

EPILEPSY AWARENESS EXPEDITION REPORT 2024

A person is seen from behind, carrying a bicycle on their back, walking on a dirt path. The background is a hazy, outdoor setting with a hillside on the right.

Epilepsy Ambassador Africa

PRESENTS

BEUCHI'S MT. FUJI EPILEPSY AWARENESS CHALLENGE JAPAN

THEME: Towards a Seizure Smart Africa

Submitted by:

Fredrick Beuchi

Epilepsy Awareness Ambassador Africa

Epilepsy Ambassador Africa

Email: fbeuchi@gmail.com

Tel: +254 729 747 026

Date: 23rd September, 2024

**BEUCHI'S MT. FUJI
EPILEPSY AWARENESS
CHALLENGE JAPAN**

THEME: Towards a Seizure Smart Africa

Table of Contents:

1. Introduction
2. Summary
3. Theme: Seizure Smart Africa
4. Impact of Mt. Fuji Expedition
5. Recommendations





On set for a Tv interview Hope Africa Television talking about the Epilepsy Awareness Expedition.



On trek Mt. Fuji with a friend Mountain climber from Japan

EPILEPSY
CHALLENGE
THEME: Toward

Introduction

The Epilepsy Awareness Expedition Initiative started in 2018. The aim of the expedition is to raise awareness about Epilepsy through participation in extreme sports activities which attract attention of people and mainstream media as a means of Educating people about Epilepsy.

The first expedition involved a walk activity which covered 482km in 12 days from Nairobi to Mombasa in 2018. We were able to reach out to 2 million people with information about Epilepsy and support over 30 children with access to medication.

The second expedition was cycling and conquering Mt. Kilimanjaro in 2020. We cycled for 3 days from Nairobi to Arusha –Tanzania, covering 382km. We rested for 2 days and proceeded to climb Mt. Kilimanjaro for 7 days. We were able to reach out to 5 million people with information about Epilepsy.

The third expedition was participating in the London Ultra Marathon Vitality Run of 52km in 2023. With this activity we targeted to raise awareness not only in Africa but across the world. Thanks to international media stations like BBC we were able to reach out to over 4 million people with information about Epilepsy.

This year we challenged ourselves to conquer Mt.Fuji in Japan, one of the most climbed Mountain in Japan. We targeted to reach out to over 10 million people with information about Epilepsy.

Going strong on the 7th resting station towards Mt. Fuji summit.



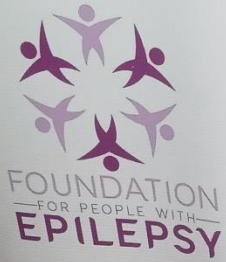
Conquering The Mountain for Epilepsy awareness Africa.



Summary

- ✓ The Mt. Fuji expedition involved 30 journalists from different media houses in a discussion forum of how the media can help amplify Epilepsy Awareness Education in Africa.
- ✓ The expedition hosted an engagement platform with 10 Epilepsy awareness champions from Africa who have previously been recognized and awarded the Epilepsy GoldenLight Award.
- ✓ The expedition had pre and post media engagement interviews on 5 national mainstream media stations which highlighted on the efforts being undertaken to raise awareness about Epilepsy in Africa.
- ✓ The expedition engaged mountain climbers' enthusiasts from different Epilepsy organizations for a pre-climbing activity on Ngong Hills Kenya which was attended by 25 representatives.
- ✓ The expedition engaged with Japan Epilepsy Association members in a meeting where we bench marked progressive ways of raising awareness and Epilepsy education for Africa.
- ✓ The climbing of Mt. Fuji took 4 days.
- ✓ The expedition reached out to over 6 million people with information about Epilepsy.

Ambassador Africa & ILAE-Africa Commission



ILAE AFRICA
International League
Against Epilepsy

Presents
Beuchi's Epilepsy Awareness
Expeditions for Africa



Pictures
Speak



Theme: Seizure Smart Africa

Epilepsy is a common neurological disorder that affects many people in Africa, yet the burden of the disease is often hidden. The management of epilepsy in Africa is often inadequate due to a lack of awareness and education, limited access to diagnostic tools and treatments, inadequate coordination of care, and the stigma associated with the condition.

Our overriding theme of Seizure Smart Africa for this year's expedition was set to emphasize the need for more creative and sustainable efforts to raise awareness about Epilepsy in Africa. More so, it was meant to focus on Epilepsy first aid education in helping people across Africa to understand the basic steps to take while assisting someone with an Epilepsy seizure attack.

