

NON-COMMUNICABLE DISEASES RISK FACTORS - PHYSICAL ACTIVITY



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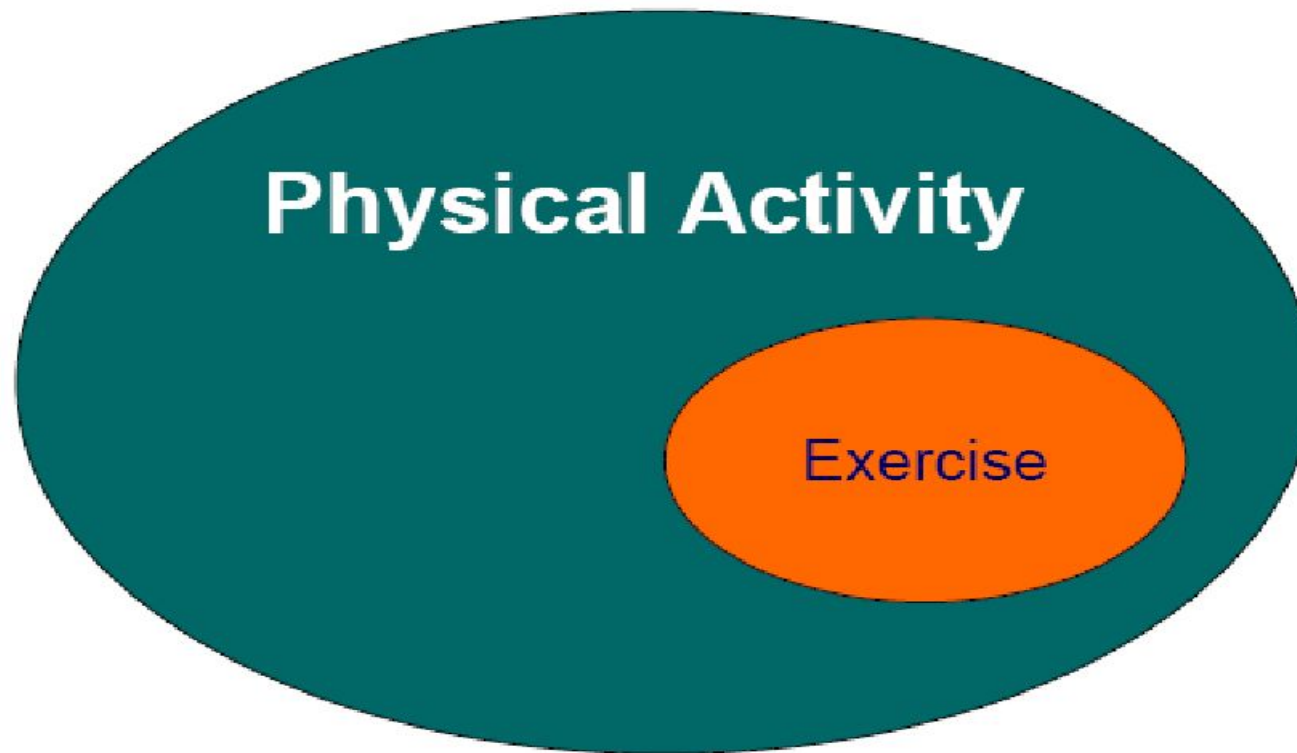


