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INSIGHT

Kasi Health and Wellness Index (FiT Score)

Ghana

September 2017

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Executive Summary

1 Research shows that the shift towards urbanization across Africa has health implications. The lion's share of public health spending and health-related donor aid goes to infectious diseases. Given these challenges, it is essential to adopt a people-centred, rather than a disease-focused, approach to diagnosis and care.

2 The Kasi Health & Wellness Index (FiT Score) is a semi-annual report that aims to measure the NCD-related risk factors in Africa's urban cities by tracking people's opinion about their health, lifestyle habits (healthy and unhealthy) and also medical care.

3 Life expectancy in Ghana is steadily increasing. Overall, Ghanaians feel very good about their health and do not expect it to get worst. Additionally, three-quarters of respondents attain the recommended amount of physical activity weekly. However, where there is participation in unhealthy lifestyle behaviors such as tobacco use , it is most often among young adults. 38% of respondents consume alcohol regularly. Among the drinkers, the majority consume once a month or less and 1 to 2 alcoholic beverages per occasion. Only 10% of respondents consume the recommended servings of fruits and vegetables per day.

4 Overall, among the seven African cities covered by the index, Ghanaians living in Accra scored the highest FiT score at 64. Ghanaians do not habitually engage in unhealthy habits but scored relatively low for medical care and general health. Therefore, there is still work to do to improve health-seeking behavior and drive down participation in unhealthy lifestyle habits that affect the health of this relatively young population.

Introduction

The Kasi Health & Wellness Index (FiT Score) provides data and intelligence in real time regarding lifestyle behaviors and the prevalence of risk factors for NCDs. The index available in seven African countries is based on a landmark survey of 3,500 adults conducted by Kasi Insight.

NCDs are the result of a combination of genetic, physiological, environmental and behaviors factors. The main types are cardiovascular diseases, cancers, chronic respiratory disease and diabetes.

Modifiable behaviors, such as tobacco use, physical inactivity, unhealthy diet and the harmful use of alcohol, all increase the risk of NCDs. Sufficient daily consumption of fruits and vegetables could help prevent major diseases. Approximately 16.0 million (1.0%) disability adjusted life years (DALYs) attributable to low fruit and vegetable consumption.

The 2030 Agenda for Sustainable Development adopted at the United Nations Summit on Sustainable Development in September 2015, recognizes non-communicable diseases (NCDs) as a major challenge for sustainable development.

"Ensure healthy lives and promote well-being for all at all ages"

Among the targets of UN SDG goal 3 is to reduce the fatality rates of individuals with an NCD by one third by 2030 and to reduce by 50% injuries from road traffic accidents by 2020.

Agenda 2063 (2015) is a framework developed by the African Union Commission and its member states seeks to address past injustices and the realisation of the 21st Century as the African Century". In order to improve performance on global quality of life measures, African nations have committed to increasing basic health services.

Ghana Health Care System

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3,316

Private, Public & Religious health facilities.

66.6

life expectancy (in years) at birth, males & females (2016 est.)

3.6%

Health expenditure as percent of GDP (2014)

0.1

Number of physicians per 10,000 people

2.5

est. Number of traditional healers per 1,000 people (2014)

28M

Population of Ghana

National Health Insurance Scheme

- Established under Law (2003; amended 2012)
- Combination of mutual and private health insurance schemes
- Provides basic healthcare at the point of need and aims to ensure universal coverage
- 95% of diseases covered
- Approx. 42% of eligible population registered in the NHIS
- Increased healthcare utilisation since its inception
- Funded by 2.5% Healthcare Levy on some goods & services, Premiums, Government allocation, Social security contributions and other

The Burden of NCDs in Ghana

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Africa

7.1% — **Rate of diabetes** in Africa (2014)

Cancer Deaths per 100,000 persons per year in Sub-Saharan Africa (Globocan, 2012) — **90.8**

46% — **Rate of high blood pressure** in Africa

Ghana

Rate of diabetes in Ghana (WHO, 2016) — **4.8%**

63.6 — **Cancer Deaths per 100,000 persons per year** (Globocan, 2012)

Rate of hypertension in Ghana (Bosu 2010) — **25-48%**

NCD-Related Policies

- National Policy for the Prevention and control of chronic noncommunicable diseases (2012)
- Public Health Act (2012)
- Strategy for the Management, Prevention and Control of Chronic Non-communicable diseases (2012-2016)
- National Strategy for Cancer control (2012-2016)
- Tobacco Control Regulations (2016)
- National Alcohol Policy (2017)

Objectives & Methodology

The Kasi Health & Wellness Index provides a vital source of timely data and intelligence regarding lifestyle behaviours and the prevalence of risk factors for chronic NCDs.

