



**NCDS
365
PHASE 2**

NCDS 365 PHASE 2 ANNUAL PROJECT REPORT

2021

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ABOUT THE 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 educate over 5.4 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 12 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 NCDs 365 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 NCDs 365 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 Project is a health awareness and literacy improvement project that has recognized the urgent and pressing need to improve literacy and access to relevant services for non-communicable diseases by sharing messages, developing toolkits and new innovations 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

PROJECT BRIEF: PROJECT PLANNING

The NCDs 365 project phase 2 involved creating advocacy and improving literacy on non-communicable diseases through the use of animated videos. Following the massive success of phase 1 of the project in 2020 reaching over 3 million people in 8 countries in Africa, there was a need to amplify the project even further.

In phase two the project involved the development of weekly animated videos and special animations for the various health days. In total the project produced 55 animated videos that are free to be shared and translated and readily available on YouTube.

The project was executed through a strong strategic partnership between 4 primary organizations including

- **Stowelink Inc** – These were the implementing partners of the project who oversaw the implementation the project and shared it through its various partners.
- **NCDs champions** – These were the executive producers of the animated videos. They were in charge of developing the animations and running various social media platforms to ensure the videos were readily and publicly available.
- **Ogweno consultants** – these were the lead consultants who guided the direction of the programme and its implementation.
- **NCDs 365 app** – this under the joint partnership between Stowelink and NCD champions were in charge of signing up the various organizations to the mobile application NCDs 365.

**"NCDs 365 Phase two
was made possible
through a strong
strategic partnership"**



NCDs 365 Project Phase 2 Producers

WHY ANIMATION

Here are 5 reasons why we chose go with animated videos



1- More effective messaging

Text based messaging, though crucial, needs to be supplemented with powerful emotive audio-visual content to increase retention as people are only able to retain 10% of the information they gain through reading. Animated explainer videos fill this gap by allowing stimulating visuals to complement text that helps reinforce the messages being communicated with the audience.



2- Simplifying complex information

Medical information is inherently difficult for non-medical persons to untangle and understand. With 65% of the world population being visual learners, and 90% of the information transmitted to the brain as visuals, animated videos can easily simplify complicated scientific messages and present facts in a concise, easy-to-understand way. This is crucial to counter medical disinformation which easily spreads over social media.



3- Reaching a greater target audience

Animated explainer videos' caters to the 78% of people who watch online videos weekly, making it the perfect tool for the healthcare industry to utilize - giving them the ability to both deliver and receive crucial information to and from a wider audience. The ability to cost effectively localize content also ensures that animated videos are an excellent tool to breach cultural barriers to communication.



4- Engaging with your audience

Simplifying information is one thing, making it engaging another. The average human attention span is 8 seconds, leaving the medical industry with a challenging task of capturing said attention quickly, one that animated explainer videos easily fulfill. Dry content becomes entertaining, informative, and fun, giving 73% of the consumers the engaging videos they want to see.



5- Bridge the information processing gap

Spoken animation is the best way to communicate complex health information to people with low health literacy. This format can even bridge the information processing gap between audiences with low and high health literacy as the recall differences between the two groups are eliminated.

PROJECT BRIEF: PROJECT EXECUTION

The NCDs 365 project was executed by Stowelink Inc as the main execution partner. The project execution involved weekly sharing of the animated videos across all social media platforms including Facebook, Instagram, WhatsApp, YouTube, twitter and LinkedIn. The shared content could then be reshared and translated by partners to their local networks.

Monthly video focus areas and titles

MONTH	KEY THEME	VIDEO TITLE
JANUARY	Introduction to non communicable diseases	<ul style="list-style-type: none">• What Are NCDs• Facts About NCDs Part 1• Facts About NCDs Part 2• How To Prevent NCDs
FEBRUARY	Cancer	<ul style="list-style-type: none">• What Is Cancer• Signs And Symptoms Of Cancer• Cancer Risk Factors• Prevention Of Cancer
MARCH	Obesity	<ul style="list-style-type: none">• People First Language For Obesity• What Is Obesity• Myths On Obesity• Treatment And Control Of Obesity
APRIL	COVID-19 And NCDs	<ul style="list-style-type: none">• COVID-19And NCDs• COVID-19And Diabetes• COVID-19And Cancer• COVID-19And Mental Health• NCD Prevention And Covid 19
MAY	Cardiovascular Diseases	<ul style="list-style-type: none">• What Is Cardiovascular Health• Risk Factors Of Cardiovascular Diseases• Major Types Of Cardiovascular Diseases• Prevention Of Cardiovascular Diseases
JUNE	Chronic Respiratory Diseases	<ul style="list-style-type: none">• Tobacco And NCDs• Environment And NCDs• Lung Related NCDs• What Is COPD• Prevention And Treatment Of COPD

