

OFFICIAL INAUGURATION AND DEDICATION



Lifestyle Champions International
Live to Win, Choose Life

INAUGURATION
Brochure

on
Sunday 13th September, 2020
at
5.30 pm (West Africa Time)
Venue: Zoom



Nigerian National Anthem

1.

Arise, O compatriots, Nigeria's call obey
To serve our fatherland
With love and strength and faith
The labour of our heroes past
Shall never be in vain
To serve with heart and might
One nation bound in freedom, peace and unity.

2.

Oh God of creation, direct our noble cause
Guide our leader's right
Help our youth the truth to know
In love and honesty to grow
And living just and true
Great lofty heights attain
To build a nation where peace and justice shall reign.

National Pledge

I pledge to Nigeria my Country
To be faithful, loyal and honest
To serve Nigeria with all my strength
To defend her unity
And uphold her honour and glory
So help me God.

To move forward, make a healthy lifestyle change today.



His Excellency Muhammadu Buhari GCFR
President of the Federal Republic of Nigeria

"I alone cannot change the world, but I can cast a stone across the waters to create many ripples." – Mother Theresa



His Excellency Prince Dapo Abiodun MFR
Governor, Ogun State of Nigeria

" A champion is someone who gets up when he can't". - Jack Dempsey



Dr. Tomi Coker
Honourable Commissioner for Health
Ogun State Government

"Godliness with contentment is great gain". - Apostle Paul



Dr. Mustafa I. A.
Director, Clinical Services And Training
Lagos State University Teaching Hospital
SPECIAL GUEST OF HONOUR

"Elevate your well-being by keeping your health numbers in check" - LCI



Lifestyle Champions International

Live to Win, Choose Life

Inauguration Programme

Musical Prelude

Opening Prayer

National Anthem

Welcome Address

Sharing the Vision

Keynote Address

Testimonials

Goodwill Messages

Charge & Dedication

Launch

Call for Membership

Vote of Thanks

Closing Prayer

"The pathway to fitness may seem to be a long wind, but start with the end in mind".

- Dr. Ore

Board of Trustees

DR. ABEL ADEGOKE, *Chairman*

Dr. Abel Adegoke is a GP Principal, Senior/Executive Partner and a Primary Care Cardiologist at the Hamilton Medical Centre, Birkenhead, Wirral in UK.

He is a Clinical Tutor in General Practice for medical students from Liverpool University, and a Clinical & Educational Supervisor/trainer for postgraduate doctors in General Practice.

As a senior GP and leader of GPs in the UK, he serves in various leadership and managerial roles in different local, national and international healthcare organisations. He is an author, a seasoned Conference speaker, Life Coach and Mentor; one of the approved mentors on the Mentoring Scheme of the North-West Leadership Academy in the United Kingdom.

He is a Christian leader and has held various positions in different Christian organisations, including being a past National Chairman, Head of Missions, Evangelism and Discipleship of the Overseas Fellowship of Nigerian Christians (OFNC) in the UK. He is currently the Coordinator of OFNC Mentorship Programme.

Dr Abel Adegoke is married to his lovely wife, Mrs Grace Adegoke and they are blessed with two adult daughters – Victoria and Deborah



DR. KEHINDE MAKINDE, DVM, MBA, *Member*



A Veterinarian with a great wealth of experience in the agro-allied industry, he is skilled in sales management, business management and development with a passion for customer satisfaction.

He bagged his Doctor of Veterinary Medicine degree from the University of Ibadan and an MBA in Agric Business from Federal University of Agriculture, Abeokuta, Nigeria.

He is the Managing Director of Totmak Agro Ventures and a Fellow of the Institute of Agric Business Management Nigeria.

DR. TAIWO MAKINDE, DVM, MBA, *Member*

A dedicated veterinarian with over two decades of experience. A gentle but firm administrator, he is the founding partner and Technical Director of Totmak Agro Ventures Limited.

He holds a Doctor of Veterinary Medicine degree from the University of Ibadan and an MBA in Agric Business from the Federal University of Agriculture, Abeokuta, Nigeria.



"Elevate your well-being by keeping your health-numbers in check" - LCI

Board of Trustees

PHARM MORIYIKE MAKINDE, *Member*

A seasoned Pharmacist with experience in Pharmaceutical manufacturing and quality assurance as well as in Community Practice.

She is currently the General Manager of Gilbalm Healthcare Limited.



GRACE RONKE ADEGOKE, *Member*



Grace Ronke has practised for nearly 3 decades in different capacities as an Advanced Nurse Practitioner, a nutritionist and a businesswoman.

She is passionate about chronic disease management. She believes fitness, food and optimum nutrition play key roles in health outcomes. She teaches healthy eating and cooking both in practice and in the community.

Grace has a huge passion for health promotion and prevention of diseases. She dreams of a world where affordable and quality health care will be accessible to every human being.

MRS ORE KOLADE, *Secretary*

Mrs. Ore Kolade is a Programme and Grants Funding Manager with the London School of Hygiene and Tropical Medicine (LSHTM) in the United Kingdom. She has a first degree in Human Nutrition from the University of Ibadan, and a MSc in Public Health from LSHTM.

She has worked with several not for profit organisations and has over 15 years' international experience in project management, contract management, performance monitoring and budget management.

She is married to Dr. Seun Kolade and they have a daughter, Oluwademilade Kolade.



"In life, you sometimes need to step back in order to move forward". - LCI

Founder, LCI

Dr. Moyosore Makinde, MBBS, FMCFM, FWACP, DipIBLM/SOLONG

Dr. Moyosore Makinde, MBBS (Ibadan), FMCFM, FWACP, DipIBLM/SOLONG is a Consultant Family Physician and board-certified Lifestyle Medicine Physician. She has been practising for the past 18 years having worked in various public and private medical institutions including the Bowen University Teaching Hospital, Ogbomosho (formerly Baptist Medical Centre), General Hospital, Mushin, the Lagos University Teaching Hospital and Soteria Hospital, Omole-Ikeja.



She is a Consultant at the Lagos State University Teaching Hospital (LASUTH) where she runs a special lifestyle medicine clinic. She has special interests in women health, chronic disease management and lifestyle medicine. She is also part of a team that cares for the elderly and vulnerable.