It aims to deliver supplementary evidence that supports the development and implementation of uniquely tailored health policy, for maximum impact and effectiveness.

Index (FiT Score) Objectives

- The Kasi Health & Wellness Index provides a vital source of timely data and intelligence regarding lifestyle behaviours and the prevalence of risk factors for chronic NCDs.

- It aims to deliver supplementary evidence that supports the development and implementation of uniquely tailored health policy, for maximum impact and effectiveness.

Methodology

The first Kasi Health & Wellness index is based on findings of a Kasi Insight survey conducted between February 17th and 27th, 2017. A sample of 3,369 urban dwellers in Africa from 18 to 65 years of age. Kasi employed weighting to balance demographics and ensure the same composition reflects that of the adult, urban and working population in the countries surveyed

Please refer to About Survey for further information on methodology.

DEMOGRAPHICS

52% 48%

Millennials 18-29 yrs. (64%)
Generation X 30-39 yrs. (34%)
Boomers 45 yrs. + (2%)

Professional training (52%)
University degree (39%)
High school (7%)
No formal education (1%)

Employee (65%)
Self-employed (12%)
Student (18%)
Unemployed (5%)

Key Findings

HOW DO GHANAIANS RATE THEIR HEALTH?

- 34 percent of respondents rank their health as excellent.

- Only 1 percent of respondents expect their health to get much worse.
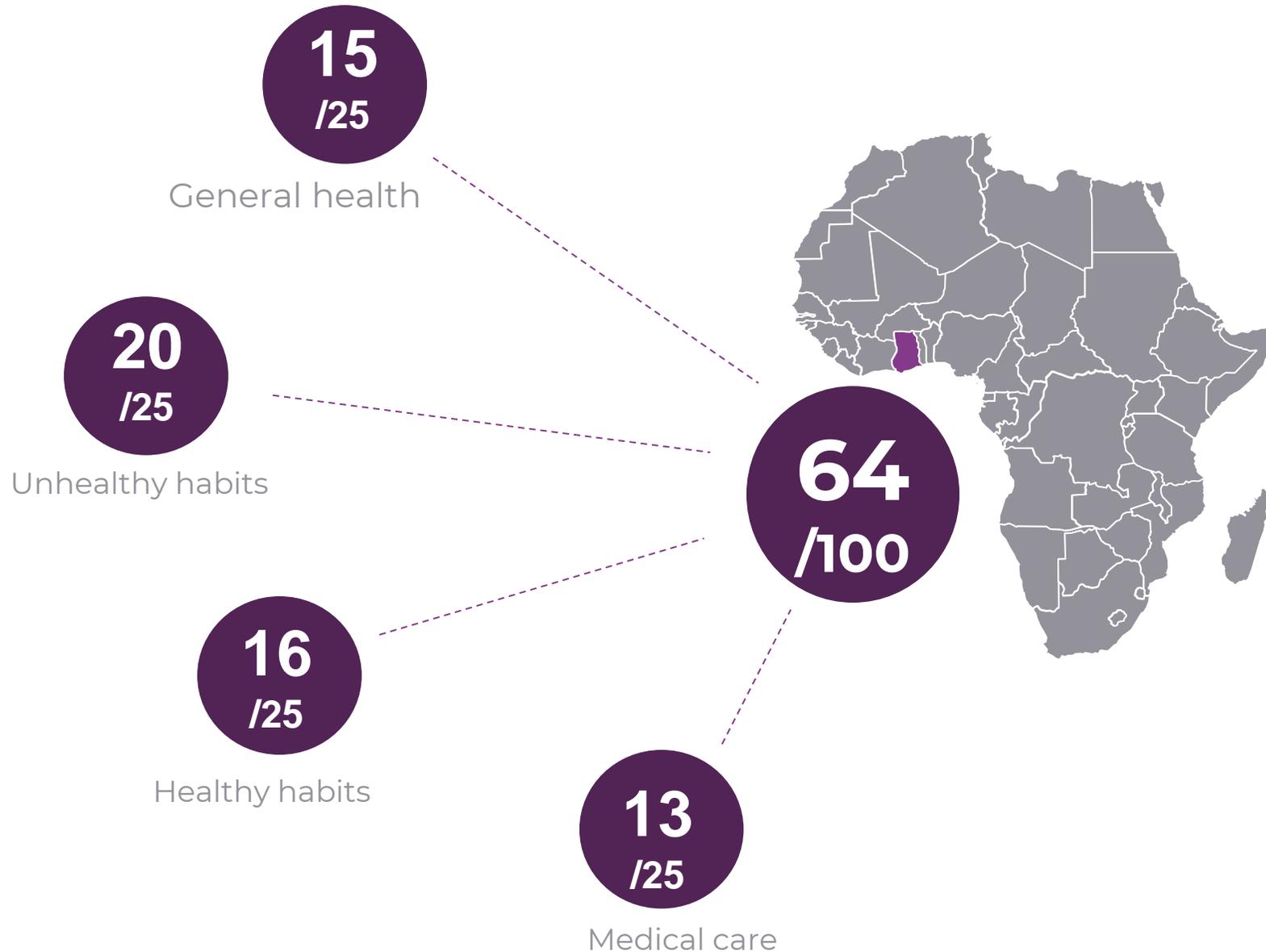
UNHEALTHY HABITS

