

## COMBATING CVD IN KAZAKHSTAN THROUGH WORKPLACE INTERVENTIONS

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**Introduction.** The project designs and tests a multifaceted worksite intervention protocol that includes smoking cessation, dietary instruction, and exercise regimens to lower the prevalence of CVD morbidity and mortality in Kazakhstan. Kazakhstan has among the highest CVD morbidity and mortality rates in the world. Development of an effective worksite intervention model that targets and improves the health behaviors and health status of high-risk middle age working males can be extended to the Republic's crucial and expanding workplace environment.

**Materials and methods.** Social marketing is the applied research methodology used in the project because it focuses on providing accurate and helpful information about and access to affordable products and services [1]. Because recipients of targeted health messages must have the means to easily acquire the prescribed products and services, social marketing is an especially powerful tool in managing chronic diseases such as CVD. This methodology will be used to drive health promotion through coordinated strategies relating to Product, Place (distribution), Price, and Promotion—the traditional four Ps of commercial marketing. The project's study design will include periodic comparisons of control and treatment groups at selected Kazakhstani worksites.

**Results and discussion.** Effective worksite health interventions could measurably improve the health of individual workers and their families, and could bring numerous safety, health, and productivity benefits to organizations using the program. In the longer term, the project could help ease the population health and economic burdens caused by high levels of CVD. In the shorter term, the protocols will establish a means to approach the commercialization stage by designing and offering a personalized application developed on the basis of Apple's HealthKit [2]. This, in and of itself, will adapt the protocols in sync with the ongoing personalization of technological devices within the emerging wearable technology market.

**Conclusions.** This study is an inter-disciplinary research effort that combines social responsibility and technology through the prism of science communication. We believe that the findings will be of great benefit not only to Kazakhstan, but also to individuals for whom personal health is of great importance and value.

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### References.

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