

# press release

## Novo Nordisk Canada Celebrates Nurses in lead up to World Diabetes Day

**Mississauga, ON, November 13, 2020** – This Saturday, November 14<sup>th</sup> marks World Diabetes Day – the 99-year anniversary of the discovery of insulin which occurred in London, Ontario. This anniversary is a timely opportunity to raise awareness of diabetes impact across Canada for patients, caregivers and health care professionals. It's estimated 11 million Canadians are living with diabetes or prediabetes.<sup>1</sup> Each day, 480 Canadians are diagnosed with diabetes.<sup>2</sup>

This year's international theme is [Nurses make the difference](#) – an appropriate tribute and recognition of the vital role nurses provide in preventing and managing diabetes. Novo Nordisk Canada Inc. has released a series of videos entitled 'Thank You Nurses' – capturing insightful commentary from four dedicated nurses specializing in diabetes care.

You can watch the video on [YouTube.com](https://www.youtube.com).

The 'Thank You Nurses' videos feature four diabetes nurses from four different regions across Canada highlighting personal, urban and rural diabetes care insights including:

- "Diabetes is an evolving disease and you learn something new every year," said **Tammy Cadieux, Registered Nurse, Centre de Médecine Métabolique de Lanaudière, Terrebonne, Quebec.**
- "Our role is to help you and empower you to be the leader of your health, so that you can take on diabetes and win the battle," said **Margaret Crawford, Family Practice Nurse, Certified Diabetes Educator, Hamilton, Ontario.**



- “I get great satisfaction over helping people when they think they can't do any better,” said **Janice Knapp, Certified Diabetes Educator, Valley Regional Hospital, Kentville, Nova Scotia.**
- “I love the opportunity to support patients with diabetes in this primary care setting because our geographical area covers an area of Calgary that is quite diverse,” said **Cathy Le, Registered Nurse, Certified Diabetes Educator, Calgary, Alberta.**

Novo Nordisk Canada Inc. recognizes and thanks nurses for all that they do each day.

**#EndDiabetes** - Several events are taking place across Canada and around the world to honour World Diabetes Day including the [Global Diabetes Walk 2020](#). All Novo Nordisk Canada employees have been asked to safely take part in their own walk, while supporting diabetes awareness. We are committed to [Changing Diabetes](#)<sup>®</sup>.

### **About Novo Nordisk**

Novo Nordisk is a leading global healthcare company, founded in 1923 and headquartered in Denmark. Our purpose is to drive change to defeat diabetes and other serious chronic diseases such as obesity and rare blood and endocrine disorders. We do so by pioneering scientific breakthroughs, expanding access to our medicines and working to prevent and ultimately cure disease. Novo Nordisk employs about 44,000 people in 80 countries and markets its products in around 170 countries. For more information, visit [novonordisk.ca](#), [Twitter](#), or [YouTube](#).

### **Further information**

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### **References**

<sup>1</sup> Diabetes Canada. About Diabetes. Accessed November 3, 2020. <https://www.diabetes.ca/about-diabetes/what-is-diabetes>.

<sup>2</sup> Diabetes Strategy Now. The Facts. Accessed November 3, 2020. <https://www.diabetesstrategynow.ca/facts>