



Quarterly Report
October - December 2017

أصدقاء مرضى السرطان
Friends Of Cancer Patients



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

Quarterly Report October to December - 2017

1. Management 04 - 19
2. Beneficiary support 20 - 29
3. Activities per month 30 - 127

- Management
- Beneficiary support
- Fundraising
- Community outreach
- Capacity building
- Awareness activation
- Conferences
- Partnerships



Global NCD Alliance
Forum 2017

Board of Directors
Meeting

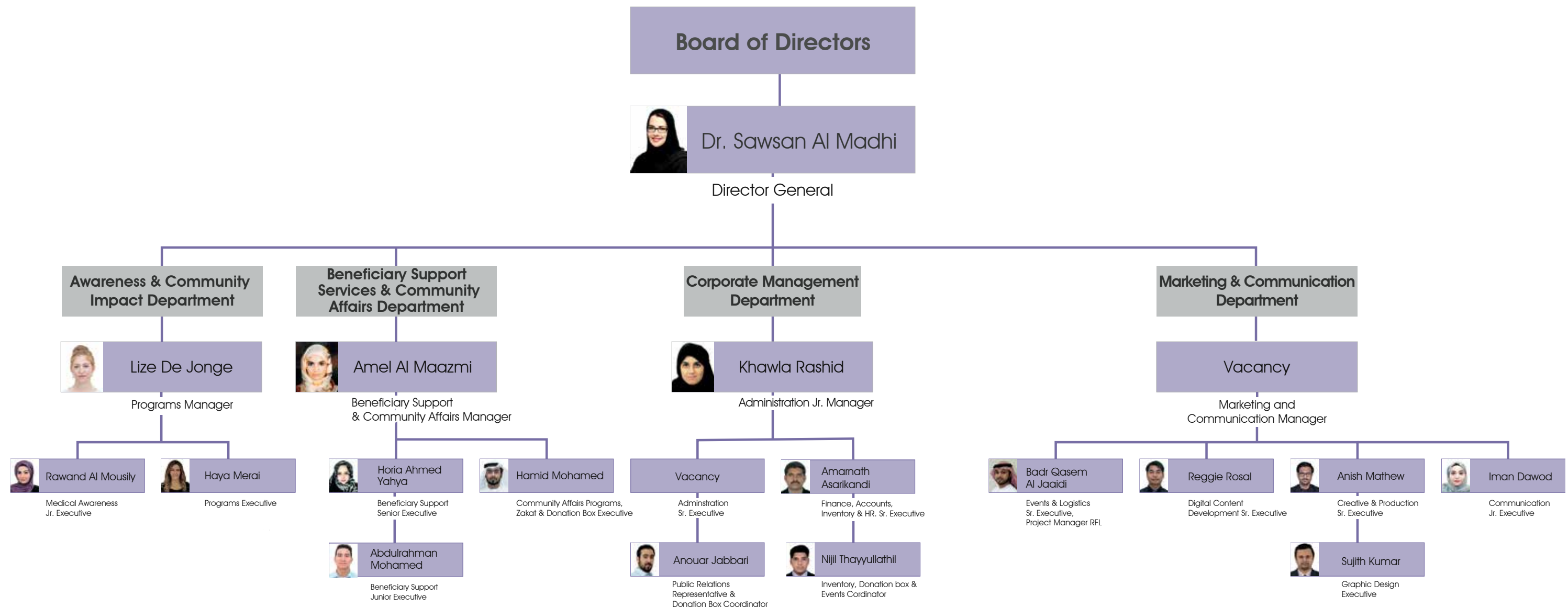
FoCP Calls on UAE
Community to Register in
MENA's First Ever "Relay For
Life" to Support Cancer
Patients



Pink Caravan Calls
for Citizens to
become involved
with its Breast
Cancer Awareness
Programme



Friends of Cancer Patients | 2015 - 2018 Hierarchy



Events Report

EVENTS

61 AWARENESS
events



4 BENEFICIARY
support events



3 FUNDRAISING
events



7 CONFERENCE
5 Local 2 International



1 PARTNERSHIP



2 CAPACITY
BUILDING



Social Media report



أصدقاء مرضى السرطان
Friends Of Cancer Patients



117
Tweets

6,850
Followers

43,145
Profile Visits

256.1K
Impressions



382
Profile Visits

4,443K
Likes

683.2K
Reach



7,634
Followers

358.7K
Likes

28,250K
Engagement



القافلة الوردية
Pink Caravan



41
Tweets

17,265K
Followers

7,386
Profile Visits

599.7K
Impressions



33
posts

10,237K
Profile Visits

27.5K
Likes

1265
Reach



27,419
Followers

4,602
Likes

17,076
Engagement

Media Monitoring Report for the month of October

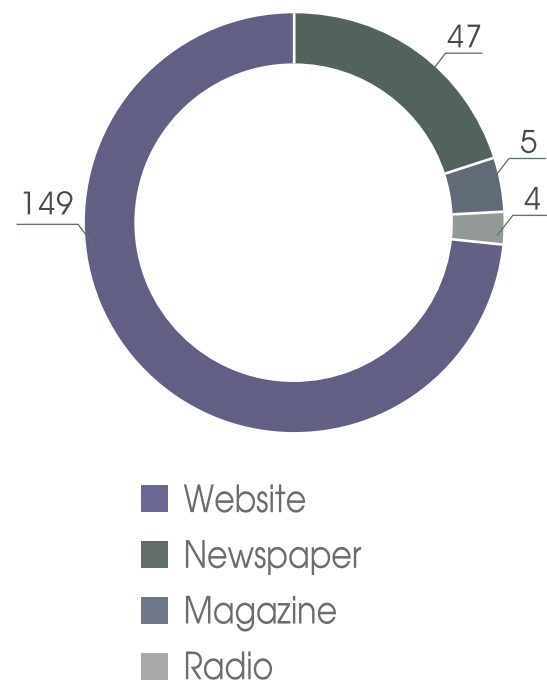
Analysis and Achievements

- A total of 206 clips were generated in October 2017.
- 4 press releases were drafted and sent to the media in October.

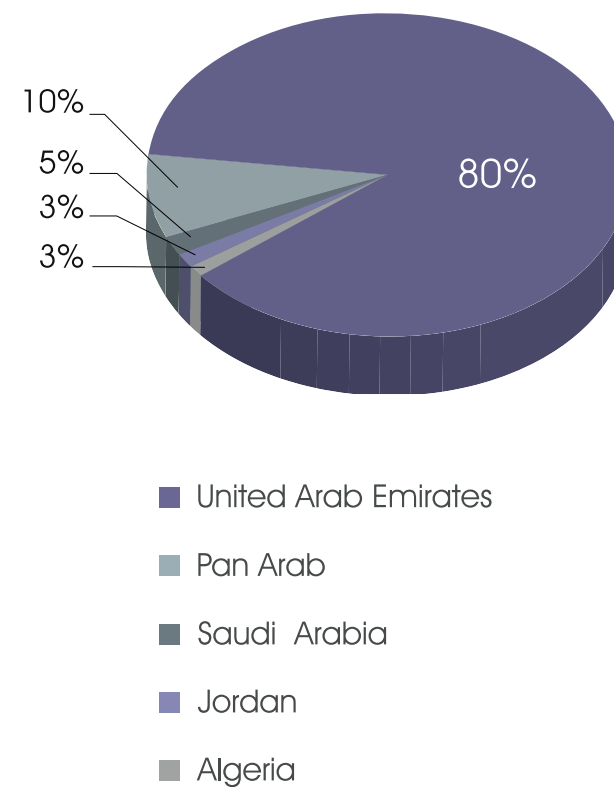
Press Releases, Features & Clippings

Press Release	Date
FoCP Takes 'Relay For Life' Walkathon On The Road	16 October 2017
FoCP Calls On UAE Community To Register In MENA's First Ever "Relay For Life" To Support Cancer Patients	26 October 2017
The UAE's First Relay For Life Will Give Invaluable Support To The Nation's Cancer Patients	30 October 2017
Relay For Life History Piece	30 October 2017

Coverage by Media Type



Coverage By Markets



Media Monitoring Report



4

Press Releases



206

Press Clippings

Training and Internship



2

Staff Trainings

Pink Caravan Media Monitoring Report for the month of October

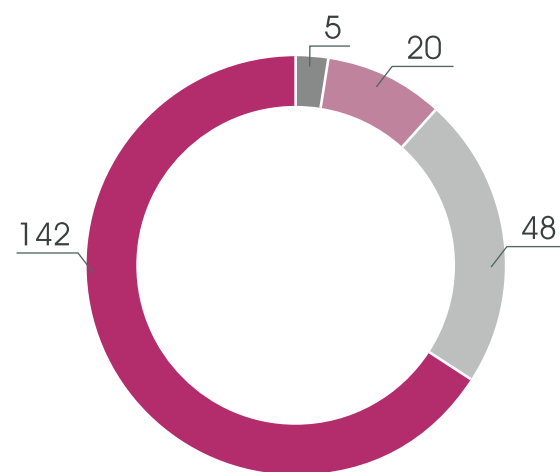
Analysis and Achievements

- A total of 215 clips were generated in October 2017.
- 3 press releases were drafted and sent to the media in October.

Press Releases, Features & Clippings

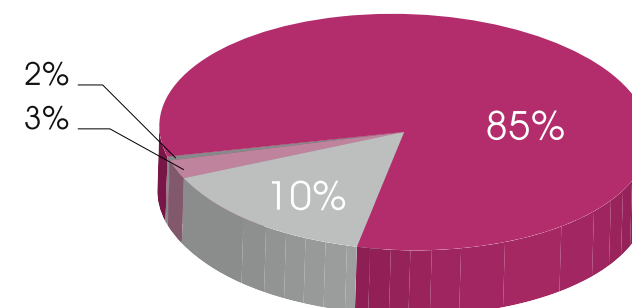
Press Release	Date
Pink Caravan to Hold 48 Activities during Breast Cancer Awareness Month	5 October 2017
Pink Caravan Calls For Citizens To Become Involved With Its Breast Cancer Awareness Programme	17 October 2017
Pink Caravan Painting Dubai Sky Pink For Breast Cancer Awareness	27 October 2017

Coverage by Media Type



- Website
- Newspaper
- Magazine
- Radio

Coverage by Markets



- United Arab Emirates
- Pan Arab
- Saudi Arabia
- Jordan

Pink Caravan Media Monitoring Report



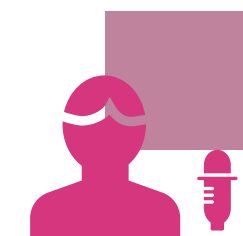
3

Press Releases



215

Press Clippings



15

Interviews

Media Monitoring Report for the month of November

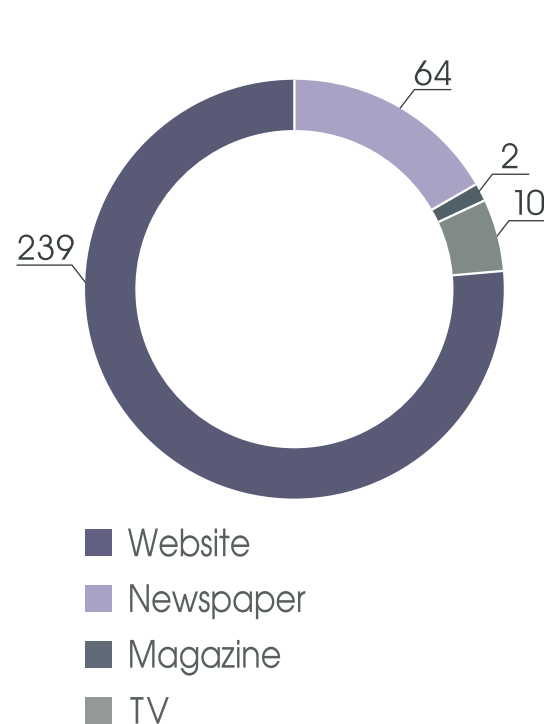
Analysis and Achievements

- A total of 315 clips were generated in November 2017.
- 12 Press releases were drafted and sent to the media in November.

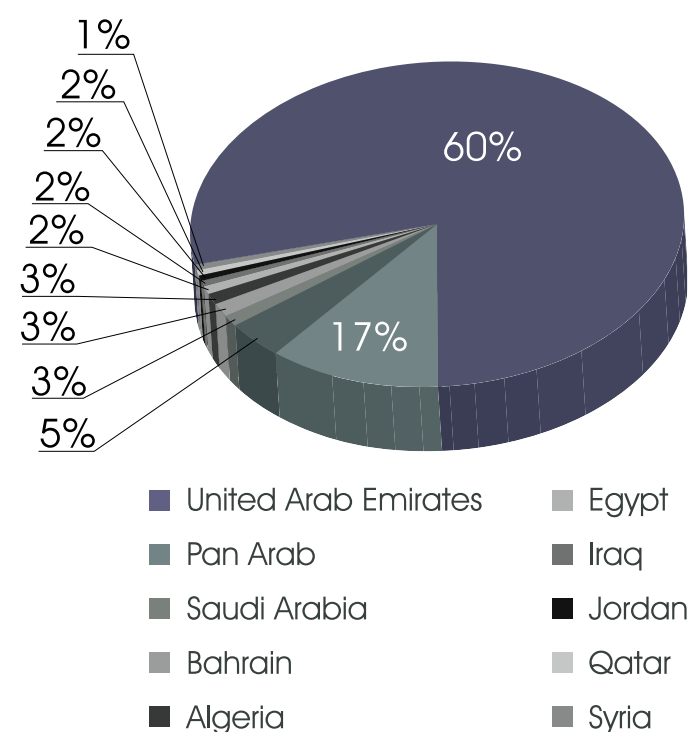
Press Releases, Features & Clippings

Press Release	Date
Don't Miss the Opportunity to Volunteer for the World's Biggest Cancer Fundraiser Right Here in the UAE	8 November 2017
Luminaria Ceremony at UAE Relay for Life a Symbol that Convey a Special Message to the Community Generating Hope.	12 November 2017
Jawaher Al Qasimi calls on Emirati community to participate in 'Relay for Life'	13 November 2017
Government and Private Sector Join Hands to Support Cancer Patients in MENA's First-Ever 'Relay for Life'	14 November 2017
'Relay for Life' Sees 1,700 Registration And Expects Many More to Come	15 November 2017
Relay for Life gets underway Today at American University Sharjah	16 November 2017
Jawaher Al Qasimi Launches 'Relay for Life'	17 November 2017
Relay for Life so much more than a 24-Hour Walkathon	18 November 2017
Cancer Survivors Share their Inspirational Stories at Relay for Life	18 November 2017
Luminaria Ceremony Provides Moment of Quiet Reflection at Relay for Life	18 November 2017
Relay for Life Concludes with a Burst of Positive Energy against Cancer	19 November 2017
Second Global NCD Alliance Forum to Examine Ways to Reduce Burden of Lifestyle Diseases that Kill 40 Million People a Year	28 November 2017

Coverage by Media Type



Coverage By Markets



Media Monitoring Report



12

Press Releases



315

Press Clippings

Training and Internship



2

Staff Trainings

Media Monitoring Report for the month of December

Analysis and Achievements

- A total of 315 clips were generated in December 2017.
- 12 Press releases were drafted and sent to the media in December.

Press Releases, Features & Clippings

Press Release	Date
Global NCD Alliance Forum 2017 Will Aim to Equip Governments and Civil Society with a Powerful NCD Strategy for 2018	3 December 2017
Sultan Al Qasimi to attend Second Global NCD Alliance Forum –Sharjah Builds on Success of First Edition	7 December 2017
Jawaher Al Qasimi... a global vision to combat non-communicable diseases	8 December 2017
Sultan Al Qasimi Opens 2nd Global Non-Communicable Alliance Forum -Sharjah Chosen Again as Venue for World's Most Influential NCD Event	9 December 2017
Experts Highlight Advocacy Agenda On Day Two of Global NCD Alliance Forum in Sharjah	10 December 2017
Forging Partnerships for Effective Eradication of Non-Communicable Diseases at the 2nd Global NCD Alliance Forum	10 December 2017
Global NCD Alliance Forum in Sharjah –Day Two: Joining forces for the 2030 Sustainable Development Agenda	10 December 2017
"Integration of all sectors to fight Non-Communicable Diseases" at the 2nd Global NCD Alliance Forum	11 December 2017
Global NCD Alliance Forum in Sharjah –Day Three: NCD Alliance Launches Essential Civil Society Atlas	11 December 2017
Global NCD Alliance Forum stresses the need for "Evidence Based Research as the Secret Weapon for its Advocacy"	11 December 2017
Jawaher Al Qasimi Concludes 2nd Global NCD Alliance Forum with First 'Sharjah Awards in Excellence in Noncommunicable Diseases'	11 December 2017
"Friends of Cancer Patients Wins Five Awards in 2017"	29 December 2017

Media Monitoring Report



12
Press Releases



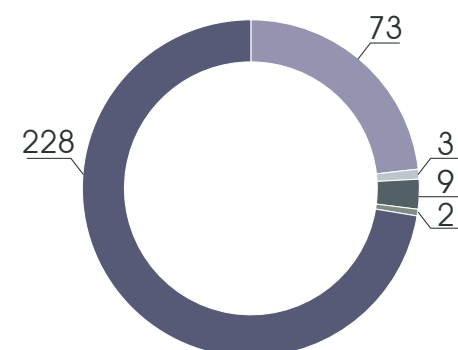
315
Press Clippings

Training and Internship



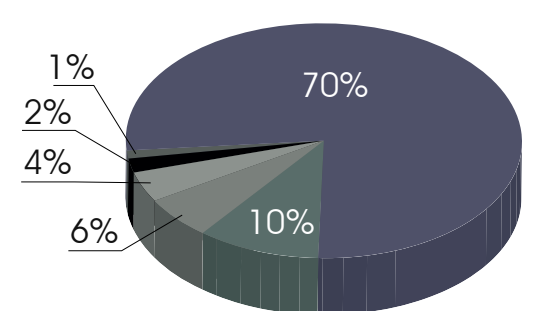
1
Staff Trainings

Coverage by Media Type



■ Website
■ Newspaper
■ TV
■ Radio
■ Magazine

Coverage By Markets



■ United Arab Emirates
■ Saudi Arabia
■ Egypt
■ Jordan
■ Yemen
■ Pan Arab

Beneficiary report

Types of Cancer

Total number of cases supported by FOCF for the Month of Oct to Dec 2017

97

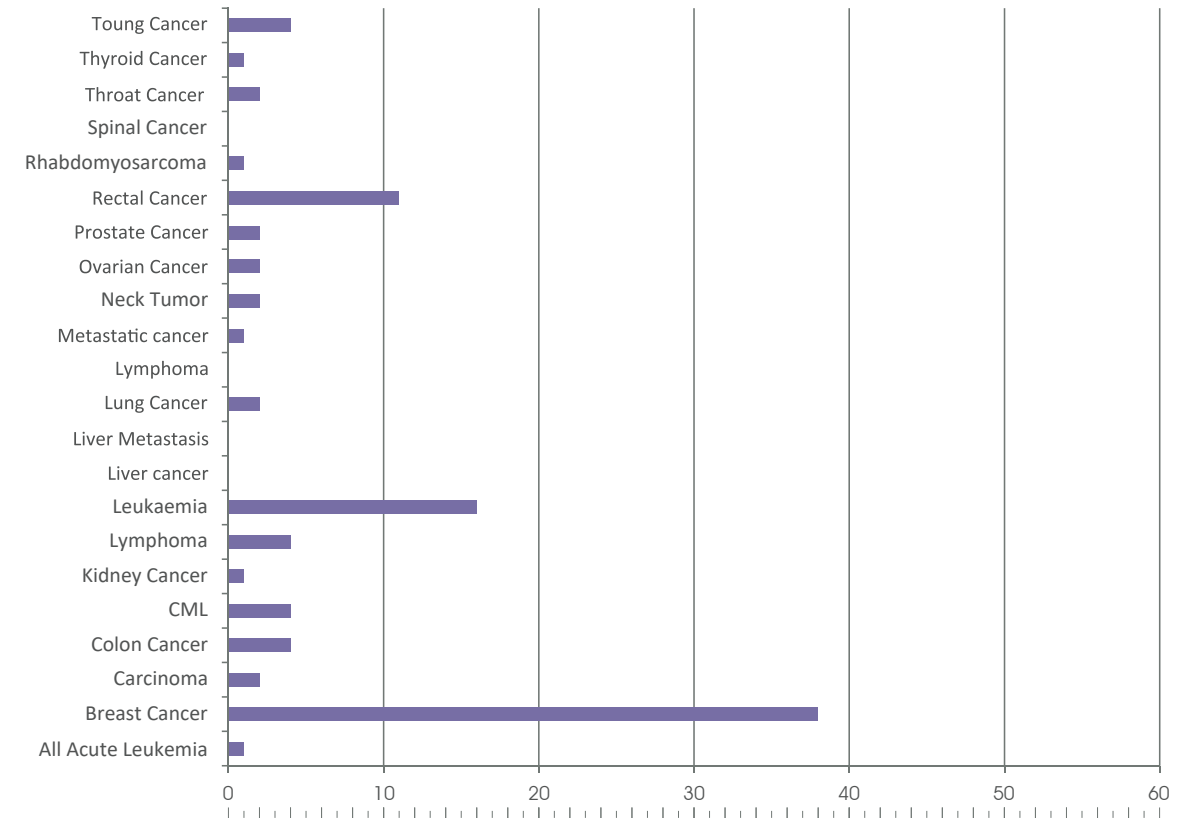
The most deaths attributed to a female specific cancer was breast cancer

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

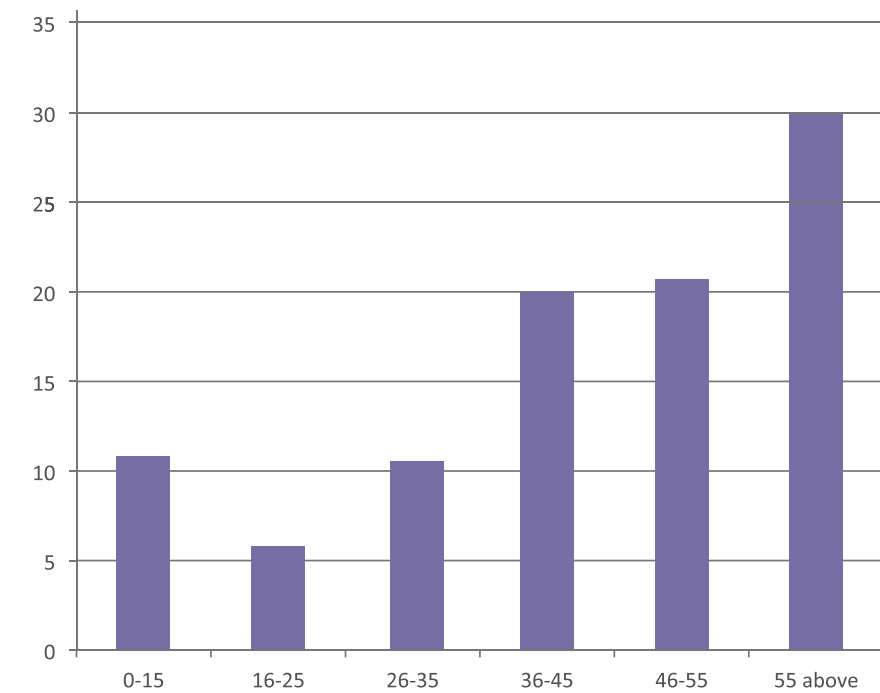
The most deaths attributed to a male specific cancer was prostate cancer

Anal Cancer Cases 0 Death 0 Cases 0 Death 0 Cases 0 Death 0	Kidney Cancer Cases 0 Death 0 Cases 1 Death 0 Cases 0 Death 0	Prostate Cancer Cases 1 Death 0 Cases 1 Death 0 Cases 0 Death 0
All Acute Leukemia Cases 0 Death 0 Cases 1 Death 0 Cases 0 Death 0	Leukemia Cases 3 Death 0 Cases 4 Death 0 Cases 9 Death 0	Rhabdomyosarcoma Cancer Cases 0 Death 0 Cases 0 Death 0 Cases 1 Death 0
Brain Tumor Cases 0 Death 0 Cases 0 Death 0 Cases 0 Death 0	Liver Metastasis Cases 0 Death 0 Cases 0 Death 0 Cases 0 Death 0	Rectal Cancer Cases 6 Death 0 Cases 5 Death 0 Cases 0 Death 0
Breast cancer Cases 0 Death 0 Cases 38 Death 0 Cases 0 Death 0	Liver Cancer Cases 0 Death 0 Cases 0 Death 0 Cases 0 Death 0	Spinal Cancer Cases 0 Death 0 Cases 0 Death 0 Cases 0 Death 0
Carcinoma Cancer Cases 1 Death 0 Cases 1 Death 0 Cases 0 Death 0	Lung Cancer Cases 2 Death 0 Cases 0 Death 0 Cases 1 Death 0	Sigmoid Cancer Cases 0 Death 0 Cases 0 Death 0 Cases 0 Death 0
CML Cases 5 Death 0 Cases 0 Death 0 Cases 0 Death 0	Lymphoma Cases 0 Death 0 Cases 2 Death 0 Cases 0 Death 0	Testicular Tumour Cases 0 Death 0 Cases 0 Death 0 Cases 0 Death 0
Colon Cancer Cases 1 Death 0 Cases 3 Death 0 Cases 0 Death 0	Metastatic Cancer Cases 0 Death 0 Cases 1 Death 0 Cases 0 Death 0	Throat Cancer Cases 1 Death 0 Cases 2 Death 0 Cases 0 Death 0
Colorectal Cancer Cases 0 Death 0 Cases 0 Death 0 Cases 0 Death 0	Neck Tumour Cases 0 Death 0 Cases 0 Death 0 Cases 1 Death 0	Thyroid Cancer Cases 0 Death 0 Cases 1 Death 0 Cases 0 Death 0
Esophageal Cancer Cases 0 Death 0 Cases 0 Death 0 Cases 0 Death 0	Ovarian Cancer Cases 1 Death 0 Cases 1 Death 0 Cases 0 Death 0	Tongue Cancer Cases 3 Death 0 Cases 0 Death 0 Cases 0 Death 0

