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**INTERNATIONAL DIABETES LEADERS LAUNCH COALITION
DESIGNED TO GO GLOBAL WITH GRASSROOTS SOLUTIONS**

– *Diabetes HOW™* Applies Localized, Action-Oriented Solutions to Global Health Crisis –

BRUSSELS, Belgium (20 October, 2008) –The Johnson & Johnson Diabetes Institute today brought together global diabetes and public health leaders to launch *Diabetes HOW™: Helping Our World*, an international coalition dedicated to identifying and replicating successful community-based solutions to improve diabetes care and prevention.

More than 25 health leaders from 12 countries are engaging in the two-day *Diabetes HOW™* Summit to establish guiding principles for the coalition; to share model programs and ideas for promoting healthy eating, exercise and other diabetes prevention strategies; and to help ensure support and access to care for the world's 240 million people living with diabetes. The initial focus of the coalition is on children with and at risk for diabetes. The International Society for Pediatric and Adolescent Diabetes (ISPAD) is joining as the Coalition's inaugural member organization. Summit participants will include representatives of public health, patient advocacy and industry.

Among other topics, summit participants will explore the sharp downturn in the global economy and its effect on diabetes prevention and care. It has been reported that a growing number of people and governments may trim health-related spending and defer medical care. In the United States, data reported by IMS Health, a healthcare information and consulting company, show that indicators such as doctor visits and prescriptions filled have dipped in recent quarters. Many cities, states and countries are also grappling with keeping health care costs under control during these difficult times.

“The current global economic crisis potentially worsens the already challenging situation,” said James R. Gavin III, M.D., Ph.D., co-chair of the *Diabetes HOW™* Global Advisory Board, past president of the American Diabetes Association, and chief executive officer and chief medical officer of Healing Our Village, Inc., a U.S.-based health communication and disease management company. “Economic troubles impact health by limiting access to acute and preventive care, medications and supplies; disrupting maintenance of chronic conditions such as diabetes; and limiting healthy nutritional choices. Realistically, governments may have less money to allocate for disease management and prevention efforts.”

“Across countries and communities, there are excellent efforts under way by many groups and organizations that aim to improve the lives of persons with diabetes, and to prevent diabetes in those at risk,” said Kenneth P. Moritsugu, M.D., M.P.H., F.A.C.P.M., co-chair of the *Diabetes HOW™* Global Advisory Board, Chairman of the Johnson & Johnson Diabetes Institute, and former Acting U.S. Surgeon General. “We now have the opportunity to heighten the impact of such work by identifying these efforts and sharing them on a global scale so that localized successes can become major public health breakthroughs. There is too little overall effort on discovering and integrating successful strategies. Through our collaboration, we can make it happen.”

The Diabetes HOW™ Coalition will be expanded in 2009 to include tailored, country-specific coalitions in a growing list of locations around the world, including Brazil, China, Germany, India, Japan, Korea, Mexico and the U.S. Initial efforts by these local market coalitions will focus on care and prevention challenges faced by children in schools, communities and in the home. The emphasis of their efforts will include nutrition, physical activity and support from trained teachers and community leaders for children with and at risk of diabetes. More information is available at www.diabetesHOW.com.

The Johnson & Johnson Diabetes Institute

Globally, the Johnson & Johnson Diabetes Institute provides healthcare professionals with education, training and a space for collaboration, with the aim of enhancing the understanding of diabetes and helping to improve patient outcomes.

Each Johnson & Johnson Diabetes Institute aims to ensure that diabetes specialists are able to receive skills training and education customized to reflect the needs of patients and providers in their region, as well as supporting proven guideline implementation and an efficient use of resources within diabetes care.

There are currently four instructional Johnson & Johnson Diabetes Institutes in operation worldwide (United States, Japan, China, France), with plans for further Institutes to be opened.

The blue circle is a global symbol of diabetes from the *Unite for Diabetes* campaign, and is not a trademark of Johnson & Johnson Diabetes Institute, LLC.

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