

Anil Kumble announced as Changing Diabetes brand ambassador by Novo Nordisk India

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The Changing Diabetes in Children program is Novo Nordisk Education Foundation's response to the diabetes challenge



With an aim of creating awareness about diabetes among children and adults, Anil Kumble, a leading sports icon has joined hands with Novo Nordisk to the Changing Diabetes in Children initiative.

The Changing Diabetes in Children program is Novo Nordisk Education Foundation's response to the diabetes challenge. The NNEF has been working to raise awareness, improve access to care and address psychosocial aspects of diabetes among children to improve their lives.

A book on type 1 diabetes authored by 48 leading Indian Endocrinologists, Paediatric Endocrinologists and Diabetologists was also launched by Navdeep Rinwa, Joint Secretary Ministry of Health & Family Welfare at the event. The book has been supported by Novo Nordisk Education Foundation (NNEF).

Anil Kumble said, "It is evident that diabetes_ is on the rise in India. I am glad that I have the opportunity to be a part of the Changing Diabetes mission spearheaded by Novo Nordisk. Through this platform, I appeal to each citizen to not take diabetes lightly. Timely diagnosis and early initiation of treatment combined with simple lifestyle modifications can help in managing diabetes better."

Navdeep Rinwa, Joint Secretary Ministry of Health & Family Welfare said, "To address the diabetes crisis, we all need to work collectively to ensure children with type 1 diabetes get timely access to care. The government is focused and committed towards providing people with diabetes quality medical treatment and ensuring every citizen is made aware about diabetes for early diagnosis."

Dr P Raghupathy, Chairperson, Changing Diabetes in Children program said, "The book will be a milestone in assisting doctors in treating children with type 1 diabetes. Also students of medicine will find the book useful in addressing queries associated with type 1 diabetes."

Melvin D'souza, Managing Trustee, NNEF said, "We are honoured to have Navdeep Rinwa, launch this first-of-its-kind book on type 1 diabetes authored by Indian doctors. We are sure that this highly specialized book will prove to be a great help in capacity building among doctors and medical students on management of children with type 1 diabetes. Our Changing Diabetes in Children program is currently helping over 4000 children in India, by providing them free medication and healthcare advice. This is our commitment towards building a healthier future of India."

Ensuring better follow-up with good outcomes for the registered children, to continue working on capacity building among HCPs for better diagnosis & care and to improve awareness among caregivers and general public are the primary objectives of this program.