Moyosore is a member of the Society of Family Physicians of Nigeria (SOPFON) and the Society of Lifestyle Medicine of Nigeria (SOLONG) where she is an active member of the Education Committee. She is a member of World Organization of Family Doctors (WONCA) where she holds the office of General Secretary for the Young Doctors Movement for Africa, AfriWon Renaissance. She is an alumnus of the Healthcare Leadership Academy and a student at the Jack Welch Management Institute (JWMI).

Her passion is to create a desire in individuals to make healthy, but sustainable lifestyle choices by educating them and by encouraging behavioural change.

Senior Advisor



Dr Seun Kolade is a Senior Lecturer in Strategic Management at De Montfort University (DMU), Leicester UK where he also holds the post of the Faculty Head of Research Students Training for the Faculty of Business and Law. Prior to joining DMU he held research and teaching positions at London South Bank University, University of Wolverhampton and Loughborough University London. His research activities cover the broad areas of transformative entrepreneurship, social capital, SME strategies in turbulent environments, agricultural innovations, and post-disaster preparedness and response. Dr Kolade has authored more than 40 academic outputs, including journals, book chapters and refereed conference papers. He is a speaker in various international fora, and has convened and chaired international workshops, conferences and conference panels.

Dr Kolade has worked as a consultant for the British Council, and he is a member of the United Nations' expert group on operationalisation of social capital- a group set up in 2018 by the UN Office for the Coordination of Humanitarian Affairs (OCHA). He is the lead editor of the forthcoming Palgrave Handbook of African Entrepreneurship. Dr Kolade operates a personal blog (seunkolade.com), and he is also active on social media platforms.

His Twitter handle is @Sseunkolade.

"Improvement is the goal of lifestyle change, not perfection".

Associates

Dr. Jaiye Oretade-Olaleye

Jaiye is a NHS GP (General Practitioner) and also works as a Private Virtual GP. She is a Lifestyle Medicine Enthusiast, Medical Educator, Women's Health and family planning facilitator.

She loves helping people be the best they can be spirit, mind and body. 'The choices we make about our lifestyle today is both for our present and for our future'.



Dr. Bola Fatusin

Dr. Bola Fatusin is a Family Physician at Federal Medical Centre, Gusau, Zamfara state. She is the current education and training sub-group lead of African Family Medicine young doctors movement (Afriwon). She is committed to encouraging lifelong learning among young Family Physicians in Sub-Saharan Africa and coordinates education and training of Family Medicine residents in her workplace.

Bola has a special interest in lifestyle medicine and is a member of the Society of Lifestyle Medicine in Nigeria. She is an advocate of evidence-based lifestyle and natural approaches to managing chronic illnesses. She is an uprising researcher focusing on Family Medicine education and Lifestyle Medicine related issues. Her works on the role of exercise in depression management and suggesting a framework for Family Medicine training in Sub Saharan African were published in reputable journals.

She is a lover of hymns and contemporary gospel music. A strong believer in the power of meditation to maintain physical and mental health. Bola regularly practices mindfulness and spiritual meditation. She is happily married with two lovely children.



Dr. Yemi Ayangunna, MBBS, MPH

Yemi is a public health physician and has experience working in clinical, public health and management positions in the healthcare sector. Her passion is to improve maternal and child health outcomes. Dr Ayangunna's research interests include program management and evaluation, work force development and translation of evidence based research to practice.

She believes in the care of the whole man and that "whatever your hands find to do, do it well".



"You must be willing to give up what you are, to become what you want to be." - Orrin Woodward

Associates



Dr. Oteju Aramide, FMCFM, MWACP, MBBS.

Aramide is a consultant family physician and life skills mentor with over 10 years experience in government, private, non-governmental and volunteer practice.

A believer in following your passion even when it's not in the mainstream, she is also a praise-dancer, writer/editor and traveller. She makes her home wherever her passion takes her.



Dr. Nebe Juliet Nwamaka, MBBS, FMCFM, FWACP.

Juliet, a Fellow of the West African College of Physicians and the National Postgraduate Medical College, Nigeria practices as a Consultant Family Physician at the Lagos University Teaching Hospital, Idi-Araba, Nigeria.

She is the International Coordinator, North American Primary Care Research Group. She is also an active member of the Nigeria Society of Travel Medicine, South Africa Society of Travel Medicine and International Society of Travel Medicine.



Dr. Olalekan Olaleye, MBBS, FMCOG, FWACS

Lekan is an Obstetrician and Gynaecologist with 18 years' experience in medical practice. Fifteen of these years have been dedicated fully to the practice of Obstetrics and Gynaecology. He obtained his medical degree from the University of Ibadan, Nigeria and holds the Fellowship of both the National Postgraduate College of Nigeria and the West African College of Surgeons.

He has worked both in public and private health institutions. His areas of clinical interests include fertility / infertility, female genital tract tumours / cancers, and high-risk pregnancies. He has authored and co-authored several peer reviewed articles in different aspects of obstetrics and gynaecology and other health related topics.

He is a member of different professional bodies including Society of Gynaecology and Obstetrics of Nigeria (SOGON). He is also a strong advocate of health system reforms in the country.

"An ounce of prevention is worth a pound of cure" - Benjamin Franklin

Chairman's Welcome Address



It gives me a great pleasure to welcome everyone to this occasion of the launch and dedication of Lifestyle Champions International, a great initiative and non-governmental organisation established in November 2019, with the objective of promoting wellness among the general populace. Our organisation aims to achieve our objective mainly by providing education, training and opportunity for people in our community and people around the world, to make healthy lifestyle choices; encouraging and motivating them to base their daily living on the key principles of Lifestyle Medicine which are physical activity and exercise, food and nutrition, sleep and stress management, relationships/social connections and avoidance of harmful substances.

I thank God for making this God given dream of the Founder and Chief Executive Officer (CEO) of LCI, Dr (Mrs) Moyosore Makinde, a reality today. I appreciate the hard work and passion that she has put into making this dream a reality. I know that certainly, this is a project that would definitely serve humanity, improving their health and benefiting our world.

I also want to thank all the trustees of LCI drawn from around the globe. They are all equally passionate and caring individuals who are keen to see that people of the world (especially those from our community) achieve full and good health by simply choosing healthy lifestyle. I am very grateful to you all for giving yourselves to this laudable course.

