



Fitness for Health Initiative -Africa

**Presents:
Fitness & Lifestyle Change Expo**

**Nyayo National Stadium
18th-20th September 2015**



ACTIVITIES OF THE DAY

Friday 18th September

- Free Health Screenings (Diabetes, Cancer, Hypertension etc)
- Exhibition of diet and Wellness products
- Talk shows and Speeches from Dignitaries
- Aerobics and Zumba Dances
- Fitness showcasing
- Gymnastics and General fitness workout.

Saturday 19th September

- Health Screenings
- Kenya Body Building Competition: Mr/Ms Kenya Contest
- Music Extravaganza
- Aerobics and Zumba dances

Sunday 20th September

- Free Health Screenings (Diabetes, Cancer, Hypertension etc)
- Children's Fun & Family Fun day
- Interviews & Testimonials
- Children's competition
- Music Extravaganza
- Aerobics and Zumba dances



Health Screenings



Zumba



Childrens Fun Day



Acrobatics



Body Building



Aerobics

EXPO BACKGROUND

The number of cases of people is on the rise due to Non Communicable Diseases (NCDs) across the world. Statistics from the World Health Organization indicate that 36 million people lose their lives due to NCDs.

These include heart diseases, diabetes, cancers and chronic diseases of the lungs which account for 63% of all deaths. What is of great concern is that 80% of deaths globally are as a result of NCDs and nine out of 10 deaths that occur before the age of 60 years occur in low and middle income Countries (WHO report 2008).

In Kenya, 49.5 percent of all patients admitted to hospitals suffer from NCDs. Kenya has been one of the worst hit countries for early death rates. The Kenyan life expectancy in 2013 was barely 58 years up from 54 in 2008 (WHO Report Published in the Business daily January 5, 2014).

The market of medicine for NCDs which accounts for half of hospital admissions was estimated at KShs 47.4 billion. The Non Communicable Diseases Alliance of Kenya predicts that NCDs and lifestyle will be responsible for up to 60% of all Kenyan deaths by 2030.

Tobacco use and unhealthy diet, physical inactivity and the harmful use of alcohol which in turn cause high rates of blood pressure, high rates of diabetes and high rates of raised cholesterol levels are the main prevalent risk factors.

It is for this reason that Fitness for Health Initiative –Africa (FHIA) was founded to mitigate the impact of lifestyle diseases by creating awareness to build a culture on lifestyle change, sensitize the society on the need to embrace physical activity, recreation and nutritional healthy diet.

Fitness for Health Initiative–Africa (FHI-A) is an international Non-Governmental Organization based in Nairobi, Kenya, with the sole mission of encouraging, inspiring, facilitating and promoting physical activity and nutritional health to communities.

Our mission is to advocate for physical activities to people in their home, gated communities, corporate organizations, work places, learning and religious institutions, county and national governments.

The expo will be one of a kind and will bring together health and nutrition experts manufacturers, Hotel chains, financial institutions, insurance companies, etc to demonstrate as well as showcase their health products.

The event is expected to attract over 10,000 visitors for the 3 days from various backgrounds such as primary, secondary, tertiary, technical and institutions of higher learning. Additionally, religious groups, nutrition and weight loss clinics, corporate organizations, both local and International will be in attendance.

The goal of the Expo is to raise public awareness on the need to establish active and healthy lifestyle through physical activity and dieting. This is a preventive measure to lifestyle diseases which currently stands at 49.5% of all patients admitted to hospitals.

This event will be publicized through newsletters, banners, Social media, radio, television, and the FHIA website among others.

For more information, please contact:

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PARTNERS

