

For Immediate Release



Beirut: 12-3-2021

## **AUB Global Health Institute launches** **the Global Health Ambassadorship Program**

The Global Health Institute (GHI) of the American University of Beirut (AUB) launched the Global Health Ambassadorship Program (GHAP). The Program highlights global health challenges, especially those affecting the Middle East and North Africa region, through a partnership with a named Global Health Ambassador for a selected cause.

In the first iteration for 2021, the GHAP focuses on cancer as a global health challenge that is affecting millions of individuals around the world, with a disproportionate burden in low- and middle-income countries (LMICs) including a high relative burden in the Arab world. GHAP, with direct involvement from the Ambassador, will focus on different types of cancer in selected periods of the year to present a series of activities and social media awareness campaign.

In 2021, GHI is honored to collaborate with media and public figure Ricardo Karam as GHAP's first Global Health Ambassador for Cancer. The first topic of the program in 2021 was launched on International Childhood Cancer Day on February 15. The first campaign presented facts, statistics, and personal reflections by Mr. Ricardo Karam published on all GHI and Mr. Karam's social media platforms, to increase awareness about childhood cancer and means of dealing with it.

"We, at GHI, are very happy to launch the Global Health Ambassadorship Program for 2021, in partnership with an inspiring ambassador. We hope that it brings a positive impact into our community," stated Dr. Shadi Saleh, GHI founding director.

Mr. Ricardo Karam praised GHI and AUB for this initiative and organizing this program, given the burden cancer has at a social and human level.

It is worth highlighting that the Global Health Ambassadorship Program is one of several global health awareness initiatives organized by GHI to address and highlight global health challenges.

ENDS

**For more information please contact:**

Simon Kachar, PhD  
Director of News and Media Relations  
Mobile: (+961) 3-427-024  
Office: (+961) 1-374-374 ext: 2676  
Email: [sk158@aub.edu.lb](mailto:sk158@aub.edu.lb)

**Note to Editors**

**About AUB**

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 900 full-time faculty members and a student body of about 9,500 students. AUB currently offers more than 140 programs leading to bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full-service 365-bed hospital.

Stay up to date on AUB news and events. Follow us on:

Website: [www.aub.edu.lb](http://www.aub.edu.lb)  
Facebook: <http://www.facebook.com/aub.edu.lb>  
Twitter: [http://twitter.com/AUB\\_Lebanon](http://twitter.com/AUB_Lebanon)