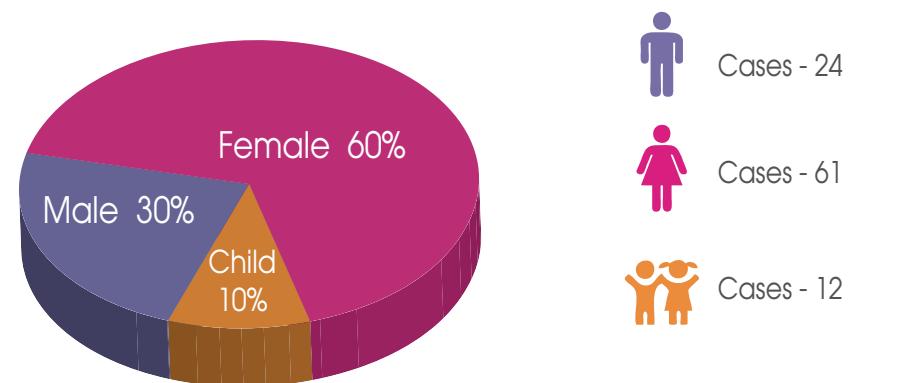
Cancer type support



Age at diagnosis

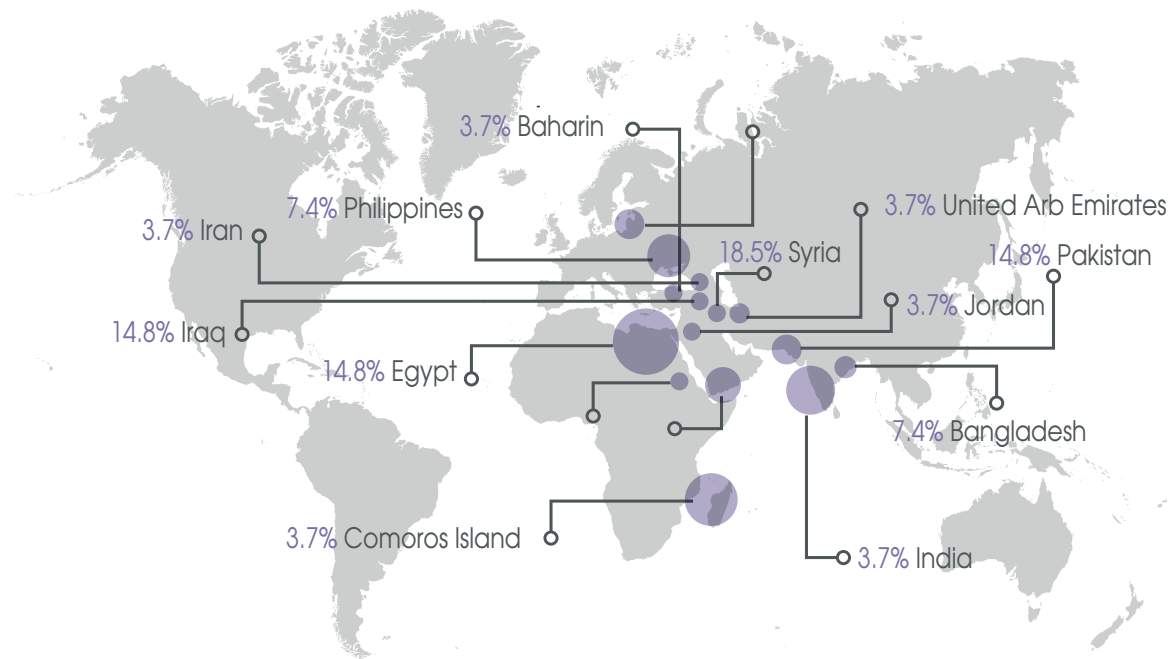


Gender Distribution

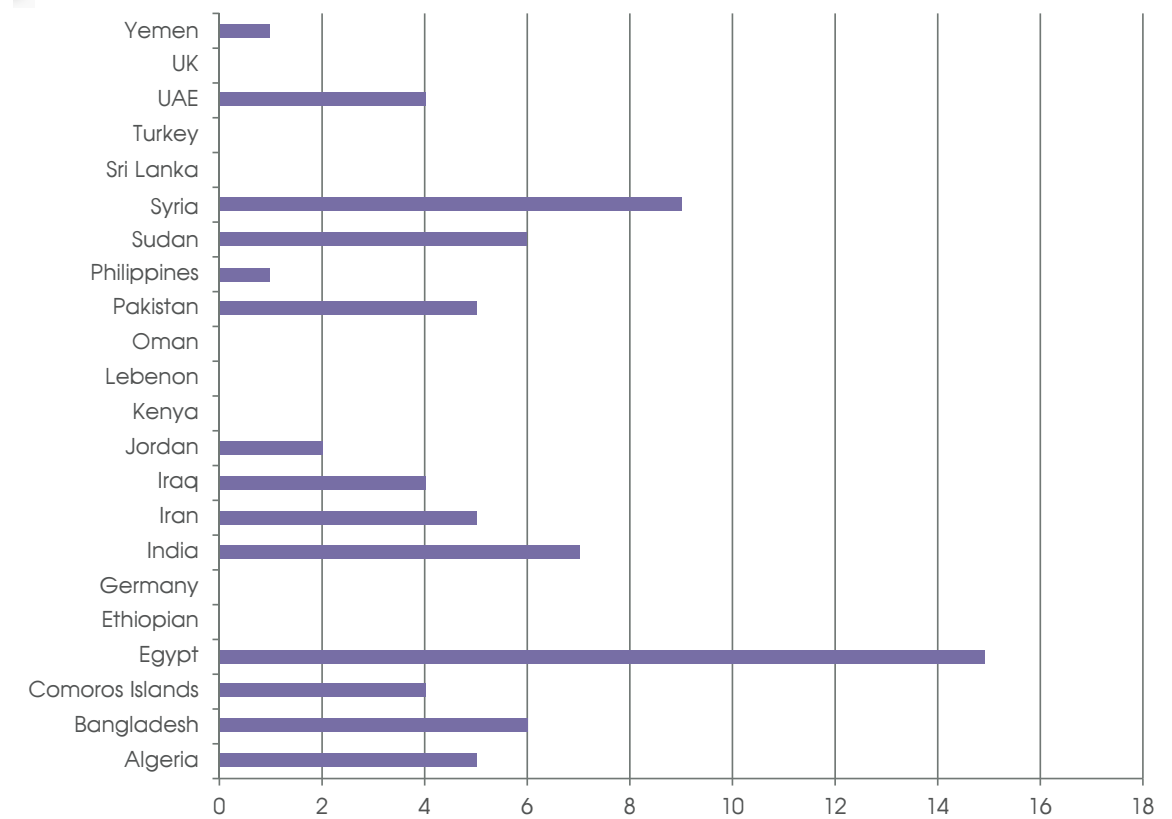


Beneficiary report

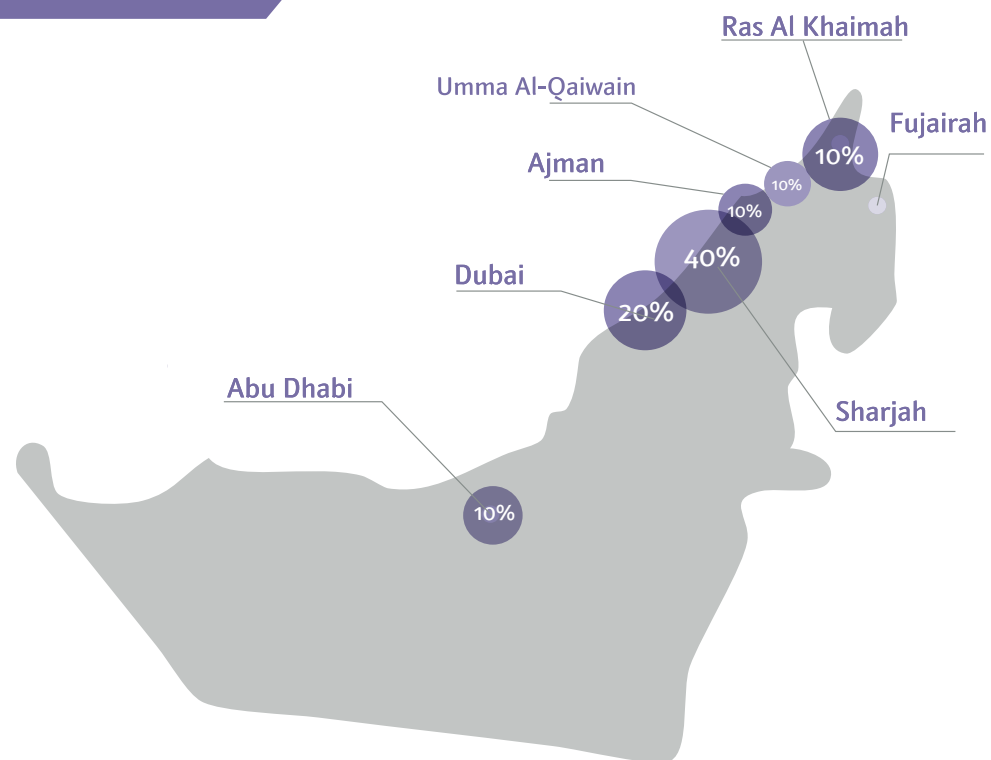
Nationality Distribution



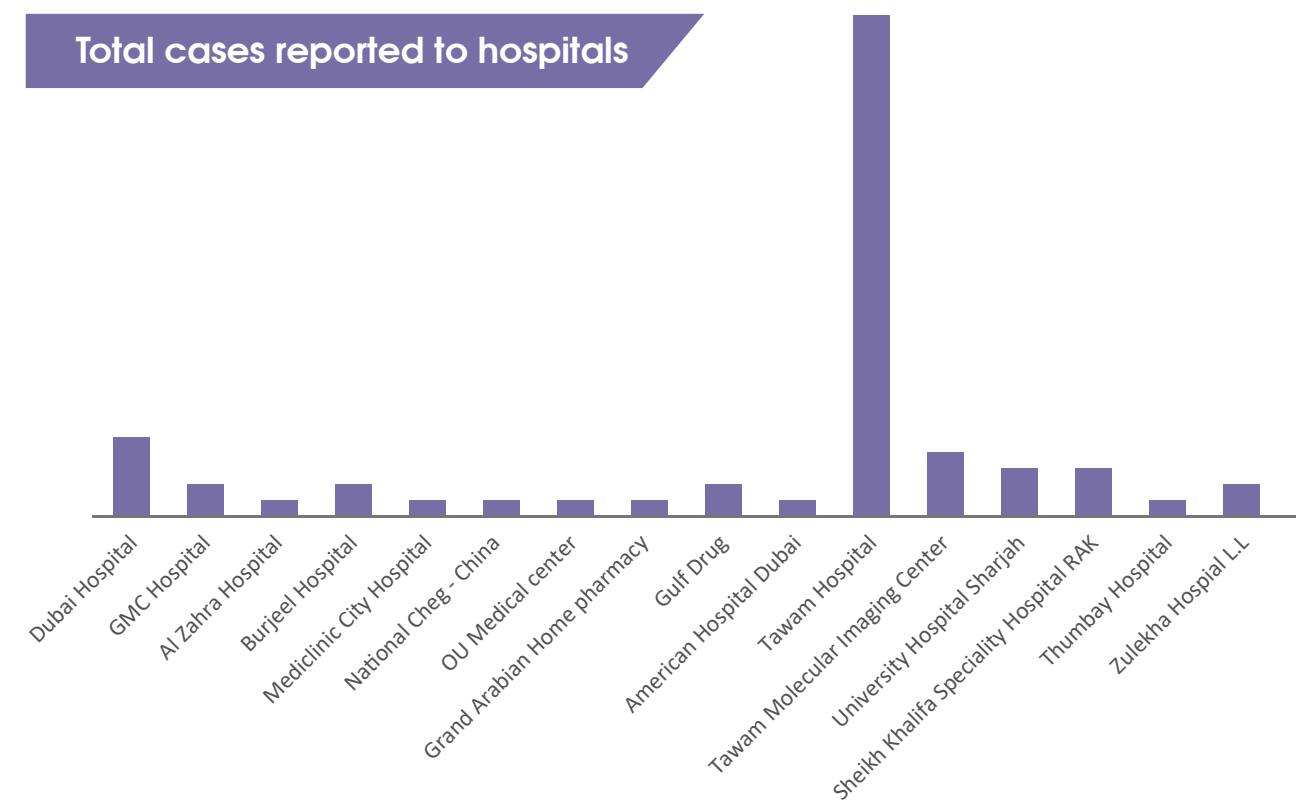
Nationality Statistics



Emirate Distribution



Total cases reported to hospitals



End of the Year Board of Directors meeting in 2017.

Discuss and approve the budget for 2018 & close 2017 expenses.



The extraordinary meeting



Pink Caravan to Hold 48 Activities during Breast Cancer Awareness Month



Non-profit organisation is partnering with authorities and private corporations throughout October to promote early detection of the disease

Pink Caravan to Hold 48 Activities during Breast Cancer Awareness Month

📅 | 05 October, 2017

🚚 | Awareness Activation

📍 | Sharjah, UAE

Pink Caravan - a breast cancer awareness initiative from Friends of Cancer Patients Society - will be marking October's Breast Cancer Awareness Month with a total of 48 corporate activities that have been designed to engage with customers and employees in the UAE.

The initiative from the organisation, which works to promote early diagnosis of breast cancer and encourage regular self-examination, sees it collaborating with an array of authorities and private entities to spread a better understanding of the disease. Among the messages it will be reinforcing is that early detection is a significant factor in the successful

treatment of breast cancer.

So far included as part of the month-long programme are 15 corporate wellness days, 15 external activations and 18 vendor support initiatives. The organisers say that they are keen to keep up Pink Caravan's drive of breast cancer awareness outside their annual springtime initiative that tours the UAE.

"Pink Caravan has become renowned for its annual spring ride across the seven emirates, which it has undertaken since 2011. Our aim is to provide free breast check-ups for men as well as women and to drive home the importance of regular monitoring to ensure early detection of the

disease, which statistics show has a huge impact on treatment outcomes. Naturally, we need to keep this message out in the community beyond the parameters of the ride itself and there is no better time to do this than October's Breast Cancer Awareness Month," said Reem BinKaram, Chairperson of the Higher Organising Committee of Pink Caravan.

Pink Caravan says that it still has capacity for all three of its Breast Cancer Awareness Month initiatives and that it looks forward to welcoming more government and private sector organisations onto the programme. Organisations booking a Breast Health Wellness Day for their employees will receive sessions undertaken by Pink Caravan medical experts, which include informative lectures that educate about detecting physical changes in the body through self-examination. Special guest speakers at the events include Elaine Kelly, Dr. Khuloud Bajbouj and experts from The Clean Living Company and LifeWorks Foundation.

"As part of our corporate wellness days, private clinical

examinations will be held for up to 50 persons a day conducted by a specialised team of Pink Caravan doctors and nurses, with additional health advice and wellbeing tips disseminated by professionals in their field. So far we have 15 organisations on board and would love to welcome more authorities, NGOs and corporations to become involved in what is an important health campaign. We also have space for entities to register for the external activations and the vendor support initiatives - all three are vitally important in raising awareness of breast cancer," she added.

Companies and government bodies registered for the corporate wellness day include Fairmont the Palm, ADIB, Sharjah Economic Development, Tips & Toes (Abu Dhabi and Dubai), Dubai Properties, Philips, Paperfig, SLC, DEWA, SCFA, Carrefour and Sharjah Police.

Raising awareness about breast cancer through the external activations will be The Walk, Marasi, Pink Ladies Games, Atelier M Dinner, Canadian University of Dubai, Define Body & Mind, Fairmont Hotel Dubai, The Galleria Mall, Sofitel the

Palm, Aldar Properties, Sofitel Abu Dhabi Corniche, Nakheel, Three60, Zayed University and Al Qassimi Hospital & UHS Event.

Corporate entities having entered into a vendor support agreement to raise funds for Pink Caravan include Bubu Barcelona, Tips and Toes, Katch - Le66, Gattacha, Shangra-Li Abu Dhabi, Jannah Hotel & Resorts, Sumo Sushi, Fairmont the Palm Dubai, Choithram, Pink Brigade, Yoga by Ashram, Nstyle, Paul Bakery, Acorn - Grand Millennium Al Wahda, Southern Sun Abu Dhabi and Wild and the Moon.

To date the Pink Caravan Ride has travelled 1,640 kilometres across the UAE's seven emirates with almost 500 riders and more than 700 volunteers providing free clinical examinations to a total of 48,874 locals and residents at 578 clinics. The statistics reveal that 38,856 women and 9,643 men were seen in the clinics, something that the organisers say is a reflection of the campaign's concerted efforts to raise awareness about the importance of regular medical examinations as a key tool for early detection and complete recovery from breast cancer.



30 Press Mentions



Oct 06, 2017

Pink Caravan to launch 48 activities for corporates

Publication: Gulf Today (Newspaper)	Country: United Arab Emirates	Page: 3	AVE: \$2,205.33
Circulation: 47,600	Language: English	Section: Main	Size: 135.30
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=5876311&qk=k...			



Pink Caravan to launch 48 activities for corporates



Pink Caravan says that it still has capacity for all three of its Breast Cancer Awareness Month initiatives and that it looks forward to welcoming more government and private sector organisations into the programme.

BY A STAFF REPORTER

SHARJAH Pink Caravan, a breast cancer awareness initiative from Friends of Cancer Patients Society, will be marking October's Breast Cancer Awareness Month with a total of 48 corporate activities that have been designed to engage with customers and employees in the UAE.

The initiative from the organisation, which works to promote early diagnosis of breast cancer and encourage regular self-examination, sees it collaborating with an array of authorities and private entities to spread a better understanding of the disease. Among the messages it will be reinforcing is that early detection is a significant factor in the successful treatment of

breast cancer.

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Fairmont the Palm Dubai, Chaudhry, Pink Brigade, Yoga by Ashram, Nstyle, Paul Bakery, Acorn - Grand Millennium Al Waha, Southern Sun Abu Dhabi and Wild and the Moon.

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Oct 06, 2017

“القافلة الوردية” تنظم 48 فعالية في “الشهر العالمي للتوعية بسرطان الثدي

Publication: Al Watan - UAE (Newspaper)	Country: United Arab Emirates	Page: 5	AVE: \$204.83
Circulation: 37,500	Language: Arabic	Section: Main	Size: 53.20
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=5877295&qk=z...			



«القافلة الوردية» تنظم ٤٨ فعالية في «الشهر العالمي للتوعية بسرطان الثدي»

تنظيم هذه الفعاليات في شهر أكتوبر تزامناً مع الشهر العالمي للتوعية بسرطان الثدي.

وأوضحت أن القافلة الوردية ستعقد جلسات خاصة تحت إشراف نخبة من خبراء الرعاية الطبية لجميع المنظمات التي يشارك موظفوها في مبادرة "يوم صحة الثدي" مشيرة إلى أن من أهم المتحدثين في هذه المحاضرات إيلين كيلى من مؤسسة يوغافيسيت ميديل إيست والدكتورة خلود بجبوج الباحثة والمعاونة في مرحلة ما بعد الدكتوراة والمتخصصة بالسرطان إضافة إلى مجموعة من الخبراء من شركة "كلين ليفينغ" ومؤسسة "لايف وركس".

ونوهت إلى أن مبادرة "يوم صحة الثدي" تشمل إجراء فحوص سريرية طبية خاصة لـ ٥٠ موظفا وموظفة في اليوم الواحد تحت إشراف فريق متخصص من أطباء القافلة الوردية وكادرها التمريض إضافة إلى مجموعة من النصائح الصحية والطبية يقدمها نخبة من الخبراء المتخصصين في هذا المجال. واما



خلال إحدى المبادرات

وروي واكتشافه في مراحله الأولى. وأضافت إن العديد من الدراسات والبحوث والإحصاءات الطبية تشير إلى أن الكشف المبكر عن الإصابة بسرطان الثدي يسهم في نجاح العلاج بنسبة كبيرة تصل إلى ٩٨ بالمائة وفي إطار حرصنا على الاستمرار بنشر هذه الرسالة بين جميع أفراد المجتمع على مدار العام قررنا

وقالت ريم بن كرم رئيس اللجنة العليا المنظمة للقافلة الوردية إن القافلة حققت شهرة كبيرة بفضل مسيرة فرسانها السنوية التي تجوب الإمارات السبع والفعاليات المصاحبة لها منذ انطلاقها عام ٢٠١١ بهدف توفير الفحوصات المجانية للكشف المبكر عن سرطان الثدي وتعزيز الوعي بأهمية الكشف الذاتي عنه بشكل

تنظم "القافلة الوردية" إحدى مبادرات "جمعية أصدقاء مرضى السرطان" و المبادرة المعنية بالتوعية بمرض سرطان الثدي خلال شهر أكتوبر الجاري "الشهر العالمي للتوعية بسرطان الثدي" ٤٨ فعالية تستهدف المؤسسات والشركات الخاصة في مختلف أنحاء دولة الإمارات لتعزيز وعي الموظفين والمتعاملين بهذا المرض.

يشمل جدول أعمال البرنامج - الذي يستمر على مدار شهر كامل - ثلاث مبادرات مختلفة هي ١٥ فعالية ضمن مبادرة "يوم صحة الثدي للمؤسسات" و ١٥ فعالية ضمن مبادرة "الأنشطة الخارجية" بما في ذلك ١٨ فعالية ضمن مبادرة "فعاليات المبيعات الداعمة" وذلك حرصاً من المنظمين على نشر رسالة حملة "القافلة الوردية" للتوعية بسرطان الثدي بعد انتهاء "مسيرة فرسان القافلة الوردية" السنوية السابعة الربع الماضي.

تركز المبادرة التي تسعى إلى تشجيع أفراد المجتمع على إجراء الفحص الذاتي بشكل منتظم على أهمية الدور المحوري الذي يلعبه الكشف المبكر لسرطان الثدي في نجاح علاجه والشفاء منه بشكل كامل.

Pink Caravan Calls for Citizens to become involved with its Breast Cancer Awareness Programme



Non-profit organisation outline four key ways for people to help spread their message

Pink Caravan Calls for Citizens to become involved with its Breast Cancer Awareness Programme

📅 | 17 October, 2017

🚚 | Awareness Activation

📍 | Sharjah, UAE

Pink Caravan has called for citizens and residents in the UAE to become involved with their programme of breast cancer awareness activities it has drawn up for October. The non-profit organisation - an initiative under Friends of Cancer Patients Society (FoCP) - is using Breast Cancer Awareness Month to highlight the importance of early detection of the disease with a total of 48 activities that have been designed to engage with the public across the country.

Known as a dedicated campaign to raise awareness of the importance of breast cancer screening for the early detection of the disease, Pink Caravan has outlined four ways it says people

can become involved in helping promote its message: interacting with its social media platforms, engaging with its fundraising activities, encouraging family members to have check-ups and spreading the news about the importance of conducting self-examinations.

"There are many ways that people in the UAE - men and women, from all ages - can become involved with helping beat the scourge of breast cancer. Pink Caravan has arranged for a month-long programme of 15 corporate wellness days, 15 external activations and 18 vendor support initiatives with communities, entities and companies to spread awareness

about the importance of undergoing screening," said Dr. Sawsan Al Madhi, Director General of FoCP and Head of Pink Caravan's Medical and Awareness Committee.

"We would encourage everyone to visit our Pink Caravan Social Media pages @ThePinkCaravan and find out where they can play a part in supporting our community programme, whether by offering a donation, purchasing a product from a participating outlet or becoming an active fundraiser. However, fundraising is just one aspect of fighting breast cancer, informing others about the need to undergo screening and to conduct regular self-examinations is equally as important, especially for the group highly at risk of

developing the disease, which is women over the age of 40 years. We therefore encourage citizens to spread our message to their families and loved ones," she added.

Pink Caravan was launched in 2011 under the patronage of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the Supreme Council Ruler of Sharjah and Her Highness Sheikhha Jawaher Bint Mohammed Al Qasimi, wife of the Ruler of Sharjah, Founder and Patron of FoCP, International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC. The campaign is renowned for its annual spring ride across the seven emirates,

where it provides free breast check-ups for both men and women.

To date the Pink Caravan Ride has travelled 1,640 kilometres across the UAE's seven emirates with almost 500 riders and more than 700 volunteers providing free clinical examinations to a total of 48,874 locals and residents at 578 clinics. The statistics reveal that 38,856 women and 9,643 men were seen in the clinics, something that the organisers say is a reflection of the campaign's concerted efforts to raise awareness about the importance of regular medical examinations as a key tool for early detection and complete recovery from breast cancer.



39 Press Mentions



Oct 18, 2017

Pink Caravan calls for residents' involvement

Publication: Gulf Today (Newspaper)	Country: United Arab Emirates	Page: 3	AVE: \$1,880.48
Circulation: 47,600	Language: English	Section: Main	Size: 115.37
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=5964229&qk=q...			



There are many ways that people in the UAE can become involved with helping beat the scourge of breast cancer.

Pink Caravan calls for residents' involvement

BY A STAFF REPORTER

SHARJAH: Pink Caravan has called for citizens and residents in the UAE to become involved with their programme of breast cancer awareness activities it has drawn up for October. The non-profit organisation – an initiative under the Friends of Cancer Patients Society (FoCP) – is using Breast Cancer Awareness Month to highlight the importance of early detection of the disease with a total of 48 activities that have been designed to engage with the public across the country.

Known as a dedicated campaign to raise awareness of the importance of breast cancer screening for the early detection of the disease, Pink Caravan

its social media platforms, engaging with its fundraising activities, encouraging family members to have check-ups and spreading the news about the importance of conducting self-examinations.

"There are many ways that people in the UAE – men and women, from all ages – can become involved with helping beat the scourge of breast cancer. Pink Caravan has arranged for a month-long programme of 15 corporate wellness days, 15 external activations and 18 vendor support initiatives with communities, entities and companies to spread awareness about the importance of undergoing screening," said Dr Sawan Al Madhi, Director General of FoCP and Head of Pink Caravan's Medical and Awareness Committee.

where they can play a part in supporting our community programme, whether by offering a donation, purchasing a product from a participating outlet or becoming an active fundraiser. However, fundraising is just one aspect of fighting breast cancer, informing others about the need to undergo screening and to conduct regular self-examinations is equally as important, especially for the group highly at risk of developing the disease, which is women over the age of 40 years. We therefore encourage citizens to spread our message to their families and loved ones," she added.

Pink Caravan was launched in 2011 under the patronage of His Highness Dr Sheikh Sultan Bin Mohammed Al Qasbi, Member of the Supreme Council Ruler of Sharjah, and Her Highness Sheikhha Jawaher Bint

of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC. The campaign is renowned for its annual spring ride across the seven emirates, where it provides free breast check-ups for both men and women.

To date the Pink Caravan Ride has travelled 1,640 kilometres across the UAE's seven emirates with almost 500 riders and more than 700 volunteers providing free clinical examinations to a total of 48,874 locals and residents at 578 clinics.

The statistics reveal that 38,856 women and 9,643 men were seen in the clinics, something that the organisers say is a reflection of the campaign's concerted efforts to raise awareness about the importance of



Oct 18, 2017

القافلة الوردية تدعو للمشاركة المجتمعية في التوعية بسرطان الثدي

Publication: Al Ittihad (Newspaper)	Country: United Arab Emirates	Page: 16	AVE: \$2,066.01
Circulation: 109,640	Language: Arabic	Section: Main	Size: 47.99
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=5965469&qk=v...			



