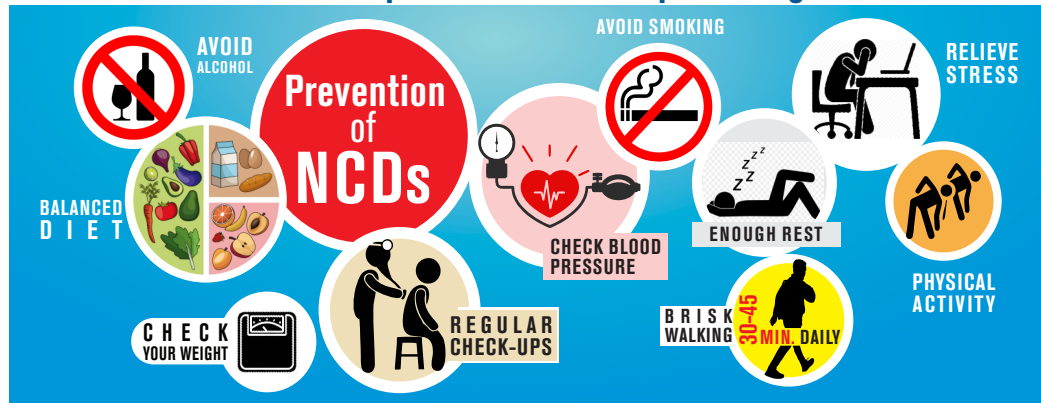


What we can do to prevent NCDs and promote good health



Get involved



- Are you living with an NCD yourself?
- Are you a relative, care partner or close friend of someone who is living with or has had an NCD?
- Get in touch if you are interested and be informed about opportunities to get involved in Our Views, Our Voices activities in Ghana
- Don't forget to share with friends and families on **twitter, Facebook, Instagram** and other social network

Voice of people living with NCDs (PLWNCDs)

- We deserve to be supported by government, healthcare providers, families and friends. We are not simply our conditions and disabilities, we are human beings.
- We call for meaningful involvement of people living with NCDs in community and national NCD response. This will enable us build a public narrative that addresses stigma and discrimination of PLWNCDs.
- We call for protection and promotion of human rights and social justice of all citizens of Ghana including PLWNCDs.
- We call for adherence to medical treatment and care by people living with NCDs as against spiritual and superstitious belief in treating NCDs. NCDs are medical conditions.

TALK to others about NCDs



Prevent NCDs today, Live healthier tomorrow



Community level Non Communicable Diseases (NCDs)

Awareness Campaign



For further information kindly contact:

The Ghana NCD Alliance Secretariat Tel: +233 (0) 303 938 058
P. O. Box AN 12126 Accra North-Ghana. Location: VALD office, No.1 Hamilton Street, Phaza Plaza Oyarifa, off Aburi-Adenta road. GhanaNCDalliance@gmail.com

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What are Noncommunicable Diseases (NCDs) ?

- ♦ They are diseases that are not transmissible from one person to another person, i.e. they cannot be passed from one person to another. They are typically of a long duration and progress slowly.
- ♦ NCD's are the No. 1 cause of disability and death worldwide, killing 41 million people each year
- ♦ Most NCDs are preventable and premature.
- ♦ The most common NCDs include cardiovascular diseases (such as heart attacks and stroke), cancers, chronic respiratory diseases (such as chronic obstructive pulmonary disease and asthma), diabetes and mental health disorders such as anxiety and depression.

Major modifiable risk factors of NCDs are;



Facts About NCDs

- ♦ In 2016 NCDs were estimated to have caused **94,400** deaths in Ghana constituting **43%** of all deaths (WHO, NCD Country Profiles, 2018)
- ♦ Over **86%** of premature NCD-related deaths occur in low and middle-income countries including Ghana
- ♦ NCDs have no respect for age, place or status
- ♦ Around the world, NCDs affect women and men almost equally
- ♦ NCDs are not only a health problem but a society challenge as well
- ♦ Health promotion, prevention early detection, screening, treatment and rehabilitative and palliative care are key components of the NCDs response
- ♦ Screening can prevent the progression of some NCDs such as Diabetes and Hypertension and present better opportunity for improving patients' health

Who is at risk of NCDs ?

NCDs affects people in every region, rich and poor, old and young, in cities and in villages, the privileged and the vulnerable.

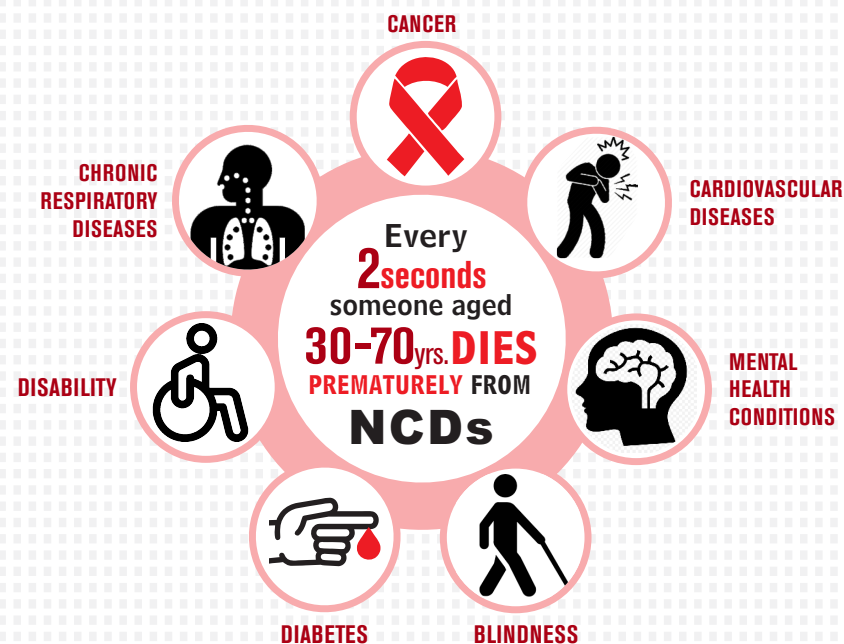
Can having an NCD lead to Poverty ?

NCDs are a tremendous social and economic burden causing catastrophic financial destruction for many. The rapid rise in NCDs impede poverty reduction initiatives by increasing household costs associated with health care. The poor and vulnerable people get sick and die earlier than people of higher social positions, because they are exposed to harmful products, such as tobacco and alcohol, or unhealthy diets and have limited access to health services and cost of treatment. The high costs of diagnosing most NCDs, the long duration and expensive treatment and loss of bread winners following death from NCDs, force millions of people into poverty and undercutting productivity at the community and national level.

NCDs and its Effect on the Family

- ♦ Family members and friends care for people living with NCDs who are unable to work due to illness or disability
- ♦ People living with NCDs sometimes suffer from loss of productivity and absenteeism at work and in schools, further limiting their earning potential

Effects of ignoring the risk factors



The Role of Traditional and Opinion Leaders

1. To inform people that NCDs is a disease which is preventable and not a curse
2. Encourage people to avoid tobacco and alcohol and promote healthy food and physical activities
3. Promote tolerance and acceptance of people living with NCDs at the community level
4. Engage and support political decisions and policies on NCDs and include NCDs in community events and durbars
5. Promote and encourage health screening especially on blood pressure, diabetes, cervical cancers etc.
6. Promote the provision of recreational facilities to encourage sporting activities
7. Help people living with NCDs to seek early treatment, to live longer and meaningful lives as opposed to discrimination and stigmatization

Prevent NCDs today, Live healthier tomorrow