

ISSUE 17 - Winter 2020

# NKBCI NEWSLETTER



Our lives are dedicated to yours



## PINK OCTOBER: BEST CAMPAIGN HIGHLIGHTS

### LBCF Launches New Public Awareness Campaign

Lebanon, this year, once again puts on its pink coat to welcome October: the officially acclaimed Breast Cancer Awareness Month. The yearly global October campaign aimed at constructing awareness about breast cancer, raising funds for further research and treatments, and enforcing the importance of early detection. This year the crowded streets of the city were bustling with "5 w bass Campaign" which directly aimed to remind women aged 40 and above to give themselves five minutes for mammography and donate 5000 L.L to help needy breast cancer patients.

During this month, doctors, nurses, and survivors all volunteered to deliver informative speeches, educational days, fun activities, and fundraising events to support the cause across Lebanon. These activities included:

- Cake sale at ABC Verdun
- Mother's Day brunch
- Awareness day at Ibad Al Rahman Center
- Awareness lectures at institutions, schools, pharmacies, bakeries and gyms
- NGO's workshop organized by The Lebanese Breast Cancer Foundation at Beirut Breast Cancer Conference
- Patient empowerment workshop

### Byblos Lightening

The Lebanese Breast Cancer Foundation (LBCF) and the Breast Center of Excellence of the Naef K. Basile Cancer Institute at AUBMC, in collaboration with the Municipality of Jbeil, Directorship of Heritage- Ministry of Culture, and the National Commission for Lebanese Women lit in pink the famous Castle of Jbeil. The initiative came as part of a campaign to raise awareness about breast cancer and advocate for the rights of women with breast cancer to access early screening, diagnosis, and treatment.





LBCF and AUBMC have been choosing landmark places in Lebanon to attract more attention and create memorable events in order to remind women to take care of their breast health. The Byblos in Pink Ceremony was presented by Roula Mouawad and attended by the Mayor of Jbeil Eng. Wissam Zaarour, Head of the Health Committee of the NCLW, Mrs. Sossy Boladian, President of the Lebanese Order of Nurses, Dr. Myrna Doumit, other dignitaries and volunteers. "After Raouche rocks in 2012, Saida Sea Castle in 2014, we chose the Castle of Jbeil-Byblos in 2019 as yet another symbolic landmark that passed through centuries of high waves, storms, fights and came out of them strong and beautiful," commented Dr. Nagi El Saghir, Head of the Division of Hematology Oncology - Department of Internal Medicine, Director of the Breast Center of Excellence at NKBCI - AUBMC and President of the Lebanese Breast Cancer Foundation.



**I Took the Cut!**

For the fourth year in a row, the Lebanese Breast Cancer Foundation in collaboration with L'oreal Lebanon, Karkafi and ABC Verdun organized "I Took the Cut" event on October 6, 2019.

The event gathered over 400 men and women of different ages who donated their hair to support breast cancer patients.

Knowing that the Lebanese Breast Cancer Foundation offers cancer patients all year round styled and sterilized wigs. This initiative goes beyond AUBMC premises and benefits patients from other hospitals as well.



## Patient Empowerment Workshop

The Lebanese Breast Cancer Foundation (LBCF) held its fourth annual patient empowerment workshop in collaboration with the LIONS Club and the Breast Center of Excellence at the Naef K. Basile Cancer Institute (NKBCI). The workshop aimed to spread hope and courage amongst women with advanced stage of breast cancer. Organized at AUBMC-Daniel ACC Multipurpose Conference Room, it presented a great opportunity to raise awareness and discuss the coping options openly.

This unique workshop brought primary-level healthcare providers and a great number of experts in the field. Media representatives were present to support breast cancer patients and their families and draw a smile of hope on their faces. The workshop shed light on the medical needs and quality of life of patients with advanced breast cancer. It included formal lectures and small group discussions held by doctors, nurses, psychologists, and doctors from various multidisciplinary fields.



## Breast Cancer Awareness Day at AUBMC Main Gate

In honor of the breast cancer awareness month, the Lebanese Breast Cancer Foundation in collaboration with Naef K. Basile Cancer Institute installed on October 2, 2019 a pink balloon stand at the interior entrance of AUBMC. The balloons promoted early detection of breast cancer through screening mammograms and the initiative aimed to raise funds for needy breast cancer patients.



# DO BLUE - GET BOWTIED

While prostate cancer education is vital year round, the month of November dedicated to raising awareness on prostate cancer. It is a time of year when people, healthcare experts, and caregivers make an extra effort to raise awareness about prostate cancer and educate those at risks.