حددت 4 طرق رئيسة لنشر رسالتها التوعوية «القافلة الوردية» تدعو للمشاركة المجتمعية في التوعية بسرطان الثدي

(الشارقة/الاتحاد)

وحددت القافلة الوردية أربع طرق يستطيع من خلالها أفراد المجتمع كافة المشاركة في نشر وتعزيز رسالتها التوعوية، وتتمثل في التفاعل مع ما تطرحه المبادرة من محتويات ومواد تثقيفية على صفحاتها على مواقع التواصل الاجتماعي، والانخراط في أنشطتها الخاصة بجمع التبرعات، وتشجيع أفراد الأسرة لإجراء الفحوص الطبية، ونشر الوعي بأهمية إجراء الفحوص الذاتية للكشف المبكر عن المرض في كل مكان.

وقالت الدكتورة سوسن الماضي، مدير عام جمعية أصدقاء مرضى السرطان، ورئيس اللجنة الطبية والتوعية لمسيرة فرسان القافلة الوردية: «كوننا مبادرة توعوية تضع مكافحة سرطان الثدي على سلم أولوياتها، نحرس في القافلة الوردية على التفاعل والانسجام مع جميع الجهود والتفاعلات الدولية،

دعت القافلة الوردية، إحدى مبادرات «جمعية أصدقاء مرضى السرطان»، المعنية بنشر الوعي بسرطان الثدي، جميع فئات المجتمع الإماراتي، للمشاركة في البرنامج التوعوي الذي تنظمه خلال أكتوبر الجاري، والذي يترافق مع «الشهر العالمي للتوعية بسرطان الثدي».

وتحرص القافلة الوردية سنوياً وتحديداً في «أكتوبر الوردي»، على تنظيم سلسلة من البرامج والفعاليات التي تهدف من خلالها إلى تعزيز الوعي المجتمعي بسرطان الثدي، وبأهمية الكشف المبكر عنه، ودوره في ارتفاع نسب استجابة الجسم للعلاج، ومن ثم التماثل للشفاء التام، فضلاً عن تبيد المخاوف وإزالة المفاهيم الخاطئة التي ترسخت في الأذهان على مدى عقود.

وتحرص القافلة الوردية سنوياً وتحديداً في «أكتوبر الوردي»، على تنظيم سلسلة من البرامج والفعاليات التي تهدف من خلالها إلى تعزيز الوعي المجتمعي بسرطان الثدي، وبأهمية الكشف المبكر عنه، ودوره في ارتفاع نسب استجابة الجسم للعلاج، ومن ثم التماثل للشفاء التام، فضلاً عن تبيد المخاوف وإزالة المفاهيم الخاطئة التي ترسخت في الأذهان على مدى عقود.

Pink Caravan Painting Dubai Sky Pink for Breast Cancer Awareness



Breast cancer awareness initiative will organise a regatta and skydive to mark the conclusion of international breast cancer awareness month

Pink Caravan Painting
Dubai Sky Pink for Breast
Cancer Awareness

| 27 October, 2017

| Awareness Activation

| Dubai, UAE

Pink Caravan has called for citizens and residents in the UAE to become involved with their programme of breast cancer awareness activities it has drawn up for October. The non-profit organisation - an initiative under Friends of Cancer Patients Society (FoCP) - is using Breast Cancer Awareness Month to highlight the importance of early detection of the disease with a total of 48 activities that have been designed to engage with the public across the country.

Known as a dedicated campaign to raise awareness of the importance of breast cancer screening for the early detection of the disease, Pink Caravan has outlined four ways it says people

can become involved in helping promote its message: interacting with its social media platforms, engaging with its fundraising activities, encouraging family members to have check-ups and spreading the news about the importance of conducting self-examinations.

"There are many ways that people in the UAE - men and women, from all ages - can become involved with helping beat the scourge of breast cancer. Pink Caravan has arranged for a month-long programme of 15 corporate wellness days, 15 external activations and 18 vendor support initiatives with communities, entities and companies to spread awareness

about the importance of undergoing screening," said Dr. Sawsan Al Madhi, Director General of FoCP and Head of Pink Caravan's Medical and Awareness Committee.

"We would encourage everyone to visit our Pink Caravan Social Media pages @ThePinkCaravan and find out where they can play a part in supporting our community programme, whether by offering a donation, purchasing a product from a participating outlet or becoming an active fundraiser. However, fundraising is just one aspect of fighting breast cancer, informing others about the need to undergo screening and to conduct regular self-examinations is equally as important, especially for the group highly at risk of

developing the disease, which is women over the age of 40 years. We therefore encourage citizens to spread our message to their families and loved ones," she added.

Pink Caravan was launched in 2011 under the patronage of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the Supreme Council Ruler of Sharjah and Her Highness Sheikhha Jawaher Bint Mohammed Al Qasimi, wife of the Ruler of Sharjah, Founder and Patron of FoCP, International Ambassador for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC. The campaign is renowned for its annual spring ride across the seven emirates,

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33 Press Mentions



Oct 28, 2017

Painting the sky pink for cancer awareness

Publication: Khaleej Times (Newspaper)	Country: United Arab Emirates	Page: 3	AVE: \$4,842.08
Circulation: 96,600	Language: English	Section: Main	Size: 45.25
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=6035755&qk=S...			



The pink skydive will be preceded by a pink regatta.

Painting the sky pink for cancer awareness

Staff Reporter

DUBAI — The Friends of Cancer Patients (FoCP) initiative, Pink Caravan is one of the most prominent campaigner for breast cancer awareness in the UAE and will stop at nothing on their mission to educate the nation's populace about the importance of awareness when it comes to tackling breast cancer.

In honour of the International Breast Cancer Awareness month, Pink Caravan is to organise 'Ready, Sail, Skydive' on October 31. The event is the final act to wrap up all the public awareness initiatives they have rolled out throughout the month.

"This brilliant act will not only symbolise our support to thousands of women facing breast cancer in the UAE, but will be used to reinforce our continued efforts to educate the maximum number of people on how to de-

said Reem BinKaram, head of Pink Caravan Ride Higher Steering Committee.

With the 'Ready, Sail, Skydive' event, Pink Caravan aspires to do something unconventional and exciting to catch the attention of community members to raise breast cancer awareness. They want their adventure to motivate brave women (and some men) in the country to continue fighting breast cancer so they, too, can fulfil their dreams to live life to the fullest.

The pink skydive will be preceded by a pink regatta, which will feature five Nakheel boats embellished in pink, that will begin their journey at the Dubai Marina pier and carry the message of breast cancer awareness along the waters of the Arabian Gulf, for an hour from 8.30am to 9.30am.

At around 11.00am, the Dubai Marina skyline will be the backdrop for the pink skydivers who will dive out of the plane carrying



Oct 28, 2017

القافلة الوردية تزين سماء دبي باللون الوردي

Publication: Al Khaleej (Newspaper)	Country: United Arab Emirates	Page: 6	AVE: \$2,870.90
Circulation: 125,000	Language: Arabic	Section: Main	Size: 67.53
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=6036561&qk=N...			



القافلة الوردية تزين سماء دبي باللون الوردي



جانب من القفز الطلي للتوعية بالمرض

الشارقة:
الخليج

ضمن جهودها الهادفة إلى مواصلة زيادة الوعي المجتمعي بسرطان الثدي، وأهمية اتخاذ الإجراءات الوقائية من خلال إجراء الفحوص الطبية الدورية للكشف المبكر عنه، تنظم حملة القافلة الوردية، إحدى مبادرات جمعية أصدقاء مرضى السرطان، المعنية بالتوعية بمرض سرطان الثدي، فعالية القفز للطلي الحر «سكاى دايف» ومسيرة للقوارب الشراعية، يوم الثلاثاء، 31 أكتوبر.

التي قد تطرأ عليهن وذلك من خلال إجراء الفحص الذاتي».

وأضافت بن كرم: «أدعو المواطنين والمقيمين في دولة الإمارات إلى أخذ بعض الراحة بعيداً عن الجداول اليومية المزدحمة بالعمل لتقديم الدعم والتضامن من أجل هذا الهدف النبيل، وأن ينضموا لنا في هذا العمل الإنساني، من خلال فعالية القفز بالمظلات، لا سيما في هذه المرحلة التي تشهد قفزة نوعية في مسيرتنا وجهودنا الرامية إلى نشر التوعية بسرطان الثدي في الإمارات».

واختتمت بن كرم بتوجيه الشكر للشركاء الداعمين: وهم شركة نخيل، وسكاى دايف دبي وزيرو جرافيتي لدعمهم للقافلة الوردية في تنظيم هذه الفعالية.

ويسبق فعالية القفز الحر بالمظلات، تنظيم مسيرة القوارب الوردية التي تضم خمسة قوارب من شركة نخيل، مزينة باللون الوردي، حيث

تأتي الفعالية، التي تنظم بالشراكة مع سكاى دايف دبي، وشركة نخيل، وزيرو جرافيتي، في اليوم الأخير من أكتوبر، وهو الشهر العالي للتوعية بسرطان الثدي، بغية حشد المزيد من الدعم والمؤازرة للنساء المصابات بسرطان الثدي، وزيادة الوعي حول أسبابه وطرق الكشف المبكر عنه وطرق الوقاية والعلاج.

وقالت ريم بن كرم، رئيس اللجنة العليا المنظمة لمسيرة فرسان القافلة الوردية: «يُعد القفز الطلي الحر واحداً من أكثر الطرق التي لا تنسى، وأكثرها فعالية لجذب انتباه الجمهور، وهذا ما نسعى إليه من وراء تنظيم هذه الفعالية غير التقليدية، فمن خلال هذا العمل الرائع، الذي لا يرمز فقط للدعم الذي نقدمه لآلاف النساء اللاتي يواجهن سرطان الثدي في الإمارات، بل يساهم أيضاً في تعزيز جهودنا المستمرة للتثقيف وتوعية أكبر عدد ممكن من النساء حول كيفية الكشف عن التغيرات الجسدية

Pink Caravan Concludes Breast Cancer Awareness Month with the 'Ready, Sail, Skydive' Event



Hosts regatta and sky dive in Dubai Marina to reiterate the importance of awareness

- 5,500 ft pink skydive hoisting a 3' by 5' metre Pink Caravan flag
- Pink Regatta consisting of five Boats

Pink Caravan Concludes Breast Cancer Awareness Month with the 'Ready, Sail, Skydive' Event

| 31 October, 2017

| Awareness Activation

| Dubai, UAE

After an entire month of breast cancer awareness initiatives in the form of breast health wellness days for large multinationals corporates, talks by cancer experts, free screenings, and more, Pink Caravan – the UAE's most popular breast cancer awareness initiative by Friends of Cancer Patients (FoCP) – furthered its support to the international breast cancer awareness month (BCAM) through a Pink Morning event titled 'Ready, Sail, Skydive' that comprised a skydive and a regatta activity in Dubai Marina.

It was a pink Tuesday morning where residents and regulars to

the waterside promenade of Dubai Marina Walk were greeted by a regatta of five boats on the waters of the Arabian Gulf. On board were higher management members from Pink Caravan, Skydive Dubai, Nakheel, Zero Gravity, and about 10 cancer survivors waving the pink flag of awareness, and encouraging the people of the UAE and the world to take greater responsibility for their health and wellbeing. The boat parade was part of Pink Caravan's "Ready, Sail, Skydive" event organised to mark the end of BCAM.

Nakheel Marine Group sponsored the boats for the

regatta. Director Ali Saeed Bin Thalith said: "We cherish our longstanding partnership with Pink Caravan, and are proud to support their noble mission of empowering people and spreading hope through breast cancer awareness. We are delighted that Palm Jumeirah was chosen as the venue for this exciting event and are honoured to have been involved as part of our ongoing support for Pink Caravan."

"Through this event, we tried to stress the importance of continued awareness and education for breast cancer. Through our campaigns and awareness drives, we have spoken many times about the different regular breast screenings methods, yet it cannot be overemphasised. Pink Caravan has always used innovative ways to create and spread awareness about breast cancer early detection. Pink Caravan has covered now Land, Sea and Skies with its Pink Message," said Dr Sawsan Al Madhi, Head of the Pink Caravan Medical and Awareness Committee.

"Timely detection of breast cancers is key to successfully managing and treating the disease, upping the chances of survival and complete cure by 98 percent. We should not misinterpret breast cancer

awareness month as a 30-day affair, because essentially it is a strong global reminder not to let our guards down through the year," Al Madhi added.

Next came the star of the show, the pink skydive, where a plane with a massive Skydive Dubai logo in pink and Pink Caravan logo took-off from their runway and flew 5,500 ft into the sky. Next, two expert aerial sportspersons jumped from the aircraft – one hoisted a massive 3' by 5' metre Pink Caravan flag, and the other captured the fall footage on a video cam. They were welcomed back on land by numerous cheering supporters who flanked the landing strip. The flag was gifted to Pink Caravan team.

Sponsors of the skydive, Skydive Dubai's, Senior Director, Abdullah bin Habtour said: "It is an honour to be able to support this initiative. We will be keeping the pink Skydive logo and Pink Caravan logo on this plane until next year. Taking responsibility, staying informed and aware, and dealing with cancers – all require immense amount of courage. Courage is a prerequisite when it comes to a freefall from 5,500 ft followed by a rapid descent at 120 mph. Through this skydive we expressed our support and solidarity towards an issue that has far-reaching impacts on our community."

Zero Gravity provided refreshments and a networking zone for the event. Their manager, Paul McGee, said: "It's amazing to see that so many people have come together to raise breast cancer awareness. An event like this helps people who are otherwise occupied with their busy lives put things into perspective. Meeting cancer survivors and hearing their stories of courage and survival against all odds has been very absorbing emotionally. We are happy to have been able to support this great event."

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 Muhammad 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.



38 Press Mentions



Oct 28, 2017

Dubai sky to turn pink on October 31

Publication: Gulf News (Newspaper)	Country: United Arab Emirates	Page: 9	AVE: \$5,374.44
Circulation: 101,358	Language: English	Section: Main	Size: 78.46
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6037455&qk=%...			



Dubai sky to turn pink on October 31

Pink Caravan organising 'Ready, Sail, Skydive' to mark end of Breast Cancer Awareness Month

SHARJAH
Staff Report

In honour of the International Breast Cancer Awareness Month, Friends of Cancer Patients initiative Pink Caravan will be organising 'Ready, Sail, Skydive' on October 31 in partnership with Skydive Dubai, Nakheel and the award-winning beach club Zero Gravity, as a final act to wrap up the public awareness initiatives throughout the month.

The pink skydive will be preceded by a pink regatta, which will feature five Nakheel boats embellished in pink that will begin their journey at the Dubai Marina pier and carry the message of breast cancer awareness along the waters of the Arabian Gulf, for an hour from 8.30 to 9.30am.

Grabbing attention

"A skydive is one of the most unforgettable ways to capture people's attention, and that is what we want to do. This brilliant act will not only symbolise our support to thousands of women facing breast cancer in the UAE, but will be used to reinforce our continued efforts to educate the maximum number of people on how to detect physical changes in their body through self-examination," said Reem Bin Karam, head of



Pictures from last year's pink skydive. The event features a pink regatta with five Nakheel boats carrying the message of breast cancer awareness along the Arabian Gulf from 8.30 to 9.30am on October 31.
Courtesy: Friends of Cancer Patients

There will be plenty of photo opportunities with the gigantic pink plane that will be used to perform the dive.

Keep an eye on the Dubai Marina skyline around 11am, which will serve as the backdrop for the skydivers who will dive out of the plane carrying a massive Pink Caravan flag.

Pink Caravan, the pan-UAE breast cancer awareness initiative, was launched in 2011.

the Pink Caravan Ride Higher Steering Committee.

"I request citizens and residents of the UAE to take some time off their busy schedules and extend their support and

solidarity for this noble cause, and join us as we take a giant leap in our efforts to spread breast cancer awareness in the nation with the pink skydive," she added.



Oct 28, 2017

"القفز بالمظلات".. رسالة توعية لمواجهة سرطان الثدي

Publication: Al Ittihad (Newspaper)	Country: United Arab Emirates	Page: 34	AVE: \$2,474.32
Circulation: 109,640	Language: Arabic	Section: Main	Size: 57.48
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6039207&qk=F...			



«القفز بالمظلات».. رسالة توعية لمواجهة سرطان الثدي



القفز المظلي الحر للتوعية بسرطان الثدي (من المصدر)

الشارة (الاتحاد)

الحر واحداً من أكثر الطرق التي لا تنسى، وأكثرها فعالية لجذب انتباه الجمهور، وهذا ما نسعى إليه من وراء تنظيم هذه الفعالية غير التقليدية، فمن خلال هذا العمل الرائع، الذي لا يرمز فقط للدعم الذي نقدمه لآلاف النساء اللاتي يواجهن سرطان الثدي في الإمارات، بل يسهم أيضاً في تعزيز جهودنا المستمرة لتثقيف وتوعية أكبر عدد ممكن من النساء حول كيفية الكشف عن التغيرات الجسدية التي قد تطرأ عليهن وذلك من خلال إجراء الفحص الذاتي.

وأضافت بن كرم: أدعو المواطنين والمقيمين في الدولة لينضموا لنا في هذا العمل الإنساني، من خلال فعالية القفز بالمظلات، لا سيما في هذه المرحلة التي تشهد قفزة نوعية في مسيرتنا وجهودنا الرامية إلى نشر التوعية بسرطان الثدي في الإمارات.

ويسبق فعالية القفز الحر بالمظلات، تنظيم مسيرة القوارب الورديّة التي تضم خمسة قوارب

ضمن جهودها الهادفة إلى مواصلة زيادة الوعي المجتمعي بسرطان الثدي، وأهمية اتخاذ الإجراءات الوقائية من خلال إجراء الفحوص الطبية الدورية للكشف المبكر عنه، تنظم حملة القافلة الورديّة، إحدى مبادرات جمعية أصدقاء مرضى السرطان، المعنية بالتوعية بمرض سرطان الثدي، فعالية القفز المظلي الحر «سكاي دايف» ومسيرة للقوارب الشراعية، يوم 31 أكتوبر الجاري.

تأتي الفعالية، التي تنظم بالشراكة مع «سكاي دايف دبي» في اليوم الأخير من أكتوبر، وهو الشهر العالمي للتوعية بسرطان الثدي، بغية حشد المزيد من الدعم والمواظرة للنساء المصابات بسرطان الثدي، وزيادة الوعي حول آليات وطرق الكشف المبكر عنه وطرق الوقاية والعلاج.

وقالت ريم بن كرم، رئيس اللجنة العليا المنظمة لمسيرة القوارب القافلة الورديّة: «يعد القفز المظلي

Pink Caravan corporate wellness days



Breast cancer awareness month medical statistics

**AED
496,876.30**
TOTAL
FUNDRAISED

Corporate **23**
Government **10**
Academic Institutions **5**
External Activation **19**

57
Awareness
Events

**Positive
Cancer
Cases**

3

1,516
Clinical
Examination



FoCP Takes 'Relay for Life' Walkathon on the Road



Cancer organisation takes promotional campaign for November 17-18 fund-raising initiative to schools, universities and public places

FoCP Takes 'Relay for Life' Walkathon on the Road

- | 16 October, 2017
- | Awareness Activation & Fundraising
- | AUS, Sharjah, U.A.E

Relay For Life Road Show

Date	Venue
09 - Sep - 2017	Gems Dubai
02 - Oct - 2017	Emirates Academy of Hospital Management
10 - Oct - 2017	New York University - Abudhabi
16 - Oct - 2017	AUS, Sharjah
19 - Oct - 2017	SAIF Mall, SAIF Zone
01 to 11 - Nov - 2017	Sharjah Book Fair
03 to 04 - Nov - 2017	Safeer Mall, Sharjah

Friends of Cancer Patients (FoCP) is taking its 'UAE Relay for Life' walkathon to a series of shows at schools, universities and malls around the UAE. The non-profit organisation, which is dedicated to fighting cancer and supporting patients, is hosting its 24-hour exercise event on November 17-18 at American University of

Sharjah (AUS) and has embarked on a roadshow awareness initiative to encourage people to take part.

"FoCP has ramped up its preparations for next month's UAE Relay for Life, which is being held at AUS, through a programme of visiting academic

institutions and public places in the UAE. Our aim is to encourage participation in the walkathon, optimise the fundraising aspect of the event and raise awareness about cancer. The UAE's first ever Relay for Life walkathon is a wonderful community initiative that brings people together for a united cause," said Badr Al Jaaidi, Events and Logistics Senior Executive at FoCP.

"Everyone is eligible to participate in the UAE Relay for Life. Tickets are priced at AED 100 for adults and AED 60 for children below 14 years. Now is the time for individuals to get registered and to encourage their friends and families to sponsor their participation and raise money for what is a wonderful cause. Further information about the event, how to donate funds and how to register, can be found at: www.focp.ae/relayforlifeuae," he added.

Organised in collaboration with the American Cancer Society, UAE Relay for Life is a 24-hour walkathon that is being held for the first time in the MENA region. The activity takes the form of a 24-hour walk around the athletics track at AUS, with the overnight element designed to promote community solidarity

and to remember loved ones lost to cancer. The event will raise funds for cancer patients in the UAE through both the registration fee and through the individual 'Relayers' and team fundraising activities. All proceeds generated from the walkathon will go towards supporting cancer patients and their families in the UAE.

Relay for Life has its origins in 1985 in the USA, when colorectal surgeon Dr. Gordy Klatt organised the first ever event and successfully raised \$27,000 for his local cancer charity. Since then it has gone on to become the largest fundraising event for cancer in the world. Currently taking place in 29 countries, Relay for Life has raised more than \$5 billion to this day and all the funds collected were used in support of cancer patients worldwide.

Relay for Life has already taken its roadshow to American University Sharjah, GEMS and the Emirates Academy of Hospitality Management. It will now be travelling to Dubai Outlet Mall, Jebel Ali Free Zone, New York University. The organisers of the event say that the visits form part of a comprehensive publicity drive to promote the walkathon.

"Running up to November 17 FoCP, will be organising a series of activities, workshops and events, as well as hosting a number of personalities to drive participation in the UAE Relay for Life. We encourage everyone to join in with the initiative, which was inspired by the vision of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah and which is in perfect alignment with the UAE's Year of Giving. We would love to see all citizens, young and old, to join us at American University of Sharjah on November 17-18 to show their community spirit and their commitment to fighting cancer," added Al Jaaidi.

FoCP has provided medical treatment, as well as other forms of support, for more than 3,700 cancer patients and their families since it was founded in 1999. The organisation was established to help alleviate the moral and financial burden that cancer often imposes for patients and their families. Among its offerings are meeting the costs of patients wishing to undertake religious pilgrimages, hosting recreation and exciting external activations in hospitals and providing respite breaks for family members.




31 Press Mentions



Oct 16, 2017

FoCP takes Relay for Life Walkathon on the road

Publication: sharjah24.ae - English (Website)	Country: United Arab Emirates	Language: English	
Monthly Visitors: 82,770	Monthly Pageviews: 82,770	Monthly Ad Revenue: \$248.31	
Tags: Friends of Cancer Patients			
Article URL: https://www.sharjah24.ae/en/en/sharjah/259833-focp-takes-rel...			



الشارقة 24

FoCP takes Relay for Life Walkathon on the road

Monday 16, October 2017 in 7:34 PM



Comments 39

Sharjah 24 – WAM: Friends of Cancer Patients (FoCP) is taking its 'UAE Relay for Life' walkathon to a series of shows at schools, universities and malls around the UAE.

The non-profit organisation, which is dedicated to fighting cancer and supporting patients, is hosting hour exercise events on November 17th and 18th at the American University of Sharjah, AUS, as embarked on a roadshow awareness initiative to encourage people to take part.

"FoCP has ramped up its preparations for next month's UAE Relay for Life, which is being held at AUS, through a programme of visiting academic institutions and public places in the UAE. Our aim is to encourage participation in the walkathon, optimise the fundraising aspect of the event, and raise awareness about cancer. The UAE's first ever Relay for Life walkathon is a wonderful community initiative that brings people together for a united cause," said Bader Al Isaifi, Events and Logistics Senior Executive at FoCP.

"Everyone is eligible to participate in the UAE Relay for Life. Tickets are priced at AED 100 for adults and AED 60 for children below 14 years. Now is the time for individuals to get registered and to encourage their friends and families to sponsor their participation and raise money for what is a wonderful cause. Further information about the event, how to donate funds and how to register, can be found on the official website," he added.

Organised in collaboration with the American Cancer Society, UAE Relay for Life is a 24-hour walkathon that is being held for the first time in the MENA region. The activity takes the form of a 24-hour walk around the athletics track at AUS, with the overnight element designed to promote community solidarity and to remember loved ones lost to cancer. The event will raise funds for cancer patients in the UAE through both the registration fee, through the individual 'Relayers' and the team fundraising activities. All proceeds generated from the walkathon will go towards supporting cancer patients and their families in the UAE.

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- 5. Saad bin Saqr Al Gassim inaugurates "Consumer Oasis"


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- SCC to discuss recommendations on Sharjah Social Services' policy
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- SEC forms committee to prepare Sharjah to join Global Network for Age-friendly Cities
- EPAA in Sharjah launches the 18th Sharjah International Conservation Forum for Arabian Biodiversity



Oct 17, 2017

«لنحيا».. مسيرة عالمية دعماً لمرضى السرطان

Publication: Emarat Al Youm (Newspaper)	Country: United Arab Emirates	Page: 25	AVE: \$2,192.12	
Circulation: 80,000	Language: Arabic	Section: Main	Size: 0.23	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?sling=en&id=5960921&qk=h...				

«لنحيا».. مسيرة عالمية دعماً لمرضى السرطان



حملة ترويجية واسعة في إطار التحضيرات الجارية لانطلاق المسيرة الرياضية العالمية «لنحيا».

تُنظم جمعية أصدقاء مرضى السرطان، التي تتخذ من إمارة الشارقة مقراً، سلسلة من الأنشطة والفعاليات التوعوية في المدارس والجامعات ومراكز التسوق والأماكن العامة، ضمن حملة ترويجية واسعة في إطار التحضيرات الجارية لانطلاق المسيرة الرياضية العالمية «لنحيا»، الهادفة إلى دعم مصابي السرطان، يومي 17 و 18 نوفمبر المقبل في حرم الجامعة الأمريكية بالشارقة.

