



Prevention through Education

MKI What's up #8 - june 2011

..... MKI, What's up?

Spring in the Netherlands, autumn in South Africa. No matter what season, MKI continues to strive for Prevention through Education. Again numerous new developments that we want to share with you have taken place; we welcomed a new Goodwill Ambassador for YOELL® and the new Dutch Foundation Friends of MKI foundation has been established. You read all about it in this newsletter!



MKI IS PROUD THAT...:

- ✓ MKI is nominated for the 2012 Conrad N. Hilton Humanitarian Prize.
- ✓ MKI's Hospitality Partner Sandton Hotels has been named Best Hotel Group 2011 in the Netherlands by Zoover.
- ✓ thanks to MKI's Medical Advisor Dr. Louise Wilson and the team of our HIC in Baphumelele, Khayelitsha, the first workshop on epilepsy has been presented.
- ✓ YOELL® - make a difference – now also is sold in South Africa.
- ✓ volunteers have been working very hard again, this time to pack pallets full of products from Ten Cate and SCA Hygiene Products, like children's underwear and sanitary hygiene towels, intended for the Health Information Satellites.
- ✓ Communication bureau Campagne Rotterdam will be deploying her expertise on marketing (communication) for MKI.
- ✓ Restaurant Johan's at Longridge in South Africa will be adding 10 rand to every bill of their guests to the benefit of MKI.

Second edition Desmond Tutu Public Health Lecture Series again a success

"If it's predictable, it's preventable!" A strong opening line from Dr. Leonard J. Morse, keynote speaker at the Desmond Tutu Public Health Lecture Series. Morse an epidemiologist focused his lecture at AIC on education to address patterns of behavior that promote and preserve one's health. "We are all susceptible to illness and disease, but there is much we can do to live a fuller and healthier life," Morse said. The Desmond Tutu Public Health Lecture Series took place for the second time. The yearly lecture series are an initiative of the American International College in Springfield, USA and MKI.



Friends of MKI Foundation welcomes first friends

At the start of 2011 the Friends of MKI Foundation was established. With this initiative the founders - Aldo van der Laan, owner/director of the "Zwanenberg-group", Rogier Braakman, of Sandton Hotels in Europe and Dr. Jelle Braaksma, former director of the Erasmus Medical Centre - want to support MKI to realize its goals.

In the meantime the first friends have registered. Rogier Braakman: "Everybody wants to be a Friend of MKI! That is my firm conviction. Once you have been infected with the positive MKI virus, you realize that it is possible to make a sustainable difference on a large scale with small scale help. Because of the way MKI activities spread like oil, we see the MKI goals become more and more realistic: empowerment of people in such a way that there will no longer be a need for MKI to exist in a few decennia. Making people smarter!" Do you want to become a Friend of MKI? Visit our website: www.infomki.org.



Contribute to their health education

Please donate now online
@ www.infomki.org

Pictures from the field:



Hopeful message on South African radio leads to massive training interest

In our last newsletter we announced the radio shows on South African radio (ABC Ulwazi). The purpose of the shows was to give listeners information that would be of direct influence on their health and well being. The announcements are scripted and produced in a mini-drama format, dramatizing the content in a manner that is informative and entertaining to the listener, yet still remains easy to comprehend. Each announcement ends with an accreditation to MKI, and listeners will be provided with a helpline number they can use to access more information. The message turned out to inspire a large number of people to enlist for a training at the local HIC's. The number of applications was so overwhelming, that Msingathi May of the HIC in Baphumelele even decided to teach on Saturday, his regular day off. MKI is proud of so much dedication and of this 'fountain of knowledge' as we now may call the HIC's! The partnership between MKI and ABC Ulwazi makes real sense at this time. As we draw nearer to 2015, the Millennium Development Goals (MDG's) are going to be on top of the global agenda.

The problem has never been a lack of scientific knowledge. It is rather a lack of political will or the lack of a sustainable communication policy. It now seems that the political will has become a reality under the pressure of the MDG's.

The communication issue is not simple. The enormous potential of the Internet and of the whole ICT web to reach millions of people instantaneously and cheaply appears to be an obvious solution to change behaviour quickly and effectively. But there is ample evidence to show that the Internet does not reach those most in need of information due to economic and literacy factors. Also that the sending of massive amounts of information on the basis of "to whom it may concern" is a waste of time and money.

Communications that involves, on the one hand, relevant and tested medical information (MKI), and an interactive, participatory community radio network (ABC Ulwazi) on the other, is a winner. Both MKI and ABC Ulwazi have many years of experience and awards in the field of community intervention behind them.

Harold Robles speaker at US congress on Community Health in North Africa



Prof. Dr. Harold Robles has been invited by Legacy International via a subsidy of the US Department of State to deliver a lecture on Community Health in North Africa. This lecture is part of two events in Virginia and Washington D.C. and is meant for a delegation of doctors and healthcare workers from North Africa. They reside a few months in the US to gather knowledge and receive training by fellow US healthcare workers. The Community Health Initiative, a grant of the Department of State to Legacy International with partnerships with Medical Knowledge Institute and Carillion Health Care Systems, is a program to bring young health professionals from Egypt and Morocco as Fellows to the United States and also send a delegation to Egypt and Morocco of American Health Care Professionals. This program is designed to share the public health education, medical knowledge and systems and other related information that characterizes US Health initiatives and also identify the specific needs and challenges in the respective countries and strive to create a framework for addressing them, beginning with, follow on projects and utilizing the contacts and people that the Fellows have met. Dr. Robles came to Roanoke Va. to give workshops on the MKI model for South Africa and the history of creating and sustaining an NGO. His personal history, the history of MKI and its outreach, the topic of fundraising, training of trainers, supplemental projects that empower the women of South Africa were the major themes. In addition he shared the MKI approach to educating for the prevention of HIV-Aids as well as his major focus on preventable diseases. Dr. Robles' workshops were received with tremendous appreciation, excitement and resulted in an agreement to pursue a new relationship for public health initiatives between Legacy International, MKI and the Fellows from Morocco. The first event took place on May 13 and 14, the second part will be held October 7 and 8. Also on the agenda is a visit to Egypt and Morocco in February 2012. Goal of that visit is to visit already implemented projects.



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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