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21



**FRIENDS
OF CANCER
PATIENTS**

We are always with you

**ANNUAL
REPORT
2021**

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“
Cancer is no longer a personal problem. The rising rate of cancer incidence makes it a public issue that requires shared responsibility among all
”

Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi

Wife of the Ruler of Sharjah, UAE

Founder and Patron of Friends of Cancer Patients

International Ambassador of the World Cancer Declaration for
Union for International Cancer Control (UICC)

International Ambassador for Childhood Cancer for UICC
Patron of the Global NCD Alliance Forum



HOPE

Since its inception in 1999, FoCP's long-lasting and far-reaching impact on society has significantly transformed lives and provided support that people can rely on.

PURPOSE

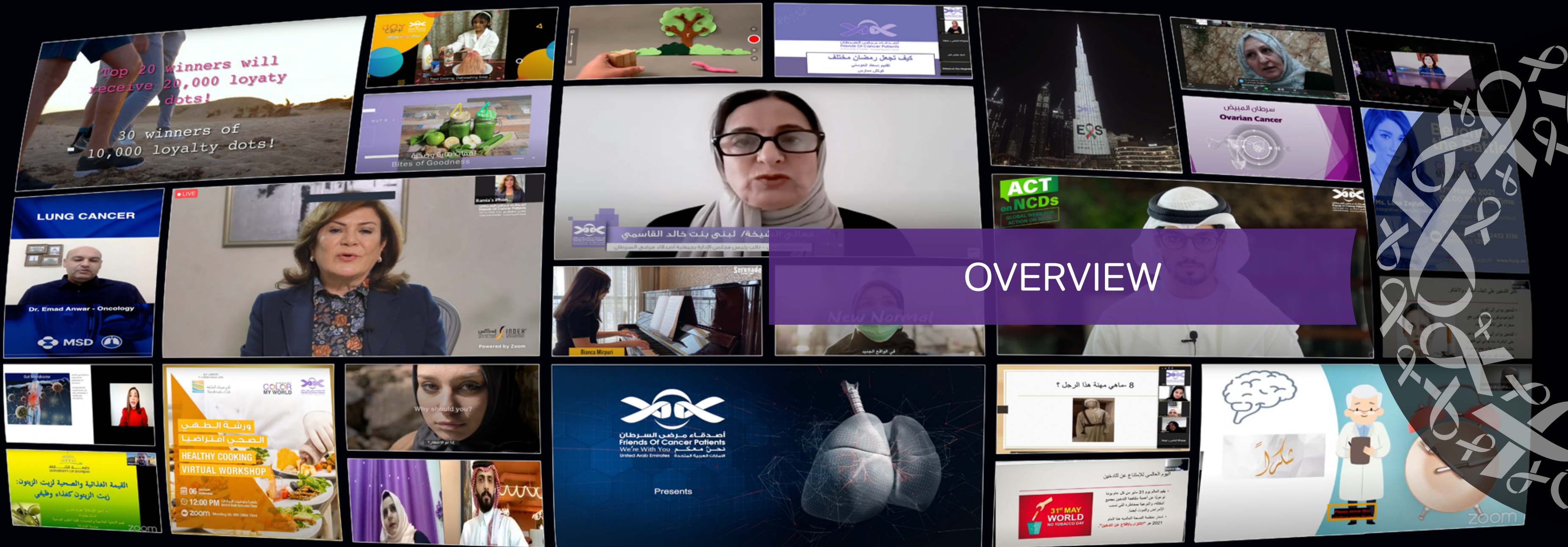
To inspire hope and compassion for all humanity

VISION

To see a world where cancer no longer has power over our lives

MISSION

To advocate for health and provide holistic care and support on the Healing journey



EVENTS REPORT



24

ADVOCACY



24

COMMUNITY
ENGAGEMENT



38

MORAL
SUPPORT



27

WEBINARS



03

TRAINING

Children and
Families Benefited

38,032+



Advocacy (Local & Global)



Patients Access



Community Engagement



ADVOCACY

The Second Regional Cervical Cancer Forum

The 2nd Cervical Cancer Forum was held in Sharjah, United Arab Emirates on 27 and 28 January 2021 under the title of “Accelerating Action on HPV and Cervical Cancer” in collaboration with Friends of Cancer Patients UAE and United Nations Population Fund (UNFPA). The forum had Seven keynote addresses and several panel discussions based on four themes.

The forum allowed active interaction among panelists, speakers and audience members, ensuring the efficiency of discussions and outcomes. It brought together pioneering actors and global stakeholders in the field including, International Agency for research on cancer IARC, global health institutes and University Hospitals, pioneer researchers, and policy makers, media and communication experts and academia who will be able push the agenda of cervical cancer prevention and explore ways to foster collaboration, and to address regional and national responses to HPV and cervical cancer in the Arab region more effectively.

 27 - 28 January

 Online

FORUM AT A GLANCE



REGISTERED

986



COUNTRIES

10



SPEAKERS

41



PLenary SESSIONS

07



SESSIONS

02

Collaboration:



Sharjah Declaration on Cervical Cancer - 2.0

Accelerating Action on HPV and Cervical Cancer

27-28 January 2021, Sharjah, UAE

Our Commitment, Our Pledge



Advocating

for regional and national cervical cancer strategies that align with global initiatives, and do so, by taking into account the national capacities in order to ensure their implementation in every single country;



Establishing

cooperative efforts and enhance south-south cooperation in order to improve countries' and organizations' cervical cancer control capacity and nationwide HPV vaccine program implementation despite the current and future health emergencies;



Investing

in better data collection, analysis and utilization for evidence based decision making and to identify and address current inequities with regard to HPV vaccine and cervical cancer detection and treatment;



Endorsing

an establishment of a robust monitoring framework for the progress of HPV vaccine implementation and Cervical cancer elimination.




Friends of Cancer Patients Celebrates Gulf Cancer Week and World Cancer Day

In conjunction with the 6th edition of the GCC Cancer Awareness Campaign, the Friends Of Cancer Patients (FOCP), is organising a series of activities to foster greater public awareness about cancer with an emphasis on the importance of early detection.

The awareness programme is organised annually by the UAE's Ministry of Health and Prevention in collaboration with Gulf Federation for Cancer Control. Through such events, FOCP stresses its commitment to be a part of all local, regional and global initiatives for combating cancer. FOCP's participation in the campaign this year extends throughout February. Two virtual workshops have already taken place in collaboration with the University of Sharjah on February 4 and 7. The first session focused on educating participants about colon cancer while the second workshop targeted gallbladder and bile duct cancer.

FOCP will also be sharing two awareness messages daily on their social media handles, to benefit the community.

