



APRIL, 2022



Congratulations E-Plus!



Qitma Noor
(Communications & Marketing Assistant)

On the 1st of April 2022, E-Plus was again recognized as a super brand at the East Africa tribute awards ceremony. E-plus is the top emergency medical service provider in East and Central Africa and has previously been recognized three times consecutively. For more than a decade, the Superbrands program has been awarding the region's leading brands. Only 20 brands have appeared more than three times since the East Africa Superbrands program began....[Continue on](#)

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Our Mission

We work with our communities and partners to respond to medical and trauma emergencies through the provision of accessible, responsive and quality...pre-hospital care to save lives. Our patients will receive prompt and appropriate emergency medical pre-hospital care from properly trained and certified professionals.

Our Vision

A regionally recognised leader for responsive, superior-quality emergency medical and trauma response services.

Our Core Values (iSPIE)

Innovation: E-Plus continues to pursue new ways to improve its' service offering in a socially responsive manner in order to create transformative changes in patient experience.

Sustainability: E-Plus provides its services while ensuring long-term financial and social positive outcomes.

Professional Excellence: E-Plus provides the highest level of compassionate services at all times. It demonstrates quality and ethical behavior in its work and acts in the best interests of the people its serves. Treating people with dignity and consideration.

Integrity: E-Plus is honest and reliable. Its actions and decisions are guided by its professionalism, transparency and respect for others. E-Plus is accountable to the people it serves, the community and each other and to its authorities.

Empathy: E-Plus actively seeks to understand how patients, family members, caregivers and its own staff experience the emergencies they respond to, taking into account the emotions they go through and using this knowledge to improve their well being and its service delivery.

Congratulations E-Plus!



Qitma Noor
(Communications and Marketing Assistant)



From left: Munir Ahmed -Digital Communications Officer, John Mwangi - Finance Manager, Felix Musila - PR and Communications Officer, Rukia Abdikadir - QMS Manager receive the Super brands Award

On the 1st of April 2022, E-Plus was again recognized as a super brand at the East Africa tribute awards ceremony. E-plus is the top emergency medical service provider in East and Central Africa and has previously been recognized three times consecutively. For more than a decade, the Superbrands program has been awarding the region's leading brands. Only 20 brands have appeared more than three times since the East Africa Superbrands program began.

Superbrands recognizes, rewards, and promotes world-class brands by identifying and honoring them. To be considered, brands are not obliged to pay or apply. The entire selection process is overseen by the Centre for Brand Analysis. In its industry,



a Superbrand has the best reputation. It offers significant emotional and tangible benefits to customers over other brands that they want and recognize.

The importance of being recognized a Superbrand for E-Plus is based on our capacity to ad-

vocate for the needs of our customers and employees. This award honors E-Plus personnel for the great work they do for customers, partners, and the community on a daily basis. This recognition is incredibly humbling, and it shows the daily confidence that clients place in us as their preferred emergency services provider. The award which was received by John Mwangi – E-Plus Finance Manager.



John Mwangi, Finance Manager receives the Super brands award on behalf of E-Plus

Quality Health Care Kenyan Awards



Felix Musila
(Communications and PR Officer)



From left: John Mwangi - Finance Manager, Felix Musila - PR and Communications Officer, Lucy Hudson - Human Resource Business Partner, Rukia Abdikadir - QMS Manager, receive the 1st Runner Up Award at the Quality Healthcare Kenyan Awards

E-Plus continues scaling the heights of recognition. On the 8th of April, 2022, we were the 1st runner up in the 'Award of Excellence in Response to COVID-19' category at the Quality Healthcare Kenyan Awards. Once again our efforts and contribution to the COVID-19 response were acknowledged. Last year we were also awarded the COVID-19 response award at the 2021 National Business Leadership Awards (NaBLA) ceremony.

COVID-19 immensely and devastatingly affected humanity globally. Being a new viral disease affecting humans for the first time, the pandemic disrupted thousands of peoples' day to day lifestyles, businesses, world trade and movements and it demanded a lot from the healthcare sector. Therefore, there was a great need for collaboration and partnerships in terms of equipment, personnel and

health service providers to mitigate the drastic effects brought about by this pandemic.