وبدأت الحملة الترويجية فعاليتها المختلفة في كل من الجامعة الأمريكية بالشارقة ومدرسة جيمس، وأكاديمية الإمارات لإدارة الضيافة، لتنتقل بعدها إلى «دبي أوتليت مول»، والمنطقة الحرة في جبل علي وجامعة نيويورك، حيث تشكل هذه الزيارات جزءاً من حملة شاملة للترويج للمسيرة الرياضية. وتعمل الجمعية خلال هذه الفترة على تنظيم سلسلة من الأنشطة، والورش، والفعاليات التوعوية لحشد الجهود والدعم للمشاركة في المبادرة، كما ستستضيف شخصيات لها حضورها البارز في مجال العمل الإنساني والتطوعي، وتستمر هذه

جمعية أصدقاء مرضى السرطان استعداداتها لانطلاق مبادرة «لنحيا» الرياضية خلال الشهر المقبل، من خلال تنظيم برنامج موسع من الأنشطة والفعاليات التوعوية يتضمن زيارة المؤسسات الأكاديمية والأماكن العامة في الدولة، بهدف تشجيع أفراد المجتمع، وحشد الجهود للمشاركة في هذه المبادرة الإنسانية العالمية.

وتهدف المسيرة، التي تقام للمرة الأولى في منطقة الشرق الأوسط وشمال إفريقيا، وتنظمها الجمعية بالتعاون مع جمعية السرطان الأميركية، إلى تعزيز الوعي المجتمعي حول السرطان، وجمع التبرعات، وحشد المزيد من الدعم والمؤازرة لمصلحة مرضى السرطان وعائلاتهم.

وقال تنفيذي أول الفعاليات والخدمات اللوجستية في الجمعية، بدر الجعدي: «كثفت

الفعاليات وصولاً إلى موعد انطلاق مسيرة «لنحيا» الرياضية في 17 نوفمبر المقبل. وأعلنت الجمعية أن باب المشاركة في المسيرة مفتوح أمام الجميع، مشيرة إلى أنه يمكن للراغبين في الحصول على المعلومات حول المسيرة، وكيفية التبرع، والتسجيل للمشاركة فيها، زيارة الموقع الإلكتروني: www.focp.ae.

www.focp.ae

FoCP Calls on UAE Community to Register in MENA's First Ever "Relay For Life" to Support Cancer Patients



24-hour walkathon challenge raises funds and awareness of cancer relief

24 - hour walkathon challenge raises funds and awareness of cancer relief

26 October, 2017

Awareness Activation & Fundraising

Sharjah, U.A.E

Friends of Cancer Patients (FoCP) is taking its 'UAE Relay for Life' walkathon to a series of shows at schools, universities and malls around the UAE. The non-profit organisation, which is dedicated to fighting cancer and supporting patients, is hosting its 24-hour exercise event on November 17-18 at American University of Sharjah (AUS) and has embarked on a roadshow awareness initiative to encourage people to take part.

"FoCP has ramped up its preparations for next month's UAE Relay for Life, which is being held at AUS, through a programme of visiting academic institutions and public places in the UAE. Our aim is to encourage

participation in the walkathon, optimise the fundraising aspect of the event and raise awareness about cancer. The UAE's first ever Relay for Life walkathon is a wonderful community initiative that brings people together for a united cause," said Badr Al Jaaidi, Events and Logistics Senior Executive at FoCP.

"Everyone is eligible to participate in the UAE Relay for Life. Tickets are priced at AED 100 for adults and AED 60 for children below 14 years. Now is the time for individuals to get registered and to encourage their friends and families to sponsor their participation and raise money for what is a wonderful cause. Further information about the

event, how to donate funds and how to register, can be found at: www.focp.ae/relayforlifeuae," he added.

Organised in collaboration with the American Cancer Society, UAE Relay for Life is a 24-hour walkathon that is being held for the first time in the MENA region. The activity takes the form of a 24-hour walk around the athletics track at AUS, with the overnight element designed to promote community solidarity and to remember loved ones lost to cancer. The event will raise funds for cancer patients in the UAE through both the registration fee and through the individual 'Relayers' and team fundraising activities. All proceeds generated from the walkathon will go towards supporting cancer patients and their families in the UAE.

Relay for Life has its origins in 1985 in the USA, when colorectal surgeon Dr. Gordy Klatt organised the first ever event

and successfully raised \$27,000 for his local cancer charity. Since then it has gone on to become the largest fundraising event for cancer in the world. Currently taking place in 29 countries, Relay for Life has raised more than \$5 billion to this day and all the funds collected were used in support of cancer patients worldwide.

Relay for Life has already taken its roadshow to American University Sharjah, GEMS and the Emirates Academy of Hospitality Management. It will now be travelling to Dubai Outlet Mall, Jebel Ali Free Zone, New York University. The organisers of the event say that the visits form part of a comprehensive publicity drive to promote the walkathon.

"Running up to November 17 FoCP, will be organising a series of activities, workshops and events, as well as hosting a number of personalities to drive participation in the UAE Relay for Life. We encourage everyone to

join in with the initiative, which was inspired by the vision of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah and which is in perfect alignment with the UAE's Year of Giving. We would love to see all citizens, young and old, to join us at American University of Sharjah on November 17-18 to show their community spirit and their commitment to fighting cancer," added Al Jaaidi.

FoCP has provided medical treatment, as well as other forms of support, for more than 3,700 cancer patients and their families since it was founded in 1999. The organisation was established to help alleviate the moral and financial burden that cancer often imposes for patients and their families. Among its offerings are meeting the costs of patients wishing to undertake religious pilgrimages, hosting recreation and exciting external activations in hospitals and providing respite breaks for family members.



37 Press Mentions



Oct 18, 2017

FoCP's 24-hr walkathon to raise cancer awareness

Publication: Khaleej Times (Newspaper)	Country: United Arab Emirates	Page: 11	AVE: \$2,853.46
Circulation: 96,600	Language: English	Section: Main	Size: 35.67
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=5963427&qk=A...			

FoCP's 24-hr walkathon to raise cancer awareness

Staff Reporter

SHARJAH — Friends of Cancer Patients (FoCP) will embark on a first-of-its-kind marathon to encourage people to take part in cancer awareness initiatives.

Titled UAE Relay for Life, the walkathon targets schools, universities and malls around the UAE. Badr Al Jaaidi, events and logistics senior executive at FoCP, said: "FoCP has ramped up its preparations for next month's UAE Relay for Life, which will be held at the American University of Sharjah (AUS). Our aim is to encourage participation in the walkathon, optimise the fundraising aspect of the event and raise awareness about cancer. Further information about the event, how to donate funds and how to register, can be found at: www.focp.ae/relayforlifeuae."

"Everyone is eligible to participate in the UAE Relay for Life. Tickets are priced at Dh100 for adults and Dh60 for children below 14 years. Now is the time for individuals to get registered and to encourage their friends and families to sponsor their participation and raise money for what is a wonderful cause, he added."

In collaboration with the American Cancer Society, the UAE Relay for Life is a 24-hour walkathon that is being held for the first time in the Mena region. "Running up to November 17, FoCP will organise activities, workshops and events, as well as host personalities to drive participation in the UAE Relay for Life. We encourage everyone to join in the initiative, inspired by the vision of His Highness Dr. Sheikh Sultan bin Muhammad Al Qasbi, Supreme Council Member and Ruler of Sharjah. We would love to see all citizens, young and old, to join us at American University of Sharjah on November 17-18 to show their community spirit and their commitment to fighting cancer," added Al Jaaidi.

reporters@khaleejtimes.com

Everyone is eligible to participate in the UAE Relay for Life. Tickets are priced at Dh100 for adults and Dh60 for children below 14 years."

Badr Al Jaaidi, events & logistics senior executive, FoCP



Oct 27, 2017

24-hour cancer walkathon on November 17-18

Publication: Gulf News (Newspaper)	Country: United Arab Emirates	Page: 6	AVE: \$2,023.88
Circulation: 101,358	Language: English	Section: Main	Size: 29.55
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6036955&qk=u...			

24-hour cancer walkathon on November 17-18

'Relay for Life' fund-raising campaign will be held in Sharjah

SHARJAH

Staff Report

Friends of Cancer Patients (FoCP) is calling on UAE citizens and residents to take part in the 24-hour fundraising walkathon titled 'Relay for Life', being held for the first time in the Middle East and North Africa.

Taking place at the American University of Sharjah (AUS), on November 17-18, Relay for Life was launched in the US in 1985 and has raised more than Dh18 billion in support of cancer patients worldwide.

Since the announcement in April that Sharjah would be hosting the event in association with the American Cancer Society, FoCP has organised a series of activities to mobilise participation in the initiative, including a number of roadshows aimed at schools and universities around the UAE.

How to sign up

- Teams of up to 20 people can participate, with a registration fee, including admission and T-shirt, for Dh100 per adult and Dh60 per child.
- A family package consists of passes for two adults and two children under the age of 13 for Dh250 (Dh40 for each additional child).
- People can register at: <http://focp.ae/relayforlifeuae/participate-form>

Badr Al Jaaidi, Event and Logistics senior executive at FoCP, believes that the project is far more than a means to raise funds — it is a chance for people to show their solidarity, commitment and passion for the cause.

Apart from physically taking part in the walkathon, there will also be the opportunity to contribute through food and beverage sales, games and activities on-site. Volunteering by the public is also being encouraged.

The UAE's First Relay For Life Will Give Invaluable Support to the Nation's Cancer Patients



Organiser of first ever event in UAE, which takes place November 17-18 in Sharjah, says that community solidarity is as important as fund-raising aspect

The UAE's First Relay For Life Will Give Invaluable Support to the Nation's Cancer Patients

30 October, 2017

Awareness Activation & Fundraising

Sharjah, U.A.E

The UAE community is about to generate the kind of emotional support for cancer patients residing in the country like never before. The world's largest cancer fundraiser, Relay for Life, a 24-hour walkathon will be hosted at the American University Sharjah (AUS) on November 17-18, and it goes without saying how valuable people's wholehearted participation will be for those suffering from the disease. Just knowing that those fighting cancer are being cheered on by community, is just as important as the funds that the event will generate.

"The forthcoming UAE Relay for Life - the first time that the event

is being held in the region - is one of the important and engaging community-focused initiative that Friends of Cancer Patients Society will be conducting this year. The activity has a number of equally valuable components, with fundraising, being one of them, raising community awareness about the need to fight cancer and showing cancer patients and their families that we as a society care about them the third," said Dr Sawsan Al Madhi, Director General of FoCP.

Organised in collaboration with the American Cancer Society, UAE Relay for Life is a 24-hour walking challenge that will take place around the athletics track

at AUS. The event will start in the afternoon of Friday November 17 and finish the same time the following day. The overnight element of the walk has been designed to promote community solidarity with cancer patients who often feel a sense of loneliness at night and to create a hallowed ambience where participants can remember and honour loved ones lost to cancer.

FoCP is keen to stress that everyone is eligible to participate in the UAE Relay for Life. Tickets are priced at AED 100 for adults and AED 60 for children below 14 years. Further information about the event, how to donate funds and how to register, can be found at: www.focp.ae/relayforlifeUAE.

"We expect that the UAE Relay for Life will have a hugely positive impact on cancer patients and survivors across the country, as well as the families and friends of those with the disease. As the first such event in the region, this will show those in the community who have to live with and face the consequences of cancer every day that they have strong support. We are hoping that a large body of people will be

coming out to walk the track at American University Sharjah over 24 hours for the cause," said Amel Al Mazmi, Beneficiary Support & Community Affairs Manager at FoCP.

UAE Relay for Life will raise funds for cancer patients in the UAE through its registration fee, merchandise sold at kiosks located at the event and through the individual 'relayers' and relay team fundraising activities. All proceed generated from the walkathon will go towards supporting cancer patients and their families in the UAE, but FoCP says that just as important is the psychological impact that the event will have on those touched by the disease.

"Living with cancer can be a long and difficult road for those diagnosed with the disease and loneliness often compounds the physical pain experienced. Through Relay for Life we want to show the efforts as a community for cancer patients and their families. From our experience in caring for cancer patients, we know the positive effect that moral support has on them and this is something that is

magnified exponentially when more people are involved in such supportive activities. For this reason we would love to see all citizens, from all ages, join us at American University of Sharjah on November 17-18 to show their community ethos and their commitment to fighting cancer," added Dr Sawsan Al Madhi.

The first ever Relay for Life event took place in 1985 in the USA, when colorectal surgeon Dr. Gordy Klatt successfully raised \$27,000 for his local cancer charity. Since then it has gone on to become the largest fundraising event for cancer in the world and one that now takes place in 29 countries, with the UAE the most recent addition. Relay for Life has to date raised more than \$5 billion (AED18.3 billion) in support of cancer patients worldwide.

Relay for life is proud to be supported by generous partners; Platinum: Crescent petroleum and Bank of Sharjah, Gold: Petrofac, Bronze: RTS Investment.

Relay For Life 35 year old legacy in raising cancer awareness



- Relay for Life a New Step in Raising Awareness of Cancer in Region
- Two-day event is inspired by the Relay for Life event organised by the American Cancer Society since 1985
- Sharjah the latest addition to initiative that now spans 29 countries
- 24-hour walkathon to take place November 17-18, at American University of Sharjah
- Walk aims to raise awareness about cancer and encourage community collaboration to fight disease

Relay For Life 35 year old legacy in raising cancer awareness

📅 | 25 October, 2017

🚚 | Awareness Activation & Fundraising

📍 | Sharjah, U.A.E

The first ever 'UAE Relay for Life' will significantly elevate the profile for the fight against cancer in the region, so says the event's organisers, Friends of Cancer Patients (FoCP). The non-profit organisation dedicated to supporting cancer patients and their families says that hosting the 24-hour walking challenge for the first time in the MENA region constitutes a significant step forward in raising awareness about the disease.

"Having Relay for Life in the MENA region for the first time in collaboration with the American Cancer Society is not only a huge boost for our fight against cancer, it gives us a fantastic opportunity to come together as a community and to show our solidarity with cancer patients and their families. Alongside the 24-hour event is a programme of fundraising activities that have been designed to both generate much needed finance for the cause and to generate

community spirit through involvement. We are therefore encouraging everyone to participate in what will be a seminal event for cancer awareness in the region," said Badr Al Juaadi, Senior Logistics Executive at FoCP.

Everyone is eligible to participate in the UAE Relay for Life. Tickets are priced at AED 100 for adults and AED 60 for children below 14 years. Individuals can register and encourage their friends and families to sponsor their participation and raise money for the wonderful cause of cancer awareness. Further information about the event, how to donate funds and how to register, can be found at: www.focp.ae/relayforlifeuae,

Organised in collaboration with the American Cancer Society, UAE Relay for Life will take place

November 17-18 at American University of Sharjah. FoCP says that by participating in the first ever Relay for Life, the 'relayers' will be instrumental in taking the global initiative to the next level and will become an important part of the narrative of the event.

"Relay for Life has its roots in the USA, when in 1985 colorectal surgeon Dr. Gordy Klatt organised the first ever event in Tacoma, Washington and raised \$27,000 for his local cancer charity. The next year, he was party to an event that saw 19 teams participating, with \$33,000 raised. Since then Relay for Life has gone on to become the largest fundraising event for cancer in the world. It has to date raised more than \$5 billion (AED18.3 billion) in support of cancer patients and is now held in 29 countries, with the UAE being its most recent addition to

the global network," added Al Juaadi.

Relay for Life aims to promote community solidarity with cancer patients, with the overnight element of the walk designed to engender empathy for those whose physical pain is exacerbated by the sense of loneliness that can be felt during the nighttime. The event will raise funds for cancer patients in the UAE through the registration fee for participation, through the proceeds from the sale of products at kiosks at the event venue and through the sponsorship arranged by the relayers. All proceeds will go towards supporting cancer patients and their families, with the organisers saying that the walkathon aligns perfectly with the UAE's Year of Giving.





EEMEA-EEPO Patient organisations connect

15 - 17 October, 2017

Conference

Oman



JoyCart

16 October, 2017

Beneficiary Support

Dubai Hospital
Dubai, U.A.E



Pfizer Patient Summit

16 & 17 October, 2017

Conference

Vienna, Austria





Arabic Cancer Atlas
Launching in
Washington DC

📅 | 18 October, 2017

🤝 | Partnership

📍 | Washington



Final Golf Tournament
Sixteen 10

📅 | 26 October, 2017

💰 | Fundraising

📍 | DP World, Dubai



Participating in the inauguration lap with cancer survivors

Jawahar Al Qasimi Launches 'Relay for Life'



- More than 2,000 participants attend to support cancer patients and raise donations
- Walkathon is first Relay for Life to take place in MENA region
- Event part of the global Relay for Life movement organised by the American Cancer Society since 1985

Jawahar Al Qasimi
Launches 'Relay for Life'

17 November, 2017

Awareness Activation
& Fundraising

AUS, Sharjah, U.A.E

With the participation of more than 2,000 people, Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah and Founder and Royal Patron of Friends of Cancer Patients (FoCP), today (Friday), launched the region's first ever Relay for Life at the American University of Sharjah, a 24-hour walkathon aimed at generating publicity and funds for the fight against cancer.

Sheikha Jawaher Al Qasimi, who is the International Ambassador of the World Cancer Declaration

for the Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC, participated in the first lap of the walkathon with cancer survivors, highlighting the importance of raising awareness of the disease and the necessity for screening for its early detection - the most important factor in survival and recovery.

Organised by Friends of Cancer Patients (FoCP), the non-profit organisation that supports cancer patients and their families, the inaugural event for

the MENA region commenced at 4pm today and will finish at the same time tomorrow. The overnight event has attracted the participation of more than 2,000 'relayers,' with individuals and institutions taking part including 52 schools, six universities, eight partners, 37 government and private institutions and 67 cancer survivors.

Relay for Life has its roots in the USA in 1985. Organised by colorectal surgeon Dr. Gordon Klatt, the first ever event raised \$27,000 for his local cancer charity but since then has gone on to become the largest fundraising event for cancer in the world. Currently taking place in 29 countries, Relay for Life has to date raised more than \$5 billion (AED18.3 billion) in support of cancer patients worldwide.

Addressing the relayers, their supporters and all those involved at the start of the walkathon, Her Highness Sheikha Jawaher bint Mohammed Al Qasimi thanked everyone for their time and effort in participating what Her Highness said was an extremely important and noble cause.

"Today, we have come together to continue a story that began in 1999 when we launched Friends of Cancer Patients, which is dedicated to standing by cancer patients and lending them a helping hand. Hard work and dedication characterises our journey of 18 years, during which we have grown to become what we are today - an institution that has brought the world's largest cancer fundraiser, the Relay for Life walkathon, to the MENA region for the first time. Every step

you will take today will add to the flame of hope, making it burn higher and stronger in the lives of those for whom we are all here today," said Her Highness.

"We are here today to send a message of hope and our eagerness to uphold every chance of survival. Cancer statistics show that there are 1.4 million people are diagnosed with cancer worldwide each year and 8.2 million cancer-related deaths. However, figures also show that cancer is a preventable disease, with 30-40% of cancer deaths could be prevented, and a third of cancer cases are treatable through early diagnosis and treatment."

"This is why we stand her today to send a message to the entire world. We call on the international community, both individuals and organisations, to unify their efforts, so we can together open a door of hope for cancer sufferers and their families who live the disease or are affected by it every day." Her Highness added

Addressing the participants about Sharjah International Laboratory, Her Highness said: "The Sharjah International Laboratory, which operates within the framework of the Crick Research Center in London, is a scientific lighthouse that illuminates the way for many cancer patients worldwide and gives them new hope with every new discovery, a fruit of their daily efforts at the lab."

During her speech, Sawsan Jafar, Chairperson, Board of Directors, FoCP said: "We gather today in Sharjah to continue this journey initiated in 1985 by Dr. Gordon Klatt and for the first time in the

Middle East and North Africa, in partnership with the American Cancer Society and under the patronage of His Highness Sheikh Dr. Sultan bin Muhammad Al-Qasimi, Ruler of Sharjah and Her Highness Sheikha Jawaher bint Mohammed Al-Qasimi. From this beacon of education, which has nurtured generations, we 'Relay for Life' to stand alongside every patient and to proclaim our unity. With you, we take steady strides through this great community effort sharing in with relayers from around the world the message of hope, faith and support."

"Relay For Life is more than just a fundraiser, it's more than just an event. It is collective community. A community of survivors, a community of caregivers, a community of individuals and corporate citizens from all walks of life who are here today to say 'enough!' Enough pain and suffering from cancer. We have come together to celebrate life. Celebrate the lives we have saved because of scientific and medical discovery. We have come together to remember. Remember those we have lost due to this horrible disease. We have come together to fight back against cancer. To empower ourselves with knowledge and a resolve to never stop fighting. Notice that there is no finish line on this track today. At least not yet. Because there is no finish line until we find a cure. We are not going to stop. And that is the symbolism for walking together for 24 hours," said Bob Chapman, Managing Director, Global Relay For Life.

Dr. Björn Kjerfve, Chancellor of American University of Sharjah,

welcomed the hosting of Relay RFL at his institution, saying: "We at American University of Sharjah are proud to be a part of this campaign and to affirm our full support by hosting this important event on our campus. Since its inception, the university has been committed to forging strong partnerships with organisations such as Friends of Cancer Patients, which play such an important role in helping provide solutions to the challenges facing society."

Attending the launch ceremony alongside Sheikha Jawaher Al Qasimi were Hessa Buhmaid, Minister of Community Development; HE Sawsan Jafar, Chairperson, Board of Directors, FoCP; HE Sheikha Lubna bint Khalid bin Sultan Al Qasimi, President of Zayed University; Bob Chapman, Managing Director, Global Relay For Life; Dr. Björn Kjerfve, Chancellor of American University of Sharjah; Reem Bin Karam, Director of NAMA; Jassim Mohammed Al Bloushi, Chairman, Sharjah Tatweer Forum and Member of the Board of Trustees of Rubu' Qarn Foundation; Nada Askar Al Naqbi, Director General of Sharjah Women Sports Foundation; Sheikha Jawaher bint Abdullah Al Qasimi, Director of Sharjah International Children's Film Festival and FoCP's Board of Directives; Khawla Al Haj, Head of the Friends for Diabetes Society; Amna Al Shanasi, Manager of Sharjah Ladies Club Branches and Iman Rashid Saif, Director of Health Education, Department of the Supreme Council for Family Affairs.

Also attending were Noha Mohammed Safar Vice President

and Member of Board of Trustees of FoCP; Adalat Nakash, FoCP Honorary Member; Mira Taryam, FoCP Board Member; Hamid Jafar, Founder and Chairman of the Crescent Group of companies; Sheikh Saqr Bin Mohammed Al Qasimi, Chairman of the Sharjah Sports Council; Varouj Nerguizian, Executive Director and General Manager of Bank of Sharjah and representatives from the Belgian council and Philippine council.

The Relay for Life launch ceremony screened a documentary video of the overall preparations for the walkathon and another revealing the vision of the event, its history, its impact on the face of cancer and its support for patients and survivors. Now underway, the walkathon comprises a number of themes at set times, including a 'make a new friend lap,' a 'sing-along lap,' a 'movement lap,' a 'casual lap,' a 'tutu lap,' a 'glow lap,' a 'superhero lap,' a 'conga lap,' a 'wake up lap,' a 'three-legged lap,' a 'kids' lap,' a 'family lap,' a 'silly hat lap,' a 'make some noise lap,' a 'selfie lap,' a 'fancy dress lap,' a 'crazy hair lap' and - finally at 3pm today - a 'fight back lap.'

Over 40 entertainment activities are taking place around the clock during Relay for Life, including live band and DJ performances, comedy acts, poetry readings and storytelling sessions. There is American football, golf, bubble soccer and jousting, while keeping the little ones entertained are bouncy castles, games, arts and crafts sessions, face-painting, movies and a soft play area. Relaxing moments for the adults include spinning classes, Pilates, doodling and

yoga, while the more energetic can work up a sweat at the boot camp and make the most of the power stretching, zumba and core express exercises on offer.

Founded in 1999, FoCP has provided medical treatment and financial and moral support for more than 3,500 cancer patients and their families. Those wishing to join with the organisation and participate in the first ever Relay for Life in the MENA region should head to American University Sharjah today, where activities will be leading up to the grand finale at 4pm.






39 Press Mentions



Nov 18, 2017

جواهر القاسمي: «لنحيا» رسالة تتمسك فيها بالأمل

Publication: Emarat Al Youm (Newspaper)	Country: United Arab Emirates	Page: 15	AVE: \$5,516.91	
Circulation: 80,000	Language: Arabic	Section: Main	Size: 0.57	
Tags: Friends of Cancer Patients, Relay for Life, Free				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6209141&qk=z...				



• شهدت إطلاق «المسيرة» بهدف جمع التبرعات لصالح مرضى السرطان

جواهر القاسمي: «لنحيا» رسالة تتمسك فيها بالأمل

شارك في المبادرة أكثر من 5000 شخص، بينهم 67 ناجياً من السرطان، في سباق ماراثون استمر 24 ساعة، بهدف جمع التبرعات لصالح مرضى السرطان وأسرهم.

أطلقت سيرة سمو الشيخة جواهر بنت محمد القاسمي، رئيسة المجلس الأعلى لشؤون الأسرة، الرئيسة لجمعية «لنحيا» المسيرة، في أول جولات المسيرة، ورافق سموها فريق من الناجين من السرطان في مسيرة رياضية.

وتأتي المبادرة في إطار سلسلة من الفعاليات التي تنظمها الجمعية لدعم مرضى السرطان وأسرهم، وتعزيز الوعي بالمرض، وشارك في المبادرة 67 ناجياً من السرطان، ورافق سموها فريق من الناجين من السرطان في مسيرة رياضية.


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Nov 18, 2017

جواهر القاسمي تدشن لنحيا وتشارك بأولى جولاتها مع الناجين من السرطان

Publication: Al Ittihad (Newspaper)	Country: United Arab Emirates	Page: 2	AVE: \$2,490.99	
Circulation: 109,640	Language: Arabic	Section: Main	Size: 57.86	
Tags: Friends of Cancer Patients, Relay for Life, Free				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6209757&qk=N...				

تطلق للمرة الأولى بالشرق الأوسط لجمع التبرعات

جواهر القاسمي تدشن «لنحيا» وتشارك بأولى جولاتها مع الناجين من السرطان



خلال إطلاق مسيرة «لنحيا»، بهدف جمع التبرعات لمصلحة مرضى السرطان وأسرهم (من المصدر)

الشارقة (الاتحاد)

بمشاركة أكثر من 2000 شخص، أطلقت قرية سمو صاحب السمو حاكم الشارقة، سمو الشيخة جواهر بنت محمد القاسمي، رئيسة المجلس الأعلى لشؤون الأسرة، الرئيسة لجمعية «لنحيا» المسيرة، في أول جولات المسيرة، ورافق سموها فريق من الناجين من السرطان في مسيرة رياضية.

