



أصدقاء مرضى السرطان  
Friends Of Cancer Patients  
We're With You نحن معكم  
United Arab Emirates الامارات العربية المتحدة



# ANNUAL REPORT - 2019

# CONTENTS

Our Patron	02
Forward from Chairman	04
About Friends of Cancer Patients	06
Overview	08
• Beneficiary support	10
• Events	11
• Media	12
Advocacy	14 - 39
Moral Support	40 - 47
Community Engagement	48 - 77





“  
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 First Global NCD Alliance Forum



**أصدقاء مرضى السرطان**  
**Friends Of Cancer Patients**  
 الإمارات العربية المتحدة United Arab Emirates



## Forward

Today, we look back with pride on the journey of Friends of Cancer Patients over the past 20 years. Our organisation has achieved multiple milestones since its launch in 1999 under the directives and patronage of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi.

In this report, we present our key achievements for the year of 2019 with respect to raising awareness on the importance of early detection of cancer and providing cancer patients with both financial and emotional support.

In this Year of Tolerance, we draw inspiration from the unconditional generosity of our wise and visionary leadership and are pleased to report that we have helped alleviate the treatment costs for 427 cancer patients-irrespective of their nationality, age, and religion-for the Year 2019

Furthermore, Friends of Cancer Patients held some 203 events and advocacy activities throughout the year to offer emotional support to people living with the disease. We also launched several awareness campaigns across the country, including the Pink Caravan, Relay for Life, ANA childhood cancer initiative, Shanab, and Kick Cancer men's health initiative, to further support patients and encourage early detection.

In addition, our organisation hosted multiple seminars and workshops and participated in local and international conferences that promote its humanitarian mission.

These are just a few of the achievements that make our 20<sup>th</sup> anniversary celebration truly memorable and we look forward to continuing our journey of giving.

**H.E. Sawsan Al Fahoum Jafar**

Chairman Board of Directors

Friends of Cancer Patients





## About

- Founded in 1999 in Sharjah, United Arab Emirates
- Under the directives and patronage of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi
- Committed to help cancer patients and their families financially and morally
- On a mission to create a more cancer aware society through our Kashf programs

### Vision

- Friends of Cancer Patient's (UAE) vision is to be the leading civil society that help reduce cancer burden and promote wellbeing in United Arab Emirates, Regionally and Globally

### Mission

- We aim to increase cancer survival rate and quality of life in the UAE by promoting early detection, improving access and advocating for a healthy community.








## Beneficiary support

 **427**  
Patients & Families  
supported

 **136**  
New Patients

Total amount  
supported

**AED 2,717,726.13**

Total patients  
support

**5,112**

## Events report

 **15**  
Advocacy

 **30**  
Moral Support

 **203**  
Community Engagement



Total benefited people  
**25,000+**

## Social Media Report



# 527

Number  
of Posts

Interaction

488.6K

Reach

215.2K



441.6K

200K



483.6K

85.4K



## Media Report

# 177

Interviews



# 136

Press Release



# 2,339

Press Clippings



# 11

Conference



# 30

Training



# 4

Internship

# NEWS







## FOCP Forum to Showcase Progress on HPV and Cervical Cancer Prevention

Friends of Cancer Patients (FOCP) hosted 'Turning the Tide on HPV and Cervical Cancer' forum in collaboration with the United Nations Population Fund (UNFPA) and the Eastern Mediterranean Noncommunicable Disease Alliance with the Ministry of Health and Prevention, Sharjah Health Authority, and Abu Dhabi Department of Health and the participation of stakeholders in the UAE and the region.

Cervical cancer is one of the cancers causing women's death in the MENA region, and is on track to double its mortality rates by 2040. Studies revealed that Human HPV is the leading cause for throat, mouth and cervical cancers. It is imperative to raise awareness and consolidate efforts to eradicate the vaccine-preventable diseases.

