

Corporate Sustainability & Social Impact

2023 Giving Report

NOVO NORDISK INC.
US



Welcome Letter



JENNIFER DUCK

VICE PRESIDENT, PUBLIC AFFAIRS

At Novo Nordisk Inc. (NNI), our daily pursuits are driven by a profound commitment to advancing community health. As the philanthropic arm of NNI, the Corporate Sustainability and Social Impact team has been dedicated to supporting community health initiatives for many years. In 2022, we embarked on a new strategy to direct our charitable efforts towards preventing and managing chronic diseases in vulnerable communities across the United States. This strategic shift has elevated our grant-making endeavors and extended our impact through four pillars of support: communities for better health, patient camps, disaster relief, and employee engagement.

Our "Communities for Better Health" initiative involves tailored public health prevention efforts, specifically addressing the unique needs of each community we serve. This localized approach allows us to adapt and enhance our programs as needed, ensuring ongoing responsiveness. By implementing evidence-based, community-centric strategies, we support the delivery of public health programs that directly address the distinctive needs and challenges faced by the communities we serve. Our initiatives span across various locations, including New Jersey and communities nationwide, promoting culturally competent health education and addressing fundamental social determinants of health.

Furthermore, we assist in empowering young campers in managing chronic diseases while still being a kid, aiding in recovery and resilience after catastrophic disasters, and encouraging our employees to actively engage with and contribute to their communities. This reflects our company's ethos and the embodiment of the Novo Nordisk Way. Our collective accomplishments stand as a testament to our shared successes, and for that, we express our heartfelt gratitude to all involved.

We believe that gaining deeper insights into the impactful work of NNI's partners will provide you with a glimpse into Novo Nordisk's commitment to advancing community health as a dedicated partner.

With warm regards,

Jennifer Duck



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CSSI Overview & Social Impact At-a-Glance

In support of our mission to promote health in vulnerable communities, Novo Nordisk Inc. (NNI), focuses its philanthropy on reducing the burden of chronic disease. One way that we do that is by providing financial support through grants to nonprofits that serve local communities. In 2023, we contributed over \$14 million in grants that has supported work in 36 states, plus DC and Puerto Rico across three grantmaking strategies.



COMMUNITIES FOR BETTER HEALTH

Our Communities for Better Health portfolio is currently made up of a core of over 20 large initiatives that delve deeply into addressing social determinants of health and 17 local projects in our home state of New Jersey. This portfolio supports programs dedicated to addressing chronic disease prevention through a range of strategies from culinary medicine programs to larger local infrastructure enhancements. *Learn more on page 8.*

This nationwide giving includes a specific strategy to focus on supporting the neighborhoods in which we at NNI work most closely. Therefore, we have specifically focused on giving **\$850,000 to 17 projects in New Jersey, directly reaching 9,133 people.**



PATIENT CAMPS

Through our patient camp support program, we have partnered with both national and local organizations to deliver opportunities for young people living with chronic disease to have fun in a safe environment, build connections, learn about the disease, and develop skills for self-care. In 2023 we supported 65 patient camps in 34 states across the U.S. plus DC and Puerto Rico. These patient camps strive to provide children with a camp experience where possibilities, not limitations, are stressed.

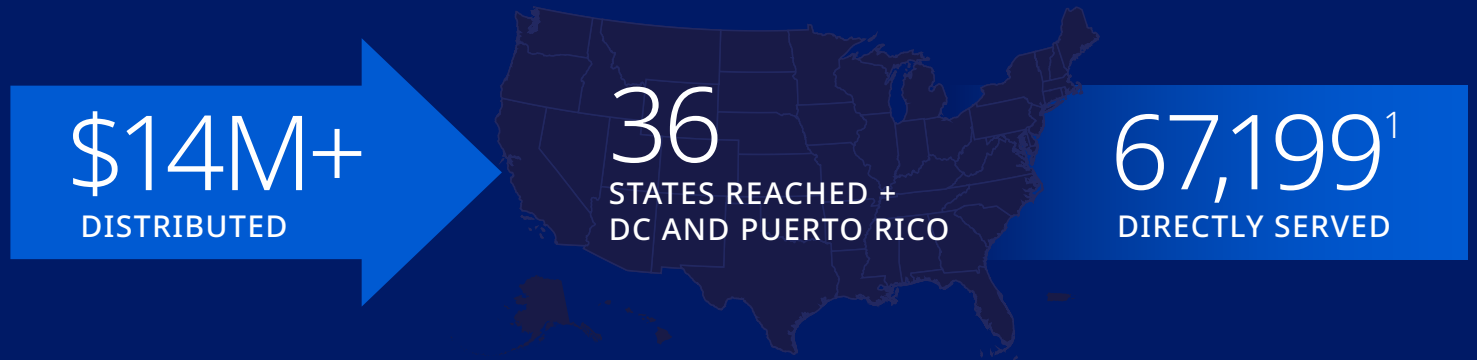


DISASTER GIVING

Our core products become even more critical during emergency situations. In 2023 NNI provided emergency and charitable product donations valued at more than \$12M. In addition, we provided more than \$150,000 in grants to organizations working directly with those affected by emergencies and disasters.