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Luminaria Ceremony Provides Moment of Quiet Reflection at Relay for Life



Candles illuminated in remembrance of those who have died from cancer as well as in honour of those who have survived the disease

Luminaria Ceremony Provides Moment of Quiet Reflection at Relay for Life

18 November, 2017

Awareness Activation & Fundraising

AUS, Sharjah, U.A.E

A period of quiet reflection created a temporary pause in the fun and laughter at the UAE Relay for Life on Friday evening, with the hosting of the event's 'Luminaria' ceremony. A major activity in the 24-hour cancer awareness walkathon, the special observance commemorated loved ones lost to cancer as well as honoured those who have survived the disease.

Taking place at 9pm on Friday evening, the Relay for Life Luminaria ceremony temporarily halted the 24 hours of walking around the athletics track at American University Sharjah, which had commenced at 4pm that day. Participants instead

gathered to sit on the track to hear inspirational stories of cancer survival from the adjacent stage, to listen to the emotional recital of a poem and to receive a stirring rendition of 'Nessun Dorma' from an opera singer.

Cancer survivors, caregivers and others touched by the disease were asked to stand in turn, with each group receiving applause. Illuminated candles were then placed around the track perimeter, each one in memory of a loved one who had died from the disease or to celebrate someone who had defeated it. The activity culminated in a Luminaria lap of honour from the participants.

A joint initiative from the American Cancer Society and Friends of Cancer Patients (FoCP) - a non-profit organisation dedicated to fighting the disease - the UAE Relay for Life at AUS was the first time that the event had been held in the MENA region. Launched by Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Ambassador of the International Union Against Cancer to the World Cancer Declaration and Royal Patron of FoCP, the event attracted the participation of around 2,000

'relayers,' with individuals and institutions taking part including 52 schools, six universities, eight partners, 37 government and private institutions and 67 cancer survivors.

Relay for Life can be traced to 1985 when colorectal surgeon Dr. Gordy Klatt in the USA successfully raised \$27,000 for his local cancer charity. Since then, it has gone on to become the largest fundraising event for cancer in the world. Relay for Life has to date raised more than \$5

billion (AED18.3 billion) in support of cancer patients worldwide, with the event now taking place in 29 countries.






37 Press Mentions



Nov 12, 2017

Luminaria Ceremony at UAE relay for life a symbol that convey a special message to the Community

Publication: sharjah24.ae - English (Website)	Country: United Arab Emirates	Language: English	
Monthly Visitors: 82,770	Monthly Pageviews: 82,770	Monthly Ad Revenue: \$248.31	
Tags: Friends of Cancer Patients, Relay for Life, Free			
Article URL: https://www.sharjah24.ae/en/en/health-and-family/267132-lumi...			



الجمعة 24

Luminaria Ceremony at UAE relay for life a symbol that convey a special message to the Community

Sunday 12, November 2017 at 12:50 PM



Comments 00

Sharjah24: Hundreds of Luminarias are expected to have an emotional moment in UAE, as a special message of hope for cancer patients, which are lit by participants of the first UAE Relay for Life event.

The 'Luminaria Ceremony' is an initiative to remember cancer patients and honour those who are battle.

The ceremony is scheduled to take place November 17-18 at 9 pm at the American University Sharjah (AUS), during the 24-hour walkathon which has been designed to raise awareness about cancer and to generate funds to fight it.

A major aspect of UAE Relay for Life – the first Relay for Life event to be held in the region – will be its 'Luminaria' ceremony, as to honour every life touched by cancer which will involve candles being lit in the memory of those who are no longer with us because of the disease, or in support of those who are currently battling it.


The first of its kind initiative in the region organised by Friends of Cancer Patients (FoCP) - a non-profit organisation dedicated to fighting the disease - and American Cancer Society, Relay for Life is a 24-hour walking challenge that will take place around the athletics track at AUS. The event will start at 6:00 PM on Friday November 17th and finish the same time on the 18th of November. FoCP says that the nocturnal element of the walk provides the perfect opportunity to honour departed loved ones, in addition to supporting those fighting the disease, with the lighting of a candle.

"One of the unique aspects of Relay for Life is the fact that it takes place over 24 hours, so night time figures prominently in the proceedings. This period is associated with a more serene and calm ambience than the bustle and bustle of the day and as such, offers a special ambience. As the evening draws in at UAE Relay for Life, we will be hosting a Luminaria event that will see us lighting candles



Nov 13, 2017

« لنحيا».. مئات الفوانيس تضيء الأمل في نفوس مصابي السرطان

Publication: Emarat Al Youm (Newspaper)	Country: United Arab Emirates	Page: 27	AVE: \$2,693.43	
Circulation: 80,000	Language: Arabic	Section: Main	Size: 0.28	
Tags: Friends of Cancer Patients, Relay for Life, Free				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6174297&qk=O...				



من مسيرة عائشة لمسيرة « لنحيا».

تحتضن الشارقة فعالية خاصة لإضاءة مئات الفوانيس، في رسالة يحملها المشاركون في مسيرة « لنحيا» التي تقام للمرة الأولى في منطقة الشرق الأوسط وشمال إفريقيا، ليعبروا عن الدعم والتشجيع مع مرضى السرطان. وتعدّ فعالية إضاءة فوانيس «لنحيا»، إحدى الفعاليات الرئيسية ضمن المسيرة العالمية، بهدف استذكّار صحابا المرض، ولتذكّار ودعم المصابين به خلال رحلة صراعهم معه، ويمكن إضافة أسماء ورسائل لهذه الفوانيس.

ونظم فعالية إضاءة الشموع للمشاركة لحظّة صمت لتذكّر الضحايا، خلال المسيرة التي تنطلق في الرابعة عصرًا يوم الجمعة في الجامعة الأميركية في الشارقة، خلال ماراثون السير على الأقدام لمدة 24 ساعة، بهدف زيادة الوعي المجتمعي بمرض السرطان، وجمع التبرعات لمساعدة المصابين به، وكأحدثه والحد من انتشاره. وتركز المبادرة الإنسانية، التي تنظمها جمعية أصدقاء مرضى السرطان، بالتعاون مع الجمعية الأميركية للسرطان، على التحدي، من خلال التقي للواصل لمدة 24 ساعة على الضعاف الرياضي في الجامعة الأميركية بالشارقة. وأشارت جمعية أصدقاء مرضى السرطان إلى أن «الشيء على الأقدام في الخلّاق يُعدّ فرصة لاستذكّار رحلة العلاج الشاقّة التي مرّ بها من رحلوا عن عالمنا بعد صراع مرير مع المرض، وفي الوقت ذاته إظهار الدعم للذين ما زالوا يكافحونه بقوة وإرادة». من خلال إضافة الشموع لتتصير عن الأمل وزرعهم في نفوسهم خلال رحلة علاجهم.

وقال تنفيذي أول الفعاليات والخدمات اللوجستية في جمعية أصدقاء مرضى السرطان، بدر الجعدي، «تعدّ فعالية السير على الأقدام لمدة 24 ساعة، الحدث الرئيس في مسيرة «لنحيا»، حيث يحلّ الظلام مع تقدّم ساعات الليل، وتختفي أصوات الضحايا النهارية شيئًا فشيئًا، ليحلّ مكانها هدوء الليل، ما يضفي أجواءً من السكينة على المسيرة، لتصبح لنا بمثابة تذكّرات للمصابين ومعاييلهم وبعائيلهم مع

Relay for Life Concludes with a Burst of Positive Energy against Cancer



- Participants travelled from as far as the UK
- More than 2,000 participants took part in 24-hour walkathon at American University Sharjah
- Event was first Relay for Life to be held in MENA region

Luminaria Ceremony Provides Moment of Quiet Reflection at Relay for Life

| 18 November, 2017

Awareness Activation & Fundraising

| AUS, Sharjah, U.A.E

The MENA region's first ever Relay for Life concluded with a burst of positive energy on Saturday afternoon at American University Sharjah, when participants who had been walking the university's athletics track over the previous 24 hours undertook a final 'Big Balloon Lap.' The stamina of the 'relayers' had received a considerable boost following the event's closing ceremony, which had highlighted the incredible efforts made by everyone involved.

More than 2,000 relayers had

taken part in the 24-hour walkathon, with individuals and institutions involved including 52 schools, six universities, eight partners, 37 government and private institutions, and 67 cancer survivors. Conducted in conjunction with the American Cancer Society, the event had been organised by Friends of Cancer Patients (FoCP), the not-for-profit organisation that supports cancer patients and their families.

Before the ultimate lap, which featured cheering, applause and

balloons held aloft to celebrate the walkathon's grand finale, a closing ceremony was hosted to thank the participants for their time, energy and commitment to such a worthy cause.

During the ceremony, a video was screened of the activities taking place over the previous 24 hours. The images started with the launch of the inaugural Relay for Life by Sheikha Jawaher Al Qasimi, Ambassador of the International Union Against Cancer to the World Cancer Declaration. It then showed Her Highness participating in the first lap of the walkathon with cancer survivors, highlighting the importance of raising awareness of the disease and the necessity for screening for its early detection.

The video also showed one particularly inspiring activity at the first ever UAE Relay for Life; the Survivors' Tent. A main feature of the event, the tent saw some of the 67 cancer survivors attending address audiences with their personal stories about their diagnoses, treatment and defeat of the disease. Taking questions from those present, the survivors of all nationalities were able to offer advice and discuss coping mechanisms for attendees currently affected by cancer.

"What can I say and where do I start? I am overwhelmed and so happy that we have managed to realise this dream of being part of this special relay and introducing it to this part of the world. I want to thank each and every one of you; our participants, our supporters, our sponsors, all you

survivors and all you caregivers. Of course, I would like to give a very special thank you to the American University Sharjah, to the faculty, administration and students. I would also like to say special thanks to the board of directors of FoCP and to the fantastic team of FoCP who have worked tirelessly for this event," said HE Sawsan Jafar, Chairperson of FoCP Board of Directors.

"On behalf of the millions and millions of relayers from around the world on six continents, 29 countries, and growing over 33 years, people just like you walking around a track just like this, raising awareness and raising funds, having fun, doing it is nothing short of amazing. I declare the inaugural event here in the Middle East a 'relay success'," said Bob Chapman, Managing Director, Global Relay For Life.

"I have been through three years of misdiagnoses and have had various surgeries, with my condition being unstable at times. Because of these misdiagnoses I didn't realise that I had cancer. This event provides us with the empowering of hope and I would like to see this Relay for Life take place every year," said Sara, a cancer survivor, who took to the stage to tell her story.

Wrapping up the closing ceremony before the final walkathon lap was an awards ceremony that honoured all those participants who had excelled in their commitment to the first ever Relay for Life in the MENA region. Dr. Björn Kjerfve, Chancellor of American University of Sharjah, was the first to be honoured

with and received an American Cancer Society history book to thank him for everything that the university had done to facilitate the event.

Nicholas from Team Icarus won two pairs of Skechers trainers for being the first individual to sign up to tackling the track on his own for the 24 hours, while Greg Ross from Team Petrofac also picked up two pairs for successfully covering 27km in three hours. Team Maguna won 20 pairs of Skechers trainers, as well as a meal for two at Haaya restaurant in Madinat Jumeirah, for being the team that had raised the most funds for the event.

Team Taryam were honoured for their fundraising activities in their campsite at the track side, receiving a Talise Spa 60 minute massage and pair of Skechers trainers for all team members, while Chaloub Group were recognised for their kids' set up, with team members receiving a one night stay at Ramada Downtown with breakfast and a pair of Skechers trainers each.

The most enthusiastic fundraising team was voted to be March On, with a special mention given to the young cancer survivor Jessica who had donated her hair and who had raised money with her friends through a bracelet sale. The team received 11 Ski Dubai Snow Park children's vouchers for their efforts. Also from the same team, Niamh Chell was honoured as the youngest hair donor, receiving four Dubai Park and Resort passes.

A special award was given to Team Hollie who had flown in

from the UK in memory of their young family member, Hollie. The team members had conducted a cake bake sale on the sidelines of the event, which sold out in hours.

"When we started this event 24 hours ago we said that we were here together to fight a disease that never sleeps. How many of you got any sleep last night? I went to sleep at 3am, but I had to make sure that one of my team members was on the track. It's a relay tradition to keep one person from each team on the track at all times. This track has been pretty lively for 24 hours, so I'd say we did it," said Abdul Ghani Soucar, FoCP volunteer and emcee at the Relay for Life closing ceremony.

Relay for life then concluded

with the final Big Balloon Lap, with the participants dancing their way around the track to music from the stage loudspeakers. The circuit was the last in the many thousands that had been undertaken by the participants, with half of them completed during the nocturnal hours. The 24 hour nature of the event had been designed to highlight that cancer is a disease that doesn't sleep and also to show solidarity with cancer patients who often feel a sense of loneliness during the small hours.

Relay for Life has its roots in the USA when it was conceived more than three decades ago. Organised by colorectal surgeon Dr. Gordon Klatt, the first ever event in 1985 raised \$27,000 for his local cancer charity and has since gone on to become

the largest fundraising event for cancer in the world. Currently taking place in 29 countries, Relay for Life has to date raised more than \$5 billion (AED18.3 billion) in support of cancer patients worldwide.

Founded in 1999, FoCP strives to promote awareness about the six early detectable cancers; breast cancer, cervical cancer, prostate cancer, skin cancer, testicular cancer and colorectal cancer. The organisation also provides moral and financial support to hundreds of cancer patients and their families, irrespective of their age, nationality culture or creed. FoCP has so far succeeded in providing support to more than 3,700 cancer patients in the UAE.






38 Press Mentions



Nov 20, 2017

« لنحيا» تختتم فعالياتها بـ«الصمود والأمل» شعاراً لمواجهة السرطان

Publication: Emarat Al Youm (Newspaper)	Country: United Arab Emirates	Page: 22	AVE: \$3,264.91	
Circulation: 80,000	Language: Arabic	Section: Main	Size: 0.34	
Tags: Friends of Cancer Patients, Relay for Life, Free				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6226529&qk=f...				

من خلالها تنضم الإمارات رسمياً إلى الحركة العالمية للمسيرة

«لنحيا» تختتم فعالياتها بـ«الصمود والأمل» شعاراً لمواجهة السرطان

إفريقيا تنظم المسيرة التي توفد سنوياً شموع الأمل في أكثر من 29 دولة حول العالم، لتؤكد أننا بأمل والوعي يمكننا الحد من انتشار السرطان، ولتستطيع أن تسهم في إنقاذ الكثير من الأرواح الإنسانية من فلك هذا المرض.

من جانبه قال بوب شامبين المدير الإداري للاتلاف العالي في الجمعية الأمريكية للسرطان: «التباعد عن ملايين المشاركين في المسيرة العالمية (لنحيا)، يشرفني الإعلان عن نجاح هذه المسيرة التي تقام في قارات العالم الست، حيث عايشنا هذا الحماس الكبير الذي أبداه المشاركون الذي لم ينقطع طوال 24 ساعة، كما شهدنا كيف أنهم تحدوا في ابتكار العديد من الوسائل لتشجيع الجمهور على الانضمام. وسردت سارة، إحدى الناجيات من مرض السرطان تجربتها مع المرض، ولفتت إلى أن اكتشافها للمرض كان بعد مرور ثلاث سنوات من إصابتها، وذلك بصمم التشخيص الخاطئ، وأشارت إلى الدعم الكبير الذي حظيت به من جمعية أصدقاء مرض السرطان، الذي كان له بالغ الأثر في حصولها على العلاج الطبي والدعم المعنوي الطويلين الفتيحة - إيمان أبو يوم

فريق «نيكاروس»، الذي نال فيه للشارك «نيكولاس» لقب أول فرد سجل اسمه للمشاركة بالجري على المسار.

كما تم تكريم فريق «هولي»، الذي حرص أفراد على المشاركة في المسيرة، فادمن من الملكة المتحدة، بهدف إحياء ذكرى وفاة الطفلة «هولي»، التي أصابها السرطان، والذين قاصوا بإعداد كهكة وتم بيعها خلال ساعات قليلة، وفريق «ميرنات»، بوصفه الفريق الأكثر حماساً في جمع التبرعات على طول المسار، حيث شهد الفريق تربع الناحية «جيسكا» بشعرها، كما شهد تربع الطفلة «نعممة محمد إسحاق» بشعرها لنال بذلك لقب أصغر متبرعة بالشعر.

وفي الكلمة التي ألقاها خلال حفل الختام قالت رئيس مجلس إدارة جمعية أصدقاء مرض السرطان سوسن جعفر: «ها هي إمارة الشارقة ودولة الإمارات، وبفضل دعم قيادتها الرشيدة، التي لا تدرج جهداً في سبيل أن تدعم جميع مواطني الدولة والعاملين على أرضها بالصحة والحياة، تنضم بقوة إلى ركب الحركة العالمية لمسيرة (لنحيا)، لننال بذلك لقب أول دولة في منطقة الشرق الأوسط وشمال



حالب من حفل الاختتام لمسيرة «لنحيا» الرياضية.

تنظم المسيرة في 6 قارات، وتجمع سنوياً أكثر من 380 مليون دولار، لدعم جمعيات مكافحة السرطان في العالم.

قياساً بالسرى في وضع النهار، حيث قطع 27 كيلومتراً في ثلاث ساعات متواصلة، لحت أشعة الشمس اللاحقة، كما تم تكريم

ولم تكريم فريق «هاكونا» باعتباره أعلى الفرق جمعاً للتبرعات، وفريق «بروفاك» الذي حقق فيه للشارك «جريج روس» رقماً

الشاهد والتحويلات الإنسانية، حيث تم تكريم عدد من الفرق والأشخاص الذين بذلوا مجهودات جبارة خلال المسيرة، في جميع أنحاء العالم.

في أجواء نابضة بالأمل والتفاؤل وروح التحدي والصمود، اختتمت أول من أمس بالجامعة الأميركية في الشارقة فعاليات مسيرة «لنحيا»، إحدى مبادرات جمعية أصدقاء مرض السرطان، التي انطلقتها على مدار 24 ساعة متواصلة، بحضور أكثر من 2000 مشارك من الأفراد والؤسسات المحلية والمولدة، إضافة إلى 52 مدرسة، و6 جامعات، و8 رعاة، إضافة إلى 37 جهة ومؤسسة حكومية وخاصة، و 67 نادياً من مرض السرطان.


وهدفت المسيرة التي تقام للمرة الأولى في الشرق الأوسط وشمال إفريقيا، إلى جمع التبرعات لصالح مرض السرطان وأسره، وتعزيز الوعي بالمرض، ومع ختام فعاليات المسيرة تكون دولة الإمارات العربية المتحدة انضمت فعلياً وبشكل رسمي إلى الحركة العالمية لمسيرة «لنحيا»، التي انطلقت قبل 33 عاماً في الولايات المتحدة، قبل أن تنتظم بعد ذلك في ست قارات، حيث شارك فيها 4500 مجتمع محلي من 29 دولة، وتجمع سنوياً أكثر من 380 مليون دولار أمريكي، لدعم جمعيات مكافحة السرطان في جميع أنحاء العالم.

وشهد حفل الختام الكثير من



Nov 20, 2017

« لنحيا» تختتم فعالياتها وترفع شعار «الصمود والأمل» لمواجهة السرطان

Publication: Al Khaleej (Newspaper)	Country: United Arab Emirates	Page: 2	AVE: \$3,460.45	
Circulation: 125,000	Language: Arabic	Section: Main 2	Size: 81.40	
Tags: Friends of Cancer Patients, Relay for Life, Free				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6227643&qk=u...				

«لنحيا» تختتم فعالياتها وترفع شعار «الصمود والأمل» لمواجهة السرطان

منطقة الشرق الأوسط وشمال إفريقيا تنظم المسيرة التي توفد سنوياً شموع الأمل، في أكثر من 29 دولة حول العالم، لتؤكد أن بالأمل والوعي يمكننا الحد من انتشار السرطان، وتضاعف الجهود لتستطيع أن تسهم في إنقاذ الكثير من الأرواح الإنسانية، من فلك هذا المرض.

ومن جانبه قال بوب شامبين، المدير الإداري للاتلاف العالي في الجمعية الأمريكية للسرطان، «بالتباعد عن ملايين المشاركين في المسيرة العالمية التي تقام في قارات العالم الست، حيث عايشنا هذا في الإمارة الباسمة يوماً، الحماس الكبير الذي أبداه المشاركون والذي لم ينقطع طوال 24 ساعة، كما شهدنا كيف أنهم تحدوا في ابتكار العديد من الوسائل لتشجيع الجمهور على الانضمام إلى فعاليات المسيرة».

وسردت سارة، إحدى الناجيات من مرض السرطان تجربتها مع المرض، ولفتت إلى أن اكتشافها للمرض كان بعد مرور ثلاث سنوات من إصابتها، وذلك بصمم التشخيص الخاطئ، وأشارت إلى الدعم الكبير الذي حظيت به من جمعية أصدقاء مرض السرطان، الذي كان له بالغ الأثر في حصولها على العلاج الطبي والدعم المعنوي الطويلين الفتيحة - إيمان أبو يوم

إحياء ذكرى وفاة الطفلة «هولي»، التي أصابها السرطان، والذين قاصوا بإعداد كهكة وتم بيعها خلال ساعات قليلة، وفريق «ميرنات»، بوصفه الفريق الأكثر حماساً في جمع التبرعات على طول المسار، حيث شهد الفريق تربع الناحية «جيسكا» بشعرها، كما شهد تربع الطفلة «نعممة محمد إسحاق» بشعرها لنال بذلك لقب أصغر متبرعة بالشعر.

وفي الكلمة التي ألقاها خلال حفل الختام قالت سوسن جعفر، رئيس مجلس إدارة جمعية أصدقاء مرض السرطان: «ها هي إمارة الشارقة ودولة الإمارات، وبفضل دعم قيادتها الرشيدة، التي لا تدرج جهداً في سبيل أن تدعم جميع مواطني الدولة والعاملين على أرضها بالصحة والحياة، تنضم بقوة إلى ركب الحركة العالمية لمسيرة «لنحيا»، لننال بذلك لقب أول دولة في



سوسن جعفر

وتجمع سنوياً أكثر من 380 مليون دولار، لدعم جمعيات مكافحة السرطان في جميع أنحاء العالم.

وشهد حفل الختام الكثير من المشاركين والتحويلات الإنسانية. حيث تم تكريم عدد من الفرق والأشخاص الذين بذلوا مجهودات جبارة خلال المسيرة، وتم تكريم فريق «هاكونا» باعتباره أعلى فريق جمعاً للتبرعات وفريق «بروفاك» الذي حقق فيه للشارك «جريج روس» رقماً قياسياً

وهدفت المسيرة التي تقام للمرة الأولى في الشرق الأوسط وشمال إفريقيا، إلى جمع التبرعات لصالح مرض السرطان وأسره، وتعزيز الوعي بالمرض، ومع ختام فعاليات المسيرة تكون دولة الإمارات انضمت فعلياً وبشكل رسمي إلى الحركة العالمية لمسيرة «لنحيا»، التي انطلقت قبل 33 عاماً في الولايات المتحدة، قبل أن تنتظم بعد ذلك في ست قارات، حيث شارك فيها 4500 مجتمع محلي، من 29 دولة.





Sultan Al Qasimi to attend Second Global NCD Alliance Forum – Sharjah Builds on Success of First Edition



- Sharjah chosen as host for world's most influential non-communicable disease forum for first two editions
- More than 80 expert speakers from UAE, Kenya, Mexico, United States, United Kingdom, Switzerland, Brazil, Jordan, India, Zanzibar and more
- Participants include 350 scientists, medical pioneers, support groups, NGOs from 68 countries

Sultan Al Qasimi to attend Second Global NCD Alliance Forum – Sharjah Builds on Success of First Edition

07 December, 2017

Partnership
Al Jawaher Reception
& Convention Centre
Sharjah UAE.

The second Global NCD (Non-Communicable Diseases) Alliance Forum taking place from 9-11 December begins in Sharjah tomorrow (Saturday – 4pm) in the presence of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the Supreme Council Ruler of Sharjah, and Her Highness Sheikh Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, Founder and Patron of FoCP. The organisers, NCD Alliance has chosen the emirate to host the first two editions of the event, where most respected NCD health experts from around the world strategies on how reduce the incidence of

non-communicable diseases – responsible for more than 40 million deaths globally each year.

Having held the highly successful inaugural edition and influenced global agendas on NCDs in 2015, Sharjah-based Friends of Cancer Patients (FoCP) will welcome more than 350 delegates and 80 expert speakers to the Jawaher Reception and Convention Centre, including scientists, medical pioneers, support groups, NGOs and civil societies from 68 countries such as Kenya, Mexico, the United States, the United Kingdom, Switzerland, Brazil, Jordan, India, Zanzibar Sweden, Norway,

United Kingdom, Pakistan, Bahrain, Kuwait, Bangladesh, Maldives, Saudi Arabia, Sri Lanka, Singapore, Australia, Paraguay, Jamaica, Chile, Philippines, Germany, France, Zambia, Mozambique, Lebanon, Canada, Egypt, Nepal, Cameroon, Indonesia, Finland, Argentina, Ethiopia and many others across five continents.

The three-day forum is being held under the patronage of Her Highness Sheikh Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, and Founder and Patron of FoCP and International Ambassador for the World Cancer Declaration of the Union for International Cancer Control and International Ambassador for Childhood Cancer.

Some of the most respected experts in the field of NCDs speaking at the event include: HRH Princess Dina Mired, President-Elect of the Union for International Cancer Control, who was the first Arab and non-medical professional to have been elected in such a prestigious global post; Sir George Alleyne, a medical graduate of the University of the West Indies who worked under Professor John Waterlow in the Tropical Metabolism Research Unit at UWI; José Luis Castro, an expert in global health, organisational development and project implementation, who spent 27 years working on tuberculosis, tobacco control and non-communicable diseases; Katie Dain, Chief Executive Officer of the NCD Alliance, who has been a part of the team since its founding in 2009; Dr. Tom Frieden, one of the world's leading public health experts and President and Chief Executive Officer of 'Resolve to Save Lives', a \$225 million, 5-year initiative housed at Vital Strategies; Dr. Sania Nishtar,

a Pakistani physician and former federal minister of the Government of Pakistan who has strong civil society credentials as founder of Heartfile. Dr. Nishtar is also co-Chair of WHO High-Level Global Commission on Non-Communicable Diseases; and Dr Alexander Lyon, Senior Lecturer in Cardiology, Imperial College London and Consultant Cardiologist, Royal Brompton Hospital, UK.

The theme 'Stepping up the Pace for NCDs: Making 2018 count', reaffirms the NCD Alliance's commitment to put intentions into action. NCDs – mainly cancer, cardiovascular disease, chronic respiratory diseases and diabetes – account for 68% of global mortality, or two out of every three deaths.