Greetings from Kenyatta University



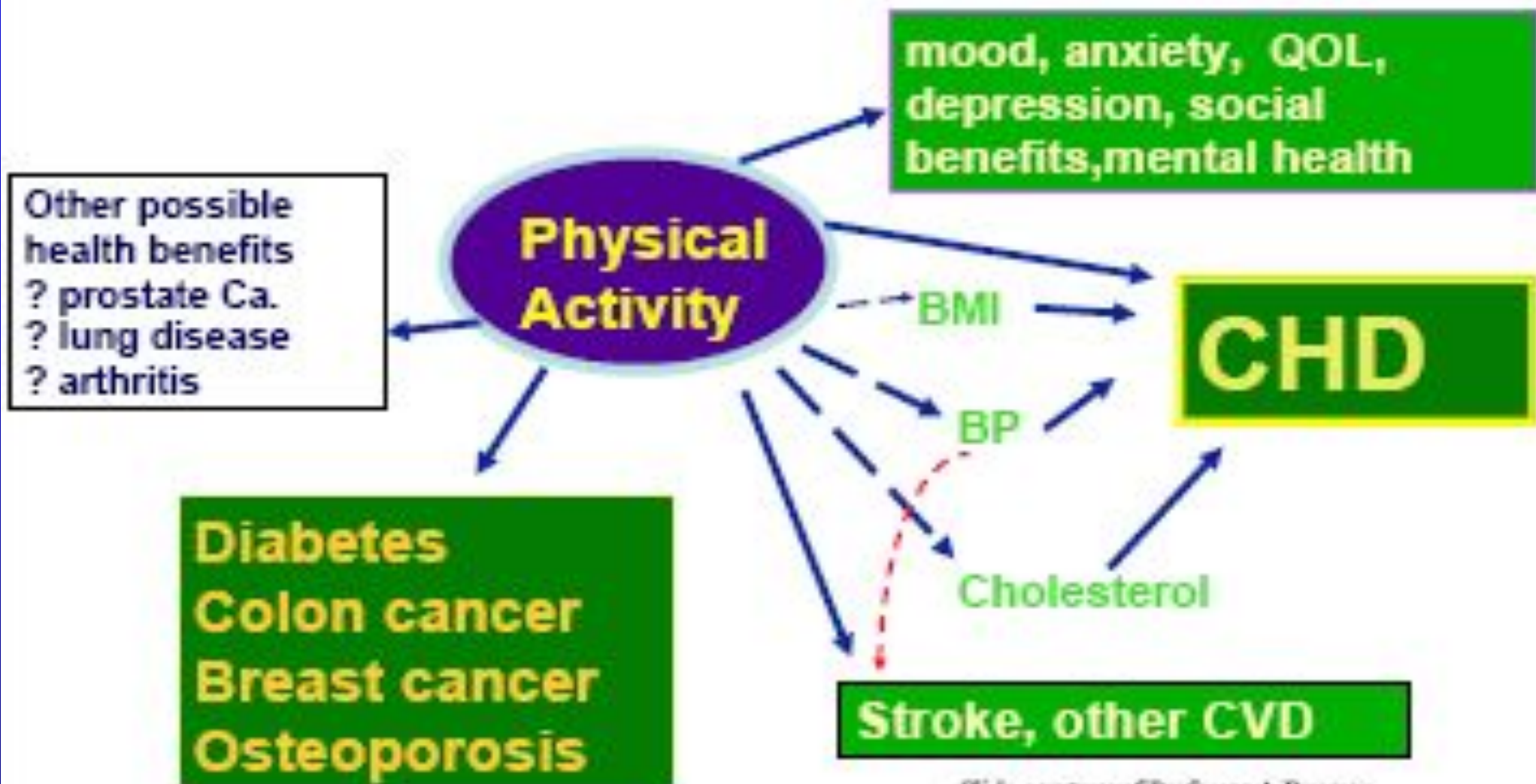
Defining physical activity

Physical Activity - Any bodily movement produced by skeletal muscles that results in energy expenditure



Exercise - a subset of physical activity defined as a “planned, structured and repetitive bodily movement done to improve or maintain one or more components of physical fitness”