Monthly video focus areas and titles

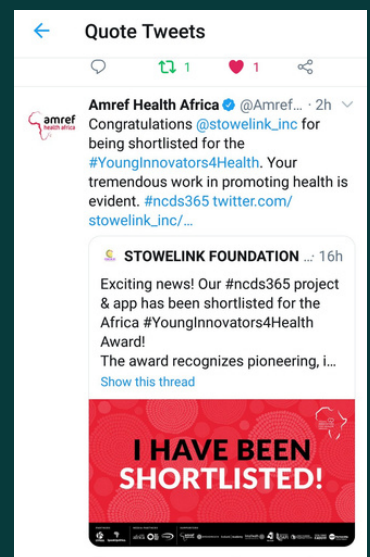
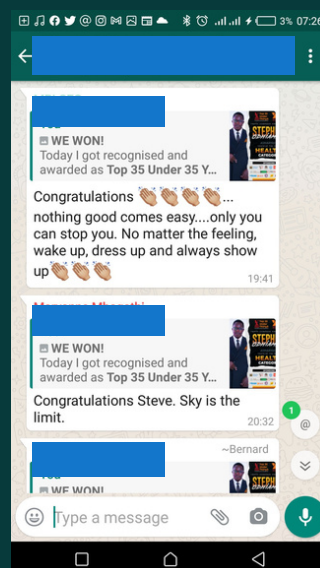
MONTH	KEY THEME	VIDEO TITLE
JULY	NCDs Risk Factors	<ul style="list-style-type: none"> Major NCDs Risk Factors – Tobacco Use Major NCDs Risk Factors – Alcohol Use Major NCDs Risk Factors – Physical Inactivity Major NCDs Risk Factors – Unhealthy Diets
AUGUST	Kidney Diseases	<ul style="list-style-type: none"> What Is Chronic Kidney Disease Chronic Kidney Disease Risk Factors Organ Donation And NCDs Chronic Kidney Disease Prevention And Treatment.
SEPTEMBER	Sickle Cell	<ul style="list-style-type: none"> What Is Sickle Cell Sickle Cell Facts Signs And Symptoms Of Sickle Cell Prevention And Control Of Sickle Cell
OCTOBER	Mental Health	<ul style="list-style-type: none"> Mental Health As An NCDs Mental Health And Young People Tips For Better Mental Health Part 1 Tips For Mental Health Part 2
NOVEMBER	Diabetes	<ul style="list-style-type: none"> What Is Diabetes Facts About Diabetes Types Of Diabetes Control And Prevention Of Diabetes.
DECEMBER	Cross Relations And Prevention	<ul style="list-style-type: none"> AIDS And NCDs NCDs And Disabilities UHC And NCDs NCDs Prevention Tips Part 1 NCDs Prevention Part 2



PROJECT BRIEF: NOTABLE MENTIONS

The NCDs 365 project continues to receive notable recognitions and mentions in many areas and with many internationally recognized organizations. Some of the organizations that have shared, engaged and amplified our works include

- Amref Health Africa
- The World Health Organization
- The NCD Alliance
- The NCD Alliance Of Kenya
- Dr Githinji Gitahi
- Dr Kulikov
- International Society Of Hypertension
- Movendi International
- And many more...



PROJECT REACH

The project tried its best to measure impact across its various partners and stakeholders though there was a huge challenge this time around with measuring the reach and impact from our project partners.

The data that will be presented below will be primarily impact reached directly from Stowelink and then will be complimented by reports and data from the other partners who were able to measure their impact as well.

