

Concept Note for the Kenya NCD Resource and Support Center

The Happy Place

"A Journey of Hope and Compassion - An Invitation to Make a Difference"

Organizational Overview

Wellness for Greatness (W4G) is a Kenya-based non-profit committed to reducing the Noncommunicable Diseases (NCDs) burden in underserved communities. Recognizing that NCDs now rival infectious diseases in their impact on health, productivity, and quality of life, W4G aims to empower communities through sustainable approaches focused on prevention, management, and holistic support for healthier lives. By partnering with public and private sectors, W4G leverages community-centered solutions to close health gaps, particularly in rural Kenya.

Project Summary

The **Kenya NCD Resource and Support Center** is a strategic initiative by W4G to address the escalating NCD crisis in rural Kenya. NCDs such as cardiovascular disease, diabetes, chronic respiratory illnesses, cancers, and hypertension, are increasingly impacting health and economic stability, with rural populations facing additional challenges due to limited healthcare access, geographic isolation, and lower health literacy. This Center aims to reduce these disparities through a three-pillar approach: **Prevention, Management, and Support**. By providing accessible, community-driven services, the Center will alleviate the economic and social burdens of NCDs, while promoting long-term wellness for individuals and families.

Problem Statement

Over 39% of deaths in Kenya are attributed to NCDs, with rural communities disproportionately affected by barriers to prevention, early detection, and sustained care. For many residents in western Kenya, preventive services and consistent treatment are out of reach, leading to late diagnoses, higher complication rates, and significant financial strain on families. The Center seeks to eliminate these barriers by establishing a localized, sustainable healthcare model tailored to the unique needs of rural populations.

Project Vision and Strategic Objectives

Vision: *To build a healthier, more resilient society by empowering communities with the resources and knowledge to prevent, manage, and support one another in the fight against NCDs.*

Goals:

1. **Increase Access to NCD Prevention and Care:** Develop an equitable, community-centered model for NCD prevention, management, and support.
2. **Educate and Empower Rural Communities:** Increase health literacy and encourage healthy behaviors.
3. **Build a Sustainable Healthcare Framework:** Create a financially sustainable, scalable model adaptable to other underserved regions in Kenya.

Core Pillars and Services

1. Prevention

Focus: Reduce the incidence of NCDs by addressing core risk factors and promoting healthier lifestyle choices through accessible, community-centered initiatives. Prevention efforts will include programs that encourage physical activity, promote healthy diets, and educate communities on lifestyle modifications to reduce smoking and alcohol use. Additionally, the Center will emphasize early detection through regular screenings and diagnostics to identify chronic conditions in their early stages. Services under this pillar will reach into homes, schools, workplaces, and public spaces, embedding preventive health practices into everyday life, fostering a community-wide commitment to long-term health and wellness.

2. Management

Focus: Provide continuous, accessible, personalized-centered care to improve health outcomes for individuals at risk of or living with NCDs. Through a combination of onsite, mobile, telemedicine, and digital self-management services, the Center will deliver comprehensive support for the long-term management of chronic conditions. Services will include specialized clinics for diabetes, cardiovascular diseases, cancers and other NCDs, along with personalized care plans, medication management, and consistent follow-ups to ensure participants receive holistic, ongoing care.

3. Support

Focus: Enhance the quality of life and resilience of individuals living with NCDs, their families, and caregivers through an integrated support framework that addresses physical, mental, social, spiritual, and policy needs. This pillar encompasses services such as rehabilitation programs,

mental health counseling, peer support groups, prehabilitation, spiritual wellbeing, palliative care, as well as research, surveillance, and policy advocacy, among others, to ensure that participants and caregivers receive the emotional, practical, and systemic resources needed for sustained well-being and quality of life.

Target Impact and Beneficiaries

The Center aims to serve over 150,000 rural residents within five years, improving access to affordable screenings, diagnostic services, and health education. Through consistent engagement, it will reduce NCD-related emergency cases by 20% and enhance community health literacy, empowering residents to take proactive steps for their health. This impact will extend to families and caregivers, promoting economic stability alongside health improvements.

Sustainability Model and Funding Needs

The Center requires significant initial funding for setup and operations, supported by a blend of donor partnerships, social enterprises, and revenue-generating services to ensure long-term sustainability. By diversifying funding streams and establishing income-generating programs, the Center will reduce dependency on external funding, ensuring financial stability for future growth.

Call to Action

We invite partners and stakeholders to join us in building a sustainable solution to Kenya's NCD crisis. Your support will drive health improvements, economic resilience, and quality of life for Kenya's rural populations. Together, we can create a transformative healthcare model that bridges the gap for vulnerable communities and fosters a healthier, more resilient Kenya.