

PRESS CLIPPING SHEET

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MSD launches diabetes awareness campaign in partnership with Orange Egypt

As part of their ongoing commitment to raising awareness of the need for Type 2 diabetics to manage their blood sugar and reduce the risk of health complications, MSD Egypt has launched an awareness campaign in partnership with Orange Egypt, to educate diabetics on the importance of maintaining healthy blood sugar levels during the holy month of Ramadan.

To tackle the risks and help in reducing possible complications that fasting may cause, a fully fledged campaign including radio health tips, an SMS campaign and physicians' awareness was rolled out

by MSD through Orange. Talking about the importance of the campaign, Noha Salem, Policy and Communications Director at MSD Egypt, said "MSD is committed to educating patients and the medical community on the latest updates and health recommendations for diabetics. Type 2 Diabetes is one of the most common diseases in Egypt; a country that already ranks 8th worldwide in terms of diabetes prevalence. We strongly feel that one of the most important ways in which we can help to reduce prevalence and support diabetics in properly managing their health

is through awareness. This awareness campaign marks a collaboration between all sectors of society, the general public, the business sector and the medical community; all of whom must work together if we are to truly start addressing the challenges and health risks Egyptian diabetics face."

The campaign, which sees MSD and Orange Egypt partner for the first time, highlights the important role that the private sector plays in educating the public and supporting the development of society. "We are extremely pleased to be part of this

campaign," said Chief Commercial Officer Orange Egypt Ashraf Halim. "By using multiple communications channels we hope to reach a wide audience of Egyptian diabetics to provide them with the essential information they need to stay healthy during Ramadan, should they choose to fast. The campaign will reach Egyptians from all over Egypt including more remote governorates within the country, which is why the SMS campaign will be an important part of the awareness initiative." Halim added.