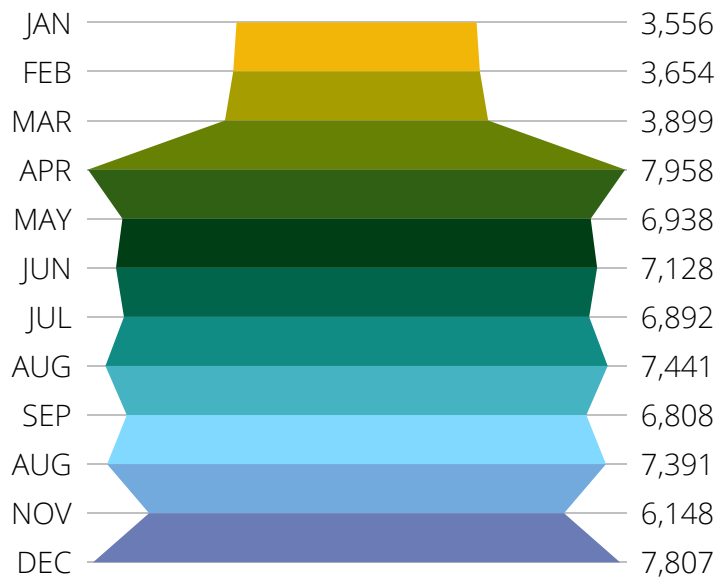
IMPORTANT TO NOTE: due to different situations in different countries some partners could not be able to measure their reach, therefore this is just but a fraction of the reach of our work for which we are able to measure.

SOCIAL MEDIA REACH

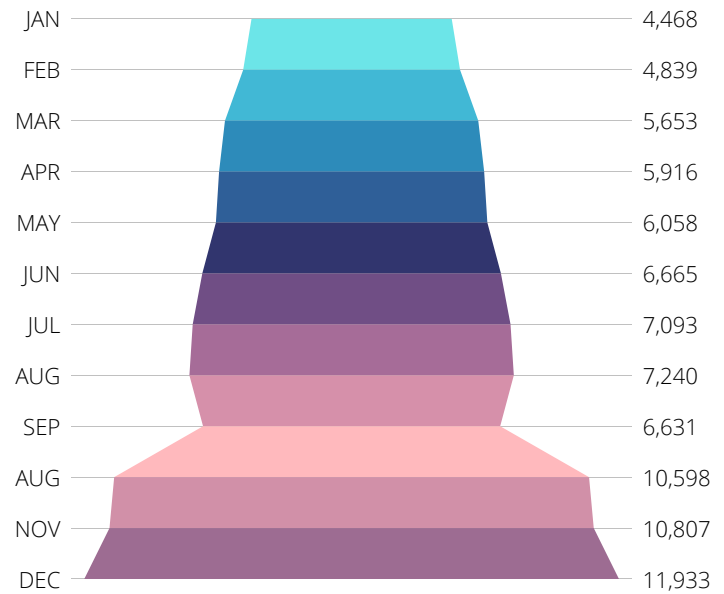
DATA SOURCE	COMBINED REACH
NCDs365 lifetime reach on google	• 4,900,000
Total annual reach on Facebook	• 72,620
Total annual reach on Instagram	• 87,901
Total annual reach on LinkedIn	• 33,488
Total annual reach on Twitter	• 512,208
Total annual reach on YouTube	• 139,854
Total annual reach on WhatsApp	• 116,023
Total annual reach on the website	• 9,885
Total countries reached via the website	• 53
Total project reach FOR 2021 excluding the Google lifetime reach	• 971,979

