

# DAWN – Diabetes Attitudes, Wishes and Needs

Backgrounder  
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## The beginnings of DAWN

DAWN (Diabetes Attitudes, Wishes and Needs) is a global programme to improve psychosocial support for people with diabetes. Led by Novo Nordisk together with the International Diabetes Federation (IDF) and an advisory panel of leading diabetes experts, the programme began with the DAWN study in 2001. The DAWN study is the largest global survey ever carried out to uncover diabetes attitudes, wishes and needs. The study focused on the psychosocial aspects of diabetes care and diabetes self-management.

## Why a study of DAWN?

DAWN was initiated to increase the understanding of how people perceived their diabetes in order to develop better outcomes for treatment. Despite the growing quality and availability of treatment, most people with diabetes still do not achieve optimum blood sugar control. The resulting long-term complications are burdensome for both patients and for society. Diabetes is a stressful and demanding disease that requires a lot of patient effort to manage, and this can lead to depression. In many cultures, the disease is still seen as so debilitating that people with diabetes have no hope of leading healthy, productive lives.

## Who participated in the DAWN study?

The DAWN study sponsored by Novo Nordisk included a total of 5,426 people with diabetes. It also included 2,194 primary care physicians, 1,222 nurses, and 566 specialists. The study was conducted in 13 countries including Australia, Denmark, France, Germany, India, Japan, the Netherlands, Norway, Poland, Spain, Sweden, United Kingdom and the United States.

## What were the main findings?

Some highlights of the study were:

- Close to half of people with diabetes report poor well-being and worry about their diabetes getting worse
- Nearly half of all people with diabetes feel that their healthcare providers do not communicate sufficiently with each other about the person's problems

- One-quarter of all people with diabetes reported that they were not successfully following their treatment
- One-sixth of people with diabetes find treatment too complicated with a third admitting to being tired of having to comply with treatment
- Health providers estimate that 20% of their patients suffer from depression and that 60% have either stress or other psychological problems due to their diabetes.



## DAWN – the multi-stakeholder programme

The initial study has now evolved into a global multi-stakeholder programme calling for concerted action to improve diabetes care. Today, more than 30 countries run the DAWN programme, involving people with diabetes, healthcare professionals, patient organisations, academic research partners, policy- and decision-makers and other key stakeholders.

The global DAWN programme, conducted in collaboration with the International Diabetes Federation, is an ongoing advocacy and action programme driven by Novo Nordisk to promote people-centred diabetes care and overcome the psychosocial barriers to effective self-management.

## Key action goals of the DAWN programme

The findings of the study led to five major insights that shape the DAWN programme today:

- Enhance communications between people with diabetes and healthcare providers
- Promote communication and coordination between healthcare providers
- Promote active self-management
- Reduce barriers to effective therapy
- Enable better psychological care for people with diabetes.

To meet these needs the DAWN programme provides an international framework for advocacy, guidelines, practical tools and best practices across the world. This includes national 'train-the-trainer' programmes for primary care physicians on the psychological aspect of care, and quality-of-life questionnaires for people with diabetes that several countries now incorporate into routine health evaluations. In addition, four international summits have been held to increase awareness and encourage debate and action on the issue.

## The DAWN call for action

Since 2002, four international DAWN summits have been held, gathering hundreds of people in diabetes care from around the world who want to see things change for the better. At the first summit key opinion leaders in diabetes care put together a call for action aimed at turning insights into practice:

- Raise awareness and build concerted advocacy
- Educate and mobilise people with diabetes and those at risk of diabetes
- Train healthcare providers and enhance their abilities
- Implement practical tools and systems
- Promote policy and healthcare system changes
- Take part in psychosocial research in diabetes.

## What next?

In 2009, DAWN is spearheading a series of new initiatives, including putting special focus on youth in the DAWN Youth programme and implementation of psychosocial monitoring in diabetes care in the DAWN MIND programme. At the end of the day, it is all about giving people with diabetes the individual support and coaching they need to master their disease in daily life and deal with both the medical and psychosocial challenges it entails. Only through partnerships between all stakeholders in diabetes care can people with diabetes truly be empowered.

DAWN-related activities are an integral part of Novo Nordisk's Changing Diabetes® programme and are being carried out by Novo Nordisk and partners in more than 49 countries.

For more information, visit [dawnstudy.com](http://dawnstudy.com)

For more information, please contact Katrine Rud von Sperling, International Media Relations Manager at Novo Nordisk, [krsp@novonordisk.com](mailto:krsp@novonordisk.com), +45 3079 6718.

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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](http://novonordisk.com).