Overview of the Health benefits of physical activity

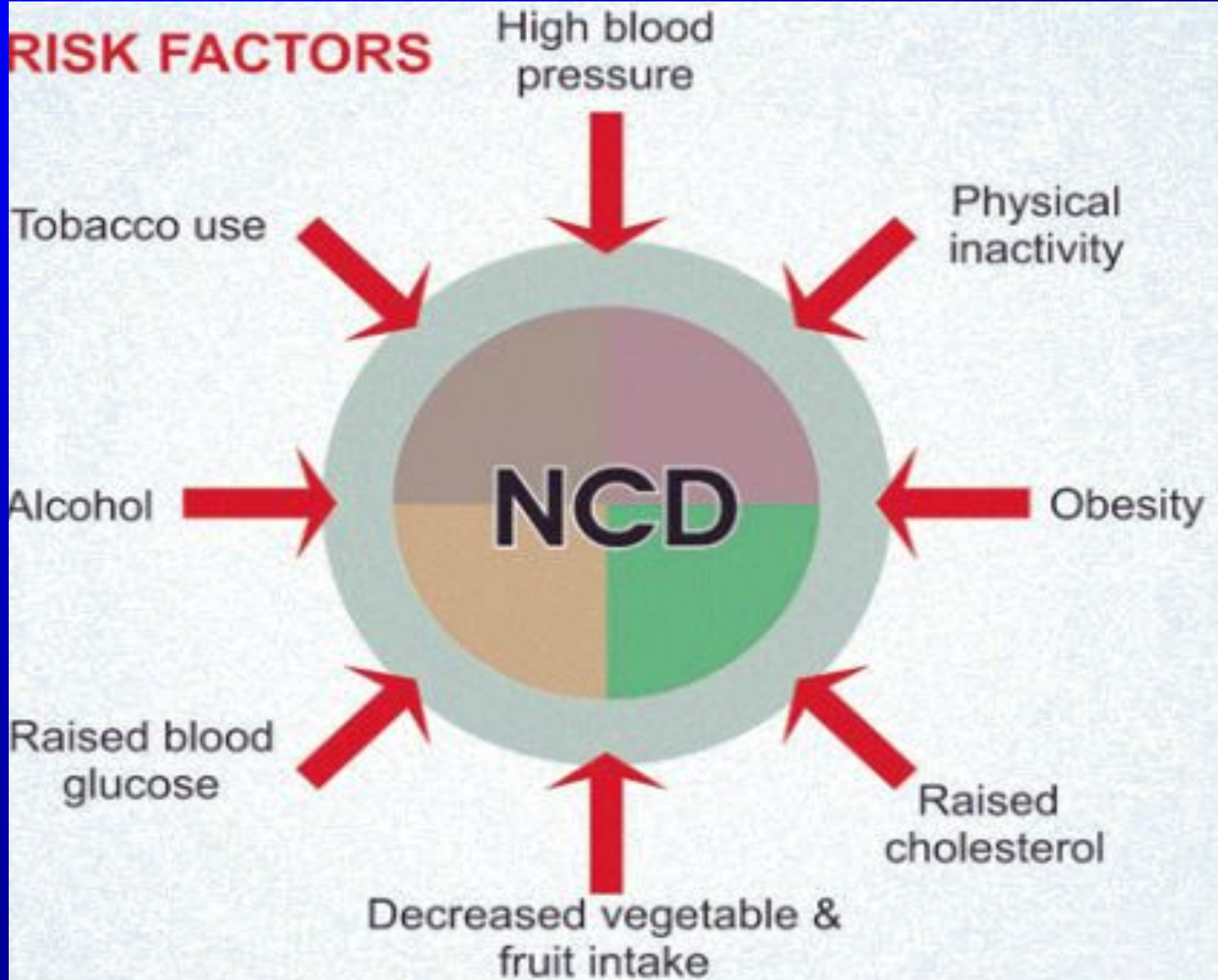


Slide courtesy of Professor A. Bauman

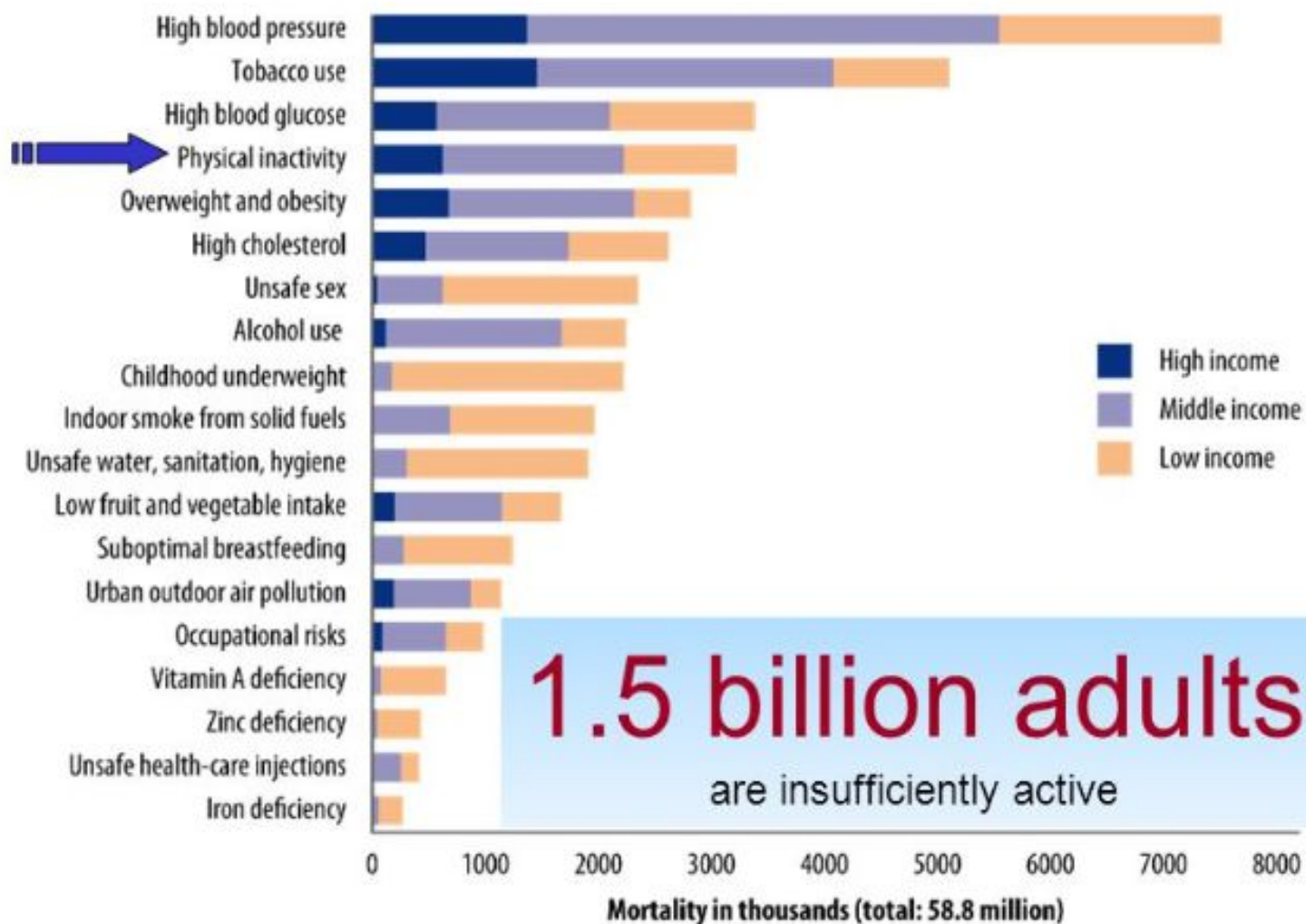
Other benefits of physical activity



RISK FACTORS



Physical inactivity - 4th leading risk factor for global mortality



Source: WHO's report on "Global health risks"