At the height of the pandemic, E-Plus was recognized and identified by the Ministry of Health as a critical player in the evacuation, contact tracing and transfers of suspected and confirmed COVID-19 cases. This was attributed to

our capacity and strategic countrywide coverage of prehospital and ambulance service provision leading to a contractual agreement between MoH and E-Plus. As a result of this agreement, E-Plus evacuated 2050 suspected and confirmed COVID-19 cases by the end of 2021.



The team representing E-Plus at the Quality Healthcare Kenyan Awards

The ARC Equator Rally



Qitma Noor
(Communications and Marketing Assistant)



E-Plus crew at the Arc Equator Rally

The African Event Championships (ARC) Equator rally, which took place from April 1 to 3, 2022, was full of thrills, roaring machines, muddy terrains, and expert driving. Amina Mohamed, the Cabinet Secretary for Sports, officially opened the event, which is the third leg of the Africa Rally Championships.

The Equator event which is part of the FIA Rallies acted as a dry run for the World Rally Championships to be held later in June

this year.

E-Plus has worked with WRC to provide standby ambulance services for the past three years, and this year was no exception. Before the championship, our teams received training and CMEs to improve their skills, particularly in vehicle extrication of victims and car evacuations.

Eighteen ambulances were dispatched by E-Plus to provide rapid treatment and emergency

evacuation of any casualties. Our teams were stationed in several locations across the event, including Soysambu, Sleeping Warrior, Loldia, Malewa, and Kedong, among others.

The three-day event went off without a hitch, with our paramedics and operators handling any injuries. We are looking forward to providing the same outstanding service during the World Rally Championships in late June this year.



E-Plus crew at the Arc Equator Rally

All You Need to Know About Malaria



Margaret Onyancha
(Complaints Handling Assistant)



Malaria is a preventable and treatable disease that continues to wreak havoc on people's health and livelihoods all across the world. In 85 countries, there were an estimated 241 million new cases of malaria and 627 000 malaria-related fatalities in 2021. In Africa, children under the age of five accounted for more than two-thirds of all deaths. Each year, an estimated 3.5 million new clinical cases and 10,700 deaths occur in Kenya, with individuals residing in western Kenya being at a particularly high risk of contracting malaria.

Every year on April 25th, World Malaria Day is commemorated to highlight the worldwide malaria community's joint effort and dedication to achieving the common goal of a malaria-free world. 'Harness innovation to lessen the malaria disease load and save lives,' is this year's theme. This year's World Malaria Day will focus on the crucial role that innovation can play in achieving global malaria elimination goals.

Despite consistent progress in reducing malaria's worldwide burden, progress has slowed or paused in recent years, especially in high-burden nations in Sub-Saharan Africa. To put the world back on track to meet the WHO global malaria strategy's 2030

targets, immediate and concerted action is required. Innovative new techniques, such as new vector control measures and insecticides, enhanced diagnostics, and more effective medicines, are critical if the world is to attain worldwide elimination targets.

So, what is Malaria?

Malaria is a severe and sometimes fatal disease caused by a parasite that is spread by mosquitoes. *Plasmodium falciparum*, *Plasmodium vivax*, *Plasmodium ovale*, and *Plasmodium malariae* are the four types of malaria parasites that affect humans.

Symptoms of Malaria

- Fever
- Chills
- Sweats
- Headaches
- Nausea and vomiting
- Body aches
- General malaise

Diagnosis

To diagnose malaria, the doctor will likely review your medical history and recent travel, conduct a physical exam, and order blood tests. Blood tests can detect:

- The presence of the parasite in the blood, which can be used to confirm that you have malaria.
- Whether or not your illness is caused by a parasite that is resistant to specific treatments
- If your infection is caused by a parasite resistant to certain drugs
- Whether the disease is causing any serious complications

Some blood tests take several days to complete, while others take less than 15 minutes. Your doctor may prescribe further diagnostic tests to assess possible consequences based on your symptoms.

Treatment; To kill the parasite, malaria is treated using prescription medications. The types of medications used and the period of treatment will differ depending on the following factors:

- Which type of malaria parasite you have
- The severity of your symptoms
- Your age
- Whether you're pregnant or not

Medications

The most common antimalarial drugs include:

- Chloroquine phosphate.
- Artemisinin-based combination therapies (ACTs).

Other common antimalarial drugs include:

- Atovaquone-proguanil (Malarone)
- Quinine sulfate (Qualaquin) with doxycycline (Oracea, Vibramycin, others)
- Primaquine phosphate

Malaria is a life threatening disease that is preventable and treatable. Effective treatment lowers the risk of infection spreading to others and prevents the emergence and spread of antimalarial drug resistance.

