

Empowering Kuresoi North Constituency

"Build People, Build a Nation"

"Around the world, communities are facing unprecedented social and financial challenges. This is especially acute for disadvantaged communities. Establishing and supporting immediate and long-term programs that would eventually eradicate poverty and promote better health care for Kuresoi North community and its environs is our mission"



An Initiative By Pulse Care Systems

WORD FROM THE DIRECTOR

In order to understand and confront the major challenges of the 21st century, the world increasingly needs the participation of each and every one in their own capacity; in a little or big way you can change the world around you. “Our community should be better because we are there”

At Pulse Care Systems, our credo responsibility inspires us to advance the health of communities in which we live and work, and the world community as well. This unwavering commitment in making Kenya a healthier place is at the heart of our giving.

Born in 1984, in Seguton village Nyota location in Kuresoi North constituency I understand the glaring problems that the community is facing. They say charity begins at home but away from the old saying, Kuresoi North is a community that has for long been destabilized by political instability causing the community to live in abject poverty while lacking the most basic needs (food, shelter and clothing).



Pulse Care Systems' is initiating development projects in the Kuresoi North Constituency of Kenya's Nakuru County the projects take a holistic approach to poverty alleviation, simultaneously providing health care, primary education, youth empowerment, and income-generating programs for the women of the community. A lot still remains untouched, we are looking forward to stretch out our help in many other ways that will uplift the whole community and empower them to build a better Kuresoi North from within themselves as they say ***strong communities are built from within.***

As Pulse Care Systems we can only do so much to help the community, but with your help we can build a community that can change a lot of other communities around them.“

Director

Pulse Care Systems

Joel Ayieni Amenya

A New Dawn for Kuresoi North Constituency

Kenya

Nakuru County—Kuresoi North



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Executive Summary

PULSE CARE SYSTEMS was founded in 2008 with the aim of supplying and distributing Quality Medical & laboratory Equipment in the regional market at competitive and Affordable prices.

Working its way up in the saturated market, Pulse Care Systems has not forgotten its Corporate Social Responsibility in a bid to improve the livelihood of a needy community.

Around the world, communities are facing unprecedented social and financial challenges. This is especially acute for disadvantaged communities. Kuresoi is an area that we have most focused on. This is a region with a lot of potential that if well supported could be a vital catalyst in changing the communities around the region.



Pulse Care Systems has been fulfilling its mission by establishing and supporting immediate and long-term programs that would eventually eradicate poverty and promote better health care for Kuresoi North community and its environs.

In our own little way, we have made life-changing, long-term differences in Kuresoi North constituency by helping families to survive and thrive.

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Kuresoi North Constituency

Population: 124,050 (National 2009)

Area: 559.70 Sq. Km

Kuresoi North is a constituency within Nakuru County. The constituency was established for the 1997 elections. Kuresoi North constituency is an agriculturally productive area mainly farming pyrethrum and potatoes.

For a long time Kuresoi North people have been victims of post election violence with 2007 – 2008 been the worst. Following the announcement of the results for the Kenya General Election on Sunday, 30th December 2007, sporadic violence erupted countrywide between various communities



resulting in loss of lives, injuries, looting, and destruction of property and displacement of thousands of people. Over 1,000 people died and 300,000 were displaced in violence with a serious ethnic character. According to Red Cross, Rift valley recorded the highest number of IDPs of 203,202. A total of 55,000 people were displaced in Nakuru, Molo, Ravine, Kericho,

Kipkelion, and Narok North and South districts with the highest number of displacements coming from Kuresoi. Kuresoi became the epicenter of the violence with killings, road barricading, looting and torching of houses being reported in several places. The violence destabilized the population and a significant number of them went in IDP camps set up at Nakuru Town (Afraha and ASK ground), Molo and Naivasha. As a result of the post-election violence the community became very vulnerable to life's most basic needs as they had no source of livelihood.

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Kuresoi North people live in extreme poverty: the average household income is less than Kshs100/day, 90% of the population is illiterate, and child mortality rated at 70%.

The current worrying state at Kuresoi could be explained by the following factors:

Lack of Health Facilities

After years of displacement and interrupted livelihood, Kuresoi North has **NO Hospitals** in the region even the simplest dispensary to attend to simple diseases.

Currently, when residents of the Kuresoi North need to be hospitalized, they travel long distances to reach the only hospital that are closest to them; Molo Referral Hospital. Because of the long distances, the community lacks access to timely hospital services leading to unnecessary deaths.