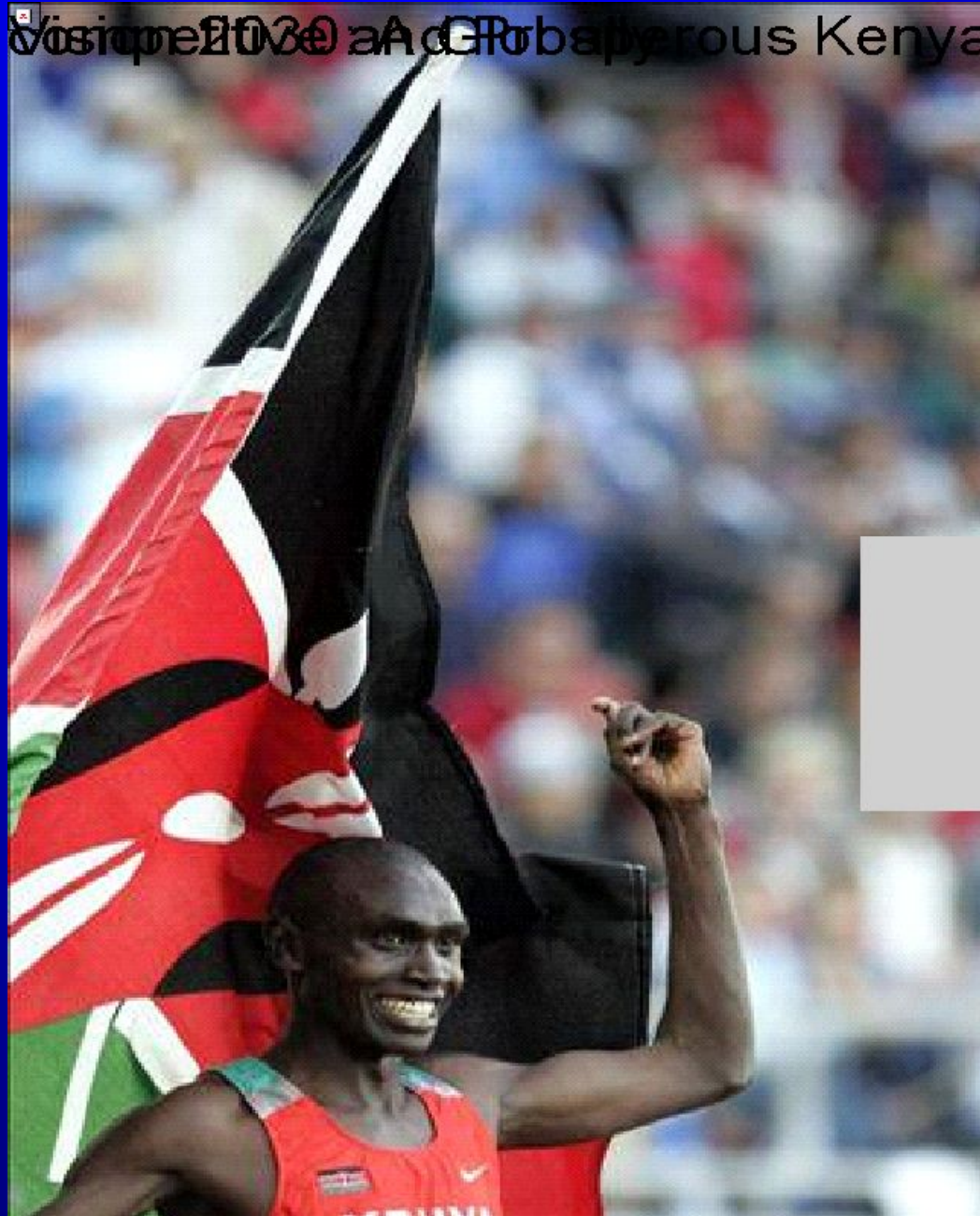
**WHO estimates that about
3.2 million deaths are attributable to physical
inactivity worldwide,
every year**

Recommended physical activity dose for good health

Adults should accumulate **at least 30 minutes** of MVPA on most and preferably all days of the week.

Children should accumulate **at least 60 minutes** of MVPA on most and preferably all days of the week