 1 - 7 February

 Online

On World Cancer Day, Friends Of Cancer Patients, shines a light on how they furthered cancer awareness and care through an innovative, collaborative approach

Marking World Cancer Day on 4th February, Friends of Cancer Patients (FOCP) – a UAE-based civil society organisation, has taken the opportunity to extend its gratitude to the nurses, doctors, researchers, volunteers, advocates and other caregivers in oncology from around the country, as well as government agencies, who have worked these past 12 months through the COVID-19 pandemic.

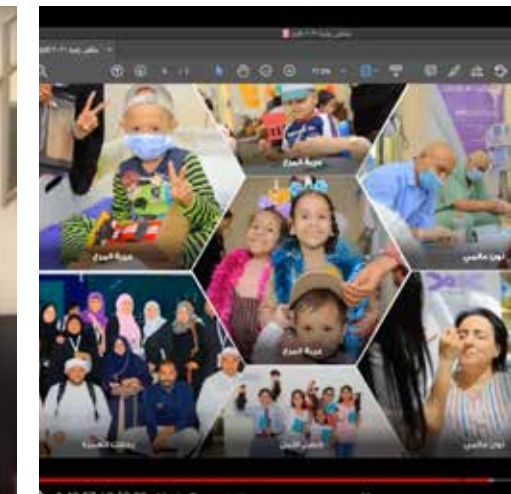
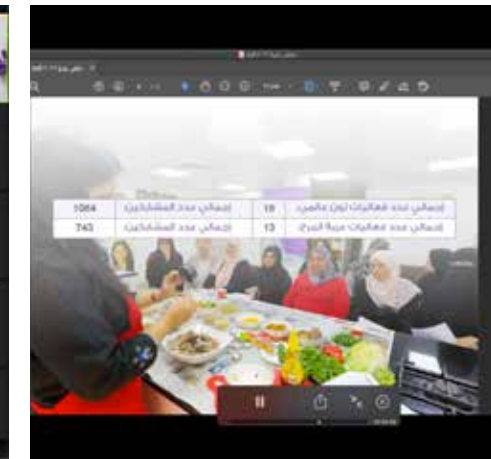
 WEBINAR
04

 ATTENDEES
253

SOCIAL MEDIA

 IMPRESSIONS
5,366

 REACH
5,484



Friends Of Cancer Patients Won The Prestigious Global Good Governance Awards

Friends Of Cancer Patients (FOCP), has scooped the prestigious Global Good Governance (3G) Awards 2021 for the third time since 2017, winning in two categories, '3G Leadership Award for Social Sector & Philanthropy' and '3G Best Community Service Award'.

FOCP has received these global honours in recognition of its hugely impactful efforts to raise strong public awareness and advocacy on the risks and types of cancer as well as coalescing support from individuals and organisations in both public and private sectors to raise funds to help cancer patients who are unable to afford high treatment costs.

Since winning this award previously in 2017 and 2018, FOCP has continued dedicatedly in its efforts to alleviate the sufferings of cancer patients and their families by offering financial, psychological and moral support by providing free treatment, care and follow up, has led several community initiatives and organised key forums to bring the international stakeholders together to strengthen partnerships and explore new ones in the field of cancer prevention and control.



May



Online



UAE's Ultimate Nationwide Golf Challenge

To Raise Money and Awareness for Families Affected by Cancer

Dubai based businessmen in collaboration with Friends of Cancer Patients hosted historic attempt to play a single hole at 18 different courses across five Emirates in a single day to raise money and awareness for families affected by cancer.

Simon Mellor, the Managing Director of Messe Frankfurt Middle East, whose wife Paula was diagnosed with Leukemia in 2020, and Edward (Ted) Bloom, the Director of Dubai World Trade Centre's DXB Live, are seeking to navigate five Emirates and 540 kilometres of UAE roads to complete the epic par 72 challenge on May 3, 2021.

18 on Eighteen helps promote golf in the UAE while raising money and awareness in respect of all types of cancer. All proceeds raised by 18 on Eighteen donated to Friends of Cancer Patients.



May



Dubai



FUNDRAISED

116,000 AED



NAVIGATE EMIRATES

05



KILOMETERS

540



CHALLENGE

72



New Normal, Same Cancer Campaign

This Gulf Cancer Awareness Week, a new national campaign, called New Normal, Same Cancer, is being launched in the United Arab Emirates by Friends of Cancer Patients (FoCP) and Emirates Oncology Society, in partnership with AstraZeneca, to ensure people across the UAE are accessing the cancer care they need in the wake of the pandemic.

The public awareness campaign calls on people to contact their doctor and prioritise a return to screening services and to also contact their doctors if they present with any possible cancer signs and symptoms as part of a nationwide effort to reprioritise cancer care.

The impact of COVID-19 means that people with a cancer diagnosis may have had reduced access to treatment; or their routine screening service may have been paused. Equally, people with possible cancer signs and symptoms are often not seeking help or being diagnosed as quickly as they would have been prior to the global pandemic. The impact on patient outcomes and, possible mortality on a global scale, is the driving force behind this important new campaign.



31 May

While cancer remains a devastating illness during the pandemic, in 2020, there has been an approximate 40% drop in patients being diagnosed with cancer globally. Research highlights that any interruption to the cancer care pathway can be detrimental to patient outcomes, so it is critical that people return to seek cancer care.

Partners and Supporters:



Gulf Survivors Forum

Friends of Cancer Patients (FOCP) organised the first - of-its - kind pan-GCC forum under the slogan, 'Together We Thrive', on Monday, 28th June 2021. The 1st Gulf Survivors Forum 2021 was held virtually on 28th of June, 2021 in partnership with the Gulf Federation for Cancer Control (GFCC), and many other multisectoral stakeholders like the Sharjah Broadcasting Authority, & Cultural and Media Office at the Supreme Council of Family Affairs – Sharjah.

Seven cancer survivors from across the GCC shared their powerful and inspiring journeys of hope and courage. The virtual forum held on FOCP's YouTube channel commenced with a keynote address by Sheikha Lubna bint Khalid Al Qasimi, founding member and Vice Chairperson of FOCP's Board of Directors. She commended the efforts of the first-of-its-kind event in the region to intensify societal and institutional support for cancer survivors by positioning them as role models and beacons of hope for patients currently undergoing treatment for cancer.

28 June

Online

FORUM AT A GLANCE

ATTENDED
505

COUNTRIES
07

SPEAKERS
09

PARTNERS
03

Partners and Supporters:

FRIENDS
OF CANCER
PATIENTS
We are always with you

أصدقاء
مريض
السرطان
نحن معكم دوماً



هيئة الشارقة
للإذاعة والتلفزيون
SHARJAH BROADCASTING AUTHORITY

Qatar Cancer Society
الجمعية القطرية للسرطان

جمعية البحرين لمكافحة السرطان
BAHRAIN CANCER SOCIETY

HCCF
مؤسسة حضرموت لمكافحة السرطان
HADHRAMAUT CANCER CONTROL FOUNDATION



جمعية زهرة
ZAHRA ASSOCIATION

المؤسسة الوطنية لمكافحة السرطان
National Cancer Control Foundation



Friends of Cancer Patients Advocate Awareness on Childhood Cancer

Friends of Cancer Patients (FOCP) is hosted a series of events and initiatives to foster greater public awareness about childhood cancer throughout September, the Childhood Cancer Awareness Month.

