

STOWELINK INC

TRANSFORMING AND EMPOWERING LIVES



Stowelink Inc.

Fourth quarter report

October to December 2020

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MESSAGE FROM THE EXECUTIVE.



ONGOLA OTIENO

CHIEF FINANCIAL OFFICER

STOWELINK INC.

The year 2020 was one full of challenges however, Stowelink met it with strong vision and commitment. In the year 2020 Stowelink focused mainly on advocacy and dissemination of health information to the general population and people living with NCDs through various communication channels. Stowelink was running two major projects that were expected to end at the end of the year. NCDs 365 and the Increasing Priority and Budget Allocation (IPBA) for NCDs in Vihiga County, Kenya were the key projects. Stowelink executive member's also managed to participate in various activities both local and international which are highlighted in this report.

In the spirit of empowering as many people globally as possible with health information on NCDs, Stowelink initiated the NCDs365 project. The project initially aimed at collecting, simplifying and disseminating information on NCDs through social media platforms. However, on the wake of Covid-19, the project produced a few printed materials for PLWNCDs in Vihiga County. This has been our most successful project so far having reached more than 1.5 million individuals online and 500 households' offline. The project was also recently featured in the Sustainable Development Solutions Networks' (SDSN) 2020 Youth Solutions Report. It has also been recognized by the One Young World and the United Nations.

We also concluded our first donor funded project courtesy of the NCDS Alliance of Kenya. The IPBA project was a test for Stowelink's systems and depth of expertise. The project concluded in December 2020 and Stowelink is happy to say that all the project objectives were met. It was the first time Stowelink was partnering directly with a county government at the highest administration levels. Stowelink's work in Vihiga was also featured in the county's annual report for the fiscal year 2019/2020.

Perhaps our greatest achievement was the resilience during the Covid-19 pandemic. Stowelink still managed to run its projects smoothly. We managed to curate our projects in response to the pandemic. The flexibility and innovation of the Stowelink team was key towards the year's achievements.

In 2021 you should look out for even disruptive and innovative approaches in tackling NCDs. NCDs 365 will enter the second phase where we will transition from image posters to animated videos.

Stowelink is also seeking even bigger partnerships locally and internationally to support its work in various fields through finances, capacity building, collaborations and connections. Let us all come together to empower and transform lives.

ABOUT STOWELINK

Stowelink is a registered youth led organization whose primary ethos is to make information and diagnostic services for NCDs available to all at all times and in relevant formats. We do this actively through our three divisions which are the NCDs Health Division, The Disruptive Entrepreneurship Division and The Techhub Division. We are registered with the government of Kenya as a company under the limited liability partnership (LLP) and we work actively across the country and have active partners across 8 other African countries where we operate too. At Stowelink our driving mantra is deeply entrenched into the philosophy of transforming and empowering lives and every day we work with passion, with commitment and drive to ensure we live up to this philosophy in all our projects and initiatives.

WHAT'S STOWELINK'S VISION?

To inspire healthier communities through provision of information and diagnostic services for non-communicable diseases to ALL at ALL times and in RELEVANT formats through integration of innovative community projects, technology and using disruptive communication approaches.



WHAT'S STOWELINK'S MISSION

To be the leading global provider of quality health services especially to the youth through the use of technology and information to provide fulfilling lives. While at it, we seek to promote and enhance effective prevention, control and management of non-communicable diseases while also providing youth friendly services to ensure the rise of a generation well equipped with information on non-communicable diseases.

NOTABLE ACHIEVEMENTS

Let your light shine through the
darkness

Stowelink Participates In the World Health Organization Informal Consultation for NCDs

