



## Prevention through Education

### MKI What's up

#7 - januari 2011

#### MKI, What's up?

Each new year means a fresh start. Also for the Medical Knowledge Institute? No, Prevention through Education is a process we have started many years ago. What's new is that every year we plan to go hard at it even more. And that means: also in 2011!



#### MKI IS PROUD THAT:

- ✓ Fluent (Zorgadvies/Interim Experts) designated MKI as "charity" for its Christmas business gift, on which occasion the business customers got the opportunity to vote for a project. Skoon Lappie and HIS proved to be very popular as a donation suggestion.
- ✓ The entrepreneurs of Brielle.NU, under the management of Dennis Groeneveld (Future Forward Brand Newmedia), come into action for MKI.
- ✓ The NRC published a beautiful article about our Goodwill Ambassador Wilma Veen, who sells among other things the Yoell jewelry successfully in her own studio.
- ✓ Ten Cate Textiel has donated 10,000 boys and girls underpants to MKI for the Health Information Satellites.
- ✓ Dissident Wear – Fashion with a Statement - will shortly launch a line with shirts that has been especially made for MKI.
- ✓ There is a "Stichting Vrienden van MKI" (Association of Friends of MKI) since a number of weeks and also that a new brochure with a reply coupon of that foundation will shortly be available.
- ✓ In 2010 all volunteers made again a fantastic contribution to 'Prevention through Education'.

#### MKI looks back on a successful year

At the start of the new year MKI is able to look back on a successful 2010. Again MKI made important contributions to education on healthcare in Southern Africa.

The year started well with the official approval for the introduction of a biometric health passport in South Africa. That means that the use of the, as yet, paper version is tested on the basis of the regulations as drawn up by the South African authorities with the objective to introduce a 'smart card' Biometric Health passport in the near future.

In 2010 MKI could, moreover, count on the support of two new partners. A part of the sales of each bottle sold of the South African winehouse Longridge and the importer Intense Wines goes to MKI. P-mate BV also promised support. Five cents of each packing sold worldwide of the urinating device for women will be credited to MKI's "Skoon-Lappie" project.



Also in 2010, Archbishop Emeritus Desmond Tutu expressed his unconditional support for MKI. He was for example present during the granting of certificates to the participants of "Play It Safe". The purpose of this workshop is to reduce the number of casual sexual partners and a higher, proper and consistent use of condoms by men.

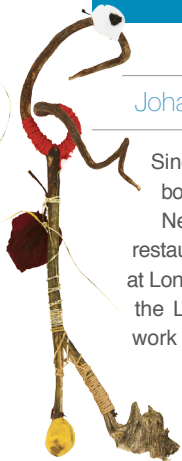
In the run-up to the WC Soccer Yoell® introduced a special line of jewelry and other orange accessories. Orange fans could cheer on their team and at the same time they helped disadvantaged women in South Africa to regain their place in society.

As a token of appreciation for the work and dedication of MKI the American International College (AIC) granted honorary doctorates. Both dr. Harold Robles, founder of MKI, and Archbishop Emeritus Desmond Tutu, member of MKI's Board received them.



#### Johan's at Longridge

Since December 2010 Stellenbosch, South Africa, boasts a beautiful restaurant. The well-known chef Johan Neppelenbroek, who worked for several starred restaurants in the Netherlands, opened his own restaurant at Longridge Winery. Exactly as we are accustomed to from the Longridge wines, there is much attention for MKI's work with Johan's at Longridge.



**MKI changes the lives and futures of people in South Africa, but also of others. That's why we want to share this letter...**

Dear Dr. Robles,

My name is Tigist Hailu and I am a senior from Franklin and Marshall College majoring in Special Studies Public Health Psychology and a minor in Africana Studies. For five weeks during the summer of 2010, I had the opportunity to work for MKI through a Global Public Health course.

My experience at MKI has allowed me to further my interest in public health. After I graduate from college, I am planning to go to graduate school for either a masters in Public Health or Global Public Health. My experience at MKI has made me realize that I would be very fulfilled working for a non-profit organization because I have seen the positive influence MKI has on the people of Khayelitsha. My work at MKI has empowered me to expand my appreciation of the scope of public health and I have truly seen that prevention through education can work through working for MKI.

Thank You Dr. Harold Robles, Kirsty, Xolani, May, and Andile.

Sincerely,

Tigist Hailu - Franklin and Marshall Class of 2011



## Dutch Beauty

Top photographer and MKI ambassador Patricia Steur presented her latest photo book Dutch Beauty in December. In this book she portrayed hundred known and unknown women, who share their passionate and strong attitude in life with one another. The first copy of this beautiful book was handed to MKI's founder and president Harold Robles. The object of art (with a dimension of 50 x 70 cm and a weight of no less than 30 kilos) is subsequently displayed on an especially designed table. In addition to the large copy 'Dutch Beauty' is also for sale in a small book form in the bookshops. A percentage of the revenues of each copy sold of this publication and the object of art goes to MKI.

## MKI again receives recognition for its efforts

MKI is very glad with the results that it achieves in South Africa. The United Nations Federal Credit Union (UNFCU) recognized all efforts and nominated MKI for an important prize in development aid: the Millennium Development Goal Challenge. This competition is intended for non-profit organizations that make a large contribution to the millennium goals of the United Nations. The goals at which MKI aims are the promotion of universal education, drastic reduction of child mortality, improvement of the health of mothers and stopping the spreading of HIV/AIDS.

In 2009 MKI already received a nomination for the Gates Award for Global Health.

## MKI brings a hopeful message on the South African radio

MKI now also asks attention for healthcare via the radio. Together with ABC Ulwazi, a radio production, training and consulting organization, a new project has been set up to give listeners information that directly influences their health and well-being. This is done in the form of radio plays: in a few minutes the essence of healthcare is worded in an impressive and entertaining manner. The well-known composer Laurens van Rooyen offered his composition 'Song for Piano' as 'Music for MKI's Mission' to use as a tune for each broadcast. With his motto 'if music be the food of love, play on' he points to the inspiring and universal strength of music. A good combination with MKI's message!

The radio plays are broadcast during five weeks and the first will take place at the end of January. They can be listened to on six different radio stations in the West Cape. If this project is successful broadcasts will follow on 80 other South African radio stations.

## AGENDA

### ✓ 3 February

Lecture by dr. Harold Robles at the Lions Club in Zuidland

### ✓ 1 March

The joint service clubs in Goeree receive dr. Harold Robles for a lecture

### ✓ 13 maart

Fundraising Fashionshow for MKI, organised by Blanche Mode, in Havana Beach-club in Rockanje, with a performance by Nurlaila Karim

### ✓ 20 Maart

Fundraising event in the Sandton Hotel Toor in Alphen a/d Rijn, with a special performance by MKI's Goodwill Ambassador Nurlaila Karim

### ✓ 5 April

Dr. Harold Robles speaks for the Union of Volunteers

### ✓ 19 April

Lecture by dr. Harold Robles at the Acacia and Frederic Royal lodges in Rotterdam



## MKI CAN ALSO BE FOLLOWED VIA:



• Twitter (MKI\_Int),



• Facebook (Medical Knowledge Institute (MKI)),



• Hyves (The MKI) and of course our websites infomki.org & yoell.org.

## COLOFON

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