As member of the Childhood Cancer International (CCI), a global umbrella organisation of childhood cancer institutions and advocates, FOCP is also participating in the international campaign, 'Light It Up Gold'. Founded by the American Childhood Cancer Organisation, the campaign involves participating organisations from around the world lighting up prominent buildings, iconic landmarks and monuments in golden hues throughout the month to raise awareness for childhood cancer. Childhood Cancer Awareness Month is symbolised globally by a gold ribbon.

Three UAE landmarks bathed in gold

Two of Sharjah's significant landmarks, the iconic House of Wisdom (HoW) and Sharjah Archaeological Museum, are illuminated in gold throughout this month to express solidarity with children suffering from cancer as well as to highlight their plight all over the world.



September

The biggest building in shape of frame in the world, Dubai Frame has also been lit in gold to support children with cancer. As dedicated benefactors of childhood cancer patients, FOCP encourages iconic buildings, historical landmarks and monuments to champion the cause of paediatric cancer awareness by lighting them up in gold through the month.



Partners and Supporters:



‘Cancer Survivors’ Success Stories Book Launched by Friends of Cancer Patients

Friends of Cancer Patients (FOCP), has launched a new book titled Survivors at the 40th edition of the Sharjah International Book Fair (SIBF), which runs until November 13 at Sharjah Expo Centre, under the theme ‘There is always a right book’.

The book released by the FOCP under the supervision of the Supreme Council for Family Affairs’ Cultural and Media Office, Survivors is a collection of inspiring true stories of cancer survivors that highlight the characteristics that enable patients to challenge and defeat cancer. It also recounts the experiences of an FOCP staffer in offering emotional support to cancer patients.

The book aligns with the FOCP objectives of advocacy, awareness and moral as well as financial support. It focuses on the importance of providing emotional support to cancer patients as well as survivors, and highlights its positive impact on a patient through the treatment as well as the recovery stage.



November



Expo Centre, Sharjah

“

When I found out I had cancer, I was terrified. However, I unchained myself from the negative feelings and faced up to my fears. Before I was taken to the operation theatre, I prayed to Almighty God. I was surrounded by my husband and family, and I received full support from my second family – FOCP, which stayed by my side and offered me financial and emotional support. I survived, and now I am leading a normal life, helping my children with their homework, and volunteering to help the elderly

Fadwa Hussein
Cancer Survivor

”



Friends of Cancer Patients Unveils New Brand Identity

New corporate identity aligns with FOCP's vision for a cancer-free world

Friends of Cancer Patients (FOCP), has revealed its new brand identity. The announcement unveiling the new identity and logo at the Flag Island in Sharjah.

The new development aligns with FOCP's ongoing endeavours since 1999 in helping cancer patients and their families to overcome challenges and inspiring hope in them during their difficult journey in line with its vision to create a cancer-free world. It reaffirms the entity's unwavering commitment to raising awareness on the importance of adopting healthy lifestyles and providing inclusive support and care during treatment and recovery.

New brand identity prioritises hope

The new brand identity of our organisation prioritises hope, and enables us to devise even more efficient ways to provide support and raise awareness to prevent cancer. It reflects our continuing efforts to assist patients and their families, while motivating donors and the community to contribute generously to this noble cause,”.



10 December



Sharjah

PRIMARY LOGO

**FRIENDS
OF CANCER
PATIENTS**

We are always with you



**أصدقاء
مريضى
السرطان**

نحن معكم دوماً

SECONDARY LOGOS



**FRIENDS
OF CANCER
PATIENTS**

We are always with you

**أصدقاء
مريضى
السرطان**

نحن معكم دوماً



Friends of Cancer Patients has Collaborated with NCD Child in the 'Young Leaders Program', a Two Year Leadership Program

Friends of Cancer Patients Organization (FOCP) has collaborated with NCD Child in the 'Young Leaders Program', a two-year leadership program created to support young people aged 19-30 to scale up their leadership capacity, increase engagement in non-communicable disease (NCD) related advocacy and sustain a strong youth voice within the NCD landscape. The program serves as a platform for advocacy skill building, a project incubator, and a platform to build a unified cadre of young people who are fully equipped to develop, critique, and support national, regional, and global NCD policies.

FOCP has participated in the program by joining the team member Mr. Majed Mohamed with the 'Cancer Group', as the group has worked on a project titled: (Call to Action: Improving the healthcare systems in low-middle income countries to drive change in pediatric cancer care). The project aims to provide analytical data to create clear communication actions to generate awareness of the