Coinciding with Cervical Cancer Awareness Month, the forum, will bring together decision-makers and stakeholders to showcase progress on Human Papillomavirus (HPV) and cervical cancer prevention in the UAE and make the case



31 January



Sheraton Sharjah Beach Resort - Sharjah

for increased national and regional collaboration to save countless lives. through workshops, and panel discussions with the participation of all stakeholders including academics, community leaders, scientists, and policy leaders to discuss, promote and enhance programmatic collaborations to strengthen the national response to HPV and cervical cancer prevention, increase awareness and re-energize national and local responses and boost the momentum around tackling HPV-related diseases through a comprehensive approach.









## Friends of Cancer Patients Becomes a UICC Vanguard Partner

Pledges US \$200,000 to two major Union for International Cancer Control projects

Friends of Cancer Patients (FOCP) has signed a partnership agreement with the Union for International Cancer Control (UICC) to increase the global impact of their activities to combat cancer in 2019 - 20.

Under the agreement, US \$200,000 will be deployed to support two central projects spearheaded by UICC in 2019–20. First, the grant will support UICC's TNM (Tumour, Lymph Node, Metastatic) project on cancer staging for cancer registries, which is essential to determining more appropriate prognosis and treatment. Within the gamut of this project, UICC will work to build knowledge and skills of coding and staging cancer cases in the region, thereby strengthening cancer surveillance using essential TNM. UICC will also promote the collection of internationally consistent and comparable information on childhood cancer stage in cancer registries.



13 March



Rixos Premium Dubai JBR - Dubai

The financial contribution will also step up UICC's 'Treatment for All' (TFA) advocacy initiative, which has made great strides since its launch in 2018 to consolidate the international cancer community's efforts to address the global equity gap in access to cancer services, and raise civil society awareness on the important subject.

Around the world, 4.3 million people die prematurely from cancer each year. To successfully meet the targets of a 25 percent reduction in cancer mortality by 2025 and a 33 percent reduction by 2030, global commitments must be translated into national action. The UICC TFA campaign encourages UICC members to identify priorities that best fit their national needs and strategies.





## Friends of Cancer Patients as the award winners of 3G Service Excellence Award

Friends of Cancer Patients as the award winners of 3G Service Excellence Award (Social Sector & Philanthropy) 2019 after long deliberations based on a number of factors included in 3G Methodology.

4th Global Good Governance (3G) Awards ceremony held in Jakarta on 14th March and the event was very successful. The winners in about 35 categories have received the Awards & Certificates in a colourful celebration of good governance in government & politics, business, and social giving and enterprise.

FOCP's award has been received by Mr. Mohamed Alkhoori, a senior diplomat from UAE Embassy in Jakarta.



14 March



Pullman Jakarta (Thamrin) Indonesia, Jakarta, Indonesia





## First Childhood Non-Communicable Diseases Forum

The Emirate of Sharjah will host the first edition of the Global Forum on Non-Communicable Diseases (NCDs) for Children, which is organised by the Friends of Cancer Patients (FOCP), in collaboration with the Global NCD Alliance, on March 25-26, at Al Jawaher Reception and Convention Centre (JRCC).

The forum will be held under the patronage of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, Founder and Royal Patron of 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 the Global NCD Alliance Forum.

The first of its kind internationally two-day Childhood NCD Forum will bring together high-profile officials and NCD leaders representing leading international health organisations, health experts and NCD specialists, as well as a group of youth from all around the world, who will share their stories and experiences with non-communicable diseases.

The high-profile event will examine the effects of non-medical factors on the prevalence of NCDs among children, with a



24 - 25 March



Al Jawaher Reception and Convention Centre - Sharjah

focus on the family's role in NCD prevention and control, and in embracing healthy habits for protecting their children from lifestyle-related illnesses.

The forum also seeks to launch a global health agenda, to call for enhancing the national response to NCDs, with a focus on healthy eating, physical activity and tobacco control. It additionally, seeks to come up with a proposed strategy highlighting the importance of rallying global attention to combat non-communicable diseases, by including pain killers and palliative care on the national NCD control plans. The proposed strategy aims to empower children and their families and inspire them to become champions in the fight against NCDs.

