



Monthly Report
September - 2017

أصدقاء مرضى السرطان
Friends Of Cancer Patients



أصدقاء مرضى السرطان
Friends Of Cancer Patients
نحن معكم We're With You

Monthly Report September - 2017

1. Management 04 - 13
2. Beneficiary support 14 - 19
3. Activities per month 20 - 23

 Management

 Beneficiary support

 Fundraising

 Community outreach

 Capacity building

 Awareness activation

 Conferences

 Partnerships



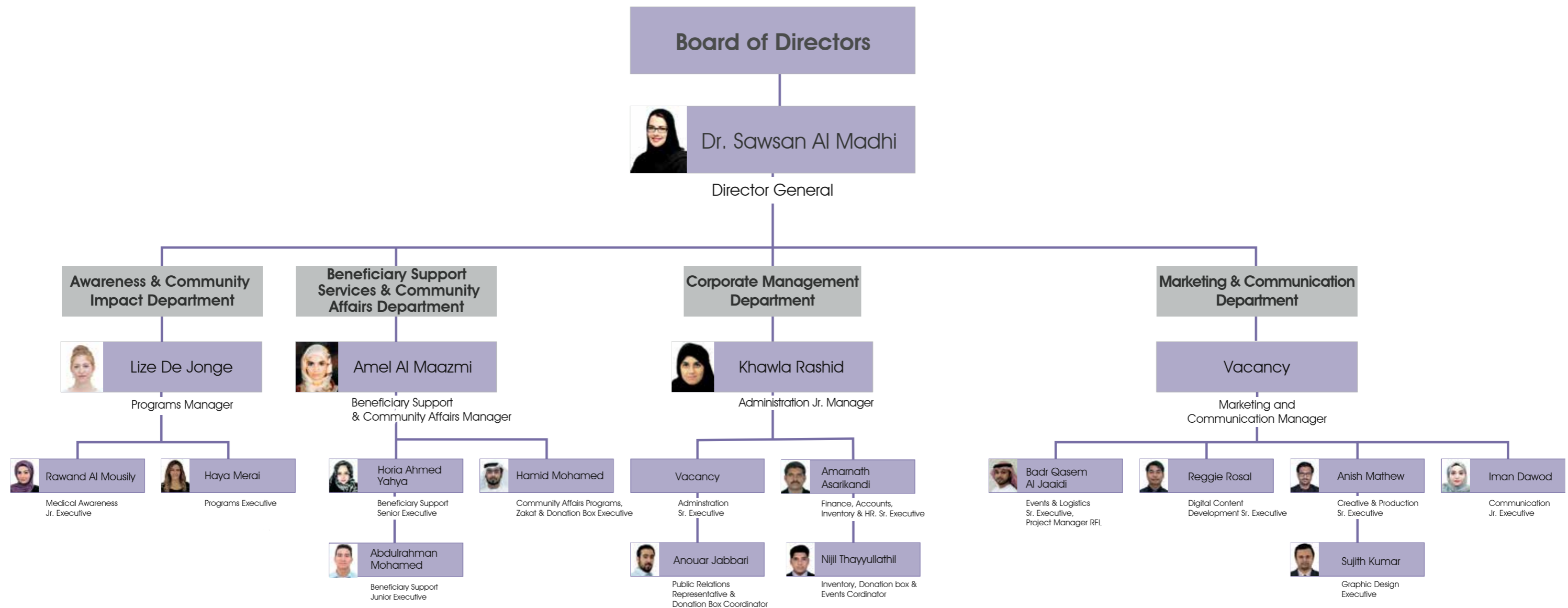
FoCP Takes the Latest Edition of its 'Joy Cart' to Dubai Hospital



Pink Caravan Calls on Public and Private Sector Entities to Participate in Breast Health Wellness Day