Being the "Prostate Cancer Awareness Month," the Cancer prevention and Control Program at NKBCI and the Urology Division, chose Thursday, November 28, 2020 as a day to spread awareness to the community and raise funds to help the less fortunate patients receive medical care at AUBMC.

Get Bowtied, a group of brilliant and passionate medical students started year 2019 with a great initiative to help support AUBMC funds. The students were available at a stand in the AUBMC phase II building entrance to answer questions of visitors and distribute free PSA Tests for all men above the age of 50 who are in high risks.

The Basile Cancer Institute would like to thank all the medical students for this great new initiative to help the less fortunate patients receive medical care at AUBMC.

We hope that this Bowtie momentum will continue to grow throughout the coming year in support of other worthy AUBMC funds and with the unparalleled enthusiasm of those medical students.



## INSPIRING KLIMINJARO CLIMB

On October 26, Dr. Rihab Nasr, Director of Cancer Prevention and Control Program (CPCP) at NKBCI at AUBMC embarked on a nine day daring journey, of climbing the roof of Africa "Kilimanjaro mountain". The climb was dedicated to raising funds and supporting research in an aim to find a cure for Chronic Myeloid Leukemia (CML).

"We are very proud of Dr. Nasr and her persistence to make the world a better place," noted Dr. Ali Taher, Director of Naef K. Basile Cancer Institute that majorly sponsored Dr. Nasr's journey. "The climb was a physically, emotionally, and mentally challenging adventure, but at the same time a fascinating, unique, and unforgettable experience offering magnificent nature, spectacular views and most importantly amazing friends from across the globe!" stated Dr. Nasr while thanking all her supporters, friends, and family members.

Uhuru peak, Mt. Kilimanjaro's highest iconic peak of 5,895 meters altitude was conquered along with 28 international dreamers in an aim to fundraise and support the International CML foundation in its goal to cure CML, fulfill the NKBCI CPCP's mission in helping the global community prevent cancer and decrease the burden of the disease through education and research.



## MIDDLE EAST AND NORTH AFRICA IMMUNO-ONCOLOGY FORUM MIOF -1

On December 20-21, 2019, the First "Middle East and North Africa Immuno-Oncology Forum MIOF -1" was held at the Le Bristol Hotel in Beirut, Lebanon. This Immuno- Oncology Forum was organized by AUBMC. It included a full spectrum of leaders in oncology and oncology-related professionals and disciplines who featured interactive scientific sessions and shed light on various diagnostic and therapeutic advancements in cancer. The initiative aimed to unite the diverse research and business communities working in this field under one roof to explore every single aspect of immune-oncology.

This one of its kind platform discussed better understanding of the basics of tumor immunology as well as the essentials of immunotherapy and its application in cancer medicine in different disease sites. It also highlighted the combination of chemotherapy and immunotherapy in the treatment of cancer.



## AUBMC AND THE NAEF K. BASILE CANCER INSTITUTE HOLD THE SICKLE CELL DISEASE PRECEPTORSHIP

On Oct 10 and 11, 2019, the Department of Pediatrics and Adolescent Medicine, the Naef K. Basile Cancer Institute, and the Continuing Medical Education (CME) at AUBMC held the Sickle Cell Disease Preceptorship at the new Daniel ACC building.

The preceptorship which was attended by several regional and international hematologists and pediatricians from Jordan, Nigeria, Morocco, Egypt, Switzerland, Brazil, Belgium, and Spain shed light on the global burden of sickle cell disease.

Sickle cell disease can affect every organ system, which explains the need for regular assessment and timely intervention to prevent progression to target organ damage.

Prof. Miguel Abboud, Professor and Chairman, Department of Pediatrics and Adolescent Medicine at AUBMC, Prof. Jo Howard, Consultant Hematologist at Guy's and St. Thomas' NHS Foundation Trust, London, UK and Prof. Ali Taher, Professor of Medicine at the Division of Hematology and Oncology and Director of the Naef K. Basile Cancer Institute, American University of Beirut Medical Center walked the audience through the patient journey from childhood to adulthood.

In addition, Prof David Rees, Consultant Pediatric Hematologist at King's College Hospital discussed recent updates from epidemiologic studies which continue to show geographic clustering of the disease in certain areas like sub-Saharan Africa, although with increasing numbers in large multiethnic cities in Europe and the US due to migrations. Prof. Howard summarized her experience related to managing adult patients with sickle cell disease, who suffer multi-organ morbidity owing to the various pathophysiologic mechanisms involved in the disease process.