A special welcome to our Keynote speaker, Dr Ifeoma Monye, a doyen of Lifestyle Medicine in Nigeria. She is the Founding President of Society of Lifestyle Medicine of Nigeria. She is not only passionate about health and healthy lifestyle, she is an outstanding Family Physician. We are very fortunate to have her share her wealth of experience with us today. And I am very sure that she is going to be always available to support and enhance the activities of LCI.

Finally, I want to use this opportunity to welcome all the members and associates of LCI, and all our well wishers to this launching event today. It shows how much impact our organisation is already making, though still in our infancy. Our desire as an organisation is to reach as many as possible in our nation Nigeria and beyond, with the simple message that indeed, health is wealth and a resource for living; and the best way to achieve good health is by making wise lifestyle choices that enhance it.

I welcome you all and thank you for joining us today. God bless you all.

Dr. Abel Adegoke, FRCGP, PGDip. Cardiology
Chairman, LCI

“By changing nothing, nothing changes.” – Tony Robbins

Sharing the Vision

An Address by the Founder and Chief Executive Officer, Lifestyle Champions International.

The Special Guest of Honour, Founding President of the Society of Lifestyle Medicine of Nigeria, the Chairman, Board of Trustees, LCI; dignitaries, distinguished colleagues, friends, family and well-wishers. It is with immense joy that I acknowledge the presence of each and every one of us on this special day, the occasion of the launch and dedication of Lifestyle Champions International.

Thank you so much for honouring us with your presence this evening. I am grateful to God for this unique privilege to share my vision with you.

I became keenly involved in lifestyle medicine while preparing for my final post-graduate exams in Family Medicine in 2012. My interest was kindled by the frequent encounters I had with patients who had chronic non-communicable diseases such as hypertension, type 2 diabetes, high cholesterol levels to mention a few. A burning question in my mind was generated from these encounters. Why do we wait for a loved one to die from the complication of a lifestyle-related illness before deciding to make a much-needed lifestyle change?

I kept looking for ways of addressing the poor health-quality of life which I had observed using lifestyle modification measures. Making lifestyle changes has been documented from time memorial to help in the prevention and treatment of such illnesses. I discovered during my research work that sustained lifestyle measures in hypertensive patients resulted in an improved health-related quality of life.

Since then, my vision has been growing with the longing to educate, motivate and mentor individuals in making healthy lifestyle choices. This I had been doing in my practice and during opportune moments during health talks in the family medicine department during my post-graduate training where I had to give health talks to patients while they were waiting to be seen in the outpatients' department. I remember Dr Angela Esoimeme of blessed memory putting me on the spot every now and then to build my capacity.

I especially want to appreciate the platform given me on numerous occasions, particularly in my church, the Shining Light Family Church where I have been delivering health talks on a monthly basis along with other team members in order to motivate members to take responsibility for their health. A similar avenue was given me in the Full Gospel Businessmen's Fellowship International. I discovered the ardent need to reach out to individuals to encourage them to change their behaviour. Indeed these efforts have made a difference in whoever is motivated enough to apply them and it is heart-warming to get constant feedback to this effect. However, a wide gap still exists in the knowledge and adoption of healthy lifestyle practices based on available scientific data.

In 2018, I remember writing to the President of the British Society for Lifestyle Medicine, Dr Rob Lawson on my desire to gain more knowledge in Lifestyle Medicine. Somehow I felt there was more that I needed to know. He referred me to Dr Ifeoma Monye who reached out to me, mentored me and introduced me to the newly founded Society of Lifestyle Medicine of Nigeria. I started my journey towards certification in January 2019 and I passed my board exams in December of the same year. Truly, it has been exciting to learn the scientific basis for recommended lifestyle changes. I have also received great encouragement from the Chief Medical Director of the Lagos State University Teaching Hospital, Prof Tokunbo O. Fabanwo who supported my proposal to start a special lifestyle medicine clinic when I joined the hospital team. I also received great support from the Director of Clinical Services, Dr. Ibrahim Mustafa and the Head of the Department of Family Medicine and Chairman of the Medical Guild of Doctors, Lagos State, Dr Oluwajimi Sodipo.



"Eat food, not too much, mostly plants" - Michael Pollan

Sharing the Vision

I also realized that many women are set back in achieving emotional and mental wellness due to the effects of violence. This includes domestic violence and sexual violence, hence my interest in also advocating against the perpetuation of these crimes. In so doing, creating opportunities for women to screen for lifestyle-related diseases has become an objective as well.

After praying and dwelling on thoughts about this vision, in November 2019 I went ahead to register Lifestyle Champions International to enable me to concretise my dream and passion of reaching more people. I cannot but mention and appreciate our Senior Advisor, Dr Seun Kolade along with the Chairman of the Board of Trustees and his wife, Dr & Mrs Abel-Ronke Adegoke for their encouragement, support as well as the clarity they have proffered in enabling this vision. Since inception, we have been able to turn out several articles on lifestyle issues such as forgiveness, cultivating healthy emotions, music therapy, healthy eating to mention a few. I appreciate the Podium Media Magazine and its CEO, Mr Ademola Akinbola for publishing my articles. LCI has hitherto created an educational blog on the organisation's website which now serves as a source of scientific, but jargon-free information to educate the public on the importance of healthy lifestyle choices. We have also organised two Masterclasses and a workshop as part of our strategies to build people's confidence in the practice of healthy lifestyles. The feedback on its impact so far has been far-reaching and amazing. I believe strongly that lifestyle medicine is the way God wants us to address many chronic lifestyle-related ailments. Indeed lifestyle medicine is a medical sub-speciality for every speciality.

In a nutshell, the objectives of LCI are:

- To promote wellness by educating and encouraging healthy lifestyle choices among the general populace
- To provide virtual channels for disseminating information on healthy living
- To support and empower women to rise above domestic violence
- To help women access preventative healthcare services against non-communicable lifestyle-related diseases

Our Mission:

To promote general wellness and health-related quality of life among individuals, particularly among women by educating them and encouraging them in the adoption of healthy lifestyle choices.

Our Vision:

To nurture a world of champions over lifestyle-related diseases.

Motto:

Live to Win, Choose Life

Values:

L: Life-giving choices

I: Improved quality of living

F: Female empowerment

E: Early screening

I hereby use this forum as an opportunity to solicit for your support and collaboration in achieving the objectives of this organisation. There will be a call for membership later in the event. As we go on during today's event, please relax in the comfort of your homes and be ready to move from your seat and take your eyes from off your laptop screen every 20 minutes!