In keeping with the commitment to provide practical resources, a key focus of this year's forum, organised by the NCD Alliance, a civil society alliance uniting 2,000 organisations across the world is to mobilise high-level political leadership to address NCDs, 80% of which occur in low- and middle-income countries.

Following the opening ceremony by His Highness the Ruler of Sharjah at 4pm today, the first plenary session 'The Global NCD Response: Taking Stock, Reviewing Progress, and Looking Ahead to the 2018 UN High-level Meeting' begins at 5pm and concludes day one at 6.15pm.

On Sunday, the second day of the Forum begins at 9am with the plenary 'Uniting the NCD Movement for 2018: Framing the Narrative, Advocating for Action and Amplifying Voices', followed at 10.45am with the workshops 'Making a Case for Investment and Financing for NCD Prevention and Control', 'Improving NCD Access and Achieving Universal Health Coverage for All', 'Joining

Forces to Tackle the Determinants of NCDs', 'Promoting the Meaningful Involvement of People Living With NCDs', 'Driving National Planning on NCDs'.

The second plenary beginning at 1.30pm is titled 'Breaking Down Silos, Building Synergies: Accelerating NCDs in the 2030 Sustainable Development Agenda'.

At 3.15pm, delegates can attend workshops on 'Integrating Efforts for NCDs and Women's and Children's Health', 'Addressing NCDs as a Barrier to Poverty Reduction and Development', 'Using the Law to Safeguard Health and Reduce NCDs', 'Human and Planetary Health: At the Intersection of NCDs, Urbanisation and Climate Change', and 'Ensuring Sustainable Healthy Diets for All', which brings the end of day two to a close at 5pm.

On the third and final day, an invitation only breakfast takes place from 7 – 8.30am, with doors opening for the plenary session 'Growing the Movement: Equipping Civil Society to Fulfil its Roles in the NCD Response' at 9am.

At 11am, workshops include 'Through the Magnifying Glass: Leveraging Accountability Efforts in NCDs', 'Using Research to Advance Evidence-based Advocacy and Policymaking', 'Promoting the Best Buys for NCDs: Making the Case', 'For the Long Haul: Ensuring the Sustainability of NCD Alliances' and 'Promoting a Multi-sectoral Approach to NCDs through Workplace Wellness'.

A final session, 'National and Regional Advocacy to Maximise the UN 2018 HLM on NCDs' takes place from 2.15pm – 3.15pm, followed by the closing ceremony of the second Global NCD Alliance Forum which will take place between 3.30pm and 4.15pm.




37 Press Mentions



Dec 10, 2017

Sultan lists efforts to curb cancer

Publication: Gulf News (Newspaper)	Country: United Arab Emirates	Page: 6	AVE: \$7,660.46	
Circulation: 101,358	Language: English	Section: Main	Size: 111.83	
Tags: Friends of Cancer Patients, NCD				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6378209&qk=2...				

Sultan lists efforts to curb cancer

OPENING NON-COMMUNICABLE DISEASES FORUM, SHARJAH RULER CITES STEPS TAKEN TO CURB SMOKING, DRINKING, OBESITY

SHARJAH

BY FAISAL MASUDI
Staff Reporter

A forum taking place in Sharjah aims to lay the groundwork for making 2018 a “watershed year” in the fight against Non-Communicable Diseases (NCDs), billed as the “world’s biggest killers”.

The three-day second Global NCD Alliance Forum, that began yesterday, is galvanising international efforts ahead of the third high-level meeting on NCDs at the UN General Assembly next year.

In his opening remarks to the forum yesterday, His Highness Dr Shaikh Sultan Bin Mohammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, said cancer is one of the most dangerous and complex type of NCDs, responsible for 15 million deaths worldwide.

He noted that among the leading causes of cancer were smoking, alcohol and obesity — all of which Sharjah has been taking positive steps to curb.

Dr Shaikh Sultan said: "We have implemented a ban on smoking in many public places, which has led to a decrease in deaths due to smoking. And for 32 years, Sharjah has once again taken the lead in the prohibition of alcohol – which is responsible for 10 per cent of all cancer deaths – in the emirate. As for obesity, Sharjah has forged ahead, supplying walkways in many locations so that people can go walking and jogging and lead a healthier lifestyle. We will also have one of the best air-conditioned walkways where, even during the five hot months



■ Dr Shaikh Sultan addresses delegates as he opens the second Global Non-Communicable Diseases (NCD) Alliance Forum in Sharjah yesterday.

of the year, people can still exercise."

Speaking of the forum itself, he said it is more than an event, describing it as a catalyst for change. The first forum was held in Sharjah in 2015. "People thought that this forum may be an event where speeches are given and plans are made, then everything is forgotten – this is not the case. This is a place of practical action. It is a credit to you all that you have stimulated us to take action and initiate many projects.

"We will continue to take action — it is a responsibility and you are our guiding light. Future results will be even better."

We will implement your recommendations and we thank you for your guidance. We are here to support you and will fulfil our promise that you will see the results of your guidance when we meet here next year."

Watershed year

In 2018, the UN General Assembly is staging the third high-level meeting on the prevention and control of NCDs. Yesterday, delegates said the Sharjah forum could be instrumental in making 2018 a "watershed" year in combating NCDs.

The forum is held under the directive of Shaikha Jawahar Bint Mohammad Al Qasimi, wife

of Dr Shaikh Sultan and Founder and Royal Patron of the Friends of Cancer Patients (FoCP), International Ambassador for the World Cancer Declaration of the Union for International Cancer Control (UICC), International Ambassador for Childhood Cancer for UICC and Patron of Global NCD Alliance Forum.

More than 350 delegates and 80 speakers from 68 countries are participating at the forum.

Sawsan Jafar, chairperson of FoCP, said: "Today's convention is a significant stride towards perpetuating the achievements of the first forum held in Sharjah in 2015, which culminated in the 'Sharjah Declaration for

Non-Communicable Diseases', emphasising the importance of supporting the UN's Sustainable Development Agenda for 2030."

José Luis Castro, president of the NCD Alliance, said NCDs are the "global health tsunami of the 21st century. These diseases and conditions are devastating communities, crippling health systems, and thwarting economies, through widespread sickness, disability, and untimely and often avoidable deaths. No country is immune, and no country has this tidal wave under control".

The NCDs kill around 40 million people worldwide every year. The chair of yesterday's closing panel, Sir George Alleyne, board member of the NCD Alliance, told the delegates, "This is not just about future years, this is about 2018 – we are just not running fast enough. I don't want to be pessimistic. I want to see our strengths and see how we can catch up and get to the pace we need to be ... We need to make sure 2018 is a watershed year for tackling NCDs."

Dr Sania Nishtar, chair of WHO's High-Level Commission of Experts on NCDs-Pakistan, said: "The UAE is at the forefront of change and innovation and we have a chance through the fourth industrial revolution to join the dots, but we will need new experts, new thinking, new regulations and new human resources. But let us remember that we have come a long way; governments have committed to change, heads of state have committed. The civil society plays the role of a moral compass, but you are the ones who will put the wind into the sails of the high-level summit."

■ السرطان من أخطر الأمراض غير المعدية وأكثرها انتشاراً في العالم
■ 100 مليون شخص يعانون السرطان يتوفى منهم 15 مليوناً سنوياً



المادة ١٠



في: 2020-03-26 14:22:00

■ منذ سنوات منعنا التدخين في الأماكن العامة والمقاهي والمكاتب في الشارقة

عدم إحراز تقدم في مكافحتها، لا يعود إلى الحجاب الثقلي، بل ياحصر في الجالون السياسي والتجاري».

العويس: دعم
الشيخة جواهر
لمنتدى بضمن نقاحه

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Jawaher Al Qasimi... a global vision to combat non-communicable diseases



Jawaher Al Qasimi... a global vision to combat non-communicable diseases

08 December, 2017

Partnership

Al Jawaher Reception & Convention Centre Sharjah UAE.

Non-communicable diseases (NCDs) represent a real dilemma for countries across the world and a big challenge to the various world health sectors as the number of people with NCDs has increased considerably during the past decades. NCDs have recently become an emerging pandemic globally with disproportionately higher rates in developing countries.

The spread of these diseases is attributed to many factors, perhaps most notably is unhealthy diets and lack of physical activity, especially in urban communities, in addition to genetic factors, polluted and unclean environment.

According to the US NCDs Prevention and Control Centres, non-communicable diseases are a group of chronic diseases that are not transmitted from one person to another, and are usually are developed through a prolonged period within a relatively slow process. NCDs include seven main groups: Cardiovascular diseases (like heart attacks and stroke), cancers, chronic respiratory diseases, kidney diseases, multiple sclerosis, liver diseases and diabetes.

Non-communicable diseases are chronic, requiring lifelong treatment and the provision of continuous care, adding burden on government budgets

allocated for the health sector. Addressing such types of diseases needs collaborative international efforts and strengthening support for study centres and research institutes to identify causes and determine the best ways to eliminate them.

Over the past years, the UAE was among the first countries in the world to support efforts aiming to fight NCDs and donated hundreds of millions of to funding the setting up of research centres and institutes to address diseases like cancer and polio. The UAE launched several initiatives aimed at promoting healthy lifestyles and physical activity to combat obesity, diabetes, blood pressure and related diseases.

Within the UAE's great contributions to combating NCDs are the immense efforts of Her Highness Sheikhah Jawaher bint Mohammed Al Qasimi, Wife of His Highness the Ruler of Sharjah, Founder and Royal Patron of the Friends of Cancer Patients (FoCP), and International Ambassador for the World Cancer Declaration of the Union for International Cancer Control (UICC) and UICC International Ambassador for Childhood Cancer. Her Highness launched several pilot initiatives and campaigns aimed at fighting and eliminating NCDs, with a focus on cancer, and made generous donations to facilitate cancer treatment.

Her Highness initiatives included, but were not limited to, providing direct financial support for patients and bearing the cost of their treatment, providing medical equipment and supporting medical centres and

research institutes to enable them secure effective therapies for NCDs. This, in addition to hosting experts and organising international conference and forums, and other landmark initiatives.

Childhood Cancer

Sheikha Jawaher's efforts in the fight against NCDs, foremost of which is cancer, are marked by a range of activities and visits she has carried out in support of children with cancer across the world. In 2013, Sheikha Jawaher visited the Children's Cancer Centre of Lebanon, an affiliate of St. Jude Children's Research Hospital in the USA, where she met with patients and presented a library of children's books to the hospital.

In addition, Sheikha Jawaher works through FoCP, which she established in Sharjah in 1999 to connect UICC's Childhood Cancer programme with initiatives to improve health, education and living conditions of Palestinian children under the supervision of The Big Heart Foundation (TBHF).

In April 2014, she participated in the 11th African Conference of International Society for Pediatric Oncology, which was held in Dar-es Salaam, Tanzania, in collaboration with UICC and International Society for Pediatric Oncology. During her participation, Sheikha Jawaher called for developing international strategies as an integral part of the overall programmes to control cancer and non-communicable diseases in various countries across the world, with a special

focus on the low and middle-income countries.

In the same year in September, Sheikha Jawaher visited Presbyterian Cancer Hospital in New York where she launched the international initiative the 'Heroes Bag'. This initiative presents children with cancer with special bags containing books, toys, and other gifts that aim to bring happiness and joy and help alleviate their suffering.

Sheikha Jawaher also participates in most events and activities launched by the UICC throughout the year. As a WCD International Ambassador for Pediatric Cancer, in 2013,

PACS System at CCHE 57357

In June 2016, the Children's Cancer Hospital Egypt (CCHE 57357) in Cairo, the largest pediatric cancer hospital in the Arab region, which offers free medical treatment for children with cancer, activated the picture and communication archiving system (PACS), which is used to store and displaying medical records.

In May 2015, the hospital opened a new wing named after Her Highness Sheikhah Jawaher bint Mohammed Al Qasimi in recognition of her generosity in providing financial support for the treatment of children with cancer. A banner displayed at the wing bearing her name, has her saying to children with cancer: "You are the hero of your story, and you will always be in my heart."

Later that year, Sheikha Jawaher donated EGP 10 million to the

Children's Cancer Hospital 57357 that enabled its administration to introduce the PACS system, which helped 45,728 children to benefit from its services within the first 40 days of its application.

Supporting research centres

Just two months after the activation of the PACS system at 57357 Hospital, Sheikh Jawaher Al Qasimi called for greater investment in NCD-related media research and studies by providing financial support for research and scientific institutions and training human resources to enable them to move into a new phase of the treatment and control of NCDs. The call was made by Sheikh Jawaher during his visit to London.

Sheikha Jawaher stressed that non-communicable diseases, most notably cancer of its various types, represent a major challenge to both communities and governments around the world, making it imperative to fund research carried out by scientific and research institutions and centres for the prevention and control of these diseases.

Sharjah Laboratory in London

Sheikha Jawaher's commitment to fighting NCDs on a global level resulted in the opening of the Sharjah Laboratory at the Francis Crick Institute in London – Europe's largest biomedical research, in April 2017.

His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, and his wife, Her Highness Sheikh Jawaher Al Qasimi, inaugurated the

Sharjah Laboratory at the Francis Crick Institute, one of the most important of its kind in the world.

The Sharjah Laboratory has been set up to contribute to cancer research in general, and specifically lung cancer, to come up with effective treatment for this disease. Her half million pound donation to the Cancer Research UK fully funds the facility, supports its works and trains human resources in order for them to move into a new era in NCDs treatment and prevention.

On the sidelines of the opening of the laboratory, Sheikh Jawaher underlined the importance of promoting a culture of early detection and follow-up. She emphasised that investment in research and treatment of diseases not only benefits the present generation, it is also an investment in the health of several generations to come. She said that a healthy society is the cornerstone of any civilisation and the progress of any nation, explaining the race by nations to support scientific research and discovery of new medicines and therapies.

Sheikha Jawaher underlined the importance of facing NCDs requires an effective and dynamic movement on several levels, including meetings, events and conferences related to research that discuss ways to limit the prevalence of these diseases.

Referring to Sharjah's continuing contribution to the fight against NCDs, Sheikh Jawaher said that Sharjah's efforts to combat NCDs set a leading example to be

emulated by other countries in the world. The emirate launched the 'Sharjah Declaration on Non-Communicable Diseases towards 2030', which was endorsed by 230 international experts. The emirate's next big step in the field is the Second Global Non-Communicable Disease Alliance Forum, which is scheduled to take place from 9 to 11, December 2017.

Sharjah Declaration

In November 2015, Sheikh Jawaher launched the 'Sharjah Declaration' on NCDs during the first Global Non-Communicable Disease Alliance Forum, and included the most important recommendations that came out of the forum, which will be applied to achieve the 2030 Agenda for Sustainable Development.

The Sharjah Declaration on NCDs calls on governments to champion NCD prevention to curtail lifestyle diseases that are responsible for 63 percent of all deaths globally.

During the closing session of the 2015 Global NCD Forum, Sheikh Jawaher said that her efforts towards combating non-communicable diseases around the world is an obligation; a humanitarian duty to help medical and scientific experts make a clear difference in the implications of NCDs on the peoples of the world, specifically in low- and middle-income countries.

Continuous contributions

Her unwavering efforts and commitment to the fight against

NCDs have led to organising the Second Global Non-Communicable Disease Alliance Forum, which is scheduled to take place in Sharjah from 9-11, December 2017, to examine the progress being made on tackling NCDs and discusses effective strategies to prevent the lifestyle ailments that kill 40 million people each year.

The first Global Non-Communicable Disease Alliance Forum was held in November 2015 under the patronage of Sheikh Jawaher. It was organised by FoCP in collaboration with NCD Alliance one after naming Sheikh Jawaher as the Honorary Patron of the Global Non-Communicable Disease Alliance Forum in recognition of her immense efforts in combating NCDs on local, regional and

global levels.

The forum, which brings together leading international NCD organisations and a large group of experts and specialists to garner more attention and mobilise resources to support global efforts to combat non-communicable diseases, particularly in low and middle – income countries, and include these diseases on the global agenda.

4,000 cancer patients receive financial and moral support

Under the directives of Sheikh Jawaher, FoCP has provided financial and moral support to more than 4,000 cancer patients of all ages and nationalities across the UAE this far. Through the Pink Caravan initiative

launched by FoCP in 2010, the organisation has contributed to promoting awareness about the importance of early detection of breast cancer and erasing misconceptions surrounding the disease.

During its 7th Pink Caravan Ride in March 2017, FoCP managed to offer free medical examinations and screenings to 48,800 men and women of different nationalities and age groups in the UAE.

FoCP is a charity non-profit organisation, which relies on generous contributions from businesses and civil society in the form of financial aid and moral support. To know how you can be part of this noble movement, visit: <http://focp.ae/newsite/>



Sultan Al Qasimi Opens 2nd Global Non-Communicable Alliance Forum -Sharjah Chosen Again as Venue for World's Most Influential NCD Event



- Sheikh Sultan Al Qasimi: "We will continue to take action – it is a responsibility and you are our guiding light. Future results will be even better."
- President of the NCD Alliance: "It is my sincere hope that you take advantage of the incredible amount of knowledge and shared experiences... at the largest convening of NCD civil society"
- More than 80 expert speakers from across 5 continents
- Meeting of 350 scientists, medical pioneers, support groups, NGOs from 68 countries

Sultan Al Qasimi Opens 2nd Global Non-Communicable Alliance Forum

09 December, 2017

Partnership

Al Jawaher Reception & Convention Centre Sharjah UAE.

His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member Ruler of Sharjah and Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, and Patron of the Global NCDA Forum, today opened the most influential gathering of experts and decision makers in the field of Non-Communicable Diseases (NCDs) at the second Global NCD Alliance Forum - taking place from 9-11 December at

Sharjah's Jawaher Reception and Convention Centre.

Having held the highly successful inaugural edition and influenced global agendas on NCDs in 2015, Sharjah-based Friends of Cancer Patients (FoCP) will welcome more than 350 delegates and 80 expert speakers to the including scientists, medical pioneers, support groups, NGOs and civil societies from 68 countries across five continents such as Kenya, Mexico, the United States, the

United Kingdom, Switzerland, Brazil, Jordan, India, Zanzibar and many others.

At the opening ceremony, His Highness told the audience that among the leading causes of cancers were smoking, alcohol and obesity and that Sharjah had been taking positive steps to curb this for many years: We have implemented a ban on smoking in many public places which has led to a decrease in smoking deaths and for 32 years, Sharjah has once again taken the lead in the prohibition of alcohol – which is responsible for 10% of all cancer deaths – in any place within the emirate. As for obesity, Sharjah has forged ahead, supplying walkways in many locations so that people can go walking and jogging and lead a healthier lifestyle. We will also have one of the best air-conditioned walkways where even during the five hot months of the year, people can still exercise."

Speaking of the forum itself, His Highness said that it is more than an event, it is a catalyst for change: "People thought that this forum may have been somewhere where speeches were given and plans were made, then everything was forgotten – this is not the case. This is a place of practical action. It is a credit to you all that you have stimulated us to take action and initiate many projects.

"We will continue to take action – it is a responsibility and you are our guiding light. Future results will be even better. We will implement your recommendations and we thank you for your guidance.

We are here to support you and will fulfil our promise that you will see the results of your guidance when we meet here next year."

The opening was also attended by Her Royal Highness Princess Dina Mired, President-Elect of the Union for International Cancer Control; His Excellency Abdul Rahman Al Owais, Minister of Health and Community Protection, UAE; Dr. Khaled Al Saleh, Secretary General of the Gulf Union for Cancer Control; His Excellency José Luis Castro, President of the Alliance of Non-communicable Diseases; Sir George Alini, Honorary Director of the Pan American Health Organization, is a member of the Board of Directors of the Alliance of Non-Communicable Diseases in America; Katie Dean, Executive Director, Alliance of Non-communicable Diseases Organizations

A short video was shown to the audience of the three day forum on the unwavering commitment and support from Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, Patron of the Global NCD Alliance, Founder and Patron of FoCP and International Ambassador for the World Cancer Declaration of the Union for International Cancer Control, International Ambassador for Childhood Cancer and Patron of the Global NCDA Forum.

The NCD Alliance has chosen Sharjah to host the first two editions of the event, where the most respected NCD health experts from around the world strategise on how reduce the

incidence of non-communicable diseases – responsible for more than 40 million deaths globally each year.

Chairperson of the Friends of Cancer Patients Board of Directors HE Sawsan Jafar commented on the progress made from the inaugural NCD Alliance Forum.

"Today's convention is a significant stride towards perpetuating the achievements of the forum's first one held in Sharjah in 2015, which culminated in the 'Sharjah Declaration for Non-Communicable Diseases', emphasising the importance of supporting the UN's Sustainable Development Agenda for 2030. The 2015 forum also resulted in a series of recommendations for governments, UN organisations, the business community, and local and international media corporations. These recommendations collectively call for catalysing and facilitating the adoption of measures to prevent and control non-communicable diseases.

"The proceedings of the first NCD Forum in Sharjah included recommendations for endorsing the 'Global Targets for NCDs 2025', and the 'Global Action Plan for the Prevention and Control of NCDs 2013-2020' prepared by the World Health Organisation."

HE Sawsan Jafar added that the theme 'Stepping up the Pace for NCDs: Making 2018 count', reaffirms the forum's commitment to put intentions into action, telling the speakers and dignitaries: "All these endeavours, efforts, and action

plans present us with opportunities for creating a difference. Your presence today at the forum in its second edition affirms that our cooperation does indeed create impact, and confirms that the impact of our unity is significant. Determined to continue this journey to raise awareness of non-communicable diseases, and improve the lives of patients, we aim to leverage partnerships and alliances and maximise efforts for the development of innovative and effective strategies."

In his address to the attendees of the opening ceremony, Mr José Luis Castro, President of the NCD Alliance thanked His Highness the Ruler of Sharjah and Her Highness Sheikhha Jawaher bint Mohammed Al Qasimi.

"I thank you for your continued commitment, energy, and passion to cancer and NCDs. We are deeply grateful for all that you do, and for your patronage of this Global NCD Alliance Forum. And thank you to Friends of Cancer Patients, the local host organisation, for your tireless work in the months of preparation leading up to the Forum."

Mr Castro added: "Non-communicable diseases such as cancer, cardiovascular disease, diabetes, chronic respiratory disease and mental and neurological disorders are the global health tsunami of the 21st century. These diseases and conditions are devastating communities, crippling health systems, and thwarting economies, through widespread sickness, disability, and untimely and often avoidable deaths. No country is immune, and no

country has this tidal wave under control.

"The data speaks volumes. If the world continues down the current path of 'business as usual', by 2025 one third of the world's population will be living with obesity... and more children and adolescents will be obese than simply overweight; the total number of people living with diabetes will be close to 500 million; over 320 million people will have died from an NCD; that is equivalent to the entire population of the United States – over 120 million of those deaths will have been preventable. And the amount it will have cost developing countries alone since 2011 will be \$7 trillion dollars, equivalent to the combined GDP of France, India, and Brazil last year."

Speaking on the importance of the event, Mr Castro added: "The Forum provides us, NCD civil society, with a platform to discuss, meet, and strategise on our collective advocacy priorities and campaign goals as we prepare for the 2018 UN High-Level Meeting. Nearly 350 NCD civil society advocates from 68 nations will share ideas, experiences, and explore solutions to our common challenges. It is my sincere hope that you take advantage of the incredible amount of knowledge and shared experiences gathered here over the course of the next three days at the largest convening of NCD civil society."

Some of the most respected experts in the field of NCDs speaking at the event include: HRH Princess Dina Mired,

President-Elect of the Union for International Cancer Control, who was the first Arab and non-medical professional to have been elected in such a prestigious global post; Sir George Alleyne, a medical graduate of the University of the West Indies who worked under Professor John Waterlow in the Tropical Metabolism Research Unit at UWI; Katie Dain, Chief Executive Officer of the NCD Alliance, who has been a part of the team since its founding in 2009; Dr. Tom Frieden, one of the world's leading public health experts and President and Chief Executive Officer of 'Resolve to Save Lives', a \$225 million, 5-year initiative housed at Vital Strategies; and Dr. Sania Nishtar, a Pakistani physician and former federal minister of the Government of Pakistan who has strong civil society credentials as founder of Heartfile. Dr. Nishtar is also co-Chair of WHO High-Level Global Commission on Non-Communicable Diseases.

In keeping with the commitment to provide practical resources, a key focus of this year's forum, organised by the NCD Alliance, a civil society alliance uniting 2,000 organisations across the world is to mobilise high-level political leadership to address NCDs, 80% of which occur in low- and middle-income countries.

Following the ceremony, His Highness the Ruler of Sharjah also attended the opening plenary, 'The Global NCD Response: Taking Stock, Reviewing Progress and Looking Ahead to the 2018 UN High-level Meeting', which called for action on four crucial pillars: human rights and social

justice; prevention; treatment, care, and support; and meaningful involvement.

The panellists were Dr. Colin Tukuitonga, Director General, Secretariat of the Pacific Community, New Caledonia; Dr. Kibachio Joseph Mwangi, Head of Division on NCDs, Ministry of Health, Kenya; Ms Abish Romero, National Advisor on Health Systems and Services, PAHO; Princess Dina Mired, President-elect, Union for International Cancer Control, Jordan; and Dr Jacob Gayle, President, Medtronic Foundation, USA.

Chair of the panel, Sir George Alleyne told the delegates: "This is not just about future years, this is about 2018 – we are just not running fast enough. I don't want to be pessimistic, I want to see our strengths and see how we can catch up and get to the pace we need to be

"We need to make sure 2018 is a watershed year for tackling NCDs and I would like to thank HH Sheikh Dr. Sultan bin Muhammad Al Qasimi for his wonderful understanding at a ruler's level what should be done."

As part of her keynote speech, Dr. Sania Nishtar added: "The UAE is at the forefront of change and innovation and we have a chance through the fourth industrial revolution to join the dots, but we will need new

experts, new thinking, new regulations and new human resources.

"But let us remember that we have come a long way; governments have committed to change, Heads of State have committed. The civil society plays the role of a moral compass, but you are the ones who will put the wind into the sails of the high-level summit and progress."

The first plenary session on Sunday, the second day of the Forum begins at 9am with the plenary 'Uniting the NCD Movement for 2018: Framing the Narrative, Advocating for Action and Amplifying Voices', followed at 10.45am with the workshops 'Making a Case for Investment and Financing for NCD Prevention and Control', 'Improving NCD Access and Achieving Universal Health Coverage for All', 'Joining Forces to Tackle the Determinants of NCDs', 'Promoting the Meaningful Involvement of People Living With NCDs', 'Driving National Planning on NCDs'.

The second plenary beginning at 1.30pm is titled 'Breaking down Silos, Building Synergies: Accelerating NCDs in the 2030 Sustainable Development Agenda'.