- 9 percent of respondents smoke at least one cigarette per day.

- 34 percent of respondents consume alcoholic drinks (mostly one drink per month).

- Only 1.2 percent of respondents consume between 6 to 9 alcoholic drinks per day.

MEDICAL CARE

- 81 percent of respondents had a doctor visit over the past 6 months.

- Doctors recommended tests to 33 percent of respondents and the top 3 tests were Diabetes, Blood Pressure and Blood.

HEALTHY HABITS

- 9 percent of respondents get the recommended fruit servings per day (more than 4 servings).

- 10 percent of the respondents take the recommended vegetable servings per day (more than 4 servings).

- Less than a quarter of respondents exercise at least 4 days per week.

FiT Score

15 /25

General health

20 /25

Unhealthy habits

16 /25

Healthy habits

13 /25

Medical care

64 /100

HOW GHANA RANKS

Ghanaians are less likely to participate in unhealthy habits and are more optimistic about their general health.

Among the 7 countries covered by the index, Ghana scored the highest FiT score. Nonetheless, 64 is a good score.

Improvements in general health and medical care can drive up the overall score in Ghana.

9

The majority of respondents feels very good about their health

34%

Say their health is
excellent

Among Millennials (18-30),
64% rank their health as
excellent. Compare that to
34% of Generation X (30-39)
and 2 % of Boomers (40+).
Almost the same number of
men and women rate their
health as excellent (25 % of
men and 26% of women)

1%

Expect their health to
get worse

Among Millennials (18-30), 60%
expect their health to get worse.
Compare that to 40% of
Generation X (30-39) and no
Boomers (40+).
60 % of men expect their health
to get worse compared to 40%
of women

The majority of the respondents feels as healthy as anybody they know

8% percent say their health is somewhat better than a year ago and only 4% percent do not believe they get sick a little easier than other people.