Together, let us choose life. Thanks once again.

- Dr Moyosore Taiwo Makinde, September 13th, 2020

"Forgive others not because they deserve forgiveness but because you deserve peace".

Keynote Address Speaker

Dr. Ifeoma Monye

FRCGP, DipIBLM/BSLM

Dr. Ifeoma Monye, who is a Fellow of the Royal College of General Practitioners and a practicing doctor for 33 years, is a Chief Consultant in Family Medicine and a Board Certified Lifestyle Medicine Physician at **the National Hospital, Abuja**. She is also a Portfolio General Practitioner for the NHS in the UK. Dr. Monye is a founding member of the *British Society of Lifestyle Medicine* where she serves as a Regional Director. She is a member of the American College of Lifestyle Medicine, and the President of the Society for Lifestyle Medicine of Nigeria. Dr Monye is a strong advocate of the impact of lifestyle on health. This explains her passion for Lifestyle Medicine. She has spent the last 18 years providing leadership in the fields of Lifestyle Medicine and Family Medicine. Not surprisingly, in 2003, she established the Department of Family Medicine, National Hospital, Abuja, that has become a premier Centre for the Postgraduate Training of doctors. Since 2014, she has pioneered the birth and growth of the new specialty of Lifestyle Medicine in Nigeria and Africa. Dr. Monye has undertaken a specialist training in Leadership and Management in Health at the University of Washington, Department of Global health E-Learning. Following trainings at the Joslin Diabetic Centre and Harvard Institute of Lifestyle Medicine, Health and Wellness Coaching at the WellCoaches, USA, and the highly rated SAID Business School, The University of Oxford, Dr Monye founded The Brookfield Centre for Lifestyle Medicine, Abuja, Nigeria, the first of its kind in Africa in 2014. Brookfield Centre for Lifestyle Medicine is an organisation dedicated to propagating evidence-based clinical practice, training, research, and the creation of awareness for this new specialty.



Dr Monye is on the Editorial Board of the Lifestyle Medicine journal. She is also the Editorial Board Representative for Africa on the International Journal for Disease Reversal & Prevention. Dr. Monye is the Publisher of a Lifestyle Medicine magazine, Lifestyle Choices. She recently participated in the review of the Lifestyle Medicine curriculum for NextGenU.org. Dr Monye has authored and co-authored papers that have been presented at International Conferences and Meetings on Lifestyle Medicine. She is the lead author of the forthcoming MCQ book on Lifestyle Medicine.

In June 2020, Dr Monye was appointed a member of the National Technical Working Group on *Health and Nutrition* in the Federal Republic of Nigeria, with a group mandate to formulate the policy thrust in this sector for the Medium Term National Development Plan, MTNDP 2021-2025, MTNDP 2026-2030 and the National Agenda 2050. She has a vision to see Lifestyle Medicine as the foundation for healthcare delivery in Nigeria and it being taught in schools, colleges and universities to aid the integration of healthful behaviours into the lives of healthcare providers and the communities they serve. She envisages a policy paradigm shift with the integration of Lifestyle Medicine into the national policy for Health and Nutrition.

"Lifestyle change though long and winding will bring you a new beginning" - Dr Ore

Keynote Address

By Dr. Ifeoma Monye

FRCGP, DipIBLM/BSLM

It gives me great pleasure to witness the formal inauguration and launch of Lifestyle Champions International, an organisation that is committed to improving the health-related quality of life of individuals, families and communities by promoting a healthy lifestyle. It is refreshing to note that its objectives are based on the principles of Lifestyle Medicine, an emerging speciality within our country, Nigeria.

Lifestyle Medicine is a sub-speciality of Medicine which targets the root cause of disease. The American College of Lifestyle Medicine which has pioneered this speciality define Lifestyle Medicine as a medical specialty which uses evidence-based lifestyle therapeutic approaches to prevent, treat and oftentimes reverse lifestyle-related chronic disease.

The approaches to achieving this are referred to as pillars of Lifestyle Medicine which include;

- * Consumption of predominantly whole food, plant based meals.
- * Regular and consistent physical activity or exercise.
- * Restorative sleep.
- * Emotional and mental well-being to include stress reduction techniques and coping mechanisms.
- * Positive psychology and social connectedness to help improve emotional well being and resilience.
- * Avoidance of substance use including tobacco cessation and alcohol reduction.

There are several unique characteristics of Lifestyle Medicine which should interest us:

Firstly, it places emphasis on promoting behaviour change that allows the body to heal itself.

It focuses on evidence-based optimal nutrition, stress management and fitness prescriptions.

It encourages and motivates patients to become active partners in their care.

It treats the underlying lifestyle causes of disease rather than just the symptoms.

The lifestyle medicine provider educates, guides and supports patients to make behavior changes.

Medications, when used, are used as adjunct to therapeutic lifestyle changes.

It is important to note that our living conditions and community environment are key contributing factors to our health and well being and therefore must play a significant role with government policies that must be aimed at promoting health.

Scientific evidence shows that our lifestyle is a significant determinant of health as well as an important modifier of an individual's response to surgery or drug treatment. It is therefore clear that lifestyle medicine is a speciality for everyone, particularly in a world where non-communicable diseases account for over 70% of deaths globally. According to the World Health Organisation, about 80% of these deaths occur in low and middle income countries. In addition, nine million of these deaths occur before the age of 60 years.

"Lifestyle change though long and winding will bring you a new beginning" - Dr Ore

Keynote Address

You would therefore agree with me that there is no better time than now to publish the good news of Lifestyle Medicine, knowing that simple changes in our lifestyle can improve our health and general well-being.

The Society of Lifestyle Medicine of Nigeria (SOLONg) of which Dr Moyosore is an active member; is poised to provide education, training, support and motivation to its members in their quest to know more in this evolving field. We shall continue to support all our members with similar initiatives which place emphasis on healthy lifestyles among the Nigerian populace and beyond.

I look forward to the wealth of education that individuals and communities will benefit from the activities of this new organisation, Lifestyle Champions International. As it is launched, I pray that it will fulfil all its objectives and that it will impact lives meaningfully. As we go home today, let us appraise our lifestyle and seek to make the necessary changes. Now is the time to move more, to eat more plants, to learn to be calm, to sleep better, to love more and to be happy. Make a decision to make one change at a time. In the words of David Katz, one of the pioneers of Lifestyle Medicine, this will add life to years and years to life.

