

**cities
changing
diabetes**

Cities Changing Diabetes

Addressing the diabetes risk
factors in urban settings



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

As of 2015

415 million

PEOPLE HAVE DIABETES¹

As of 2040

642 million

PEOPLE WILL HAVE DIABETES¹

References

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

Very few people with diabetes achieve desired health outcomes

Of the estimated
415 million people²
with diabetes...



about 50% are
diagnosed...



of whom about
50% receive care...



of whom about
50% achieve
treatment targets...



of whom about
50% achieve
desired outcomes.

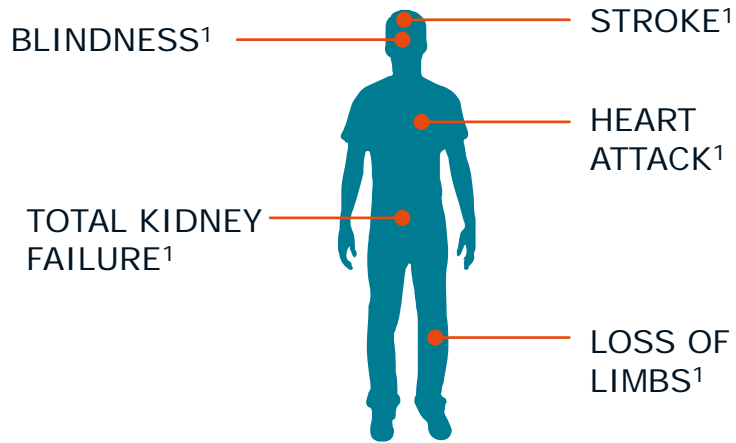


This 'Rule of Halves' illustrates the global diabetes situation. Actual rates of diagnosis, treatment, targets and outcomes vary in different countries.

References

1. Hart JT. Rule of Halves: implications of increasing diagnosis and reducing dropout for future workload and prescribing costs in primary care. *Br J Gen Pract* 1992; 42:116-119, and Smith WCS, Lee AJ, Crombie IK, Tunstall-Pedoe H. Control of blood pressure in Scotland: the rule of halves. *BMJ* 1990; 300:981-983.
2. International Diabetes Federation. *IDF Diabetes Atlas*. 7th edn. Brussels, Belgium: International Diabetes Federation. 2015.

Uncontrolled diabetes has severe consequences for the health and well-being of individuals and the economy



COST OF DIABETES

673 BILLION

US DOLLARS IN GLOBAL HEALTH
EXPENDITURE IN 2015¹

References

1. International Diabetes Federation. *IDF Diabetes Atlas*. 7th edn. Brussels, Belgium: International Diabetes Federation. 2015.
2. World Health Organization. *Global Report on Diabetes*. 2016.

The increasing prevalence of diabetes is due to risk factors such as **aging and obesity**

THE PERCENTAGE OF PEOPLE OVER THE AGE OF 65 IS EXPECTED TO **DOUBLE** BY 2050¹



GLOBAL PREVALENCE OF OVERWEIGHT AND OBESITY AMONG ADULTS, 18 YEARS AND OVER²

1.9
BILLION
ADULTS ARE
OVERWEIGHT
OR OBESE²



600
MILLION
ADULTS ARE
OBESE²

References

1. World Health Organization. *Global Report on Diabetes*. 2016.

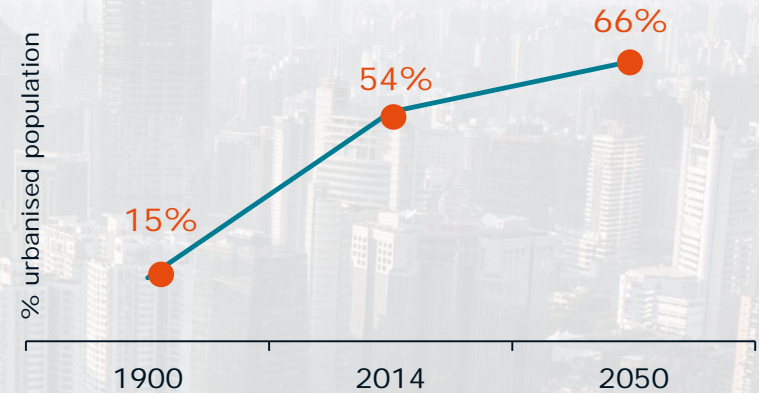
2. World Health Organization. *Obesity and Overweight Factsheet*. 2016. Available at: <http://www.who.int/mediacentre/factsheets/fs311/en/>. Accessed 09 August 2016.

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



66% OF PEOPLE WILL LIVE IN URBAN AREAS BY 2050¹

GROWTH IN THE RATE OF URBANISATION¹



References

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

Urban health – an emerging and untapped opportunity



Cities are the future of our world. We must act now to ensure that they become healthy places for all people.¹

Dr Margaret Chan
Director-General, WHO

References

1. World Health Organization. *Hidden cities: unmasking and overcoming health inequities in urban settings*. 2010.

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

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

Global research framework

Quantitative research

RULE OF HALVES

This helps *identify major gaps* in relation to diabetes diagnosis and treatment care.



Qualitative research

ASSESSMENT OF SOCIAL FACTORS AND CULTURAL DETERMINANTS

This helps us understand *what makes certain people vulnerable* to diabetes and its complications.



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.

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.



**Cities are
the **frontline**
for tackling
diabetes**

Thank You