



US Social Impact Report

2024

NOVO NORDISK US



Welcome Letter



JENNIFER DUCK
VICE PRESIDENT,
PUBLIC AFFAIRS

At Novo Nordisk US, our unwavering commitment to combating chronic diseases drives our mission. Through the Triple Bottom Line (TBL) framework, we emphasize social responsibility, environmental stewardship, and economic viability in the communities we serve. I am proud to present the second annual Novo Nordisk Social Impact Report, highlighting how our philanthropy and volunteer initiatives impact communities across the U.S.

Our Social Impact team addresses health challenges via genuine partnerships that prioritize prevention. We invest in nutrition and physical activity while tailoring our efforts to meet the specific needs of each community. **In 2024, Novo Nordisk proudly invested \$15.7 million in non-profit organizations across 41 states and Washington, D.C., directly reaching 168,212 individuals and benefiting an additional 451,851 indirectly.** Our initiatives also promote culturally competent health education and work to dismantle barriers to healthy living.

Novo Nordisk's vibrant culture fosters employee engagement in community service, instilling a strong sense of fulfillment. Our partnerships create a comprehensive continuum of health by ensuring access to nutritious foods, exercise, and stable housing. By collaborating closely with our partners, we enhance their organizational capacity, resulting in a lasting impact that extends beyond financial contributions.

This report highlights the remarkable initiatives of our partners who strive to improve health in their communities, such as building local food systems and empowering students to grow food in schools. We also proudly launched Novo Nordisk's inaugural company-wide Day of Service, during which over 2,500 U.S. employees volunteered with local organizations to combat hunger, supporting more than 120 non-profits across 43 states.

Through these efforts, Novo Nordisk demonstrates a steadfast commitment to advancing community health. This report reflects our dedication to collaboration and the collective power of our initiatives, showcasing the pride we take in our mission and the impactful work of our partner organizations. Together, we are making a meaningful difference in the lives of those we serve.

Thank you,
JENNIFER DUCK

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US Social Impact Overview

Novo Nordisk focuses its philanthropy on preventing chronic disease. One way we do that is by providing financial support through grants to nonprofits that serve local communities.

In 2024, we contributed over \$15 million in grants and supported social impact work in 50 states and territories.



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 along with 7 local projects strategically located near our office sites.** This portfolio supports programs dedicated to addressing chronic disease prevention through a range of strategies from culinary medicine programs to larger local infrastructure enhancements.



PATIENT CAMPS

Through our patient camp support program, we partner 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 2024, we supported 77 patient camps in 38 states across the U.S.



DISASTER GIVING

Our medicines become even more critical during emergency situations. In 2024, Novo Nordisk **provided emergency and charitable product donations** valued at more than \$3.4M. In addition, we provided more than \$100,000 in grants to organizations working directly with those affected by emergencies and disasters.



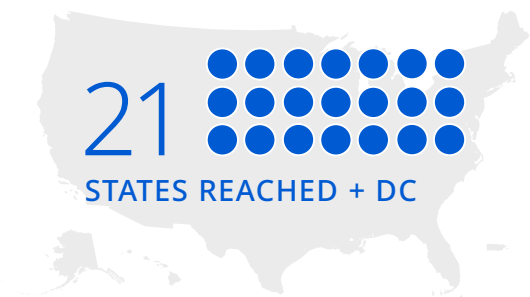
EMPLOYEE ENGAGEMENT

Our employees are dedicated to improving the world by participating in Novo Nordisk's **matching gift program, engaging in various community-focused initiatives through our TakeActionUSA program, and contributing their time and skills to support local communities.** In 2024, our employees raised over \$845,000 and contributed over 12,000 volunteer hours to 1,057 organizations, supporting 48 states and Washington, D.C., and Puerto Rico.

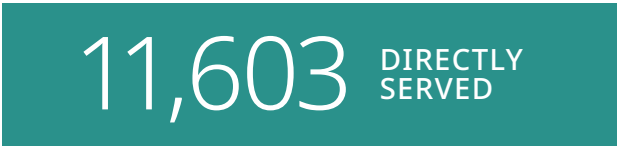
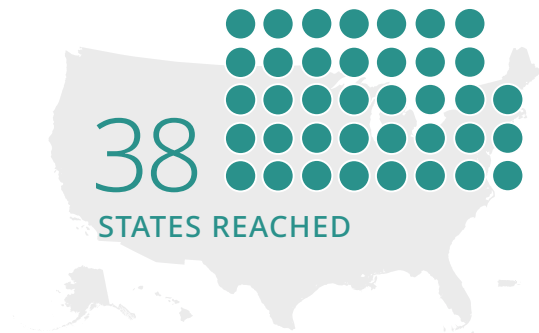
2024 Grantmaking Impact¹



2024 Communities for Better Health



2024 Camps



[1] These numbers do not include Novo Nordisk's disaster relief support or employee engagement activities



