

Non-communicable diseases (NCDs) represent the world's leading cause of death and collectively kill 18 million women each year. As part of the "Insights from 10,000 Women on the Impact of NCDs" survey conducted by Arogya World, 1,000 women in Kenya were surveyed on mobile phones from March 5-30, 2014. Of the women surveyed in Kenya, 72% of women lived in urban areas and 27% lived in rural areas.

NCDs Burden Majority of Households NCDs Affect Everyday Lives

- Three quarters of women surveyed in Kenya have a member of their household suffering from an NCD – heart disease, diabetes, cancer, or chronic lung disease. This is higher than the global norm (62%).¹
- 3 in 5 women have had to provide care for a household member suffering from NCDs.
- Even though a quarter of Kenyan women do not work for pay, 19% of the women surveyed had to withdraw from the labor force in order to care for a household member with an NCD.

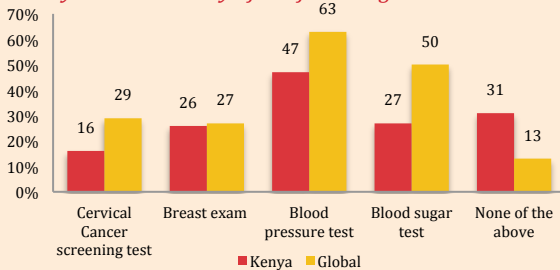
NCD Testing is Severely Lacking Most Women Have Regular Health Exams

- Most women (64%) have been examined by a doctor or other medical professional in the past year.
- 1 in 5 women have not seen a doctor in 2 years.

But NCD Testing is Remarkably Absent

- Over 30% of women surveyed have never received basic NCD medical tests. These tests include a Cervical Cancer screening test, a breast exam, a blood pressure test, and a blood sugar test.
- 1 in 3 women (31%) have not had any NCD tests. This is far higher than the global average (13%).

Have you ever had any of the following medical tests?



¹ The global norm is representative of the 10-country aggregate from Arogya's "Insights from 10,000 Women on the Impact of NCDs" survey.

- Only 16% of women surveyed have had a Cervical Cancer screening test.
- Just 1 in 4 women have received a breast exam and similar numbers have had a blood sugar test.

Cost is the Biggest Limiting Factor to Healthcare Access

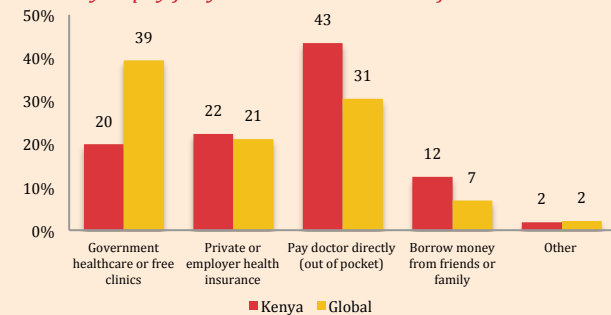
Cost Deters Pursuit of Care

- Not having enough money was the largest deterrent (39%) to visiting a medical professional in Kenya.
- Long waiting time (26%) was also a significant factor in limiting healthcare access.

Women Pay for Healthcare Out of Pocket

- Paying the doctor out of pocket was the most common means of covering healthcare expenses (43%). 1 in 10 women borrow money from friends or family to pay for healthcare.
- The percentage of women paying doctors directly (43%) exceeded the global norm (31%).
- Only a fifth of women were able to access healthcare through government healthcare or free clinics.

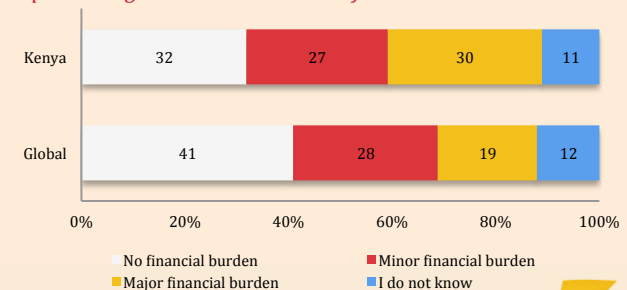
How do you pay for your healthcare most of the time?



NCDs Are A Massive Drain On Financial Resources

- 3 in 5 women surveyed state that NCDs cause a financial burden for the household. 30% categorize NCDs as a major financial burden.
- A quarter of women spend more than 25% of household income on NCDs. 13% of women, almost double the global norm, said that NCD treatment consumes more than 50% of income.

How much of a financial burden is your household experiencing now due to the cost of NCDs?

