

STOWELINK INC PRESENTS.

myHeart_KE PROJECT.

FINAL REPORT.

My heart,My choice!



myHeart_KE



A CARDIOVASCULAR HEALTH AND CARDIOVASCULAR DISEASES SENSITIZATION PROJECT.

Running from JUNE,2017 to JUNE 2018

WRITTEN AND DEVELOPED BY OGWENO STEPHEN FOR STOWELINK INC.

ACKNOWLEDGEMENT

First and foremost, I'd like to thank the almighty God for taking us through this phase of MyHeart_KE project in Kisumu and Nairobi Counties.

I would like to deeply appreciate the efforts and immense contribution of Mr. Felix Ochieng, Pascal Olulo, Dorothy Oungu, Rose Awiti, Harrison Ayallo, Victor Owinyo And Amos Omwoyo for being with me all the way through this project. Your contribution your talks and your actions towards inspiring lives and ensuring this project was a success is deeply appreciated.

I would also like to Mr. Mbeche, Gender Based Violence Recovery Center representative; Prof Keraka, dean school of public health Kenyatta university and mr Joram Onditi of Amref health for immense technical contribution, guidance and support throughout the project.

A lot of thanks and appreciation to the departments of public health of Jaramogi Oginga Odinga Teaching And Referral Hospital and The Kisumu County Referral Hospital, Kenyatta university health unit and the Kenyatta university school of public health for your immense contribution and roles you played in the project.

I would also like to appreciate all those students from universities around the country who joined us during this tour, the ICAP organization representative who was part of our team and Jim Lewis who ensured that all the amazing moments during our visits were captured on camera thus keeping those memories alive.

Finally, I would like to thank our very active social media audiences for your questions, suggestions, sharing of our links and for the immense support you always give us. You opened us to even wider markets and new people who now periodically read our blog posts to learn more on health and follow on how our previous events were like.

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THESIS STATEMENT

Cardiovascular diseases are the leading cause of deaths worldwide and the third killer disease in Kenya. There is an urgent need to sensitize people on this lifestyle disease. We can beat cardiovascular diseases and conditions before they become a major issue to deal with in our country BY PREVENTING IT BEFORE IT ATTACKS through focus on preventive health care.

INTRODUCTION

Cardiovascular diseases are the third killer disease in Kenya and the leading cause of deaths in the world. The prevalence of cardiovascular conditions and diseases are on the rise especially in the African continents which devoted most of their funds and structures towards solving communicable diseases as a result there is lack of preparedness to deal with non-communicable diseases with cardiovascular diseases being one of the major killer diseases.

MyHeart_KE project aims at spreading awareness on this state of cardiovascular diseases and conditions - encouraging adoption of healthy lifestyles and providing practical solutions to preventing them and more importantly using new disruptive approaches to engaging the community to ensure they learn about cardiovascular diseases.

EXECUTIVE SUMMARY

MyHeart_KE is a project aimed at sensitizing the country and the world on cardiovascular diseases and cardiovascular conditions and encouraging the practice of a healthy lifestyle to prevent and avoid these conditions. The project aims at visiting different counties within the country with this message.

The project involved two counties; Kisumu and Nairobi counties. the project main aim was creating awareness on cardiovascular diseases through focused group discussions, public education, medical camps, online engagement and through the use of MyHeart Ke mobile app. The project targeted young people in from primary schools to high schools and colleges with this message and the project also targeted the community as a whole. We discovered that non communicable diseases affect humans from birth all through the life cycle as a result we wanted to focus on prevention and more than that we aimed at putting the information in simple, easy to understand and relevant to the target groups.

In Kisumu County, we visited 6 institutions including one college, two primary schools and 3 high schools. We also talked to the community through presentations in churches and one on one consultation with the community members. The project reached over 2500 people at personal one on one interaction.

In Nairobi we were able to cover 4 schools 2 universities talk. We were also able to have 2 medical camps one in line with the May Measurement month and Pima Pressure medical camp which was our independently organized event.

We also had impressive online engagements through MyHeart Ke poetry contest which was done online where we engaged poets country wide to compose thematic poems around cardiovascular health and the we shared them on our social media after which there was an online voting which attracted over 131,000 impressions on our Facebook page, **@Stowelink_inc.**

SCOPE OF THE PROJECT

I. INSTITUTIONS TOUR

We visited various learning institutions, in a campaign we called the MyHeart Ke. school tours. in the school we majorly had focus group discussions and public education in these schools that we visited. More than that in every institution we visited the students appointed 3 ambassadors who would constantly remind the students on what we talked to them about and we would hand in our IEC materials to them.