2024 Employee Engagement

\$425K

EMPLOYEE DONATIONS

1,358

EMPLOYEE DONORS

\$845K

TOTAL MATCHING GIFT
IMPACT



12,345

VOLUNTEER HOURS



21%

INCREASE OVER 2023

The equivalent of lending **6 full-time employees**
for the entire year to non-profit organizations



ACROSS

50

STATES/
TERRITORIES

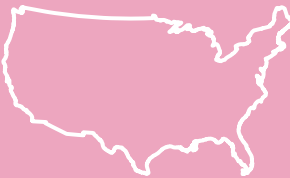


2024 Disaster Giving



\$3.4M+

VALUE OF DONATED PRODUCTS TO THOSE
IMPACTED BY US DISASTERS IN 2024



12

STATES RECEIVING DISASTER
RELIEF SUPPORT FROM
NOVO NORDISK

\$100K

DISASTER
RELIEF
GRANTS

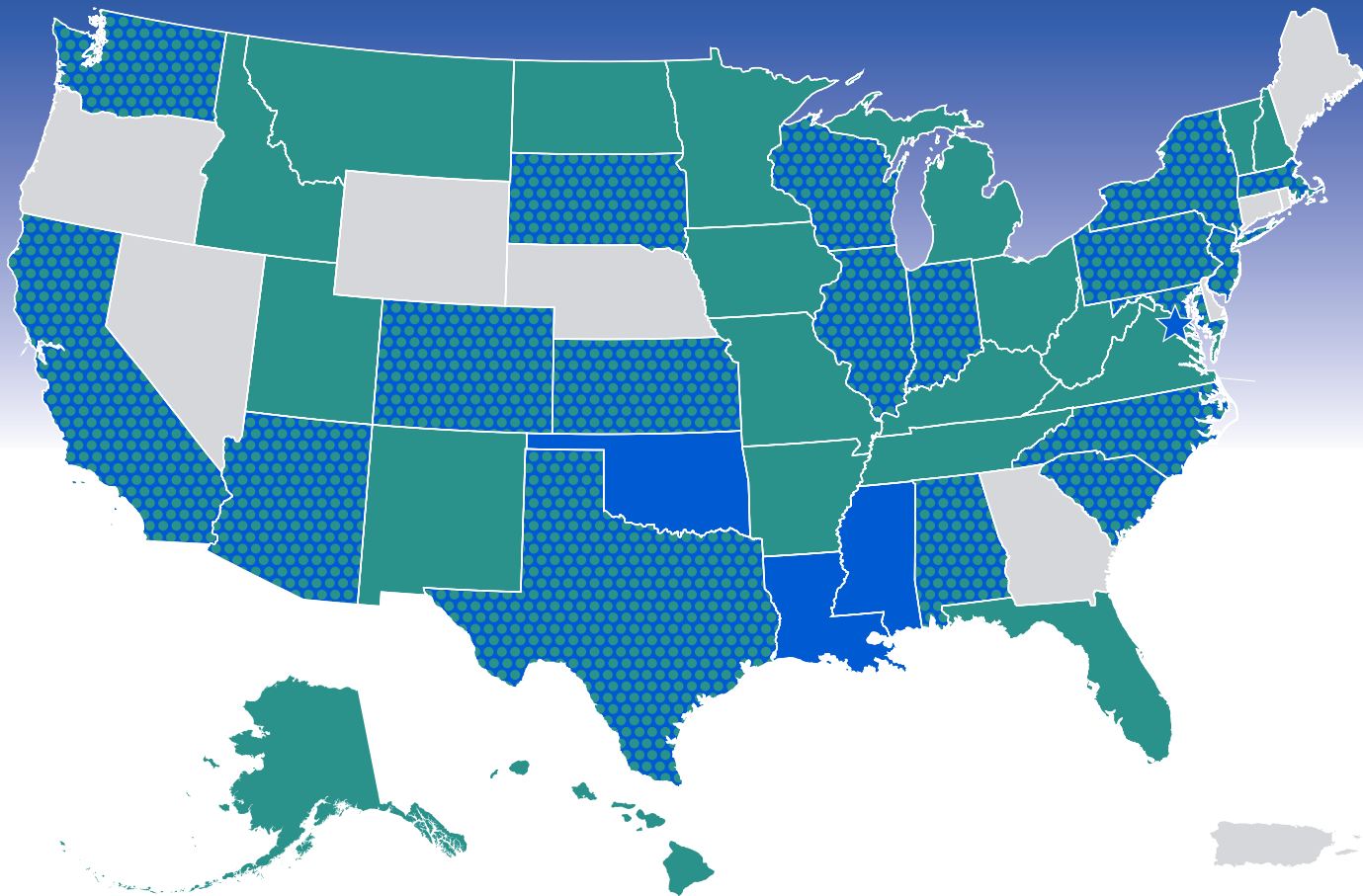
\$50K

MATCHING
GIFTS

\$150K

TOTAL GIVING
IMPACT

Mapping Our Impact Across the US



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

Communities for Better Health in Action



31*

COMMUNITIES
FOR BETTER HEALTH
PARTNERS



156,609

COMMUNITY MEMBERS
REACHED **DIRECTLY**
BY PROGRAMS



360M+

SERVINGS OF
FOOD DISTRIBUTED



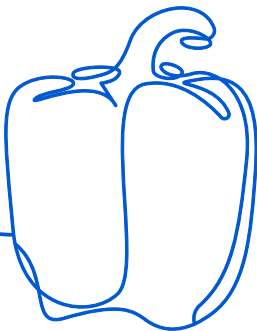
2,893

TRAININGS
PROVIDED



259

COMMUNITY
EVENTS SUPPORTED



