

For Immediate Release



Beirut: 2-4-2019

AUB's Global Health Institute holds a Cancer Awareness Day in Wadi Khaled area on the Lebanese-Syrian borders

As part of its community outreach activities, the Arm for Specialized Services Initiatives and Support (ASSIST) at the Global Health Institute (GHI) at the American University of Beirut (AUB) organized a Cancer Awareness Day on March 24, 2019, with March marking the colorectal cancer awareness month. The Cancer Awareness Day, which took place at Al Ghousoub Playground in Wadi Khaled, Akkar, Lebanon, was held in partnership with AMALOUNA and Malaak non-governmental organizations (NGOs) and Akkar Network for Development (AND), and in collaboration with the Health and Wellness Center as well as the Naef K. Basile Cancer Institute (NKBCI) at the American University of Beirut Medical Center (AUBMC).

Around 61 health professionals from different backgrounds including medicine, nursing, nutrition, and public health volunteered in the Cancer Awareness Day to provide awareness, prevention and screening tips on different types of cancer. The volunteers were from different universities including AUB, the Beirut Arab University, the Lebanese University, and Phoenicia University.

“We believe in the importance of strategic partnerships and engagement of volunteers to serve the vulnerable communities, especially those residing in low-resource settings”, said Dr. Shadi Saleh, the founding director of the GHI.

Around 512 refugees and members of the host communities of Wadi Khaled and its neighboring towns on the Lebanese-Syrian borders benefited from the health advice provided during the Cancer Awareness Day, which mostly focused on the prevalent types of cancer in Lebanon, namely breast, lung, and colorectal cancers. Worth noting, was the ability of this day to bring together both Lebanese (54.7%) and Syrians (54.3%) residing in the underserved towns targeted by this GHI's community event.

“We would like to thank the GHI at AUB for taking the initiative to organize this fruitful event in Wadi Khaled and to bring in the expertise of the AUB team”, stated Mrs. Nadine Saba, President the AND.

During the awareness day, men and women from all age groups visited different health stations. The starting point was with the “general cancer awareness and prevention” booth, which included general tips about cancer prevention, delivered through easy infographics and contextualized interactive games. Visitors then moved to a booth dedicated for advice on “healthy dietary habits” where they learnt about the healthy eating habits and its protective role along with physical activity against cancer. Visitors also had their anthropometry measured. The third station was dedicated to “colorectal cancer awareness”, where visitors walked through an inflatable colon to learn more about colorectal cancer progression, symptoms, risk factors, screening, and prevention. The fourth station focused on “lung cancer” and the risks associated with smoking, and finally the last station emphasized on “breast cancer awareness” tips where women visiting the station also learned how to perform the breast self-exam during sessions running in a private space.

“Joining efforts and working together as one team remains the key to empower communities in rural areas and to bring to them the knowledge needed to induce a positive change towards healthier lives”, stated Dr. Rihab Nasr, the director of the Cancer Prevention and Control program at the NKBCI at AUBMC, and the founder of AMALOUNA NGO.

The children also had their share in the event, where a station was dedicated to cancer-related activities for kids including interactive games and crossword competitions.

“I sensed the outcome of this event when a young mother from Akkar told me that her fear of cancer has now decreased because she has now more awareness on the subject”, said Mrs. Asma Abou Ezzeddine Rasamny, the founder of Malaak NGO.

This cancer awareness day is one of many outreach activities organized by ASSIST at AUB’s Global Health Institute to address health issues of global importance.

ENDS

For more information please contact:

Simon Kachar
Director of News and Media Relations
Mobile: (+961) 3-427-024
Office: (+961) 1-374-374 ext: 2676
Email: 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 9,100 students. AUB currently offers more than 120 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 420-bed hospital.

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

Website: www.aub.edu.lb
Facebook: <http://www.facebook.com/aub.edu.lb>
Twitter: http://twitter.com/AUB_Lebanon