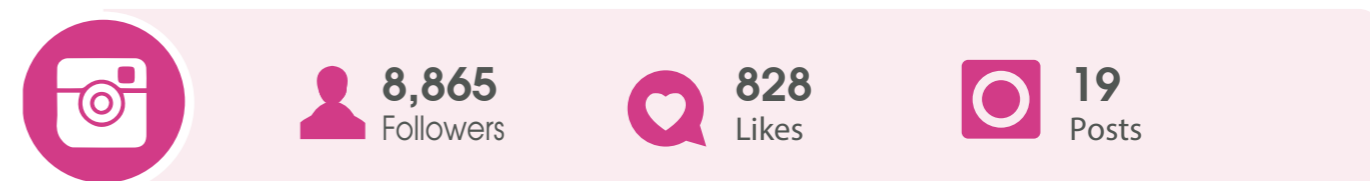
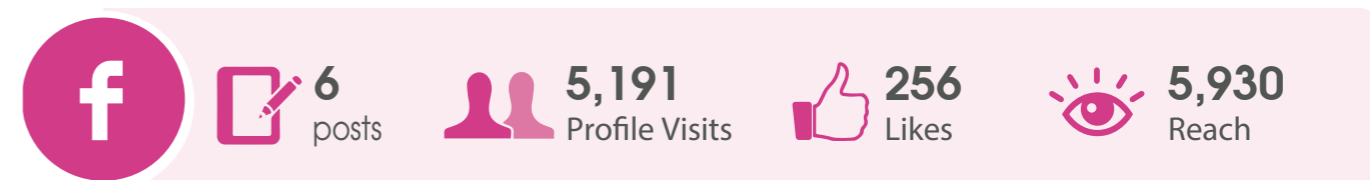
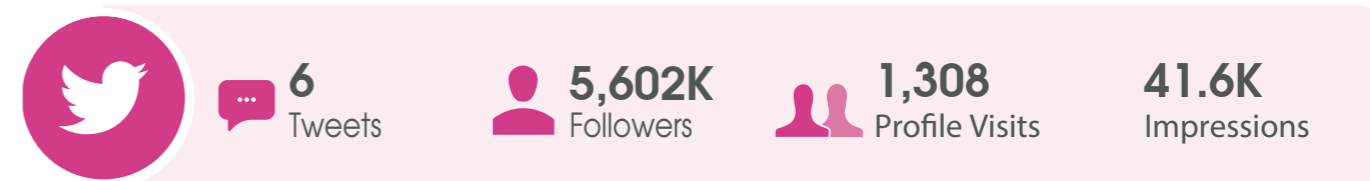
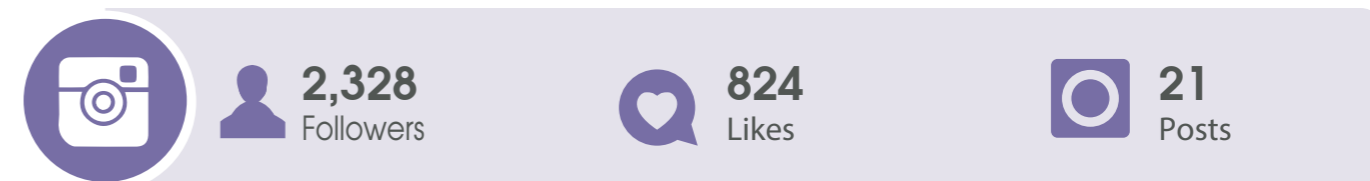
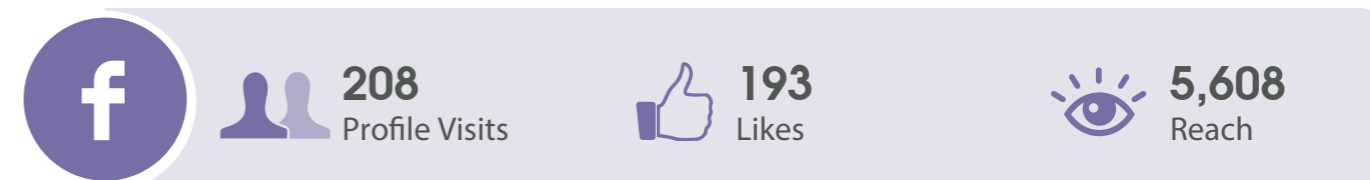
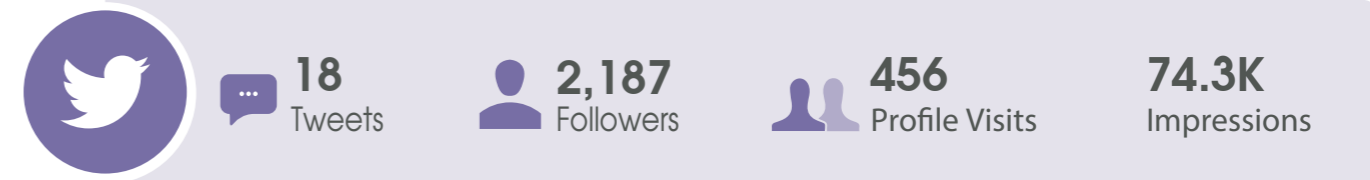


Friends of Cancer Patients | 2015 - 2018 Hierarchy



Events Report

Social Media report



EVENTS

1 BENEFICIARY
support events



2 AWARENESS
events



1 FUNDRAISING
events



Media Monitoring Report for the month of September

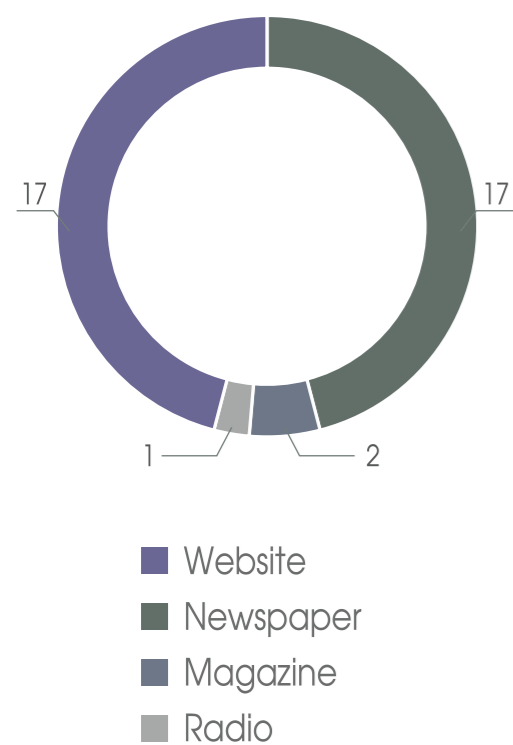
Analysis and Achievements

- A total of 37 clips were generated in September 2017.
- 6 press releases were drafted and sent to the media in September.