Maternal Mortality

Kuresoi North women die from pregnancy-related causes, the devastating maternal mortality rate is due to lack of adequate health care and family planning, and pregnant women have minimal access to skilled labor and emergency care. Delay in deciding to seek care, delay in reaching care in time, and delay in receiving adequate treatment. The first delay is on the part of the mother, family, or community not recognizing a life-threatening condition. Because most deaths occur during labor or in the first 24 hours postpartum, recognizing an emergency is not easy. Most births occur at home with unskilled attendants, and it takes skill to predict or prevent bad outcomes and medical knowledge to diagnose and immediately act on complications. By the time the lay midwife or family realizes there is a problem, it is too late.

The second delay is in reaching a health-care facility, and is due to the bad road conditions in Kuresoi, lack of transportation, and the distance to Molo District Hospital. So it takes hours to reach the only health-care facility that is closest to the community. Women with life-threatening conditions

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Problem Statement Kuresoi North

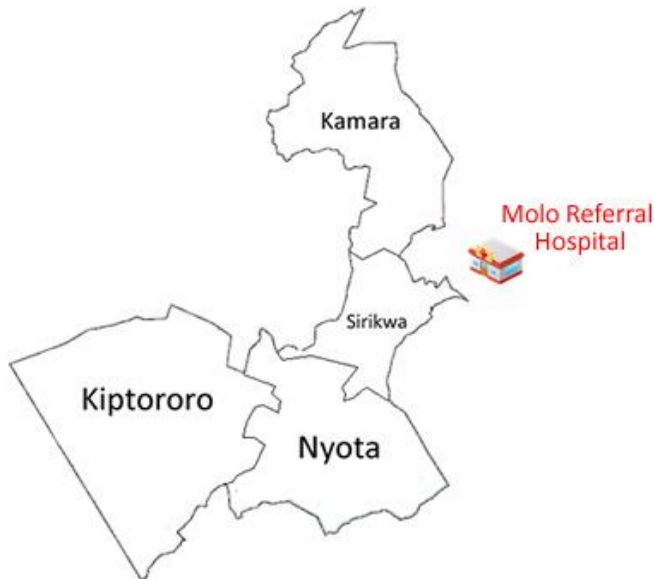
1. Lack of Health Facilities
2. Education
3. High Rate of Poverty
4. Youth Empowerment and Building Talent
5. Give sanitary pads and keep young girls in school
6. Poor Infrastructure

often do not make it to the facility in time.

The third delay occurs at the healthcare facility. Upon arrival, women receive inadequate care or inefficient treatment. Due to the high capacity of patients at Molo Referral Hospital resources at the hospital are over stretch and emergency cases are never and emergency. Omissions in treatment,

incorrect treatment, and a lack of supplies contribute to maternal mortality.

Quality care requires services throughout a woman's reproductive life and as such the region urgently requires health care facilities brought closer to the peoples. This will reduce maternal deaths drastically. Volunteer by healthcare groups to properly train midwives in the region will be a relief to many mothers that do not have enough funds to attend a health facility.



Child mortality

Child mortality is still very high and unacceptable in Kuresoi North. Many of these deaths are from entirely preventable and treatable causes, such as pneumonia, diarrhea, malnutrition and malaria. And because children who lose their mothers are five times more likely to die in infancy than those who do not, maternal health and child health challenges are deeply intertwined.

With proper care and treatment, nearly all of these deaths could be avoided. However, lack of health facilities in the region, inadequate access to basic life-saving prevention and treatment tools, and poor infrastructure are the main causes of the high child mortality rate. Improving health systems is



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essential to saving the lives of mothers and children in the community.

Kuresoi North requires, simple, cost-effective solutions to improve maternal and child health. This will enable women to plan and space births, treating infectious diseases and improving nutrition can help women stay healthy during pregnancy. Additionally, efforts to educate women – both in general and specifically during and immediately following their pregnancy – will help ensure that mothers know how and when to seek health care services for themselves and their children.

It is also possible to save many more children's lives with low-cost interventions. Vaccinations against diseases like hepatitis B, Haemophilus influenzae type b (Hib), pertussis, measles, and yellow fever can save millions of lives each year in the region. Vitamin A supplements, could save over a quarter of the young lives annually by reducing the risk and severity of diarrhea and infections. Regular weighing of infants is a simple and cheap way to monitor the wellbeing of a child. Oral Rehydration Salts (ORS) and zinc supplements can also help treat diarrheal diseases. With these interventions child mortality would rapidly drop hence improving the community's health. Join us in this most important contribution.

