

Advocacy in Action

Health/Wellness Fund

Increased funding for prevention and wellness is a key component of the current healthcare reform legislation. Indeed, the new law would provide \$15 billion over 10 years. This prevention/wellness trust would focus on a number of wellness initiatives, including: 1) a national strategy to improve the nation's health through evidence-based clinical and community-based prevention and wellness activities; 2) a grant program to support the delivery of evidence-based and community-based prevention and wellness services aimed at reducing health disparities; 3) promotion of positive health behaviors in medically underserved communities; and 4) grants to plan and implement programs to prevent obesity among children and their families.

At this point in time, there is no certainty as to which diseases/conditions will receive funding from the proposed trust. However, diabetes certainly merits significant attention. Every year, diabetes increases in prevalence, yet federal funding has not even come close to reaching a level that will enable us to address the growing, urgent need to stem the tide of diabetes through prevention, research and its translation, education and community outreach. Between FY 2008-09 and FY 2009-10, the CDC's funding allocated to states to address diabetes – already low due to a lack of funding attention – further decreased 4.3 percent while CDC's total budget increased by nearly 2.5% or over \$200 million in comparison. (Source: *Fiscal Year 2009/2010 Diabetes Prevention and Control Program (DPCP) Funding Information, personal memorandum, Centers for Disease Control and Prevention*). Adequate financial funding and government leadership has significantly reduced the impact of cancer and HIV/AIDS; however, the prevalence and death rate related to diabetes—which lacks the same funding or commitment—continues to climb.

Novo Nordisk works constantly to educate policy-makers about the need to increase funding for diabetes prevention, detection, treatment and care while raising awareness about this growing chronic disease worldwide. Recently, Novo Nordisk helped form a broad coalition of healthcare professional membership and patient advocacy organizations to advocate for significant diabetes funding from the proposed prevention/wellness trust fund.

Healthy People 2020

The Healthy People Initiative, a program of the U.S. Department of Health and Human Services (HHS) provides science-based, 10-year national objectives for promoting health and preventing disease. *Healthy People 2020* will reflect assessments of major risks to health and wellness, changing public health priorities, and emerging issues related to our nation's health preparedness and prevention.

Public input is playing a crucial role in the development of *Healthy People 2020*. In December 2009, the Medicare Diabetes Screening Project, funded by Novo Nordisk as a Changing Diabetes Leadership Initiative, led an effort to include important diabetes screening/detection measures in the objectives, resulting in dozens of organizational comments to the Healthy People effort.

The Healthy People 2020 objectives will be released along with guidance for achieving the new 10-year targets in 2010. For more information, visit <http://www.healthypeople.gov/HP2020>.