JOIN THE FIGHT NOW

382 MILLION PEOPLE HAVE DIABETES BY 2035 THIS WILL RISE TO 592 MILLION¹

CITIES ARE HOME TO 3.6 BILLION PEOPLE WORLDWIDE – MORE THAN HALF OF THE WORLD’S POPULATION¹

URBAN RESIDENCE IS ASSOCIATED WITH 2-5 TIMES INCREASED RISK OF DIABETES COMPARED TO RURAL DWELLERS³

64% OF PEOPLE WITH DIABETES LIVE IN URBAN AREAS

30 MINUTES BRISK WALKING A DAY REDUCES YOUR RISK OF TYPE 2 DIABETES BY 30%⁴

IF YOU SMOKE YOU ARE 50% MORE LIKELY TO DEVELOP TYPE 2 DIABETES THAN NON-SMOKERS⁵

IF YOU ARE OBESE YOU ARE AT LEAST 20 TIMES MORE LIKELY TO DEVELOP TYPE 2 DIABETES⁵

DIABETES CAUSED 5.1 MILLION DEATHS IN 2013 – EVERY SIX SECONDS A PERSON DIES FROM DIABETES¹

JOIN THE FIGHT AGAINST #URBANDIABETES ON WORLD DIABETES DAY 14 NOVEMBER

@NovoNordisk WDD2014