

Breast TOGETHER AGAINST CANCER

SHEIKH MOHAMMED HUSSEIN AL-AMOUDI
CENTER OF EXCELLENCE IN BREAST CANCER

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VOL. 1 | ISSUE 01 | MAY, 2011



Sheikh Mohammed Hussein Al-Amoudi Center of Excellence in Breast Cancer in Global Effort to Improve Breast Health through Partnerships

THE Sheikh Mohammed Hussein Al-Amoudi Center of Excellence in breast cancer (*SMHA-CEBC*) is the first center in the Middle East region. It aims to excel according to internationally accepted standards of scientific excellence, innovative, interactive multidisciplinary services in breast health care and cancer

care. to provide the environment for evidence - based education, researches, care and training programs in areas related to breast health care and cancer control, (*SMHA-CEBC*) is establishing networks and important partnerships with leading institutes in Breast Cancer Care. <http://alamoudi-breastcenter.kau.edu.sa>



PARTNERSHIP HIGHLIGHTS

Mrs. Bush's Remarks at the Susan G. Komen for the Cure Global Initiative Luncheon

Russell Senate Office Building, Washington, D.C., March 12, 2008

In many countries today, though, breast cancer is still kept a secret, and the measures to detect and treat it are a mystery. This October, I traveled to the Middle East to promote the U.S.-Middle East Partnership for Breast Cancer Awareness and Research. This initiative joins the Susan G. Komen for the Cure, the U.S. State Department, and doctors from the University of Texas M.D. Anderson Center with partners in the United Arab Emirates, Jordan, and Saudi Arabia. Like American women 25 years ago, many Arab women don't get yearly mammograms or perform self-exams. If they have breast cancer, they're often too ashamed to tell anyone

Work that started in a living room in Dallas 25 years ago is saving the lives of women in Budapest, Dubai, Guadalajara, Jeddah, Rome, and other cities around the world. After her sister Susan died, Nancy Brinker lay in bed at night wondering how she could make a difference. How could one young woman change the way the entire world confronted a deadly disease?

Twenty-five years later, and halfway around the world, Dr. Al-Amoudi offered the answer: "I'm only one woman, but together we're a force to be reckoned with." This is the story of Susan G. Komen for the Cure. Started with one sister's pledge, and today the efforts of millions, you are a force to be reckoned with.

Bush Joins Fight to Break Breast Cancer Silence

Hassna'a Mokhtar
Arab News

JEDDAH — In a very amiable setting, US first lady Laura Bush had coffee yesterday with a group of Saudi breast cancer survivors and medical volunteers at the residence of the US consul general.

Bush listened to the women's struggle with breast cancer. The group said her presence was an inspiration, especially since Bush's mother is a breast cancer survivor.

"Having you visit us was a great support," said Amina Gamlo expressing her gratitude. "Your interest has attracted everybody else's attention to breast cancer."

Gamlo is a 36-year-old mother of a recently born baby daughter. She became pregnant two months after finishing a five-year Tamoxifen course, which she underwent to prevent her getting breast cancer again. She was first diagnosed with breast cancer in 2001.

When asked about her impression of Saudi women, Bush said: "I expected people to be very private and that it would be difficult to communicate. But they're like women everywhere. They are strong. It's been really a wonderful trip."

Through the mediation of Dr. Samia Al-Amoudi, 49, Arabic-speaking women were able to converse with Bush and convey their remarks and greetings to her. Al-Amoudi, assistant professor at King Abdulaziz University, chose to break the silence about her battle with breast cancer after being diagnosed in April 2006.

"This breaching of what I call 'the



US first lady Laura Bush, second from right, poses for photographers with breast cancer survivors and their relatives at the US Consulate in Jeddah on Wednesday. They are (from left) Esraa Al-Harbi, Dr. Samia Al-Amoudi, Shabd Hussein and Lama Al-Sulaiman. (AN photo)

"My husband advised me to undergo breast screening in London. I was so sure I wasn't sick. The idea of breast cancer didn't cross my mind," said Al-Thagafi. Al-Thagafi thought she was going to die. She was in a state of shock and wondered why she had the disease. Her husband encouraged her to visit a breast cancer clinic in London. The visit elevated her spirits and the people reached out a helping hand to support her.

She flew to Paris and joined Institut Curie for chemotherapy group sessions. At first Al-Thagafi was hesitant to join the

group, but she was relieved she did. "I really admired the spirit of these women. They helped boost my self-confidence and raised my positive attitude," she said. "A part of my struggle actually involved sharing the information with my family. Saudi society needs to be made aware so they can help breast cancer patients and not wear them down with grief."

