



THE NCDs 365 PROJECT

Mid-Year Report

Prepared by Stowelink Inc.

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WHAT IS NCDS 365 PROJECT?



ABOUT STOWELINK

Established in 2016 Stowelink is a registered youth led organization whose primary ethos and vision is to inspire healthier communities by providing information on non-communicable diseases to ALL, at ALL times, and in RELEVANT formats through integration of innovative community projects, technology and using disruptive communication approaches.

Since 2016 Stowelink has been able to conduct 7 projects including project ALPHA on cancer awareness and education, MyHeart Ke on cardiovascular health awareness and education and The Drug Free Youth Project. Through these projects Stowelink aims to educate communities on the major NCDs and their risk factors. To date Stowelink has been able to reach over 2.4 million people both online and offline, receive local and global recognition for their innovation and in 2020 expand its impact and partners through the NCDs 365 project to 8 African countries.

At the core of Stowelink's approach to this noble work is innovation. At Stowelink we have been able to develop a mhealth solution for NCDs education through the mCure app (available on Playstore), gamify learning on NCDs especially to kids through the development of the NCDs board game and through the development of the NCDs training module, we have developed a tool that simplifies NCDs education while also harnessing the power of visual learning. At Stowelink our driving mantra is and always will be, "transforming and empowering lives."



ABOUT THE PROJECT

Even as the world is undergoing rapid epidemiological transition, it is becoming quite apparent that Non-Communicable diseases are becoming life-threatening, claiming lives of many people around the world. Non-Communicable Diseases such as diabetes are among the leading diseases in terms of morbidity and mortality rate. As this reality dawns on us, it only makes sense if we institute various preparedness protocols to keep NCDs at bay or rather lower the burden caused by them.

NCDs 365 is a project that has recognized the urgent and pressing need to address non-communicable diseases by sharing daily messages in a bid to create awareness while dispelling myths and misconception around the NCDs. The project leverages social media and the huge mobile penetration to share these messages. These messages, sourced from reputable organizations such as NCD Alliance, World Health organization among others are posted on Stowelink (host) and partners social media sites i.e. Facebook, Twitter, Instagram, LinkedIn, WhatsApp and Website. In order to track the reach, the social media analytics are collated every month across Facebook, Instagram and Twitter. The stats inform on the projects impact in improving awareness and enabling people to influence their health outcomes

PARTNERS AND WHAT THEY DO

NCDS 365 is primarily hosted by Stowelink, a youth led organization in Kenya who's single most focus is to address the burden of NCDS and making information on NCDS available in relevant formats at all times. Cognizant of the need to extend the reach and impact, Stowelink opens its arms for partnership, being alive to the clarion call by the last SDG on Partnership for the goals. When the call for partnership went out, several likeminded organizations, passionate about NCDS expressed strong interest to amplify this project even in other geographical settings. To date, the project has attracted partnership from 8 African Countries. The countries include Kenya, Nigeria which has majority of the organizations under this partnership, Ethiopia, Cameroon, Uganda, Tanzania, South Africa and Rwanda. The partner organization, 12 in total, include:

1. MORE GLOBAL FOUNDATION-NIGERIA

MORE Global Outreach Initiative is a Non - Governmental Organization (NGO) that focus on Sustainable Development Goals - SDGs 4: (Quality Education) because of its importance for a SAFE environment with other 16 SDGs Mission 2030 by the United Nations to have a Sustainable Environment for us all. The M.O.R.E stands for (MAKING yourself OCCUPIED and RELEVANT in the ENVIRONMENT). The organization is currently operating in Nigeria with affiliation in Tanzania.



MORE Global Foundation

2. FOOD AND GENE INITIATIVE-NIGERIA

Food and Genes Initiative is a non-governmental organization focused on improving the lifestyle, health and wellbeing of Africans by providing solutions to genetically related health issues using food substances. The missions of the organization are towards reaching out to as many Africans as possible through our services, awareness, researches and technologies to provide solutions to issues such as stunting, non-communicable diseases, health risk factors and youth development. FAGI has more than 500 volunteers across Africa and it has impacted more than 100,000 people through her drug abuse campaign tagged 365 DAYS (Drug Abuse Youth Sensitization). The organization is opened to more volunteers, partners and sponsors that have interest in achieving her visions.







