



# Help MSF 'Kiss Malaria Goodbye!'

Doctors Without Border (Medecins sans Frontieres / MSF) is in the middle of its Kiss Malaria Good Bye Campaign. This on-line and mobile awareness and fundraising campaign will see funds used for medical humanitarian care to over 9 million patients MSF doctors and nurses care for in more than 65 countries around the world, including 1 million malaria patients, the majority of them in Africa.



(Image: Wikimedia Commons)

MSF wants to reach as many South Africans online to sensitise them about the massive impact of malaria and to inform them about the improved treatment options available in several countries. In order to reach 10 000 online sign-ups on [www.kissmalariagoodbye.co.za](http://www.kissmalariagoodbye.co.za) and at least 1000 kisses shared we need your help!

## Facts about malaria

Malaria is the number one killer of children in Africa and it kills nearly 1 million people each year and afflicts 225 million people worldwide. It's tragic and unnecessary because malaria is a treatable and preventable disease.

- A. Africa is hardest hit - up to 91% of malaria-related deaths occur here and the majority of the fatalities are children younger than 5 years.
- B. Young children and pregnant women are most at risk of severe malaria.
- C. People living with HIV/AIDS are also more susceptible to malaria - a huge concern in sub-Saharan Africa where 22 million people living with HIV.
- D. Millions of still need faster diagnoses and better drugs to treat them closer to where they live in remote places.
- E. Effective 15-minute diagnostic tests and improved drugs are available - but international recommendations prescribing this not yet implemented in many places in Africa.
- F. New evidence shows that switching to a specific injectable artemisinin-based drug (artesunate) for severe malaria would save nearly 200,000 lives each year.
- G. In 2009 MSF medical personnel treated more than 1.1 million confirmed cases of malaria in 30 countries worldwide. Your support will help MSF in the fight to provide better care for people suffering from malaria.

## Support Kiss Malaria Goodbye and MSF by:

- A. Signing up at [www.kissmalariagoodbye.co.za](http://www.kissmalariagoodbye.co.za) and liking Kiss Malaria Goodbye on Facebook
- B. Recording a video of your kiss to save a life, and sharing that kiss with your friends
- C. SMS X to 39182 to donate or donating online [www.msf.org.za](http://www.msf.org.za)

For more information go to [www.kissmalariagoodbye.co.za](http://www.kissmalariagoodbye.co.za) and [www.msf.org.za](http://www.msf.org.za).

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