Vision 2030 and Prosperous Kenya





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS

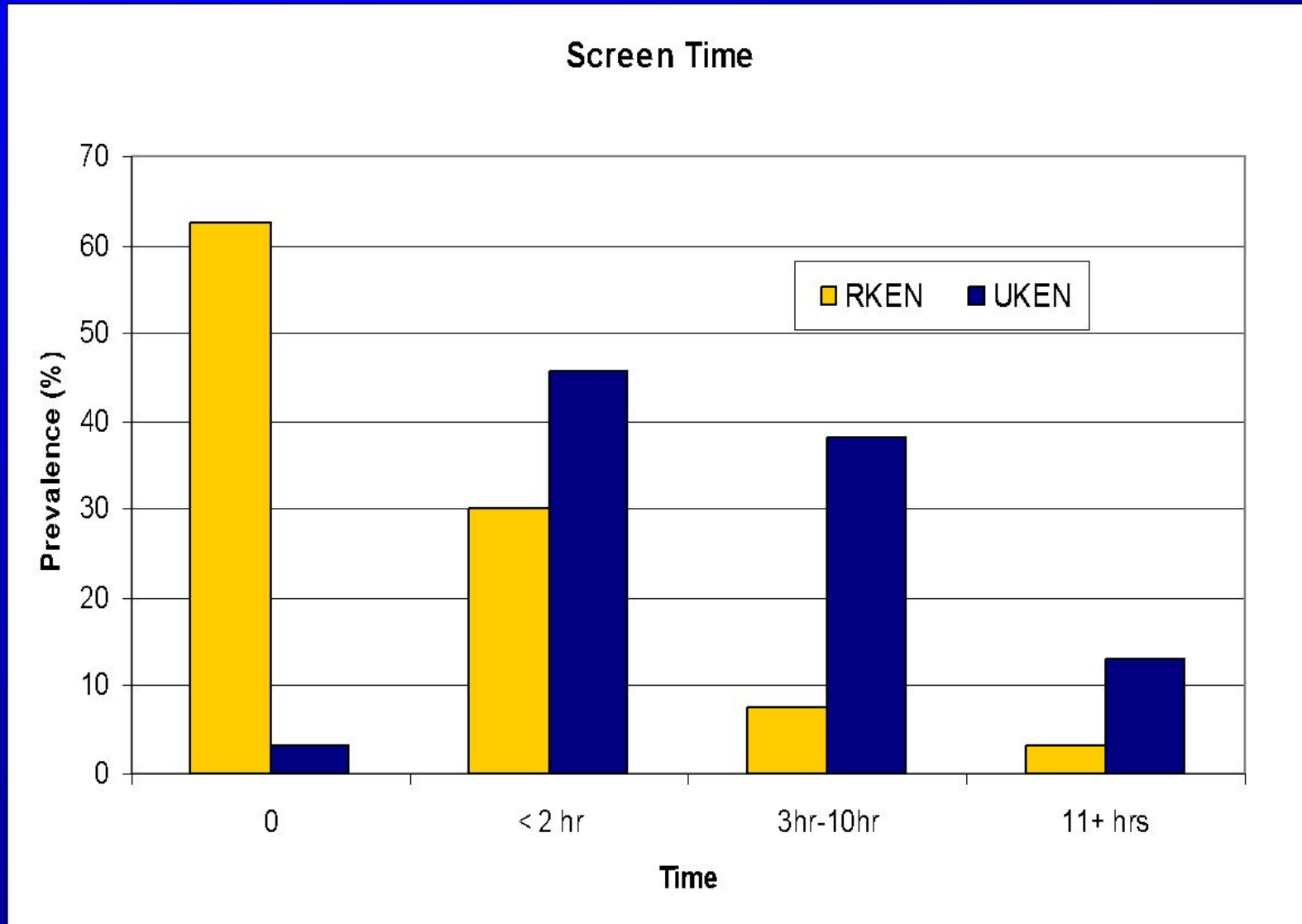


SUSTAINABLE DEVELOPMENT GOALS

We are faced with an Obesogenic Environment

- **Environment that encourages the overconsumption of energy-dense foods without engaging in sufficient amounts of physical activity**
- **Problem compounded by social beliefs & societal expectations where overweight and obesity is revered.**

Screen Time



Onywera et al., 2011 (IJPAH)

Kenyan children and Youth are becoming Technophiles

Science and Technology



Gone are the days telecommunication was a preserve of the rich. The mobile phone has edged out landline in personal communication.



SCREEN INVASION



Big bellies lock Kenyan youths from army jobs



DAILY  **NATION**

Sunday, May 9 2010

How junk food is creating a colony of overweight children in Kenya



DAILY  **NATION**

TUESDAY
September 15, 2009



3.55 ▼0.15(4.05%) | CARB 11.30 ▲0.30(2.73%) | CFC 100 ▲4.50(4.71%) | CFCI 13.45 ▲0.30(2.28%) | CIC 4.60 | COOP 17.30 ▲0.10(0.58%) | DCON 1.20 | DTK 197 | EABL 215 | EGAD 20.25 | EQTY 52.00

