



PRESS CLIPPING SHEET

PUBLICATION:	Daily News
DATE:	26-November-2015
COUNTRY:	Egypt
CIRCULATION:	60,000
TITLE :	Early detection of cancer is key for total recovery: Doctors
PAGE:	05
ARTICLE TYPE:	NGO News
REPORTER:	Nourhan El Sebahy

Early detection of cancer is key for total recovery: Doctors

MEDIA PORTRAYS CANCER IN A NEGATIVE IMAGE THAT ALWAYS RESULTS IN DEATH

By Nourhan El-Sebahy

Cancer has always been portrayed cancer has aways been portrayed as a frightening monstrous illness that people will definitely die of. This stereotype has been often portrayed in Egyptian films, where the hero who gets any form of cancer would become ill and suddenly die, as if cancers are not treatable

and inevitably lead to death.

Doctors highly condemn that negative image of cancer, said National Cancer Institute Oncologisttional Cancer Institute Oncologist-Mostafa El-Serafy in comments to Daily News Egypt. Cancer is like any other disease and patients can easily live with it and can also be cured. El-Serafy, who also serves as President of the Egyptian Society for Oncology, noted that mass me-

dia is highly responsible for marketing false information and concepts that are not based on scientific evi-dence. For instance, it is widely be-lieved that specific foods can cause leved that specific foods can cause cancer, such as potato chips and foods that include preservatives, but these ideas are false and these types of food do not lead to cancer. El-Serafy added that cancer is

not infectious, like HIV, contrary to what many people believe. He said cancer mostly affects older people. It widely affects people in their 50s and over 50s. The percentage

of children who get cancer is very low and does not exceed 2%. El-Serafy called for eliminating the fear and "phobia" from the disease, as cancer is not a highly dangerous disease.



Professor and Head of the De-partment of Oncology at the Na-tional Institute of Oncology, Heba El-Zawahry told Daily News Egypt that early detection of tumours largely contributes to the treatment of cancer, as recovery rates



in breast colon, liver, and pancreas tumours in early stages are more than 90%.

El-Zawahry added that the ste-reotype of cancer being a terminal disease that cannot be cured should be changed. On the contrary, it is a

disease like any other disease and be fully cured.

be fully cured.

Professor of Oncology at the
National Institute of Tumours,
Khaled Hussein, also said early
detection plays a pivotal role in reaching high cure rates, pointing out that in its infancy the disease can be controlled and you can live with it easily.

Hussein, who was previously

minister of higher education, added that Egypt is now on the edge of the Red Belt, as the rate of cancer in Egypt is less than the US. However, the late discovery of the disease is a drawback, unlike the US, which has early detection and thus a high cure rate.

The doctor highlighted the im-

portance of raising awareness on

cancer and all concerned authori-ties in Egypt are responsible in this regard. However, US citizens are more aware and conduct regular examinations, leading to early de-tection of cancers. Hussein said cancer is a dis-

riussein said cancer is a dis-ease that can attack any part of human body. If someone continu-ously coughs and cannot find a cure through medication, or when someone has blood in their urine that cannot be cured by medica-tion, then specific tests and exami-nations should be done to detect cancers. Hussein confirmed that minor symptoms should not be ig-nored. Further, if a woman finds any changes in the shape of her breasts, she should consult the doctor immediately.