PROJECT REACH IN DETAILS

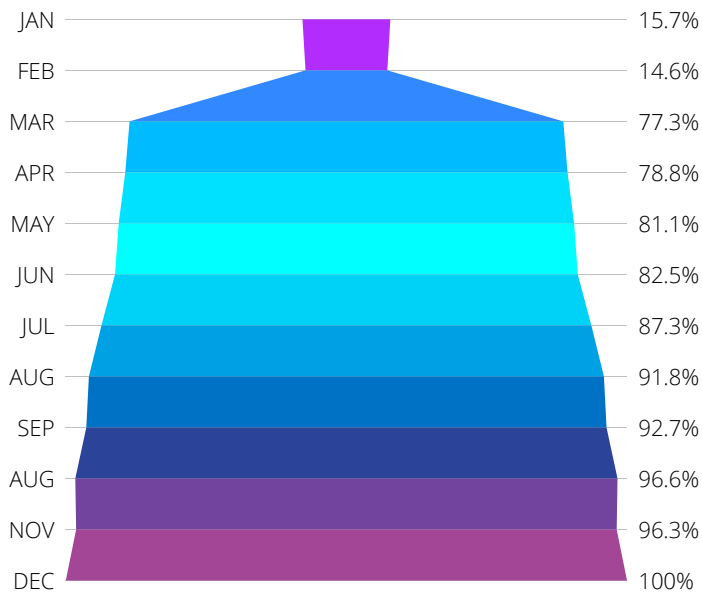
REACH ON FACEBOOK



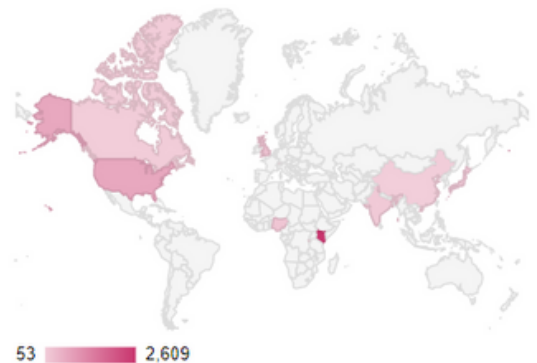
REACH ON INSTAGRAM



REACH ON TWITTER



REACH ON WEBSITE



Country	Views
Kenya	2,609
United States	683
United Kingdom	231
Nigeria	195
Japan	135
India	118
Rwanda	85
Switzerland	68
Canada	65
China	53

This is the total number of countries that accessed the relevant content through our websites

53

REACH ON WEBSITE

9,885

Number of people who interacted with the project via our website

2640

Number of new visitors who interacted with the project via our website

REACH ON YOUTUBE

New achievement



100 hours of watch time

6 days ago • People love your videos so much they can't stop watching

[VIEW ANALYTICS](#)



Channel analytics

Current subscribers

129

+10 in last 28 days

131,627

Total YouTube impressions on the NCD 365 videos

100

The view time accumulated by these videos on youtube

8,227

Total active views of the videos on youtube

REACH ON WHATSAPP

116, 023

Number of people reached via WhatsApp on a weekly basis

381

Number of WhatsApp groups engaging with our content on a weekly basis

PROJECT PARTNERS

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 10 African Countries.

The countries include Kenya, Nigeria, Ethiopia, Cameroon, Uganda, Tanzania, Malawi, Ghana, South Africa and Rwanda. The partner organizations include.

KENYA

01 — NCD CHAMPIONS

NCD champions are a non-profit organization, using innovation for better NCDs care. We develop innovative products and services geared towards improving the literacy and understanding of non-communicable diseases.

02 — HUMANITY RESCUE FOUNDATION

It is an organization based in Kenya that promotes 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).

03 — WOMEN FOR DEMENTIA AFRICA

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.

04 — TRANSPLANTED EDUCATION 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.

05 — SICKLE CELL FEDERATION

Sickle Cell Federation is an umbrella body that brings together all organizations working in the sickle space field to be able to coordinate programmes and interventions to ensure improve health of people living with sickle cell.

06 — BE ACTIVE CHALLENGE 360

Be active challenge 360 is an initiative by online voices that aims at improving physical activity in the midst of the COVID-19 pandemic by encouraging healthy home workouts and tips for staying healthy while at home.

07 — AFYA AFRICA ORTHOPEDIC SERVICES

Afyafrika Orthopedic Services provides an evidence-based approach in examination, evaluation and treatment of extremities injuries and dysfunctions for patients. It's a leading CENTRE OF PHYSICAL MEDICINE & REHABILITATION .

08 — SOBNUTRITION

“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 and other nutrition deficiency diseases.

09 — FOOD AND GENE INITIATIVE

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 is to reach out to provide solutions to issues such as stunting, non-communicable diseases, health risk factors and youth development.

10 — MORE GLOBAL FOUNDATION

MORE Global Outreach Initiative is a Non - Governmental Organization (NGO) that focus on Sustainable Development Goals 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.

11 — WECARE FOUNDATION

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.

12 — THE WELLBEING INITIATIVE

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.

13 — HEALTH4ALL INIATIVE

Health4ALL is an initiative that promote healthy among Nigerians living through various projects and programs. The initiative has organized several interactive sessions in collaboration with medical personnel and shared about important health issues.

14 — SUICIDE DEPRESSION AWARENESS FOUNDATION

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.

15 — CHRONMATE

Chronmate is a youth-led, health organization based in Nigeria committed to taking the lead in curbing the rising cases and increasing death rates caused by chronic diseases/health conditions in vulnerable regions (usually of low-middle income).

