



**Prevention through Education**

## MKI What's up

#6 - November 2010

### MKI, What's up?

**Images, like pictures and film often say more than words. That is why images are being used more and more to support the activities of the Medical Knowledge Institute. Not only to gain attention, but also to generate reaction! This sixth edition of the newsletter gives a few perfect examples: from promotion film through photo book to a documentary. MKI calls for attention; attention for Prevention through Education in South Africa!**



#### MKI IS PROUD THAT:

- ✓ Since August 2010 we have a subsidiary in South Africa (Cape Town) in addition to our Dutch office. Board members of the Trust are Prof. John van Zyl, Reverend Desmond Lambrechts, Mrs. Hannie Nutbey, Dr. Jelle Braaksma and Dr. Harold Robles.
- ✓ Part of the revenue of 'Dutch Beauty', the magnificent photo book by top photographer Patricia Steur that features Dutch famous women, is being donated to MKI.
- ✓ More and more Health Information Satellites are being opened in conjunction with Clover Mama Africa.
- ✓ The Rabobank Inspiration meeting of October, 26 generated a lot of support for MKI.
- ✓ Together with Atelier Kunstwerk Westvoorne a special project is soon to begin: 'Child Art for Africa - Child Art from Africa'.
- ✓ Edgar Nijdam is now 'fashion ambassador' for MKI and will donate part of his revenue at the LAF Lifestyle Fair to MKI.

#### MKI rides the (radio) waves...

In partnership with ABC Ulwazi, a non-profit Radio Training and Production organisation, MKI SA has recently created a series of 10 short Public Service Announcements (PSA's) to be aired over six community radio stations in the Western Cape Province, South Africa. The PSA's are approximately 90 seconds each and will cover a wide range of public health subjects, such as foot care and diabetes, to sharing medication to the importance of early pregnancy testing. Many of the subjects addressed have been questions asked at the Health Information Centre workshops, so are real concerns emanating from the community. MKI SA is very excited about this opportunity and hopes that it opens up other possibilities in the future to spread the "Prevention through Education" message in other communication formats to reach the community of South Africa at Large!

#### Smiles of Africa

A picture book... or better said: a book full of beautiful pictures, taken earlier this year in South Africa to exhibit the activities of MKI. The book needs little text; a short report of a trip and the impression the trip made. It also contains recipes from locals from the townships contrasted with a recipe by a top chef. This is South Africa! There is hope for the future; Because MKI is able to accomplish its goals more and more. How? By Prevention through Education. By making sure children learn and know what hygiene means. That girls and women do not get ill because of menstruation. In short, that ordinary people, like you and I, are not dying from diseases that can be prevented. We recommend "Smiles of Africa"! It fits perfectly in your Christmas gift set or as a gift for your business associates. You can support MKI by ordering the book via <http://helderwerkt.nl/bima>.

SMILES  
AFRICA

#### Documentary MKI



Next to the short but strong MKI promotional film, also a documentary has been filmed during one of Harold Robles' latest visits to South Africa. The founder of MKI made the visit together with Rogier and Elke Braakman of Sandton Hotels, and the production team of BIMA led by Brigitte Plugge. BIMA Productions shot all the material for this impressive documentary which resulted in a sixteen minute film. The documentary shows exactly what MKI is doing in South Africa and what her work accomplishes. Also explanation is being given on the various partnerships MKI has engaged in, amongst others with Clover Mama Africa. Last but not least Archbishop Emeritus Desmond Tutu and Baron Kraijenhoff tell us why they support the work of MKI. When donating EUR 25 or \$25 you will receive the documentary on dvd!



### Desmond Tutu visits the workshop 'Play It Safe'

As a member of MKI's international Board of Advisors Archbishop Emeritus Desmond Tutu visited the MKI Health Information Centre at Baphumelele in Khayelitsha. He attended the certification ceremony of the 'Play it Safe' workshop. The workshop has been developed based on the integration of the sessions of 'Stepping Stones' and 'Models of Manhood', with a focus on adult male attendees. The 'Play It Safe' workshop offers these men the possibility to look into their values and behaviour regarding HIV & AIDS, gender and inter sexual relations. The goal of the workshop is to enhance the knowledge of the attendees in the field of sexual health and HIV & AIDS helping them also to develop communication skills regarding these subjects. Archbishop Emeritus Desmond Tutu attended the ceremony on invitation by MKI's President and founder Dr. Harold Robles. Again, Tutu spoke of his appreciation for MKI: "MKI has done important work by adequately improving public health in South Africa. Still she is an important support in the area of healthcare for people who normally cannot afford this".

### Pee standing up for charity

For women wishing to pee standing up this dream was fulfilled years ago in The Netherlands with the introduction of the P-Mate. Internationally too the P-Mate has become a great success. P-Mate would like to share their success by supporting the 'Skoon Lappie' (clean cloth) project of MKI. The project is targeted at menstrual hygiene and education of (young) women in South Africa. Good news that of every P-Mate set of five that is sold worldwide, P-Mate donates five cents to this MKI project!



### → MKI CAN ALSO BE FOLLOWED VIA:



- Twitter (MKI\_Int),
- Facebook (Medical Knowledge Institute (MKI)),
- Hyves (The MKI) and of course our websites [infomki.org](http://infomki.org) & [yoell.org](http://yoell.org).

### COLOFON

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### Drink wine for charity

Next to peeing standing up for charity, you can also drink wine for charity. The renowned South African winery Longridge and Dutch importer Intense Wines (Almelo) have decided to support MKI. From each bottle of Longridge wine sold a donation will be made to MKI. The Longridge winery is owned, since 1994, by the family Van der Laan. For Aldo van der Laan the choice to support MKI is a logical step: "The work that MKI is doing in South Africa – and I have seen it with my own eyes – has an actual effect on the people and their environment. Therefore we share a similar vision".



## Highlights from the ground:

Since the last newsletter we are excited to share the following news:

- ✓ Our trainers have been educated in two new workshops, which they are now eagerly sharing with their communities:
  - "You Are What You Eat" focusing on maintaining a healthy diet and ways in which you can achieve this.
  - "Foetal Alcohol Syndrome" this shares the dangers of drinking
- ✓ Our Health Information Centre at Legacy, Kayamandi has been writing a short course on 'caring in the home' which aims to teach individuals how to effectively care for loved ones who are sick. We hope to role this program out in the New Year to the other centres.
- ✓ We have exceeded capacity (30 people) at our Health Information Centre at Baphumelele, Khayelitsha and have had to borrow additional chairs to enable greater participation in the workshops. We are now successfully educating approximately 50 people a day at this centre!
- ✓ The MKI SA Trust has had two very successful and productive meetings, under the great leadership of Chairman Prof. John Van Zyl. The expertise, experience and wisdom of the trustees are first class!
- ✓ We have started preliminary discussions with the Desmond Tutu HIV Foundation about creating a Health Information Centre at their Youth Centre which plans to open in Early 2011.