The childhood NCD forum is being organised by FOCP as part of its enduring efforts to combat cancer and support endeavours to eliminate the disease. The session follows a series of forums and conferences organised by the leading cancer prevention civil society organisation FOCP over the past years, with an aim to expanding the scope of discussion and rallying global efforts to combat NCDs.







2  
Days



9  
Pannels



110  
Delegates



+20  
Countries



25  
Speakers





## SIOP Asia 2019, 12<sup>th</sup> Asia Conference in Abu Dhabi

The 12th annual conference of the Childhood Cancer International (CCI) Asia, witnessed the active participation of Friends of Cancer Patients (FOCP), who were invited along with other leading healthcare professionals and members of the civil society, involved in the care of cancer in children, to collaboratively combat the disease, so that no child should die of cancer.



03 - 05 April



Abu Dhabi National Exhibition Centre

SIOP's vision is that no child should die of cancer and aims to improve and optimize treatments throughout the world.

SIOP Asia 2019 aims to build strong collaborations with countries among the Asian continent for a better childhood cancer care.









## Recent Perspectives on Cancer Research

"Recent perspectives on cancer research" session which was hosted at Sharjah University by Friends of Cancer Patients in collaboration with Cancer Research UK and Sharjah's research institute of Medical and Health Sciences. The event highlighted various topics such as the outcomes of Sharjah laboratory in the UK and understanding Cancer tumours.



25 - 26 September



University Hospital Sharjah

And the event ended with a tour in Sharjah research institute of medical and health sciences to discuss the latest updates regarding cancer research.









## FOCP in collaboration with Ameerah Fund, Donated PICU & NICU at Muhimbili National Hospital, Tanzania

This project seeks to provide life-saving care to critically ill infants and children in Tanzania within appropriate custom designed medical ward based at the largest government hospital - Muhimbili National Hospital. The new unit has been established in the pediatric department



29 November



Dar es Salaam, Tanzania

### Outcomes:

1. Treatment of childhood cancer in Tanzania
2. Improving access to care and treatment



Advocacy





## FOCP Highlights its Achievements at the Third Combined Gulf Cancer Conference

Friends Of Cancer Patients (FOCP), a charitable institution in the UAE dedicated to support the treatment of cancer patients as well as raising awareness about the importance of early detection of cancer, has participated in the third edition of the Combined Gulf Cancer Conference, organised by the Bahrain Cancer Society under the umbrella of the Gulf Federation for Cancer Control (GFFCC) and Gulf Centre for Cancer Control & Prevention.

FOCP's participation stemmed from its commitment to partake in both regional and international events dedicated to raising awareness of cancer prevention and the latest innovation in treatment.

The third edition of the conference was held under the theme, 'Quality Care: New Horizons', and offered delegates the opportunity to learn from the knowledge and experience of a host of internationally renowned experts. It aims to support health systems in the Gulf region with a focus on early detection and research, especially in breast, colon and rectal cancers.



07 - 09 December



Gulf Convention Centre, Gulf Hotel,  
Kingdom of Bahrain

FOCP presented the vital role of its Pink Caravan (PC) initiative at the event underlining the importance of different social media platforms as a conduit to elevate awareness on breast cancer and the importance of early detection.

In her presentation, Dr. Sawsan Al Madhi, Director General of FOPC, and Head of the Pink Caravan Ride Medical and Awareness Committee, highlighted PC's achievements since it was launched back in 2011 including the fact that it has conducted nearly 65,000 clinical breast exams in the UAE, which has led to the lives of many women being saved as the initiative not only diagnosed their condition, but also facilitated their access to treatment and follow ups until they recovered fully.

FOCP also attended the GFFCC board meeting, which discussed several topics including the administration report for the year 2018. The meeting commended FOCP's efforts to support the 'Doctors without Borders' initiative, launched by the GFFCC to raise awareness about the importance of the early detection of head and neck cancers and cervical cancers in Mauritania.