2021 - 2022










































































Online

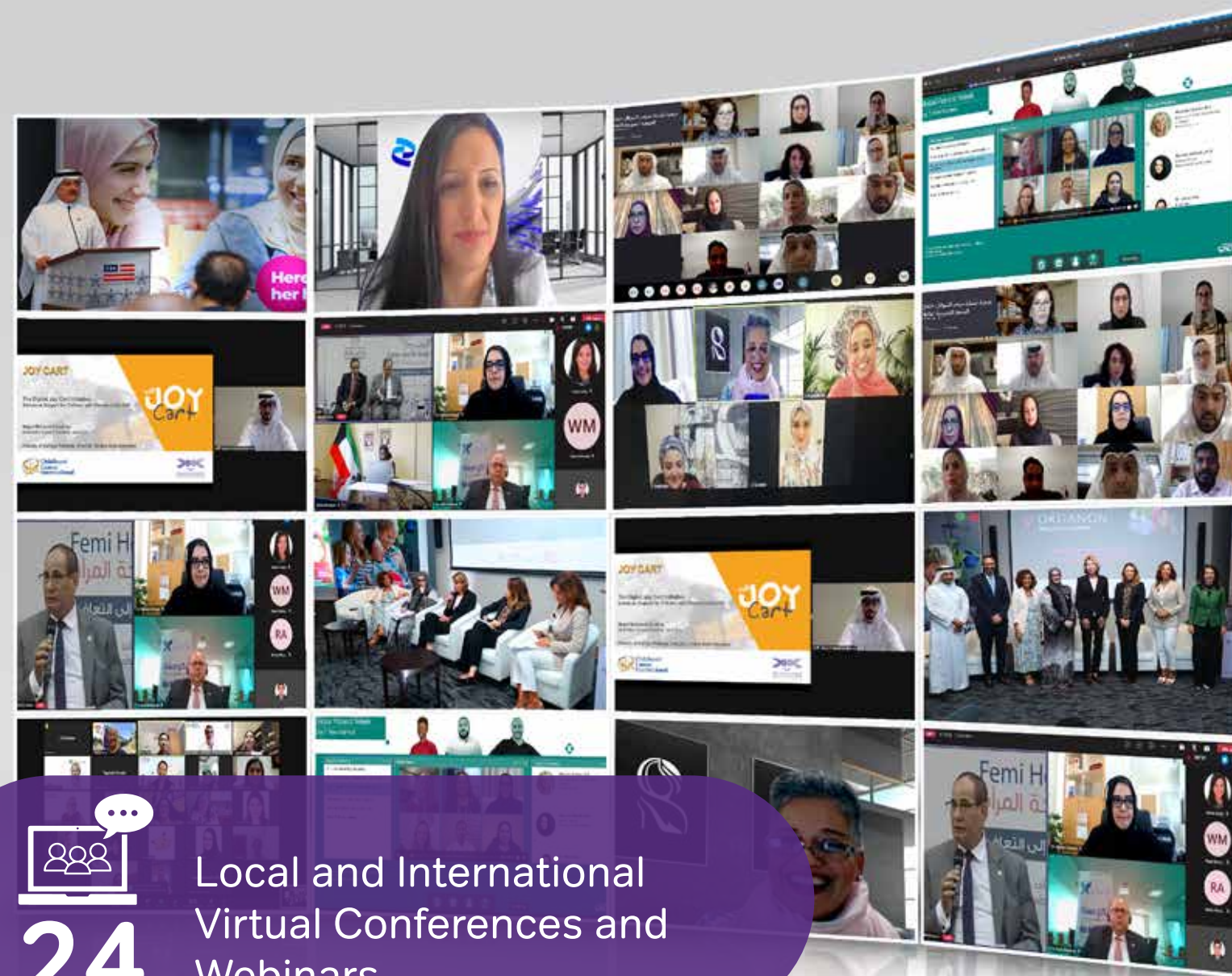
obstacles of childhood cancers on LMICs. The review will help shape a better research agenda in LMICs with the a 'Call to Action: There is an urgent need for governments & policy makers to improve the healthcare system by increasing government funding for pediatric cancer care & research - to study the current metrics & design effective implementation strategies'.

Collaboration:



Local - International Virtual Conferences and Webinars

 Laboratory of Non - Communicable Diseases  17 February  WHO	 Movement Health 2030  21 June  Roche	 MSD Panel Dubai Office Physical  11 October  MSD
 Zahra Forum  11 February  Zahra Association	 Develop How to Implement the Roadmap  25 August  NCD Alliance & WHO	 Take Action - UAE Media Roundtable  12 October  Pfizer
 13th CCI Asia Conference  21 & 22 March  Childhood Cancer International	 Arab Women's Health Forum  19 September  Arab Administrative Development Organization	 Breast Cancer Health Promotion Webinar  12 October  United Arab Emirates University
 Where Poetry & Medicine Meet  27 March	 CCI Global Action Plan - Asia discussion  20 September  International Organization for Pediatric Cancer	 Leadership Group Meeting - Expo 2020  26 October  ORGANON
 Young Leaders Program  27 March  NCD Child	 The Patient Academy at PhRMA MEA  25 September  MERCK	 The Road to HPV Elimination  27 October  MSD
 General Assembly Meeting to Nominate Members  19 May  NCD Child	 Monitoring Framework on Cervical Cancer  29 September  United Nations Development Fund	 Virtual Female Majlis Breast Cancer Month  27 October  Aquitude
 The role of civil society organizations in the prevention of cancer within the chain of the International Union Against Cancer Regionally  29 April  Eastern Mediterranean Region	 Breast Cancer Awareness – Dubai Expo 2020  08 October  Novartis	 Take Action - UAE Media Roundtable  12 October  Pfizer
 Building an better health care policies for HPV elimination  01 - 17 April  MSD	 Health Economic Forum  08 October  Novartis	 Panel Discussion “Breast Cancer Awareness”  27 October  Capital Club Dubai



24

Local and International
Virtual Conferences and
Webinars

DIGITAL MEDIA

SOCIAL MEDIA

PRL MEDIA



EMAILER CAMPAIGNS

141,502

REACH



WEBSITE

125,076

PAGE VIEWED



1,243

CONTENTS



14,617

FOLLOWERS



71

INTERVIEWS



118

PRESS RELEASE



39

WEBINARS



2,462

ATTENDEES



9,093

POST LIKES



1,424,051

IMPRESSION



1,504

PRESS CLIPPINGS

34

HEALTHY
LIFESTYLE
VIDEOS

92

TOTAL VIDEOS

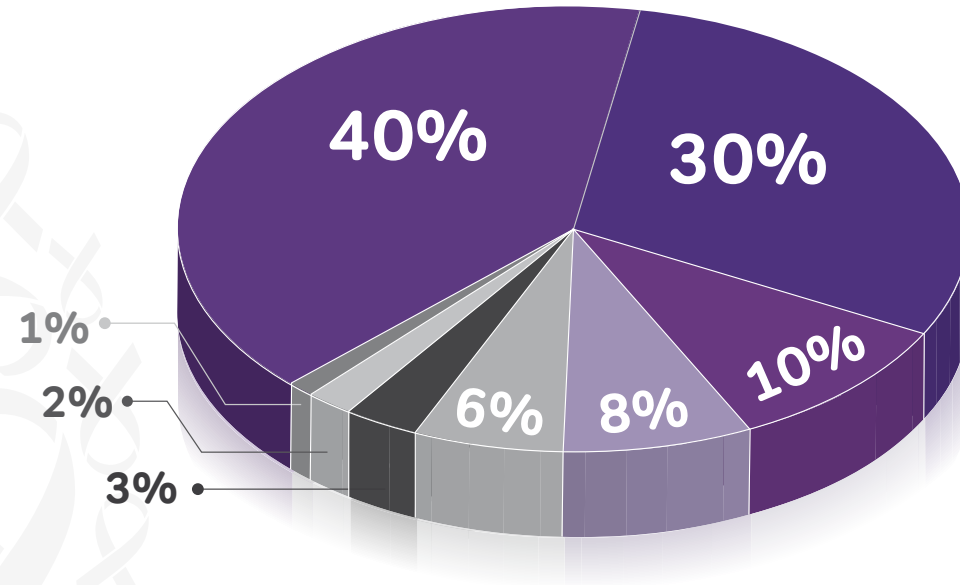




Cheeky
Puppet Show

PATIENT ACCESS

BENEFICIARY SUPPORT



PHARMACY & MEDICINE

CHEMOTHERAPY

MEDICAL EXPENSE TREATMENT
(PET SCAN, CT-SCAN, MRI)

