

reaching the base of the pyramid

– diabetes care for the working poor

Facts and figures

- More than 14 million people in Africa live with diabetes¹
- It is estimated that more than half these people are not diagnosed
- This puts them at a serious health risk and adds to the burdens on African societies

What is the Base of the Pyramid project?

Novo Nordisk established the Base of the Pyramid (BoP) programme in 2009 to identify innovative and sustainable solutions that support an integrated approach to diagnosis, treatment and control of diabetes for the working poor living at the base of the economic pyramid.

The BoP programme aims to form public-private partnerships to improve access to diabetes care. This model promotes shared responsibility between Novo Nordisk, governments and various local stakeholders, and is aligned with the United Nations Sustainable Development Goals. Through these collaborations, Novo Nordisk aims to create shared value by developing scalable, sustainable and profitable solutions that increase access to diabetes care for the working poor as well as provide value to Novo Nordisk's business.

Good diabetes care requires much more than insulin. Awareness about the disease is necessary to diagnose and control the disease. That's why thousands of healthcare professionals and patients are being educated on how to recognize the symptoms of diabetes – and how to control the disease effectively.

Ghana project reach and results

- Six diabetes support centres established
- More than 400 healthcare professionals trained
- 1,548 people with diabetes being treated

Partners in Ghana include local hospitals, local health authorities and Palb Pharmaceuticals.

Nigeria project reach and results

- Seven diabetes support centres established
- 150 healthcare professionals trained
- More than 900 people with diabetes being treated

Partners in Nigeria include local hospitals, local health authorities and Roche Diabetes Care.

Kenya project reach and results

- 46 diabetes support centres established
- More than 600 healthcare professionals educated in basic diabetes care
- 20,000 people screened for diabetes
- 1.5 million people reached through diabetes awareness campaigns

Partners in Kenya include the Kenya Ministry of Health, the Royal Danish Embassy, Phillips Pharmaceuticals Ltd, Mission for Essential Drugs and Supplies (MEDS), Kenya Conference of Catholic Bishops and Christian Health Association Kenya (faith-based organisations) and the Kenya Defeat Diabetes Association, and several counties.

A success story in Kenya

In Kenya, this programme has greatly improved diabetes care due to price reductions, stable supplies of insulin, training of healthcare professionals and strengthening of diabetes support centres.

Jane Nyambura Chege, a housewife from Kikuyu in Kenya, is just one patient who has benefitted from the Base of the Pyramid project.

Jane was diagnosed with diabetes at the age of 29 when she was pregnant with her youngest child. She recalls the diagnosis.

“He did not grow very well and I was thirsty and wanted to pee all the time. I went from hospital to hospital. Some said it was malaria, others asthma. At last we went to a private clinic where they measured my blood sugar. I was diagnosed with diabetes.”

“To get insulin was expensive and we did not have the money. Sometimes I went without insulin, because I did not want to disturb my husband and my kids.” Jane put her own needs aside so as not to overstretch her family’s already tight finances. The sacrifice nearly killed her. She ended up weighing only 38 kilo.

Today Jane gets vials at 500 Kenyan Shillings (KES) equivalent to 5 USD. They can last anything from three weeks to a month. Previously she had to pay up to four times as much for the diabetes medicine. Just to compare, a normal salary for a day’s work is 500 KES, exactly the same amount as a vial of insulin now.

For Jane, the Base of the Pyramid project has brought about a notable difference. She can now buy insulin at her local clinic for an amount the family can afford. She communicates regularly with health workers and her health is stable. She has also joined the Diabetes Support Group at St. Josephs Kanyariri Dispensary.

For more information and materials go to: www.novonordisk.com/BoP



JANE NYAMBURA CHEGE
Jane has diabetes

ZANDILE SIGNORIA MZAYIFANI
Zandile has type 2 diabetes
and lives in South Africa