

## press release

### **Greater Manchester becomes the second city in the UK to join Cities Changing Diabetes, a global initiative to fight the urban diabetes epidemic**

**Gatwick, 17 June 2019** – Novo Nordisk today announced Greater Manchester as the 22nd city, and second in the UK, to join Cities Changing Diabetes, a global partnership programme designed to address the urban diabetes challenge. By empowering people through education and enabling access high quality and equitable care, the initiative aims to help people effectively manage their diabetes or risk of developing the condition.

Diabetes prevalence in Greater Manchester has doubled in the last 20 years. Currently 7.2% of the population are living with diabetes, which is higher than the England average, bringing the total figure to 160,000 (150,000 Type 2). Over a quarter of people in Greater Manchester will develop type 2 diabetes in their lifetime, putting them at increased risk of having a heart attack, stroke or amputation.

Pinder Sahota, General Manager of Novo Nordisk UK commented: "Novo Nordisk recognises that more needs to be done to address the lack of understanding surrounding diabetes in the UK. With the rise of type 2 diabetes in our cities, we are currently heading towards over 5 million people living with the condition in the UK by 2025. Cities Changing Diabetes aims to change these numbers and bend the curve of urban diabetes. By improving education and collaborating with forward thinking partners like Greater Manchester, we can arm everyone to fight this growing epidemic."

In conjunction, Novo Nordisk has also launched Cycle for Cities Changing Diabetes 2019, which sees 120 cyclists including ambassadors from Team Novo Nordisk travel through seven UK cities in seven days to raise awareness of diabetes. The cyclists started in Leicester, the first UK city to join the Cities Changing Diabetes programme, and will

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make their way to Manchester today before continuing on to Liverpool, Birmingham, Bristol and Oxford, finishing the epic 900km journey at the Olympic VeloPark in Stratford, London. Along the route, Novo Nordisk will be engaging with over 1,000 school children and teachers through morning school assemblies, MPs, Mayors and city councils with lunchtime Cities Changing Diabetes Roundtables, and 500 healthcare professionals and patients through paediatric hospital visits Talking About Diabetes (TAD) on Tour evening events.

## **NOTES TO EDITORS**

### **Cities Changing Diabetes**

*Initiated by Novo Nordisk in 2014, the Cities Changing Diabetes programme is a response to the dramatic rise of urban diabetes and has been developed in partnership with University College London (UCL), Steno Diabetes Center (Copenhagen) and Danish pharmaceutical company, Novo Nordisk.*

*The programme currently has more than 100 partners across the world, including city leaders, ministries and city administrations, local academia, diabetes associations, health insurances, local community centres and business corporations.*

### **About Novo Nordisk**

*Novo Nordisk is a global healthcare company with 95 years of innovation and leadership in diabetes care. This heritage has given us experience and capabilities that also enable us to help people with obesity, haemophilia, growth disorders and other serious chronic diseases. Headquartered in Denmark, Novo Nordisk employs approximately 43,200 people in 79 countries and markets its products in more than 170 countries.*

## **Further information**

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