

# NKBCI

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# NEWSLETTER

SPECIAL EDITION: BREAST CANCER AWARENESS  
FEBRUARY 2017



Our lives are dedicated to yours



## AWARENESS PUBLIC LECTURES AND TOURS

To raise awareness about the importance of screening in early detection of breast cancer, expand the outreach of the awareness message to a wider target audience, and impact more lives, this year the Lebanese Breast Cancer Foundation (LBCF) in collaboration with the Naef K. Basile Cancer Institute at AUBMC, organized more public awareness lectures during the month of October all over Lebanon. The program involved lectures to Holdal group, Saints Coeurs – Sioufi School, العناية بالطفل والام, Saba Company, Ericsson, Haigazian University, Nadia Aoun School, Globemed, Metlife, Malia Group and Azm Foundation – Women’s sector in Tripoli, in an attempt to raise breast health awareness amongst women everywhere.

For the same purpose, Dr. Nagi El Saghir, Professor and Director of Breast Cancer Center of Excellence at AUBMC and President of LBCF, gave comprehensive lectures addressed to the public, at all those conferences, contributing to the education promoted by the foundation.



## HAIR DONATION DAY

Under the umbrella of the Naef K. Basile Cancer Institute at AUBMC, Lebanese Breast Cancer Foundation (LBCF), in collaboration with L'Oréal Professional, organized "I Took the Cut", an annual hair donation campaign. On Sunday, October 30, 2016, hundreds of people from all across Lebanon gathered in ABC Achrafieh for one unified mission: Empower cancer patients and help bring back their smile and self-confidence. Women, children, and even men, lined up for a chance to donate at least 20 centimeters of their hair at the hands of L'Oréal talented stylists who were offering free cuts and styling on this special occasion. The ponytails collected allowed LBCF to provide free-of-charge wigs to any patient in need, to help them cope better with the dreaded side effects of chemotherapy and improve their self-image as they recover.

"I Took the Cut" event resulted in immense success, with 1422 ponytails collected, equivalent to 62.5kg of hair, allowing the fabrication of around 400 wigs. The important contribution of media representatives offered this campaign the best possible visibility and helped reach audiences all around Lebanon. Not to mention the invaluable support of celebrities throughout the entire campaign, such as the four previous Miss Lebanon winners, Valerie Abou Chacra, Sally Greige, Rina Chibany and Karen Ghrawi.

Alongside the many members of the community who came to donate their hair, ABC Achrafieh was full of passers-by who had also joined to show their support for this cause. In that regard, "I Took the Cut" campaign achieved double success: the first was reflected by the impressive number of collected ponytails, and the second by the support and the solidarity showed by the public towards women fighting cancer.



# SAHTEIK AHAM

The Lebanese Breast Cancer Foundation (LBCF) in collaboration with the Naef K. Basile Cancer Institute at AUBMC launched a national awareness campaign 'Sahteik Aham' in October 2016. The campaign aimed at raising awareness about breast cancer, preventing it, and educating the community about the importance of early detection which can only be achieved if people are aware of the symptoms, and if they take the right steps at the right time.

The billboard advertising campaign for this year showed eight middle-aged ladies with a message that is worth more than a thousand pictures.

The number "8" represents the fact that it is approximated that 1 out of every 8 women will have breast cancer during their lifetime.

The ladies glow in pink summoning all the women out there to appreciate and prioritize their health through using two simple words "sahteik aham".

إنتبهي لحالك... صحتك أهم...



#صحتك أهم  
# sahteik aham



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www.lbcfoundation.org

## CAKE SALES

For the 4th year in a row, the Lebanese Breast Cancer Foundation in collaboration with the Naef K. Basile Cancer Institute at AUBMC participated, along with FairFace and May Jallad Foundation in a cake sale at ABC Malls to support women and encourage breast cancer screening and early detection.

In addition to ABC Cake Sale, this year the Lebanese Breast Cancer Foundation participated in a Pink Sale Stand, at City Mall and at "The Village" Dbayeh.

ABC "Pink Mission" stores and City Mall stores were all encouraged to participate in offering percentages of their proceeds to support breast cancer patients in the three NGOs.



# “PATIENT EMPOWERMENT WORKSHOP”

The total care and support of patients with advanced breast cancer is a first event of its kind in Lebanon, the Middle East and many parts of the world. Patient Empowerment Workshop is organized by the Lebanese Breast Cancer Foundation and the Breast Center of Excellence of Naef K. Basile Cancer Institute (NKBCI) of the American University of Beirut Medical Center (AUBMC) and supported by an educational grant from Novartis Oncology.

We have carefully chosen the title “Patient Empowerment Workshop” to reflect our goals of providing attention to the medical needs and quality of life of patients with advanced breast cancer.

The workshop held on October 13, 2016 included formal lectures and direct small group discussions on medical aspects of advanced breast cancer in addition to the psychological and social needs of patients. Topics discussed included nutritional requirements, healthy diet, and lifestyle, medical treatment and management of side effects, information patients need about their nutrition, exercise, lifestyle, body image, sexual life, family life, as well as professional life and work during and after treatment.



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