SURGERY

RADIOTHERAPY

OTHERS (EYE GLASS, DOCTOR VISIT,
GENERAL SUPPORT, HEALTH CARD,
MACHINE & ARTIFICIAL LIMBS)

FOOD COUPONS

BONE MARROW TRANSPLANT



356

TOTAL PATIENTS & FAMILIES
SUPPORTEDTOTAL AMOUNT
SUPPORTED

AED

3.5 Million

TOTAL PATIENTS SUPPORT

5,867+

Colour My World

Overview

The "Colour my World" programme is part of the FoCP's increased emphasis on patient-focused events, which includes various celebrations of national & international special occasions virtually, such as: Mother Day, Hag Al Lailah, Eid Greetings, life-coaching workshops, virtual quiz show competitions, virtual health awareness lectures and workshops and virtual peer-to-peer support sessions. Organizing such events on a regular basis offers cancer patients the opportunity to meet, connect with one another and engage in joyable activities, to build unity and encourage them to work together to overcome the disease. The events were shifted in virtually consideration to the pandemic situation in 2021.

Area of Focus

- Healthy Lifestyle Lectures
- Life-Coaching Workshops
- Peer-to-peer Support Groups
- Entertainment Virtual Activities
 - Make-up Sessions
 - Virtual Gatherings
 - Virtual Celebrations

Sponsors and Supporters:



Since 1999
Total Beneficiaries
Benefited

722



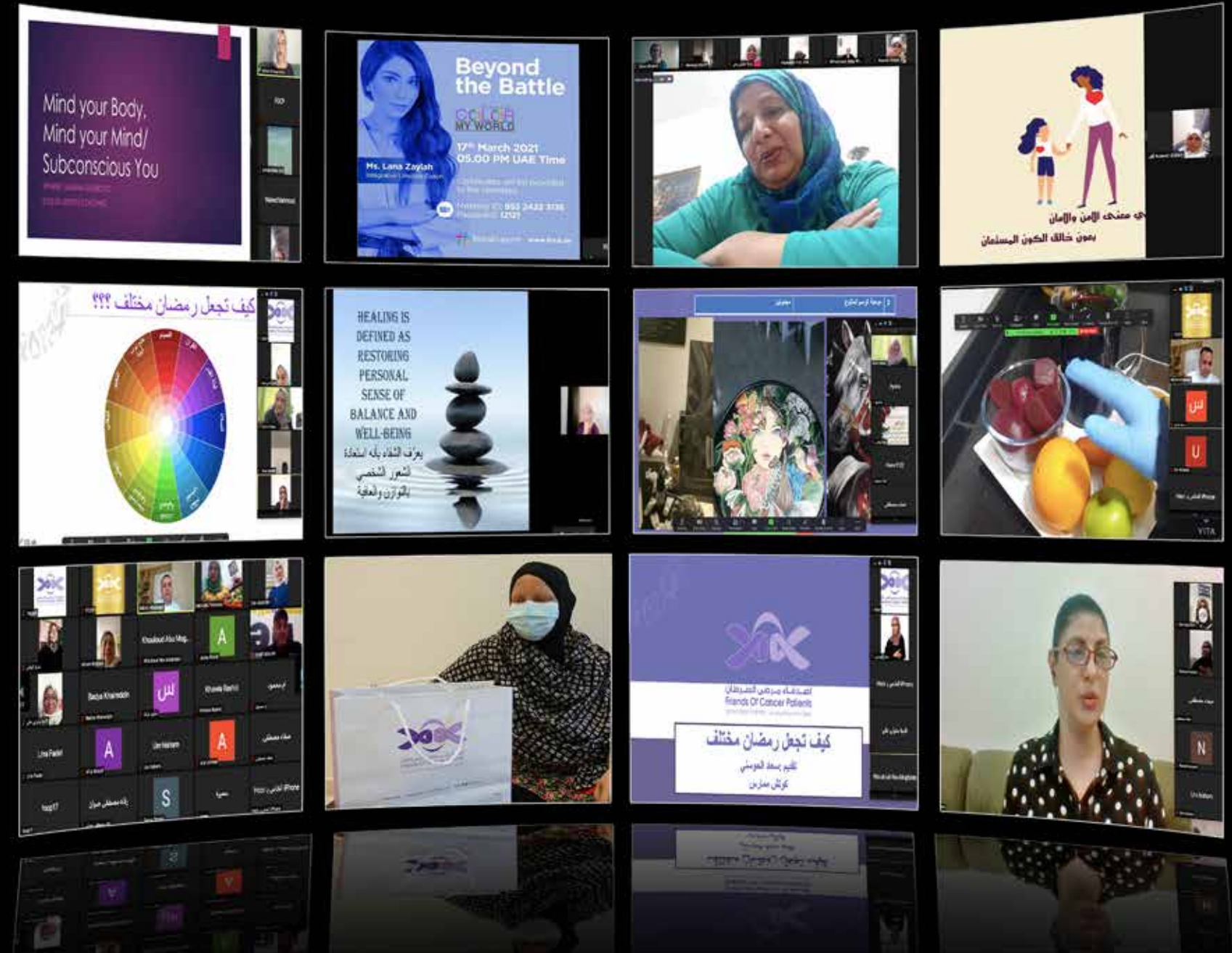
Moral Support
Events



Actual
03



Virtual
19



Joy Cart

Overview

Joy Cart" initiative aims to bring smiles to the faces of children suffering from cancer and hope. It is a monthly event which comprises: virtual storytelling, virtual magic shows, virtual trips, virtual sessions for the children and youth to share their stories. The events have been shifted virtually in consideration to the pandemic situation in 2021 and in collaboration with many hospitals across the United Arab Emirates.

Area of Focus

- Healthy Life-style Lectures
- Moral Support
- Arts & Crafts
- Youth Virtual sessions
- Virtual Trips
- Entertainment Activities
- Fundraising

Sponsors and Supporters:



Since 1999
Total Beneficiaries
Benefited



368



Moral Support
Events



Actual

07



Virtual

09

I Deserve a Life Campaign

Overview

'I Deserve a Life' Ramadan Zakat campaign, that aims to raise funds during the Holy Month to help underprivileged cancer patients who cannot afford high costs of treatment.

Friends of Cancer Patients (FOCP), a UAE-based civil society organisation dedicated to reducing the burden of cancer on community by generating awareness and offering financial support to patients in need, has renewed its appeal to individuals and organisations to contribute generously to its Zakat initiative, 'I Deserve a Life', whose 2021 edition was launched in earlier in February.