*24 large Communities for Better Health initiatives + 7 local projects

Communities for Better Health

Novo Nordisk partners on prevention by strategically funding Communities for Better Health partners across 21 states and DC, supporting initiatives that improve health literacy, promote healthier lifestyles, and enhance physical environments for those most at risk. **Our Communities for Better Health portfolio drives impact through three strategy streams:**



Supporting Healthy Eating.

Enhancing families' knowledge of healthy eating practices and fostering habits that help manage and prevent chronic diseases.



Improving Access to Healthy Foods.

Strengthening the production and distribution of healthy foods in underserved areas, to increase access to more nutritious options at affordable prices.



Building a Stronger Foundation for Holistic Health in Local Communities.

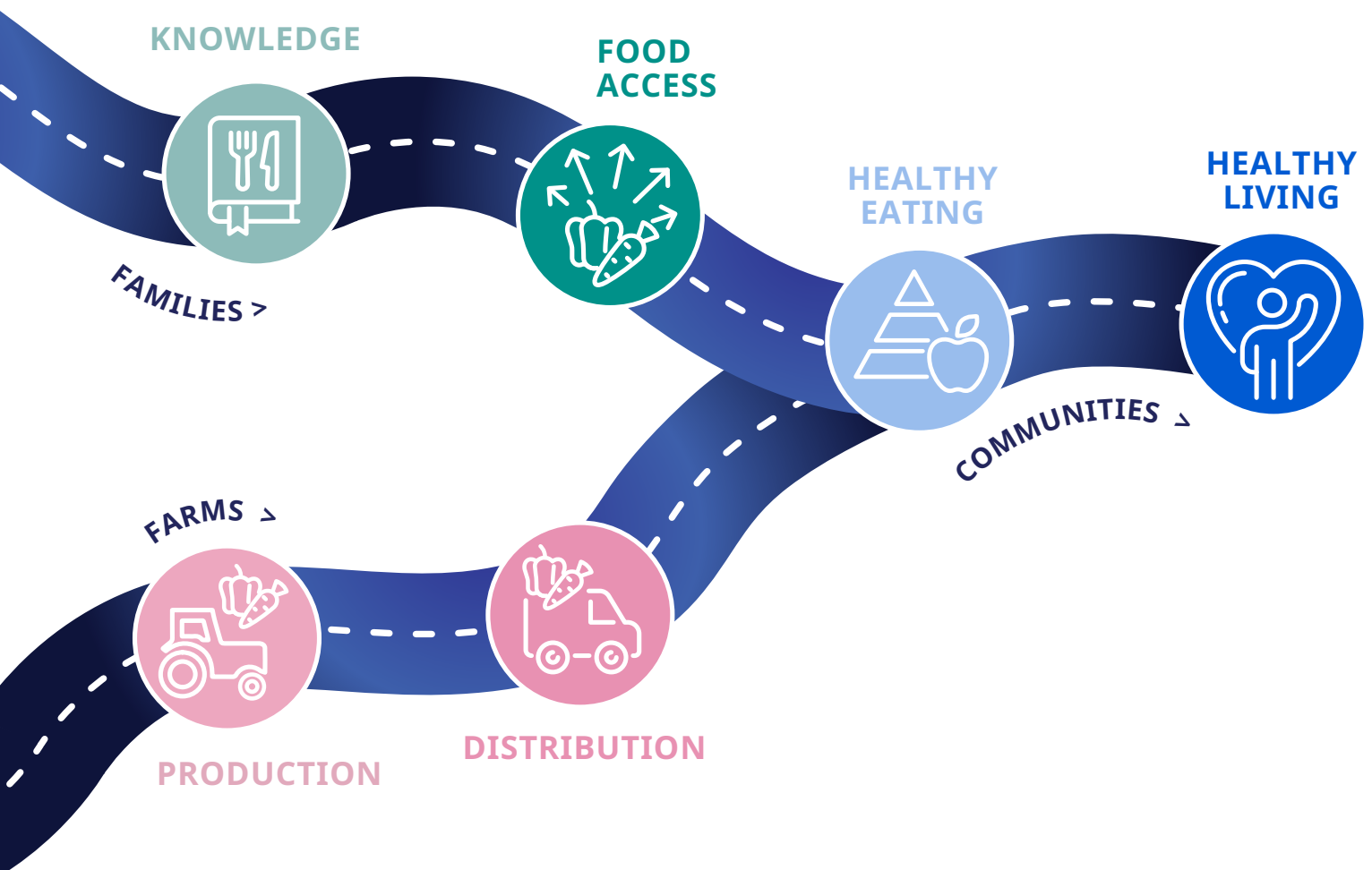
Strengthening community partnerships and systems to tackle food insecurity and other social determinants of health, preventing chronic disease.



