The 1st Annual Report
Sheikh Mohammed Hussien Al-Amoudi chair for Breast Cancer,
King Abdulaziz University

1st: spreading the message of the early detection

*Events and conferences inside the kingdom

1. “Our Students, Our Partners in the Face of Breast Cancer” Forum

Our Students, Our Partners in the Face of Breast Cancer
On 30th November 2007 the Private Schools Educational Owners Committee and Sheikh Mohammed Hussein Alamoudi Scientific Chair for Breast Cancer at King Abdulaziz University worked in collaboration with JCCI to organize the first breast cancer awareness forum, entitled (Our Students, Our Partners in the face of Breast Cancer). Nearly 700 girls from 54 private girls’ schools attended. Lectures were given and students visited the art exhibition. At the end of the forum best painting, best research, and best short documentary film about breast cancer received Awards of appreciation.

2. Taiba Medical Club Campaign

Taiba Medical Club Campaign at Saudi German Hospital in Almadina in 22-11-1429.
Dr Samia Alamoudi talked about importance of screening and early detection of breast cancer.Dr Wafa Sait talked about the scientific Chair role in breast cancer awareness. Dr Samia Alamoudi was a guest speaker at the forum (help me to make a change) which was carried on 25-12-1429H. For secondary school students and was attended by around 400 female students.

3. “Keep on shining “Forum

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25/ 12/ 1429 ,

With a keen invitation from the “Keep on Shining” forum, Dr. Samia Al Amoudi was a guest speaker at one of the forum sections entitled “Let Me Change”. The event was held at Hamad bin Rashid hall at the general education administration building, and it was attended with over 400 high school students

4. Symposium at the Help center
At The HELP CENTER
On 8th March 2009..Help Center had arranged a meeting to the mothers whose children are aged 12 – 18 years old at their center Dr Wafaa Sait member of the scientific chair was invited to give the talk The aim of the lecture is to enlighten the mothers about the importance of regular follow-up check-up for themselves and their teenage girls in particular for breast cancer, and there was a demonstration about breast self examination. On International Health Day Dr Samia Alamoudi was invited by the high Technology collage for female to present her experience with breast cancer.

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6. Social Responsibility Forum at Dar AL Hekma College
Social Responsibility Forum at Dar ALHEKMA College on 13th April 2009.
The chair shared in the exhibition. Books, brochures were distributed and the students filled volunteer’s request forms to be involved in the future awareness and patients’ support activities.

7. Gulf Women’s Exhibition
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The First Gulf Women Exhibition is organized by Al-Eman Association for Charity Service, with about 2,000 visitors daily. The exhibition shed light on hospitals and health centers that provide health services and specialized treatment of certain diseases in the Kingdom and in the GCC countries, the Scientific Chair have shared in the exhibition and brochure, books and booklets were distributed..Questioners were given also and a Documentary film (A Massage of Love) was presented.

8. Paradigm Shift in Healthcare
Paradigm Shift in Healthcare
On 11th-14th May the Paradigm Shift in Healthcare was carried out at Jeddah Center for forums and Events.Where we shared with King- Abdulziz University Hospital and documentary film about breast cancer was displayed
9. ZmZam association for health care

**Zamzam Association**

On 19th May 2009 Dr Samia gave a talk to women from Zamzam association about impact of breast cancer on the family and the importance of early detection. It was attended by around 100 women.

10. “Because you are loved”

“Because you are loved”

7th Shawal 1430,

The Chair shared as an official sponsor of a huge awareness campaign on Breast and Cervical cancers entitled “Because you are Loved”, in cooperation with the national medical students associations at King Khalid University in Abha. Through these campaign activities, Dr. Samia Al-Amoudi presented a lecture titled “Breast Cancer is not an individual concern, but a family!” this lecture was opened for public. Then, followed by a lecture directed to the medical students to raise their attention to the important role of the future health care providers in fighting breast cancer, followed by a lecture by Dr. Zuhor Al–Ghaithy on latest updates of breast surgery.