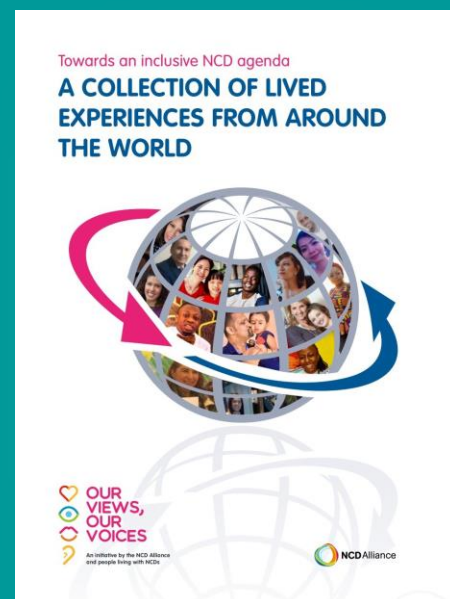
Stowelink through its founder and CEO Ogwen Stephen was selected to participate in the global think tank of experts working in the NCDs space. This was a rare opportunity that saw Stowelink being selected to participate in the global consultation for the World Health Organization. Through our CEO, Ogwen Stephen we were able to represent youth voices in the fight on non-communicable diseases and we hope this work continues on.



Stowelink Founder Featured On the Latest Publication from the Global NCD Alliance

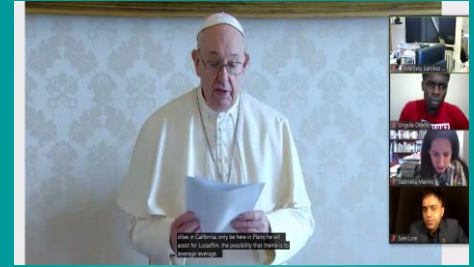
Stowelink founder and CEO was recently featured in a global NCD Alliance publication under our Views Our Voices Project. The publication was titled: Towards an inclusive NCD agenda A Collection of Lived Experiences from around the World.

This publication seeks to illustrate the lived experiences and realities of people living with a wide range of NCD conditions – within the four major NCDs and beyond, to include rarer NCDs – and with multiple NCDs. It seeks to understand the commonalities in needs and challenges across conditions and inform the NCD community's efforts to frame an inclusive NCD agenda.



Stowelink Participates In the Vatican Youth Symposium 2020

Our Chief finance officer, Mr. Ongola represented the organization in the 2020 Vatican Youth symposium (VYS). The symposium organized by the United Nations Sustainable Development Solutions Network (UNSDSN) in collaboration with the Vatican Pontifical Academy, brings together young change makers from around the globe working to achieve the sustainable goals. This is once again a big win for Stowelink and an indication that the organization is led by high impact individuals and global leaders.



Stowelink CPO Graduates From The Ban Ki Moon Global Scholars Programme

Stowelink Chief Operations Officer Mr Oduor Kevin recently graduated from a select group of global scholars making difference at a global level and working towards achieving sustainable development goals.

The Global Citizen Scholarship Program empowers exceptional young people by facilitating their participation in international conferences as well as tailor-made, short-term academic trainings and supporting and mentoring them during the development of their own “SDG Micro-Project.”



STOWELINK HEALTH DIVISION UPDATES.

Under this division our primary ethos is to make information and diagnostic services on non-communicable diseases available to ALL at ALL times in RELEVANT formats. We focus majorly on preventive primary health care providing health education and diagnostic services through undertaking relevant projects. Our projects are aimed at addressing the 5 NCD risk factors and providing education and diagnostic services on the 5 major NCDs.

Some of our flagship projects include: Project Alpha, MyHeart Ke, The Drug Free Youth, Coz I'm Happy Project, NCDs 365 And The NCDs Youth Champions Initiative. What we aim to achieve through this work is to ensure no one dies or suffers from non-communicable diseases because of lack of proper adequate information or late diagnosis of NCDs and that people live healthy, productive lives free of these diseases.

INCREASING PRIORITY AND ATTENTION TO NCDS BUDGETING (IPAB) PROJECT UPDATES - VIHIGA COUNTY

ABOUT

Stowelink through the support from NCD Alliance of Kenya has embarked on a project aimed at Increasing the priority, attention and budget allocation to NCDs at the national and county levels. This project aims at working with people living with NCDs together with the county government and relevant stakeholders to educate the county on NCDs literacy, to strengthen the people living with NCDs and get them organized into groups and most importantly, to form the Vihiga NCDs county chapter with all stakeholders including people living with NCDs, the youth and the county government. The main aim of the county chapters is to strengthen the voice of people living with NCDs, to get them involved in policy development and to get these groups organized and educated. The young people are also given key priority and active responsibilities in driving this agenda.



Current progress

DEVELOPING OF THE NCDS ADVOCACY ASKS FOR POLICY MAKERS.