KISUMU COUNTY SCHOOL TOUR OUTLINE

- | | |
|----------------------------|---------------------------------|
| 1. NYAMASARIA SEC SCHOOL | ➤ 28 TH , JUNE, 2017 |
| 2. LIONS HIGH SCHOOL | ➤ 5 TH , JULY, 2017 |
| 3. XAVERIAN PRIMARY SCHOOL | ➤ 12 TH , JULY 2017 |
| 4. GREENVIEW ACADEMY | ➤ 19 TH , JULY, 2017 |
| 5. KASAGAM HIGH SCHOOL | ➤ 20 TH JULY, 2017 |

NAIROBI COUNTY SCHOOL TOUR OUTLINE

1. KASARANI HALL ACADEMY	14 TH FEB 2018
2. OLYMPIC HIGH SCHOOL	18 TH APRIL 2018
3. KENYATTA UNIVERSITY	4 TH -28 TH MAY 2018
4. JKUAT	18 TH MAY 2018

II. MEDICAL CAMPS

➤ **MAY MEASUREMENT MONTH**

We mobilized 87 youth from Nairobi to get tested during the May Measurement Month in the nationwide event which happened on 17th May at Railways club Nairobi. We are also critical partners in the event organization and provided volunteers to do the screening.

➤ **PIMA PRESSURE EVENT**

This was our independently organized event which happened in Kenyatta university. We partnered with Amref Health International for this event.

The event had 3 phases.

1. PHASE I MORNING SENSITIZATION WALK AROUND THE CAMPUS.

The walk involved students from Kenyatta University Public Health and members of Stowelink where we created sensitization and awareness on hypertension.

- Total number of attending students 43 students
- Average number of school population reached 300 people
- Duration 7am to 9 pm

2. PHASE II PIMA PRESSURE. BLOOD PRESSURE CHECK UP

The Pima Pressure phase was the major phase where blood pressure was being checked. The blood pressure measurement was done freely and by trained Stowelink members under the supervision of Amref Health Africa In Kenya lead by Mr. Joram

- Total number of trained Stowelink members doing the measurement

40 MEMBERS

- Total number of people measured 364 PEOPLE
- Average number of people with higher than normal blood pressure

60 PEOPLE

- Average number of people referred to the Kenyatta University Health Unit

14 PEOPLE

- DURATION 9 AM – 1 PM

3. PHASE III HEALTH TRAINING ON HYPERTENSION

The training led by Mr. Joram from Amref Health Africa In Kenya trained a total of 63 students on hypertension and how to detect manage and prevent it.

- Total number of students trained 63 PEOPLE
- Duration 1 PM – 2-30 PM

OVERAL SUMMARY OF THE EVENT

- Duration 7AM – 2-30 PM
- Number of people reached 727 PEOPLE

III. MYHEART KE POETRY CONTEST

The poetry contest occurred in august 2017. we had 213 thematic poetry submissions from 35 counties in Kenya. The poems were sieved to 20 who got into the online voting.

- The voting happened on our Facebook page at Stowelink Inc.
- Overall impressions 131,000 in the period of august 2017
- Personal accounts reached 10,273

IV. MYHEART KE MOBILE APP.

The project also involved creation and launch of our mobile app, MyHeart Ke mobile app which involved 832 downloads and active usage over a period of 11 months from September 2017 to July 2018 after which we pulled it down for upgrade into mCure app set to be released in august 2019.

The app contain all info cardiovascular diseases from child hood to old age, it focused on prevention and besides the information it provided the app users with relevant events and medical camps near them for them to go to.

PROJECT STATISTICS SUMMARY

The project reached a relatively large audience of people and thus we believe that through this project we saved, changed and inspired lives.

This is how the project faired on...

Social media campaigns(using Facebook, WhatsApp Twitter, Instagram and our official website DATA AS AT JULY 22ND 2017)

- 141,273 impressions without any means of boosted advertising.

People reached though the visits to the institutions.

- 4,820 people including student's teachers staff and members of the community.

People screened through the medical camps.

- 531

STATEMENT OF OBJECTIVES AND RESULTS

1. OBJECTIVE

To create awareness about cardiovascular diseases i.e. Causes, symptoms, dangers associated with cardiovascular diseases and the availability of prevention services.

RESULT

- During our visits to the institutions in Kisumu and Nairobi Counties, we really ensured that the message on cardiovascular health and especially preventive aspects of this were really delivered to our audiences. We ensured that this message was so clear to the people we talked with. We even held personal consultation sessions with the students who during our presentation didn't get one or two points. We are so certain that this message really went home and that the information was easy to remember. Thus this objective was clearly met.