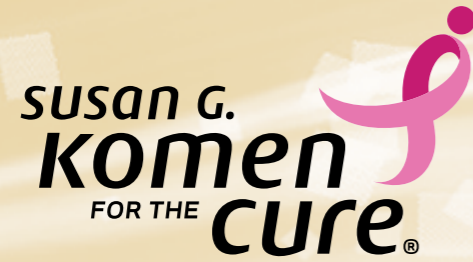
Al-Thagafi said that women must understand that there is a huge difference between being sick and the concept of submitting to one's destiny. "Women must understand that they can fight the disease and they can still live," she said.

Erin Walsh, senior adviser at the Bureau of Near Eastern Affairs, believed that without awareness it is really difficult for women to cope with breast cancer. Her hopes for the US-Middle East Partnership for Breast Cancer Awareness and Research is to spread the experience the US has gained through learning and research.

"There's certainly going to be changes and tweaks," said Walsh. "But the Saudi Cancer Society along with Susan G. Komen for the Cure plans to share information in many areas, including community assessment, volunteer and organization development, awareness and education, fund-raising, and advocacy."

Lama Al-Sulaiman, 41, is a board member of the Jeddah Chamber of Commerce and Industry, a nutritionist and a breast cancer survivor. The experience of having breast cancer was a turning point in her personality. She also believes cancer is not as horrific as people think.

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KOMEN FOR THE CURE® EXPANDS INTERNATIONAL EFFORTS THROUGH GLOBAL AMBASSADORS

Ambassadors carry the global message

Susan G. Komen for the Cure® is the world's leading breast cancer organization, and global leader of the breast cancer movement, having invested more than \$1.5 billion since inception in 1982. As the world's largest grassroots network of breast cancer survivors and activists, Komen works together to save lives, empower people, ensure quality care for all and energize science to find the cures.

Komen for the Cure unites the world's boldest community of breast cancer survivors and activists to make the biggest impact against breast cancer. Recognizing the growing global impact of breast cancer, the shared challenges among countries worldwide, and the value of coordinated advocacy in the battle against this disease, Komen for the Cure began exploring outreach outside the U.S. in 1999. Since then, Komen has pursued its mission



With the Komen commitment to help those in need around the world, Komen has engaged a network of global health leaders in the fight against breast cancer and other women's cancers through Komen Global Ambassadors who support Komen's mission to end breast cancer forever by expanding international breast health efforts, supporting Komen's global expansion and programs at the country, regional and global level. www.komen.org

With this shared vision, Dr. Samia Al-Amoudi, CEO and Founder, Sheikh Mohammed Hussein Al-

Amoudi Center of Excellence in Breast Cancer at KAU, serves as a Global Advocate for Susan G. Komen for the Cure. "With the (SMHA-CEBC) mission to improve breast cancer outcomes and reach a world free of (advanced) breast cancer, international collaboration is essential to make progress and, together, expand our results.

"We are working hard to achieve the vision and the mission that we are looking to be nationally and internationally amongst the leading centers of Excellency that are up to the standard of the international standard of centers of Excellency internationally.



(SMHA-CEBC) joins with the Breast Health Global Initiative (BHGI) in fight against cancer

INTERNATIONAL collaborative efforts are required to address inequalities in diagnostic and treatment interventions that exist, that dramatically affect breast cancer mortality. A critical component in this global effort are issues of awareness and public information, to educate and empower woman about breast health care and breast cancer as a treatable disease.

Led by Dr. Samia Al-Amoudi, Chief Executive Officer of the Sheikh Mohammed Hussien Al-Amoudi Center of Excellence in Breast Cancer (SMHA-CEBC) at the King Abdulaziz University (KAU), Jeddah, Saudi Arabia, the (SMHA-CEBC) is the first breast center in the Middle East region. To facilitate cancer control and care around the world, last year, Dr. Al-Amoudi expanded her national mission and vision of excellence in multi-disciplinary breast health care to the global level by enjoining (SMHA-CEBC) in the renowned Breast Health Global Initiative (BHGI) as a Scientific Partner.

The (BHGI), a global alliance of leading organizations and individuals dedicated to medically underserved women, was established by Benjamin O. Anderson, M.D., (BHGI) Chair and Director, co-sponsored by Susan G. Komen for the Cure® and Fred Hutchinson Cancer Research Center, with a basic premise to improve breast cancer outcomes in low- and middle-resource (LMCs) environments, and other regions of the world.