Over the last quarter the NCD alliance of Kenya has been actively training youth ambassadors on policy and public participation process. Stowelink and its network of young people in Vihiga County also benefited a lot from this initiative and has been on the forefront ever since championing for NCDs advocacy and policy participation in the county.

A lot of time when we speak about policy participation and engagement, young people are often left out of the picture. We know that young people are catalysts for change and that change made by young people is often Long term. Through the trainings that have been happening from the NCD alliance of Kenya, Stowelink has been able to get 12 youth ambassadors trained and understand the process of public participation.

More than that we have been able to develop the NCDs advocacy asks which stated clearly what young people wanted for NCDs priorities and More than that we went ahead and met with the county stakeholders and relevant policy makers where our young people were able to present these policy asks to the government and developed an effective follow up strategy to ensure that the policymakers follow up and act on the policy asks, this for us is a big win in our policy work and it continues to validate the work that we do. Attention and what focus areas that they needed the local governments to focus on.



CHALLENGES, RECOMMENDATIONS AND LESSONS LEARNT FROM IMPLEMENTING A ONE YEAR IPAB

Increasing Priority, Attention and Budget otherwise referred to as IPAB is project piloted by Stowelink with the support from Non- Communicable Alliance of Kenya (NCDAK) from the period starting February 2020 to

November 2020. Stowelink focused on increasing priority, and budget allocation for non-communicable diseases in Vihiga County by strengthening partnerships between the different PLWNCDs-led organizations and present a united voice for the Persons Living with Non-Communicable Diseases. In addition, Stowelink expected to network and strengthen the links between PLWNCDs and health systems in Vihiga County while offering liaison between the PLWNCDs and the NCDAK national office.

LESSONS LEARNT

1. Success of a project largely depends on the collaboration between project implementers and stakeholders. Players cannot work or operate in isolation.
2. The young people possess greater altruism and energy to drive NCDs Advocacy agenda.
3. Increasing priority, attention and budget allocation for NCDs is not just the responsibility of the health department. It overlaps to other department such as education for awareness creation, finance for mobilization of resources and office of the governor to amass the political will among others.



CHALLENGES

1. Lack of clear guidelines on how the county engages interested partners. While Stowelink was able to gain support of the county health team, it took a while before the interest to implement IPAB project be ratified.
2. Unforeseen events such as the COVID-19 pandemic. This disrupted IPAB project implementation matrix. With the cessation of movement by the government to contain the spread of COVID-19, IPAB project was temporarily halted with meeting conducted virtually.
3. Inadequate financial resources to support all the activities under the IPAB project. As such, activities were prioritized.



RECOMMENDATIONS TO THE COUNTY

1. Develop clear guidelines on how donors/partners are engaged. This will help attract interested partners and also save the time wasted from hoping office to office for approval/endorsement. Developing clear guidelines will also help the county government have a clear snapshot of the number of projects and nature of projects being implemented in the county.
2. The county should increase budget allocation for unforeseen health events. This will help in supporting ongoing projects which may be affected by these unforeseen health events.
3. Increase the overall budget allocation for NCDs to support advocacy activities and the much-needed medication and social support by the PLWNCDs.
4. Health should form the top most priority for the county government especially at this time when COVID-19 is ravaging. While at it, NCDs should be prioritized since COVID-19 has highlighted how these NCD patients are mostly vulnerable.



VIHIGA IPAB PROJECT PHASE OUT AND HANDOVER

As the IPAB PROJECT comes towards the end, we held a close-out event to mark the end of the IPAB project pilot phase and the handover to the government of Vihiga. The event attracted key players in the county government including;

- NCDs Coordinators office
- Health Records department
- County Finance department
- Representatives of PLWNCDs

We presented the project summary report detailing the lessons learnt in the project, challenges, recommendation and way forward for the project. The stakeholder present gave their feedback while expressing gratitude towards Stowelink for implementing the IPAB project. Each stakeholder vowed to continue with the project and ensure that the project doesn't end with Stowelink's exit.

STOWELINK VIHIGA 2020 DOCUMENTARY RELEASE

Over the year 2020 Stowelink has been working actively in Vihiga County under the IPAB PROJECT where we aim at increasing priority and attention to NCDs funding in the county. Under this project we have been documenting every step of the way and we will be releasing the full documentary of this project in Vihiga County on YouTube.

