



STOWELINK INC

| KENYATTA UNIVERSITY NAIROBI- KENYA

| Contact. +254714671748

| Email. stowelink@gmail.com

| Web. <https://stowelink.wordpress.com>

CONCEPT NOTE

Stowelink is a nonprofit organization founded in Kenya in the year 2016 September by Ogweno Stephen Odhiambo: a second year Population Health Student at Kenyatta University together with a group of other students from the School Of Public Health And School Of Medicine. Stowelink was registered in March 2018.

The organization was formed because there is a dire need for information and service provision for non-communicable diseases (NCDS) in the country. We noticed and confirmed through a survey that the youth and the population in general were not well conversant with information and available services on non-communicable diseases and we took it upon us to bridge the gap in information and service provision in the field on non-communicable diseases to reduce death and suffering caused as a result of ignorance and lack of information on NCDS.

Our vision is to have enhanced availability of information on NCDS and timely and quality care of people suffering with these NCDS especially in the localities through collaborations and partnerships linking the common man in the community with the appropriate medical and service providers. We want to train the community with more focus on the youth and those living in rural settings with proper information and understanding on causes, risk factors, signs and impact on non-communicable diseases on their health and on the health of the society living around them in order to mitigate the effects of high mortality, morbidity and disability among the Kenyan population.

The main objectives of Stowelink is to create awareness about non-communicable diseases, inspire a knowledge based generation and ensure availability and provision of quality primary health care and after care services. We also want to raise a generation of youths who are aware of and take part in making decisions about their health.

The organization has so far been able to:

1. Develop a **mobile application MyHeart Ke available on Playstore**, a cardiovascular health and healthy lifestyle awareness mobile application which can be downloaded to any android phone.
2. Hold a sensitization and awareness **on Fistula** since April 2018 starting with an online fistula based poetry contest which engages the youth to research on and compose poems based on fistula

3. Conduct a **Nairobi county tour** on project ALPHA which is a cancer sensitization and awareness programme where we've so far visited High Schools, university and communities in Nairobi to talk about cancer.
4. Conduct **training of trainers workshops** training students and community members **on cancers** (training done in collaboration with Santé Reva organization), **gender based issues** (training done in collaboration with gender based violence recovery center of JOOTRH- Kisumu) ,on **cardiovascular diseases** (in collaboration with doctors from Liberia and Malawi and stroke association of Kenya) creating over 400 trained trainers.
5. Conduct a MyHeart Ke (a sensitization programme on cardiovascular diseases) **Kisumu County Tour** reaching over 500,000 people in schools communities and churches in Kisumu County.
6. Conduct **World Stroke Day Kenyatta University Chapter** and be one of the partners who ensured successful implementation of the National World Stroke Day 2017
7. Be active partners in the celebration of **World Cancer Day 2018** with our members conducting public health education, data collection and analysis at the recently concluded medical camp at Zimmerman Nairobi 2018
8. **Collaborate** with other NCD actors under the Non-Communicable Diseases Alliance of Kenya in fighting NCDS
9. Conduct **counselling sessions** for gender based violence survivors in Kisumu County
10. **Actively engage the youth** in online and offline competitions, contests and movements with themes on non-communicable diseases and healthy lifestyles effectively reaching thousands of youths through social media
11. Talked about non-communicable diseases on **national televisions**(twice on KUTV), on **radio interview** with KUFM and even featured twice on **nationwide newspapers** (The Daily Nation And The Standard.) this way reaching millions of people reading and watching and listening to broadcasting services.
12. Opened an **Arts and Entrepreneurship Division** where we bring up budding entrepreneurs and train them to train other youths with the skills and abilities they got. This way we raise a generation of job creators.
13. **Started projects** on various non-communicable diseases which are currently running since their inception: **project ALPHA** (sensitization and awareness project targeting cancers been running since 2016), **MyHeart Ke** (launched in 2017 the project has been targeting sensitization and awareness of cardiovascular diseases), **Save A Life, Save A Life Project** (launched in 2017 the project has been targeting sensitization and awareness of fistula and gender based violence)

What we desire to do:

1. Create **more awareness** on NCDS to ensure more people are aware of and make healthy decisions on NCDS based on information.
2. Aggressively extend our activities to **reach all counties** in Kenya. This will ensure a healthy nation leading to mortality reduction and healthy and productive living.
3. **To connect the relevant health providers and the general population** through the use of the mobile application and through referrals forged by collaborations and partnerships
4. To become a **leading provider of primary health care** services and youth friendly services.

5. To continue in **training and skills** to ensure that our team is ready and equipped with skills and competencies to be able to foster quality health care and service provision.
6. To be able to **reach the rising population of mobile users** with messages on health and well-being through promotion and use of our mobile application.
7. Through our art and entrepreneurship division be able to **teach the youth on entrepreneurial skills** and how to creatively fuse art and health in order to engage more youths on health while also developing self-employment opportunities to the youth to enable financial empowerment.
8. Create **linkages, collaborations and partnerships** with relevant organizations with the sole purpose of creating an NCD aware and free populations throughout the country.