CSSI 2023 Impact At-a-Glance

2023 Total Impact



2023 Communities for Better Health

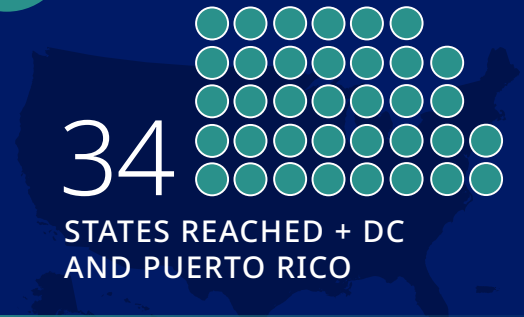


41,333 DIRECTLY SERVED

\$13M+ DISTRIBUTED



2023 Camps

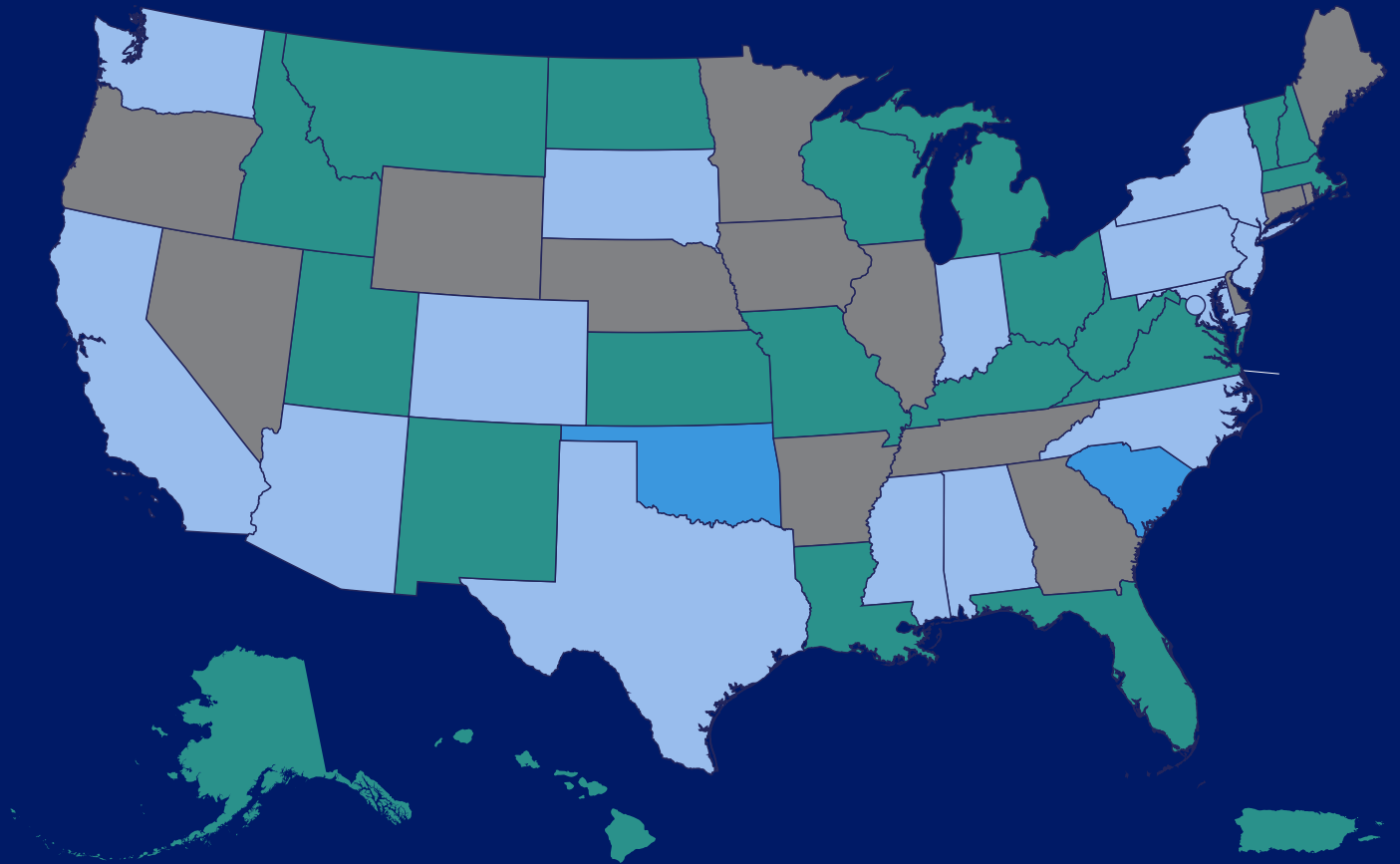


25,866 DIRECTLY SERVED

\$1M+ DISTRIBUTED

[1] This number does not include NNI Disaster Relief support provided in the form of both cash and product donations.

CSSI 2023 Locations of CSSI Giving



- STATES WHERE BOTH COMMUNITIES FOR BETTER HEALTH SUPPORT AND PATIENT CAMP SUPPORT WERE PROVIDED
- STATES WHERE PATIENT CAMP SUPPORT WAS PROVIDED
- STATES WHERE COMMUNITIES FOR BETTER HEALTH WAS PROVIDED

Communities for Better Health

CSSI makes strategic grants to our portfolio of Communities for Better Health partners in 16 states plus DC with the **goal of reducing the burden of chronic disease**. To achieve this goal, we seek to make substantial improvements in the health literacy, healthy eating and exercise habits, and physical environments of people at greatest risk for chronic disease. **Our Communities for Better Health portfolio focuses on three strategy streams to reach this goal:**



Supporting culturally competent health education and management.

This stream aims to help individuals control, manage, or prevent chronic disease.



Improving access to drivers of healthy living.

This stream works to build the behaviors and environments that support healthy living.