At 3.15pm, delegates can attend workshops on 'Integrating Efforts for NCDs and Women's and Children's Health', 'Addressing

NCDs as a Barrier to Poverty Reduction and Development', 'Using the Law to Safeguard Health and Reduce NCDs', 'Human and Planetary Health: At the Intersection of NCDs, Urbanisation and Climate Change', and 'Ensuring Sustainable Healthy Diets for All', which brings the end of day two to a close at 5pm.

On the third and final day, an invitation only breakfast takes place from 7 – 8.30am, with doors opening for the plenary session 'Growing the Movement: Equipping Civil Society to Fulfil its Roles in the NCD Response' at 9am.

At 11am, workshops include 'Through the Magnifying Glass: Leveraging Accountability Efforts in NCDs', 'Using Research to Advance Evidence-based Advocacy and Policymaking', 'Promoting the Best Buys for NCDs: Making the Case', 'For the Long Haul: Ensuring the Sustainability of NCD Alliances' and 'Promoting a Multi-sectoral Approach to NCDs through Workplace Wellness'.

A final session, 'National and Regional Advocacy to Maximise the UN 2018 HLM on NCDs' takes place from 2.15pm – 3.15pm, followed by the closing ceremony of the second Global NCD Alliance Forum which will take place between 3.30pm and 4.15pm.



34 Press Mentions

SHARJAH chosen again as venue for world's most influential non-communicable diseases (NCD) event

Sultan Al Qasimi opens second 'global NCD alliance forum'

More than 350 delegates, including experts, scientists, medical pioneers, support groups, NGOs and civil societies from 68 nations are taking part in the 3-day event

SHARJAH / EMIRATES BUSINESS

His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi, Supreme Council Member Ruler of Sharjah and Her Highness Sheikhha Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, and Patron of the Global NCDA Forum, on Saturday opened the most influential gathering of experts and decision makers in the field of Non-Communicable Diseases (NCDs) at the second Global NCD Alliance Forum - taking place from December 9-11 at Sharjah's Jawaher Reception and Convention Centre.

Having held the highly successful inaugural edition and influenced global agendas on NCDs in 2015, Sharjah-based Friends of Cancer Patients (FoCP) will welcome more than 350 delegates and 80 expert speakers including scientists, medical pioneers, support groups, NGOs and civil societies from 68 countries across five continents such as Kenya, Mexico, the United States, the United Kingdom, Switzerland, Brazil, Jordan, India, Zanzibar and many others.

At the opening ceremony, His Highness told the audience that among the leading causes of cancers were smoking, alcohol



His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi, Supreme Council Member Ruler of Sharjah, speaks during the second 'Global NCD Alliance Forum' on Saturday —WAM

and obesity and that Sharjah had been taking positive steps to curb this for many years: We have implemented a ban on smoking in many public places which has led to a decrease in smoking deaths and for 32 years, Sharjah has once again taken the lead in the prohibition of alcohol - which is responsible for 10% of all cancer deaths - in any place within the emirate. As for obesity, Sharjah has forged ahead, supplying walkways in many locations so that people can go walking and jog-

ging and lead a healthier lifestyle. We will also have one of the best air-conditioned walkways where even during the five hot months of the year, people can still exercise."

Speaking of the forum itself, His Highness said that it is more than an event, it is a catalyst for change: "People thought that this forum may have been somewhere where speeches were given and plans were made, then everything was forgotten - this is not the case. This is a place of practical action.

It is a credit to you all that you have stimulated us to take action and initiate many projects.

"We will continue to take action - it is a responsibility and you are our guiding light. Future results will be even better. We will implement your recommendations and we thank you for your guidance. We are here to support you and will fulfil our promise that you will see the results of your guidance when we meet here next year."

The opening was also attended by Her Royal High-

“People thought that this forum may have been somewhere where speeches were given and plans were made, then everything was forgotten - this is not the case. This is a place of practical action

HH Sheikh Dr Sultan bin Muhammad Al Qasimi

ness Princess Dina Mired, President-Elect of the Union for International Cancer Control; HE Abdul Rahman Al Owais, Minister of Health and Community Protection, UAE; Dr Khaled Al Saleh, Secretary General of the Gulf Union for Cancer Control; HE José Luis Castro, President of the Alliance of Non-communicable Diseases; Sir George Alini, Honorary Director of the Pan American Health Organization, is a member of the Board of Directors of the Alliance of Non-Communicable Diseases in America; Katie Dean, Executive Director, Alliance of Non-communicable Diseases Organizations.

■ For full story, read emirates-business.ae



Dec 10, 2017

حاكم الشارقة يفتتح النسخة الثانية من المنتدى العالمي للأمراض غير المعدية

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culation: 30,000	Language: Arabic	Section: Main	Size: 244.96

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Experts Highlight Advocacy Agenda On Day Two of Global NCD Alliance Forum in Sharjah



- Hundreds of international experts attend Day Two of forum
- "Today is International Human Rights Day and it is those rights and injustice which binds us all together"
- "The time has come for the NCD movement to make a significant impact and hold a march of 'Indignation and Hope'"

Experts Highlight Advocacy Agenda On Day Two of Global NCD Alliance Forum

10 December, 2017

Partnership

Al Jawaher Reception & Convention Centre Sharjah UAE.

A world-leading panel of experts on non-communicable diseases (NCDs) has told hundreds of delegates on day two of the second Global NCD Alliance Forum in Sharjah that international human rights and social justice – or a lack of them – are two of the key factors that binds sufferers together. They say that now is the time for action to make the highest levels of decision-makers sit up and take notice.

The comments were made at the second plenary session of the forum, 'Uniting the NCD Movement for 2018: Framing the Narrative, Advocating for Action and Amplifying Voices'.

The panel highlighted the NCD's initiative 'Our Views, Our Voices', which resulted in the 'Advocacy Agenda of People Living with NCDs', a grassroots consultation process where two thousand participants from 76 countries contributed to better understanding the needs, challenges, and priorities of people living with NCDs.

Having held the highly successful inaugural edition and influenced global agendas on NCDs in 2015, Sharjah-based Friends of Cancer Patients (FoCP) has welcomed more than 350 delegates and 80 expert speakers including scientists, medical

pioneers, support groups, NGOs and civil societies from 68 countries across five continents such as Kenya, Mexico, the United States, the United Kingdom, Switzerland, Brazil, Jordan, India, Zanzibar and many others.

As a result of the 'Our Views, Our Voices', findings, the Advocacy Agenda calls for action in four key areas: human rights and social justice' prevention, treatment, care, and support; and meaningful involvement.

Speaking at the event, being held at the Al Jawaher Reception and Convention Centre in Sharjah from 9-12 December, Ms. Anne Lise Ryel, Secretary General, Norwegian Cancer Society and Global Advisory Committee Member, 'Our Views, Our Voices', Norway, said: "We need to promote the voice of the people living with NCDs and the attention needs to reach the very highest levels – there is too little action. In addition to research and data, we need to put a face to NCDs – it's about people and behind the millions who are suffering, we have captured their voices."

The forum, which the NCD Alliance has chosen to hold in Sharjah for its first two editions, is held under the patronage of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, Patron of the Global NCD Alliance, Founder and Patron of FoCP and International Ambassador for the World Cancer Declaration of the Union for International Cancer Control, International Ambassador for Childhood Cancer.

Katie Dain, Chief Executive Officer of the NCD Alliance in the United Kingdom told the delegates that the vital UN High-Level Meeting planned for September 2018 provides the best opportunity to make those voices

heard: "It is a chance for us to gain commitments from governments and heads of state and equally as important, hold them accountable in terms of action and time bands for their progress."

"Our priorities are NCD financing; childhood obesity; taxing certain goods – alcohol, tobacco, unhealthy foods, among others; education; and resources. We need to co-ordinate, communicate, agitate and advocate."

Dr. Kent Buse, Chief, Strategic Policy Directions, UNAIDS, Switzerland, also believes that giving NCD sufferers a voice is paramount to success: "Numbers are needed, but noise is also necessary, he said."

"Remember, it is the wheel that squeaks which gets the oil and we need a multi-sectorial approach through civil servants, civil societies, parliamentarians, ministers, media and many more to come together and give us the right to be heard. Today is International Human Rights Day and it is those rights and injustice which binds us all together."

Sir Trevor Hassell, President, Healthy Caribbean Coalition (HCC), Barbados, said that a more visible impression was also needed: "The time has come for the NCD movement to make a significant impact and hold a march of 'Indignation and Hope' at the High Level Meeting in September. I think we have the credibility and have been established long enough for a truly great march to create a grand impression. It is important that we all align on international, regional and global levels."

Offering her opinions from a youth perspective, Dr. Mellany Murgor, African Director, Young Professionals – Chronic Disease Network, Kenya,

said that young people should be given the chance to be much more involved.

"The youth of today won't tolerate unnecessary death and suffering and want to be a part of the discussions with a place at the table and input into the agenda and the narrative. It is time to move from a technical movement to a practical movement and young people can play a major role in that. Why not exploit their skills in innovation and their place at institutions of learning?"

In keeping with the commitment to provide practical resources, a key focus of this year's forum, organised by the NCD Alliance, a civil society alliance uniting 2,000 organisations across the world is to mobilise high-level political leadership to address NCDs, 80% of which occur in low- and middle-income countries.

On the third and final day, an invitation only breakfast takes place from 7 – 8.30am, with doors opening for the plenary session 'Growing the Movement: Equipping Civil Society to Fulfil its Roles in the NCD Response' at 9am.

At 11am, workshops include 'Through the Magnifying Glass: Leveraging Accountability Efforts in NCDs', 'Using Research to Advance Evidence-based Advocacy and Policymaking', 'Promoting the Best Buys for NCDs: Making the Case', 'For the Long Haul: Ensuring the Sustainability of NCD Alliances' and 'Promoting a Multi-sectorial Approach to NCDs through Workplace Wellness'.

A final session, 'National and Regional Advocacy to Maximise the UN 2018 HLM on NCDs' takes place from 2.15pm – 3.15pm, followed by the closing ceremony of the second Global NCD Alliance Forum which will take place between 3.30pm and 4.15pm.

Forging Partnerships for Effective Eradication of Non-Communicable Diseases at the 2nd Global NCD Alliance Forum



"Driving the National Planning against NCDs" workshop

Experts Highlight Advocacy Agenda On Day Two of Global NCD Alliance Forum

10 December, 2017

Partnership

Al Jawaher Reception & Convention Centre Sharjah UAE.

Sharjah is hosting the second global forum on non-communicable diseases (NCDs) from November 9-11 under the patronage of His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah and his wife Her Highness Sheikhha Jawaher Bint Mohammad Al Qasimi, Founder and Royal Patron of the Friends of Cancer Patients (FoCP) and International Ambassador for the World Cancer Declaration of the Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC.

The three day event is being jointly held by FoCP and the NCD Alliance, and comes after

the NCD Alliance appointed Sheikhha Jawaher Al Qasimi as the Royal Patron of the Global NCD Alliance Forum, in September 2014, in recognition of her efforts and commitment to fight against cancer and non-communicable diseases locally, regionally and globally.

The second day of the forum included workshops streams under the title 'Advocating for NCD Prevention and Control' and its five workshops; Making a Case for Investment and Financing for NCD Prevention and Control; Improving NCD Access and Achieving Universal Health Coverage for All; Joining Forces to Tackle the Determinants of NCD; Promoting the Meaningful Involvement of People Living

with NCDs and Driving National Planning on NCDs.

Under Stream 1: Advocating for NCD Prevention and Control, Friends of Cancer Society (FOCP) played a pivotal role in the presence of Her Highness Sheikhha Jawaher Bint Mohammad Al Qasimi, Wife of His Highness the Ruler of Sharjah, Founder and Royal Patron of the Friends of Cancer Patients (FoCP) in conducting the first workshop Driving National Planning on 10 December and holding governments accountable for their commitments to NCD prevention and control. Driving the national plan for NCD has been the key focus with a holistic approach of the society to mitigate the burden of NCDs and propelling country-level action towards regional and global NCD targets. It discussed grounding a national NCD response in solid research and developing research capacity at the country-level. It also discussed the governance needed for an effective NCD response to explore national NCD planning, importance of target setting and share examples of fostering 'whole of government' and 'whole of society' involvement.

This workshop also saw major NCD organisations from all over the world and a large group of NCD experts and specialists, aiming to mobilise attention, identifying barriers and raising awareness in order to secure financial resources to support international efforts in the fight against non-communicable diseases.

While commenting on the importance of developing sustainable practices to contain

NCDs, Dr. Sawzan Al Madhi, Director General, Friends of Cancer Patients, UAE said "Organisations need to focus on the sustainable goals of 2018 and how they can be achieved". She further added these goals that run until 2030 sees its inception today by carving out a national plan on non-communicable diseases. We have to convince and push everyone to priorities and put forward policies and strategies against NCDs more decisively. She further added each country should have state and civil bodies that need to support and spread this message to as many people around the world as possible: To accomplish this mission the forum is dedicated to offering all civil society organizations a platform to unify their efforts in the fight against these contagious diseases."

Promoting the efforts in this direction, Friends of Cancer patients (FOCP) is therefore paving the way to advocate for action and amplifying voices.

Among the activities at the second global NCD Alliance Forum 2017 included a key speaker Dr Alexander Lyon Senior Lecturer in Cardiology, Imperial College London and Consultant Cardiologist, Royal Brompton Hospital, United Kingdom who discussed the importance of scientific research and ways to develop the national plan to fight NCDs by exploring the role of innovative medicines to reduce mortality rates. He also emphasised on the need to learn best practices from across the world and to gain new knowledge on NCD prevention and control. He reaffirmed the NCD alliance's commitment to put intentions into action. NCDs

– mainly cancer, cardiovascular disease and chronic respiratory diseases and diabetes – account for 68 per cent of global mortality or two out of every three deaths."

The workshop also included a session by Dr. Buthaina Bin Belaila, Head of NCD Section, Ministry of Health & Prevention, United Arab Emirates who said "only concerted action on NCDs can lead to concrete results."

She spoke about the alliance of the country's state apparatuses like hospitals, media, quality services, transportation to join hands with the national committee to increase the number of survivors, to drive change and to generate awareness in the UAE as also in the world outside. In the end, she reiterated the need for all forces to tackle the determinants of NCDs.

Another speaker Dr. Ibtihal Fadhil, President, EMR NCD Alliance and Board Member, NCD Alliance, UAE who said: "FOCP started their support with NCD in July 2017 and no sector alone can reverse the NCD epidemic, but working together to chart a new course towards health and sustainable human development for a more equitable and healthier future can bring smiles to the faces of people". She said for this everyone needs to make valuable partnerships with both public and private industry in the UAE and the Middle East.

Running side by side the second workshop Improving NCD Access and Achieving Universal Health Coverage for All, saw speakers Professor David Wood, President, World Heart Federation and Garfield Weston

Professor of Cardiovascular Medicine, Imperial College, London, United Kingdom Ms. Helen McGuire, Programme Leader, Non-communicable Diseases, PATH, United States, Dr. James Pfitzer, Director, Access Accelerated, Switzerland, Dr. Andrew Twineamatsiko, Youth advocate, Caring & Living As Neighbour (CLAN) and Uganda NCD Alliance, Uganda, Ms. Amy Israel, Global Health Thought Leadership & Policy Director, Eli Lilly, Switzerland, Dr. Eva Njenga, Acting Chair, Kenya NCD Alliance, Kenya emphasized on making available affordable technologies and essential medicines for NCDs to around 80 per cent of the people worldwide.

In the third workshop Joining Forces to tackle the determinants of NCDs speakers Ms. Rebecca Perl, Vice President, Partnerships and Initiatives Policy, Advocacy, Communication, Vital Strategies, United States Dr. Kent Buse, Chief, Strategic Policy Directions, UNAIDS, Switzerland, Professor Jeff Collin, Global Public Health Unit, School of Social and Political Science, University of Edinburgh, United Kingdom, Dr. Beatriz Champagne, President, CLAS and Executive Director, Inter American Heart Foundation, United States, Dr. Nandita Murukutla, Vice President, Global Policy and Research, Policy, Advocacy and Communication, Vital Strategies, India presented Practical tools and case studies from the front lines in Latin America – emerging trends and good practice and talked about food security and the dangers of obesity in fighting the disease.

The fourth workshop of the day Promoting the Meaningful Involvement of People Living With NCDs Dr. Cristina Parsons Perez, Ms. Rakiya Kilgore, Global Advisory Committee member, Our Views, Our Voices initiative, Nigeria, Ms. Abish Romero, National Advisor on Health Systems and Services, PAHO and Global Advisory Committee member, Our Views, Our Voices initiative, Mexico, Ms. Kate Swaffer, Chair, Dementia Alliance International and Global Advisory Committee member, Our Views, Our Voices initiative, Australia, Mr. Alex Silverstein, Lead for Collaboration, NHS and Global Advisory Committee member, Our Views, Our Voices initiative, NCD Alliance, United Kingdom, Ms. Louise Agersnap, Technical Officer, WHO Global Coordination Mechanism on Non-communicable Diseases (WHO GCM/NCD), World Health Organization, Switzerland Ms. Jessica Daly, Senior Portfolio Lead, Medtronic Philanthropy, United States, Mr. Juan Nuñez, Coordinator, Mexico Saludable, Mexico talked about a more urgent response management team that would be more robust and accountable in handling these non-communicable diseases.

In the last workshop Making a Case for Investment and Financing for NCD Prevention and Control Dr. Rachel Nugent, Vice President, Global Non-communicable Diseases, RTI International, United States, Dr. Alexey Kulikov, External Relations Officer, UNIATF, Switzerland, NCD Investment cases, Mr. Labram Massawudu Musah, Programmes Director, Vision for Alternative

Development (VALD), Ghana, Ms. Elizabeth Ohadi, Health Systems and Finance Specialist RTI International, United States, Dr. Ishu Kataria, Public Health Researcher, Non-communicable disease Team, RTI International and Global Coordinator, Young Professionals Chronic Disease Network (YP-CDN), India talked about the communicating effectively to different audiences particularly in the low-income group companies about the imminent dangers of this disease.

Founded in 2009, the NCD Alliance is a unique civil society network uniting 2,000 civil society organisations in more than 170 countries dedicated to improving NCD prevention and control worldwide. The Alliance aims to unify global efforts to reduce mortality caused by non-communicable diseases by 25% by 2025 and mobilise international support to implement NCDs as a health priority in the UN Sustainable Development Goals. To achieve these goals, the Alliance convened the NCD civil society community, provides thought leadership on global policy, sets priorities for the global NCD response, and mobilizes civil society action at national and regional levels.

The summit is in preparation to the September 2018 high level meeting at the United Nations where in all countries and governments will be summoned to report on how they have tackled NCDs in relation to the sustainable goals of the international body.



Global NCD Alliance Forum in Sharjah – Day Two: Joining forces for the 2030 Sustainable Development Agenda



Global NCD Alliance Forum
in Sharjah – Day Two: Joining
forces for the 2030 Sustainable
Development Agenda

10 December, 2017

Partnership

Al Jawaher Reception
& Convention Centre
Sharjah UAE.

A panel of five globally recognised healthcare and welfare experts have been telling hundreds of delegates at the second Global Non-communicable Disease (NCD) Alliance Forum in Sharjah that there is a vital need to share resources, information and understanding across all sectors in order to achieve the best results for the 2030 Sustainable Development Agenda.

Speaking at the event, being held at the Al Jawaher Reception and Convention Centre in Sharjah from 9-12 December, Dr. Anders Nordström, Ambassador for Global Health, UN Policy Department, Ministry for Foreign Affairs in Sweden, told the delegates that increasing life

expectancy was not enough of an achievement and that people needed to stay healthy in their later years.

"People still associate health with the health sector and health services but we need to move beyond that and there is a great opportunity to address that for Agenda 2030 and NCDs. First we have to change our mindsets and then our actions, taking into account sectors as varied as agriculture, the environment, foods and so on. The three main pillars of the environment, the economy and society are all interlinked, but health is the key outcome. We all agree that people need to thrive, not just survive.

"We need global agreement on disease, treatment and prevention and should use the 2030 agenda as a roadmap, not just for NCDs but for health in general."

In the session, 'Breaking down Silos, Building Synergies: Accelerating NCDs in the 2030 Sustainable Development Agenda', Professor Corinna Hawkes, Director, Centre for Food Policy at City, University of London in the United Kingdom, advocated the need for multisectoral involvement, saying: "We need to see what other people are doing so that we can contribute to their agendas as well as them contributing to ours, for instance climate change, healthier foods and farming.

"A perfect example is providing deprived children with sufficient food, which in turn means that they are more likely to go to school. But then on our agenda, we need to look at the nutritional value and ensure that not only are they being fed, but that they are getting healthy food. This is how a single, shared platform can benefit two agendas."

Also on the panel, Ms. Ariella Rojhani, Director of Partnership for Healthy Cities, Vital Strategies, in the United States, has made hands-on inroads for many cities: "We are in a sprint, not a marathon and have brought 54 cities into our partnership by literally getting mayors to sign up for the agreement. We can't wait for global initiatives to trickle down that's just not the case, and sometimes you need to go in and do the work and become agenda-setters.

"It's putting cities up front and

getting them to implement their own goals – our method is innovative, but we are really promoting public health and supporting public projects."

Professor Mark Hanson, UK Chair of the Working Group on Adolescent, Pre-conception and Maternal Nutrition from the University of Southampton in the United Kingdom, commented: "We see more and more incidence of ill-health in embryos, fetuses and young children that are cross-generational without being hereditary. It is possible to stop NCDs before they start by making parents healthy and connecting with patients and governments to address all forms of NCDs from child obesity to maternal mental health problems.

"The advantage we have now is that young people care about their health and the health of their children to come – health is the new 'cool'."

Having held the highly successful inaugural edition and influenced global agendas on NCDs in 2015, this year Sharjah-based Friends of Cancer Patients (FoCP) has welcomed more than 350 delegates and 80 expert speakers including scientists, medical pioneers, support groups, NGOs and civil societies from 68 countries across five continents such as Kenya, Mexico, the United States, the United Kingdom, Switzerland, Brazil, Jordan, India, Zanzibar and many others.

The forum, which the NCD Alliance has chosen to hold in Sharjah for its first two editions, is held under the patronage of Her Highness Sheikha Jawaher

bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, Patron of the Global NCD Alliance, Founder and Patron of FoCP and International Ambassador for the World Cancer Declaration of the Union for International Cancer Control, International Ambassador for Childhood Cancer.

On the third and final day, an invitation only breakfast takes place from 7 – 8.30am, with doors opening for the plenary session 'Growing the Movement: Equipping Civil Society to Fulfil its Roles in the NCD Response' at 9am.

At 11am, workshops include 'Through the Magnifying Glass: Leveraging Accountability Efforts in NCDs', 'Using Research to Advance Evidence-based Advocacy and Policymaking', 'Promoting the Best Buys for NCDs: Making the Case', 'For the Long Haul: Ensuring the Sustainability of NCD Alliances' and 'Promoting a Multisectoral Approach to NCDs through Workplace Wellness'.

A final session, 'National and Regional Advocacy to Maximise the UN 2018 HLM on NCDs' takes place from 2.15pm – 3.15pm, followed by the closing ceremony of the second Global NCD Alliance Forum which will take place between 3.30pm and 4.15pm.

“Integration of all sectors to fight Non-Communicable Diseases” at the 2nd Global NCD Alliance Forum



Building advocacy coalitions spanning different sectors to tackle NCDs

“Integration of all sectors to fight Non-Communicable Diseases” at the 2nd Global NCD Alliance Forum

10 December, 2017

Partnership

Al Jawaher Reception & Convention Centre Sharjah UAE.

The second Global NCD (Non-Communicable Diseases) Alliance Forum, happening at Jawaher Reception and Convention Center - Sharjah till December 11th, witnessed in its Stream 2, Breaking Down Silos and Building Synergies in the SDG Era. The five workshops under this stream aimed at advocating ideas to affect policy changes at the country level, strategies for building advocacy coalitions spanning different sectors.

The first workshop conducted on 10 December, titled Integrating Efforts for NCDs and Women's and Children's Health provided an overview of the burden of NCDs across the reproductive, maternal, newborn, child, and adolescent health continuum and discussed opportunities to develop and strengthen an integrated approach to promote the health and wellbeing of women and children. The session explored how

civil society can identify key entry points to engage these communities in prevention and treatment and explored opportunities to promote greater youth involvement in the NCD response.

While commenting on the importance of hosting this workshop Ms. Masha DeVoe, Senior Associate of Policy and Advocacy, NCD Focal Point, Women Deliver, United States said, “we need to look at the status and structural barriers that women are exposed to. Unclean cooking systems and their exposure to it is equivalent to smoking two packs of cigarettes a day. But that's the gender norm in a lot of developing countries. Even young female adults join their mothers in cooking in front of proper and unclean systems and this will obviously have an adverse health impact. She further said “even in low income countries women will have one antenatal visit and that visit to the local healthcare

provider can be used to integrate with the NCDs. We will have to find ways to capitalize on this”

While commenting on the importance of Integration she added, “Children and young adults should be put first while trying to cull out systems to fight NCDs. Young people with NCDs are part of the discussion. Youth have a lot to contribute in terms of how to approach this problem and how solutions can be achieved. They can offer a lot to address this problem and bring solutions to the table. Youth should have a voice in policy making and have every right to participate in the matter.”

Other eminent panelists in this workshop included Dr. Kibachio Joseph Mwangi, Head of the Division of NCDs, Ministry of Health, Kenya, Dr. Mychelle Farmer, Governing Council, NCD Child, United States, Professor Mark Hanson, UK Chair of Working Group on Adolescent, Pre-conception and Maternal Nutrition, FIGO, and President, DOHaD Centre, University of Southampton, United Kingdom, Mr. Andrew Twineamatsiko, Youth advocate, Caring & Living As Neighbour (CLAN) and Uganda NCD Alliance, Uganda and Ms. Rikke Fabienke, Senior Project Manager, Novo Nordisk, Denmark who also talked about preventing toxic stress in new borns as second hand smoke exposure can deter their brain development. This affects their potential to grow and thrive in a healthy manner.

Running along-side the second workshop included Addressing NCDs as a Barrier to Poverty Reduction and Development and emphasized on how non communicable diseases are both a cause and consequence of poverty – illness, death and disability. The panel also discussed about a universal health coverage and poverty reduction in low- and middle-income countries. They further discussed on exploring data on impact of Non-communicable Diseases and Injuries (NCDIs) related costs. This workshop

saw the presence of speakers like Ms. Maia Olsen, Programme Manager, NCD Synergies, Partners in Health, United States, Dr. Gene Bukhman, Assistant Professor, Harvard Medical School, Senior Health and Policy Adviser, Partners In Health, Co-chair, Lancet NCDI Poverty Commission, United States, Dr. Rachel Nugent, Vice President, Global Noncommunicable Diseases, RTI International, United States, Mr. Wondu Bekele Woldemariam, Executive Director, Mathiwos Wondu – Ye Ethiopia Cancer Society, Consortium of Ethiopian NCD Associations, Ethiopia, Mr. Ernest Simpunga, Rheumatic Heart Disease advocate and member of Global Advisory Committee, Our Views, Our Voices initiative, Rwanda.

