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Wide-Ranging National Efforts to Improve Breast Cancer Awareness and Expand Patient Support

The Ain Shams Faculty of Medicine, the Breast –Gynaecological International Cancer Society (BGICS), National Women's Health Center, and Novartis have launched their joint Pink October activities that seek to highlight the importance of early breast cancer diagnosis, with the Ain Shams Faculty of Medicine building lit up in pink to mark the occasion.

Greater awareness is vital in the battle against a disease which represents 15.4% of the 166.6 in 100,000 cancer cases recorded in Egypt annually, or the equivalent of one new case every hour. Actress Youssra was on hand to share her own familial history with the disease and emphasize the importance of early detection from her own perspective.

Doctors involved in the activities stressed the importance of regular



self- and medical checks, advising women not to hesitate out of fear and potentially jeopardize their own treatment if they were to be diagnosed with breast cancer, with renowned oncology professor, Dr. Ahmed Okasha teaching a lecture entitled 'Don't be afraid...as your fear may delay a breast cancer diagnosis' to address their concerns.

"Pink October and other breast cancer awareness initiatives are some of the most important activities conducted by the BGICS, the World Health Organization (WHO) and the

Higher Commission for Oncology in Egypt, with the strategic aim of reducing cancer incidence rates by 40%," Dr. Hesham El Ghazaly, Professor of Oncology at Ain Shams University, Head of BGICS and a member of the Higher Commission for Oncology in Egypt, said.

"Ain Shams University and hospitals offer exceptional capacities for early breast cancer detection and treatment, whether that may require surgery, chemo- or radiotherapy," Dr. Mahmoud El Matini, Dean of Medicine at the Ain Shams University said.