



NCDs in the News?

NCD Media Training

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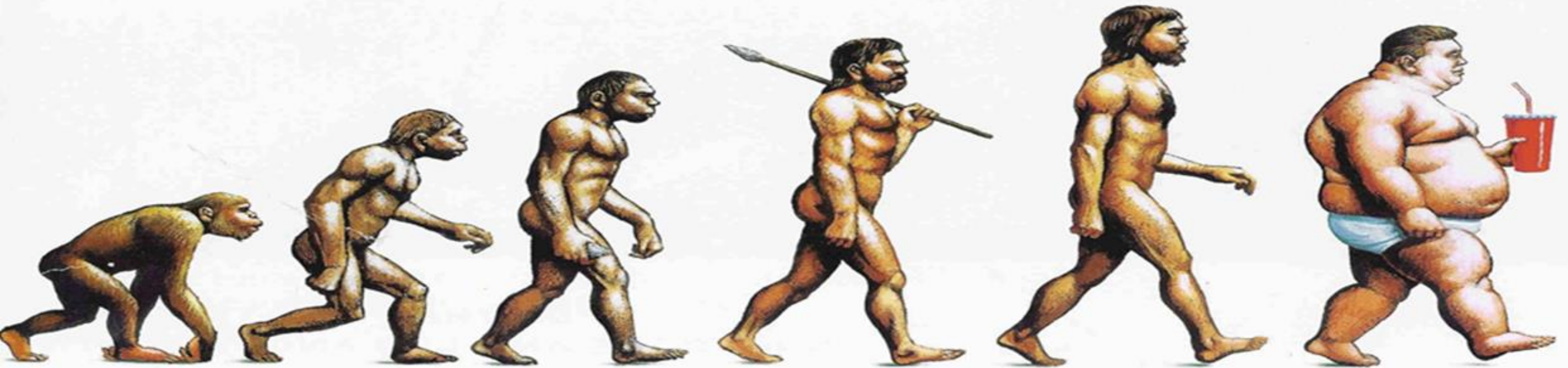
Context .

- COVID 19 has taught us media campaigns can play a pivotal role in changing health behaviours of the population.
- Kenyans trust the media- more than politicians, Police, etc.
- Mass media campaigns, including newspapers and other printed material, radio, television, billboards, etc., have been recognised as the main source of health information at the individual level in several studies.

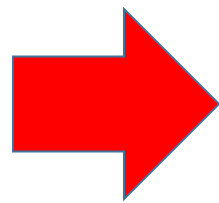
Points of Reflection.

- **Why should the media focus on NCDs?**
- **Global commitments: who holds who accountable?**
- **Policy Environment & legal Framework: failure of implementation?**
- **What needs to be done to keep NCDs conversations in public domain?**

NCDs: PANDEMIC in slow motion..?



The Economist – Dec 13th -19th 2003



- Depression
- Diabetes
- Heart disease
- Stroke
- Hypertension
- Cancer
- Osteoporosis
- Obesity
- Arthritis
- Premature death

Burden of Non Communicable Diseases in Kenya.

- **Estimated mortality due to heart diseases in Kenya ranges from 6.1% (MoH) to 8% (WHO NCD fact sheet 2016).**
- **Prevalence of diabetes is about 4.7% (2.7% in the rural and 10.7% in urban areas).**
- **Annual incidence of cancer is close to 48,000 new cases with an annual mortality of over 33,000.**

**Non Communicable Disease
& Injuries. (*from accidents
and violence...*)**

NCDs in the News?

3 compelling angles

- **Addressing NCDs is critical for economic growth and to alleviate poverty.**
- **Reducing NCDs is a prerequisite to addressing social and economic inequity and accelerating sustainable development.**
- **Unsustainable environmental systems increase NCD risks.**

https://ncdalliance.org/why-ncds/NCDs_Sustainable_Human_Development

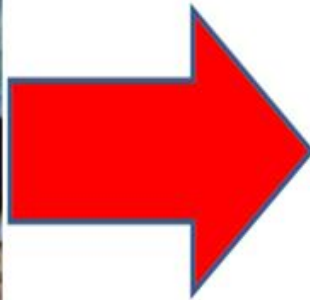
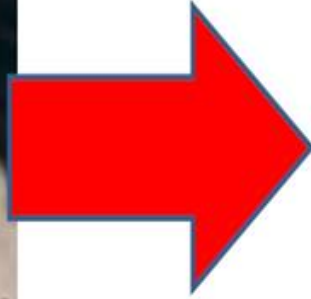
Discussion points..

- Poor funding for NCDs control means commercial drivers (alcohol, tobacco, unhealthy foods, SSBs) have an upper hand through influential advertising. **Can the media turn the tide?**
- Can the main stream media play a part in framing public and policy debates about NCDs risk factors in the background of changing media consumption and the advent of social media?

Sedentary Lifestyle: Transferring Our Laziness to Animals?



Changing lifestyles



References.

- Chang. A (2018) Digitalized News on Non-communicable Diseases Coverage - What Are the Unhealthy Features of Media Content Induced for Chinese? [Social Informatics](#) pp 29-39.
- https://ncdalliance.org/whyncds/NCDs_Sustainable_Human_Development