FOOD AND GENES
INITIATIVE

3. TRANSPLANTED EDUCATION KENYA-KENYA

Transplanted Education Kenya is a social enterprise that raises the awareness on public awareness of organ, eye, and tissue donation—and encourage others to sign up to save lives. The organizations mission is to prevent, raise awareness and support in issues around organ transplant. Transplant Education Kenya strives to be an inspiration knowledge hub where people who need transplants or already have transplants can discuss their journey openly, share ideas, connect and thrive.



Transplant Education Kenya

<p>4. RADA-CAMEROON</p> <p>The overall purpose of the reconciliation and development foundation (RADA) is to promote peace, health, entrepreneurship and leadership for employment and sustainable development. RADA was founded by 5 friends who have come together for the purpose of creating greater good through empowerment in five areas of focus namely: Peace building and Conflict Resolution, Entrepreneurship, Leadership capacity development, Education and Career development, and Health Education and Advocacy. Through these, they hope to serve as examples and provide a large number of jobs for many Cameroonians through several projects that bring development and add value to the society. The founders also believe that in addition to fostering a peaceful coexistence as a prerequisite to sustainable development and preparing the future we all want, our communities, especially young people, require the professional inputs to build the extra elements of hope, vision, and creativity to explore and harness their potential for greater good and value.</p>	
<p>5. WECARE FOUNDATION-NIGERIA</p> <p>WeCare Foundation is a non-profit organization that provides public health improvement and empowerment for the less privileged and vulnerable children in Northern Nigeria. The organization is dedicated to ensuring that the less privileged understand that they are as human and as deserving of basic amenities as other people.</p>	
<p>6. SOBNUTRITION-NIGERIA</p> <p>“SOBNUTRITION” is a platform for health-conscious people who want to ultimately make a healthy lifestyle change. The platform helps to prepare diet plans for various dietary needs either weight loss, weight gain, weight maintenance, healthy eating, managing diabetics, hypertension, cardiovascular diseases, and other nutrition deficiency diseases. The platform was founded by Simbiat Oladoja, a member of the Nutrition Society of Nigeria, the Nutrition Society of United Kingdom, and also an associate member of Chartered Institute of Health, Safety, and Environment. She and her team of qualified professionals aim to increase the awareness of how important nutrition and appropriate dieting is for our health and well-being. With the support of her global dietetic colleagues, she hopes the public and media are empowered and enlightened to the true facts about health, nutrition and dietary needs.</p>	
<p>7. THE WELLBEING INITIATIVE</p> <p>The Wellbeing Initiative is a community of young minds advocating for healthy lifestyle choices, better policies and strengthened health systems towards reducing the burden of non-communicable diseases (NCDs) in Nigeria. In their activities, the focus on consistency and sustainability. Their long-term goal remains one: to continue influencing lifestyle modification as well as initiate policies and research towards better wellbeing in Nigeria and by extension, the African Continent.</p>	

8. ERK MAED MEDIA- ETHIOPIA

ERK Mead is a social enterprise in Ethiopia operating as a Radio station offering integrated mental health education. Erk Mead Counselling Centre, in Addis Ababa, has hosted three radio programs for the last decade, addressing issues of family conflict, violence, abuse, and issues affecting women. The organization provides support free of charge to over 2000 people/ year. Since 2013, it has reached more than 10 million radio audiences through a weekly radio show on areas of wellness, Youth development, child development, reconciliation, peace, family therapy and mental health. Erk Mead Media and Communication is a pioneer center in Ethiopia that offers social awareness, psychological therapy, psychosocial training for youth, couples and marriage counselling and support for children and families. The programme includes support offered through a bi-weekly radio show on mental health, depression, forgiveness therapy, reconciliation, trauma and child and women psychosocial health. Other support services include a range of support under a mental and social health. The programme is a social enterprise and revenue from the radio show subsidizes the free mental health service for the community members. The programme addresses thousands of women, children and youth in group therapy setups, individual counselling, different trainings for free.



9. HEALTH4ALL INIATIVE- NIGERIA

Health4ALL is an initiative that promote healthy among Nigerians living through various projects and programs. The initiative was founded by Abdulkareem Taoheedah Kehinde, a biochemistry student at the University of Ilorin, Nigeria. The initiative has organized several interactive sessions in collaboration with medical personnel and shared about important health issues. They have also partnered with Norma Foundation on the project on drugs and substances abuse.



