



PRESS RELEASE

DUTCH-LIBERIAN RAISES FUNDS FOR EBOLA PREVENTION CAMPAIGN Mineke Foundation launches its own anti-Ebola education in Liberia

DEVENTER, September 12, 2014 - Tonia Dabwe, founder of Mineke Foundation, the organization through which she continues the work of her Liberian father and Dutch mother in Liberia, has kicked off a fundraising campaign for Ebola prevention in Liberia. With the funds the Foundation hopes to raise, youth from Dabwe Town, the community where the Foundation works, will be professionally trained to provide door-to-door information about Ebola. There will also be an educational film and flyers. The information will be dispersed in Dabwe Town and four surrounding communities thus enabling Mineke Foundation to reach 15,000 to 20,000 people.

Since March this year, about 1,200 Liberians have died of Ebola. The World Health Organization expects this number to rise to well over 10,000. Mineke Foundation finds this unacceptable and is therefore raising funds to fight the further spread of the disease. Donations are welcomed through the Ebola Prevention button on www.minekefoundation.org or by bank transfer through NL60 INGB 000 481 6154 in the Netherlands. Please include the words Ebola prevention with your donation.

Ebola is lethal in about 60% of the cases. The disease, however, can be avoided and the likelihood of infection is very small. It can only be transmitted through direct contact with body fluids of patients showing symptoms of the disease and not, for example, through mosquito bites. Good basic hygiene plays a major role in preventing infection as the virus does not survive contact with soap, chlorine and high temperatures.

In spite of this, the number of infections keeps rising, especially in Liberia. A major reason is because many people do not know how to prevent the disease. When nursing the sick or in death rituals, where the dead are often touched by the attendees, people do not take precautions. In addition, distrust of hospitals is high; people believe that if you go there, you will die. This makes sense, since most people who go to a hospital are already so ill that recovery is no longer certain. Currently, people in Liberia are very afraid, because newspapers and radio are full of reports about the increasing number of deaths and misconceptions about the risk of infection. People are increasingly asking, "What should I do to avoid getting Ebola?"

That's a question Mineke Foundation wants to answer. Through an awareness campaign to clear up misconceptions and rumors, to provide quality and factual information about Ebola and by giving people tools to prevent infection as much as possible. It is not an isolated campaign as we are linked to government activities and those of international organizations.

How will we do this?

- By making a movie containing factual information about Ebola, interviews with experts and survivors, and measures to prevent infection. The film will be screened several times a week in the open air so that as many people as possible can see it.

- By training our team and youth from Dabwe Town to provide door-to-door information and to recognize the symptoms of the disease. They will also hand out flyers in which the message is repeated and place posters with prevention messages in strategic places. The youth will be compensated for their efforts through a monthly reservation of money that they can later spend on an education.
- By designing and printing 15,000 posters and flyers portraying the prevention measures in a clear and visual manner. These will be distributed in Dabwe Town and the four surrounding communities with which there is a lot of contact.
- By offering in-depth workshops on basic hygiene and Ebola prevention for residents of the five communities. These will be provided by international organizations and experts with extensive knowledge of the disease.

About Mineke Foundation

Mineke Foundation was founded in 2009 by Tonia Dabwe to continue the work of her Liberian father and Dutch mother in Liberia. The Foundation provides education, activities for children and young people and encourages entrepreneurship. Mineke Foundation's basic philosophy is that people are responsible for their own lives. The Foundation helps people accept and achieve this through direct and long-term involvement in the Dabwe Town community. See www.minekefoundation.org for more information.

Note to the editors

For more information about this press release and for images please contact Tonia Dabwe, founder of Mineke Foundation via +31 6 2863 2319 or info@minekefoundation.org