| 87%	82%	4%	1%
I AM AS HEALTHY AS ANYBODY I KNOW	MY HEALTH IS EXCELLENT	I SEEM TO GET SICK A LITTLE EASIER THAN OTHER PEOPLE	I EXPECT MY HEALTH TO GET WORSE
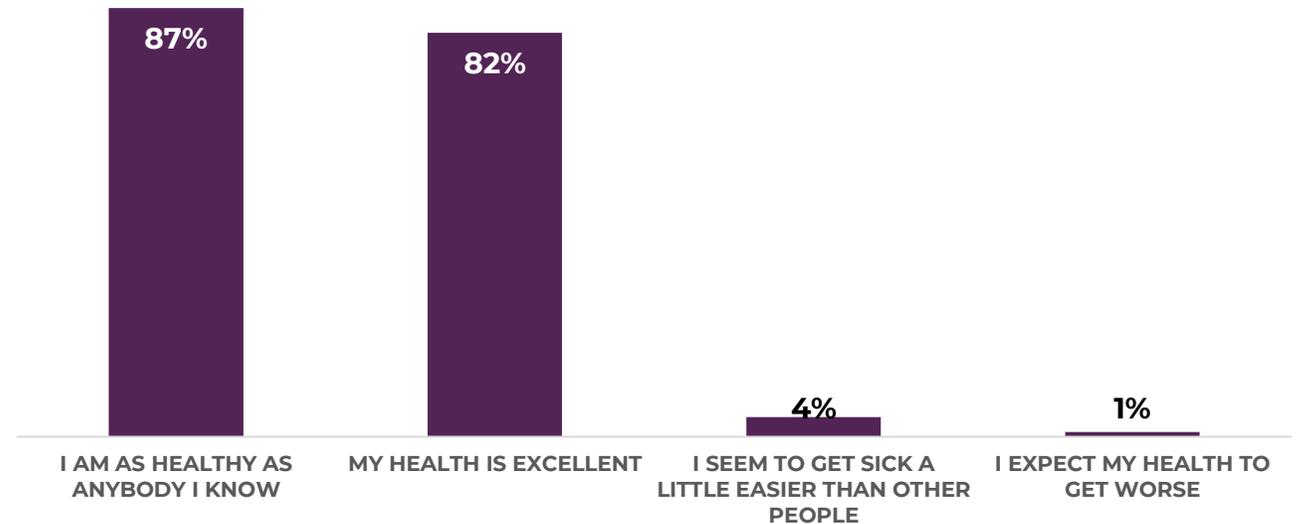
10 % of respondents smoke, mostly millennials
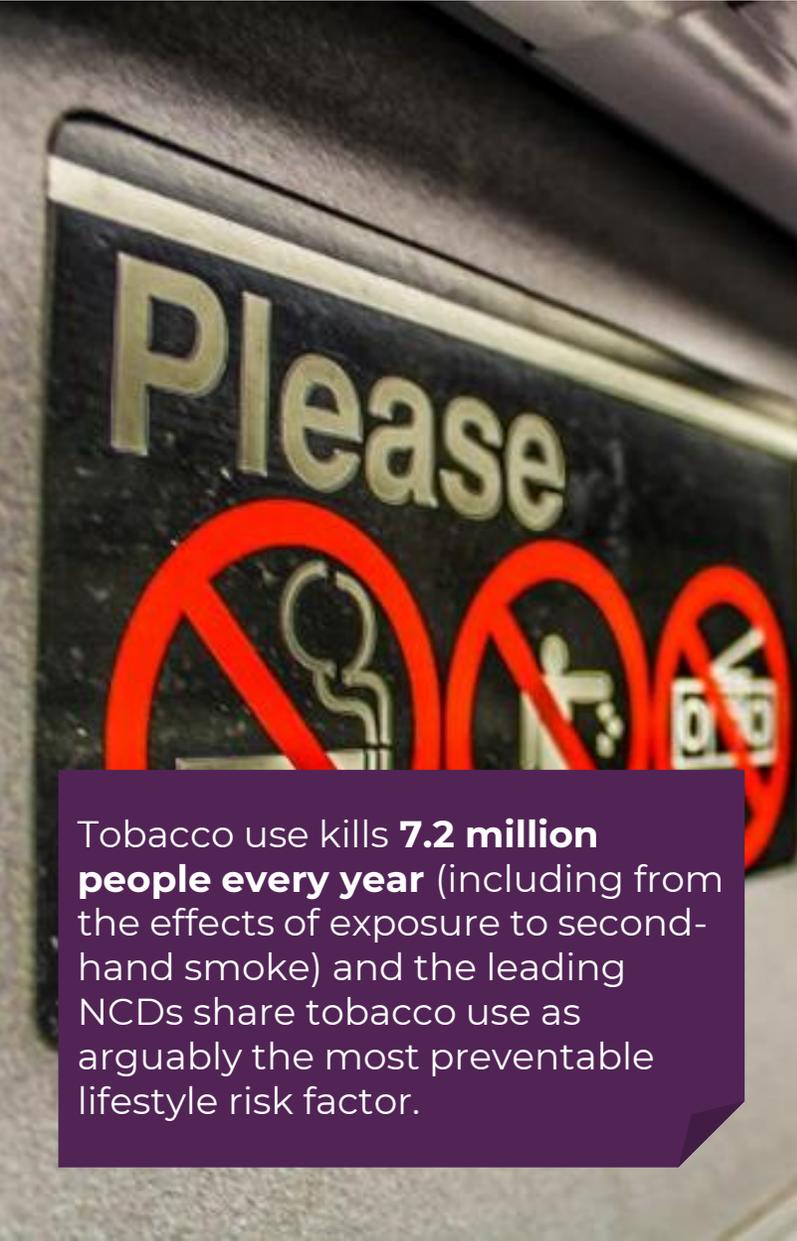
Tobacco use kills **7.2 million people every year** (including from the effects of exposure to second-hand smoke) and the leading NCDs share tobacco use as arguably the most preventable lifestyle risk factor.