# MORAL SUPPORT





## Colour My World

### Overview

A good mental attitude is well known for having a beneficial effect on treatment outcomes. It is well established that patient psychology, positive outlook and strong self-esteem are important factors in the healing process of cancer or any disease for that matter.

The “Colour my World” programme is part of the FoCP’s increased emphasis on patient-focused events, which includes entertaining trips, sports activities and workshops throughout the year. Organising such events on a regular basis offers cancer patients the opportunity to meet, connect with one another and engage in enjoyable activities, to build unity and encourage them to work together to overcome the disease.



**17** Moral  
Support  
Events



**500+** Total  
beneficiaries  
attended

### Area of Focus

- Healthy living lecture
- Entertainment workshop
- Yoga
- Makeup

### Future Plan

- Activating the Color My world support program at Zulekha Hospital
- Conducting home visits to elderly patients to support them and spend time with them

### Sponsors





## Joy Cart

### Overview

Joy cart is an initiative that brings not only smiles to the faces of children suffering from cancer but also contributes to igniting hope in the hearts of young cancer patients. It is a monthly event which comprises of educational workshops, puppet shows, magic shows etc for the kids at hospitals.

### Area of Focus

- Moral Support
- Family & Child support
- Fun activities
- Fundraising

### Future Plan

- Having an open day event for the kids and their families outside of the hospital



Number of  
Children  
supported

4

Fundraised from  
the Joy Cart  
initiative

109,835 AED



13 Moral  
Support  
Events



260 Total  
Beneficiaries  
Attended

### Sponsors





## Umrah for Patients

### Overview

Umrah for Patients aims to provide moral and spiritual support for cancer patients while enabling them to perform Umrah rituals. It includes providing airline tickets, accommodation, and support staff to help carry out the ceremony.

### Area of Focus

- Moral & Spiritual support



Number of  
Umrah  
Visit

01



Total  
Beneficiaries  
Visited

20

### Sponsor

دائرة الشؤون الإسلامية والعمل الخيري  
Islamic Affairs & Charitable Activities Department







# COMMUNITY ENGAGEMENT



## Pink Caravan Ride

### Overview

Pink Caravan annually runs the Pink Caravan Ride, throughout the 7 emirates reaching remote areas. Over the past years, the Pink Caravan has succeeded in making unlimited achievements as part of its ongoing efforts to combat breast cancer and promote awareness, dispel misconceptions and offer free early detection tests. Massive efforts by were made by doctors, nurses, volunteers, riders, administrators and volunteers from various nationalities and different parts of the country, who have dedicated 280,000 volunteer hours, equivalent to 23 years of voluntary work to the cause.

 23 February - 01 March

 7 Emirates

### Mission

- Spread awareness about the importance of self-breast examination
- Provide access to clinical-breast examinations and mammography testings
- Fundraising