11. with Sayidaty magazine:

**With Sayidaty magazine:**

Under the supervision of the chair, a medical lecture was organized on the breast cancer awareness held at the KAU hospital in Jeddah. At this event; Sayidaty Magazine board had a chance to meet with specialist at the field to explore more on ways of breast cancer prevention and ways of treatment.

12. KAUST initiative

**KAUST initiative**

As a response to an invitation to Dr. Samia Al Amoudi from KAUST, the Chair team offered an interactive workshop to the KAUST staff members to aware them about the dimensions of breast cancer as a disease and its status in Saudi Arabia. And that was the 1st sign of a future continues cooperation between the chair and KAUST.

13. Breast cancer awareness campaign in the university hospital

**Breast cancer awareness campaign in the university hospital**

The chair organized a breast cancer awareness campaign for the KAU Hospital staff at the 28th, October 2009. The campaign was conducted by volunteer medical students
through distributing the pink ribbons and leaflets containing awareness messages on breast cancer. Also, the survey of Saudi Men and Breast Cancer research was distributed at this campaign.

14. “Jeddah flood crisis” the victims’ aid

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In cooperation with Al Eman Charity Association for Cancer Patients, the Chair shared in supporting the cancer patients affected by Jeddah floods crisis. And the chair role varied between covering the treatment expenses whether it was a surgical, chemotherapy or even radiotherapy in cooperation with Dr. Yaser Bahader.

* Events and conference outside the kingdom

1. Breast Cancer Survivors Workshop-Kuwait

Breast Cancer Survivors Workshop-Kuwait
Breast Cancer Survivors workshop in Kuwait on 14-16 February 2009 ... Dr Samia Alamoudi shared her battle and personal experience and presented their work in the scientific Chair and the ways of support through support groups and breast cancer counseling clinic.

2. Breast Cancer Awareness Campaign in Sanaa

Breast Cancer Awareness Campaign in Sanaa
24th-26th Jan 2009
During this visit the Yemeni breast cancer alliance was launched and the team was nominated honorary membership. The campaign included lectures and documentary films presented. The team as well visited the ideal clinic and Yemeni family society.


INTERNATIONAL CONSORTIUM ON PREGNANCY AND HEALTH (ICPH)
PLACE: Center de Foundation du leman Chemin de la Fontaine 2 1805 Jongny-sur-vevy, Switzerland DATE: 26-29 April 2009 Chair member attendance: Dr Samia Alamoudi Head of the Scientific Chair Dr. Wafaa Sait Member This was a research retreat gathering for a group of physician and researcher including obstetrician, oncologist, radiologist, pathologist and epidemiologist from different Europeans countries and New York university school. The areas of interest in our community as multiparty and breast
feeding is something unique to Arab and Muslim countries and discussed...Which could be a factor in the lowering the incidence of breast cancer or on the other hand could be related to its occurrence at a younger age? Dr Samia had presentation, she give a brief idea about the state of breast cancer in KSA and she explain the aim and goals of the scientific chair activity in order to increase awareness and importance of early detection Research project that are currently in progress were discussed and the planned research project that we are going to have in collaboration

4. the visit to JOHNS HOPKINS Cancer Center and the SUSAN G.KOMEN foundation in Washington, DC

The visit to JOHNS HOPKINS Cancer Center and the SUSAN G.KOMEN foundation in Washington, DC

Dr. Samia Al Amoudi gave a visit to the John Hopkins School of medicine, and Susan G.Komen office in the United States. And the aim of these visits was to explore more about their system in services they provide in the cancer centers, and also, to establish a future collaboration based on exchanging educational material and training for the health care providers in KAU.

5. The 1st Susan G. Komen Race for the Cure in Egypt

The 1st Susan G. Komen Race for the Cure in Egypt

Dr. Samia Al Amoudi, as a global advocate on breast cancer, she was invited to the 1st Susan G.Komen Race for Cure organized in the Middle East, and it was held at the Pyramids place in Giza, Egypt. During this event activities, the pyramids were lightened with pink, and with 28 regional advocates from the Middle East had a training on the importance of the psychological support to the breast cancer patients, and they had a chance to share and exchange successful stories on their work on breast cancer at the region.