2. OBJECTIVE

To use technology and digital means in provision of information. This will also involve active social media campaigns and also through the development of a mobile application on cardiovascular diseases called MyHeart_KE. This will provide all information on cardiovascular health.

RESULT

- We succeeded in achieving this objective. Through intensive social media engagements including the online poetry contest and the website reviews and updates. This was also achieved when we released the mobile application which helped us put all the information into context.

3. OBJECTIVE

To provide a list of available and affordable health care providers who offer checkups, advice and treatment of cardiovascular diseases.

RESULT

- We achieved this objective successfully by providing contacts to hospitals and specialist clinics which deal with cardiovascular health and cardiovascular issues. This we did during and after our visits to these schools. Furthermore with the medical camps and partnering with other big organizations like Amref health Africa we were able to achieve this.

4. OBJECTIVE

To develop quality preventive approaches and practical activities that can be practiced by individuals to improve on their cardiovascular health.

RESULT

- We provided the schools with the HOW. We gave them practical approaches they could use to ensure they have healthy hearts and in turn healthy cardiovascular health. In some schools we talked to students who were obese at personal levels giving them advice and ways in which they could manage their weight and diet. This objective was thus clearly met.

CHALLENGES FACED

It goes without say that we faced quite some challenges during the implementation of this phase of the project but we managed to go around them because of the passion, the drive the motivation to continue doing what we do.

The challenges included...

- **Inadequate funds.**

During this phase of myHeart_KE we lacked sponsors to help us run the project as a result we had challenges with funds and as a result faced challenges in accessing some of these institutions. We believe had we enough funds we would have done even better and reached even more schools institutions and community members.

- **Lack of sponsors.**

During this phase of this project we lacked sponsors to help us run the project. But we decided to act and take it on and go ahead and conduct this project. Despite the fact that we used our funds to conduct this project the responses we got from the community kept us going as we felt we were appreciated and we changed and inspired lives and this was our driving force. Had we sponsors we definitely would have gone even further.

- **innadequacy of reference material in hard copy forms to leave our audiences with.(Including fliers and pamphlets)**

We had only soft copy documents and very few hardcopy documents on cardiovascular health and gender based related issues which we presented to the teachers in charge and our champions in the various schools visited.

FEEDBACK

We collected feed back from the students the staff the community and the other members who attended this project's several events.

- **Feedback from school presidents of the following schools (Nyamasaria Secondary School Lions High School Xaverian Primary School, Greenview Academy, Kasagam High School) representing the feedback of the general student body.**

The events were amazing and we really learnt a lot. If it were possible we would like you to visit us once again. It was very interactive, very informative and very practical.

- **Mrs Lillian Adhiambo Odhiambo, guidance and counseling head, Nyamasaria Secondary School**

Your visit to our school was not only inspirational and informative but also it was necessary and essential and we really enjoyed your presentations. The students were more encouraged and more determined to lead healthy lifestyles.

- **Mr Bonga Charles Okoth, Deputy Head Teacher, Greenview Academy.**

We need this more often, our students were greatly inspired. Personally I learned a lot on cardiovascular health and what I can do to live a healthy lifestyle. The students were so so grateful and we would encourage you to go on and welcome you back again.

- **Adams Odero Miranda, Maseno University student pursuing a bachelor's degree in Medicine.**

From the project, I identified the knowledge gap as regards to cardiovascular diseases. The gap is still very wide. The kids we talked to knew very little and to foster behavior change that could result to adoption of preventive measures, attention should be given to educating teenagers on heart and cardiovascular diseases. The old saying goes, bend the steel while it's still hot.

- **Jim Lewis Omondi a student at Kenyatta University currently pursuing bachelors degree in Fashion Design & Marketing.**

myHeart_KE is not only a project but an amazing inspiration journey into seeing people live healthy and mindful lives. Stowel the mind behind this is also one

passion driven individual who does this relentlessly in an effort to see people gain a lot. He works with a team that is also very committed and passionate too and ready to do whatever it takes to ensure that the message reaches the society.

I have personally attended 3 visits. The reception from the students is far much greater and an audience ready to learn which goes a long way into bringing myHeart_KE project to life every single time.

- **Hemelryke Onyango Otieno ,lifeskills expert from the Nairobi County.**

Basically I've been informed and empowered with knowledge about heart diseases, causes, preventive measures that entail healthy living habits because **my heart is my choice**. With the movement that comprises of skilled personnel, it was an amazing team to work with not forgetting how they handle their audience with proficiency and professionalism. Indeed its an experience to remember

Knowledge is power and so is information empowering decision making, i believe with the knowledge shared now those who benefitted from the program knows that their hearts health is their choice they either build it up or bring it down.