No longer should we make excuses about chronic conditions such as Type 2 Diabetes, Hypertension, heart disease, obesity, cancer etc etc being conditions that “run” in the family. Adopting lifestyle changes has been scientifically shown to alter the gene expression in all these conditions to prevent them from happening to you, even with a genetic disposition. In conclusion, in the words of John Kelly, one of the fathers of Lifestyle Medicine and the Founding President of the American College of Lifestyle Medicine, “Genes are not your destiny; your lifestyle is”.

I greet you all.

"Lifestyle change though long and winding will bring you a new beginning" - Dr Ore

Testimonial

By Ehi Omokhuale



Sociologists or social anthropologists would always maintain that human behavior is often influenced by his or her environment. It is therefore understandable that our lifestyle as humans decide our well being. To sift the good from the bad influences rests on the individual's discerning power of choice.

It is generally known that social interaction is the second nature of media practitioners and entertainers worldwide; this informs why many of them pick all kinds of social habits amidst working round the clock, moving from client to client, location to location and studio to studio. I am not an exception. My own habits included cigarette smoking, drinking of alcohol and womanizing. In fact I was a chained smoker, a vice unknown to my siblings and two sons. Oblivious of health implications, I smoked away, without ever attempting any form of health check-up whatsoever. This

care-free attitude about health is still very much common, not only with entertainers but with many Nigerians.

My habits started to take their toll on me adversely from early November 2011 when I suddenly started feeling dizzy intermittently, and my health started failing gradually, while I still continued life's hustle and bustle, forming a Super man. It all reached a crescendo in the morning of November 11, 2011. That day, feeling a strong air of an impending calamity, I hurriedly drove myself to the Lagos University Teaching Hospital, Idi-Araba (LUTH) where one angel called Dr. Moyosore Makinde was divinely positioned to attend to me...positioned to avert a bad event. After some preliminary tests including Blood Pressure(BP) check, she asked me "How did you get here?", I told her I drove down, not knowing why she asked. She left and returned shortly, accompanied by one of the medical consultants of LUTH. I heard the consultant asking anxiously 'Where is the man?'. To cut the story short, my car key was seized and I was taken to a special room for emergency care, including intravenous injections and drips. In a moment the consultant looked at me and said "Mr. Man, you could have dropped dead y'know!" My BP was about 200 over *One hundred and something*. Dr. Makinde asked me about all my habits, and like an arrested armed robber, I confessed everything to her. It took the medical team the whole day to stabilize me before discharging me very late that day, without releasing my car key. I went home in one of the cabs stationed at the LUTH gate. At subsequently appointments, this same angel attended to me as if she was my mom or my sister. Her regular words of admonition touched me so softly but hardly that I had no choice but to promise her I'd stop smoking. It's difficult to forget words such as "If you want to enjoy your beautiful children at old age, please stop these habits, especially smoking". Dear listener or reader, I'm glad to tell you that I have not smoked ever since till today.

I'm glad for this golden opportunity provided by **Lifestyle Champions International** to share my testimony and how my lifestyle changes have contributed to my well being.

My Biodata

My name is Ehi Omokhuale, I hail from Esan West local government area of Edo State. I was born 57 years

The risk of dying prematurely declines as people become physically active.

ago by very humble parents from the same Edo extraction. I attended my Primary, Secondary and tertiary institutions in Lagos. I studied Town Planning at Yaba College of Technology, Mass Communication at the University of Lagos and Cultural Administration at Nasarawa State University in affiliation with National Institute for Cultural Orientation (NICO).

I have been in media practice for the past two decades, specializing in radio adverts production, writing and production of drama, documentaries as well as other media contents.

I am blessed with two sons, a 20-year 300 level Computer Science student of the University of Benin, and an 18-year old aspiring Computer Engineering student of the University of Abuja. My philosophy in life is “Goodwill is the catalyst for opportunities and success”.

Testimonial

By Mr. Abayomi Onabolu

My journey to conscious wellness started a few years back when I visited the doctor and was advised to lose weight due to some concerns. I enrolled at the gym but was only able to drop about 3 or 4 kg after months of serious workout from 108 kg to 105 kg. About a year later I had a spike in my blood pressure and was placed on medication. I had a struggle with this as my BP fluctuated a lot. I visited Dr. Makinde severally and she counselled me about lifestyle changes, especially dietary changes, reducing certain meals and even taking out white rice and bread from my diet. She was available at my beck and call and also got my wife involved.

Dr. Makinde was there throughout this delicate period helping to cheer me on. She also adjusted my medication and encouraged me to combine my workout which started with a 45-minute brisk walk every morning along with eating reduced portions in order to achieve my lifestyle goals. I was able to drop another 25 kg and maintain this which has given me a great deal of stability.

I will like to add that food can be a poison to your body if you don't make healthy choices. I encourage every one of us here today to make deliberate efforts to live a healthy lifestyle.

Thanks for this opportunity to share as I believe that someone will find this to be a source of inspiration.

You can't go back and change the beginning, but you can start where you are and change the ending". - C.S Lewis

Goodwill Messages



FULL GOSPEL BUSINESS MEN'S FELLOWSHIP INTERNATIONAL
(FGBMFI). SOUTH WEST DISTRICT 3. LAGOS NIGERIA

Dear Madam,

Re: Official Launch & Dedication of Lifestyle Champions International

I would like to congratulate Dr Moyosore Makinde and her team for the official launch and dedication of Lifestyle Champions International, a non – governmental organisation established to encourage healthy lifestyle for people generally.

This is a commendable initiative and God – given vision that will undoubtedly up the ante in medical service delivery. I have read a couple of the articles published before this launch and for a lay – man like me; they were simple, easy to understand and reader – friendly. This approach offers a healthy alternative to gulping pills and other hitherto rigorous medical choices for the emotional and mental well-being of the intended audience.

One thing with God – given visions is that they possess an inherent power to overcome challenges and proceed to greatly impart humanity. "For whatsoever is born of God overcomes the world" – 1 John 5 verse 4. I do firmly believe therefore that Lifestyle Champions International will soar on the wings of God's Holy Spirit to greatly succeed beyond the dreams of the founder.

Let me additionally say that Dr Moyosore Makinde carries a gracious anointing that makes any given assignment to come out well. I am confident that the same grace would be available to help this venture to a good success.

Congratulations once more.