Between 1 to 10 cigarettes per day

90%
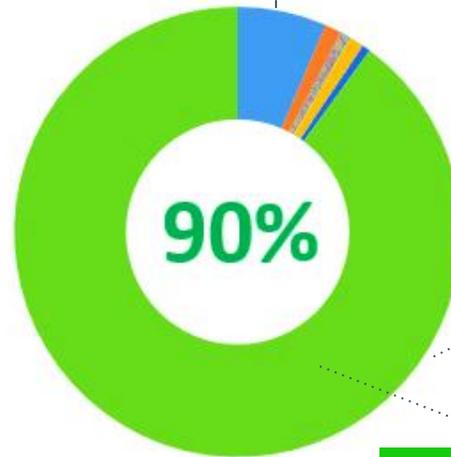
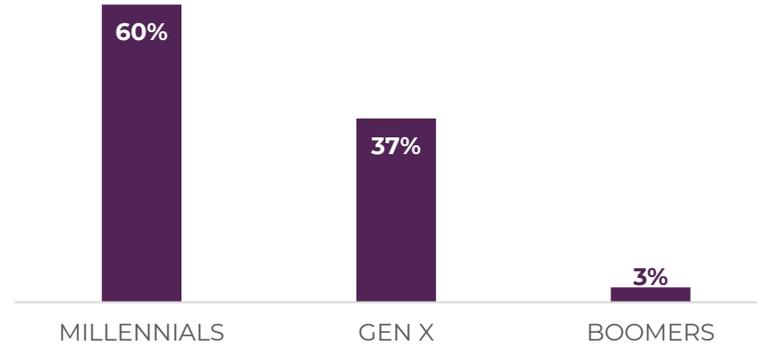of respondents don't smoke

55%

MILLENNIALS

38%

GEN X

6%

BOOMERS
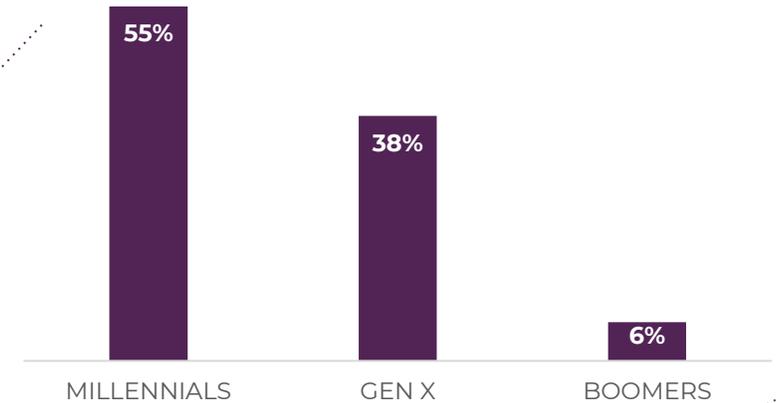
➜ Among the smokers, 55% are aged between 18 and 30 years old while 38 % are between 25–39-year-olds

➜ Among the smokers, 43% are women while 57% are men.

37% of respondents drink alcohol, mostly millennials

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I N S I G H T

60% MILLENNIALS

37% GEN X

3% BOOMERS

➔ Among the drinkers, 60% are aged between 18 and 30 years old while 37 % are between 25–39-year-olds
➔ Among the drinkers, 43% are women while 57% are men.