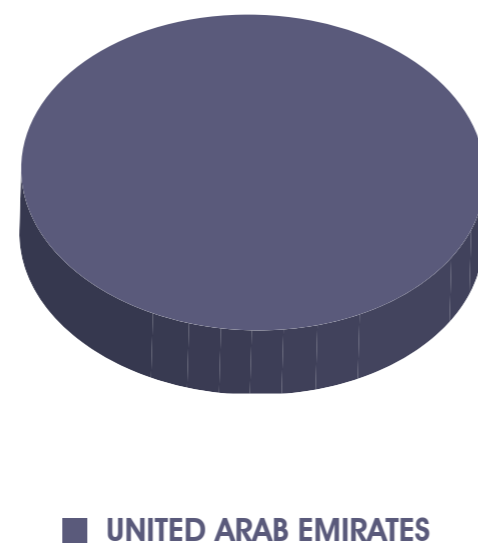
Press Releases, Features & Clippings

Press Release	Date
Pink Caravan Calls on Public and Private Sector Entities to Participate in Breast Health Wellness Day	5 September

Coverage by Media Type



Coverage By Markets



Media Monitoring Report



6

Press Releases



39

Press Clippings

Training and Internship



3

Staff Trainings



2

Internship

Beneficiary report

Types of Cancer

Total number of cases supported by FOCF for the Month of September - 2017

26

The most deaths attributed to a female specific cancer was breast cancer

Lung and bronchus cancer is estimated to be the (biggest killer of both men and women

The most deaths attributed to a male specific cancer was prostate cancer

Anal Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Bladder cancer

♂ Cases | 0 Death | 0
♀ Cases | 1 Death | 0
👤 Cases | 0 Death | 0

Brain Tumor

♂ Cases | 1 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Breast cancer

♂ Cases | 0 Death | 0
♀ Cases | 10 Death | 0
👤 Cases | 0 Death | 0

Carcinoma Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

CML

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Colon Cancer

♂ Cases | 1 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Colorectal Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Esophageal Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Hodgkin Lymphoma

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Leukemia

♂ Cases | 4 Death | 0
♀ Cases | 2 Death | 0
👤 Cases | 0 Death | 0

Liver Metastasis

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Liver Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Lung Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Lymphoma

♂ Cases | 0 Death | 0
♀ Cases | 1 Death | 0
👤 Cases | 0 Death | 0

Metastatic Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Metastatic Prostate Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Ovarian Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Prostate Cancer

♂ Cases | 1 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Rectal Cancer

♂ Cases | 1 Death | 0
♀ Cases | 2 Death | 0
👤 Cases | 0 Death | 0

Spinal Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Sigmoid Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Stomach Antral Malignancy