Our Partners' Path to Preventing Chronic Disease

We see the *theory of change* as a **farm-to-family health pathway** that begins with improving local nutritious food production and dissemination, facilitates improvements in food knowledge and consumption patterns and culminates in a healthier lifestyle preventing chronic disease. The *theory of change* below depicts how our investments support communities to improve health and wellness.

Communities for Better Health's Pathways to Healthy Living



Our Partners in Action



1

Supporting Culturally Competent Health Education and Management.

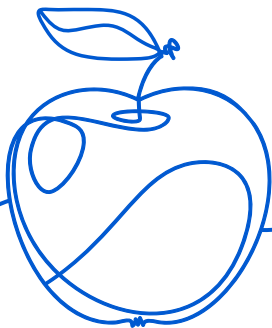
Meaningful behavior change and improved health outcomes come from meeting people where they are. Our health education work has enabled partners to reach thousands through virtual and in-person sessions, digital campaigns, and educator trainings. **Over 15 organizations designed culturally relevant programs, integrating local food traditions, multilingual materials, and budget-friendly options.** This education empowers participants to make informed food choices, creating a lasting health impact.



2

Improving Access to Healthy Foods.

Healthy eating starts with the source: healthy food. The prevalence of food deserts necessitates going upstream to the sourcing and distribution channels for food. **For this reason, Novo Nordisk supports strengthening the production and ease of access (distribution) of healthy foods in underserved areas.** In some cases, this includes scaling local production. In other cases, it includes creating local innovative points of sales like healthy corner stores or farmers markets.





3

Building a Stronger Foundation for Holistic Health and Local Communities.

Novo Nordisk recognizes that health is holistic and extends beyond food access. We support programs that address social determinants of health, such as physical activity initiatives and connections to essential services like insurance registration and job fairs. **Strengthening community infrastructure and social safety nets is also key—we foster collaboration among organizations to create sustainable support systems.** Our Communities for Better Health grantees collaborated with 1,057 partners, engaging in collective action to strengthen communities.

Grantees experienced important organizational and programmatic progress through peer partnerships. Partnerships added value to program efforts in multiple ways, such as providing venues or in-kind resources (147 partnerships), advancing program implementation (67 partnerships), and strengthening grantees' connections with the local community (50 partnerships).



FOOD FORWARD works primarily in Southern California to ensure that perfectly good, nutritious fruits and vegetables are directed to hunger relief agencies instead of landfills. By engaging a more diverse network of produce suppliers, Food Forward has been able to provide consistent donations to populations facing chronic food insecurity. Over the past year, they added 137 new partners—bringing the total to 821. These partnerships contributed to **record-breaking produce recovery volumes, surpassing 90 million pounds** in 2024.

US SOCIAL IMPACT

Partners in Progress



6

MEDIAN PARTNERS PER PROJECT

1,057

TOTAL PARTNERSHIPS

265

NEW PARTNERSHIPS IN THIS GRANT PERIOD

Supporting Communities: The Impact of our Partner's Work

We're proud to spotlight early examples of our grant partners' impact.



IMPROVING LOCAL FOOD PRODUCTION

Healthy and accessible food production is the start of the pathway towards healthy eating. Novo Nordisk grantees are tackling this upstream production issue.

- The Catawba Indian Nation helped **174 households grow their own healthy food through garden beds and fruit plants.**
- SPROUT supported **185 small farmers in Louisiana to secure loans and improve technical skills to grow sustainable, scalable businesses** that will increase access to healthy food for Louisiana communities.



INCREASING ACCESS TO HEALTHY FOOD

Several Novo Nordisk grantees addressed the healthy food access problem by bringing food directly to those who were ready to use it.

- American University paired cooking classes with mobile food markets, enabling **67% of the training participants to access the necessary food.**
- The Partnership for a Healthier America and Instacart **delivered over \$90K in fresh food** to households through the Good Food at Home project.



Understanding the food that you eat and how to prepare it can actually treat, prevent and reverse the diseases of our time.

— DR. SHAD MARVASTI, FOUNDING DIRECTOR OF THE UNIVERSITY OF ARIZONA'S CULINARY MEDICINE PROGRAM





Mount Baker
Foundation



CHANGING HEALTHY EATING PATTERNS

Helping people eat healthier will lead to life-long health benefits.

- Participants in Mississippi's Good Food at Home project **increased daily fruit consumption by 48% and vegetable consumption by 57%.**
- **55%** of Sicangu Lakota participants in the Sicangu Community Development's Wotakuye Wellness After School and Food as Good Medicine program **reported reductions in Body Mass Index (BMI).**
- The University of Arizona created an open access culinary medicine curriculum, **now the most popular elective at its medical school**, teaching future doctors how to combine nutrition, medicine, and cooking to manage chronic diseases.