37% drink

62% Do not drink
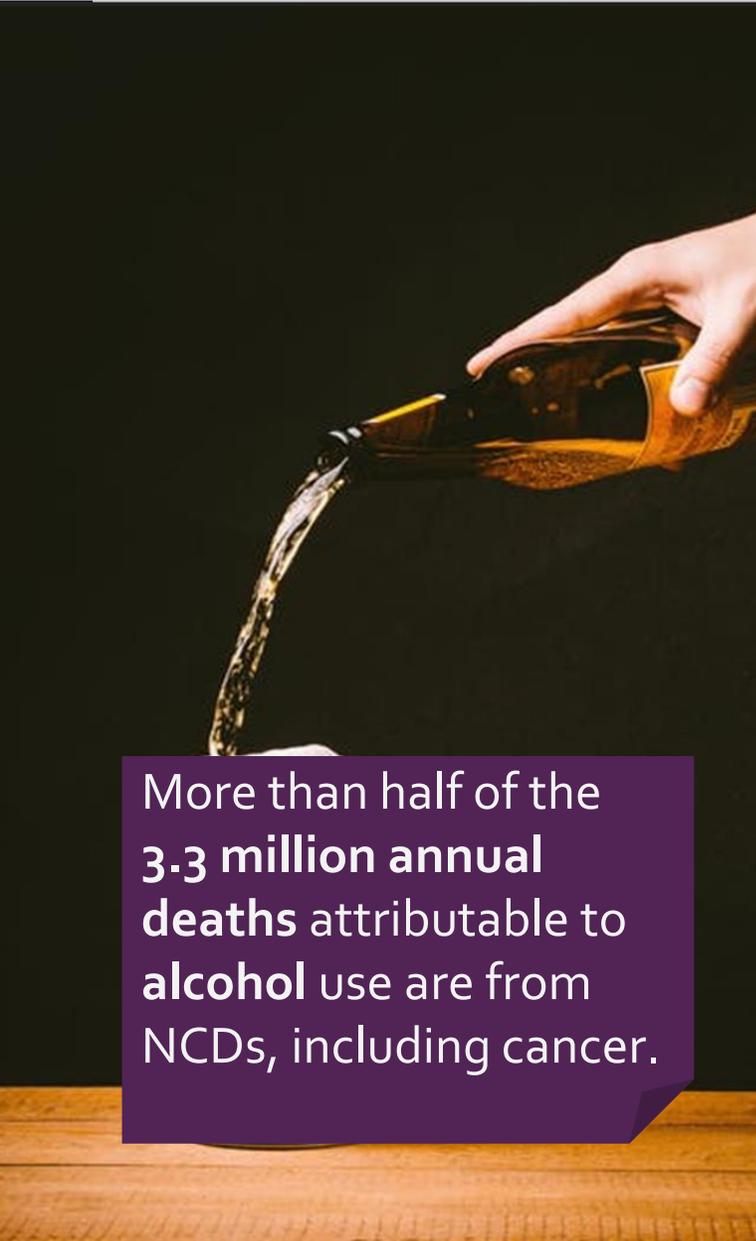
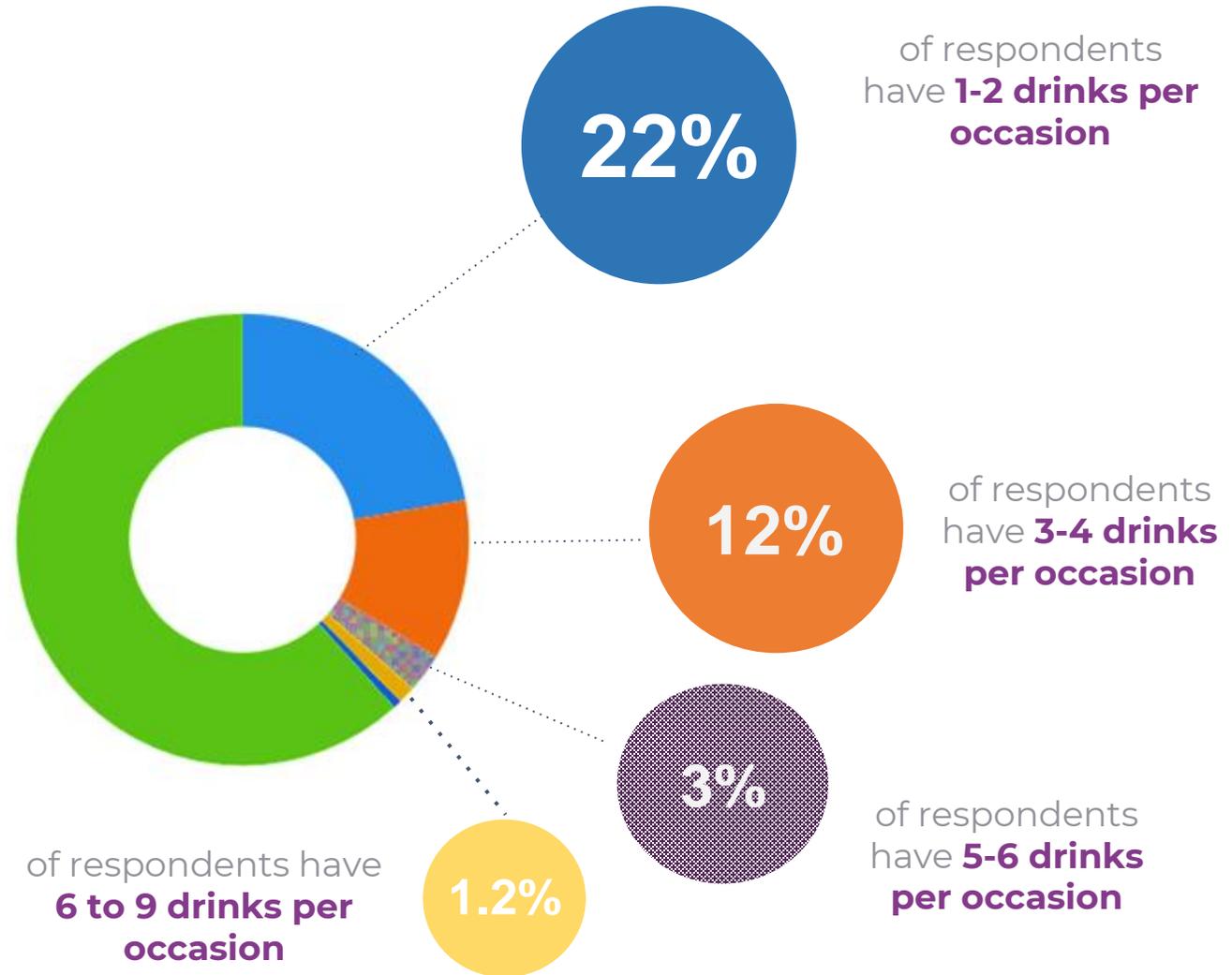More than half of the **3.3 million annual deaths** attributable to **alcohol** use are from NCDs, including cancer.