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Testicular Tumour

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

Throat Cancer

♂ Cases | 1 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

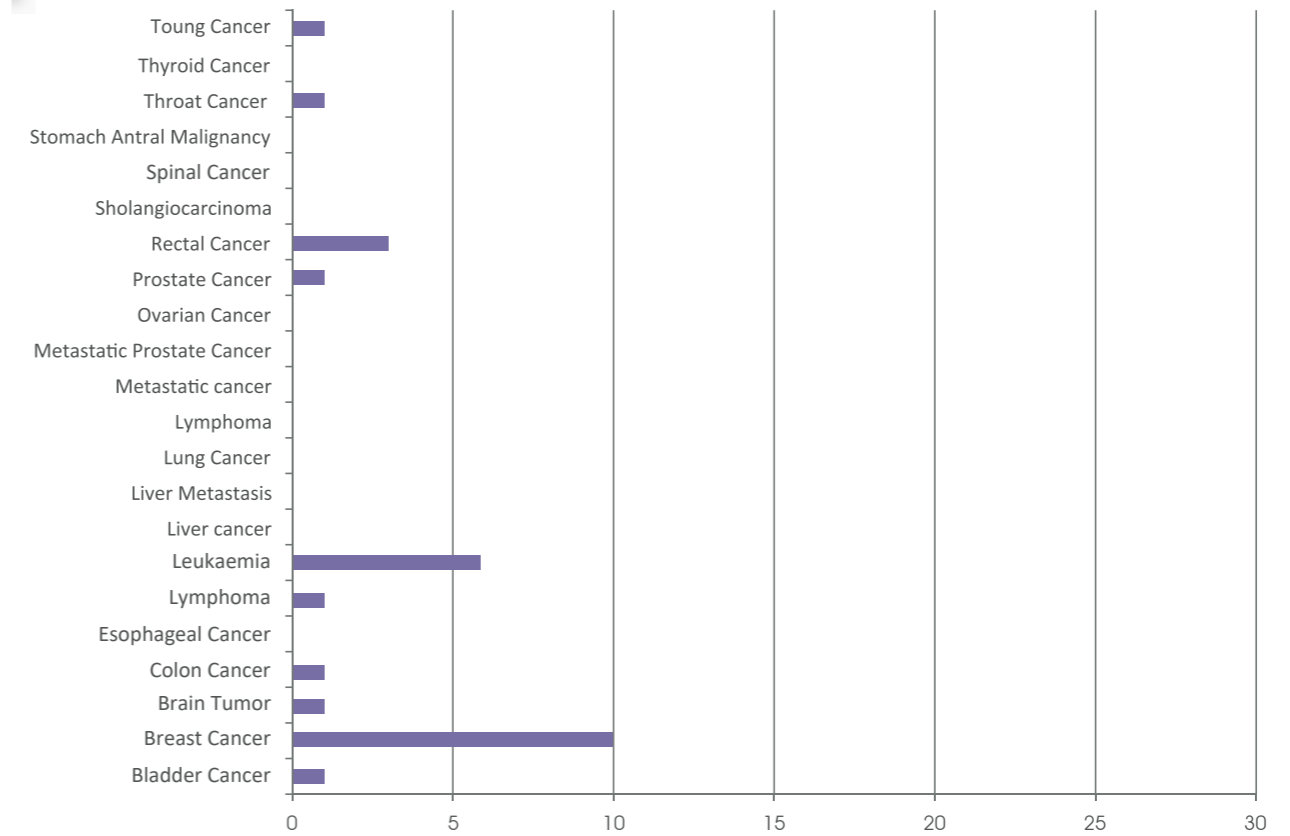
Thyroid Cancer

♂ Cases | 0 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

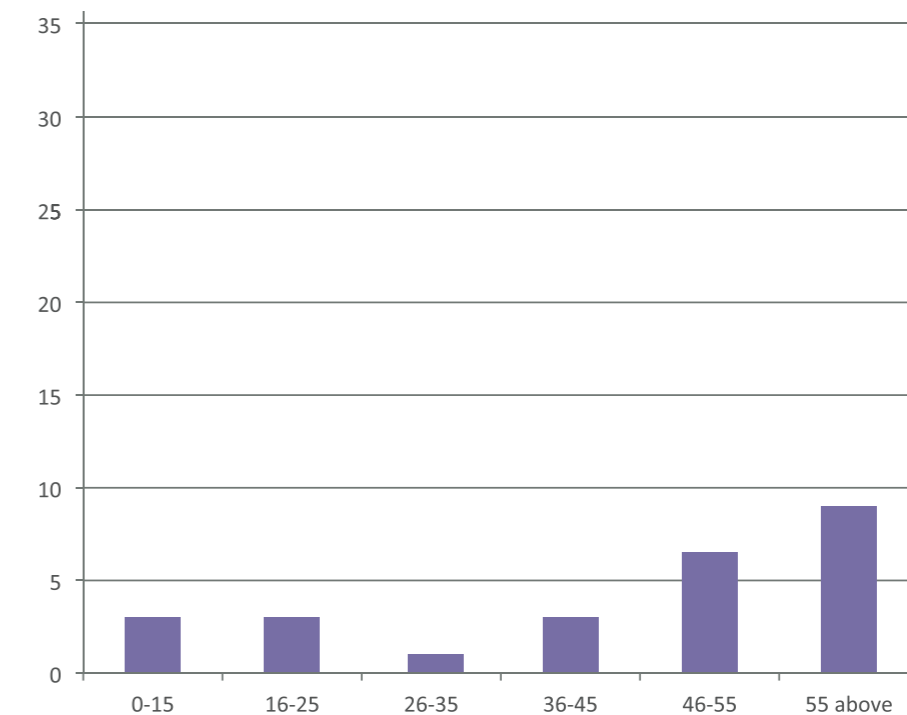
Tongue Cancer

♂ Cases | 1 Death | 0
♀ Cases | 0 Death | 0
👤 Cases | 0 Death | 0

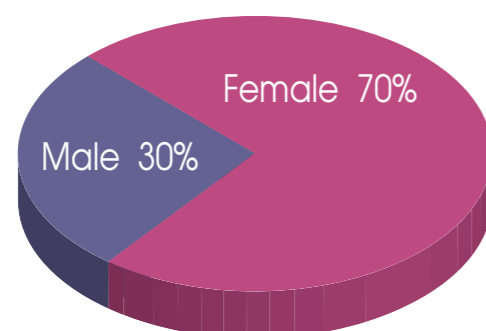
Cancer type support



Age at diagnosis

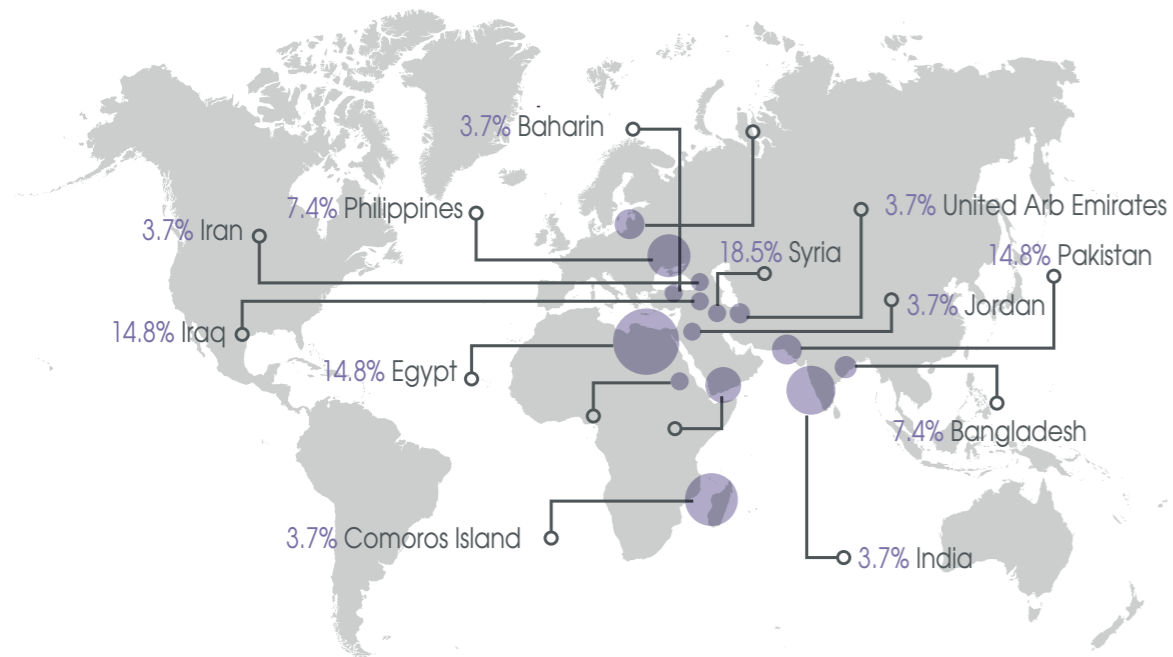


Gender Distribution