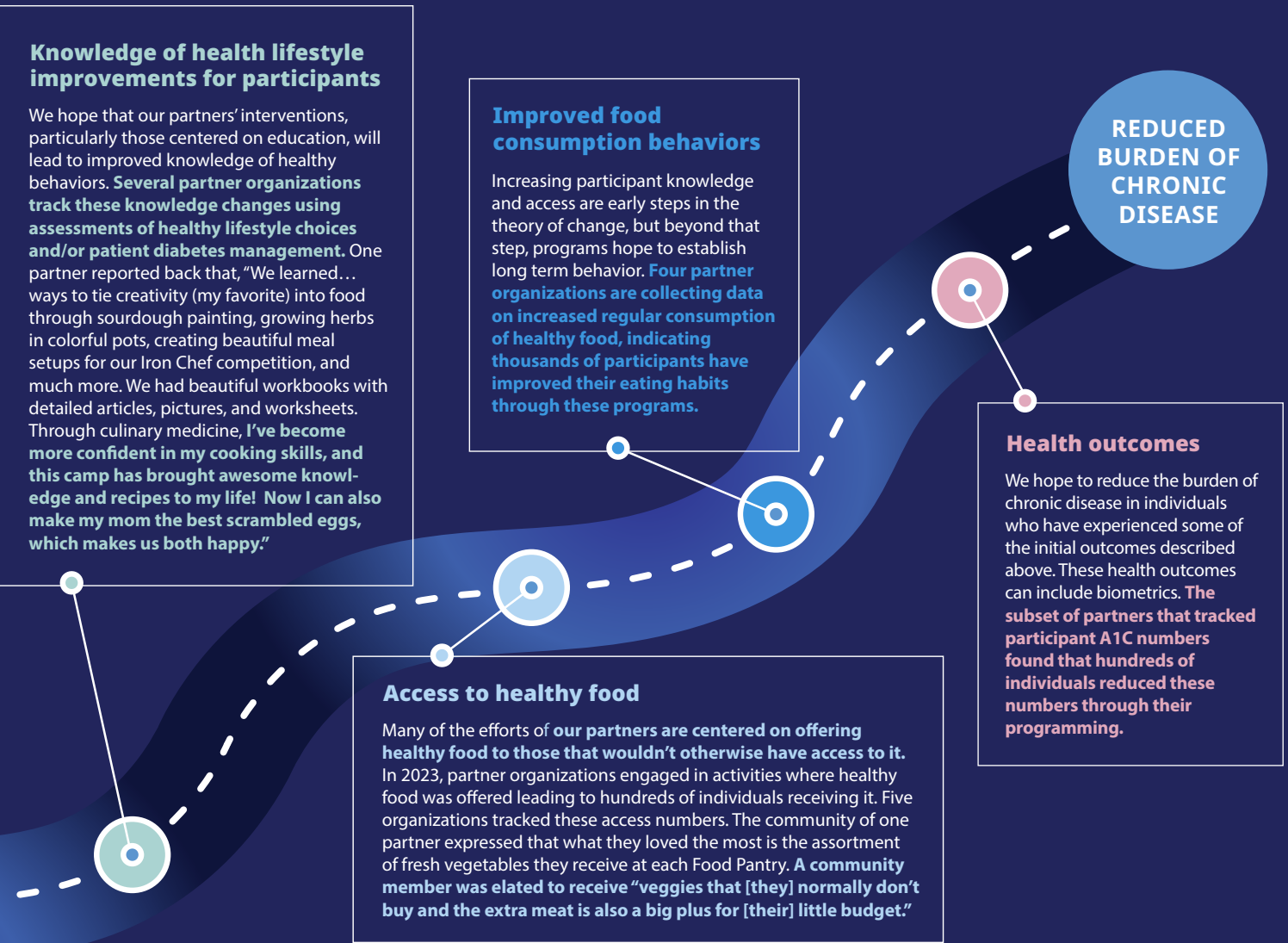


Building a stronger foundation for holistic health in local communities.

This stream supports strengthening community collaborations and structures in their pursuit of sustainably reducing the burden of chronic disease.

Our Partners' Path to Reduce the Burden of Chronic Disease

The theory of change described below has specific points on it. There are many outcomes that partners work to effect through their work. **We see the theory of change as a pathway that begins with small improvements in knowledge and access and culminates in a healthier lifestyle with reduced burden of chronic disease.**



Current Progress

Based on the three streams of NNI support, we have documented the ways in which our partners were able to reach people as a result of their partnership with us. In aggregate, **41,333 community members were directly reached** and approximately 67,199 were indirectly reached by supported programs.

CSSI 2023 Our Partners in Action

IMPACT

41,333

Community members reached **directly** by programs

63,527

Approximate number of community members reached **indirectly** by programs

HEALTH EDUCATION

1,080

Trainings Provided

320

Culturally competent Informational materials produced

282

Health fairs and community fairs participated in

1

Supporting culturally competent health education and management.

We have supported health education grants that have reached thousands of individuals. There are many modes with which to educate people, be they in-person, virtually, individually, or in a group setting. Partners employed tactics such as informational sessions or courses, making information accessible online, engaging in visibility activities or campaigns, and training educators.


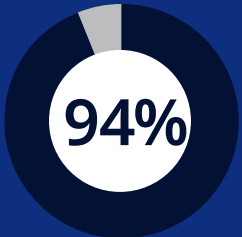

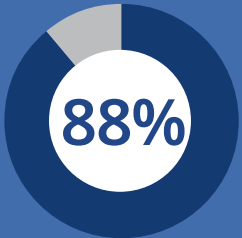

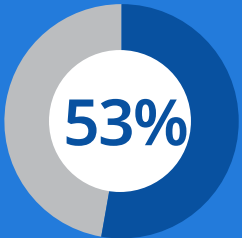



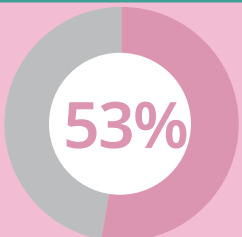
We strongly believe that the best way to affect participants' behavior and consequently their health is by meeting them where they are. We supported **seven organizations who took explicit or intentional steps to offer culturally relevant educational programming.** They did this in many ways, including using local food traditions for their social marketing and branding campaign and by bringing on diverse faculty and student participants to tailor offerings that are responsive to family budgets, cultural traditions, and food preferences.

The medical student education course "helped me become more culturally competent to recommend dietary changes among specific ethnic groups. I also feel more confident in helping patients improve their diets, have healthy relationships with food, and use food as medicine. The experience fueled my passion to continue to learn nutritional sciences to better care for patients. It also fueled a passion to try and help expand culinary medicine and nutritional sciences into the medical world and be an advocate for food policy changes."