Stress and Nutrition



Millicent Akumu
(Emergency Medical Dispatcher)



Stress is a common problem in most societies. There are three main types of stress that may occur in our everyday lives: acute (a brief event such as a heated argument or getting stuck in a traffic jam), acute episodic (frequent acute events such as work deadlines), and chronic stress (persistent events like unemployment from a job loss, physical or mental abuse, substance abuse, or family conflict). Many of us may experience a combination of these three types.

With stress, the event is brief and hormone levels will gradually return to normal. Acute episodic and chronic stress repeatedly trigger the fight-or-flight response causing a persistent elevation of hormones, leading to a risk of health problem

- Digestive issues (heartburn, flatulence, diarrhea, constipation)
- Weight gain
- Elevated blood pressure
- Chest pain, heart disease
- Immune system problems
- Skin conditions
- Muscular pain (headaches, back pain, neck pain)
- Sleep disruption, insomnia
- Infertility
- Anxiety, depression

How Chronic Stress Affects Eating Patterns

Chronic stress can affect the body's use of calories and nutrients in various ways. It raises the body's metabolic needs and increases the use and excretion

of many nutrients. If one does not eat a nutritious diet, a deficiency may occur. Stress also creates a chain reaction of behaviors that can negatively affect eating habits, leading to other health problems down the road.



- Stress places a greater demand on the body for oxygen, energy, and nutrients. Yet people who experience chronic stress may crave comforting foods such as highly processed snacks or sweets, which are high in fat and calories but low in nutrients.
- People feeling stress may lack the time or motivation to prepare nutritious, balanced meals, or may skip or forget to eat meals.
- Stress can disrupt sleep by causing lighter sleep or more frequent awakenings, which leads to fatigue during the day. In order to cope with daytime fatigue, people may use stimulants to increase energy such as with caffeine or high-calorie snack foods. The reverse may also be true that poor-quality sleep is itself a stressor. Studies have found that sleep restriction causes a significant increase in cortisol levels.
- During acute stress, the hormone adrenaline suppresses the appetite. But with chronic stress, elevated levels of cortisol may cause cravings, particularly for foods high in sugar, fat, and calories, which may then lead to weight gain.
- Cortisol favors the accumulation of fat in the belly area, also called central adiposity, which is associated with insulin resistance and an increased risk of type 2 diabetes, cardiovascular

disease, and certain breast cancers. It also lowers levels of the hormone leptin (that promotes satiety) while increasing the hormone ghrelin (that increases appetite).

Tips to Help Control Stress



Healthy diet. A balanced diet can support a healthy immune system and the repair of damaged cells. It provides the extra energy needed to cope with stressful events. Early research suggests that certain foods like polyunsaturated fats including omega-3 fats and vegetables may help to regulate cortisol levels. If you frequently rely on fast food because you are tired or too busy to prepare meals at home, consider meal planning, a practice that can help save time in the long run, ensure more balanced healthful meals, and prevent weight gain.

Mindful eating. When we “stress-eat,” we eat quickly without noticing what or how much we’re eating, which can lead to weight gain. Mindful eating practices counteract stress by encouraging deep breaths, making thoughtful food choices, focusing attention on the meal, and chewing food slowly and thoroughly. This increases enjoyment of the meal and improves digestion. Mindful eating can also help us realize when we are eating not because of physiological hunger but because of psychological turbulence, which may lead us to eat more as a coping mechanism.



Regular exercise. Physical activity will help to lower blood pressure and stress hormone levels. Aerobic exercise like walking and dancing increases breathing and heart rate so that more oxygen reaches cells throughout the body. This reduces tension in muscles, including the heart.

Meditation or deep breathing techniques. Fast, shallow breathing and erratic thoughts occur in response to stress. Therefore, take slow deep breaths to reduce muscular tension, lower the heart rate, and calm the mind. Whenever you feel stressed, breathe slowly, focusing on each in- and out-breath. Through this simple act, your parasympathetic nervous system kicks in and can help you calm down. If you’d like some guidance, try this short mindful breathing exercise. Additionally, certain exercises like yoga emphasize deep breathing and a focused mind.