400

### Medical Team

Fixed Clinics 151  
Mobile Clinics 36  
Daily Clinics 213

113

### Clinics

Fixed 70  
Mobile 43

7206

### Screenings

CBE Screenings  
for men and  
women

3000

### Voucher

Free  
mammogram  
voucher

246

### Mammogram

Mammogram  
screening / PC  
Mobile Clinic







FACEBOOK



NUMBER OF POSTS

334

PRE

78



DURING

256



IMPRESSIONS

4.1M



REACH

2,6M



NEW PAGE LIKES

2681



TWITTER



NUMBER OF TWEETS

411

PRE

78



DURING TWEETS

333



IMPRESSIONS

362.3K



PROFILE VISITS

20,310



NEW FOLLOWERS

301



INSTAGRAM



NUMBER OF POSTS

334

PRE

78



DURING

256



IMPRESSIONS

982,956



ENGAGEMENT

68,932



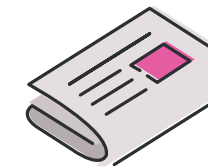
REACH

2.1M



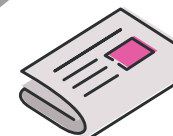
25

Total PR Content



212

NEWSPAPER



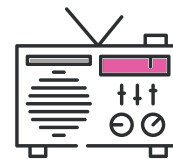
1589

Media Clippings



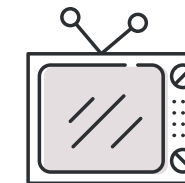
238

Interview



23

RADIO



90

TV



1,240

NO. OF CLIPPINGS  
MEDIA TYPE WEBSITE







## Strategic Partners



**مصرف الشارقة الإسلامية**  
**Sharjah Islamic Bank**  
*more than a bank*



**هيئة الشارقة  
للإذاعة والتلفزيون**  
 SHARJAH BROADCASTING AUTHORITY

## Supporters



Sharjah Chamber of Commerce & Industry  
 جواهر بنت محمد بن سلطان القاسمي  
 HHJ SHEIKHA JAWAHIR BINT MOHAMMAD BIN SULTAN AL QASBI  
 رئيسة مجلس إدارة غرفة تجارة وصناعة الشارقة  
 President of the Board of Directors of Sharjah Chamber of Commerce & Industry



أصدقاء مرضى السرطان  
 Friends Of Cancer Patients  
 نحن معكم  
 United Arab Emirates  
 الإمارات العربية المتحدة

**الفهيم ALFAHIM**



**أدنوك ADNOC**



**نخيل الصحراء DESERT PALM**



**غرفة تجارة وصناعة الشارقة**  
 Sharjah Chamber of Commerce & Industry



**ميدان meydan**



**شركة فاست لمقاولات البناء (ذ.م.م.)**  
 FAST BUILDING CONT. CO. (L.L.C.)



**دبي للتصميم DUBAI DESIGN DISTRICT**



**فرج بن حمودة القايضة**  
 Faraj Bin Hamoodah Holding



**CHALHOUB GROUP**



**القيادة العامة لشرطة الشارقة**  
 Sharjah Police Headquarters

شرطة أبوظبي



**شرطة دبي DUBAI POLICE**



**أجمن POLICE**



**شرطة أم القيوين UAQ POLICE**



**شركة الطرق والمواصلات RTA**



**شروق SHUROOQ**



**بلدية الشارقة Municipality & Planning Department**

## Supporters



**NAKHEEL**



**نادي الشارقة للفروسية والسباق**  
 SHARJAH EQUESTRIAN & RACING CLUB



**مجلس دبي الرياضي DUBAI SPORTS COUNCIL**

MINISTRY OF PRESIDENTIAL AFFAIRS  
 H.H. THE PRESIDENTY INITIATIVES  
 SHEIKH KHALIFA MEDICAL CITY / LAMAR  
 SHEIKH KHALIFA HOSPITAL - GENERAL



وزارة شؤون الرئاسة  
 مبادرات صاحب السمو رئيس الدولة  
 مدينة الشيخ خليفة الطبية / لمار  
 مستشفى خليفة خليفة بن زايد



**مواصلات الإمارات Emirates Transport**



**CORAL**  
 Beach Resort Sharjah



**Choithrams**  
 full of goodness



**POCARI SWEAT**



**UHS**  
 UNIVERSITY HOSPITAL SHARJAH  
 مستشفى الجامعة بالشارقة



**ميديكلينيك MEDICLINIC**



**راك مول RAK MALL**



**زلال ZULAL**



**المجاز AL MAJAZ**  
 الجامعة الشارقة



**الصايغ للإعلام Alsayegh Media**



**هيلث بوينت Healthpoint**



**مستشفى ثومبي THUMBAY HOSPITAL**  
 HEALTHCARE - EDUCATION - RESEARCH



**أرابيية Arabiye**



**NNC**  
 الهيئة العامة للغذاء والدواء  
 National Nutrition Center



**DUBAI RACING**



**البیان Al-Bayan**



**الإمارات اليوم Al-Ahram**



**الرؤية Al-Ra'ee**



**Magnitude**  
 EVENTS & ADVERTISING



**الأهرام**



**The Gulf Today**



**Khaleej Times**



**GULF NEWS**



**The National**



## Ava-Vation

### Overview

ANA-Vation is now in its second year and is a one - of - a - kind initiative to raise awareness about paediatric cancer and the importance of healthy lifestyle and well-being, using innovation through Science, Technology, Engineering, Arts and Mathematics; S.T.E.A.M education, workshops.