— FOURTH-YEAR MEDICAL STUDENT, PARTICIPATING IN THE CULINARY MEDICINE INITIATIVE
University of Arizona, Statewide in Arizona

2 Improving access to drivers of healthy living.

[Healthy People 2030](#) has created a framework for looking at social determinants of health, “the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.”² The framework uses five key domains listed below, and NNI adapted the definitions as follows:

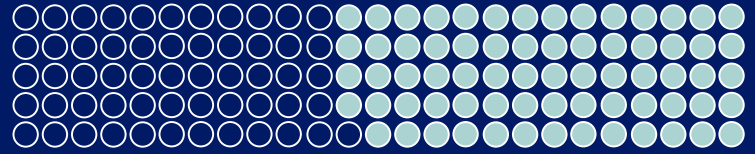
KEY DOMAIN	EXAMPLES OF PARTNER WORK IN THIS AREA	% OF GRANTS ADDRESSING THIS SDOH
<p>ECONOMIC STABILITY</p> <p>addressing those living in poverty and/or those unable to afford healthy foods, healthcare, and housing</p> 	<ul style="list-style-type: none"> → Direct contributions of healthy food, monetary support and vouchers → Physical activity access → Empowerment via job skills training 	<p>→ Support attaining training/certifications</p>  <p>94%</p>
<p>EDUCATION ACCESS & QUALITY</p> <p>addressing lack of opportunity to receive high-quality education in a space where they feel safe</p> 	<ul style="list-style-type: none"> → Food and nutrition education → Disease and prevention education 	<p>→ Culinary skills training</p> <p>→ Linking clients to educational services</p>  <p>88%</p>
<p>HEALTHCARE ACCESS & QUALITY</p> <p>helping individuals to access needed timely, high-quality healthcare</p> 	<ul style="list-style-type: none"> → Support navigating community members to appropriate care resources → Integrating nutrition into current medical practice via medical professional training 	<p>→ Clinical support for improved care quality</p> <p>→ Clinical referrals</p>  <p>53%</p>
<p>NEIGHBORHOOD & BUILT ENVIRONMENT</p> <p>addressing issues of health and safety in the places individuals live, work, and play</p> 	<ul style="list-style-type: none"> → Formal assessments of local food resources → Construction projects to combat food deserts and improve buildings → Supporting restaurants in improving their healthy food offerings 	<p>→ Park/infrastructure rehabilitation</p> <p>→ Adding community gardens/urban agriculture</p> <p>→ Community beautification and blight removal</p>  <p>53%</p>
<p>SOCIAL & COMMUNITY CONTEXT</p> <p>social support needed from “family, friends, co-workers, and community members.”</p> 	<ul style="list-style-type: none"> → Multi-sector collaborations → Multi-interventional partnerships 	<p>→ Public-private partnerships</p> <p>→ Engagement of other donors/supporters</p>  <p>53%</p>

[2] Healthy People 2030, Social Determinants of Health <https://health.gov/healthypeople/priority-areas/social-determinants-health>

CSSI 2023 Local Environments At-a-Glance



7 AVERAGE PARTNERS PER PROJECT



125 TOTAL PARTNERSHIPS

74 NEW PARTNERSHIPS IN THIS GRANT PERIOD

3 Building a Stronger Foundation for Holistic Health and Local Communities.

The fabric of a community is only as strong as its services and social safety nets. That is why CSSI supports the backbone infrastructure that is necessary to sustainably support communities in their pursuit of reducing the burden of chronic disease. We support improved collaboration across multiple organizations and the networks that benefit from that collaboration. Our Communities for Better Health Program Grantees worked with 125 different partners, weaving a tapestry of collective action to strengthen communities.

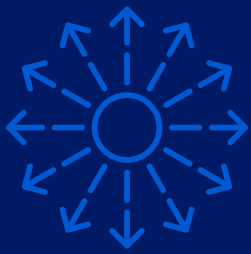


There were many important organizational and programmatic gains as a result of the partnerships grantees engaged in. Organizations engaged in 17 partnerships that brought the value add of **outreach and marketing**. Additionally, 14 partnerships provided venues or other **in-kind physical resources** to partner organizations. Also, 11 partnerships increased the degree to which programs were **grounded and connected to the local community**.

El Sol has been specially strengthened by the success of various partnerships and collaborations made with organizations and agencies that serve Latino and other underserved communities. These organizations collaborate with El Sol through in-kind contributions, assisting with essential outreach activities, promoting educational activities, and fostering service connections.

— VIDA VIBRANTE
El Sol Neighborhood Educational Center, San Bernardino, California

Our CSSI work is committed to not just providing dollars for programs, but also supporting our partners to strengthen and advance their organizational capacity and leverage our funding for greater impact. In 2023, **eighty-eight percent of reporting grant partners described ways NNI support has helped them build their organizational capacity.** Some of the most noteworthy ways capacity improved were **program expansion, improved partnerships,** and **improvements in program quality.**



Expanded Programming and Reach

Through NNI's support, **12 partners** have been able to **expand programming** to locations, clients, or focus areas they hadn't reached previously.



We are honored that so many have agreed to support the mission of LHSA. Making good health simple includes making healthy food choices accessible, encouraging more physical activity, and providing free preventive health screenings. Our partnership with Novo Nordisk has allowed us to attract new partners to provide support and services to enhance our work and expand our impact.

— LIVE HEALTHSMART ALABAMA
UNIVERSITY OF ALABAMA AT BIRMINGHAM
SELMA ALABAMA





Strengthened Partnerships

Through NNI's support, **seven partners** have been able to improve the nature of **their partnerships** with other organizations.



