



# Press Release

13 September 2006

## Urgent need to contain the diabetes epidemic by raising global awareness

### **South African and Portuguese journalists win Novo Nordisk Media Prize**

South African and Portuguese journalists won the Novo Nordisk Media Prize 2006 for best article in lay press and best TV feature about diabetes, respectively. The awards were given by President and CEO of Novo Nordisk, Lars Rebien Sørensen, during a ceremony held on 12 September in Copenhagen.

Every 10 seconds a person dies from a diabetes-related illness. The epidemic growth of diabetes around the world urgently calls for an increase in the level of awareness of the disease. Communication is key in achieving this. Novo Nordisk therefore instituted an international prize in 2003, the Novo Nordisk Media Prize, to reward excellence in reporting on diabetes in the lay press. This year, TV programmes were also included in the competition. The winners, Tom Nevin, Carlos Filipe Espinho Rodrigues and Vítor Jorge Ribeiro de Caldas, competed along with writers and journalists from around the world, submitting more than 200 articles and 15 TV features to Novo Nordisk. In addition to the honour, each winning contribution gets a money prize of 10,000 euros.

"Novo Nordisk is grateful that journalists all over the world contribute to raising awareness around the need for prioritising diabetes and for urgently dealing with the social, human and economic effects of this disease," says Lars Rebien Sørensen, president and CEO of Novo Nordisk.

The prize for the best article went to 'Type 2, Time Bomb', which was published in South African magazine *Men's Health*. Reporter Tom Nevin expresses his deep concern about the type 2 diabetes epidemic hitting his country, especially among the young people. He judges the scale of the epidemic and identifies the following factors contributing to such a situation: the youth's sedentary

Page 1 of 2

lifestyle, the lack of proper diet and exercise, and the lack of understanding of the severity of this “invisible disease” in a country where the Government has already its hands full in dealing with other pandemics (HIV/Aids, tuberculosis and malaria). Tom Nevin is very satisfied with having “contributed to raising awareness around this disease” and believes that, in order to contain the pandemic, “all stakeholders should join forces to find a rational solution to the problems. The situation calls for concerted action”.

The prize for the best TV feature was given to the documentary *Magic Mountain (Montanha Mágica)*, co-produced by Portuguese TV reporters Carlos Filipe Espinho Rodrigues and Vítor Jorge Ribeiro de Caldas, and broadcast on the main private Portuguese channel SIC-TV. They follow, full of admiration, a group of young Portuguese people with diabetes whose strong will enables them to overcome their physical limitations and face an extreme challenge: climbing Mount Kilimanjaro in Tanzania. The reporters are convinced that more and more information is necessary to fight diabetes and welcome that Portuguese media “are giving increasingly more attention to a healthy diet and exercise so as to limit the causes of type 2 diabetes”.

Dr Simon Heller, chairman of the international jury, explains the decision of the jury: “Tom Nevin communicated the essence of what it means to have diabetes and gave the readership some understanding of just how difficult it can be to maintain major changes in lifestyle. Carlos Rodrigues and Vítor Caldas not only showed how people with diabetes could undertake almost any physical challenge that could be completed by someone without diabetes. They also demonstrated just how tough it could be for people with diabetes to attempt such a challenge. The ability of the three reporters to make a strong emotional connection convinced the jury instantaneously.”

*Novo Nordisk is a healthcare company and a world leader in diabetes care. The company has the broadest diabetes product portfolio in the industry, including the most advanced products within the area of insulin delivery systems. In addition, Novo Nordisk has a leading position within areas such as haemostasis management, growth hormone therapy and hormone replacement therapy. Novo Nordisk manufactures and markets pharmaceutical products and services that make a significant difference to patients, the medical profession and society. With headquarters in Denmark, Novo Nordisk employs more than 22,750 employees in 79 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on the stock exchanges in Copenhagen and London. Its ADRs are listed on the New York Stock Exchange under the symbol 'NVO'. For more information, visit [novonordisk.com](http://novonordisk.com).*

For more information about the Novo Nordisk Media Prize, please visit:  
[novonordisk.com/press/media\\_prize/media\\_prize\\_intro.asp](http://novonordisk.com/press/media_prize/media_prize_intro.asp)

For further information please contact:

Markela Dedopoulos  
Tel: (+45) 4442 4137  
E-mail: [mded@novonordisk.com](mailto:mded@novonordisk.com)