- I don't drink alcohol
- Once a month or less
- Up to 4 times a month
- Up to 3 times a week
- 4 or more times a week
- Do not know

Respondents mostly drink 1 to 2 alcoholic drinks/occasion

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22% of respondents have **1-2 drinks per occasion**

12% of respondents have **3-4 drinks per occasion**

3% of respondents have **5-6 drinks per occasion**

1.2% of respondents have **6 to 9 drinks per occasion**

Legend:
- 1 to 2
- 3 to 4
- 5 to 6
- 6 to 9
- Do not know
- I don't drink alcohol

98% of respondents consume fruits daily but...

44%
of respondents have
2 serving per day

27%
of respondents have
3 servings per day

10%
of respondents have
>4 serving per day

9%
of respondents have
<1 servings per day

400g
Recommended
**fruit & vegetable
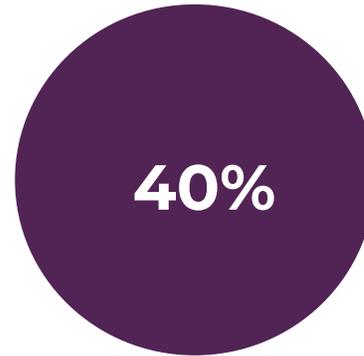intake** per day

5
Recommended
**fruit & vegetable
servings** per day

1.7 million (2.8%) of deaths worldwide are attributable to **low fruit and vegetable consumption**.

...Only 10% of respondents get the recommended fruit and vegetable servings per day.

95% of respondents consume vegetables daily but...

1.7 million (2.8%) of deaths worldwide are attributable to **low fruit and vegetable consumption**.

40%

of respondents have **2 serving per day**

26%

of respondents have **3 servings per day**

14%

of respondents have **<1 serving per day**

10%

of respondents have **>4 servings per day**

400g Recommended **fruit & vegetable intake** per day

5 Recommended **fruit & vegetable servings** per day

...Only 10% of respondents get the recommended fruit and vegetable servings per day.

81% of respondents exercise weekly and..

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63%
Of respondents perform **light activities** at least 4 days per week

51%
Of respondents perform **moderate activities** at least 4 days per week

56%
Of respondents perform **vigorous activities** at least 4 days per week

**150min**
Recommended **minutes of moderate exercise** per week

3
Recommended **minimum days per week** for exercise

1.6 millions of deaths worldwide are attributable to **insufficient physical activity**.

...Over 35% of respondents get the recommended physical activity.

81% of respondents visited a doctor last year but...

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2.4%
Last month

1.8%
1-3 months

15%
3-6 months

62%
6-12 months
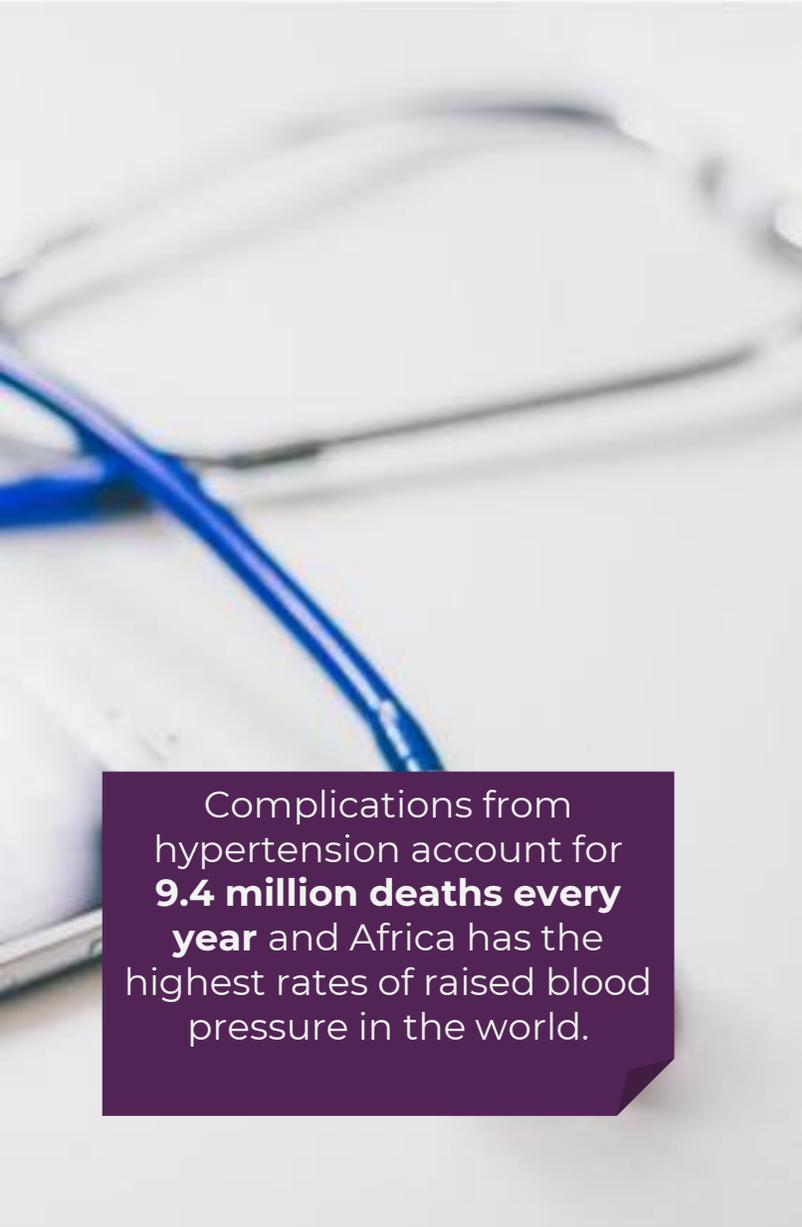
Complications from hypertension account for **9.4 million deaths every year** and Africa has the highest rates of raised blood pressure in the world.