The Novo Nordisk funding is foundational to PHA's work in the Mississippi Delta. It has cemented our relationships in the community and with local partners, driving us to take on new, complementary projects. We consider these projects interrelated and supportive to our work funded by Novo Nordisk. All of these efforts collectively work towards the overall food equity of the Mississippi Delta.

— PARTNERING WITH THE COMMUNITY TO CREATE FOOD EQUITY IN THE MISSISSIPPI DELTA
PARTNERSHIP FOR A HEALTHIER AMERICA
THE DELTA AREA



Improved Quality of Programming

Through NNI's support, **six partners** have **improved program quality** in ways that enhance client experiences.



Novo Nordisk funding has enabled us to begin wielding the incredible resource that is Philabundance Community Kitchen (PCK) in a much more geographically and communally relevant way than ever before. More delicious, nourishing, professionally made PCK meals will stay in the Hartranft and surrounding neighborhood.

— CITIES CHANGING DIABETES
HEALTH CARE IMPROVEMENT FOUNDATION
PENNSYLVANIA

Patient Camps

We have partnered with both national and local organizations to deliver opportunities for young people to have fun in a safe environment, build connections, learn about the disease, and develop skills for self-care. We support dozens of patient camps across the U.S. that strive to provide children with a camp experience where possibilities, not limitations, are stressed. For many patients, camp is where essential life-skills are learned. This year, NNI has donated over \$7M in product to patient camps across the US.



“

I like to be around people who are like me.

— CAMPER

”



“

It's the best experience, and you make lifelong friends.

— CAMPER

”

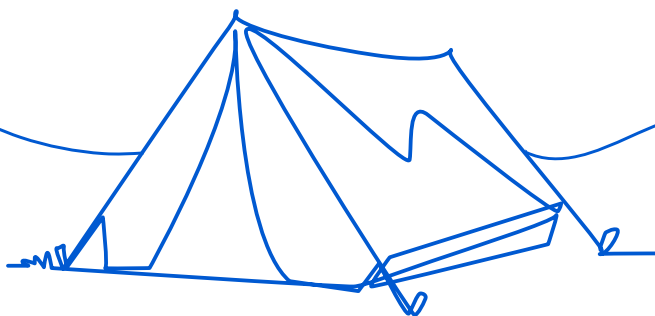


“

Novo Nordisk's support and partnership have played a vital role in making our diabetes camps a resounding success.

— AMERICAN DIABETES ASSOCIATION

”



Disaster Relief

NNI supports our communities after episodic disasters occur. In 2023, we worked our hardest to help those affected by the wildfires in Maui and other communities around the country that were impacted by unplanned disasters and emergencies.

NNI made monetary and product donations through our partners on the ground³ so those in need could access their necessary medications as well as receive immediate relief, including shelter and food. **To expand our impact, we also matched our employees' donations made through our TakeActionUSA campaign to organizations on the ground providing aid including immediate relief such as food and water, as well as a safe place to stay for residents.**



CSSI 2023 Disaster Giving At-a-Glance

\$76K+

Total raised annually through matching gifts program for disaster relief efforts

\$150K

Granted by NNI to relief organizations

\$12M+

Value of donated products to those impacted by US disasters in 2023

[3] E.g.: The humanitarian aid organization Direct Relief

Employee Engagement

NNI employees bring their talent, passion and diversity to making the world a better place in many ways. Employees have a variety of ways that they contribute, including making use of our matching gift program, participating in one of our TakeActionUSA campaigns, and volunteering in their local community.

Through our collective effort, we fed those in need, cleaned up Mother Earth, engaged with our youth, supported our country after disasters struck, and kept our communities active, healthy, and safe. Most importantly we came together to provide hope to our communities.

A snapshot of some of our direct employee contributions in 2023 include:



DISASTER RELIEF FOR MAUI

- In 2023, NNI granted \$150,000 to relief organizations.
- Nearly **\$70,000 was raised** for Maui Disaster Relief efforts by employees through the NNI matching gift program.
- There were also product donations delivered on the ground through our partner, Direct Relief, so those in need could access live-saving medication.



CELEBRATING EARTH MONTH

- Over **660** volunteer hours were logged for environmental activities during Earth Month, including **15** team events around the country.
- The TakeActionUSA Earth Month campaign was the most successful in 2023 by the number of actions taken.



NN100 ONE MILLION MEALS

- During our 100-year anniversary celebration, **1,000,000 meals** were packed by employees for Orlando locally and other Florida communities.



SHARE MY MEALS

- NNI launched the first corporate food recovery volunteer program in NJ with Share My Meals in March and **several other NJ-based corporations have since followed.**
- In 2023 alone, over \$30K worth of food has been recovered from Home Office to distribute healthy meals to local community members in need.
- This work has served over **5,000 meals** and has had the added benefit of saving over **30,000 lbs of CO₂.**

CSSI 2023 Employee Engagement At-a-Glance

\$783K

TOTAL GIVING IMPACT

\$368K

EMPLOYEE DONATIONS

1,168

EMPLOYEE DONORS



10,192

VOLUNTEER HOURS

130%

INCREASE OVER 2022



The equivalent of lending **5 full-time employees** for the entire year to non-profit organizations

948

ORGANIZATIONS IMPACTED

ACROSS

50

STATES/
TERRITORIES





Appendix: Our Vision for Change

The following section provides brief summaries of our Grant partners' projects — what they were funded to do and relevant results and impact.



PARTNER PROJECT
Healthier Generation, Healthier North Carolina

GRANT PERIOD 2022-2025

PARTNER ORGANIZATION
Alliance for a Healthier Generation

LOCATION
North Carolina

In rural North Carolina, AHG engages a range of key stakeholders in the nutrition equity space and centers its work around schools, natural hubs for children and their families. The community know-how gained from engagements with diverse partners from farmers to county officials then drives the project work for sustained local action. As a result of these partnerships, the project aims to decrease food insecurity among community members and improve district policies and practices around equitable healthy food access and health/nutrition education.