In the third workshop of the day, titled Using the Law to Safeguard Health and Reduce NCDs saw a discussion on how International, regional and domestic laws and legal frameworks powerfully influence all aspects of NCD prevention and control – exposure to risk factors, the availability and accessibility of health services and treatments and technologies. This panel included speakers like Mr. Jonathan Liberman, Director, McCabe Centre for Law and Cancer, Australia, Dr. Esperanza Cerón Villalquirán, Secretariat, Mesa Colombiana de Incidencia por las Enfermedades No Transmisibles, Colombia, Mr. Ralph Degollacion, Project coordinator, HealthJustice Philippines, Dr. Edgardo Palma, ALIANZA ENT-PERÚ, Peru who talked about litigation and public mobilization efforts for healthy food regulation to prevent non communicable diseases.

Human and Planetary Health: At the Intersection of NCDs, Urbanisation and Climate Change was the fourth workshop of the day that investigated the global political landscape and linkages between health and environmental development in air pollution, transport and food systems. The key speakers who spoke about sustainable urbanization included Dr. Jeni Miller, Executive Director,

Global Climate and Health Alliance, United States, Professor Dean Schraufnagel, Executive Director, Forum of International Respiratory Societies (FIRS), United States, Dr. Nandita Murukutla, Vice President, Global Policy and Research, Policy, Advocacy and Communication, Vital Strategies, India, Dr. Joseph Mucumbitsi, Rwanda NCD Alliance, Rwanda.

The final workshop themed World Cancer Research Fund International, NCD Alliance aimed to strengthen civil society advocacy efforts towards governments to address links between food, nutrition, the environment and NCDs leveraging data, good practice, and innovative approaches to Ensuring Sustainable Healthy Diets for All within the UN Decade of Action on Nutrition. Commenting on this issue were Ms. Bryony Sinclair, Senior Policy and Public Affairs Manager, World Cancer Research Fund International, United Kingdom, Ms. Paula Johns, Executive Director, ACT Health Promotion and Board Member, NCD Alliance, Brazil, Professor Corinna Hawkes, Director, Centre for Food Policy at City, University of London, United Kingdom, Dr. Sudhvir Singh, Director of Policy, EAT Foundation, Norway, Ms. Zuhura Amour, Manager, Zanzibar NCD Alliance, Zanzibar.

Collaborating with parliamentarians, putting people first, looking at malnutrition and obesity, adult prevention agenda have all contributed positively in tackling NCDs so far. In the past decade, countries have expanded their capacities to respond to the epidemic of non-communicable diseases. Real progress has been made, though it has been uneven and collaborated efforts can still go a long way in handling this epidemic.

Global NCD Alliance Forum in Sharjah – Day Three: NCD Alliance Launches Essential Civil Society Atlas



Global NCD Alliance Forum
in Sharjah – Day Three: NCD
Alliance Launches Essential
Civil Society Atlas

| 11 December, 2017

| Partnership

| Al Jawaher Reception
& Convention Centre
Sharjah UAE.

On the final day of the second Global NCD (Non-communicable Diseases) Alliance Forum in Sharjah, hundreds of delegates have been told that in order to progress, partnerships and alliances were essential across all sectors including civil societies, targeted private sector agencies, media and many more.

The session titled "Growing the Movement: Equipping Civil Society to Fulfil its Roles in the NCD Response" concentrated on promoting and sharing best practices across the NCD civil society, including launching the NCD Civil Society Atlas, which provides an analysis of emerging trends, key success factors and civil society contributions to the alliance, as well as an illustration

of how civil society is delivering on its commitments as stated in the landmark Sharjah Declaration on NCDs.

It aims to boost communication between national and regional NCD alliances and help make the case for the critical role played by NCD civil society. Finally, it will help underpin advocacy efforts in this area including, but not limited to, efforts capitalising on the 2018 UN High-level Meeting on NCDs.

Speaking at the third plenary session of the event, being held at Al Jawaher Reception and Convention Centre, Professor Jeremy Shiffman, Professor of Public Administration and Policy, American University, United

States, said: "What do we need to do to achieve NCD targets? We need to take a step back, see where we are and look at where we are going. We don't need to more calls to action, we need action – the progress of NCD work is either stalled or very slow. That is why it is crucial to have the right allies.

"Civil societies give patients a voice that can be heard, they develop, identify and implement systems, they pressure governments and they encourage further successes.

"Influence is crucial to change, particularly when taking into account economic factors. If we look at hypertension, treating 500 million people would cost USD 1 billion – that's just USD 2 per person. Take that further and spend USD 1 billion to save 30 lives over 10 years – that's USD 33 per life saved. Working with influential, cross-sectoral allies, this can be achieved."

Another globally-respected panelist at the session titled 'Growing the Movement: Equipping Civil Society to Fulfil its Roles in the NCD Response', was Professor Jeff Collin,

Global Public Health Unit, School of Social and Political Science, University of Edinburgh,

United Kingdom.

Professor Collin said that while there may be certain obvious alliances, navigating partnerships is still a potential minefield.

"When we're talking about connecting with so many agencies, partnerships are

hugely important but there are always complications. For instance, I don't think it's helpful to talk about 'the food industry' under one label. If we look at alcohol, we mustn't distance ourselves from every agency connected with alcohol – the licencing bodies for example are a team we have some crossover with."

Professor Collin also referred to a campaign involving the South African Beer company which held a promotion for a pack of beer, which contributed to a meal for three school students for each pack bought. While the intention was undoubtedly for a positive outcome, providing incentives through alcohol is not, and never will be on the NCD agenda.

"We need to be holding agencies to account and also look at ourselves to see that we are being at our most effective and who we should partner with."

Having held the highly successful inaugural edition and influenced global agendas on NCDs in 2015, this year Sharjah-based Friends of Cancer Patients (FoCP) has welcomed more than 350 delegates and 80 expert speakers including scientists, medical pioneers, support groups, NGOs and civil societies from 68 countries across five continents such as Kenya, Mexico, the United States, the United Kingdom, Switzerland, Brazil, Jordan, India, Zanzibar and many others.

The forum, which the NCD Alliance has chosen to hold in Sharjah for its first two editions, is held under the patronage of

Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, Patron of the Global NCD Alliance, Founder and Patron of FoCP and International Ambassador for the World Cancer Declaration of the Union for International Cancer Control, International Ambassador for Childhood Cancer.



34 Press Mentions

3-day forum in Sharjah to discuss non-communicable diseases

Staff Reporter

SHARJAH — The second Global Non-Communicable Diseases (NCDs) Alliance Forum will begin in Sharjah on Saturday, in the presence of His Highness Dr Sheikh Sultan bin Mohammad Al Qasbi, Member of the Supreme Council and Ruler of Sharjah, and Sheikhha Jawaher bint Mohammed Al Qasbi, wife of the Ruler of Sharjah and Founder and Patron of FoCIP.

The organisers, NCD Alliance, has chosen the emirate to host the first two editions of the event, where most respected NCD health experts from around the world will discuss strategies on how to reduce the incidence of non-communicable diseases — responsible for more than 40 million deaths globally each year.

Sharjah-based Friends of Cancer Patients (FoCIP) will welcome more than 350 delegates and 80 expert speakers to the Jawaher Reception and Convention Centre, including scientists, medical pioneers, support groups, NGOs and civil societies



Princess Dina Mireid



Katie Dain



George Alleyne



José Luis Castro

The participants

Some of the most respected experts in the field of NCDs speaking at the event include: Princess Dina Mireid, president-elect of the Union for International Cancer Control; George Alleyne, a medical graduate of the University of the West Indies; José Luis Castro, an expert in global health, organisational development and project

implementation; Katie Dain, CEO of the NCD Alliance; Dr Tom Frieden, president and CEO of 'Resolve to Save Lives' initiative; Dr Sania Nishtar, former Pakistan minister and co-Chair of WHO High-Level Global Commission on NCDs; and Dr Alexander Lyon, senior lecturer in Cardiology, Imperial College London.

patronage of Sheikhha Jawaher.

The theme 'Stepping up the Pace for NCDs: Making 2018 count', reaffirms the NCD Alliance's commitment to put intentions into action. NCDs — mainly cancer, cardiovascular disease, chronic respiratory disease and diabetes — account for 68% of global mortality, or two out of every three deaths.

In keeping with the commitment to provide practical resources, a key focus of this year's forum, organised by the NCD Alliance, a civil society alliance uniting 2,000 organisations across the world is to mobilise high-level political leadership to address NCDs, 80% of which occur in low- and middle-income countries.

reporters@khaleejtimes.com

from 68 countries such as Kenya, Mexico, the US, the UK, Switzerland, Brazil, Jordan, India, Zanzibar, Sweden, Norway, Pakistan, Bahrain, Kuwait, Bangladesh, Maldives, Saudi Arabia, Sri Lanka, Singapore, Australia, Paraguay, Jamaica, Chile, the Philippines, Germany, France, Zambia, Mozambique, Lebanon, Canada, Egypt, Nepal, Cameroon, Indonesia, Finland, Argentina, Ethiopia and many others across five continents. The three-day forum is being held under the



Dec 08, 2017

350 خبيراً دولياً يناقشون تسريع وتيرة مكافحة الأمراض غير المعدية

Publication: Al Khaleej (Newspaper)	Country: United Arab Emirates	Page: 4	AVE: \$3,726.85
Circulation: 125,000	Language: Arabic	Section: Main	Size: 87.67
Source: Friends of Cancer Patients, NCD	Article URL: http://monitoring.nncpr.com/article/?slng=en&id=6368731&qk=q...		



الشارقة تستضيف المنتدى العالمي برعاية وحضور سلطان والشيخة جواهر 350 خبيراً دولياً يناقشون تسريع وتيرة مكافحة الأمراض غير المعدية

مساء اليوم الأول، تحت عنوان «الاستجابة العالمية للأمراض غير المعدية.. الماضي، الحاضر، والمستقبل»، وتسهلها الجهود العالمية للتصدي للأمراض غير المعدية، والتحديات وللوقاية، وفرض تحسين سبل الوقاية ومكافحة الأمراض غير المعدية.

وتقام الجلسة الثانية في اليوم الثاني تحت عنوان «توحيد الحركات في مجال الأمراض غير المعدية لعام 2018»، وستركز على مناصرة ومساندة الحملة الاستراتيجية التي سيمثلها تحالف منظمات الأمراض غير المعدية وصولاً إلى اليوم الذي يعقد فيه اجتماع الجمعية العمومية للأمم المتحدة عام 2018 بشأن الأمراض غير المعدية، وسيلم خلال الجلسة إطلاق برنامج المناصرة للمرضى للممارسين بالأمراض المعدية.

وسيشهد اليوم الثاني أيضاً عقد الجلسة الثالثة بعنوان «إزالة الفواصل وبناء التآزر: تسريع وتيرة مكافحة الأمراض غير المعدية في جدول أعمال التنمية المستدامة لعام 2030». وتختتم الجلسات في اليوم الثالث بجلسة «تعزيز النظم الصحية للأمراض المعدية» وسيلم خلالها مناقشة جهود حركة المجتمع المدني لمكافحة الأمراض غير المعدية. أما ورش العمل الـ 15 فستوزع على الأيام الثلاثة.



أبني دين



سير جورج إين



الأمير دينا مريد

مليون شخص سنوياً، أي ما يعادل نحو 70% من إجمالي الوفيات في العالم، وتشكل استنزافاً مالياً وألظمة الرعاية الصحية.

ويدعو المنتدى للعمل معاً على رسم خريطة طريق نحو تحقيق أهداف أجندة الأمم المتحدة للتنمية المستدامة لعام 2030، فهناك تشمل فائدة للتحدثين الأميرة دينا مريد، رئيسة الاتحاد الدولي لمكافحة السرطان، والسير جورج إين، المدير العام في منظمة الصحة للبلدان الأمريكية، ومندوب مجلس إدارة تحالف منظمات الأمراض غير المعدية في الولايات المتحدة، وخوسيه لويس كاسترو، المدير التنفيذي للاتحاد الدولي

للمرضى. من مسؤولي تحالفات منظمات الأمراض غير المعدية، في دورته الثانية، التي تستمر على مدى 10 أيام بمشاركة 350 براً دولياً. من مسؤولي تحالفات منظمات الأمراض غير المعدية، في دورته الثانية، التي تستمر على مدى 10 أيام بمشاركة 350 براً دولياً. من مسؤولي تحالفات منظمات الأمراض غير المعدية، في دورته الثانية، التي تستمر على مدى 10 أيام بمشاركة 350 براً دولياً.

عالية وحضور صاحب السمو الشيخ الدكتور سلطان محمد القاسمي، عضو المجلس الأعلى، حاكم الشارقة، بقاء سمو الشيخة جواهر بنت محمد القاسمي، الرئيسة لجمعية أمراء مرضى السرطان، راعية المنتدى لـ تحالف منظمات الأمراض غير المعدية، لتتلقى يوم السبت الساعة 4 عصرًا، فعاليات المنتدى العالمي للأمراض المعدية، في دورته الثانية، التي تستمر على مدى 10 أيام بمشاركة 350 براً دولياً. من مسؤولي تحالفات منظمات الأمراض غير المعدية، في دورته الثانية، التي تستمر على مدى 10 أيام بمشاركة 350 براً دولياً.

يقيم المنتدى الذي تنظمه جمعية أمراء مرضى سرطان بالبحرين مع تحالف منظمات الأمراض غير المعدية في مركز الجواهر للمناسبات والقرارات، تحت إشراف وتيرة مكافحة الأمراض غير المعدية، لتحدث في عام 2018. بهدف حشد الجهود الدولية لمحت تعزيز التحالفات القائمة، وسبل تطوير استراتيجيات تأثيراً للوقاية من هذه الأمراض التي تؤدي إلى وفاة 40

Global NCD Alliance Forum stresses the need for “Evidence Based Research as the Secret Weapon for its Advocacy”



Developing advocacy coalitions to influence donor policies to tackle NCDs

Global NCD Alliance Forum stresses the need for “Evidence Based Research as the Secret Weapon for its Advocacy”

11 December, 2017

Partnership

Al Jawaher Reception & Convention Centre Sharjah UAE.

The second Global NCD (Non-Communicable Diseases) Alliance Forum witnessed on its final day, under its Stream 3 banner, Sharing Tools and Strategies for NCD Advocacy and Mobilisation. This key idea formed the basis of discussions in the five concurrent workshop sessions under this theme.

The workshops focused on what efforts have been made in the area of NCDs. Experts shared concrete case studies and discussed experiences with a view to identifying practical and replicable approaches to advance the movement.

The first workshop conducted on 11 December, titled Using Research to Advance Evidence-based

Advocacy and Policymaking aimed to explore how operational research can facilitate decision making and policy formation. It presented examples from civil society, the private sector and academia to implement research into advocacy of large scale interventions and translate them into concrete efforts at the ground level.

Among the activities at this workshop was a key speech by Professor Bo Narving, Chair of world Stroke Organisation Global Policy Committee who said “using research to advance evidence based advocacy is key to good policymaking for fighting NCDs” He further added, “cost effectiveness, priority setting, good evidence, right

leadership, good communication skills along with academia is important for tackling the spread of NCDs as also an effective tool for efficient policy making”. He further added “simplify evidence to influence policy decisions. Research is the secret weapon for NCD advocacy. These findings need to be simple, connected and practical. It has to be palatable to policy makers”.

Other experts on the panel included Professor Gerald Yonga, Chair, NCD Alliance Kenya; Head of NCDs Research to Policy Unit at Aga Khan University and Board Member, NCD Alliance Kenya (TBC), Dr. Jeff Sturchio, President & CEO, Rabin Martin, United States and Professor Anushka Patel, Chief Scientist, George Institute of Global Health, Australia who also reiterated that if evidence is not clearly expressed, then it may not be relevant to policy makers. Therefore, it is imperative to make advocacy evidence based to lawmakers and regulators.

In a parallel workshop titled Through the Magnifying Glass: Leveraging Accountability Efforts in NCDs panelists emphasized on NCD related accountability approaches undertaken by civil society at the global, regional and national levels to measure progress on achieving NCD targets. While governments across the region have had some success in addressing acute and infectious diseases, a more somber picture emerges in relation to NCDs and reaching the 2030 target. Between 2010 and 2015, deaths from NCDs as a proportion of all mortalities rose from 29.4 percent to 33.5 percent, and now claim 3.1 million lives a year. Commenting on the situation, panelists included Ms. Jessica Beagley, Policy Research Officer, NCD Alliance, United Kingdom, Sir George Alleyne, Director Emeritus, PAHO and Board Member, NCD Alliance, United States, Mr. Francis

Thompson, Executive Director, Framework Convention Alliance, Canada, Dr. Vicki Pinkney-Atkinson, Director, South Africa NCD Alliance (SANCDA), South Africa.

Running along-side the third workshop included Promoting the Best Buys for NCDs: Making the Case. This workshop summoned policy makers to address NCD prevention and control using ‘best buys’. It addressed the Action Plan for the Prevention and Control of NCDs 2013–2020, with its different policy options across the four NCD risk factors and four disease areas like cardiovascular diseases, diabetes, cancers and chronic respiratory diseases. The eminent speakers on this issue included Ms. Deborah Chen, Executive Director, Heart Foundation of Jamaica, Board Member, NCD Alliance, Jamaica (TBC), Ms. Louise Agersnap, Technical Officer, WHO Global Coordination Mechanism on NCDs, Switzerland, Dr. Cherian Varghese, Coordinator, Management of NCDs, WHO, Switzerland, Dr. Tom Frieden, President and Chief Executive Officer, Resolve, United States (TBC), Dr. Thomas Gaziano, WHF Partners Council Chair, American College Cardiology (TBC), Dr. Modi Mwatsama, Director, Policy & Global Health, UK Health Forum (TBC).

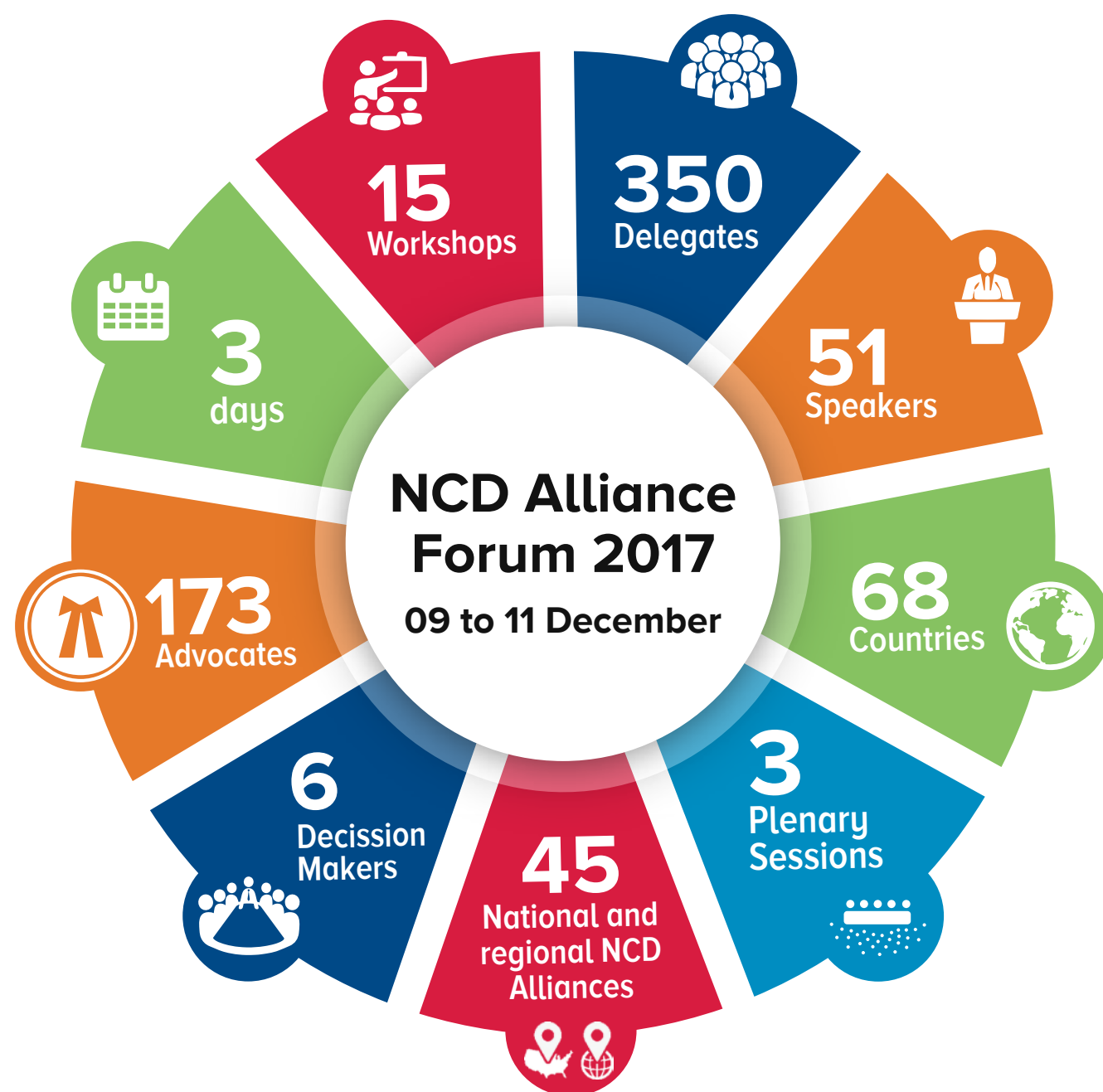
In the fourth workshop titled For the Long Haul: Ensuring the Sustainability of NCD Alliances different pillars of sustainability like organisational, programmatic and financial were explored. It discussed the life cycle of a strategic plan, from inception to funding. The talks also entailed successes and challenges in growth and fundraising. Commenting on the issue were experts like Ms. Judith Seltzer, Senior Director, Management Sciences for Health, United States, Ms. Susanne Volqvartz, Director, Danish NCD Alliance, Denmark, Mr. Todd Harper, CEO, Cancer Council Victoria, Australia and Board Member, NCD Alliance, Dr. Monika

Arora, Executive Director, HRIDAY; Governing Board Member, Healthy India Alliance, India, Ms. Katie Dain, CEO, NCD Alliance, United Kingdom who primarily talked about resource mobilization planning and lessons learned.

In the final workshop of the day themed Promoting a Multi sectoral approach to NCDs through Workplace Wellness talks included diverse experiences and lessons learned in promoting, prioritizing and implementing workplace wellness programmes (WWP). They examined the need to make a health and investment case for healthy workplace initiatives to prevent NCDs. Effective advocacy to engage private sector to create health packages for its employees that are equally cost beneficial for employers. The key speakers at this workshop included Sir Trevor Hassell, President, HCC, Barbados, Mr. Cary Adams, CEO, UICC, Switzerland, Ms. Diana Vaca McGhie, Global Advocacy Manager, American Heart Association, United States, Ms. Katy Cooper, Independent Consultant, United Kingdom, Ms. Helen McGuire, Program Leader, Noncommunicable Diseases, PATH, United States. Realizing the potential for NCDs through partnerships and creating workplace wellness was high on the agenda during this workshop.

The final day saw an array of experts on global health, organizational development and project implementation draw their closing comments by taking stock of the current NCD scenario, reviewed progress and looked ahead to the 2018 UN High-level Meeting’. They rested their case with the thought that evidence based research alone can stop NCDs before they start, by making the community healthy and connecting with patients and governments to address all forms of this non communicable disease.

NCD Alliance Forum 2017 Updates



In the Year of Giving

Friends of Cancer Patients Wins Five Awards in 2017.



Not-for-profit organisation scoops two honours at the World Sustainability Congress in recognition of its cancer awareness initiatives and fund-raising activities

In the Year of Giving
Friends of Cancer Patients
Wins Five Awards in 2017.

| 29 December, 2017

| Management

| Dubai, UAE

Friends of Cancer Patients (FoCP) is celebrating winning yet another award for its services, taking its tally to five so far this year. The non-profit organisation dedicated to fighting cancer collected two Global Giving Awards at the World Sustainability Congress (WSC) in recognition of its activities to promote funding and to raise awareness about cancer.

FoCP scooped its most recent awards in the WSC category 'Best Overall Giving Programme' for its Joy Cart initiative that facilitates moral support for children with cancer in hospitals and in the category of 'Best CSR Impactful Initiative' for its corporate wellness day for Pink Caravan, a breast

cancer awareness campaign which travels around the UAE offering free breast scans and medical check-ups.

The organisers behind FoCP say that they are delighted to have been recognised for their work by so many awards in the UAE's 'Year of Giving,' highlighting the financial and moral support services they provide cancer patients and since its inception in 1999.

"Everyone at Friends of Cancer Patients is delighted to have been honoured once again for the work that they do to raise cancer awareness and to support patients and their families morally and financially.

It is very rewarding to be recognised for our work by so many influential global bodies. I can speak for everyone at the organisation when I say that the greatest reward we have comes from being able to help patients of all ages and nationalities who are diagnosed with the disease in UAE," said HE Sawsan Jafar, Chairperson of Board of Directors, FoCP.

"The five Awards that FoCP has received so far for 2017 are a testament to the tremendous efforts that our team members put in each and every day to support cancer patients and their families. Behind all our achievements our dedicated Board of Directors who are committed to achieving the vision of Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, Chairperson of the Supreme Council for Family

Affairs and Founder and Patron of FoCP," added Jafar.

The other two new awards add to FoCP's winning this year are the Golden Globe Tiger Awards in the categories of 'Concern for Health' and 'Developing Sustainable Strategies.' The awards' citations praised the organisation for demonstrating the applied principals of corporate social responsibility and for continuing its strategy of innovation. The programme organisers said that FoCP had showcased a world-class standard for outstanding social responsibility by implementing highly impactful initiatives for the early detection of cancer.

FoCP was also honoured earlier this year with the prestigious Global Good Governance (3G) Service Excellence Award for Social and Philanthropy Sectors. Presented to governments,

corporations and non-governmental organisations, the 3G Awards are given to bodies that demonstrate governance, transparency and social responsibility excellence. FoCP was honoured with the award in recognition of its charitable work that seeks to reduce the burden of cancer and non-communicable diseases.

FoCP was established to help alleviate the financial and emotional burden that cancer often imposes on cancer patients and their families and to raise awareness about the six early detectable forms of the disease; breast cancer, cervical cancer, prostate cancer, skin cancer, testicular cancer and colorectal cancer. Since being founded in 1999 the organisation has provided support to more than 4,200 cancer patients of all ages and nationalities across the UAE.







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