Mental health counseling or other social support. Feeling alone can add to stress. It can help to talk through feelings and concerns with a trusted individual. Often, just realizing that you are not alone and that your feelings are not unusual can help lower stress.

Practicing work-life balance. Use vacation and personal time, or just set aside an hour a day. A periodic escape from the pressures of work can do wonders to reduce stress, increase productivity, and decrease the risk of physical and mental illnesses that are associated with workplace burnout.

Schedule fun activities or hobbies at least once a week. Gardening, reading, enjoying music, getting a massage, hiking in nature, and cooking a favorite recipe are examples of welcome stress relievers.

Good sleep hygiene. Stress can cause a heightened sense of alertness, which delays the onset of sleep as well as cause interrupted sleep throughout the night. This can prevent one from entering the deeper sleep stages in which the body repairs and grows tissue and supports a healthy immune system. The REM (rapid eye movement) sleep stage in particular helps with mood regulation and memory. Aim for 7-9 hours of sleep a night by slowing down about 30 minutes before bedtime. Controlling stress through the other tips listed above can also improve sleep quality.

COVID Pandemic Pages

African Countries Scale Back on COVID-19 Measures



Felix Musila
(Communications and PR Officer)



With new COVID-19 cases significantly dropping, many countries are increasingly curtailing COVID-19 surveillance and quarantine measures. While the need to reopen economies and resume social life is important, it is imperative to note that all this calls for increased caution and consideration of the risks involved.

Contact tracing is a key strategy for curbing the spread of the virus and reducing mortality. In August 2020, 23 out of 54 countries on the continent were conducting comprehensive contact tracing, which entails listing and following all the contacts of a confirmed case.

With the evolution of the pandemic, many countries have moved towards prioritized contact tracing, where only contacts at high risk of infection or falling severely ill are followed. Based on analysis of available open data sources, by 15th April 2022, only 13 countries in Africa were conducting comprehensive surveillance, while 19 countries were carrying out prioritized contact tracing. Twenty-two African countries were no longer carrying out any kind of contact tracing.

Aside from contact tracing, testing is a critical surveillance strategy. The World Health Organisation (WHO) benchmark for countries with a good testing rate is 10 tests per a 10 000 population per week.

In the first quarter of 2022, only 27% of countries were achieving this weekly target, indicating a concerning decrease in testing rates compared with 2021, when 40% of countries reached the benchmark. Aside from polymerase chain reaction (PCR) testing and antigen rapid diagnostic tests, the WHO is also recommending self-testing using antigen-detection rapid tests to expand access to diagnostics and has published guidelines.

While COVID-19 cases have declined across the continent since the peak of the Omicron-driven fourth wave in early January 2022, vaccination coverage remains far behind the rest of the world.

About 201 million people or 15.6% of the population are fully vaccinated compared with the global average of 57%.

However, with cases low and pressure mounting to fully open up the economy,

countries are not only cutting back on surveillance but a raft of other measures. A WHO survey conducted in March 2022 found that seven out of 21 countries reporting no longer required quarantine for people exposed to the virus. One country did not require isolation of confirmed cases, while four required isolation for only symptomatic cases.

Twenty-two countries ban mass gatherings down from 41 a year ago. However, in most countries, the requirement to wear a mask remains in place. Forty-three countries maintain mask-wearing, although four have eased the measure, with masks mandatory only on public transport or in closed spaces.

There exists a clear guidance to countries on how to implement and adjust public health and social measures in different situations and contexts as the COVID-19 pandemic evolves.

These guidelines recommend that countries take a comprehensive approach which weigh the risks and anticipated benefits when determining whether to relax measures. Countries should take into consideration the capacity of health systems, the immunity of the population to COVID-19, and the countries' socio-economic priorities. If measures are relaxed, there should be a system in place for them to be quickly reinstated in the event of a deterioration of the situation.

Additionally, as countries lift or adjust the public health measures, it is critical to ensure that systems are in place to closely monitor the infection trends, allow timely detection and treatment as well as swiftly respond to the emergence of new variants of concern.

Countries should also scale up vaccinations to increase the number of people protected from the adverse effects of the virus.

Pictorial

Superbrands Gala Awards



2022 Quality Healthcare Kenyan Awards



E-PLUS Tanzania



UN Health fair 2022



2022 Kenya Homes Expo



Athletics Kenya National Championships-Kasarani National Stadium



Fare Thee Well Former President Mwai Kibaki



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