13.6% BLOOD PRESSURE

9.6% BLOOD

3.3% DIABETES

1.6% CANCER

1.3% FLU INJECTION

0.7% DISCUSSING SMOKING
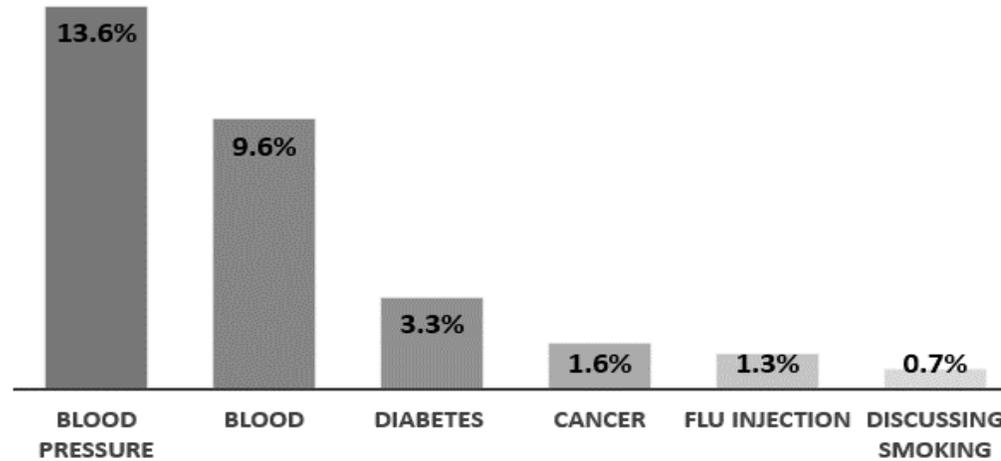
TOP 3

1. Blood test
2. Blood pressure
3. Diabetes

...67% of the visits did not result in recommended exams or tests.

About the Survey

As a leading provider of consumer insights and related data products for emerging markets especially Africa, Kasi Insight is dedicated to the ongoing development of insights into the health of Africans, and how the right lifestyle choices can prevent or reduce the severity and the impact of illness and disease.

The Kasi Health Wellness Index plays an important role in the development of these insights, by providing a comprehensive snapshot of the attitudes, perceptions and behaviors of Africans relating to their health. The FiT score provides supplementary evidence to help inform public health policy.

The first Kasi Health Wellness index is based on findings of a Kasi Insight survey conducted between February 17th and 27th, 2017. A sample of 3,500 urban dwellers in Africa from 18 to 65 years of age. After data cleaning, the final sample was 3,369.

Kasi employed weighting to balance demographics and ensure the same composition reflects that of the adult, urban and working population in the countries surveyed.

The precision of Kasi surveys is measured using a credibility interval. In this case the survey is accurate to within +/- 4.0% at 95% confidence level had all urban dwellers been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to methodological change, coverage error and measurement error.

Authors & Acknowledgement

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Margaret is a clinically trained healthcare management professional with 15 years of experience in third, public and private sectors. She has first-hand experience in delivering patient care, health care strategy, design and implementation at a local, regional and national level. She is based in London (UK).

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