10. SUICIDE DEPRESSION AWARENESS FOUNDATION-NIGERIA

Suicide and Depression Awareness Foundation *(SADAF)* is a mental health organization and a Non-Governmental Organization (NGO) which in a nutshell help individuals realizes their abilities and how to cope with normal life stress so as to work productively, thus tackling suicide and depression from the grassroots Level. The organizations vision is to eradicate the increasing rate of suicide and depression among Nigerian students, youth and Teenagers. Embedded in their mission is the endeavor to educate Nigerian Citizens on Depression and suicide prevention through Awareness, counselling and Advocacy. Currently SADAF has branches in 10 States in Nigeria.



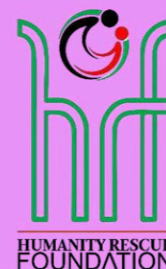
11. WOMEN FOR DEMENTIA AFRICA- KENYA

Women for dementia is an organization based in Kenya which champions for sensitization awareness and care for women living with dementia and other mental illness. They are registered members of the non-communicable diseases alliance of Kenya and are based in Nairobi Kenya.



12. HUMANITY RESCUE FOUNDATION- KENYA

It is an organization based in Kenya that advocates for peace and justice for the vulnerable in accessing their human rights and basic needs as well as provide holistic rehabilitation and re-integration services to inmates (SDG 16). They also promote affordable health care and improve accessibility of health services to all and psycho-social support to persons living with and affected by sickle-cell disease (SGD3). Finally, they promote inclusive, equitable quality education and promote lifelong learning opportunities to all (SGD 4)



13. BERNA ACARGO FOUNDATION- UGANDA

The Berna Acargo foundation is an organization whose main aim to work at the grassroot level with the community and community-based organizations to promote healthy living habits and promote wellbeing. They do this actively through various community led events, talks and through partnerships and collaborations.



THE NCDS365 PROJECT MONTHLY THEMATIC FOCUS

NCDS 365 project is organized in themes posted monthly. The thematic focus covers the entirely family of Non- Communicable Diseases. While the major focus in NCDs, the project also sensitizes on the link between NCDS and Communicable Diseases. For example, in the month of April, the project focused on the demystifying NCDS in relations to COVID-19 which is a current pandemic. The project is also alive to the international events and calendar days. In this regard, the monthly content is developed with conformity to the international health events and celebration. For example, in my, the project was so much focused on hypertension since because of the May Measurement Month. In summary, the thematic focuses were distributed as follows:

- **January- Introduction to NCDS. Learning the basics**
- **February- Cancer, coinciding with the World Cancer Day Celebration**
- **March- Drugs and Substance Abuse and NCDS**
- **April- NCDS and COVID-19. Educating on the link between NCDs and COVID**
- **MAY- Cardiovascular Diseases in line with May is May Measurement Month.**
- **June- Diabetes and exploring its link to COVID 19**
- **July- Mental Health with focus on the depression, anxiety among people.**

DAY 1 OF 365

WHAT IS NCDS 365 PROJECT?



Day 92 OF 365

NCDS & COVID 19: COVID 19 PREVENTION



-Wash hands frequently
-Avoid touching your face
-Do not reuse tissue after coughing
-Clean and disinfect surfaces



DAY 183 OF 365

HISTORY OF MENTAL HEALTH



Around 2700 BC, Chinese medicine's concept of complementary positive and negative bodily forces ("yin and yang") attributed mental (and physical) illness to an imbalance between these forces.



IMPACT PROGRESS FIRST SIX MONTHS

NCDS 365 project has had tremendous impact since its inception in January 2020. From the stats across Stowelink's and partners social media, it is evident that people have been positively impacted and their health outcomes have improved. As already mentioned in the project brief, the project has reached to 8 African countries and India. Cumulatively, NCDS 365 project has reach over 6000, 000 people globally in the first half of the year. We have had huge engagement on twitter followed by Instagram and then Facebook. Even as more partners continue to trickle in, Stowelink's looks forward to tripling the reach even as NCDS gains global traction. Please insert images for each partner here.