Be sure to watch when it premieres by following us on YouTube right in the link below

<https://www.youtube.com/channel/stowelink>



NCDS 365 PROJECT UPDATES

NCDS 365 project is a multinational project developed and led by Stowelink whose main aim is to use social and alternative media to promote and educate communities on noncommunicable diseases. This project leverages on our primary ethos of making the information on non-communicable diseases available to all at all times and in relevant formats. Currently the project runs in 8 countries and has 12 global partners. A DETAILED REPORT WILL BE RELEASED SOON.

CURRENT PROGRESS

OCTOBER

MONTH OF OBESITY

NOVEMBER

MONTH OF LESS TALKED ABOUT NCDS

DECEMBER

NCDS PREVENTION



COZ I'M HAPPY PROJECT UPDATES

Coz I'm happy project is a Stowelink flagship project dedicated to mental health and awareness in young people especially in institutions of higher learning. This project involves active engagement of young people through school projects, clubs and through creative approaches to get them to talk about mental health. In addition, the project intends on developing peer counsellors and ensuring they work collaboratively with the institutions counselling offices to provide and support mental health counselling and education in these institutions. This quarter we hosted the last knowledge exchange series in partnership with Johnson and Johnson taking about challenges and opportunities for 2020 and 2021 respectfully. This event marked the last activity under this project in 2020.

the Final Knowledge Exchange Session.

Lessons from 2020 & Opportunities for 2021

Hosted by: Ogweno Stephen

Date: 6th Dec 2020, Venue: Online, Time 3-5 PM

Special Chief Guest to be unveiled soon!



NCDS TRAINING MODULE FOR SCHOOLS AND COMMUNITIES DEVELOPED BY STOWELINK DEBUTS ITS FIRST TRAINING

Between the 20th and the 24 of December through the support from NCDAK, Stowelink printed the NCDs modules for schools and communities, a training module developed by Stowelink in partnership with Dr Harrison of the university of Manchester to train on non communicable diseases in easy, understandable language and a visually compelling manner.

The module was used to conduct its first official training in Vihiga county and the feedback was amazing. Most of the participants confirmed that the module was easy to use and that the language and the visuals in the module made it much easier to talk about and understand non communicable diseases. The module is available for free on our website.



NCD CHAMPION OF THE QUARTER.

This segment is dedicated to our NCDs youth champions. These are young people living with non-communicable diseases or taking care of people living with non-communicable diseases. In this segment we will be sharing their stories of courage, their stories of struggle, their stories of hope and resilience. This segment is also intended on demystifying some myths including the myth that non-communicable diseases do not affect young people. Through this segment we also intend to consciously amplify the power of the lived experiences through their powerful messages, we intend to share their views and their voices.

LIFE OF A SICKLER, Ian Abila

Imagine not being able to be playful at a young age of 7 years, not because you're disabled but because of the pain you experience whenever you go out to play football, basketball or even running with friends. Mama used to say you can't go out to play because you're sick! And the obvious question would be but I'm not feeling sick Mama! Little did I know that I was actually sick! My name is Ian Abila 23 years old and this is my story.

I learned about my condition when I was 7 years old. It usually was one hospital to another, one pediatric to another, one specialist to another kind of experience. At age 14, there was a reduction of hospital visits and it was at that point discovered the managing tricks of this disease. And, ever since, I've tried to manage my crisis as soon as they occur, also the crisis (pain) that sickle cell anemia patients undergo through is what actually motivates me to create awareness about NCDs (sickle cell anemia).

Prevention of sickle cell anemia is not possible, but managing it is simple i.e. through creating awareness on the do's and don'ts has made it possible for several individuals living with this disease to manage it.

What I've noticed over the years is that whenever I experience joint pains most individuals tend to misdiagnose it with arthritis, indicating lack of information and knowledge about this disease and as such it is up to us to continue creating awareness on not only sickle cell but also other types of NCDs.

Article by Ian Abila



Ian in white receiving an award



Ian Abila

DISRUPTIVE ENTREPRENEURSHIP DIVISION UPDATE.

