

## NYCOMED: A TAKEDA COMPANY - ALL-UKRAINIAN ACTIVITY "LET'S STOP STROKE TOGETHER"



Nycomed is a pharmaceutical company, established in 1874 by pharmacist Morten Nyegaard in Scandinavia. In 1913 it opened its own production of pharmaceutical products, including production of Globoid branded pain pills. In 1984 the Company had more than 500 employees and was named a Company of the Year in Norway for researches in the study of radio contrast agents. In 1990 – 1993 Nycomed acquired a number of pharmaceutical companies in Norway, of Denmark, Austria and the Benelux countries. Since 1993 a Nycomed Representative Office worked in Ukraine. In 2011 Nycomed was included in the "TOP 5" in the pharmaceutical market of Ukraine (data provided by "Morion" for 2012). On May 19, 2011 an agreement on acquisition of Nycomed by Takeda company (Japan) for 9.6 billion euros was signed. More than 250 employees work in 10 offices in Ukraine. Web site - [www.nycomed.ua](http://www.nycomed.ua)

**Mission: We are committed to good health of patients around the world through innovations in medicine**

**Vision: Takeda aims to be a world leader in pharmacy through innovation, development and culture, which are based on the unconditional desire to improve the lives of patients**

**Values: Diversity – Teamwork – Involvement – Clarity – Enthusiasm - Innovation**

*As a manufacturer of drugs that are administered in stroke rehabilitation, we know the scale of distribution of cardiovascular diseases", Eugene Zaika, head of Nycomed company in Ukraine and Moldova, says. "44% of those who died last year, died because of a stroke. We see our responsibility to the society in informing the maximum number of people about risk factors and ways to avoid development of stroke. Our participation in the Day Of Fight Against Stroke is one of the steps in this direction."*

The final stage of the campaign included distribution of information leaflets in the "Ukrposhta" departments, discussing key issues related to stroke in the radio program "Health" on the 1<sup>st</sup> channel of Ukrainian Radio (NRCU), and informational support during preparation of the portal dedicated to stroke – [www.insult.net.ua](http://www.insult.net.ua).

### Challenge

Ukraine is No 1 in the world in mortality from stroke. The disease occurs in the youth more and more often - 35% of people who have had a stroke are people under 55 years-old. Every 5 minutes a person in Ukraine suffers stroke. Every 11 minutes a person dies from stroke in Ukraine. Also, there is a problem of insufficient information about first aid and modern methods of prevention.

### Solution

The Program Let's stop Stroke Together was developed to draw attention to the problem and increase the public education level on prevention of stroke. According to experts' opinion, an educational program for the public will be able to reduce cardiovascular diseases by 40% to 50%.

What was done in 2009 and will be done this year.

The first stage of the campaign included holding public events and press conferences to inform the public and journalists on the risk factors for cardiovascular diseases. The stage covered 4 cities: Lviv, Kharkiv, Simferopol, and Kyiv. Thus, in October 2009, in three cities except the capital was the "Stop Stroke 2009" march. Its members - doctors, athletes, social workers, government officials - drew attention to the need to lead an active lifestyle as a way to prevent stroke.

Also in Lviv, Kharkov, and Simferopol, the "open doctor's offices" were organized, where all visitors were able to measure blood pressure, identify personal risk of stroke and interact with experts in prevention of stroke. In the same offices informational materials on risk factors for cardiovascular disease were distributed. Each event was accompanied by a press conference for journalists from regional media.

This year, the main theme of the program will be a healthier lifestyle and control of health as the best prevention of stroke.

We will spread information about:

- Active lifestyle
- Control of blood pressure, blood sugar and cholesterol levels
- Proper nutrition
- Fight against obesity.

In 6 cities of Ukraine (Luhansk, Kharkiv, Dnipropetrovsk, Lviv, and Odessa) open "Healthcare centers" where anyone can, free of charge, measure blood pressure, blood sugar, cholesterol, obtain information about the prevention of heart diseases, consult doctors (neurologist, dietician, endocrinologist, internist), participate in a master-class with renowned choreographer Gregory Chapkis and in other activities (play "gorodki", morning exercises with a fitness trainer, drawings on asphalt, magnetic sculptures, various competitions). Also, the radio broadcast "Let's Stop Stroke Together" will be broadcast in the Ukrainian national radio involving Ukrainian doctors (once per week during 3 months), where listeners can hear speeches of leading experts in the field of health, who will tell advices on stroke prevention, speeches of people, who overcame stroke and ask questions associated with stroke.

*"Stroke is one of the most difficult pathologies both for the patient and for his/her family", Eugene Zaika, head of Nycomed company in Ukraine and Moldova, says. "This disease annually takes more than 100,000 lives in Ukraine. However, quite a large number of deaths could be prevented simply by educating the population. Given the role of education and our experience as a manufacturer of large quantities of drugs for treatment of stroke, we started this program with the support of the "Ukrainian Association Against Stroke."*

The company has spent more than 1 million hryvnas for this program during 4 years.

## **RESULTS**

During 3 years more than 10 thousand people could consult their physician and measure their pressure, high blood pressure was found in more than 40% of the population and they DID NOT know about it, and about 40% are aware of high blood pressure but are not treated .... That is about 80% of people are suffering from high blood pressure ....the impressive figure

## **LESSONS LEARNT**

Starting these actions on the street, we did not expect some terrible results about high blood pressure among Ukrainians as well as easy attitude of people to the disease. People know almost nothing about the disease, prevention of stroke and do not consider that it should be treated.

It took us more than one year to at least suspend the expansion of impending disaster and more – if we were not involved in this educational project in the field of medicine and prevention of stroke in particular