IMPACT STORIES AND FEEDBACK

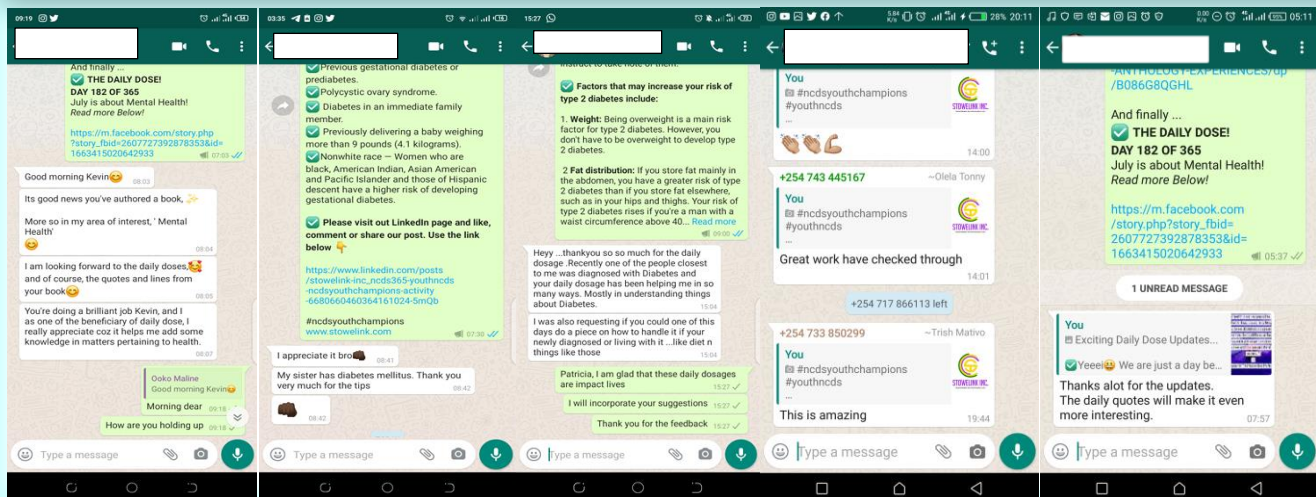
Nothing soothes the soul than a candid feedback from those whose lives have been positively impacted by a noble course. The NCDS 365 have received quite encouraging stories of impact and feedback across our social media. In some instances, some individual has called to confess that the daily NCDs updates have been so educative. On WhatsApp, the feedback has been streaming with people giving suggestion on what they would want to see the project focus on since they have a particular interest in the topic. By far and wide, the feedback received from project beneficiaries has shaped the project for the better, from the design of the posters, the content to the mode of delivery. In most circumstances, well-meaning individuals have streamed project implementers inboxes to thank them for the daily updates. Some have found the project enriching. Caregivers to the People living with NCDS have also expressed that they gain a lot of insight on how to care for such people.

In her words, Mary, not her real names, confessed,

"You are doing a brilliant job Kevin, and I as one of the beneficiaries' daily dose, I really appreciate coz it helps me add some knowledge in matters pertaining to health."

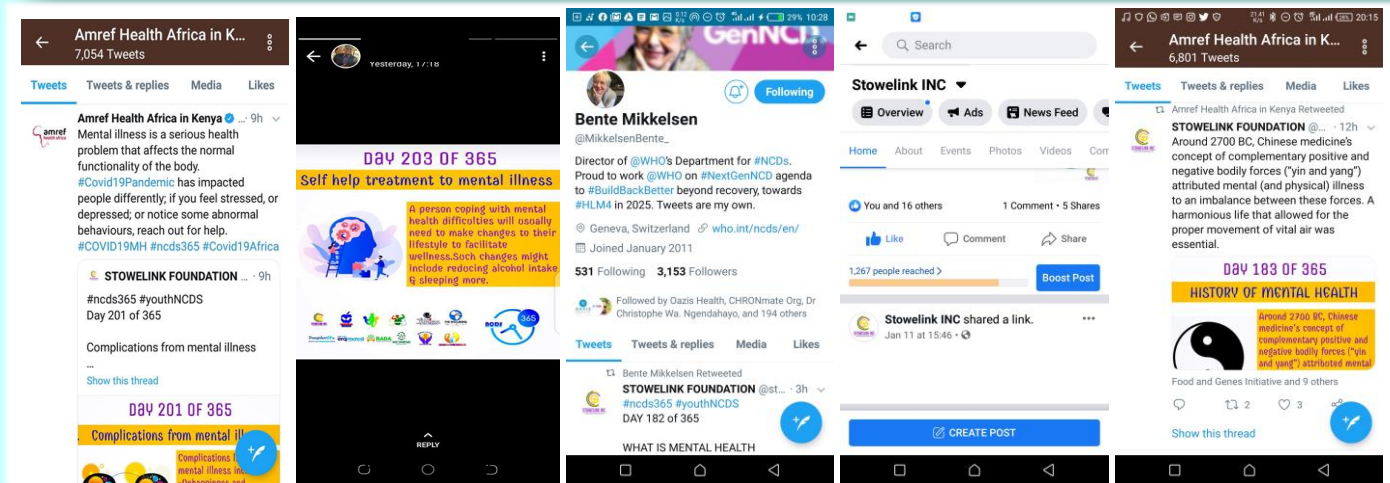
Brian would also confess,

"My sister has diabetes Mellitus. Thank you very Much for the tips."



