

Societal Barometer

A National Survey on Public Knowledge, Perceptions and Behaviors Regarding Diabetes and Diabetes Prevention

Overview

Diabetes is an escalating health crisis in the United States. Nearly 24 million Americans suffer from the disease and an estimated 57 million Americans have prediabetes.¹ In 2007, the U.S. spent an estimated \$218 billion on direct and indirect costs for diabetes and prediabetes.² Given the human and economic toll diabetes is exacting on the nation, we must make fundamental changes to our system of health care.

The Societal Barometer provides a closer look at the public's knowledge and behaviors when it comes to diabetes. This national public opinion survey of 2,015 adults — conducted by Gallup® — provides insight into the steps necessary to transform awareness into action, encouraging individuals to lead healthier lifestyles to prevent diabetes. It measures public perceptions and attitudes surrounding diabetes in the United States in the following areas:

- Knowledge, perceptions and attitudes of the seriousness of diabetes as compared with other chronic diseases;
- Knowledge of diabetes risk-factors;
- Perceptions of personal and family diabetes risk and actions to reduce risk;
- Attitudes about diabetes prevention and self-care; and
- Attitudes toward public policy regarding diabetes prevention and treatment.

The survey findings indicated people generally understand what diabetes is and who it impacts. However, while awareness of diabetes exists, people are not yet taking the necessary actions to prevent it. There is also clear public support for system changes to improve diabetes prevention and treatment.

¹ Centers for Disease Control and Prevention. National Diabetes Fact Sheet, 2007.

² Dall, T.M., Zhang, Y, Chen, Y. et al. The Economic Burden Of Diabetes. *Health Affairs*. 29, (2); 2010.

Benchmarking Change

The Societal Barometer is part of Novo Nordisk's United States Diabetes Barometer, an initiative designed to evaluate the current state of diabetes in three critical indicators: societal, economic and clinical. The United States Diabetes Barometer serves as a comprehensive, authoritative national benchmark against which we can measure behavior change, policy change and momentum for further strategic system improvements.

Research commissioned by Novo Nordisk through its Changing Diabetes® leadership initiative.

Novo Nordisk is dedicated to changing diabetes by acting as a partner and catalyst for change in its mission to improve the way diabetes is managed and, ultimately, defeated.