Since 2013, FOCP's Zakat campaign has involved community members, government bodies and private organisations to collectively raise AED 11.1 million, which has supported the cancer treatment journeys of 2,020 patients in the UAE who cannot afford it.

Sponsors and Supporters:



4 April - 6 May



FOOD BOX DISTRIBUTION



FRIENDS OF CANCER PATIENTS
Efforts To Offer Food Boxes to
Cancer Patients During Ramadan



160
FOOD BOXES

Friends of Cancer Patients (FOCP) distributed "Mir Ramadan" packs to cancer patients and their families in Ramadan 2021. UAE Food Bank helped provide support with the "Mir Ramadan" food boxes which has benefited 160 patients and family members. Furthermore, Al Rawabi has also supported by providing some drinks and snacks, such as bread, which has also helped to benefit patients and Families.

FOCP made sure to take all the necessary measures needed to ensure the safety of their own team and patients while distributing the Ramadan packs.



In 2021

356 Patients

AED **2.2** Million

IMPACT OF YOUR CONTRIBUTION

14

CHEMOTHERAPIES

09

RADIOTHERAPIES

25

MEDICATIONS

01

SURGERIES

16

SCANS

201

FOOD COUPONS

45

MEDICAL EQUIPMENTS



Friends of Cancer Patients Distributes Essential Food Kits During International Day of Charity

Friends of Cancer Patients (FOCP) has brought a smile on the faces of 50 cancer patients, survivors and their families in the UAE, by bringing to their doorstep generously-endowed essential food kits to mark International Day of Charity observed globally on September 5.

As part of its commitment to ease the financial as well as emotional burden of cancer patients undergoing treatment, FOCP has made this thoughtful offering to them and their families in collaboration with UAE Food Bank, a non-profit organisation committed to distributing food to those in need. The UAE's first food bank, the non-profit runs under the umbrella of the Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI).

This is the second FOCP-UAE Food bank philanthropic venture this year after the latter supported FOCP's 'Ramadan Mir' campaign with the distribution of essential nutrition kits to cancer patients across the nation.

The International Day of Charity commemorates Nobel Peace Prize laureate Mother Teresa who dedicated her life and career to serving the poor and the destitute.



5 September



Sharjah

"Charity enables meaningful social bonding and contributes to the creation of inclusive, socially-minded and resilient societies. Every act of giving, however big or small, can make a difference. Through our various philanthropic and community-focused initiatives, FOCP continues to strengthen its efforts to make the treatment journeys of cancer patients as bearable and comfortable as possible. With this initiative too, our objective was to put a smile on their faces and offer them a fresh boost of hope, as positivity plays a crucial role in maintaining their will to recover."

Sponsors and Supporters:



FOOD BOX DISTRIBUTION



FRIENDS OF CANCER PATIENTS
Efforts To Offer Food Boxes to Cancer Patients
During International Day of Charity



50

FOOD BOXES



COMMUNITY ENGAGEMENT



Relay for Life Challenge

Overview

Relay For Life UAE aims to raise awareness of cancer and spread the importance of a healthy lifestyle in addition to supporting those who are battling cancer by empowering them and creating a supportive community around them and their families.

Relay For Life is going digital, we wanted to make sure that this great initiative reaches all clusters of the society even the tech-savvy. The application will work on generating donations and support beneficiaries by engaging the public in a fun and interactive challenges while highlighting the importance of a healthy lifestyle thus encouraging the participants to change their daily routine to a more healthy and productive one.

Sponsors and Supporters:



TOTAL ACHIEVED

857 MILLION STEPS



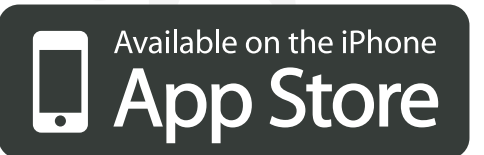
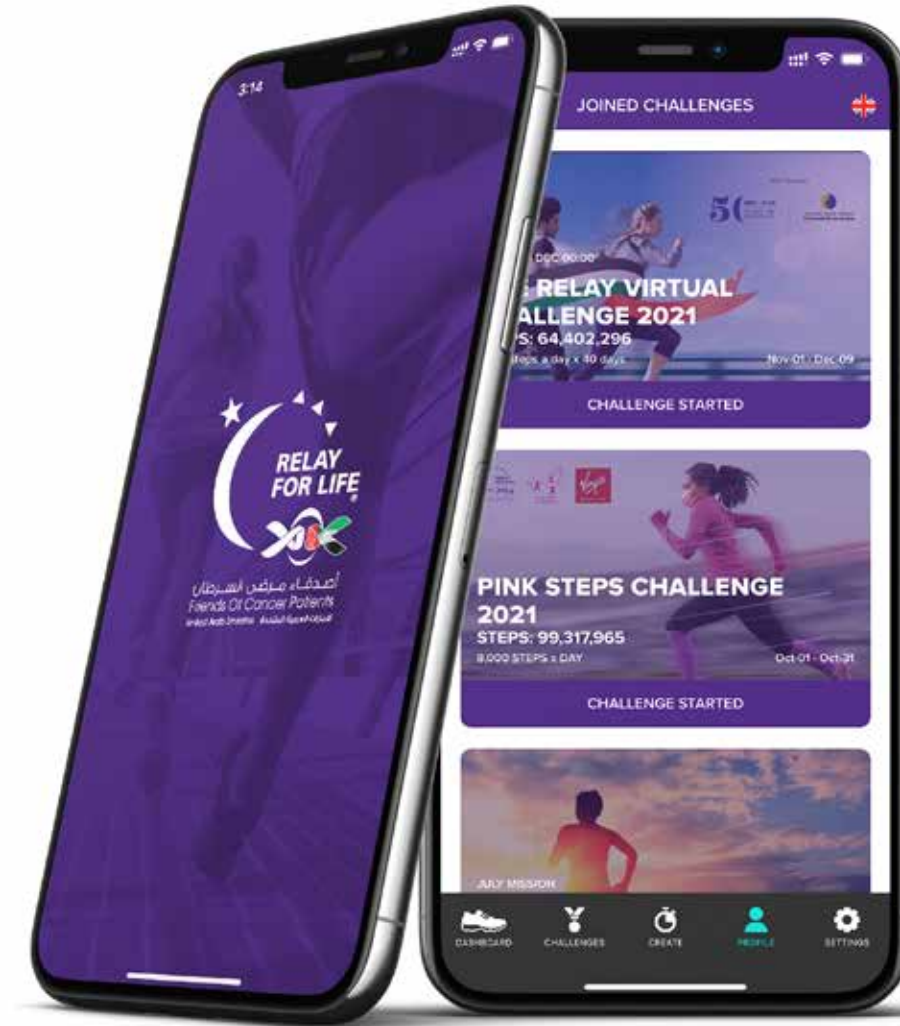
TOTAL

2,529 USERS



TOTAL

07 CHALLENGES



Closing Ceremony of UAE Relay For Life Virtual Challenge

The ceremony organised in line with the celebration of UAE's Golden Jubilee.