**Fola Aguda
District Coordinator**

"Value your relationships".

Goodwill Messages contd.



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GOODWILL MESSAGE TO LIFESTYLE CHAMPIONS INTERNATIONAL (LCI)

In the remark on the occasion of the investiture such as this, it is first and foremost important to recognize and appreciate the divine role the almighty God has played in the life of Dr (Mrs.) Ore Makinde; the initiator and propagator of LCI, may God be praised.

Having said that, one must acknowledged the fact that establishing an NGO such as Lifestyle Champions International (LCI) is a monumental achievement. The journey to it is definitely a long one.

We are excited to be part of this inauguration; this is dream in reality. We pray as Lifestyle Champions International (LCI) comes to live, it will exert positive influence in the health and wellness of families, communities and the world at large. God bless Dr (Mrs.) Ore Makinde for this life changing initiative and God prosper LCI

We take this rare privilege to congratulate Dr (Mrs.) Ore Makinde on this occasion of a dream come through and to wish her an illustrious career as president and founder of this life changing NGO.

We have great expectation and believe that LCI will soar high across borders of nations and will bring tremendous revival to lifestyle illness and other life threatening diseases; with the ultimate goal of promoting widespread wellness.

MD, VDC Nutrition

"Let food be thy medicine and medicine be thy food."- Hippocrates

Goodwill Messages contd.

It is with great honour and pleasure that I write this goodwill message on the occasion of the official launch of Lifestyle Champions International (LCI), a non-governmental organization.

As you already know, the way we eat, exercise, rest, play, behave, think, plan, drive a vehicle, sleep, work, do other things—in general, the way we live is significantly affecting our quality of life and consequently- Lifestyle related illnesses. However, the potential effects of positive behaviour change on mortality, morbidity, and overall quality of life, underpins the relevance of Lifestyle Medicines which the Lifestyle Champions International promises to provide us.

I have been an ardent follower of the activities of Lifestyle Champions International on social media platforms as anchored by Dr. Moyosore Makinde, a certified Lifestyle Medical Practitioner and Family Physician for some months now and especially during the COVID 19 lockdown period. Her approach and presentation content is very captivating, interactive and summarily amazing.

Considering her background, training and passion as the Chief anchor of this organization, I have no doubts that this organization will be of enormous benefit to individuals and society in making healthy lifestyle choices that can affect the overall quality of life.

I hereby congratulate Dr. Moyosore and all members of the Lifestyle Champions International for their courage and ingenuity in setting up this great organization. It is my prayer that God will breathe upon every effort towards the realization of the purpose of this organization. Amen!

LONGE, S. Anthony,
Quality Operations Controller,
May & Baker Nigeria Plc. Ota,
Ogun State, Nigeria.



Directors: Senator D. Danjuma (Chairman); N. N. Okafor (Managing); G. I. Odumodu; A. A. Adeleke; I. Dankaro; Dr. E. Abebe; S. M. Onyishi; C. S. Chukuka (Exec.); V. C. Okelu (Exec.); A. S. Aboderin (Exec.)

"Choices ignite change" - LCI

Goodwill Messages contd.



326 Adeyemo Akapo Street
Omole Residential Estate, Phase I
Lagos.
Tel: 0802 291 2714

A SPECIAL GOODWILL MESSAGE TO THE FOUNDER OF LIFESTYLE CHAMPIONS INTERNATIONAL ORGANISATION

It is with pride and delight that I write this goodwill message on the occasion of the official launching of Lifestyle Champions International, the brainchild of Dr Moyosore Makinde. I first met Dr Makinde as a Junior Resident in the department of Family Medicine LUTH, where I was a part-time Consultant/Trainer. Even at that time she stood out as someone with a strong will and determination to succeed in all she does. So, I was not surprised that she sailed through the residency training programme in record time and became a consultant Family Physician. Not long after that she was appointed the Medical Director heading a big Hospital in Lagos, which was a position of great responsibility for a young person. I can testify that she performed excellently as I was in constant touch with her.

Dr Makinde's interest in lifestyle Medicine started some years back and she was determined to develop this interest by going through additional training and certification in this new field of specialisation. However, to her this was not just another laurel for her CV but a means of helping her community.

Today we gathered to witness the birth of Lifestyle Champions International the forum through which she will put into action her interest and commitment to Lifestyle Medicine.

Scientific evidence abounds of increased prevalence in Nigeria of non-communicable diseases such as Diabetes, Obesity and hypertension. These medical conditions are preventable or modifiable with with Lifestyle changes. There is therefore a need to create awareness and encourage healthy lifestyle among Nigerians both in urban and rural settings. This is the main objective of the organisation that is being launched today

"Your genes are not your destiny but your lifestyle is your destiny."- Dr John Kelly

Goodwill Messages contd.

The other objective of the organisation focuses on the emotional and mental wellbeing of women particularly those who are victims of violence. This is also relevant to Nigeria at this time. There is hardly any day one does not read in the newspapers of horrible stories of rape, sexual assaults and other forms of violence against women.

In Nigeria we have paid little or no attention to the emotional and mental wellbeing of these victims and how the abuse affected them unlike in developed countries where such victims are immediately referred to trained Psychologists for counselling and emotional support.

This is why Lifestyle Champions International could not have come to being at a better time. With the qualities and training of the founder as well as the Grace God who gave her the Vision I am convinced of the success of the Project.

I want to solicit the support of everyone toward the achievement of the lofty goals of LIFESTYLE CHAMPIONS INTERNATIONAL.

Thank you



Dr Kofo Odusote MB BS, FWACP

CEO, Winiseph Care Home (For the Elderly)

326, Adeyemo Akapo St

Omole Phase 1.

Ikeja

Goodwill Messages contd.



September 9, 2020

GOODWILL MESSAGE

Congratulations on the official launch and dedication of Lifestyle Champions International.

You have chosen a much-needed niche which though much spoken about often, is not being practised to the detriment of our health.

We are delighted to be associated with your organization and are highly impressed especially with the tenacity and passion of Dr Ore Makinde in pursuit of this vision.

Having attended two of your free master class sessions, am optimistic that this will be the beginning of greater exploits to God's glory.

We look forward to a very fruitful partnership with you in service.

Yours sincerely,

Pastor Ada Babajide



"Love your neighbour as yourself". - Jesus Christ

Goodwill Messages contd.