This approach would by far help not only raise awareness in our communities but also avert the risk of people living with Epilepsy being stigmatized by the society for fearing to assist them when one is having an attack. The expeditions have proved to be effective in engaging people and creating necessary attention for the media to amplify the message about Epilepsy awareness in Africa.

Pre – Expedition journalists engagement forum in Nairobi Kenya.



Taking a break at the 8th station of Mt. Fuji



Impact of Mt. Fuji Expedition

- ✓ During the Pre-Expedition activations we managed to host Epilepsy Awareness round table talks with journalists from 6 media stations.
- ✓ The Pre-expedition activation got us 3 major Radio and Tv Interviews where we discussed Epilepsy Awareness Interventions for Africa.
- ✓ We held an Epilepsy Talk forum with 50 Community Nursing Students from Methodist College of Health Sciences.
- ✓ In Japan we held a high-level meeting with Japan Epilepsy Association and shared widely on areas of partnerships to Advance Epilepsy Awareness in Africa.
- ✓ We targeted to reach 10 million people with information About Epilepsy and successfully managed 7 million from Physical contact, online interactions and mainstream Media interviews.



CHALLENGE

THEME: Towards a Seizure

Media Story Links for Expeditions

- ✓ https://www.youtube.com/live/82nirGYD7mA?si=JcWNRB3poCnX_EzK
- ✓ [Main man: Fredrick Beuchi walked for 482 kilometres to raise awareness about epilepsy - The Standard Enewoman Magazine](#)
- ✓ [Fred Beuchi's Kilimanjaro Challenge - Epilepsy Africa](#)
- ✓ https://youtu.be/opMUIbxz7Xk?si=qMgg9hwl_Fuh4Q8O
- ✓ https://youtu.be/An4xk_glrGM?si=IC_9bXG5seK2a9-v
- ✓ https://youtu.be/Pmy-i03etbU?si=7vJ_5PIY6SuH-k
- ✓ [Fred Beuchi's Kilimanjaro challenge - International Epilepsy Day](#)

HOPETV

Beatrice Watere & George Gichuru | Hosts

Rev. Fredrick Beuchi | Guest

Hope at Dawn
WHY EPILEPSY MATTERS TO ME
ONE DAY AT A TIME

Tuesday | 8:00 AM | 25th June

WhatsApp
0708 222 323

SMS: 20933

www.hopemediakkenya.com

GOTV: 27 | ZUKU CABLE: 873 | SIGNET: 817



An engagement meeting with Japan Epilepsy Association members.

With my sister who is an Epilepsy warrior during Pre-expedition trials.



CHALLENGE
THEME: Towards a Sei

Recommendations

- With the upcoming African Epilepsy Congress in Zambia 2025, we would like to present on a topic “Innovative Solutions for Epilepsy Awareness Africa” a case study of the Epilepsy awareness expeditions for Africa.
- We recommend an opportunity to screen the Beuchi’s Mt. Fuji Epilepsy Awareness Documentary at the African Epilepsy Congress in Zambia 2025. The Documentary is about 45 minutes.
- We recommend to hold Epilepsy round table talks and screening of the Mt. Fuji Epilepsy Awareness Documentary with journalists in Tanzania, Rwanda and South Africa in 2025.
- We recommend a chance during the International Epilepsy Congress 2025 to make a presentation about the Role of Epilepsy expeditions in raising awareness for Africa.

Epilepsy Ambassador Africa

PRESENTS
BEUCHI'S MT. FUJI
EPILEPSY AWARENESS

CHALLENGE JAPAN

THEME: Towards a Seizure Smart Africa

Official Documentary Premier poster for Mt. Fuji
Epilepsy Awareness for Africa.

BEUCHI'S
EPILEPSY A
CHALLENGE
THEME: Towards a Se

Epilepsy Awareness Ambassador Africa
Presents



DOCUMENTARY PREMIER
BEUCHI'S MT. FUJI EPILEPSY AWARENESS FOR AFRICA

Swahili Pot - Mombasa
29th Nov. 2024 | 6:30pm - 8:00pm

Nairobi Cinema - Nairobi
30th Nov. 2024 | 7:00pm - 9:00pm

Official Selection
Bantu Film
Festival
2024

Official Selection
Zanzibar Film
Festival
2024

Official Selection
Mombasa Film
Festival
2024

Official Selection
Kalasha Film
Festival
2024