Under the disruptive entrepreneurship division, we focus on raising a generation of youth who are job creators and not job seekers. As a result, we established the Kreative hub clubs in the universities to help us reach the young people in universities who are considered the cream of the society and transform them into not only intellectuals but also individuals with hands on skills who can create jobs for themselves and the communities around them. The Kreative hub clubs have been established in Kenyatta University and Jommo Kenyatta University of Agriculture and Technology with small groups in Moi University and Egerton University. The club trains its members on 3 main pillars: health, disruptive entrepreneurship and soft skills development with major focus on leadership and personal development for all the members.

BUY STOWELINK MECHANDISE.

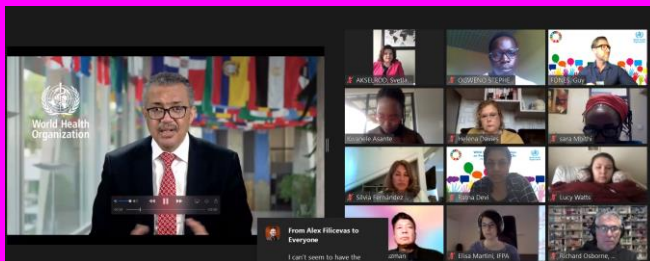
Stowelink has developed new fresh merchandise which is now available on order. The new Stowelink t-shirts and hoodies feature our new logo and the SDGS and are made from the best cotton products to ensure maximum comfortability and durability. The t-shirts go for 1000 kes and the hoodies for 2000 kes. To place an order, send your request for stowelink@gmail.com. By buying from Stowelink you support us to continue with our work impacting on communities.



CONFERENCES AND EVENTS

STOWELINK PARTICIPATES IN THE VATICAN YOUTH SYMPOSIUM 16-17/12/2020

Our Chief finance officer, Mr. Ongola represented the organization in the 2020 Vatican Youth symposium (VYS). The symposium organized by the United Nations Sustainable Development Solutions Network (UNSDSN) in collaboration with the Vatican Pontifical Academy, brings together young change makers from around the globe working to achieve the sustainable goals.



STOWELINK PARTICIPATES IN THE WORLD HEALTH ORGANIZATION CONSULTATION FOR NON COMMUNICABLE DISEASES 9-11/12/2020

Stowelink through its founder and CEO Ogwen Stephen was selected to participate in the global think tank of experts working in the NCDs space. This was a rare opportunity that saw Stowelink being selected to participate in the global consultation for the World Health Organization.

STOWELINK ATTENDS A TRAINING AND ADVOCACY WORKSHOP AT SAROVA PANAFRIC HOTEL, NAIROBI- 12-11-2020

On the 12th and 13th November 2020, Stowelink was represented at the Sarova Panafric Hotel for a training and advocacy workshop by the External Relations Officer, Naila Chebet. The two-day workshop was focused on discussing legal and policy strategies geared towards prevention of NCDs through promotion of healthy diets. The workshop, was organised by KELIN (Kenya Legal and Ethical Issues Network).



STOWELINK BACK AT AL-HUDA TV TO SPEAK MORE ON OBESITY AND PEOPLE FIRST LANGUAGE FOR OBESITY 8/12/2020

Due to public demand and unprecedented viewership of a first tv feature that had Ogwenko Stephen CEO and founder Stowelink speak on obesity, the Al-Huda tv had to recall Ogwenko Stephen back to talk more on obesity.

In the session Ogwenko Stephen and the core host discussed in depth about obesity and people first language.




STOWELINK DOCUMENTARY SERIES SHOOT WITH AFRICAN FILMS NETWORK 13/11/2020

Stowelink has been so privileged to receive recognition and attention for the incredible work we continue to do in the NCDs space in Kenya. This attention recently led us to a documentary series shoot by the African films network documenting how our day to day work occurs and our impact is in the communities that we work with.


STOWELINK AT ALHUDA TV ADVOCATING FOR OBESITY AWARENESS AND PEOPLE FIRST LANGUAGE 27/10/2020

On the 27th of October 2020 Stowelink executives, Oduor Kevin Chief Programmes Officer and Ogwenko Stephen the CEO were interviewed in a one hour thirty minute show at Al Huda Tv where they talked extensively about what obesity is and what it means to use people first language for obesity. During the interview, our executives on the show insisted on people first language for obesity besides addressing the myths and misconceptions surrounding obesity.


