



## HEALTH

### **Former Governor, Mike Huckabee's Book Quit Digging your Grave with a Knife and Fork Now Available in Spanish**

Novo Nordisk Provides 35,000 Free Copies of Best-Selling Book

Mayaguez, Puerto Rico--(HISPANIC PR WIRE)--May 16, 2007--Most people don't stop bad habits until they have had a serious health scare. Such was the case for presidential candidate and former Arkansas governor, Mike Huckabee, when he was diagnosed with type 2 diabetes in 2002. After his personal success at shedding 100-plus pounds, he has found a platform to share his secrets to creating better health habits in *Quit Digging Your Grave with a Knife and Fork*.

Novo Nordisk, a world leader in diabetes care, today announced the availability of 35,000 Spanish-translated copies of this best-selling book, which can be ordered free of charge by visiting <http://www.librodediabetes.com>. Community members can receive the book for free on May 16 and 17 from 8 a.m. to 3 p.m., at the Puerto Rican Diabetes Association's free fair "Prevention and Control of Diabetes" at the Mayaguez Resort & Casino. The event is open to the public and will feature free health screenings, exhibition booths with products for diabetes control, and educational sessions.

Diabetes is an incurable disease and urgent health problem that disproportionately affects Latinos. It is the third leading cause of death in Puerto Rico(1) which suffers from one of the highest rates of diabetes in the world.(2) Approximately 549,000 people have diabetes, a 50 percent increase since 2000.(3) In recent years, type 2 diabetes, which occurs when the body does not make enough insulin or can not use the insulin it makes effectively, has increased dramatically due to high rates of obesity found in 63 percent of the population.(4) Unless the society aggressively addresses the twin epidemics of obesity and diabetes, the number of people in Puerto Rico with diabetes will almost double to 1,071,600 by 2025. (3)

"Many people who are at risk for diabetes or are living with the disease do not understand that it is a progressive condition that gets worse without proper treatment and lifestyle changes," said Elba Blanes, director of the Puerto Rico Diabetes Association. "This book will provide people with a proven approach to make effective changes, leading to a lifetime of better health."

*Quit Digging Your Grave with a Knife and Fork*, provides readers with sound, straightforward advice and an easy-to-follow approach that is not focused on losing weight, but on making permanent changes to start living a healthy life.

"Novo Nordisk is dedicated to addressing the diabetes crisis among the Puerto Rican population by empowering people with inspiring educational tools," said Dr. Soraly Servera, regional scientific director for Novo Nordisk in Princeton, N.J. "We were moved by Gov. Huckabee's book, which takes readers on the journey from his type 2 diabetes diagnosis to a lifetime of lasting fitness. We translated this book to offer hope and support for achieving optimal health to the Puerto Rican community."



Gov. Huckabee's inspirational book has won bi-partisan praise from former President Bill Clinton and Governor Arnold Schwarzenegger who called Huckabee's lifestyle change, "a model for our nation as we fight an obesity epidemic."

The highly motivational and witty book offers readers a 12-STOP program which outlines 12 behaviors that must be stopped to break free of unhealthy habits. The first three include:

1. STOP Procrastinating: Set a date, not a timeframe, to start your weight loss program. Why not today?!
2. STOP Making Excuses: Take responsibility for your lack of motivation. You can just die dying or die trying!
3. STOP Sitting on the Couch: This is the first step towards creating an effective exercise program. Set realistic and reachable goals. Set yourself up for success, not disappointment.

Novo Nordisk is a healthcare company with an 84-year history of innovation and achievement in diabetes care. The company has the broadest diabetes product portfolio in the industry, including the most advanced products within the area of insulin delivery systems. In addition to diabetes care, Novo Nordisk has a leading position within areas such as hemostasis management, growth hormone therapy, and hormone therapy for women. Novo Nordisk's business is driven by the Triple Bottom Line: a commitment to economic success, environmental soundness, and social responsibility to employees and customers. With headquarters in Denmark, Novo Nordisk employs more than 23,600 employees in 79 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on the stock exchanges in Copenhagen and London. Its ADRs are listed on the New York Stock Exchange under the symbol 'NVO'. For global information, visit [novonordisk.com](http://novonordisk.com); for United States information, visit [novonordisk-us.com](http://novonordisk-us.com).

(1) Estado Libre Asociado de Puerto Rico. Yearly Health Statistics, 1999-2001. Secretaría Auxiliar de Planificación, Evaluación, Estadísticas, y Sistemas de Información. División de Estadísticas.

(2) Centers for Disease Control and Prevention. Behavioral Risk Factor Surveillance System 1999-2003. Atlanta, GA: United States, Department of Health and Human Services.

(3) Institute for Alternative Futures. The Looming Diabetes Crisis in Puerto Rico. May 2007.

(4) Puerto Rico Diabetes Association. APD Web Page. Available at: <http://www.diabetespr.org/diabetes/apd.html>

NOTE TO EDITORS: A high-resolution image is available at: <http://www.hispanicprwire.com/home.php?l=in>

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