HOLISTIC HEALTH AND WELLNESS

Putting food to good use goes beyond eating.

- El Sol Neighborhood Educational Center provided fitness education, **with 95% of participants creating physical activity plans and 80% completing a six-course program.**
- Health Care Improvement Foundation helped Houses of Faith take a holistic approach to their programming, with **47% including physical activity opportunities for their congregations.**
- Mount Baker Foundation **helped over 1,100 youth get active outdoors** through partner-led recreation activities.
- Live HealthSmart Alabama **improved sidewalks, parks, and bus stops, creating safer, more connected spaces for outdoor physical activity.**

Novo Nordisk's Grantee Partnerships

Novo Nordisk is committed to not just providing funding for programs, but also supporting our partners in strengthening and advancing their organizational capacity and leveraging our funding for greater impact.



EXPANDED PROGRAMMING AND REACH

16 partners have been able to **expand programming** to locations, clients, or focus areas they hadn't reached previously.



INCREASED STAFF CAPACITY

13 partners have been able to hire new staff increasing partners' capacity by **more than 27,000 hours**.



STRENGTHENED SERVICE DELIVERY

13 partners have improved the **quality of their program offerings** in ways that enhance client experience.

Novo Nordisk's support has been instrumental in building **KIDS IN NUTRITION'S (KIN)** capacity to increase the reach and quality of its nutrition education programs. In less than two years, KIN has established three new chapters, totaling **TEN** chapters across five US states including California, Indiana, Iowa, Massachusetts, and North Carolina.

Novo Nordisk's support has resulted in record-breaking impact:

- Operating a total of **10 student-led KIN chapters** across **5 states**
- **2,482 elementary students** taught across **121 elementary classrooms** in **40 different schools nationwide**
- **589 university students** engaged (mix of both undergraduate and med-students)
- **847 nutrition lessons** delivered
- **227 recipe kits and food access guides** distributed



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 that highlights possibilities rather than limitations.** Our camps serve a variety of children and youth, including those living with T1D, Hemophilia, Turner Syndrome, and other chronic diseases. For many patients, camp is where essential life-skills are learned. This year, Novo Nordisk also donated over \$3.2M in product to patient camps across the U.S.



“

Before camp I was really anxious and sad much of the time. Camp has changed the way I perceive myself. On returning home I have been happy and feel more confident than I have in years...I can honestly say it changed my life.

— CAMPER



“

Camp was so empowering. My daughter saw she is not alone, and by watching other kids, she knows that diabetes is not limiting her life. If she manages herself, she can live her life to the fullest. She can't wait to go back next year.

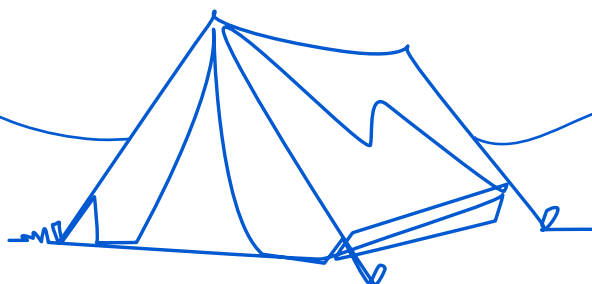
— PARENT OF A CAMPER



“

...For many families, entrusting our medical staff with managing blood sugars and insulin dosing was a significant milestone. For the first time since their child's diagnosis, they experienced respite from the constant vigilance required by T1D. This time also allowed their children to embrace independence and build confidence — a crucial factor in better diabetes management.

— CAMP DIRECTOR



Disaster Relief

In 2024, Novo Nordisk provided support for our communities during episodic disasters and emergencies.

- Novo Nordisk employees raised **\$40,000** for neighbors impacted by Hurricane Helene through the matching gift program.
- Through partners², over **\$3.4M in product donations** were provided to communities impacted by emergencies to ensure access to medications.
- Employees supported direct relief efforts through **TakeActionUSA campaigns**, providing food, water, and shelter to those in need.
- Relief efforts took place in: **Florida, Georgia, South Carolina, North Carolina, Tennessee, Virginia, West Virginia, Kentucky, Ohio, Indiana, Texas** and **Oklahoma**.



PHOTO CREDITS (L TO R):
DIRECT RELIEF, SCOTT DALTON/
AMERICAN RED CROSS, DIRECT RELIEF

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

Employee Engagement

Our employees bring their talent, passion and diversity to making the world a better place.

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

Our Employee's 2024 Contributions:



DISASTER RELIEF FOR HURRICANE HELENE

- Over **\$40,000 was raised** for Hurricane Helene disaster relief efforts through employee donations and matching funds provided by the company.



NOVO NORDISK WAY DAY OF SERVICE

- **2,300+ participants** registered in **130+ events** to support the inaugural *NN Way Day of Service* across our local communities in **43 states and territories**.