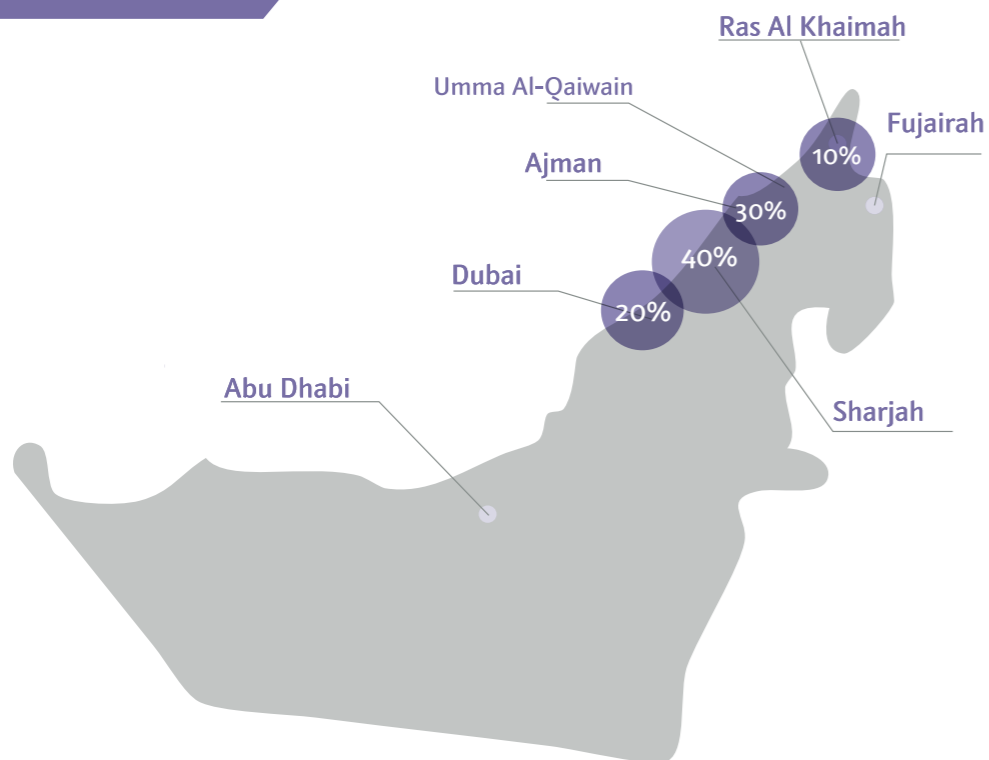


Beneficiary report

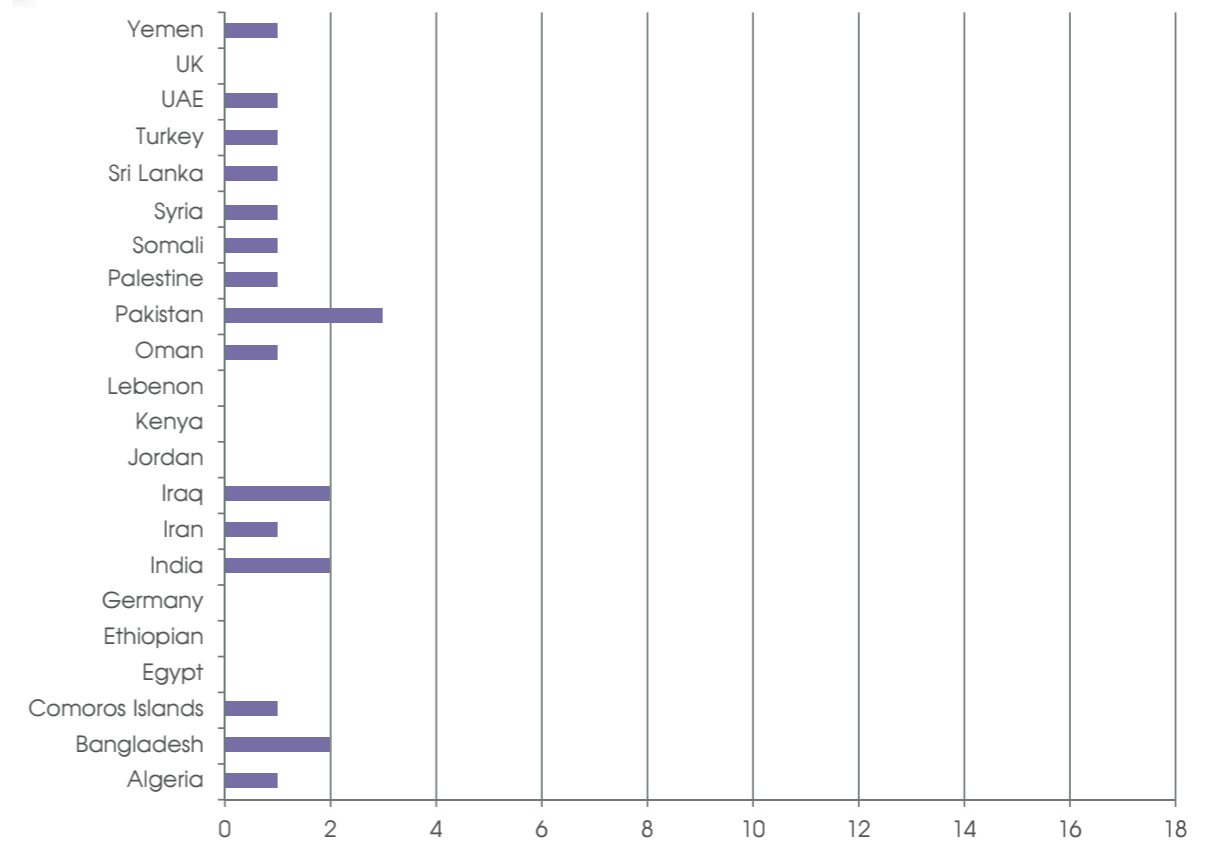
Nationality Distribution



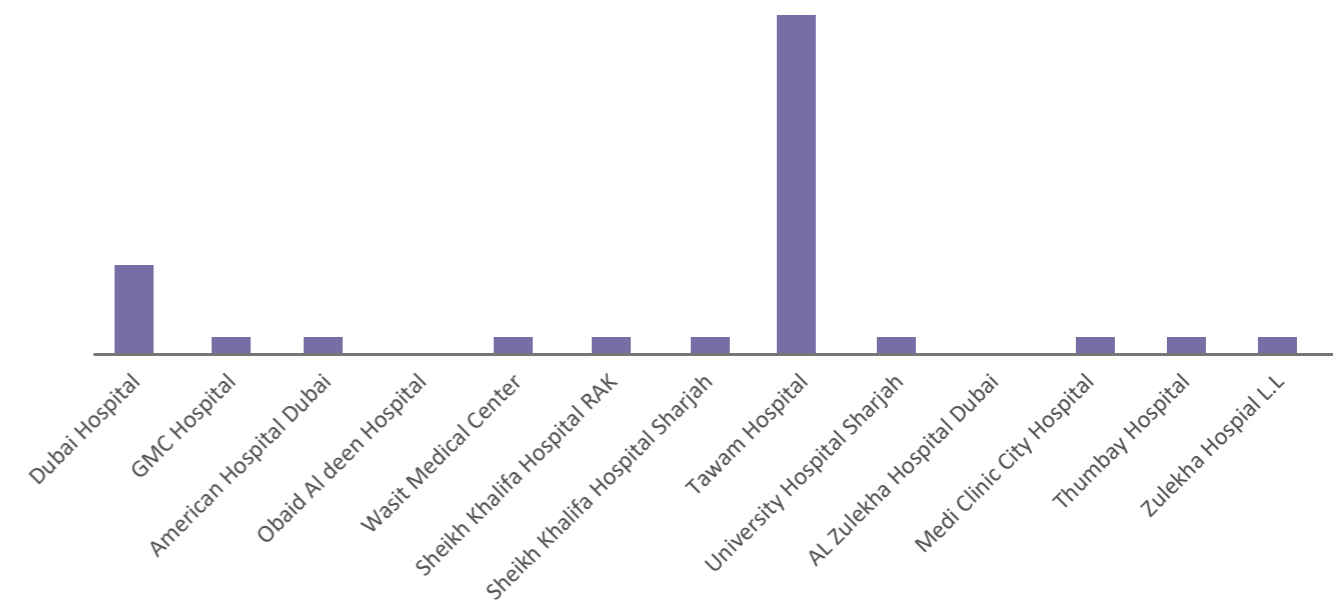
Emirate Distribution



Nationality Statistics



Total cases reported to hospitals



Pink Caravan Calls on Public and Private Sector Entities to Participate in Breast Health Wellness Day



Their medical team will offer checkups and informative sessions throughout Breast Cancer Awareness Month

Pink Caravan Calls on Public and Private Sector Entities to Participate in Breast Health Wellness Day

05 September, 2017

Awareness Activation

Sharjah, UAE

After providing almost 7,500 people across the UAE free breast cancer screenings during their 10-day pan-UAE breast cancer awareness campaign this March, the Pink Caravan has recently announced their next initiative to mark the international Breast Cancer Awareness Month that will be observed throughout October.

The non-profit organization, Friends of Cancer Patients (FoCP) initiative will continue their mission to increase attention and support for the awareness, early detection and treatment as well as palliative care of this disease, through the 'Pink Caravan Corporate Wellness Day'.