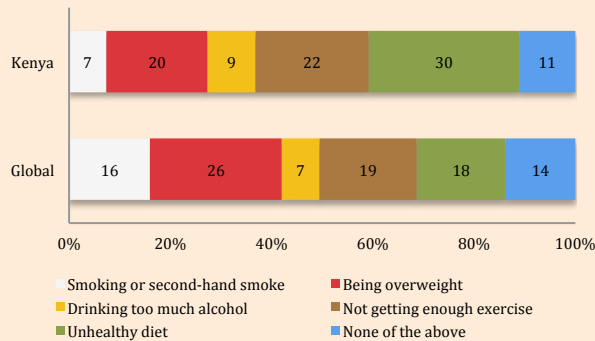


Health Concerns of Kenyan Women

Unhealthy Eating is a Major Issue

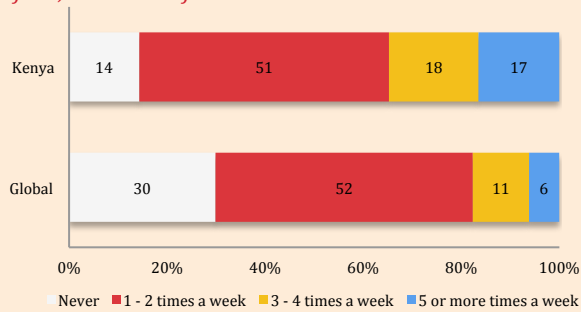
- 1 in 2 Kenyan women surveyed stated that either an unhealthy diet (30%) or being overweight (20%) was the health issue they were most concerned about. Concern about an unhealthy diet was significantly higher than the global average.

Think about your household, which health issue are you most concerned about?



- Only 2 in 3 women report eating healthy foods.
- 86% of Kenyan women surveyed eat food not prepared in their own home at least once per week, limiting individual control over healthy eating practices. 35% of women eat out three or more times a week, compared with 17% globally.
- Cost is the largest barrier to healthy eating, with 1 in 5 women stating that healthy foods are prohibitively expensive.

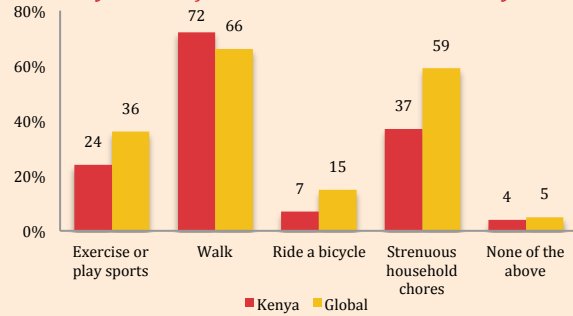
In a typical week, how many times do you eat food not prepared in your home, such as food from restaurants, street food, or take out food?



Women Do Not Exercise Regularly

- Only 1 in 5 women report exercising regularly.
- While 72% of women do walk for at least 10 minutes 2 days a week, rates of exercising or playing sports (24%), riding a bicycle (7%), and partaking in strenuous household chores (37%) are consistently lower than the global average.

In a typical week, do you engage in the following activities at least 2 days a week for at least 10 minutes each day?

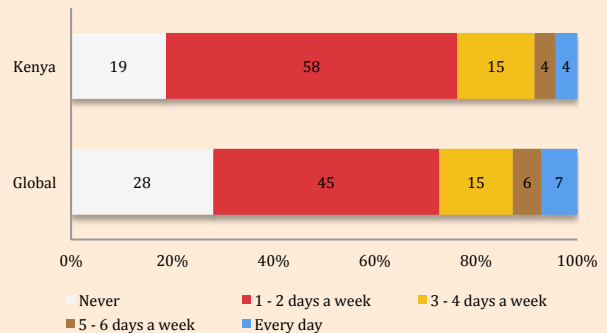


- Women cite not having enough time (36%) and lack of motivation (24%) as the main challenges to exercising regularly.
- 1 in 5 women report that not getting enough exercise is the household health issue they are most worried about.

Soda Consumption is High

- In a typical week, 81% of Kenyan women surveyed drink soda at least once, with 58% drinking soda 1-2 times per week. Globally, women showed much lower rates of soda consumption, with 72% drinking soda at least once per week.
- Despite high levels of soda consumption, 2 in 5 women are not at all concerned about children seeing advertisements for soda in public places.
- Women who are worried about soda advertisements demonstrate high levels of concern, with 22% being very concerned.
- Women are also extremely concerned about children viewing cigarette or tobacco advertisements in public places. More women (62%) in Kenya are highly concerned, when compared with the global norm (36%).

In a typical week, on how many days do you drink soda or cola?



For additional information about the "Insights from 10,000 Women on the Impact of NCDs" survey, go to <http://arogyaworld.org/programs/capturing-the-voices-of-10000-women/report/>.