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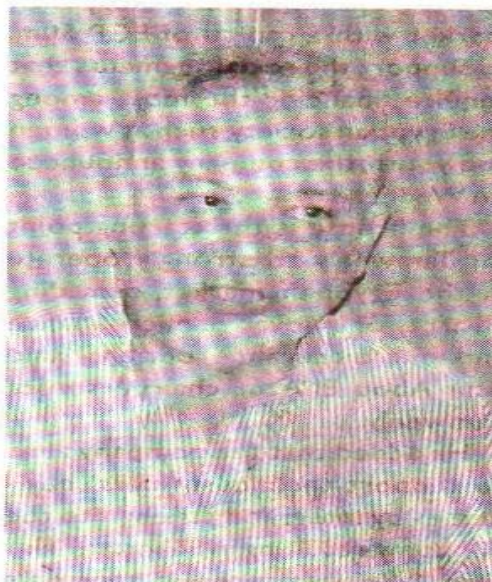
Novartis launches 'Oncology On Air' campaign for raising awareness on breast cancer

Novartis Egypt launched on Wednesday its second training event under the slogan of "Oncology On Air", in order to raise awareness among journalists on the latest updates and solutions in the field of countering breast cancer particularly the advanced or third phase of the tumour that could spread into other parts of the body.

During his speech in the event, Emad Hamada, professors and head of tumours department at Qasr Al-Ainy faculty of medicine, said that breast cancer is the most popular tumour among tumour patients in the world generally and in Egypt as well. He added that breast cancer is responsible for about 15% of deaths of tumours and represents 35% of the tumour cases among women globally.

Hamada clarified that the latest statistics indicate that breast cancer is the second most popular tumour in Egypt after the liver cancer. He stressed the importance of the early detection of the breast cancer, which gives the patient hope for reaching full recovery, adding that the late detection of the tumour gives the tumour an opportunity for spreading and reaching an advanced stage. The object of the event is to raise awareness and help in spreading a new behaviour among women in Egypt, such as the self-detection, the regular visit to the doctor particularly among women older than 40 years old.

Mohamed Shaalan, professor of tu-



Emad Hamada, professors and head of tumours department at Qasr Al-Ainy faculty of medicine

mours and chief of the Breast Cancer Foundation of Egypt (BCFE), reviewed the efforts of Novartis and the BCFE in launching the "Unmute the Silence" campaign for raising awareness of breast cancer, which included sessions and conferences cooperating with ministries of health and scientific research, as well as encouraging patients to participate in the clinical trials.

Novartis said that the Wednesday's event came as part of its efforts for supporting the media efforts in raising the public awareness, through providing journalists with needed training in digital media by experts from the American University in Cairo.