NOTABLE SHARES, MENTIONS, RETWEETS

Nothing can be farther from the truth. Good deeds cannot remain hidden and even those that are hidden will surface in due time. Stowelink and its partners take a particular pride in the strides that have been achieved so far. This project has not been without people of good will, who share the same passion and want to impact the live and improve health outcomes of the people. Over the period, the content has been widely shared across social media sites especially on WhatsApp statuses (see below), on Facebooks and Instagram. In other scenarios, the project has been mentioned in the recent Webinar series including the NCD Alliance virtual event themed, 'Building Back Better.' Furthermore, the project has been highlighted by the One Young Word organization. Better still, the content and post on twitter has been retweeted by reputable organizations such as Amref Health Africa-Kenya and NCD Alliance. For Amref Health Africa, it is not just retweeting; it is retweeting with comments that amplify the project even further. This is a pleasing enough! (See below)



OFFLINE ACTIVITIES FROM STOWELINK

FIRST QUARTER: BISHOP MUSA GITAU SCHOOL VISIT

As part of the project, the NCDS 365 had its first in person sensitization and education at the Bishop Musa Gitau School. We visited The Musa Gitau Primary School where partnered with the award winning Stevenchy Photography to conduct an amazing school visit where we used photography, art and public speaking to talk about NCDS, DRUGS and young people. The use of art to communicate HEALTH messages is our innovation which is particularly accepted and welcomed by the young people. It's a creative way to engage their minds to think and learn easily about non communicable diseases. At Stowelink Inc. we are dedicated towards improving NCDS LITERACY among the young people

SECOND QUARTER: DISTRIBUTION OF POSTERS ON NCDS AND COVID 19

Stowelink earlier in the quarter dispatched its first set of 500 brochures to Vihiga county directly to the NCDs community that we are currently working with to be part of the essential information that is very much needed by the NCDs community in Vihiga county. This came following a concerted effort from Stowelink to collect, synthesize and analyze the information given by the World Health Organization and the NCD Alliance and its partners on COVID 19 and NCDs. We realized that the NCDs communities in the villages did not have access to this critical information hence were at risk of contracting COVID 19. Therefore, it was imperative that we get this information to them as soon as possible. We also distributed masks and sanitizers. This is among our efforts to ensure that the NCDs community is well informed and kept up to date with critical information that concerns their health and wellbeing.

