

DAWN Youth

Backgrounder
2009



DAWN (Diabetes Attitudes, Wishes and Needs) Youth

Diabetes is one of the most common chronic diseases in childhood and can strike children at any age. More than 200 children a day now develop diabetes.

DAWN Youth is an integral part of Novo Nordisk's Changing Diabetes® programme and a global initiative developed in partnership with the International Diabetes Federation (IDF), the International Society for Pediatric and Adolescent Diabetes (ISPAD) and leading experts in childhood diabetes.

DAWN Youth builds upon the global IDF Youth Charter, which was published in September 2007, as well as on the original DAWN Study from 2001. The main purpose of the DAWN Study was to identify new ways to overcome the psychosocial barriers to optimal health and quality of life of adult people with diabetes and those at risk. It was the first and largest study of its kind. The study confirmed that if diabetes care focuses solely on medical issues and overlooks the people behind the disease, it is seriously flawed.

DAWN Youth – diabetes is different for children

In our continued commitment to people with diabetes, the DAWN Youth programme set out to explore perceptions among children and young people affected by diabetes, their families and paediatric healthcare providers.

In 2007, Novo Nordisk launched the DAWN Youth WebTalk surveys, which are qualitative surveys focused on the feelings and perceptions of children and young people with diabetes, their families and other key stakeholders such as healthcare professionals and policy-makers. The WebTalks were conducted in eight countries (Brazil, Denmark, Germany, Italy, Japan, the Netherlands, Spain and the US). More than 6,500 people participated in the DAWN Youth WebTalk surveys.

Simultaneously, a fact-finding study was initiated with special focus on diabetes in schools and delivery of care. Data was collected from 16 countries (Brazil, Croatia, Denmark, Egypt, Germany, Greece,

India, Ireland, Italy, Japan, Luxembourg, the Netherlands, South Africa, Spain, the United States, the United Kingdom, Ukraine).

The Fact-Finding study aimed at mapping to which extent the participating countries have ongoing efforts to ensure optimal conditions for children with diabetes; for example if countries provide training of and legal protection to non-medical school staff for assisting small children with diabetes during their school day.



The consolidated results from the WebTalks and the Fact-Finding study revealed five areas which need urgent attention and action:

DAWN Youth Call to Action:

- Improving support for children with diabetes in schools
- Providing age-appropriate education and psychosocial diabetes care
- Supporting parents and families
- Peer support and networking for young people with diabetes
- Addressing obesity and type 2 diabetes in young people.

For children and young people with diabetes and their families, the human burden of the condition can erode their ability to accept and manage treatments. Complete care must address both the psychosocial and the medical aspects of diabetes.

Children with diabetes and their families have unique requirements throughout the childhood period and are dependent on a supportive community and environment. Legislation, policies and government-supported education programmes are key to enabling children with diabetes to live a full and healthy life.

DAWN Youth – changing the future of diabetes

DAWN Youth aims to facilitate advocacy and action within the five focus areas to improve the lives of young people with diabetes and their families with special focus on overcoming psychosocial barriers.

This unique knowledge will form the basis for creating new education and advocacy programmes as well as awareness campaigns on a national and global level to drive action of the particular needs for young people with diabetes. Novo Nordisk will spearhead and support new approaches to supporting children and young people with diabetes and their families to better cope with and self-manage the condition to ensure all children and young people with diabetes receive the best care and support.

It is our hope that the DAWN Youth findings will also guide the wider diabetes community to address the unmet needs of young people with diabetes, their families, peers and healthcare professionals.

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Novo Nordisk is a healthcare company and a world leader in diabetes care. 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 27,900 employees in 81 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