



CAMPAIGN

The State of Insulin in 2014: Fact or Fiction

MORE THAN 80% OF PEOPLE WITH DIABETES* LIVE IN LOW AND MODERATE INCOME COUNTRIES



Fact or Fiction? *There are only a small number of people in the world who require insulin to survive and most of these people live in the US and Europe.*

Fiction. There are approximately 100 million individuals who depend on insulin around the world.¹

\$\$\$\$

IN MOZAMBIQUE DIABETES TREATMENT CAN COST AS MUCH AS 75% OF A PERSONS YEARLY INCOME.



Fact or Fiction? *Insulin is available globally at affordable prices.*

Fiction. Diabetes is an expensive condition, both from a global perspective and an individual perspective. In many countries around the world people struggle to simply afford the medicine they need to survive. Many don't survive due to a lack of access to insulin.

IN MALI INSULIN IS ONLY AVAILABLE IN ONE IN FIVE TREATMENT CENTRES



Fact or Fiction? *It might not be cheap everywhere – but everyone has access to insulin.*

Fiction. Price and affordability are critical obstacles to overcome in order to ensure access. There are people around the world who don't even have simple access to the essential drug they need to keep them alive.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

LIFE EXPECTANCY FOR A CHILD BORN WITH DIABETES IN SUB-SAHARAN AFRICA CAN BE AS LOW AS ONE YEAR.



Fact or fiction? *Very few people die anymore for lack of insulin. We should only be focusing on research for a cure and technology.*

Fiction. Research has created amazing improvements for many who are insulin-dependent, but there still remains shocking inequities in the treatment of the condition across the globe. We believe that everyone living with diabetes deserves the chance to not only survive, but thrive.

EVERY PERSON WITH TYPE 1 DIABETES, NO MATTER WHERE THEY ARE BORN, SHOULD HAVE ACCESS TO INSULIN.



Fact or Fiction? *The global insulin market is controlled by 3 multi-national companies.*

Fact! There are only 3 companies that control 99% of the global market by value.² This is a problem because without competition from outside sources and high barriers to entry into the market for generics, the price for insulin continues to rise despite many insulin products being off-patents.



Fact or Fiction? *100% of People Living with Type 1 diabetes will have access to insulin by 2022.*

We are pushing for this goal! With the right combination of knowledge, mobilization and action we can create a new status quo for all of those around the globe living with diabetes and in need of insulin. Go to www.100campaign.org to learn more and take action today. Your voice matters.

¹ Calculations based on numbers from IDF Diabetes Atlas 6th Edition. Brussels: International Diabetes Federation; 2014.

² http://www.novonordisk.com/images/investors/investor_presentations/2011/CMD2011/03_The_global_diabetes_care_market_CMD2011.pdf