- **Dravin Ronny Victor Odhiambo from Kenyatta University currently pursuing Environmental Science**

Importance of proper health care in our daily lives, such as common heart and blood circulatory diseases and their immediate precaution, prevention and control measures is what i learned. It was cool communicating with the audience of the project and my colleagues too, thanks to that management of that program which made every move possible.

- **Dorothy Oungu ,a student at Kenyatta University pursuing (BSc) Public Health.**

I'm glad being part of the project myHeart_Ke because now I am able to understand the risk factors of cardiovascular diseases and how to overcome such by doing enough exercise and abstaining from too much sugar and cholesterol. Visiting schools and sharing knowledge about cardiovascular health with students and pupils and inspiring them become one of my greater achievements.

- **Felix ochieng otieno from Kenyatta university currently pursuing Bsc Population Health (key personality in the project)**

I learnt the importance of team work in promoting project success. We were able to divide labor among us and each person was assigned on his/her of interest. I also got to learn about the various ways managing the various cardiovascular diseases.

Most importantly, I came to realize that most people are ignorant when it comes to cardiovascular health hence end up developing these conditions. Continuous campaigns would therefore be of great importance to help reduce prevalence of these conditions.

The visits were a success and interesting because we got the opportunity to interact with students from various background and localities hence making it easier to pass the message alt through various locations from the schools.

- **Valary Atieno Ochieng from Kenyatta University Pursuing Bsc. Dry Land Agriculture and Enterprise Development .**

The heart is a very important organ in the body .Taking food full of fats and calories can cause cardiovascular diseases such as arteriosclerosis, thrombosis and many others to affect you. To keep a healthy heart we must minimize the intake of fatty foods and do a lot of exercise.

I learned a lot of things that will help me maintain a healthy heart during the course of this project.

- **Atieno Rose Amollo from Kenyatta University currently pursuing BSc. Environmental Health (Public Health)**

In the projects of myHeart_KE I have learnt that **My Heart, My Choice**. I choose the heart I want and keep my heart from diseases. To do this I avoid the risks that aid to development of cardiovascular diseases such as maintain a healthy lifestyle, exercise, take a cholesterol free diet and consuming less salt to reduce the risk of heart diseases which are world's top most killer diseases. This project has really increased my knowledge on the importance of health promotion activities as a Public Health Officer

The visits I made to the various schools I attended was very successful. I really loved the cooperation of school management and their hospitality for visitors above all allowing us interact with the students and learn together on Cardiac

matters. This was an exemplary experience and I thank all the organizers and God bless you all.

- **Olulo Francis Pascal Okoko from Kenyatta university, main campus pursuing Bsc. Population Health (key personality in the project)**

An awesome project; Yes, supper, Phenomenal, fantastic and remarkable. I was astonished by the way the targeted population received us, majority being avid to learn, as others were discombobulated by the cause of cardiovascular diseases, symptoms and the simple intervention measures.

The project in my view; enlightened so much youths in Kisumu county which were at higher risk being either active or passive smokers, addicted to alcoholic drinks among other common causes. It was a motivating project which received commendation, leaving our clients blissful and bringing about antagonism on smooking behavior thereby ameliorating their health.

On my part and my fellow project takers; It instilled self confidence, ability to solve problems, and even our social worth being revealed. It exposed us to solving real life issues as it came to our attention that majority of youths suffer silently in matters of drug abuse, gender based violence. The reason being; ignorance, lack/ insufficient knowledge and other just unwilling to change their situations due to peer influence. We made an impact on their lives, hundreds of Kisumu youths, that is. We achieved the objective. We are HEROES. We are the future generation. Big thanks to Stowel of Stowelink.

- **Mrs Roselyn Oketch, teacher in charge, Kasagam High School.**

This is one inspirational project. The students were so attentive so alert so keen and they really learned a lot from your visit. As the teachers and the students body who attended the project we were very impressed by the young professionals who are willing to so whatever it takes to save lives. You really inspired as and we really appreciate.

- **Mr. George Polo deputy head teacher, Xaverian Primary School.**

You guys were just amazing. Their was so much professionalism and research that went into this project and the presentation was so simplified yet informative in a way which the students wouldn't forget. This was amazing and we will be inviting you again soon.

- **Lilian V Wawire, senior teacher and teacher in charge of guidance and counseling at Lions High School.**

First of all I was so so impressed with how you managed our students of over 700 students. The talk was so informative; the students were very disciplined and paid ken attention to you. We really appreciated you choosing to come to our school. Because of this project we have an increased number of health ambassadors among our school. We really would like to welcome you to come and speak to our students again very soon.