With improved Medicare we could reduce maternal mortality, child mortality and combat HIV/AIDS, malaria and other diseases. Hence our response has been to partner with health service providers and communities to increase access to healthcare services.

Interventions that we support include:

- Construction of health centers that are not available in Kuresoi North.
- Donation of equipment for health centers and hospitals.
- Provision of medical care through mobile clinics.
- Supporting preventive health campaigns through information.
- Education and screening facilities.
- Supporting, counseling and specialised treatment for women.
- Supporting Survivors of sexual and gender based violence.

With your help in any of our initiatives you will be contributing towards reducing health inequalities in Kuresoi by promoting access to healthcare.

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Education

It's a shocking statistic that every time we have national primary school exams, 30% of the candidates go in knowing fully that it is the end of the road for them because our high schools can only absorb 70% of the candidates. It is time to reverse this great handicap. We can never develop without educating our nation's youth.

Education is one of the keys to socioeconomic development, and we create, build and encourage educational programs for students of all ages. Our programs focus on building educational infrastructure; mentoring; school drop-out prevention; reading and literacy; scholarships; business-education partnerships; and other local needs.

We focus on funding students pursuing secondary or tertiary education in Kuresoi in order to give them opportunities to break out of the cycle of poverty.

Our mission is to "empower young people in Kuresoi North with the education and training they need to build a life of prosperity and opportunity."



High late of poverty

Until recently, poverty was understood largely in terms of income—or a lack of one. To be poor meant that one could not afford the cost of providing a proper diet or home. But poverty is about more than a shortfall in income or calorie intake. It is about the denial of opportunities and choices that are widely regarded as essential to lead a long, healthy, creative life and to enjoy a decent standard of living, freedom, dignity, self-esteem and the respect of others.

Kuresoi North community experience extreme poverty leaving the people with the inability of getting choices and opportunities.

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Most of Kuresoi People live in make shift house and not because they want to. They have no other choice.

Possessing little money, little education, few skills for the marketplace and a multitude of health problems, nearly half of all the people in Kuresoi live in poverty, without much opportunity to improve their lives.

Poverty means insecurity, powerlessness and exclusion of individuals, households and communities. It means susceptibility to violence, and it often implies living in marginal or fragile environments, without access to proper infrastructure.

Reasons for the poverty trap in Kuresoi North Constituency

- Less formal education tends to be highly represented in region, leading to poorly paid jobs or to be unemployed. This causes families to face enormous difficulties in keeping their children in school due to the costs, as well as to the pressure to have as many household members, including children, out working. The next generation, being poorly educated, could in turn end up holding similar poorly paid jobs.
- Women with children constitute the majority of the poor in Kuresoi North. Where women can



move out of poverty their children appear to face a brighter future, but where their chances are limited, poverty is transmitted intergenerationally. In many cases, girls have higher dropout rates as they are the first to be pulled out of school to help with household work and childcare. Yet, experience has shown that investment in girls' and women's education not only makes for greater equity but also tends

to translate directly into better nutrition for the family, better health care, declining fertility and potentially greater economic empowerment.

- Poverty has been identified as a major factor in the spread of HIV/AIDS in many parts of Africa, and Kuresoi North is not an exception. From simply being a cause of individual suffering, HIV/AIDS has become a major economic and social crisis for entire economy in the

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region, as it affects the economically productive sections of society and makes it harder to eradicate poverty.

- Kuresoi North community rely heavy on selling of unprocessed agricultural commodities to earn income, but the prices of these agricultural products have been relatively unfavorable and have continued to fall. The poor road infrastructure and high fuel cost makes the situation worse. With depressed earnings, the community is unable to break out of the poverty cycle through a focus on agricultural produce.
- Owning few assets, the community has little access to capital or credit:



Caught in a trap between marginal incomes and little chance to obtain funds for improvements, there is little opportunity for advancement. Public investment in Kuresoi North infrastructure, technology and marketing services along with increased credit and price stability are necessary to remove the multiple constraints restricting the possibilities of the rural poor.

Promoting self-employment amongst the community

Most of the people in these area come from poor background with poor source of income to enable them acquire sustainable formal employment. Due to vulnerability, they generally lack market driven skills, relevant work experience and consequently unprepared for self-employment. There is generally high level of illiteracy, desperation and other social anti-behaviors which are caused by widespread poverty.

Pulse Care Systems supports projects that build the community capacity with the aim of creating self – employment and self-reliance. Improved incomes among the community will significantly improve the living standards and that of the general community. Engagement of youth in sustainable and productive practices will reduce cases of crime, prostitution, conflicts and increased HIV/AIDs prevalence among the community.

