



Member of Qatar Foundation

## **Sidra to Hold Workshop and Lectures for Women during Breast Cancer Awareness Month**

### **Early detection the key to survival rates for women with breast cancer**

**Doha, Qatar, 08 October 2016** — In recognition of World Breast Cancer Awareness Month, Sidra Medical and Research Center (Sidra) will hold a breast cancer awareness lecture and workshop for patients and visitors on 10 October at the Sidra Outpatient Clinic.

The workshop and lecture will be in Arabic and English. It is being organized by Sidra's Health Promotion team in cooperation with Qatar Cancer Society (QCS), to promote the importance of screening for the early detection and prevention of breast cancer. Those who attend the workshop will learn how to recognize the signs and symptoms of breast cancer through a model demonstration. Any woman coming to the Sidra Outpatient Clinic between 11.00 a.m. and 12.00 noon on October 10 may avail of the service.

"As a hospital specializing in women's health, we have an opportunity to reach the women coming in to our clinics every day, whether they are patients or visitors. Regular screening and mammograms offer a way for women to reduce their risk and take control of their futures. We want to empower them to do just that. Our dynamic team of health promoters will also be on hand to assist with any queries related to the topic," said Dr. Eman Nasralla, Head of Community Relations and Events at Sidra.

Breast cancer used to be the deadliest cancer for women worldwide. This has now been overtaken by lung cancer, in large part due to early detection of breast cancer. But it remains the number one killer of women in Qatar. According to Qatar Cancer Registry data, breast cancer now accounts for 31 per cent of all cancer cases in women, with 56 out of 100,000 women in Qatar at risk for developing the disease. By running the breast cancer awareness workshop, Sidra and QCS hope to increase early detection rates and support women to be vigilant in looking after their health.

In addition, Sidra has teamed up with Primary Health Care Corporation (PHCC) to host a lecture for its staff. The session will cover important information about breast cancer and highlight the screening options available in Qatar. The PHCC team will also provide information on how to schedule an appointment for mammogram screenings.

"It is important that we share as much awareness about the benefits of early screening with as many women living in Qatar as possible and encourage conversation among the female population. PHCC has already achieved significant results in our goal to do this through the 'Screen for Life' program. However, there is still a long way to go. Early screening does not only save lives, it provides a peace of mind for you and your family. All those aged between 45 and 69, who are asymptomatic, are eligible for breast screening and I encourage them to register for an appointment at the earliest convenience," said Dr. Shaikha Abu Shaikha, Manager Cancer Program Division, Primary Health Care Corporation.

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## About Sidra Medical and Research Center

Sidra Medical and Research Center will be a groundbreaking hospital, research and education institution, focusing on the health and wellbeing of children and women regionally and globally.

Sidra represents the vision of Her Highness Sheikha Moza bint Nasser who serves as its Chairperson. The high-tech facility will not only provide world-class patient care but will also help build Qatar's scientific expertise and resources.

Sidra will be a fully digital facility, incorporating the most advanced information technology applications in all its functions. Designed by renowned architect Cesar Pelli, Sidra features a main hospital building and a separate outpatient clinic. The main hospital will initially have 400 beds with infrastructure to enable expansion to 550 beds in a subsequent phase.

Sidra opened its Outpatient Clinic on 1 May 2016 with the launch of three clinics – Dermatology, Pediatric General Surgery Consultation and Obstetrics. These clinics are supported by radiology, pathology, pharmacy and laboratory facilities. The Sidra Outpatient Clinic offers outpatient services for women and children through a referral based system in partnership with other healthcare providers in Qatar. More clinics and services will be rolled out over the course of 2016.

Sidra is also part of a dynamic research and education environment in Qatar and through strong partnerships with leading institutions around the world, Sidra is creating an intellectual ecosystem to help advance scientific discovery through investment in medical research.

For more information please visit [www.sidra.org](http://www.sidra.org).

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