CELEBRATING EARTH MONTH

- Over **900** volunteer hours were logged for environmental activities during Earth Month, including **19** team events around the country.



SHARE MY MEALS

- Employees participating in our corporate food recovery program have served over **5,800 healthy meals** and diverted **8,500+ pounds of food** from landfills in 2024.



Novo Nordisk Way Day of Service

Novo Nordisk's mission drives our business, inspires our employees, and fuels our culture. This year, our first **Novo Nordisk Way Day of Service** brought employees together with local colleagues to **care for community gardens, package meals for food banks, and serve in soup kitchens**. These diverse acts of service amplified our shared purpose and underscored our commitment to giving back.



“

The Day of Service is a great way to give back to the community and strengthen our culture 'secret sauce'!! I feel really proud as an employee and love the values of our company.

— EMPLOYEE VOLUNTEER



“

Because of your help, we are able to make a real difference in the lives of so many in our community.

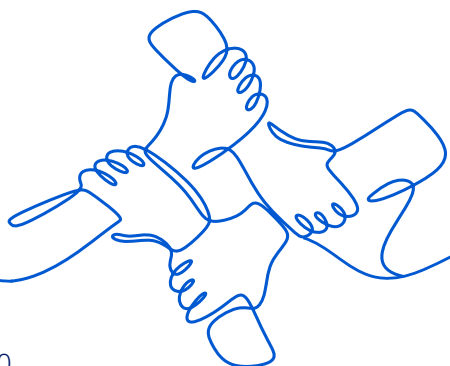
— NON-PROFIT ORGANIZATION
WITH EMPLOYEE VOLUNTEERS



“

It was an incredible day that brought teams from diabetes, obesity, cardio, education, managed care and clinical research all together. It was wonderful for culture and also [for] our local community. We very much appreciate Novo giving us this opportunity!!

— EMPLOYEE VOLUNTEER







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 school district and community leaders 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, farm-to-school programming, 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 the 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, 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 emphasizes 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
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
Culinary Medicine Project

GRANT PERIOD 2022–2024

PARTNER ORGANIZATION
Brownsville Community
Culinary Center

LOCATION
Brooklyn, NY



The Brownsville Community Culinary Center (BCCC) was created in response to the public health and workforce crisis, offering a community-driven culinary solution. **They serve the most vulnerable communities including re-entry or previously incarcerated individuals, at-risk and underserved youth, seniors, and unemployed adults.** Through the Culinary Training Program, BCCC provides multi-week culinary training and workforce preparedness that positions community participants aged 18 to 40 in the culinary and hospitality sector while creating a safe, participant-run space for the Brownsville community to access fresh, healthy, affordable and culturally relevant foods. **BCCC's goal is to continue expanding workplace programming that enacts food and culinary craft as instruments of community change.**



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 works with tribal clinics and the Catawba Health & Wellness Department to develop the Building Native Balance program. The program includes 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

Educate to Action: Empowering Young Adults with Diabetes to Thrive

GRANT PERIOD 2023–2025

PARTNER ORGANIZATION

The Diabetes Link

LOCATION

Nationwide



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 2022–2024

PARTNER ORGANIZATION

El Sol Neighborhood Educational Center

LOCATION

San Bernardino, CA



Using its proven and participatory model, El Sol implements Vida Vibrante, a nutrition and physical activity program that seeks to promote healthy behavior change, reduce obesity, and improve food security in vulnerable communities. **The programming is delivered by trusted Promotores (community health workers) who provide bilingual, culturally relevant education tailored to the needs of their communities.** By combining health education, food access, and physical activity, Vida Vibrante equips individuals with the tools and knowledge needed to make lasting changes for healthier, stronger communities.



PARTNER PROJECT

Expanding Healthy Food Access
Through Large-scale Produce
Recovery

GRANT PERIOD 2024–2026

PARTNER ORGANIZATION

Food Forward

LOCATION

Southern California



Food Forward works to fight hunger and prevent food waste by rescuing surplus fresh fruits and vegetables, connecting this abundance with people experiencing food insecurity, and inspiring others to do the same. The Expanding Healthy Food Access Through Large-Scale Produce Recovery project enables Food Forward to significantly expand its impact by strengthening relationships with produce donors and boosting its operational capacity to recover greater volumes of fresh produce. **The project also facilitates improved data systems, enhancing support for Food Forward's 260 food distribution partners, and is guiding a more strategic approach to engaging new hunger relief and industry partners in food insecure areas.** Additionally, the project helps Food Forward better understand how its distributed produce is impacting communities facing chronic food insecurity.