6. Harvard University

Harvard University

Harvard University in Boston, invited Dr. Samia Al Amoudi to give a lecture about the study we conducted on studying the Saudi culture on accepting the breast cancer, and spreading the message of early detection. And during this visit, Dr. Samia discussed with Harvard University the possibilities of future cooperation at the region.

*Hosting International Visitors
The chair is organizing several hosting for visitors from all around the world, this year we hosted visitors from the international consortium of women’s health:

- Prof. Paulo Tunileo, from Lozan University, Swiss land.
- Prof. Arnold Sterin, NY university, USA.
- Dr. Katherine Lucanova, Heidelberg University, Germany.
- Prof. Helena Shculk, Heidelberg University, Germany.

During these visits, we discussed the channels of mutual interests and cooperation at the research and awareness fields of breast cancer. During their stay, our visitors presented few scientific sessions to our staff, and they were:

- Scientific session for the doctors and students at the grand meeting room, KAU hospital.
- A scientific session for KAUST staff.
- A scientific session for the doctors and nurses at the International Medical Center.
- A Gala dinner for meeting the specialists in Jeddah city working on breast cancer.

2nd: The Associate Clinical Services:

1. The Establishment of the counseling clinic for the breast cancer patients, and it aims at offering consultations and advising the patient and her family about the disease and how to deal with it in addition to the complications management.

2-organizing trainings for the health care providers whether they were doctors, nurses, or even our students because they are the future doctors. These trainings focused on teaching the right proper ways of clinical breast examination, and they were organized in cooperation with the Saudi Commission for the Medical Specialties.

*workshops*

1. The clinical breast exam workshops for female doctors and nurses (4 events)

Are We Doing Proper Clinical Breast Examination⁉
Pre-Conference Workshop was conducted on 22nd April 2009 by our team targeting medical doctors to increase their awareness of their important roles in doing proper clinical breast examination...the workshop included lectures, practical sessions, modules demonstration and hands on training...certificates were given and the workshop is
accredited from CME...the total number of attendees was 65 female doctors...from different hospitals in Jeddah area.

Are We Doing Proper Clinical Breast Examination?! 2nd workshop, 3rd workshop
On 28th May 2009 the 2nd Clinical Breast Examination workshop was conducted..This time our targets were the students to increase their awareness on their important role in performing proper clinical breast examination to increase early detection of breast masses. 60 female and 40 male students attended and certificate of attendance were given.

The 4th Workshop:
As a part of the 2nd Scientific Conference for the 1ry Health Care “Women’s Health”; we organized our 4th clinical breast exam workshop for the primary health care units’ doctors participating at the event, as we consider them as a main channel to reach and offer this service to the patients and guide them to the proper treatment. This training was attended by 65 physicians.

3rd: The Researches section

A) 2009 researches:
- Knowledge and Attitude among secondary school Students on Breast Cancer in Mecca Region
- Barriers to Breast Cancer Screening among Saudi women
- Saudi Men and Breast Cancer

b) 1st Issue of “The Breast Cancer Researches in Saudi Arabia “

c) Researches plan for 2010
- A joint research with Dr. Amal Al Qattan
- A joint Research with KAUST
- The Breast Cancer Risk Factors in Saudi women under the age of 50.
- The Saudi Community Cancer Profile
4th: Awards and Honors for 2010

- Dr. Samia Alamodi as one of the most powerful people in the Arab World.

According to “Arabian Business” magazine, Dr. Samia Al-Amoudi was chosen as one of the top 100 most powerful Arab people, and she ranked the 5th on the Arab world, and the 2nd after Al Waleed bin Talal in the entire kingdom. And she was chosen for her recorded work for the community service in the field of breast cancer which resulted in a major effect in the community perspectives to this issue, especially in spreading the message of early detection.

- Dr. Bakhshawain Award to our Chair:

One of the chair’s researches for 2010 gained Dr. Mohammed Bakhashween Award, which is an annual award to be given to the best national research done at Saudi Arabia, and it was presented at the annual meeting of the Saudi Society of Gynecology and Obstetrics. And the research was presented by Dr. Dalal AL Tawaty in behalf of the chair team, and the prize was shared with another winning research.