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08023831739
LASUTH, IKEJA

VICE CHAIRMAN
DR OLUKANYA OLUWOLE
08033063453
Randle General Hospital, Surulere

SECRETARY
DR AJIBOWO ISMAIL OWOLABI
08066366789
Alimosho General Hospital, Igando

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E-mail: medical_secretariat@yahoo.com

**GOOD WILL MESSAGE TO LIFESTYLE CHAMPIONS INTERNATIONAL**

It is truly a wonderful idea to have a body which dedicates itself to promoting healthy lifestyle whilst helping to prevent diseases associated with poor life style habits.

There has been an explosion in the number of patients with Diabetes Mellitus, hypertension, obesity, cancers amongst others in Nigeria.

The emergence of the COVID-19 pandemic with the high mortality among those with chronic medical diseases again highlighted the need for lifestyle practices to prevent these diseases and achieve control.

The statistics worldwide also point to non-communicable diseases being the major cause of death, and the major driver of NCD's is unhealthy lifestyle.

The impact of lifestyle Champions International is guaranteed by their strong team, led by Dr Moyosore Makinde who is a renowned consultant family physician and life style medicine specialist.

I look forward to personally partnering with this noble gesture and also seeing collaborative efforts with the Medical Guild (An association of all Lagos State employed Doctors).

Wishing you all the best.

Dr Sodipo Oluwajimi
Chairman Medical Guild

"Be Calm".

Goodwill Messages contd.



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www.acemedicareclinics.com

Km 10, Idiroko Road,
Ota, Ogun State.

It is a great privilege to write a short goodwill message on the occasion of the official launch and dedication of Lifestyle Champions International.

By the very nature of lifestyles, our individual desires, interests, mind-sets, cultural backgrounds, opinions and behavioural tendencies affect and impact upon the ways we respond to living, both in health and in illness.

It becomes imperative and important therefore for physicians to understand and appreciate the relevance of lifestyles in the overall management of their clients, not as disease entities but humans with physical and emotional/spiritual components.

With specialist training as a family physician, and as a Certified Lifestyle Medicine Physician passionate about educating and coaching individuals to adopt and sustain healthy lifestyle choices, Dr. Moyosore Makinde is eminently poised to change the narrative through placing emphasis on the tangible and intangible factors involved in health promotion.

Her style of presentation is very appealing to read and individualise, with examples and scenarios that are both familiar and interesting.

She has a unique way of engaging the interest of her audience and listeners that eventually improve participation, inclusion, assimilation and eventually outcomes.

I congratulate Dr. Makinde and Lifestyle Champions International for this bold initiative and wish them a healthy venture.



Dr. Oluwole Kukoyi,
Ace Medicare Clinics Limited, Ota.
02 September 2020

"The pathway to fitness is a marathon, not a sprint" - Dr Ore

Goodwill Messages contd.

from POUCH 98 Foundation

On behalf of the members of the graduating class of the College of Medicine University of Ibadan 2002 and the POUCH 98 foundation, I felicitate with the Lifestyle Champions International on the occasion of its formal launch.

Promoting general well-being and improving quality of life is an important aspect of health promotion. As we may be aware, health is not just the absence of disease but a state of physical, mental and social well being. It therefore, gives us much joy to see Dr. Moyosore Makinde birth this expression.

The Lifestyle Champions International has via various educational channels promoted healthy lifestyle choices focusing on blood pressure control, weight control and stress management. There has been an important focus on women especially as it pertains to intimate partner violence and rape. These are issues that can not and should not be swept under the carpet in our society.

Permit me to mention that the POUCH 98 Foundation has in the last couple of years organised family life series focusing on wellness for her members. This shows the importance we place on the issues for which Lifestyle Champions international was established.

Ladies and gentlemen, Ore is our gift to the world and we celebrate with her today at this epochal event. Congratulations Dr Makinde and all supporters and financiers of this laudable project.

Dr. Shopekhai Itakpe

Executive Secretary POUCH98 Foundation

from Pastor Diamond

This goodwill message is wishing for every success of this timely intervention by a seasoned medical Practitioner to lifestyle related challenges. Dr Ore's desire to help people out of lifestyle related illnesses is mind-blowing and its culmination into **Lifestyle Champions International** would do our society a world of good. I'm happy this is coming at a time when lifestyle related illnesses are on the increase for reason of economic instability.

The spiritual blends that Dr Ore infuses to her seminars inspire hope in her clients. I'm pleased to issue a congratulatory message on this august occasion of the launch.

Congratulations!

Pst. Diamond

"Lifestyle change requires intentionality and consistency"

Goodwill Messages contd.



Nigerian Baptist Convention

Office of the Director (Medical and Health Services Department)

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GOODWILL MESSAGE ON THE OCCASION OF THE OFFICIAL LAUNCH AND DEDICATION OF LIFESTYLE CHAMPIONS INTERNATIONAL

I am delighted and count it a great privilege to write this goodwill message on this occasion of the official launch and dedication of this Non Government Organisation.

Lifestyle Medicine is a fairly new Sub-specialty of Medicine in the Nigerian setting. The Society of Lifestyle Medicine of Nigeria was founded in 2017. Lifestyle Medicine is the use of a whole food, plant-predominant dietary lifestyle, regular physical activity, restorative sleep, stress management, avoidance of risky substances and positive social connection as a primary therapeutic modality for the treatment and reversal of chronic disease.

Dr Moyosore Makinde (nee Elemile), an Alumnus of the University of Ibadan College of Medicine who received her specialist training as a Family Physician at the Lagos University Teaching Hospital, is taking the bull by the horns in joining others in the pioneering efforts of institutionalizing Lifestyle Medicine in Nigeria and extending this drive to International Frontiers.

To ensure success in this endeavour she has become a Certified Lifestyle Medicine Physician. She also possesses the candour, vigour and passion to pursue this vision.

I, hereby, congratulate her and the Lifestyle Champion International for this giant stride and pray for God's blessings on this endeavour so that mankind will be blessed and His Name may be glorified in Jesus Christ's Name. Amen.



