaling up action in partnership

## Health promoting policy

Inclusion of insights into municipal health and diabetes strategies.

## Urban planning

Inclusion of health in urban planning through cross-disciplinary governance, decision making processes and resource allocation.

## Community involvement in health

Reaching and engaging vulnerable people in the community to prevent type 2 diabetes through activities and networks outside the formal healthcare system.

## Health system strengthening

Ensuring that multiple factors are in place to empower people with diabetes to achieve good outcomes and improved quality of life.

# Why take action against urban diabetes?



## Benefits for people with diabetes

- Raise the voice of people with diabetes
- Improved access to resources
- Improved quality of life



## Benefits for the city

- Access to new insights about risk factors for diabetes
- Platform for action to reduce morbidity, raise productivity and cut spending
- Public-private partnership to improve the city environment



## Benefits for Novo Nordisk

- Access to stakeholders
- Platform to improve the company reputation
- Platform for getting diabetes on the political agenda

**Shared value**

# A new understanding of diabetes

- New insights into social factors and cultural determinants behind urban diabetes, in five cities, across four continents
- Knowledge base that can inform future actions and interventions within diabetes care and prevention
- The unique combination of quantitative and qualitative research will help cities understand the social and cultural drivers of diabetes and provide evidence-based recommendations about prevention as well as better diabetes management





# Thank you! Please ask away

For more information:  
[citieschangingdiabetes](http://citieschangingdiabetes)

[@citieschangingdiabetes](https://twitter.com/citieschangingdiabetes)