16 — WURAOLA FOUNDATION

Wuraola Foundation is a non-governmental organization based in Nigeria whose mission is to support both genders, especially the younger and vulnerable ones through sensitization and equipping these young minds with right information that enhances and equips them to live better lives and have positive social culture. We focus mostly on Zero Huger, good health and wellbeing and quality education.

UGANDA

17 — BERNA ACARGO FOUNDATION

The Berna Acargo foundation is an organization whose main aim to work at the grassroots 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.

18 — EDIFICE FOUNDATION

Edifice Foundation is a Christian Organization which exists to Facilitate holistic development of the African Child and Communities. We network with both local and International Partners who have a passion of developing the African Child through Sports , Education, Health care and Skills development.

19 — ITRUW

Initiative For the Transformation of Rural Women and Girls (ITRUW) is a rural focused NGO working primarily with Women, Girls, Elderly and other marginalised persons including people with disabilities .We exist to mobilise and empower rural women, girls and other disadvantaged groups to become aware of their rights and role in development.

CAMEROON

20 — RADA

The overall purpose of the reconciliation and development foundation (RADA) is to promote peace, health, entrepreneurship and leadership for employment and sustainable development. We also want, our communities, especially young people, acquire the professional inputs to build the extra elements of hope, vision, and creativity to explore and harness their potential for greater good and value

ETHIOPIA

21 — ERK MAED MEDIA

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.. Since 2013, it has reached more than 10 million radio audiences.

RWANDA

22 — ITETERO IWACU ORGANIZATION

Itetero Iwacu Organization (IIO) is a nonprofit organization that helps vulnerable children to access a quality education (through Itetero Bright Academy); refine nutrition, as well as taking action to spread awareness on public health. That includes but not limited to preventing or mitigating the effects of NCDs among children and adolescents, advocating for children living with NCDs or birth defects, as well as training young adults on reproductive and mental health.

MALAWI

23 — HERAC

Health Resources Advocacy Center (HERAC) is a Non-profit organization based in Malawi whose mission is to promote health access and protect health rights for the youths and the elderly.

24 — HEALTH ACCESS INITIATIVE

Health access initiative is a non profit organization based in Malawi that generates and disseminates health information that is up to date, culturally relevant and contextualized to the local settings.

NCD365 APP SPECIFIC PROJECT PARTNERS

These are partners that we partnered with on the NCDs 365 App in addition to the partners above. These did not actively participate in the dissemination of the NCDs 365 Animated videos.

KENYA

25 — STROKE AND HYPERTENSION ASSOCIATION

Stroke And Hypertension Association is a non-profit organization based in Kenya that is set up as a member's organization that aims to mitigate effects of stroke and hypertension in Kenya through advocacy and patient support.

26 — ONLINE VOICES

Online voices is a tech for good organization that is passionate about the fight on non-communicable diseases focusing mainly on prevention and control through its be champ platform.

27 — ELECTRA HADASAH FOUNDATION

Electra Hadasah foundation is a nonprofit organization based in Kenya that focuses on health and wellness advocacy, community development and mentorship.

28 — HOPE AND COURAGE INTERNATIONAL

Hope & Courage International is a non-profit organization whose mission is to infuse hope, creating happy memories, and improving the quality of life for children having experienced life-altering situations.

29 — DVALT PROJECT

DVALT Project is a non-governmental organization based in Kenya whose main focus is on providing mental health services and psychological assistance especially for victims of domestic violence.

30 — SAPTA

SAPTA is an acronym for Support for Addictions Prevention and Treatment in Africa. SAPTA's objectives of SAPTA include provision of educational programs for addiction counselors; running of community based prevention programs; advocacy for greater access to treatment; promotion of professionalism in the addiction field through strengthening and capacity building for treatment centers; and outpatient treatment.

31 — T21 FAMILIES SUPPORT ORGANIZATIONS

T21 Families Support Organization (T21 FSO), is a support organization that advocates, educates and creates awareness with Down Syndrome.

32 — YOUTH ON THE MOVE

Youth On The Move is an organization which empowers youth with epilepsy through innovative awareness actions and bridges the gap between people with epilepsy and health care providers. We guide youth with epilepsy to build their skills, stand up for themselves and transform their desires into realistic plans and actions

33 — COMMUNITY LED SOLUTIONS CBO

Community Led Solutions CBO is a community-based organization in Kenya that offers programmes and advocacy in health systems strengthening, sexual and reproductive health, non-communicable diseases, Children Protection, Blue Economy, Social Accountability & Sustainable Development.

