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Pink October activities start

PINK October activities have started. Organised by the school of medicine, Ain Shams University, the Breast-Gynaecological International Cancer Society (BGICS), the National Women's Health Centre and a pharmaceutical company, the aim is to raise awareness of the importance of the prevention and early diagnosis of breast cancer.

Breast cancer represents 15.4 per cent of total cancer cases which equals 166.6 in every 100,000 cancer cases annually. It means there is a new case every hour.

Ain Shams University's school of medicine building was lit up in pink to mark the occasion.

"The main goal of this event is to stress the significance of early breast cancer diagnosis in helping patients attain full recovery. Delay in diagnosis reduces the chances of a cure," Dr Mahmoud el-Matini, the Dean of the Faculty of Medicine at Ain Shams University, said. He added that every Egyptian woman has to be aware of standard breast cancer diagnosis recommendations including regular medical



Dr Hesham el-Ghazaly

checks – which we advise women with a familial history of the disease, or over the age of forty, to undergo.

According to Dr Hesham el-Ghazaly, Professor of Oncology at Ain Shams University, Pink October and other breast cancer awareness initiatives are some of the most important activities carried out by the BGICS and the World Health Organisation (WHO).

The day's events included the launching of a mobile mammography unit which will offer women over the age of 40 free scans for the upcoming

month at least," Dr el-Ghazaly said.

A number of awareness lectures will be given by university professors of different specialisations including surgery, oncology, diagnostic radiography, therapeutic nutrition and psychology.

"Efforts are not restricted to the medical aspect only, Dr el-Ghazaly said. "They also focus on aesthetics with a number of companies and private centres donating human hair wigs for women who have lost their hair temporarily due to treatment and these will be distributed during a special awards ceremony involving many of Egypt's top society figures."

"The breast cancer early diagnosis and awareness unit at the university was established three years ago and involves 15 members of the faculty's oncology department," Dr Manal Mouawad, Professor and Head of the Oncology Division at Ain Shams University, said.

"A clinic operating three days a week has also been established, offering medical services to patients and educational services to their families to help them cope with the disease," she added.