PARTNER PROJECT
Mobilize, Activate, Prosper: Cultivating and Equitable Food System

GRANT PERIOD 2022-2025

PARTNER ORGANIZATION
American University

LOCATION
Washington, DC

This project focuses on improving all stages of the food system, including food supply/production, food distribution, and food consumption. It works with key partners from public, private and non-profit sectors across the three pillars of the food system to develop connections and build capacity that creates an equitable food system for DC's vulnerable communities. **The program's capacity building work for various food system components includes building capacity of local farmers and connecting production to local demand; creating new distribution schemes that make food available to underserved populations; and ensuring consumers are aware and have the skills to ensure food consumption.**



PARTNER PROJECT
A Prescription for Nutrition

GRANT PERIOD 2022-2024

PARTNER ORGANIZATION
Arizona State University College of Health Solutions

LOCATION
Tempe, AZ

The Prescription for Nutrition program designed a weekly pop-up food pantry staffed by nutritionists at a Community Clinic, in the Alhambra neighborhood of Phoenix, to deliver health education, along with free healthy food options provided by the Food Bank.

Nutritionists engage, enable, educate, and empower individuals coming to the clinic to use healthy food as a part of their care to avoid medical complications of obesity and diabetes.



PARTNER PROJECT
Mind Body and Connection: Healing Chronic Illness through Holistic Wellness, Health, Outreach and Mental Health Services

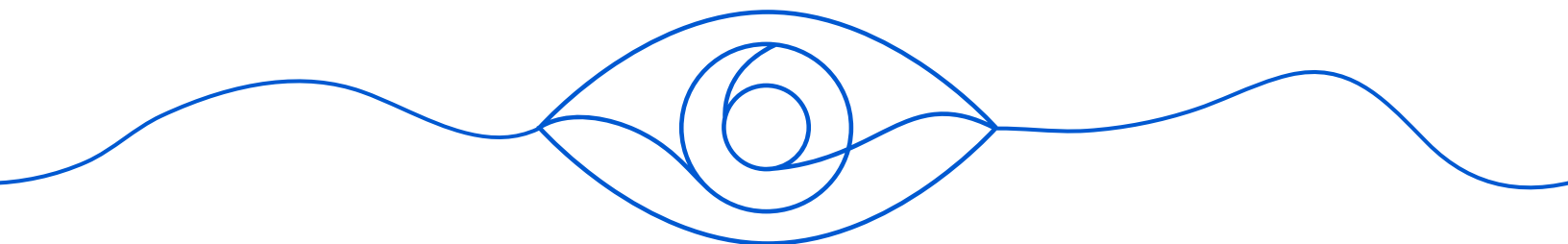
GRANT PERIOD 2022-2025

PARTNER ORGANIZATION
Black Girl Health Foundation

LOCATION
Baltimore, MD

Black Girl Health Foundation (BGHF) implements a multi-faceted project that builds on the connection between mental and physical health.

The project provides mental health services that have been proven effective to reduce anxiety, stress, and depression. These mental health services are combined with healthy lifestyle education and physical activity to promote mind-body connection, empowering women to embrace and sustain healthy lifestyles.





PARTNER PROJECT
The Catawba Community Health Program

GRANT PERIOD 2023–2026

PARTNER ORGANIZATION
Catawba Indian Nation

LOCATION
South Carolina

The partnership with the Catawba Nation in South Carolina will work with tribal clinics and the Catawba Health & Wellness Department to develop the Building Native Balance program. The program will include food as medicine and weight management classes, hands-on meal preparation, physical activity, stress management, and one-on-one health coaching for Catawba Tribal members. The program’s goal is to **lower high obesity and diabetes rates among members of the Catawba Nation by addressing barriers to healthy lifestyles**. A key component of the project is its incorporation of traditional Native practices, for example increasing individuals’ skills to process their own game, fish, and seasonal produce.



PARTNER PROJECT
Triple Play Program

GRANT PERIOD 2022–2024

PARTNER ORGANIZATION
Boys & Girls Clubs of Mercer County

LOCATION
Trenton, NJ

The Triple Play Program is an evidence-based Boys & Girls Clubs (BGC) Healthy Living initiative that was developed to support all BGC members in all BGC After School Programs in nurturing their own physical and mental health and developing healthier habits. Healthy living, healthy eating, mental health and overall healthy habits are promoted to all youth ages 5-18. The goal of the program is to increase members’ attitudes towards good nutrition, mental health, and physical fitness. The objective is that by improving these attributes students will perform better in school, have better attendance rates, be more likely to graduate high school, and overall live better and healthier lives. **During the school year, about 800 youth participate in Triple Play each week.**



PARTNER PROJECT
Improving School Food through Procurement Incentives

GRANT PERIOD 2022–2023

PARTNER ORGANIZATION
Common Market

LOCATION
Newark, NJ

The Common Market is partnering with the Newark Board of Education’s food service leadership and staff to **build the policy case for how additional purchasing dollars provided to school food operators can meaningfully support farm-to-school efforts and facilitate economic impact across local New Jersey growers.** Specifically, the pilot project helps break down barriers to staff and student knowledge of local foods, increase accessibility of those foods for school meal programs, and create connection points that support nutrition education and empowerment among the Newark community.



PARTNER PROJECT
Educate to Action: Empowering Young Adults with Diabetes to Thrive

GRANT PERIOD 2023–2025

PARTNER ORGANIZATION
The Diabetes Link

LOCATION
Boston, MA

The Diabetes Link project is focused on transforming their program content, designed specifically for young adults with diabetes, into an online digital education resource and community to meet young adults’ needs for tailored, topic-specific, age-appropriate diabetes wellness education. Having access to these video-based resources empowers young adults regardless of their educational status and type of diabetes as they navigate their wellness journey.