myStocks Live Quotes | 1:22 PM EAT - Market Open



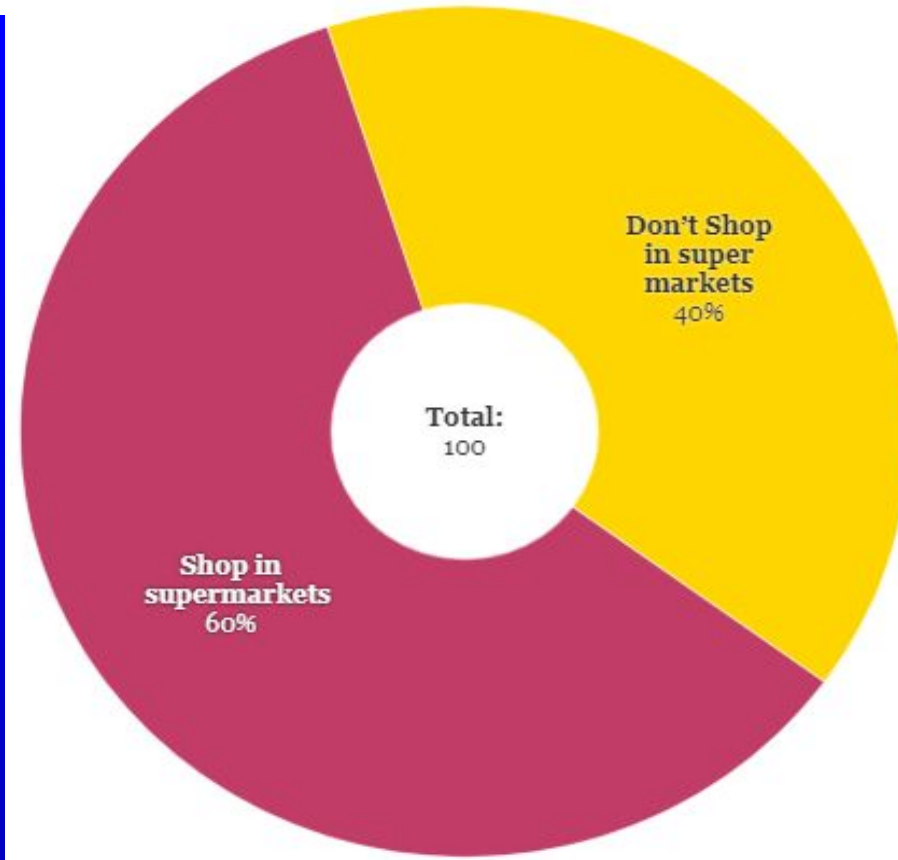
DATA HUB

Study ties Kenya obesity increase to supermarket food

TUESDAY, AUGUST 7, 2018 21:31

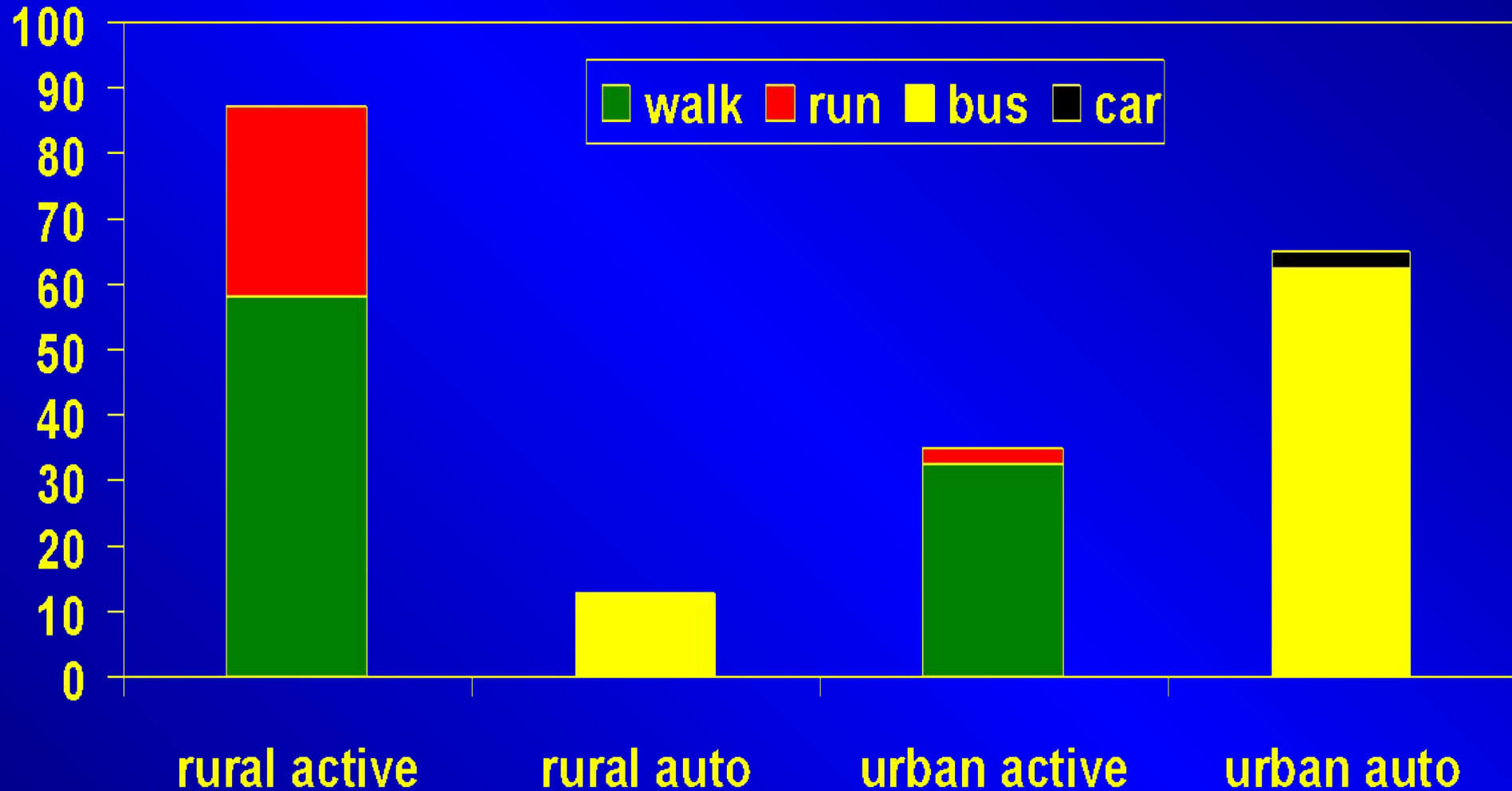
Obesity prevalence rate in Kenya

Of those who are overweight or obese

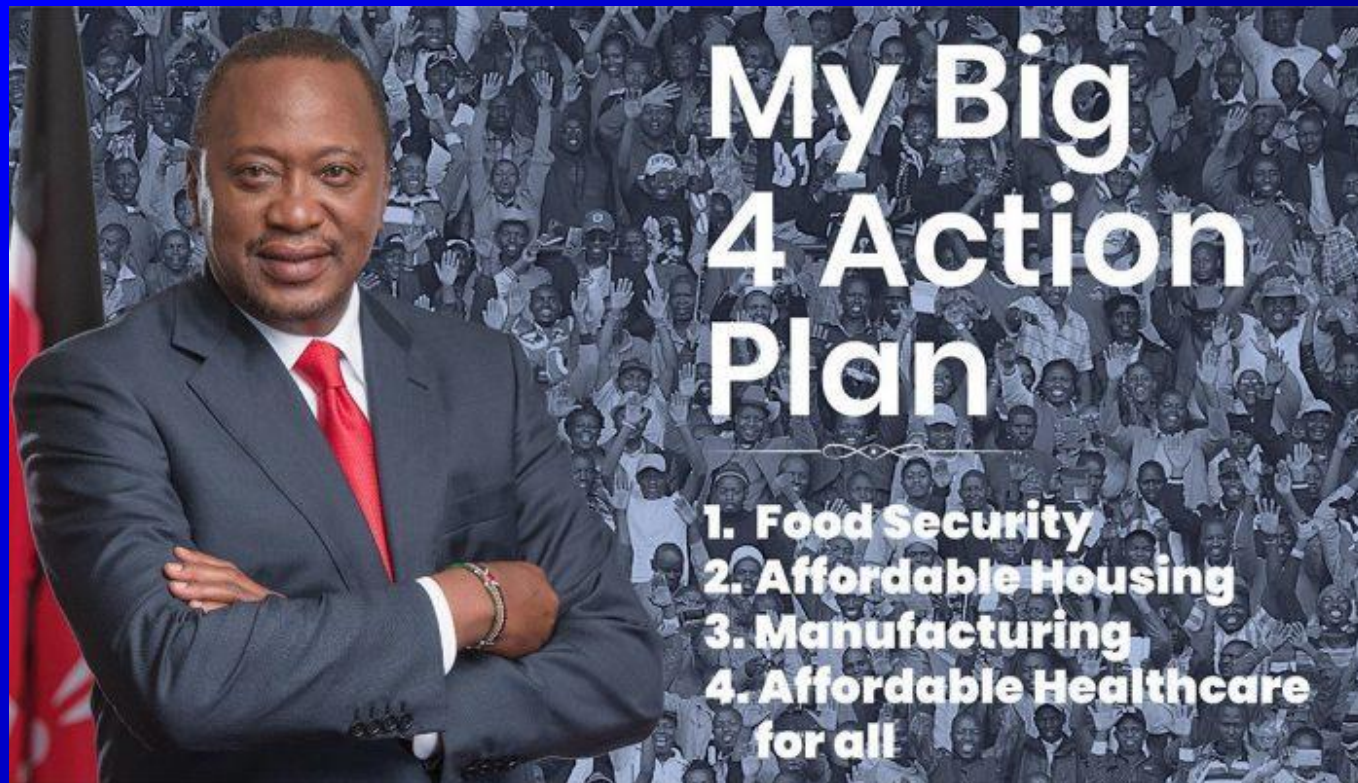


Source: BD Research

Active transport



Onywera et al., 2011 (IJPAH)



My Big 4 Action Plan

1. Food Security
2. Affordable Housing
3. Manufacturing
4. Affordable Healthcare for all

During the next 5 years, I will dedicate the energy, time and resources of my Administration to the Big Four.

The **Big Four** will create jobs, which will enable our people to meet their basic needs. Jobs will transform the lives of our people from that of hardship and want, to new lives of greater comfort and wellbeing. **And that is the future I have seen.**