Both government and private sector organisations are eligible to book a Breast Health Wellness Day for their employees. Awareness sessions will be undertaken by Pink Caravan medical experts. These will include informative lectures that will aim to educate maximum number of staff and attendees on being able to detect physical changes in the body through self-examination, etc. Special guest speakers including Elaine Kelly, Dr Khuloud Bajbouj and experts from The Clean Living Company and LifeWorks Foundation will lead the speaking sessions.

Private clinical examinations will also be held for up to 50 persons

a day by a specialised team of doctors and nurses who will bring all the necessary equipment and medical consumables required to conduct these tests.

"Breast cancer is by far the most common cancer in women worldwide, both in developed and developing countries. The Pink Caravan has been championing the cause of breast cancer awareness in the UAE since 2011 and has been successful in providing vital information, timely diagnosis and the resources for treatment and care to many women since. When it comes to breast cancer, information is power, and awareness may well become one's new lease on life," said Dr. Sawsan Al Madhi, Director General of FoCP and Head of the Pink Caravan Medical and Awareness Committee.

"Through this month-long wellness and campaign, our main aim is to sensitise more and

more people in the UAE about the importance of awareness. Currently there is not sufficient knowledge on the causes of breast cancer, therefore, early detection of the disease remains the cornerstone of breast cancer control. If adequate diagnosis and treatment are made available in time, there is a good chance that breast cancer can be cured," she added.

Throughout Breast Cancer Awareness Month, Pink Caravan will also facilitate any organisational fundraising initiatives and will oversee staff engagement initiatives that companies may want to take up to raise funds for breast cancer treatment.

Nine West vouchers, a nail spa and special guest speakers will be part of the wellness day package. A variety of attractive merchandise like caps, anchor bracelets and others supporting the cause will also be made

available for sale.

The booking form can be found here: <http://focp.ae/newsite/wp-content/uploads/2017/08/For-web.pdf>

Pink Caravan, the pan-UAE breast cancer awareness initiative by the Friends of Cancer Patients charity (FoCP), which was launched in 2011 under the patronage of His Highness Sheikh Dr Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah and Her Highness Sheikh Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, Founder and Patron of the Friends of Cancer Patients Society (FoCP), International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC.





37 Press Mentions



Sep 06, 2017

FoCP preps for breast cancer month

Publication: Khaleej Times (Newspaper)	Country: United Arab Emirates	Page: 9	AVE: \$11,783.46
Circulation: 96,600	Language: English	Section: Main	Size: 147.29
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?sng=en&id=5653751&qk=L...			



FoCP preps for breast cancer month



Taboo is no longer attached to breast cancer thanks to Pink Caravan initiative. Number of women taking part in cancer awareness programmes like Pink Caravan Breast Health Wellness Day (pictured) are rising every year during the International Breast Cancer Awareness Month in October. — File photos

Staff Reporter

ABU DHABI — Friends of Cancer Patients (FoCP), who made their mark in cancer awareness initiatives, has announced their programmes to mark the upcoming international breast cancer awareness month in October.

The non-profit organisation's Pink Caravan initiative has been championing the cause of breast cancer awareness in the UAE since 2011.

Dr Sawzan Al Madhi, director-general of FoCP and head of the Pink Caravan medical and awareness committee, said: "Breast cancer is by far the most common cancer in women worldwide, both in developed and developing

countries. Pink Caravan has been successful in providing vital information, timely diagnosis and the resources for treatment and care to many women since 2011. When it comes to breast cancer, information is power, and awareness may well become one's new lease on life."

During a 10-day pan-UAE breast cancer awareness campaign this March, Pink Caravan has provided free breast cancer screenings to almost 7,500 people across the country. The FoCP initiative will continue their mission to increase attention and support for the awareness, early detection and treatment as well as palliative care of this disease, through the 'Pink Caravan Corporate Wellness Day'.

As part of the initiatives for the breast cancer awareness month, both government and private sector organisations are eligible to book a Breast Health Wellness Day for their employees.

Awareness sessions will be un-

When it comes to breast cancer, information is power, and if adequate diagnosis and treatment are made available in time, there is a good chance that breast cancer can be cured. Breast cancer is by far the most common cancer in women worldwide."

Dr Sawzan Al Madhi, director-general of FoCP

staff and attendees on being able to detect physical changes in the body through self-examination, etc. Special guest speakers including Elaine Kelly, Dr Khuloud Bajbouj and experts from The Clean Living Company and Life-

Works Foundation will lead the speaking sessions.

Also, private clinical examinations will also be held for up to 50 persons a day by a specialised team of doctors and nurses who will bring all the necessary equipment

and medical consumables required to conduct these tests.

"Through this month-long wellness and campaign, our main aim is to sensitise more and more people in the UAE about the importance of awareness. Currently there is not sufficient knowledge on the causes of breast cancer, therefore, early detection of the disease remains the cornerstone of breast cancer control. If adequate diagnosis and treatment are made available in time, there is a good chance that breast cancer can be cured," Al Madhi added.

Throughout Breast Cancer Awareness Month, Pink Caravan will also facilitate organisational fundraising initiatives and will oversee staff engagement initiatives that companies may want to take up to raise funds for breast cancer treatment.