Obesity and NCDs.



Guest:
Oduor Kevin
CPO Stowelink Inc.










Host:
Dr Hassan Kinyua



Guest:
Ogwenko Stephen
CEO Stowelink Inc.

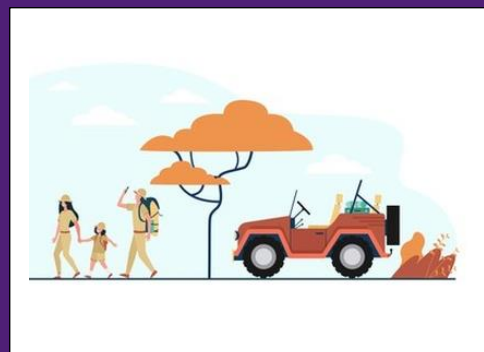
Live at Al Huda TV
27-10-2020
11:30 Am - 1:00 Pm

PLANS FOR 2021

NCDs 47 counties tour: This is one of newly founded project which is going to take NCDs conversation to the grassroots. Stowelink has recognized the power of health communication and promotion among the population. In this context therefore we are looking forward to begin NCDs countrywide tour where we shall have conversation with the youth and communities in 47 counties. This tour will enable Stowelink to come up with an interesting documentary on the success of the fight against NCDs and its preventions.



NCDs In the Workplace: This is by far one of our most research on programme. The workplace is by far the biggest environment where NCDs develop especially for the corporate world. we are working on releasing a book that has been in the works for 2 years now. we are also looking forward to starting a programme which will educate the various workplaces on how to beat NCDs in the workplace.

Release of The NCD Training Module: Moving into 2021, Stowelink intends to release the NCDs training module which has been in works for the past year. This will be an auxiliary module for training on NCDs to communities and schools. Through this module, we aim at making learning about NCDs fun, easy to understand and relevant



NCDs Board Games: Innovation never stops here at Stowelink and this is definitely one game changing innovation we will be releasing in the 2021. The patented board game developed by the team will definitely go a long way in changing how people learn about NCDs. we intend to make education on NCDs interesting and fun and through the board game we will active just that!

CHALLENGES FACED DURING THE QUARTER

LIMITED FUNDING

Would you want to see people die or suffer of non-communicable diseases? would you want to see young people fall into depression? Would you want to see our activities only limited to specific counties? If you answered no to all questions we definitely need your support. this quarter we were faced with financial challenges, we worked on a very limited budget but still managed to have very meaningful impact. In order to increase this impact however we need your support financially or otherwise to donate directly, kindly deposit your donations to our bank account at

But even without donating actual money you could support us in other ways including paying for our zoom subscription and in other ways. Reach out to us at **stowelink@gmail.com** to discuss other ways in which you could support us.



LIMITED ACCESS TO ESSENTIAL EQUIPMENTS

We also faced a limited supply of necessary equipment, such equipment includes the blood pressure machines, diabetes diagnostic equipment's, weigh scales and computers or laptops. If you would love to donate these and some other items too. Reach out to us at **stowelink@gmail.com** to discuss this too.



CALL FOR SUPPORT AND PARTNERSHIPS

Stowelink Inc. is hereby requesting and calling for collaborations and partnerships with various organizations especially those dealing with non-communicable diseases, youth and entrepreneurship. Whenever you can chip in and partner with us we highly welcome you on board. Be part of our story, be part of our growth, BE PART OF THE DIFFERENCE. Our team is ready to collaborate, partner and intensely be involved in making the health of the populations better and in helping grow stronger and healthier communities because here at Stowelink we believe in...

TRANSFORMING AND EMPOWERING LIVES

SPECIAL THANKS TO



1. NCDS ALLIANCE OF KENYA
2. COUNTY GOVERNMENT OF VIHIGA
3. JONSON AND JOHNSON
4. AL HUDA TV
5. WORLD HEALTH ORGANIZATION
6. SDSN YOUTH
7. NCD ALLIANCE (GLOBAL)
8. AFRICAN FILMS NETWORK

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alliance (K)



World Health
Organization