Pastor Dr P. O. Elemile
MBBS (Ibadan), DCH, FWACP, M. ED, M. Div.
Director of Medical and Health Services
Nigerian Baptist Convention
September 8, 2020

Convention Officers: Executive President: Rev. Dr. S. O. A. Ayokunle, Vice President (Ministerial): Rev. Dr. Dickson Ovuero E. Madoghwe, Vice President (Admin & Human Resources): Dr. Emmanuel Musa Ubandoma, Vice President (Finance & Investment): Dr. Joseph Abiodun Oloyede; Departmental Directors: Rev. Dr. Adelokoji Ijaola (Publications); Rev. Dr. Olufemi J. Adewumi (Global Missions Board); Rev. Dr. Mrs. Olusola Ayo-Obiremi (Christian Education); Rev. Dr. S. A. K. Olaleye (Youth & Students); Pastor Dr. P. O. Elemile (Medical & Health Services);

“When a deep injury is done to us, we never heal until we forgive.” –Nelson Mandela

SLEEP DEPRIVATION: IS SLEEP FOR THE WEAK?

By Ore Taiwo Makinde.

I was driving along the Lagos-Abeokuta expressway, heading to work. Striving to meet up with resumption time while struggling to stay alert, I tried desperately to focus my attention on the stream of cars ahead. The usual Lagos traffic, I thought, then suddenly the road was free. In what seemed like a split second, I realised that I had dozed off but thankfully, I opened my eyes just in time to see that I was headed for the concrete road divider. I quickly swerved avoiding a collision. It was a near miss.

What led to this occurrence? I stayed up till almost 4.00 a.m trying to meet a deadline for submitting a report. I probably got about two hours of sleep by the time I was heading out. This a common and factual experience for many of us going through the daily grind. It explains the reason for frequent accidents on our highways. Sleep deprivation leads to poor concentration, forgetfulness and reduced productivity at work. Some of us can relate to this having read till-day-break (TDB) during school days, ending up blank in the exam hall and failing the exam. Sleep deprivation also predisposes to medical errors and profound economic loss.

IS SLEEP REALLY IMPORTANT?

A better way of putting it is, 'Is sleep important to you?' I was once told, 'Sleep is for the weak'. You have probably heard influential persons and motivational speakers infer that if you sleep 8 hours out of 24 hours, it means that you have wasted one-third of your life. Aside from being viewed as being inconvenient, we 'stab' sleep intentionally in order to take night shifts and night calls. For others, we sacrifice our sleep to watch movies, to catch up on assignments, to browse the web or to engage in spiritual activities.

The World Health Organisation in its technical meeting on "Sleep and Health" in January 2004 noted that sleep is a basic human need which is essential for a good health-related quality of life and optimal daily performance whether at home or at work. Several factors were noted from scientific papers to result in sleep deprivation. However, most of these factors are under human control.

Sleep quality, as well as quantity or duration, is important. Sleep recommendations from the National Sleep Foundation show that adults require 7-8 hours but not more than 9 hours of quality sleep to function maximally. Children require more depending on their age.

HEALTH EFFECTS OF SLEEP DEPRIVATION

It is important to cite the effects of sleep deprivation on our health. This is because sleep has been found to be associated with several lifestyle-related illnesses. Here are some of the reasons why we need to value our sleep:

"Get enough sleep".

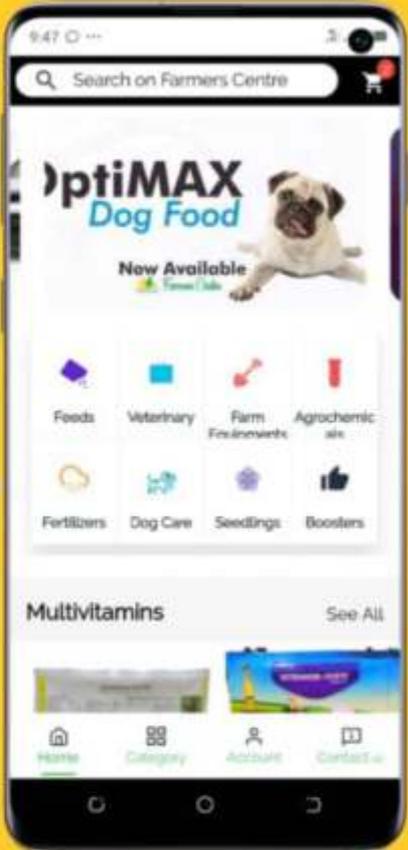
SLEEP DEPRIVATION: IS SLEEP FOR THE WEAK?

- Sleep deprivation is associated with higher blood glucose (glucose) levels predisposing some individuals to type 2 diabetes.
- Poor quality sleep is associated with larger cravings for foods that are higher in saturated fat (bad fat) and calorie content during the day predisposing to overweight and obesity.
- Insufficient sleep raises the levels of an inflammatory marker that is related to heart disease and therefore a higher risk of heart attacks, which occur mostly in the mornings.
- Sleep deprivation predisposes to sudden attacks in those with mental disorders such as depression, mania and post-traumatic stress disorders.
- Not sleeping well in the week or few days to exposure to the cold virus increases one's chances of catching the virus and coming down with a cold.
- Sleep disruption or interruption is associated with a higher risk of certain cancers, particularly, breast, bowel and prostate cancers.

In conclusion, lifestyle-related diseases are largely preventable. Ensuring good sleep quality and duration is one of the ways to achieve this. Working long hours indefinitely at night can pose a risk for the involuntary loss of sleep in the latter years of life. It can also compromise bonding between couples. Cultivating good sleep habits in certain environments is more difficult; requiring more deliberate efforts with sleep hygiene than others but it is possible. Anyone with a suspected sleeping disorder should visit a physician.

For more information about healthy lifestyles, follow Dr. Ore at www.lifestylechamps.com

"Stress has more to do with how you feel during the hours that you are working rather than with the number of hours worked"



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"By changing nothing, nothing changes" - Tony Robbins



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Felicitates With

**LIFE STYLE CHAMPIONS INTERNATIONAL
(LCI)**

“For He gives to His beloved sleep” The Psalmist



“

*Live to Win,
Choose Life*

”

“Do you want to exercise? Start low, Go slow!”

APPRECIATION

The Board of Trustees, associates and members of LCI hereby express heartfelt gratitude to all attendees, dignitaries, corporate bodies, guests, sponsors, family members, colleagues, partners and individuals who have taken time out of their busy schedule to participate in the virtual inauguration and dedication of **Lifestyle Champions International**. Your presence has undoubtedly made this occasion a great success.

We look forward to hosting you at other upcoming events of the organisation.

God bless you.



Lifestyle Champions International

Live to Win, Choose Life

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