PARTNER PROJECT

Coalition for Healthy Food in
Newark Schools

GRANT PERIOD 2024–2026

PARTNER ORGANIZATION

The Greater Newark Conservancy

LOCATION

Newark, NJ



The Greater Newark Conservancy's Coalition for Healthy Food in Newark Schools is a cross-sector collective impact project focused on addressing the structural barriers that prevent most Newark schools from integrating fresh, local produce into the meals provided to Newark's 40,000 public school students. In partnership with The Common Market, FoodCorps, Urban Agriculture Cooperative, RWJBH "Kid's Fit," and Wellness in the Schools, the Conservancy will use community participant and input to address challenges such as food procurement policies and production and distribution requirements for smaller growers in order to scale access to local fresh foods in schools, equip school staff with relevant skills, build critical infrastructure, and foster a culture of health and wellness. **The project's ultimate goal is to transform Newark's school food ecosystem into one where every child has equitable and sustainable access to healthy nutrition information and food in school.**



PARTNER PROJECT
Cities Changing Diabetes –
Philadelphia

GRANT PERIOD 2023–2025

PARTNER ORGANIZATION
Health Care Improvement
Foundation

LOCATION
Philadelphia, PA



Cities for Better Health (previously, Cities Changing Diabetes) — 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



Started in 2014, **Cities for Better Health (previously, Cities Changing Diabetes) — Houston is a multi-organizational collaborative project that works to close the gap in health equity and accelerate chronic disease prevention in connection with the interfaith community and community-based organizations across Greater Houston by providing primary prevention and public health resources.** The Institute for Spirituality and Health has fostered connections with faith homes for decades, finding faith as a bridge to sharing community health information, chronic disease education and prevention. **The project’s vision is for all religious institutions to be pillars of holistic health for those they serve and to help Houstonians live longer through early detection and decreasing the strain on public health systems.**

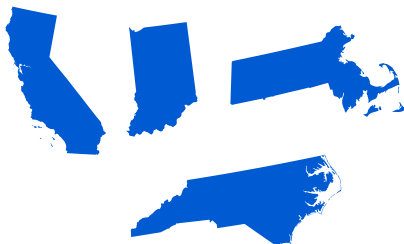


PARTNER PROJECT
Sustainability and Community Health Initiative

GRANT PERIOD 2024–2025

PARTNER ORGANIZATION
Kids In Nutrition

LOCATION
California, Indiana, Massachusetts, and North Carolina



Since 2014, Kids In Nutrition (KIN) — a nonprofit food literacy program — has provided essential nutrition education to underserved elementary classrooms in various locations, including five cities in California, Indianapolis, and the greater Boston area, served more than 6,000 elementary students, and engaged over 1,000 university student volunteers. As part of its Sustainability and Community Health Initiative, KIN's goal is to expand the program into two new states — North and South Carolina. **KIN's approach uses a student-led mentorship model, organizing university students to promote healthy dietary behavior in children through a three-pillared intervention: education, food access, and family engagement.** The pillars operate concurrently, and services are provided free of charge to participants, empowering children and families from all backgrounds to make informed decisions and take control of their wellness and future. At the same time the mentorship model builds the leadership capacity of young adults, turning them into advocates for public health in their local communities.



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 innovatively 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 2022-2024

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 works 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.

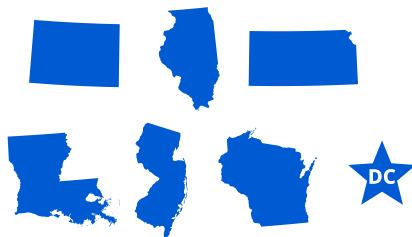


PARTNER PROJECT
Good Food Cities

GRANT PERIOD 2024–2026

PARTNER ORGANIZATION
Partnership for Healthier America

LOCATION
Colorado, Illinois, Kansas,
Louisiana, New Jersey, Wisconsin,
and Washington, DC



PHA's Good Food Cities program works to achieve the ambitious vision of doubling produce consumption in 15 cities by 2030 using a collective impact model. PHA unites the public, private, charitable, and philanthropic sectors in local communities to enhance and expand nutrition security by increasing the supply, access, and marketing of fruits and vegetables interconnected with the social determinants of health. PHA begins by working hand-in-hand with city leaders and partners by building strong local partnerships and implementing their signature nutrition security program, Good Food at Home, which impacts health habits and builds trust with stakeholders. **This groundwork leads to city commitments to increase sustainable access to produce through direct service, capacity building, advocacy, policy, education, and marketing.** PHA has secured mayoral commitments from Indianapolis, Denver, and Chicago so far. Their public awareness campaign, Good Good Food will help drive demand and create vibrancy for health-building foods. Lastly, PHA bridges the divide between the charitable, municipal, and private sectors to enhance affordable access to fruits and vegetables through partnerships with diverse channels such as retailers, wholesalers, distributors, and brands.