ANA-Vation S.T.E.A.M workshops will be activated in both corporates and school settings. Participating schools will work towards creating an innovative solution regarding the assigned topic, to be submitted as an entry in the ANA-Vation Schools Championship.



February - April



Sharjah | Dubai | Ajman

### KEY LEARNINGS



S.T.E.A.M EDUCATION



RECYCLING



ROBOTICS



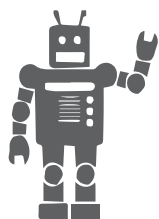
SUSTAINABILITY



**15** Total School Participated



**17** Total trainings



**37** Total projects submitted



**250<sup>+</sup>** Number of students participated







## Oxford School

Project Name  
Headband, Trouser and T-shirt



### Sponsors



L'ORÉAL



## Al Mawakeb School

Project Name  
Smart Chair



## Springdales School

Project Name  
Protobot



TRYANO





## Sharjah Children's Reading Festival

### Overview

For the sixth year in a row, Friends of Cancer Patients (FOCP) is participated at the Sharjah Children's Reading Festival (SCRF), to draw the UAE community's attention towards childhood cancer, and particularly, highlight the early signs of paediatric cancer to the thousands of children and young adults visiting the festival.

The goals of FOCP's 'Ana' initiative – dedicated to educating people about childhood cancer with a focus on the importance of early detection – are under focus at the FOCP booth at SCRF 2019.



17 - 27 April



Expo center | Sharjah

### KEY LEARNINGS



S.T.E.A.M EDUCATION



RECYCLING



ROBOTICS



SUSTAINABILITY



**200<sup>+</sup>** Number of School Visited



**10** Days of Event



**5000<sup>+</sup>** Number of Students Visited





# Chalhoub Relay For Life

## 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.

Chalhoub Impact team in partnership with Friends of Cancer Patients hosted Relay For Life on March 5th at Dubai Design District - D3, United Arab Emirates.

For 20 minutes team will walk with purpose as stride towards a world free from the pain and suffering caused by Cancer.

## Sponsor



05 March



Dubai Design District - D3

## Area of Focus

- Awareness
- Togetherness
- Fundraising
- Healthy lifestyle



150+

Total Participants





# I Deserve a Life Campaign

## Overview

Zakat Campaign during the month of Ramadan, the month of Giving

Inviting banks, donors and top corporates to pay their Zakat to Muslim Cancer Patients

May - June 2019  
2 month activation

## Outcome:

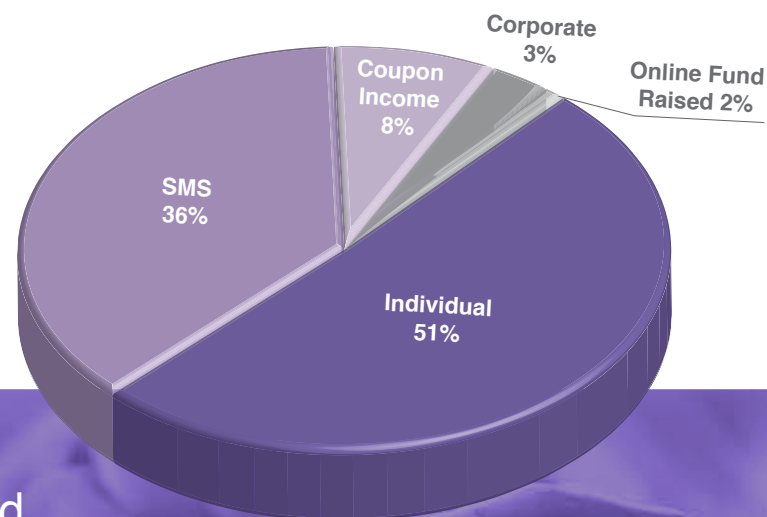
Support Cancer patients in the month of giving.