PARTNER PROJECT
Vida Vibrante

GRANT PERIOD 2022–2023

PARTNER ORGANIZATION
El Sol Neighborhood Educational Center

LOCATION
San Bernardino, CA

Using a proven and participatory model, El Sol implements Vida Vibrante, a nutrition and physical activity curriculum to promote healthy behavior change to reduce obesity and create food security for communities of color. **This project utilizes trusted, community-based Promotores (community health workers) to deliver bilingual health education.** El Sol’s project achieves this through the integration of culturally-competent and community-led health education, food access, and physical activity programs.



PARTNER PROJECT
Cities Changing Diabetes - Philadelphia

GRANT PERIOD 2023-2025

PARTNER ORGANIZATION
Health Care Improvement Foundation

LOCATION
Philadelphia, PA

Cities Changing Diabetes – Philadelphia (now Cities for Better Health – Philadelphia) **integrates community-driven and place-based approaches across multiple sectors to address chronic disease and its social drivers in the city’s historically vulnerable and underserved communities.**

Launched in 2019, current activities foster partnership and collaboration in programming by engaging local stakeholders and experts to develop and implement innovative multi-sector, community-driven health interventions. **The project prioritizes programming across five domains: Collaboration and Coalition Building; Food and Nutrition Equity and Access; Economic Security; Advocacy and Sovereignty; and Nutrition, Health and Wellness Education.**



PARTNER PROJECT
Cities Changing Diabetes - Houston

GRANT PERIOD 2022-2025

PARTNER ORGANIZATION
Institute of Spirituality and Health at the Texas Medical Center

LOCATION
Houston, TX

Cities Changing Diabetes (CCD) Houston is a project that started in 2014 and in the latest iteration **is a multi-organizational collaborative project that works to reduce the prevalence of obesity and diabetes in vulnerable communities via education, support and improved access to healthy living – namely food and physical activity.** The project currently integrates four distinct interventions that include: a faith-based approach to educating and empowering vulnerable communities to deal with obesity/diabetes, peer support networks, a virtual educational and support platform and a place-based approach to improve food access and healthy cooking skills.



PARTNER PROJECT

Diabetes Wellness Program

GRANT PERIOD 2022-2024

PARTNER ORGANIZATION

Melting Pot Foundation USA Inc

LOCATION

Brooklyn, NY

The Diabetes Wellness Program supports diabetic or borderline diabetic/obese residents of Brownsville, Brooklyn through in-person nutrition-based learning, cooking demonstrations, and fresh produce bag distribution. **The program's goal is to support lifestyle and behavioral changes in Brownsville residents so they may manage and/or reduce prevalence of diabetes/obesity.**



PARTNER PROJECT

Diabetes Prevention: A Collaborative & Culturally Relevant Approach

GRANT PERIOD 2022-2024

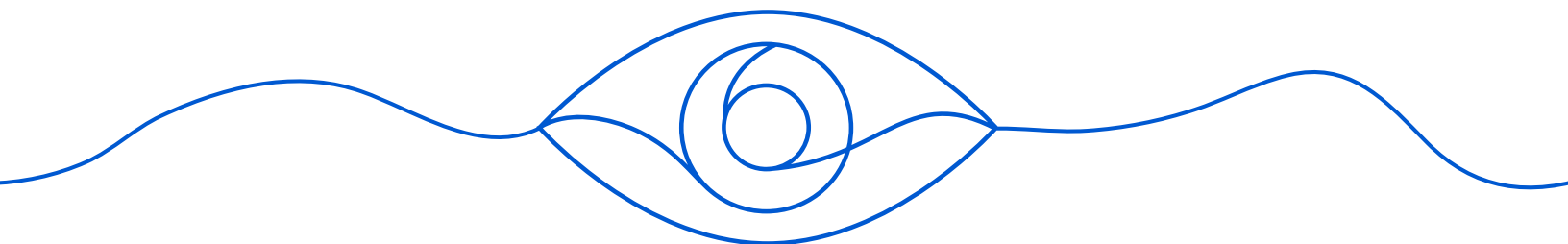
PARTNER ORGANIZATION

Mount Baker Foundation

LOCATION

Whatcom County, WA

Mount Baker Foundation is creating a county-wide **diabetes collaborative to bolster their rural community's ability to better serve its diverse community. The program aims to improve coordination of diabetes resources that serve vulnerable community members and Tribal community members in Whatcom County in Washington State.** This project engages in innovation in the way it collates available resources to identify gaps for future local investment.





PARTNER PROJECT

DRIVE for Sustained and Equitable Diabetes Outcomes through Quality Improvement Community-Led Intervention

GRANT PERIOD 2022-2023

PARTNER ORGANIZATION

National Minority Quality Forum

LOCATION

Washington, DC

Partnering with the FQHC West Oakland Health, NMQF worked to link community-based health education with improved clinical care. The project trained community leaders in churches, hair salons/barber shops and other venues to be trusted health ambassadors and champions for health equity. The project also improved the quality of diabetes care the West Oakland population receives, thus advancing health equity by delivering NMQF's Project Drive to improve care and support. **This project's key innovation is its multi-tiered approach, working in both the clinic and the community to address health inequities in diabetes care for low-income populations, resulting in improved outcomes for patients.**



PARTNER PROJECT

Indigenous Foodways and Health Initiative

GRANT PERIOD 2023-2026

PARTNER ORGANIZATION

Oklahoma State University Center for Indigenous Health Research and Policy

LOCATION

Stillwater, OK

Using traditional methods, evidence-based interventions, and cultural competency, Oklahoma State University's Center for Health Research and Policy will **work with five Tribal Nations in Oklahoma to increase consumption of healthy traditional foods to reduce chronic disease risk factors.** The program's goal is to build community capacity to improve local food systems and restore traditional foods practices that promote healthy eating and eliminate health disparities for American Indians.



