

MAY MEASUREMENT MONTH (HYPERTENSION SCREENING) REPORT

STOWELINK



DURATION: 19th June- 13th JULY 2022

DATE: 26TH/07/2022

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INTRODUCTION

Background

Hypertension, commonly referred to as high blood pressure is a condition in which the force of the blood against the artery walls is too high. Blood pressure is the force exerted by circulating blood against the walls of the body's arteries, the major blood vessels in the body. Hypertension is when blood pressure is too high. Blood pressure is written as two numbers. The first (systolic) number represents the pressure in blood vessels when the heart contracts or beats. The second (diastolic) number represents the pressure in the vessels when the heart rests between beats.

Hypertension is diagnosed if, when it is measured on two different days, the systolic blood pressure readings on both days is ≥ 140 mmHg and/or the diastolic blood pressure readings on both days is ≥ 90 mmHg. Usually, hypertension is defined as blood pressure above 140/90, and is considered severe if the pressure is above 180/120. Hypertension is called a "silent killer". Most people with hypertension are unaware of the problem because it may have no warning signs or symptoms.

Available evidence reveals shocking statistics that point to a ranger of diseases that an individual is exposed to as a result of presenting with elevated blood pressure. High Blood Pressure has also been reported to be the No.1 contributing risk factor for global deaths causing strokes, heart attacks and other cardiovascular complication. Even more shocking, is the revelation that over 10 million lives are lost each year needlessly due to raised blood pressure. Still, only half of people with high blood pressure know it.

Taking cognizance of the significance of awareness on hypertension, the International Hypertension Society launched May Measurement Month as a global signature effort to address hypertension. During the past three years, MMM campaign has been promoted through unique themes that rallying people to have their blood pressure checked. This year's theme called on everyone to "Roll up their sleeves to save lives. Their Own." ISH works with local organization to coordinate this global campaign which attracts over 80 countries. Kenya Cardiac Society is the focal organization that coordinates MMM in Kenya bringing together its wide array of network. Stowelink, owing to its cordial relationship with the society, is privileged to be among the organization facilitated to participate in this noble initiative.

Stowelink MMM Approach

In order to have many people screened during the MMM (June 19th - July 13th), Stowelink employed a unique approach which involved screening people in public spaces and along busy junction around Githurai 44 Youth Empowerment Center. Similarly, the screening activities were slated for weekends (Sundays) since most people are at home and not at their place of work — which would deny them the opportunity to participate in the MMM 2022.

To augment this unique approach, Stowelink leveraged its volunteers to help in mobilization. The volunteers played a key role in this activity as they helped in creating the much-needed awareness on hypertension and help people gain absolute understanding of the essence of May Measurement Month Global Campaign.

Stowelink Key Message During MMM

In step with the need to create value and ensure that people derive benefits from the exercise, Stowelink was critical with the message it disseminated to the public bearing in mind that it has to be correct, factual, and scientific. The key messages revolved around prevention, management, treatment, and control of High Blood Pressure including but not limited to:

- I. The need to regulate salt intake as much salt can lead imbalance of electrolytes in the body hence elevated blood pressure.
- II. Physical exercise which helps in reducing the risk factors to high blood pressure such as overweight and obesity.
- III. Avoidance of alcohol and tobacco which leading risk factors to cardiovascular disease including hypertension.
- IV. Limiting the intake of foods high in saturated fats.
- V. Eliminating/reducing trans fats in diet.
- VI. Eating more fruit and vegetables.

STOWELINK MMM 2022 REACH

The Reach during Week 1

Date- 19/06/2022, **Venue:** Githurai Youth Empowerment Center, **Time-** 9AM-4PM

Participants

1. Ogweno Stephen
2. Oduor Kevin Otieno
3. Daniel Owino
4. Cliff Oenga
5. Jeniffer Wamucii

Week One Milestone

Target- To screen 250 people.

Achieved—275 people screened.

The Reach During Week 2

Date- 26/06/2022, **Venue:** Githurai Primary Football Pitch, **Time-** 9AM-4PM

Participants

1. Oduor Kevin Otieno
2. Ogweno Stephen
3. Daniel Owino
4. Fiona Okongo
5. Belinda Akinyi

Week Two Milestone

Target- To screen 250 people.

Achieved—267 people screened.

Reach During Week Three

DATE- 03/07/2022, **Venue:** Githurai Youth Empowerment Center. **Time-** 9AM-5PM

Participants

1. Ogweno Stephen
2. Oduor Kevin Otieno
3. Cliff Oenga
4. Fiona Okongo
5. Mercy Ayekha

Week Three Milestone

Target- To screen 250 people.

Achieved—257 people screened.

The Reach During Week 4

DATE- 10/07/2022, **Venue:** Githurai Youth Empowerment Center. **Time-** 9AM-5PM

Participants

1. Ogweno Stephen
2. Fiona Okongo
3. Mercy Ayekha
4. Naila chebet
5. Ndindi Mbingi
6. Belinda Otieno

Week Four Milestone

Target- To screen 250 people.

Achieved—359 people screened.

SCREENING SUMMARY

Week	Date	No of People screened
Week 1	19TH June 2022	275
Week 2	26th June 2022	267
Week 3	03 July 2022	257
Week 4	10th July 2022	359
Total		1158

RESOURCES UTILIZED DURING THE MMM 2022 CAMPAIGN

Resources utilized include the following;

1. Tents (1 each Sunday)
2. Tables (2 each Sunday)
3. Chairs (10 each Sunday)
4. Roll-up Banners (MMM banner and Stowelink Banner)
5. BP machines provided by Kenya Cardiac Society.
6. MMM 2022 Campaign T-shirts

CHALLENGES

Limited Funding

Due to limited funding, Stowelink couldn't conduct the MMM campaign every day. As such, the screening activities were slated for weekends only.

Poor Attitude towards Screening

Stowelink noted that many people disregard calls towards screening and do not find them helpful. This poor attitude makes many people avoid having simple medical check-up that can save their lives like screening for hypertension.

Photo Gallery





End