



Diabetes is one of the major health challenges of our time. Today, 415 million people are living with diabetes, and by 2040 this number could rise to 642 million. Three quarters of people with diabetes will live in cities.¹

More than 90 years of diabetes leadership has taught us that curbing the pandemic requires extraordinary focus.

The Novo Nordisk approach to changing diabetes is clear – we must ensure people are diagnosed earlier, improve diabetes care and tackle the rise of diabetes in cities.

Learn more at novonordisk.com/changingdiabetes, and share your view [#ChangingDiabetes](https://twitter.com/ChangingDiabetes)

driving change to defeat diabetes

RHONA BAPTISTE

Cities attract people, but living in an urban area can also mean a higher risk of developing type 2 diabetes. Since her diagnosis with type 2 diabetes, Rhona is on the lookout for new ways to live a healthier life in the city.



The rise of type 2 diabetes is a global emergency. Today, more than half the world's population lives in urban areas, including two-thirds of all people with diabetes^{1,2} making cities the frontline of the diabetes challenge.

What exactly make city dwellers more vulnerable is a complex issue. What we know is that urban diabetes is being driven by common facets of city life such as long commutes, food traditions and stress. Tackling these problems therefore requires focus on the social and cultural factors that can make people in cities vulnerable to type 2 diabetes.

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cities are the frontline in the fight against diabetes