## Sponsors



## Area of Focus

- Fundraising
- Patient support



Number of  
Beneficiaries  
supported

335

Total Fundraised

1,839,400.70  
AED





## Skin Cancer Awareness Campaign

Friends of Cancer Patients organized an educational awareness lecture for the special forces department at Sharjah police. The lecture talked about skin cancer warning signs and methods of prevention which led to spread awareness among the audience in collaboration with Ishaq Bin Omran Medical Center for supporting this initiative.



24 July



Sharjah Police Head Quarters

### Area of Focus

- Awareness
- Togetherness
- Fundraising
- Healthy lifestyle





# October Month Breast Cancer Awareness Campaign

Coinciding with Pink October – commemorated every year as the international Breast Cancer Awareness Month – the Pink Caravan Mobile Medical Clinic drove awareness forward by providing free breast and cervical cancer screenings and related tests to employees from government and private sectors in the UAE.

 01 - 30 October

## Area of Focus

- Awareness
- Togetherness
- Fundraising
- Healthy lifestyle

**ACTIVATIONS**  
**35**  
SEP 30<sup>th</sup> - OCT 31<sup>st</sup> 2019



Clinical Breast Examinations  
**1282** 



## Mammogram

 **265**  
TOTAL ACTIVATIONS  
**31**

## Referrals Vouchers



## Mammogram

125



## Ultrasound

23





## Relay for Life Second Edition

Friends of Cancer Patients (FOCP) in collaboration with the American Cancer Society, a large community of supporters cheered on as RFL 2019 commenced with an inspiring walk around the athletic tracks. Accompanied by Sheikha Lubna Al Qasimi, Founding Board Member of FOCP, the first to walk were cancer survivors, followed by the FOCP team in celebration of the organisation's 20th anniversary, followed by the caregivers and relay teams.



22 - 23 November



American University of Sharjah

### Area of Focus

- Awareness
- Togetherness
- Fundraising
- Healthy lifestyle

RELAYERS  
**3,500+**



SURVIVORS  
**84**

LAP  
**78**

LUMINARIA BAGS  
**2,500+**



SURVIVORS  
**250**



VOLUNTEERS  
**500**



HAIR  
DONATIONS  
**20**








# 250,000

E-mail Blasts



# 10,000

Flyers Distributed



# 100,000+

**VIEWERS**

Airing of TVC -12 Ads/day for 30sec  
Aston Bands -15 times a day/15Sec



# 585

Press Clippings



# 46

Interviews



# 25

Website  
Mention



# 15

News Paper



# 12

Radio  
Mention



# 3

Publications

## Main Partners | الشركاء الرئيسيون



بنك الشارقة  
Bank of Sharjah

## Venue Partner | الشريك المضيف

**AUS**

الجامعة الأميركية في الشارقة  
American University of Sharjah

## Supporters | الداعمين



**EVOLVE**  
SPORTS SOLUTIONS

**FOSS** **Ruckus**  
Simply Better Wireless.

**SKECHERS**

نايبن وست  
NINE WEST



سجاية غتيات الشارقة  
Sajaya Young Ladies of Sharjah



نادي سيدات الشارقة  
Sharjah Ladies Club



الشبكة الوطنية للاتصال  
National Network Communications



## Shanab - Activations

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. new patients diagnosed with testicular cancer each year; 8,900 of these men will die.

### Sponsors

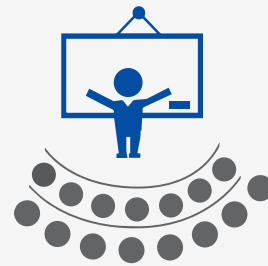


November - December

### Area of Focus

- Awareness
- Togetherness

PARTICIPANTS  
**500+**



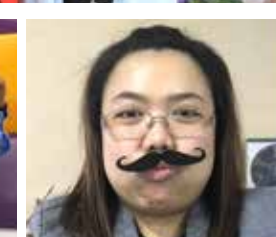
Activations

**02**



Lectures

**03**











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