

For Immediate Release



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The Naef K. Basile Cancer Institute at AUBMC in partnership with the Surgery Department
and in collaboration with the Lebanese Basketball Federation FLB launches
Prostate Cancer awareness campaign

Drive to educate the community about cancer prevention, screening, and recovery

Marking the Prostate Cancer Awareness month, the Naef K. Basile Cancer Institute (NKBCI) at the American University of Beirut Medical Center (AUBMC) launched a campaign about the risks of prostate cancer. Being one of the most common cancers among men, prostate cancer, symptoms, screening and treatments were the main focus of the campaign that aimed at educating men about the disease.

In an effort to create broader community outreach, NKBCI also teamed up with the Lebanese Basketball Federation (FLB) to launch a series of activities on the sidelines of one of the highly-anticipated local basketball league matches. The activities aimed to encourage men visit their doctor and take up a healthy lifestyle. As part of the campaign, the Naef K. Basile Cancer Institute (NKBCI) at AUBMC offered free counselling and screening PSA blood tests during November.

Commenting on the campaign, Dr. Ali Taher, Professor of Hematology Oncology and Director of NKBCI said: “At NKBCI, cancer prevention is one of the main pillars of our mission as well as cancer treatment which is at the heart of our strategy. We aim to promote excellence in patient care, research, and education, and enhance effectiveness at every possible opportunity. As we believe this is crucial in-patient outcome and survival rate. In the wake of new studies that reveal prostate cancer patients are more likely to worry about intimacy problems and feeling ill than the risk of death from cancer, we believe that such initiatives can respond to the increased need for greater cancer support services that improve the quality of life for men and their families, foster acceptance, and encourage open and honest communication.”

”The initiative marked a collaborative effort between NKBCI, the Urology Division, the GI/GU Oncology Division and the Lebanese Basketball Federation (LBF). I would like to thank all parties who contributed to the success of the event, including Mike Sports for availing the Basketball rings and Casper and Gambini for offering the catering services for the participants,” concluded Dr. Taher.

“Prostate cancer is the most common cancer type diagnosed among men in Lebanon,” said Dr. Deborah Mukherji, GI/ GU Oncology Specialist. “We are striving to raise awareness and educate people about cancer prevention and the importance of screening at early disease stages to allow early detection and ultimately improve optimal cure rates,” added Dr. Mukherji.

“The Department of Surgery at the Urology Division partnered with NKBCI and designed a prostate cancer campaign to spread the message out - every specialist should highlight the importance of early screening to their patients. To create the positive outcome in our fight against cancer, it is a mandate to highlight the different screening tools for each type of the disease”.

NKBCI Prostate Cancer awareness campaign was launched during the FLB basketball match gathering Hoops and Homentmen clubs that took place on November 11. The launch was followed by a streetball match that took place in collaboration with NKBCI and Smoking Cessation Program at the Family Medicine on November 24, 2018 at the Saab Medical Library Plaza at AUBMC.

“We are keen to be part of the drive to raise awareness around prostate cancer as part of the newly-established FLB Cares Department that aims to boost FLB’s involvement in community activities,” said Tony Khalil, Secretary General of the FLB. “Our partnership with NKBCI is a result of excessive collaboration efforts and was concluded with the streetball match that was held with the support of a group of veteran players, including: Nazih Bouji, Jean Mamo, Patrick Lahoud, Sarkis Korajian, Walid Dumiaty, Dany Aoun and Khaled Sherif.”

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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.

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