

# NKBCI NEWSLETTER

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Our lives are dedicated to yours



**In your battle against cancer, you're stronger than you think.**

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Visual from the national billboard campaign aimed at supporting and giving strength and hope to patients with cancer and their loved ones.

# CANCER CAMPAIGN

The Naef K. Basile Cancer Institute (NKBCI) at the American University of Beirut Medical Center (AUBMC) has launched a national awareness campaign in April 2016 leading the way in the fight against cancer and solidifying its role as a regional hub and pioneer in the field of oncology. The campaign focuses on raising awareness about cancer, encouraging prevention and empowering patients and their loved ones when confronted with the disease.

The campaign is an all-encompassing initiative aimed at educating and providing services to the general public on cancer, a disease that is endemic to the people of Lebanon and the region.

In addition to a national billboard campaign aimed at supporting and giving strength and hope to patients with cancer and their loved ones, NKBCI doctors, nurses, and staff will be leading numerous activities on the ground across all of Lebanon. These will include events at municipalities, shopping malls, university campuses, and health fairs. Our nurses and fellows will provide free physical examination and general knowledge in addition to addressing visitors' questions with giveaways for those that participate in the activities at our booths. Educational information discussed and distributed during the events will focus on cancer (most common forms of cancer, risk factors, screening and early detection), cancer research, cancer myths and misconceptions, and cancer prevention (through diet, exercise, smoking amongst others).

The campaign will also feature the "Meet Cancer" box. Unfortunately, we have all been or will be touched by cancer at one point in our lives. The "Meet Cancer" box provides us the opportunity to address cancer as if he/she were one of us. This exercise is meant to allow people to deal with the various emotions brought on by cancer. These emotions can range from anger to gratitude, strength, defiance, and acceptance amongst others. The public will have the chance to privately address cancer through leaving messages on post it notes, boxing gloves, candles, etc. This box will provide an outlet for those impacted by cancer while encouraging the public to talk about it instead of avoiding it.

Since the launch of the campaign, numerous activities have already taken place with significant contribution from the NKBCI Cancer Control and Prevention Program (CPCP) and in collaboration with AMALOUNA (An educational organization that supports cancer research and raises awareness about cancer, its prevention, and cancer research) at AUB. Other activities included the Cancer Prevention Month (February 24, 2016), an awareness lecture in Baakline (April 2, 2016), the AUB Wellness Fair (April 6, 2016), and an awareness lecture in Byblos (April 16) with upcoming events soon to be held in malls.



# AUB HOLDS MEMA 2016, PRECISION MEDICINE: A NEW ERA TOWARDS PERSONALIZED HEALTHCARE

Chaired by Dr. Anwar Nassar and organized by the Continuing Medical Education (CME) Office at AUBMC, the Middle East Medical Assembly (MEMA) 2016 was held on May 12-14 at the American University of Beirut. This year's MEMA explored a relatively new field of medicine, Precision Medicine, and included the following highlights:

1. Update on state-of-the-art genomic technologies in research and diagnostics
2. Update on Precision Medicine in healthcare: Genetic epidemiology and big data analysis
3. Update on Precision Medicine applications: Pharmacogenomics, oncology, cardiovascular and stem cell therapies

The scientific meeting was followed by a gala dinner held at Four Season's Hotel. With the social committee chaired by Dr. Ali Taher, more than 350 attendees enjoyed a beautiful untraditional 'Abaya Night' on the Music of the Lebanese musician Ziad Sahhab and his band. The dinner included honoring Mrs. Rihab Ouri for 3 years of her outstanding efforts and contributions to MEMA. The Continuing Medical Education Office (CME) surprised the attendees with an entertaining Dabke show by 'Steps Weddings' group who had hospital gowns as their costumes. The dinner was concluded by cutting the cake and distributing tombola gifts while lovers of traditional Arabic music enjoyed a diverse oriental program.



# DINNER CELEBRATING GRADUATION OF FELLOWS AND RESIDENT

The Naef K. Basile Cancer Institute celebrated the graduation of Hematology Oncology Fellows, Drs. Rita Assi and Imane El Dika, and Radiation Oncology Resident, Dr. Zeina Ayoub, in a dinner held at Sultan Ibrahim restaurant, Down Town Beirut on May 16, 2016. We are very proud to have our graduating fellows offered full fellowship scholarships at MD Anderson Cancer Center and Memorial Sloan Kettering Cancer Center. We wish them all the best in their future career.



## CONGRATULATIONS

- Dr. Ali Taher was appointed as NKBCI Deputy Director for Academic and Research Affairs in April 2016.
- Dr. Arafat Tfayli was promoted to the position of full professor as of September 2016.
- Dr. Ali Bazarbachi wins the Award for Career Excellence in Scientific Research.
- Mrs. Mireille Richa, Registered Nurse in the Department of Radiation Therapy was awarded the NK Basile Best Physician Award 2016.



## SPECIAL THANK YOU!

She does her work in a great way. She does it perfectly.  
But above all she does everything with a smile!  
Thank you, Mariam for keeping our premises outstandingly neat, clean, and shiny.



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