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 is a rural place-based initiative that works to boost community health through economic development. While the Mississippi Delta is home to adverse economic and health conditions, the region has strong agricultural traditions and a rich and powerful cultural history and is primed for a local food system that supports health and cultural connectivity. Fresh vegetables and fruits are a powerful driver for individual health and wellbeing, and the primary tool to promote nutritional security. **PHA's goal is to connect Delta families to produce grown by Delta farmers, one zip code at a time by revitalizing local markets, supporting farmers, and celebrating local culture.** PHA is renovating corner stores and integrating local produce, uplifting farmers markets, and creating new sales channels for local produce. PHA also provides grants and resources to help local farmers reach local consumers, proliferating the availability and consumption of local produce. **By fostering connections with farmers, amplifying local stories, and empowering young people, PHA is building a healthier, more resilient Mississippi Delta.**



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, tumpsila 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

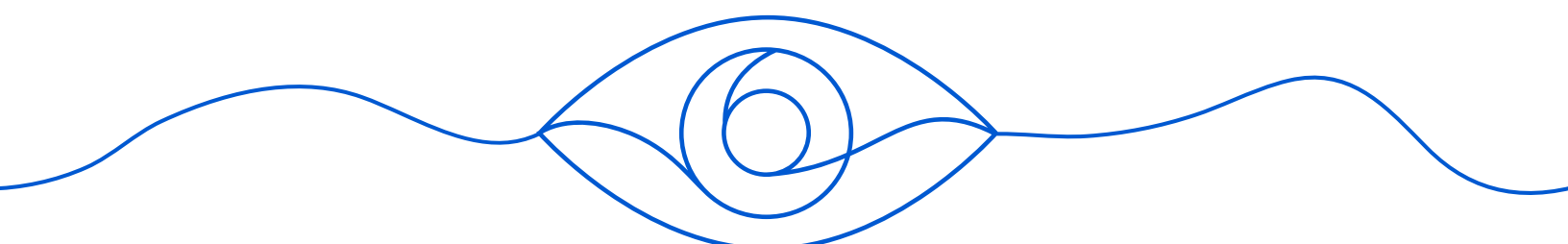
Sioux YMCA

LOCATION

Dupree, SD



A partnership with the YMCA on Cheyenne River Reservation has included many elements of family and child wellness 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. A community needs assessment helped determine which sports and health classes were most appealing to members. Sports were then offered based on the assessment results. **This project enables children and families to engage in healthy, restorative activities together.**





PARTNER PROJECT
Louisiana Small-Scale
Agriculture Coalition

GRANT PERIOD 2024–2026

PARTNER ORGANIZATION
SPROUT

LOCATION
Louisiana statewide



The Louisiana Small-Scale Agriculture Coalition (LSSAC) was formed in 2022 to bolster the agricultural economy while supporting Louisianans struggling with food insecurity by creating low-cost access to fresh, healthy, local food. The statewide coalition consists of long-standing partner organizations the Acadiana Food Alliance, Big River Economic Agricultural Development Alliance, Louisiana Central, Market Umbrella, New Orleans Food Policy Advisory Committee, Shreveport Green, and SPROUT NOLA. LSSAC works to address health outcomes in Louisiana by making key food outlets in the state affordable, accessible, and full of locally produced food by addressing the food access problem of support for small-scale producers at its root - a lack of production capacity. By investing in Louisiana producers through direct technical assistance oriented around long-term participation in specific Louisiana farm-to-food access pathways with established infrastructure for distributing large amounts of food, **LSSAC’s goal is to clarify the pathways to markets for producers, stabilize those markets along the value chain, and increase the accessibility of local foods; ultimately creating systems change and having Louisianans eating affordable, fresh, and healthy foods grown by Louisiana producers.**



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 education among other efforts.** LHSA has developed a playbook that guides the launch of LHSA programming with sequential action items aimed at organizing grassroots activism and making customized community plans to reduce barriers to a healthy lifestyle.



PARTNER PROJECT
Culinary Medicine Program

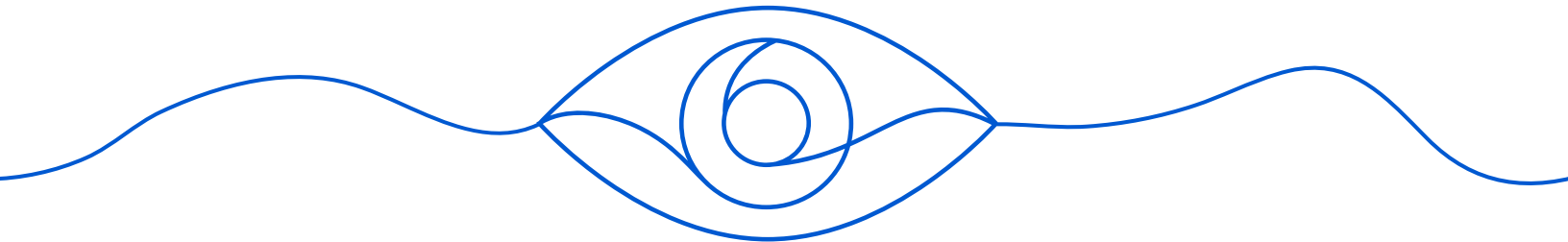
GRANT PERIOD 2022-2025

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 curriculum’s purpose will be to improve health professionals’ competencies as they provide 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-us.com

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