PARTNER PROJECT

Partnering with the Community to Create Food Equity in the Mississippi Delta

GRANT PERIOD 2022-2025

PARTNER ORGANIZATION

Partnership for Healthier America

LOCATION

Mississippi Delta

PHA's Mississippi Delta program aims to reimagine the local food system. The project integrates multiple strategies to create long-term solutions that are based on community understanding. First, PHA creates demand for local healthy food through an education and marketing campaign that builds on people's pride in the Delta. Then they promote "Good Food for All," an intensive behavior change strategy that combines food, education and skills development targeting the most vulnerable families. Finally, **the project works with local stores, markets and entrepreneurs to close the gap between people and healthy food by ensuring consistent and culturally appropriate access.** All of this is sustained through the creation of a new brand, Rootswell, that unites local residents, businesses and others around local pride and healthy food.



PARTNER PROJECT

Traditional Wellness Program

GRANT PERIOD 2022-2024

PARTNER ORGANIZATION

Rosebud Sioux Tribe (RST)

LOCATION

Rosebud, SD

The Rosebud Sioux Tribe's Traditional Wellness Program uses customs and culture to gather and educate members on enhanced diabetes self-management.

The program offers fitness and nutrition education and incorporates traditional practices such as Buffalo Harvests, meat preservation, timpsila and sweet grass harvesting, and powwows. Additionally, **participants are learning traditional sewing and cooking skills** which have the potential to address economic drivers of health.



PARTNER PROJECT

Wotakuye Wellness Program (Rosebud)

GRANT PERIOD 2023-2024

PARTNER ORGANIZATION

Sicangu

LOCATION

Rapid City, SD

The Wotakuye Wellness Program works to build connections between the Lakota community's children, their caregivers, and their community. Afterschool sessions teach children about wellness, incorporate physical activity, and include crafts and a healthy snack. Through the deep connections that implementers foster, they hope to build emotional intelligence and stress management skills. **They also hope the strong cultural component will strengthen Lakota identity, cultural practices, and values.**



PARTNER PROJECT
Diabetes Prevention on Cheyenne River

GRANT PERIOD 2023–2024

PARTNER ORGANIZATION
Sioux YMCA

LOCATION
Dupree, SD

A partnership with the YMCA on Cheyenne River Reservation has included many elements of wellness of families and children centered around physical activity. It also offers a safe space for families to gather in a nurturing and holistic environment and become healthier through sport and play. Initially in the project, there is a community needs assessment to identify which sports and health classes are of most interest to members. Sports are then offered based on the result of the assessment. **This project enables children and families to engage in healthy, restorative activities together.**



PARTNER PROJECT
Farms and KidsFit to Families

GRANT PERIOD 2022–2023

PARTNER ORGANIZATION
Urban Agriculture Cooperative

LOCATION
Newark, NJ

The Farms and KidsFit to Families program in Newark schools packs and delivers locally-sourced produce boxes to elementary students and their families. This project also offers culinary education and teaches families how to access farmers' markets and food nutrition assistance benefits.



PARTNER PROJECT
Live HealthSmart Alabama

GRANT PERIOD 2022-2025

PARTNER ORGANIZATION
University of Alabama at Birmingham

LOCATION
Selma, AL

Live HealthSmart Alabama, Selma is a multi-pronged program committed to improving health and **reducing chronic diseases like obesity, high blood pressure, and diabetes**. The project engages community stakeholders and residents and begins with investments in the built environment. In Selma, the project is helping to revitalize parks to promote physical activity. **The project then layers other activities centered around food access, health outreach and screenings, community gardens, school engagement and community educations among other efforts**. Each of the ten sequential program activities in LHSA's program playbook is aimed at organizing grassroots activism and making customized community plans to reduce barriers to a healthy lifestyle.



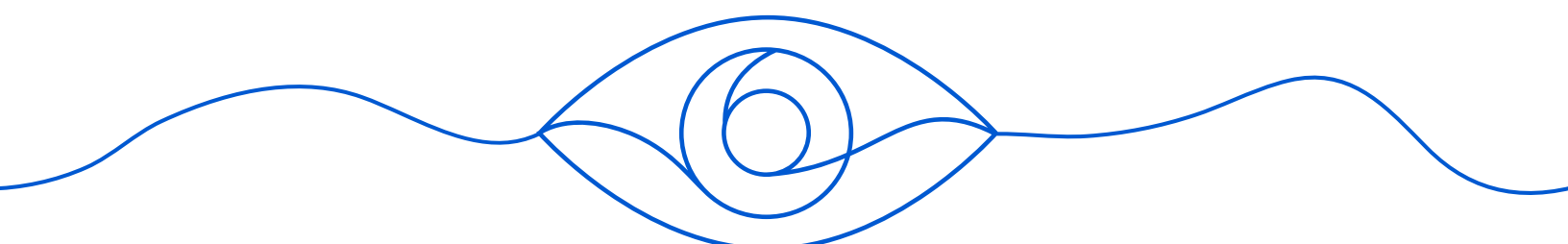
PARTNER PROJECT
Culinary Medicine Program

GRANT PERIOD 2022-2025

PARTNER ORGANIZATION
University of Arizona

LOCATION
Statewide in Arizona

The Culinary Medicine Program will develop a community-informed curriculum, designed for medical students, nutrition students, nursing students and other allied health professionals. The aim of the curriculum will be to gain competencies in providing patients with nutrition education and practical cooking skills as part of their health and wellness journey. In addition, **this project consists of partnerships with cooperative extensions across the state, which support students visiting sites and providing community-based cooking demonstrations** with culturally-tailored nutrition education for the public.



We would like to thank our grantees who generously shared their stories and experiences. With their help our Corporate Sustainability and Social Impact team guided the design, collected data, stories, and interpreted the key findings.

Follow our work at novonordisk.com

EVALUATION AND REPORT WRITING: **TCC GROUP**

REPORT DESIGN: **TREVOR MESSERSMITH / 80EAST DESIGN**