BISHOP MUSA GITAU SCHOOL VISIT



DISTRIBUTION OF POSTERS ON NCDs AND COVID 19



SOCIAL MEDIA REACH

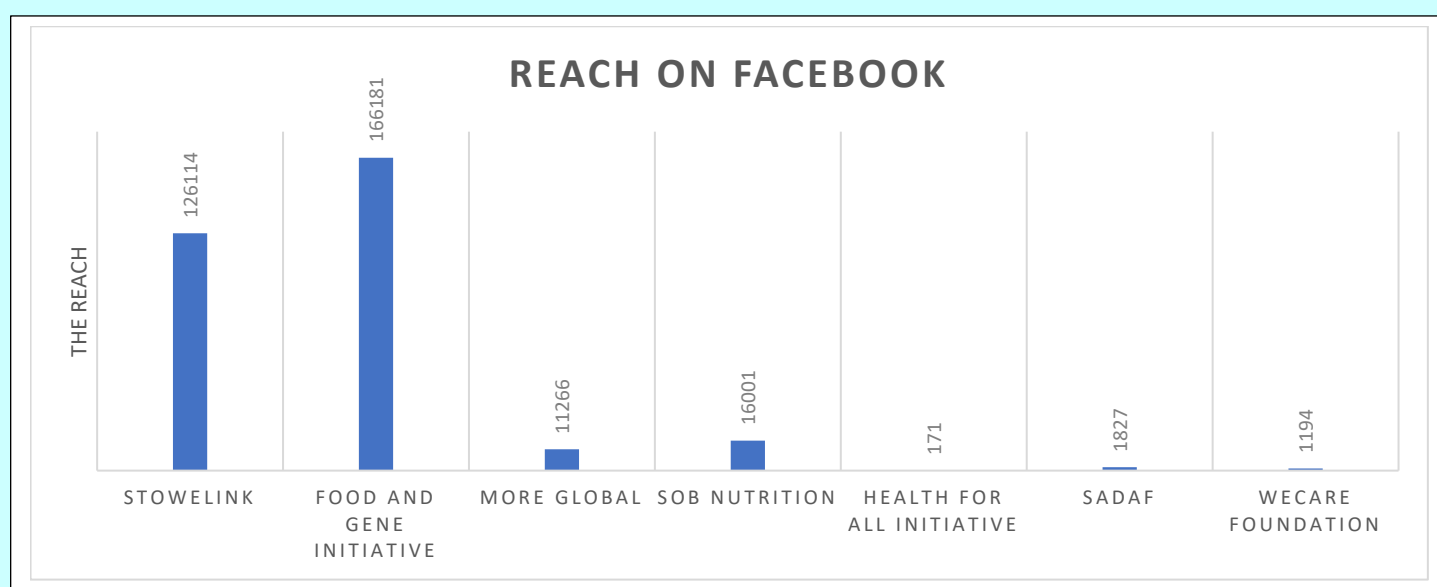
THE NCDS 365 project leveraged on social media to get the message on NCDs out. Beside our offline activities, the project as remained consistent in using social media and posting daily messages on non-communicable diseases. The project through its partners has been able to leverage on Facebook, Instagram, and Twitter as our primary accounts for posting the daily content. However, the project has also had immense reach on WhatsApp, LinkedIn and through our various partners websites.

Since the project is multinational, it was decided from the onset that the major social media platforms to be used were Facebook, Twitter, and Instagram because these are available globally and are the three most used platforms. The use of other social media platforms such as WhatsApp, LinkedIn and websites were to be used by partners as it best applies to their organization, audiences, and countries.

IMPORTANT TO NOTE: DUE TO DIFFERENT SITUATIONS IN DIFFERENT COUNTRIES SOME PARTNERS COULD NOT BE ABLE TO MEASURE THEIR REACH. AS SUCH, THIS IS JUST BUT A FRACTION OF THE REACH OF OUR WORK FOR WHICH WE ARE ABLE TO MEASURE.

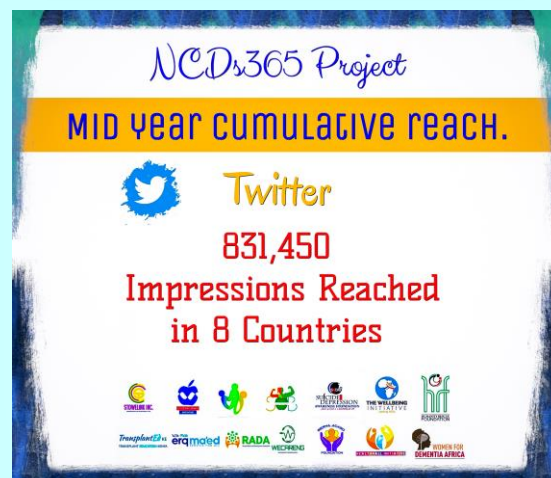
Facebook Analytics

Organization	Reach on Facebook over the first 6 months
Stowelink	126114
Food and Gene Initiative	166181
MORE Global	11266
SOB NUTRITION	16001
Health for All Initiative	171
SADAF	1827
WECARE Foundation	1194