Nine West vouchers, a nail spa and special guest speakers will be part of the wellness day package. A variety of attractive merchandise

What Pink Caravan plans to do

- > **Breast Health Wellness Day** for both public and private sector employees
- > **Awareness sessions** which include lectures by Pink Caravan medical experts
- > **Private clinical examinations** for up to 50 persons a day
- > **Facilitate fundraising** initiatives to raise funds for breast cancer treatment



Sep 06, 2017

"القافلة الوردية" تدعو للمشاركة في "يوم صحة الثدي"

Publication: Al Khaleej (Newspaper)	Country: United Arab Emirates	Page: 14	AVE: \$3,691.03
Circulation: 125,000	Language: Arabic	Section: Main	Size: 86.83
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?sng=en&id=5653901&qk=i...			



«القافلة الوردية» تدعو للمشاركة في «يوم صحة الثدي»



جانب من فعاليات القافلة

الإمارات العربية المتحدة، ففي الوقت الراهن، لا يتوافر لدى الكثير من الأشخاص الوعي الكافي بأسباب سرطان الثدي، وأعراضه، وبالتالي، يعتبر الكشف المبكر عن سرطان الثدي الركيزة الأساسية لمكافحة والحد من انتشاره، فإذا استطعنا تشخيص سرطان الثدي في مراحل مبكرة، تتزايد فرص الشفاء منه بشكل كامل.

وتركز «القافلة الوردية» خلال «الشهر العالمي للتوعية بسرطان الثدي»، أيضاً على تسهيل المبادرات المؤسسية لجمع التبرعات، والتشجيع عليها، فضلاً عن الإشراف بشكل مباشر على المبادرات التفاعلية للموظفين، التي ترغب المؤسسات بإطلاقها لجمع التبرعات وتقديمها لدعم توفير العلاج المناسب لمرضى سرطان الثدي.

وتتضمن باقة خدمات «يوم صحة الثدي»، فساتين وجلسات للعناية بالأظفار من تقديم متج وناي «ناين ويست» الصحي، إضافة إلى مجموعة متنوعة من البضائع، كالقبعات والأساور والإكسسوارات، وغيرها، التي ستكون متاحة للبيع المباشر، والتي ستخصص عوائدها بالكامل لدعم قضية مكافحة سرطان الثدي.

وتتضمن قائمة المتحدثين والمشاركين في النشاط التوعوي مجموعة من المتخصصين في هذا المجال، منهم: إلين كيلى، والدكتورة خلود بجبوج، إضافة إلى مجموعة من الخبراء من شركة «ذا كلين ليفينغ كومباني»، ومؤسسة «لايف وركس فاوندیشن».

وفي هذا الشأن، قالت الدكتورة سوسن الماضي، المدير العام لجمعية أصدقاء مرضى السرطان ورئيسة اللجنة التوعوية والطبية للقافلة الوردية: «سرطان الثدي هو أكثر أنواع السرطان انتشاراً وشيوعاً بين النساء في جميع أنحاء العالم، في الدول المتقدمة والنامية على حد سواء، وعملت القافلة الوردية منذ إنطلاقها عام 2011 على نشر الوعي بسرطان الثدي في دولة الإمارات العربية المتحدة، ونجحت بتوفير معلومات مهمة حول الكشف المبكر عنه، وأعراضه، وتشخيصه، إضافة إلى توفير موارد الرعاية والفحوص للعديد من النساء، وعندما نتعامل مع سرطان الثدي، يصبح الوعي والمعلومات القوة القادرة على مواجهته، والتغلب عليه».

وأضافت: «نهدف بشكل أساسي من خلال هذه الحملة التي تستمر على مدار شهر كامل إلى نشر الوعي بين أكبر عدد ممكن من الأفراد في دولة

أعلنت «القافلة الوردية»، إحدى مبادرات «جمعية أصدقاء مرضى السرطان» مؤخراً عن الانتهاء من التحضيرات لإطلاق نشاطها التوعوي «يوم صحة الثدي»، الذي ستعقده طوال شهر أكتوبر القبل بمناسبة «الشهر العالمي للتوعية بسرطان الثدي».

ويمكن لجميع المؤسسات من القطاعين العام والخاص حجز موعد خاص مع القافلة الوردية للمشاركة في «يوم صحة الثدي»، وتوفير الفحوص والتوعية اللازمة لموظفيها كافة بمرض سرطان الثدي، حيث يعقد الكادر الطبي التابع للقافلة مجموعة من الجلسات والمحاضرات الهادفة إلى نشر الوعي بين أكبر عدد ممكن من الموظفين، بهدف تعزيز معارفهم وقدراتهم على اكتشاف التغيرات الفيزيولوجية التي تطرأ على الجسد، وتحديد منطقة الثدي، من خلال إجراء الفحص الذاتي.

يتضمن جدول الأعمال تقديم الفحوص الطبية السريرية لنحو 50 شخصاً يومياً، يجريها فريق متخصص من الأطباء والمرضات المجهزين بجميع الأجهزة والمعدات الطبية اللازمة لإجراء هذه الفحوص.



The Joy Cart Visit to
Dubai Hospital

📅 | 17 September, 2017
👤 | Beneficiary Support
📍 | Dubai Hospital
Dubai, U.A.E



Family Day to promote
Relay For Life

📅 | 09 September, 2017
🚚 | Awareness Activation
📍 | GEMS School,
Dubai, UAE





Final Golf Tournament
Sixteen 10

📅 | 14 September, 2017

💰 | Fundraising

📍 | Dubai, UAE



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