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We encourage and welcome any initiative to promote self-employment amongst the community.

Youth Empowerment and Building Talent

The youth constitute a very important resource whose effective mobilization or lack of it has a

Kuresoi North Youth Social Welfare



serious impact on the socio-economic development of society.

Youths in Kuresoi North community have recorded high cases of poor character growth which is detrimental to the process of youth empowerment. Mainstreaming the life skills in the project will be essential in building responsible youth towards a just society.

Joel Ayieni, Pulse Care Systems director aims at identifying untapped youth talents and potential, empower them through self-discovery programs, capacity build them, assist them to get financing and help them to start income generating activities and small scale enterprises for self-reliance and sustainability.

Supporting Talent in Kuresoi North

Donation of volleyball and soccer facilities to youths in Sirikwa of Kuresoi North



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Athletes from Kuresoi North constituency are sponsored for UAP Insurance Ndakaini Half Marathon slated for September 14, 2013



Local traditional dancers from Korabariet in Chemare constituency, Tumoyot village where are supported to officially record their first album.



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We support mass participation of citizens in sporting, music and art activities for the development of the community's talent and the nation in general. Through the medium of sports, the division has a significant role to play in socio-economic and educational development.

Give sanitary pads and keep young girls in school

Due to poverty, menstruating girls lack sanitary pads and as a result do not attend school until the cycle is over. This increased absenteeism and dropout affects the performance of the girl child.

A study done in Kenya shows a girl absent from school due to menses for 4 days in 28 days (a month) loses 13 learning days equivalent to 2 weeks of learning in every school term. In a year (9 months) a girl loses 39 learning days equivalent to 6 weeks of learning time. A girl in primary school between grades 6 and 8 (3 years) loses 18 learning weeks out of 108 weeks. Within the 4 years of high school the same girl loses 156 learning days equivalent to almost 24 weeks out of 144 weeks of learning in High school!! This is a clear indication that a girl child is a school drop-out while still in school.

By providing sanitary pads, many girls will concentrate and complete school. With increased performance, the gender gap between boys and girls enrolment and retention in school will be reduced.

Poor Infrastructure

Farmers in Kuresoi North constituency are decrying the impact of poor infrastructure to their farming activities with specific attention to perishable goods.

Kuresoi, one of Nakuru County's main food baskets has its residents relying majorly on potato farming. With poor road network it makes it hard for farmers to deliver their products to various market outlets.

Kuresoi area has a good food production capacity only if infrastructure development is taken into consideration.

It is quite embarrassing to watch farmers toil as well as investing the little they have in farm inputs, and end up not getting their produce to relevant markets. The predicament is also much contributed by failure of leaders who give out empty promises which they do not implement

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Infrastructure facilitates the basic functions of a society that are necessary to transport resources and people, produce and trade goods, provide essential services and ultimately reduce poverty. Lack of adequate infrastructure perpetuates poverty Because it denies possibilities

Hope for Kuresoi North Constituency

Is there hope for a community that is struggling? A community that's economically hard pressed, coupled with political instability.

At the Pulse Care Systems, we know there is strength in numbers. Whether you contribute your time, share the Pulse Care Systems story, or make a donation, you help us strengthen the foundations of Kuresoi North community.

Donations

Help us bridge the gaps in our community needs. We accept donations that would build enhance the livelihood of the community. Join us to make an impact felt far beyond simple dollars and cents.

Projects to can support

- Construction of health centers that are not available in Kuresoi North.
- Donation of equipment for health centers and hospitals.
- Provision of medical care through mobile clinics.
- Supporting preventive health campaigns through information.
- Education and screening facilities.
- Supporting, counseling and specialised treatment for women.
- Supporting Survivors of sexual and gender based violence.
- Building educational infrastructure
- Mentoring
- School drop-out prevention programs
- Reading and literacy programs
- Scholarships
- Business-education partnerships
- Promote Self reliance through self-employment empowerment

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- Donate sanitary pads and keep young girls in school

Donations to our projects help shape the future. Your gift will help meet community facility needs.

Partners and Sponsors

We work in collaboration with many organizations to fulfill our mission of putting empowering a community.

Endowment

Leave a lasting legacy by contributing to the Kuresoi North Community. Your gift ensures that initiated programs will be accessible for generations to come.

Volunteer

By volunteering, you become part of our committed to making a positive difference in the lives of others.

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