



**CAMEROON BAPTIST CONVENTION**  
**HEALTH SERVICES**  
**Director of Health Services**  
**P.O. BOX 1 Bamenda, North West Region**  
**Republic of Cameroon**  
**TEL: (+237) 67776 4781**  
**Email: [piustih@cbchealthservices.org](mailto:piustih@cbchealthservices.org)**  
**Website: [www.cbchealthservices.org](http://www.cbchealthservices.org)**

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## **PRESS RELEASE**

**Subject: Launching of Physical Exercise Program**

On Thursday September 13, 2018, the Cameroon Baptist Convention (CBC) Health Services is taking action against Non-communicable diseases (NCDs) by launching a Physical Exercise program at the Baptist Center, Nkwen, Bamenda. This launching activity which comes 15 days ahead of the 3rd UN High Level meeting on NCDs to be held on September 27, 2018 in New York is set to attract attention to the silent issues around NCDs. The Launching is part of the #Enough Campaign (An Initiative of the Global NCD Alliance) and activities to mark the Global Week for Action on NCDs all set to initiate a transition from commitment to action on NCDs globally, nationally and locally.

Every year, 38 million people die from NCDs, with most occurring in Low and Middle Income Countries (LMICs). In Cameroon, 34% of annual deaths are currently due to NCDs and this number keeps rising.

NCDs, broadly speaking, are diseases that cannot be transmitted from one person to another, the four main categories of NCDs being cardiovascular diseases, cancers, diabetes, and chronic respiratory diseases. Studies have shown that deaths and suffering from NCDs are preventable through physical activity, reduced alcohol, healthy diets, and no tobacco use. Screening and checking vital health numbers are also critical.

The physical exercise launch program will, therefore be an opportunity to talk with leaders, relevant stakeholders and key decision makers, influencers and the media on the need to prioritize the fight against NCDs by developing and adopting friendly policies that work and to move from commitment to tangible actions that result in the improvement of health and lives of all people in all places in our community.

The efforts in Cameroon need to be stepped up significantly as 329,000 people currently die annually from NCDs (WHO 2014). It is in this regard that the CBC Health Services is promoting physical exercise for staff in all her Health Facilities. We are calling on everyone, including other organizations and the community at large, to join us at the launch and to join the action to #BeatNCDs so that we can achieve communities free from preventable economic, social and individual burden of NCDs.

For more information, about the CBC Health Services NCD Prevention and Control Program visit [www.ncd.cbchealthservices.org](http://www.ncd.cbchealthservices.org).

Sincerely,



Prof. Tih Pius Muffih, MPH, PhD  
Director of Health Services