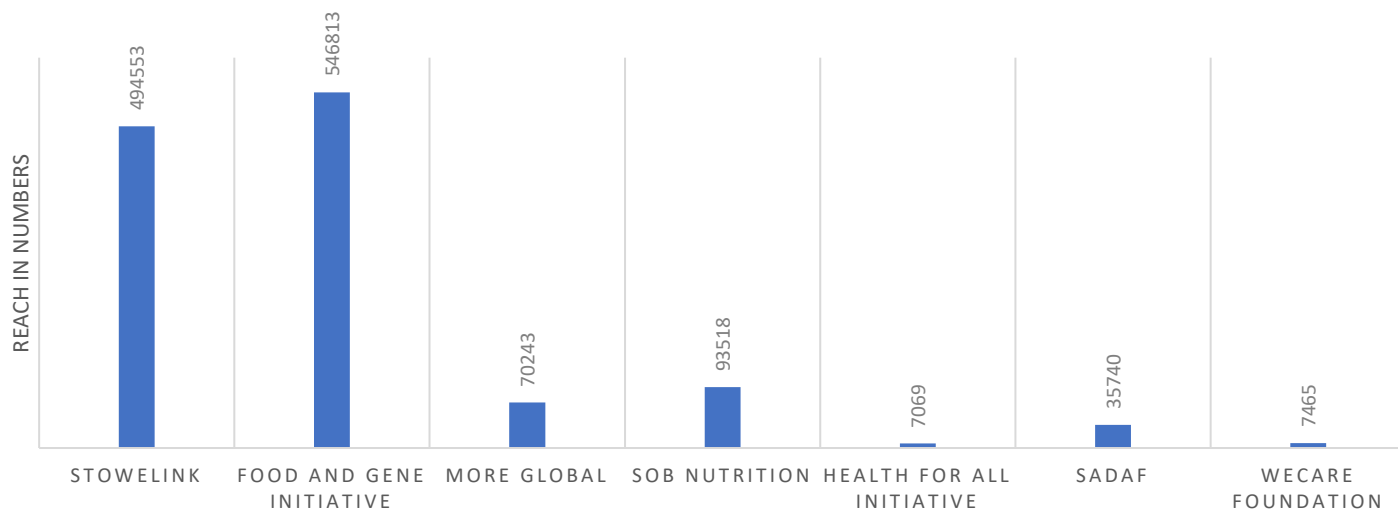
Twitter Analytics

Organization	Reach on Twitter over the first 6 months
Stowelink	368439
Food and Gene Initiative	361300
MORE Global	47076
SOB NUTRITION	39589
Health for All Initiative	6898
SADAF	1827
WECARE Foundation	6271



Cumulative reach

CUMMULATIVE REACH OVER THE FIRST SIX MONTHS



OTHER MEASURED REACH

Because of the different complexities and arrangements of this multinational project some partners in other countries were not able to measure their impact and reach and some partners included even more social media use for which they were able to measure impact and reach.

WEBSITES REACH

Through out the project, all partners have been posting the content on to their websites, but this reach has not been measured.

WHATSAPP REACH

To measure WhatsApp reach, the partners check on all groups that they share the content to and how many individuals reach to these messages daily.

1. Stowelink: content shared daily to 87 WhatsApp groups with an average of 180 people therefore reaching an average of **15,660** people daily
2. More global reaches an average of **60,317** people monthly on WhatsApp
3. Sobnutrition reaches an average of **2,863** people monthly on WhatsApp
4. SADAF reaches an average of **33,300** people monthly on WhatsApp

Total reached monthly is 112,140

PROJECT SUMMARY: FIRST 6 MONTHS

COUNTRIES WITH ACTIVE PARTNERS: 8

[Kenya, Uganda, Tanzania, Ethiopia, Rwanda, Nigeria, South Africa, Cameroon]

PARTNERS UNDER CONTRACT: 14

[Stowelink Inc., More Global Foundation, Sob Nutrition, Women In Dementia Africa, Food And Genes Initiative, SADAF, The Wellbeing initiative, Humanity Rescue Foundation, Health4all Initiative, Berna Acago Foundation, WeCare Nigeria, Erq Maed And Transplanted Kenya]

TOPICS COVERED:7

[introduction to NCDs, cancers, cardiovascular diseases, mental health, COVID 19 and NCDs, drugs and NCDs, diabetes]

IMPACT AND REACH FROM JAN 1- JUNE 30

- Facebook: **322,754**
- Twitter: **831,450**
- Instagram: **91,669**
- WhatsApp: **112,140**

TOTAL REACH

1,358,013 PEOPLE
REACHED IN 6 MONTHS



THE NEXT 6 MONTHS AND CALL FOR PARTNERSHIP

The NCDs365 Project is constantly seeking more global partnerships and countries and organizations are invited to collaborate with us to help us achieve the main aim of making information on NCDs available to all at all times and in relevant formats thereby improving NCDs literacy and saving lives.

The next 6 months we plan to focus on 6 thematic areas in the NCDs space and this will include bot risk factors to NCDs and creating awareness on the other remaining NCDs. we are also carrying our research through this project which will be used to improve policy and to develop best practices that could be replicated globally wen it comes to NCDs communications and advocacy.