## DR. YOUSSEF ZEIDAN FEATURED IN ASCO POST NEWSREELS

On September 17, 2019, the ASCO Post NewsReels featured Dr. Youssef Zeidan in an online interview to highlight acceptance of his research for publication in the flagship journal of radiation oncology. This is a major project evaluating radiation therapy in a subset of breast cancer patients HER2-Positive Breast Cancer: HERA Trial on Postmastectomy Radiation Therapy.



## CANCER SUPPORT FUND BRINGS UP CHRISTMAS SPIRIT

Christmas is the time of giving. Giving comes from our hearts and gives us back a joy like no other. Our cancer patients struggle to survive, and the challenges they encounter in these difficult and dark times are countless. The financial burden is an additional one that has affected our patients' need for treatment. To keep on the battle against cancer during Christmas, CSF approached patients, visited them, and spread a message of joy and warmth. The aim was to light up their day with hope of a better tomorrow.





## NAEF K. BASILE CANCER INSTITUTE: CHRISTMAS ENTERTAINMENT EVENT:

The Department of Social Work in collaboration with NKBCI organized an entertainment event for 25 needy cancer patients, who are impacted by their illnesses, and their children, to enjoy some quality stress free time and experience the joy of the holidays.

The children were entertained by Reach Fun Group animation represented by Ms. Rachele Baddoush and Mr. Micheal Hajj. Mc. Donalds donated free happy meals for each child and Kids Mondo offered free tickets to allow the children to visit their play area and experience additional fun.

At the end of the event, a basket of goods donated by a generous gesture was offered to the needy families.



## DR. DEBORAH MUKHERJI FEATURED IN ANNAHAR NEWSPAPER:

Dr. Mukerji was interviewed on November 27, 2019 by Annahar newspaper to discuss prostate cancer and the increased rate of incidence in Lebanon. Dr. Mukherji also discussed the new-targeted therapies that are showing effectiveness in advanced prostate cancer cases.

Link below: [t.co/IZxfReGYZH?amp=1](https://t.co/IZxfReGYZH?amp=1)



AN-NAHAR

النهار

أخبار ملفات مقالات لايف ستايل اقتصاد ثقافة رياضة أعداد خاصة

صفحة < معلومات صحية

**لبنان الأول في سرطان البروستات في المنطقة... العلاجات الحديثة بين الشفاء وإطالة مدة الحياة**

ليلى جرجس | المصدر: "الناهار" | 27 تشرين الثاني 2019 | 11:19

AN-NAHAR

## CONGRATULATIONS TO:

Mrs. Rachelle Bejjani on the arrival of her newborn Baby "Chloe Eid" on January 16, 2020.





## MR. HAIDAR NOUN

**Q: When did you join the Naef K. Basil Cancer Institute?**

A: I have joined AUBMC on December 3/2010

**Q: What is your Job title?**

A: Nurse Manager

**Q: What are your main responsibilities?**

A: Administrative work, patients stability and safety

**Q: Prior to joining this department, where were you working?**

A: I have worked in Saudi Arabia Jeddah at king Faisal hospital

**Q: Where did you pursue your College studies?**

A: I pursued my studies at Makassed National College of Nursing

**Q: What do you like most about your job?**

A: Secure patients safety by providing them the best quality of care, and to be part of patients life to make it easy on them.

**Q: What would you like to improve in your current job?**

A: could be the networking skills

**Q: Tell us about your ambition; in what terms would you like to develop your career?**

A: creating leaders to be patients advocate, with good values, ethics, passion, and secure the institution reputation and rights

**Q: Where is your best trip destination and why?**

A: I have enjoyed all my trips; I have lived among patients, families and many friends

**Q: What are your hobbies?**

A: chess, diving, hacking, planting and fishing

**Q: what would be your best food choice?**

A: All eatable green leaves.

**Q: Tell us more about your character.**

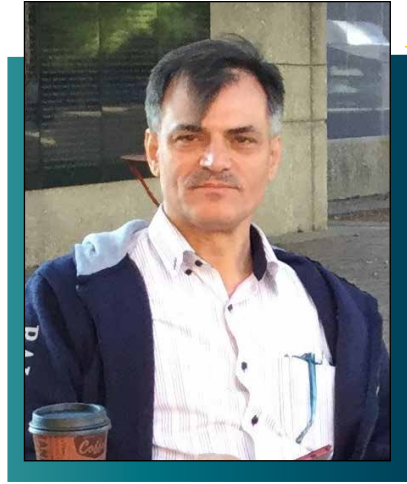
A: I think it's too difficult to tell about myself, others could be

**Q: What is your advice to your peers?**

A: Respect others wishes, do your best to make life easy for patients, and your colleagues

**Q: What is your message to cancer patients?**

A: Be patience ,enjoy your life with the limits you have ,and always be positive ,no hope no life.





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