

Philips Fabric of Africa

A Focus on Non-Communicable Diseases (NCDs),

Maternal & Child Health and Strengthening Healthcare Systems

With a presence in Africa for over 100 years, Philips believes that a healthy Africa begins with healthy women, and that women are the thread that holds the fabric of Africa together, sustaining healthy families. The Philips Fabric of Africa Trends Report was commissioned to explore current trends in relation to the threat of non-communicable diseases (NCDs), maternal and child health and healthcare systems across the continent.

The threat of non-communicable diseases (NCDs)

2030

By 2030, more people across the world will die from NCDs than any other condition, with 1.6 million new cases, resulting in 1.2 million deaths



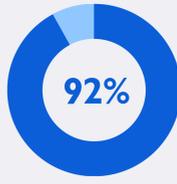
↑ 17%
↑ 27%

Sub-Saharan Africa is expected to see a greater increase in NCD related deaths than anywhere else in the world over the next 10 years, with an expected increase in death rate of 27% compared to an increase of 17% globally. If current trends continue, NCDs will be the most common cause of death in Africa by 2025

Prevalence of NCDs across Africa



Breast cancer accounts for 16.8% of all female cancers and is the second most common cancer in Sub-Saharan African women



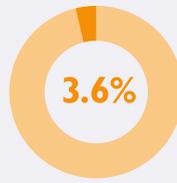
A 2012 survey found that 92% of **Kenyan** women have never been tested for cervical cancer



In **Egypt** breast cancer accounted for 37.5% of all female cancer cases in 2012



Nigeria



Developed Countries

Cervical cancer is the number one cancer affecting African women. In **Nigeria** it accounts for 15% of female cancer cases, compared to just 3.6% in developed countries



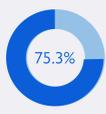
Cardiovascular disease is the second most common cause of death in Africa after infectious diseases, accounting for 11% of total deaths. The main causes are smoking, high blood pressure, decreased exercise and high cholesterol

Key cardiovascular risk factors for African women

Africa is experiencing an obesity epidemic, with some countries recording overweight/obesity rates of up to 75%



Overweight



EGYPT



ETHIOPIA



GHANA



KENYA



NIGERIA



SOUTH AFRICA



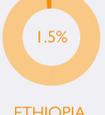
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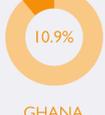
Obesity



EGYPT



ETHIOPIA



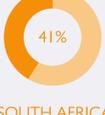
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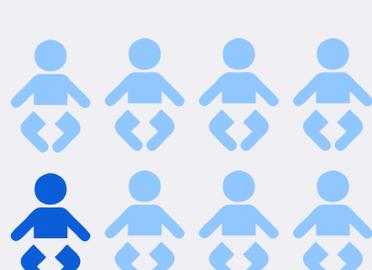
Maternal & child health in Africa



In 2010 more women died in pregnancy in Sub-Saharan Africa than anywhere else in the world, with the region accounting for more than half (56%) of the 287,000 deaths recorded globally

7x

42% of women aged 20 - 60 years in Sub-Saharan Africa are at risk of premature death, 7 times higher than their counterparts in affluent countries



Children in Sub-Saharan Africa are 17 times more likely to die than in developed regions, with 1-in-8 children dying before their fifth birthday



29% of global neonatal deaths occur in Africa



37%

The number of children under five who died in Northern Africa increased by 37% between 1990 to 2010, globally the figure rose by just 9%

Healthcare systems in Africa



Less than half of the women who give birth in Africa receive care from skilled personnel, stated African Health Ministers in 2012

1%



A recent study in West Africa revealed only 1% of women had ever been screened for cervical cancer

In Kenya, there are only 2 doctors to care for every 10,000 people, compared to 24 doctors for every 10,000 people in the USA