34 — TWAASIST KENYA

TwaAssist Kenya is an organization which aims to create a society where mental health services are accessible and affordable. We provide mental health services and care to people and institutions in need of mental health services in Kenya.

35 — TUMAINI SICKLE CELL ORGANIZATION

Tumaini Sickle Cell Organization is an NGO based in Kenya. Our mission is to support sickle cell awareness, education, management, state-of-art treatment and research, and to bring hope to sickle cell warrior and families affected by the disease

MALAWI

36 — CARE SIGNATURE CHRISTIAN HOMECARE SERVICES LTD

Care Signature Christian Homecare Services Limited is an organization based in Malawi that provides clinical nurse services and renal services including laboratory services to enhance diagnostics and health care education

GHANA

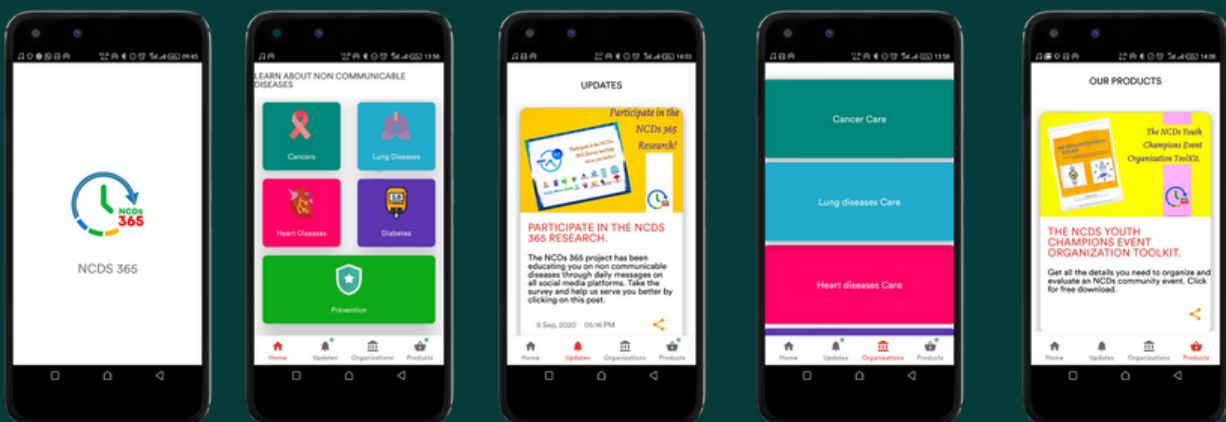
37 — EDUCARE UNIT

Educare Unit is a nonprofit based in Ghana that focuses on literacy, education, youth empowerment, public Health programs (advocacy) and social community development programs.

NCDs 365 PROJECT NEXT PHASE

THE NCD 365 APP

NCDs 365 app is an all-in-one mobile app that provides information and relevant resources and links to services and service providers on noncommunicable diseases. The app focuses at providing information on the major NCDs. The app provides information on prevention aspects of these diseases focusing on making the user understand what these diseases are, their signs and symptoms and their prevention.



NEXT PHASE

Before we reveal what, we are doing for the next phase of this project, here is a review of where we have come from

- NCDs 365 phase 1 -2020- 366 daily written and graphic messages for NCDs
- NCDs 365 phase 2 – 2021 – 55 weekly animated videos on NCDs
- NCDs 365 phase 3 – 2020- 2022- development and launch of the NCD 365 mobile app

AND NOW THE NEXT PHASE OF THE PROJECT IS

- NCDs 365 phase 4 –2022- bi weekly documentary audio and video podcast series for champions living with NCDs

In this next phase the project aims at highlighting stories of 12 NCDs youth champions in 2022 with a biweekly release of both audio and video content. The project continues to remain steadfast in improving NCDs literacy across the continent.

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Special Thanks To:

..THE STOWELINK INC IMPLEMENTATION TEAM

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- Oduor Kevin
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- Stephen Ogweno
- Nafula Wanjala
- Jean Habakwezela
- Amos Omwoyo

..OUR PARTNERS ACROSS 10-12 COUNTRIES

Report developed and compiled by NCD Champions

We thank you for your continued support in our efforts to improve literacy for non communicable diseases (NCDs).

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