The UAE Relay for Life fund-raising walkathon aims to assist and support cancer patients, survivors, and healthcare providers, and to raise awareness about the importance of fighting cancer. This year's event, held virtually, comprised five challenges that engaged individuals and entities from the UAE and around the world. The steps taken by every participant were calculated through the Relay for Life smart app and the official sponsor of the event donated for each step.

"Relay for Life creatively embodies societal development that is based on partnership between individuals and entities of the public and private sectors. With the remarkable success the initiative has achieved so far and the great interest it has attracted, Relay for Life has become a model that can be applied in many different areas apart from cancer awareness and prevention,"



10 December



Sharjah



FUNDRAISED

200,000 AED



DAYS CHALLENGE

40



STEPS

64 Million



PARTICIPATED TEAM

14



USERS

242



Friends of Cancer Patients Spread Awareness on Cervical Cancer

Friends of Cancer Patients (FOCP), organized a series of educational awareness lectures on cervical cancer throughout the month.

The month-long awareness activities built on its resolve to create awareness on Cervical Cancer amongst the UAE community and offer tailored solutions to meet their needs, especially as the COVID-19 pandemic has amplified the challenges of late-stage diagnosis and lack of access to treatment.

A total of 3 mobile clinics to spread awareness across Dubai and Sharjah in September and October across five locations in Dubai and Sharjah.

In addition, Friends of Cancer Patients held 2 cervical cancer awareness webinars in English and Arabic that educated over 300 viewers.



September



Sharjah



LOCATIONS

05



MOBILE CLINICS

03



WEBINARS

02



VIEWERS

300

Sponsor and Collaborated:

SHEIN



October Breast Cancer Awareness Month

The International Breast Cancer Awareness Month, which is observed annually in October. Pink Caravan, call on private and government sector organizations across the country to sign up for their 'Corporate Wellness Day' to educate their employees about the early detection of breast cancer.



15 September - 23 November

Area of Focus

- Awareness
- Togetherness
- Fundraising
- Healthy lifestyle
- Early Detection Screening

ACTIVATIONS

40



MOBILE CLINIC

2,672 TOTAL SCREENINGS



MAMMOGRAM SCREENINGS

553



CLINICAL BREAST EXAMINATIONS

2,119



SOCIAL MEDIA



TOTAL REACH

20,656



FOLLOWERS

6,532



ENGAGEMENT

1,049

AWARENESS WEBINARS



WEBINARS

24



TOTAL ATTENDEES

1,159



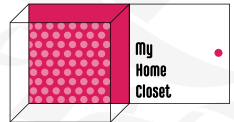
ARABIC AND ENGLISH

SPONSORS AND SUPPORTERS

SHEIN



NINE WEST





Friends of Cancer Patients Spread Awareness on Men's Health Awareness Month

Shanab is a men's health initiative that falls under Friends of Cancer Patients' umbrella "Kashf" for early detection of cancer, addressing prostate cancer and testicular cancer. Launched in November 2014, Shanab; moustache in English, chiefly addresses testicular cancer and prostate cancer. It highlights the importance of early detection and endeavors to eliminate stigmas surrounding both types of cancer. Shanab aims at raising awareness among the target audience about the major health issues men face. It further encourages men to share their health concerns with their peers.

Supporters:



November

Area of Focus

- Awareness
- Togetherness



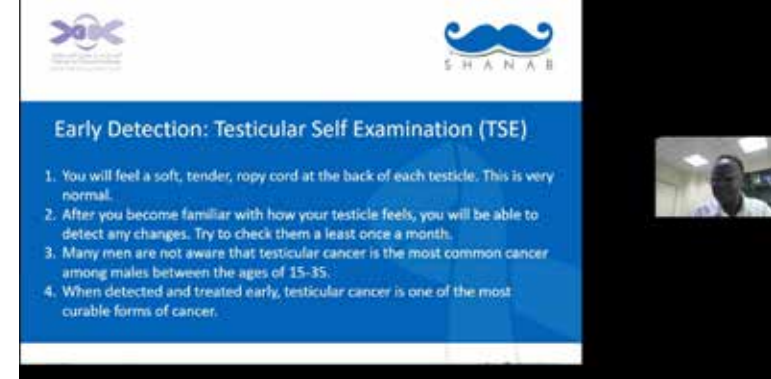
WEBINAR

02



ATTENDEES

387



Friends of Cancer Patients Spread Awareness on Lung Cancer Awareness Month

The Friends of Cancer Patients (FOCP), the UAE-based non-profit dedicated to raising cancer awareness and supporting cancer patients and their families, is hosting a series of events and webinars during November, observed as Lung Cancer Awareness Month globally, to foster greater public awareness about lung cancer in an effort to improve outcomes for lung cancer patients.

Lung cancer is the seventh most commonly diagnosed cancer in the region, comprising around 4.6 percent of all cancer cases. In the UAE, lung cancer is the second most common cancer among males, and the leading cause of all cancer-related deaths.

FOCP is organised webinars, talk shows and social media activations as part of Lung Cancer Awareness Month in November to mobilise societal and institutional efforts to combat lung cancer and raise awareness of the importance of prevention and early detection."

 November

Sponsors and Supporters:



 WEBINAR
02

 ATTENDEES
387

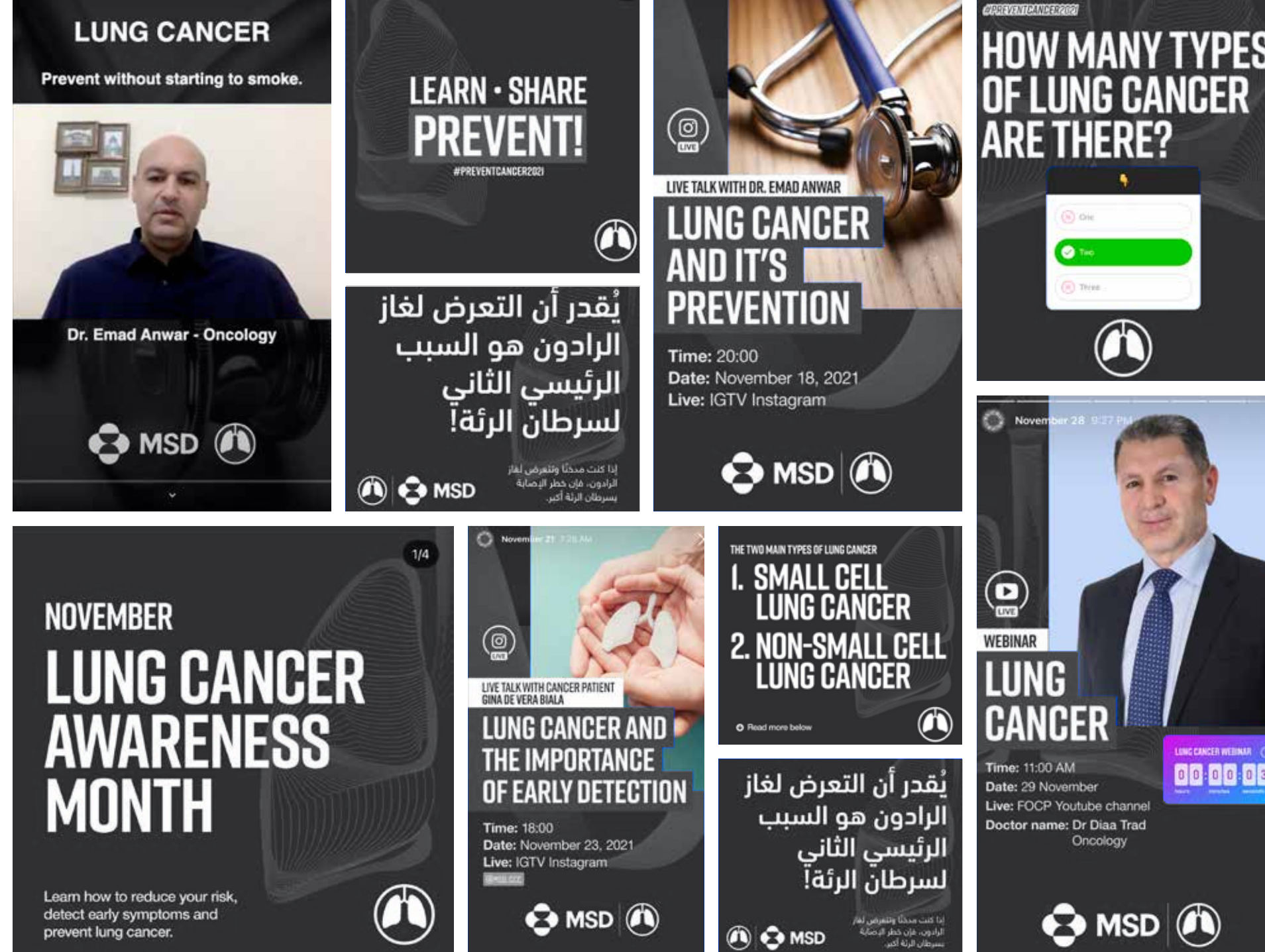
SOCIAL MEDIA

 STORIES
44

 POSTS
07

 IMPRESSIONS
4,324

 REACH
4,781



Skin Cancer Awareness and Education

Friends Of Cancer Patients educates the importance of protection against skin damage and Cancer in the Summer. In the online webinars experts cover topics including: preventative skin care and sunscreen, detecting skin cancer, treatment and therapy options for melanoma and other skin cancers and also explain the six must-follow tips during summer, which can easily adopted and practiced by people across age groups to keep skin cancer and other skin-related problems at bay.



July



Online

Area of Focus

- Awareness
- Healthy lifestyle



WEBINAR

03



ATTENDEES

159

Sponsors and Supporters:



Ana-nutrition Activation that Emphasizes on the Importance of a Healthy Lifestyle

Ana, which means 'I' in English, has been specifically named to encourage patients of childhood cancer celebrate their individuality irrespective of their physical appearance.

ANA aims to enhance the lives of paediatric cancer patients and their families. Ana seeks to raise awareness about the seven common warning signs of childhood cancer and highlight the importance of early detection

'Ana-nutrition' drive, which was formulated under their 'Ana' childhood cancer awareness initiative to offer a holistic and comprehensive understanding of the pivotal role of healthy lifestyles and holistic nutrition in battling paediatric cancer. Through a range of workshops and activities, Ana-nutrition teaches kids how to make delectable, healthy snacks while engaging with parents on the early signs and symptoms of childhood cancer and the importance of good nutrition.

13 October

Online

Area of Focus

- Awareness
- Healthy lifestyle

ONLINE WORKSHOP
01

ATTENDEES
31

Supported:

Health Promotion Dept. - SCFA - Shj

المجلس الأعلى لشؤون الأسرة بالشارقة - شج - إدارة التثقيف الصحي



QUOTES FROM SPONSORS

“

Building on our considerable achievements, we continue to take important steps building on the trust that our community has placed upon us to accomplish even more. The new brand identity of our organisation prioritises hope, and enables us to devise even more efficient ways to provide support and raise awareness to prevent cancer. It reflects our continuing efforts to assist patients and their families, while motivating donors and the community to contribute generously to this noble cause.

”



H.E. Sawsan Al-Fahoum Jafar
Chairman Board of Directors -
Founding Member

“

With the EMBRACE campaign, our goal is to raise awareness to check early so that we can empower people to happily embrace their tomorrow. Patients are at the center of all we do and are deeply embedded in our company's DNA and our legacy of over 130 years. We are working to help prevent and treat cancer wherever possible in pursuit of our mission to save and improve lives. To that end we continue to invest in research and development across the oncology space to deliver breakthrough innovations such as immunotherapies, our mission to not only treat cancer, but to ultimately cure it. Along with partners such as Emirates Oncology Society and Friends of Cancer Patients, we hope to encourage more women to get checked early for breast cancer, helping to improve survival of patients diagnosed with this disease.

”



Ashraf Malak
Managing Director

“

Lighting up Sharjah Archeology to mark Childhood Cancer Awareness Month is part of our strategic partnership and cooperation with FOCP. It also stems from our commitment to social responsibility towards benefitting cancer patients through programmes that are specifically designed to meet their needs and enhancing their well-being

”



Manal Ataya,
Director General

“

Our children not only represent joy and youthfulness – they are our future. Ensuring their wellbeing is one of the most significant causes we can commit to, because when we commit to helping them, we commit to helping humanity

”



Marwa Al Aqroubi
Director

“

It is very important to support patient with cancer in different Initiatives & here in Dubai Frame we lit the biggest building in shape of frame to support children with cancer

”



Mohammed Abdulrahman Ahli
Head of Specialized Parks and Recreation
Dubai Frame

PATIENTS TESTIMONIALS

“ Thank you so much for your generous gift. I am so grateful and thankful for your help. There are no words that fully describe the deep appreciation I feel for your foundation and the hope that it inspires in me and I believe in all patients that you touch. ”



Roselle
Cervical Cancer Patient

“ You will always be in our thoughts & prayers (Dua’a), because you gave me strength, happiness & hope. ”



Rahima
Hodgkin Lymphoma Patient



THANK YOU