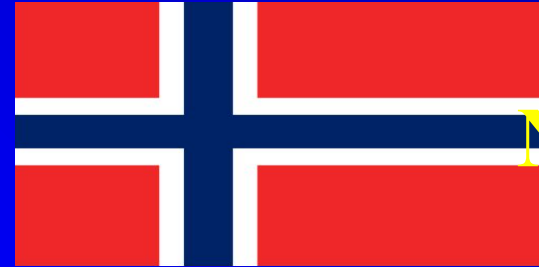
#KenyaMbele

Uhuru Kenyatta
PRESIDENT OF THE REPUBLIC OF KENYA

LESSONS FROM AROUND THE WORLD



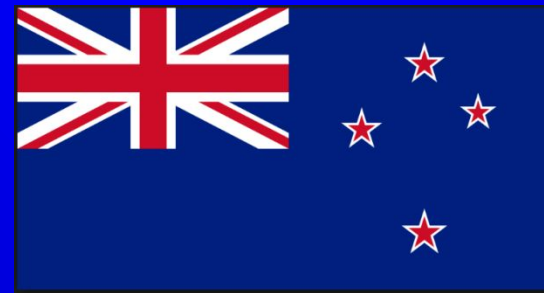
Cuba



Norway

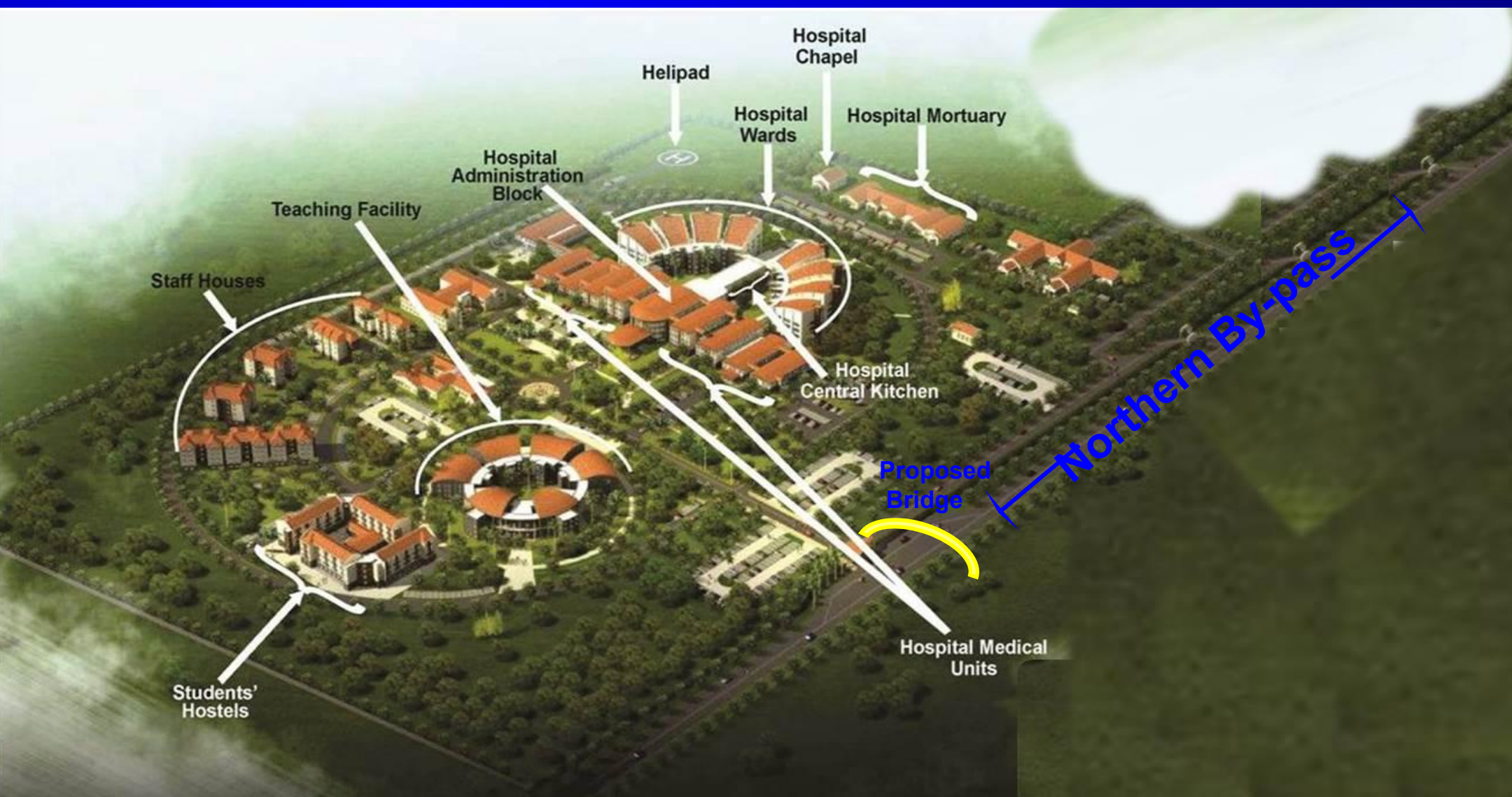


Rwanda



New Zealand

Kenyatta University Hospital



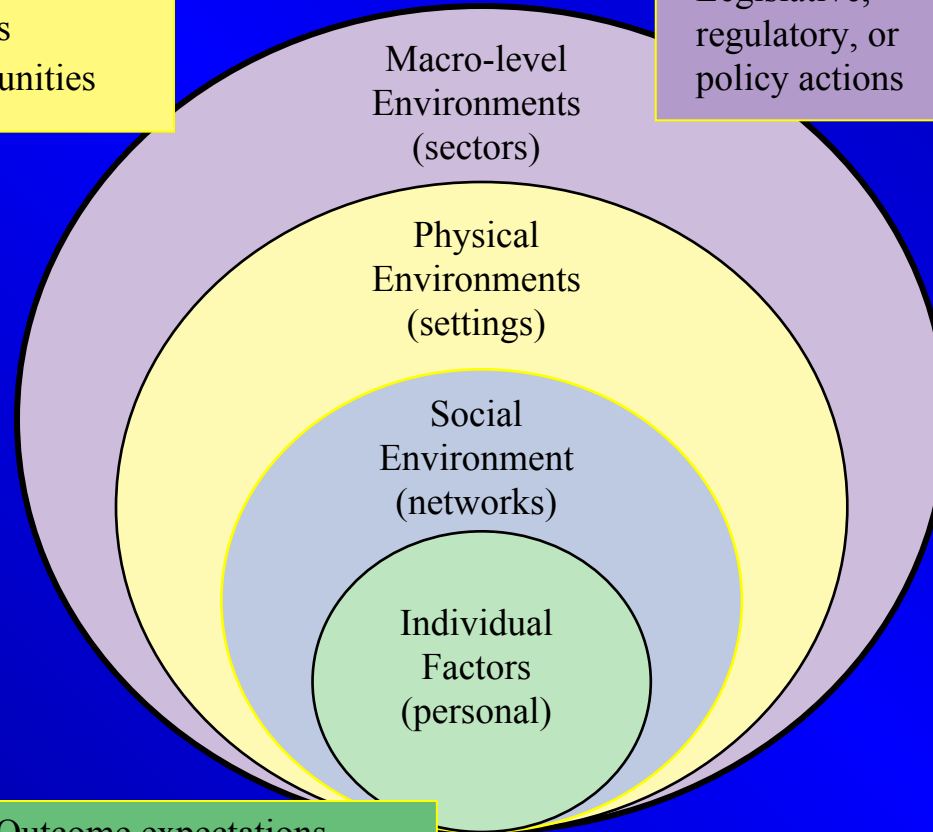
Social-ecological model to support healthy active living

- = Home
- = Worksites
- = School, Afterschool
- = Child-care
- = Neighborhoods & Communities
- = Restaurants & fast food outlets
- = Supermarkets
- = Convenience & corner stores

- = Access
- = Availability
- = Barriers
- = Opportunities

- = Practices
- = Legislative, regulatory, or policy actions

- = Societal and cultural norms and values
- = Food and beverage industry
- = Food marketing and media
- = Food and agriculture policies
- = Economic systems
- = Food production & distribution systems
- = Government & political structures and policies
- = Food assistance programs
- = Health care systems
- = Land use and transportation



- = Cognitions (e.g. attitudes, preferences, knowledge, values)
- = Skills and behaviors
- = Lifestyle
- = Biological (e.g. genes, gender, age)
- = Demographics (e.g. income, race/ethnicity)

- = Outcome expectations
- = Motivations
- = Self-efficacy
- = Behavioral capability

- = Role modeling
- = Social support
- = Social norms

- = Family
- = Friends
- = Peers

RECOMMENDATIONS

- 1. Look at Exercise and Physical Activity as Medicine**
- 2. Include Exercise and Physical Activity in treatment plans**
- 3. Include Exercise and Physical Activity in teaching goals and plans for medical students**
- 4. Make "level of physical activity" a standard vital sign question in each patient visit**
- 5. Finalize the NATIONAL PHYSICAL ACTIVITY ACTION PLAN**

In Conclusion: ABC of NCDs

A

Acknowledge the problem

B

Believe it is preventable

C

Culture of wellness

Eat Enough, Eat Right, Move More

THANK YOU