PROFILE AND CONTACT INFORMATION

Ogweno Stephen Odhiambo commonly known as *stowelink* is a third year student at Kenyatta University currently pursuing **a Bachelors Degree In Population Health**.

Besides being a student he is also an entrepreneur who has developed **an award winning youth led social enterprise- Stowelink inc** which focuses on providing the preventive health care and disruptive innovation with focus on non-communicable diseases. He has won several awards most recent being the **Kenyatta University Students' Association Exemplary Entrepreneur Of The Year 2016/2017**. He also managed to feature in the **Daily Nation newspaper** a nationwide newspaper for a past project on cancer dubbed **PROJECT ALPHA**.

Stowelink inc has so far had 3 successful projects namely; Save A Life Save A World Project on SRH . project ALPHA a Prostate, Testicular, Breast And Cervical cancer sensitization project and currently myHeart_KE project.

Contact Stowelink via email on Stowelink@gmail.com or call at +254 714 671 748

FOLLOW THE PROGRESS ON OUR PROJECTS

ON VARIOUS SOCIAL MEDIA PLATFORMS

FACEBOOK-OFFICIAL PAGE

Stowelink inc

INSTAGRAM OFFICIAL PAGE

stowelink_inc

OFFICIAL HASHTAG

#myheartke

#Change4cancer

#stowelink

Official website

Stowelink.com

PICTORIALS.

LIONS HIGH SCHOOL -20TH JULY 2017



GREENVIEW ACADEMY – 19TH JULY 2017



KASAGAM SEC. SCHOOL- 5TH JULY 2017



XAVERIAN PRIMARY SCHOOL 12TH JULY 2017



NYAMASARIA SEC.SCHOOL 29TH JUNE 2017



KASARANI HALL ACADEMY 14TH FEB 2018



#MyHeart_KE Nairobi.



#MyHeart_KE Nairobi.



#MyHeart_KE Nairobi.



OLYMPIC HIGH SCHOOL 18TH APRIL 2018



MyHeart KE NAIR



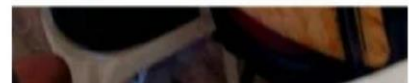
MyHeart KE NAIROBI COUNTY



MyHeart KE NAIROBI COUNTY



MyHeart KE NAIROBI



MyHeart KE NAIROBI



MyHeart KE NAIR



MyHeart KE NAIR



KENYATTA UNIVERSITY 4TH -28TH MAY 2018








JKUAT 18TH MAY 2018






MYHEART KE APP




Foods to eat

 Citrus fruits
  Oatmeal
  Soy
  Nuts
  Legumes
  Tomatoes

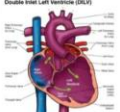
Foods to avoid

 Foods to avoid
  Foods to avoid
  Dos


Categories

 Cardiovascular diseases in infants
  Cardiovascular diseases in children
  Cardiovascular diseases in youths


Double inlet ventricle
Double inlet ventricle is a serious congenital heart condition in which there are several abnormalities.




Coarctation of the aorta
Coarctation of the aorta - or aortic coarctation - is a narrowing of the aorta, the large blood vessel that branches off your heart and delivers oxygen-rich blood to you...



Patent Ductus Arteriosus...
PDA is a heart problem that is frequently noted in the first few weeks or months after birth. It is characterized by the persistence of a normal fetal con...



Pulmonary (Valve) Steno...
Pulmonary stenosis is a condition characterized by obstruction...



MyHeart_KE
Let's learn about heart diseases!

Home
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Prevention and Control
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Information
About

MyHeart_KE
Afrikinu Inc.

4.8 ★★★★★

hemelyke onyango ★★★★★ 10/9/17
A great way to learn of cardiovascular health within your reach I highly commend stowellinc for the goodwork.
Reply from Afrikinu Inc. on 10/9/17
Thanks for that Hemelyke. Cheers!!

Johnson Omogo Aila ★★★★★ 10/9/17
This app is of great importance in health matters, am sure you really need it
Reply from Afrikinu Inc. on 10/9/17
Thanks for that Johnson. Indeed it's key to help one in health matters.

MyHeart_KE
WHAT'S NEW
First release

READ MORE

Stroke
Heart murmurs
Heart fact #205
Atherosclerosis
About atherosclerosis
Heart fact #206

MAY MEASUREMENT MONTH 17TH MAY 2018



PIMA PRESSURE EVENT 28TH MAY 2018