Through the (BHGI) international network of leading health institutions and key opinion leaders, (BHGI) defined and published a series of comprehensive resource-sensitive, evidence-based clinical guidelines (“Guidelines for

International Breast Health and Cancer Control”) to improve breast cancer outcomes in low- and middle-resource countries (LMCs), and areas where women are medically underserved. (BHGI) works closely with scientific partners to understand real-world challenges and capture opportunities for sustainable progress in the world, in the fight against the devastation caused by breast cancer.

“There are many issues forming in medical services and medical care in Saudi Arabia. In less than a decade, the (BHGI) has become a global leader in women’s health initiatives through their pioneering efforts. At the (SMHA-CEBC), we are establishing services such as patient navigation, counseling on survivorship and psychosocial support through our clinic. Until recently, these services for women were not available and, in fact, we did not have this concept of multi-disciplinary breast cancer care and treating the whole woman, in our region. It is a pioneering effort in the Middle East. It makes sense for our organizations to work together to maximize our efforts and learn from one another,” said Dr. Al-Amoudi.

The (BHGI) alliance contribute expertise and resources that cross the continuum of breast health care and cancer control. Since begun in 2002, the creative, strategic (BHGI) alliance has had step-by-step success, producing tangible outcomes through landmark publications that serve as essential medical tools. Dr. Anderson is a Full Member in the Epidemiology Division of Public Health Sciences at the Fred Hutchinson Cancer Research Center, Professor of Surgery in the Department of Surgery and Joint Professor in the Department of Global Health at the University of Washington, and Director of the Breast Health Clinic in the Breast Care and

Cancer Research Program at the University of Washington.

“The (BHGI) alliance of organizational partners and individual collaborators throughout the world are making it possible to address crucial components of implementation and optimizing health care delivery. The (SMHA-CEBC) is the first breast center in the Middle East region to partner with the (BHGI)”, said Dr. Anderson. “We are thrilled to have this scientific association with the Al-Amoudi Center of Excellence in Breast Cancer, and connect the Middle East to the (BHGI) global mission. Dr. Al-Amoudi, as a survivor, physician, global advocate and CEO of a breast center of excellence in the Middle East, brings an incredibly rare range of expertise, perspective and extraordinary commitment, to our initiative,” said Anderson.

Dr. Al-Amoudi’s objective for (SMHA-CEBC) is to excel according to internationally accepted standards of scientific excellence, innovation, and multi-disciplinary services in breast health care and cancer care. “On a worldwide scale there is no one single organization or group of individuals who can address global public health challenges. We need to work together to solve the problem. At the (SMHA-CEBC), we have excellent expertise, facilities and resources. As we seek to be amongst the leading centers of Excellency internationally, we are looking to educate women in our country and seek solutions to all obstacles to breast healthcare. No one has the capabilities, funding or research required to address all of the issues but collectively we can move forward. This is why (SMHA-CEBC) is a Scientific partner of the Breast Health Global Initiative, said Dr. Al-Amoudi.

LANDMARK PUBLICATIONS RESULT FROM THE (BHGI) ALLIANCE

As a tangible result of a Global Summit on International Breast Health (“Optimizing Healthcare Delivery”), held last June in Chicago through the (BHGI) global alliance, the (BHGI) produced and published a supplement publication of three (3) Consensus Statements and 11 Special Reports to THE BREAST, Global Breast Health Care:



Photo by: Dean Forbes

Optimizing Delivery in Low- and Middle-resource Countries, in April 2011. This anthology, an important medical tool with practical, corresponding, evidence-based information, identifies barriers to cancer screening, and provides tools for optimizing treatment programs. In tandem to the supplement publication, a special Executive Summary of the Breast Health Global Initiative Consensus Recommendations, was published in THE LANCET ONCOLOGY, in April.

“These papers collectively provide insight into the societal norms, economic challenges and public policy issues of the low- and middle-resource countries,” said Dr. Ben Anderson, (BHGI) chair and director, and co-chair of the summit.

The successful series of (BHGI) Global Summits (2002, 2005, 2007, and 2010) and publications has paved the way to the current (BHGI) multi-year program phase focused on Guideline implementation through creation of international learning laboratories, physician educational curricula development and pilot projects, an area of interest to the (SMHA-CEBC).



(SMHA-CEBC)

SHEIKH MOHAMMED HUSSEIN AL-AMOUDI
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VISION FOR IMPLEMENTATION: **STRATEGIC IMPLEMENTATION SCIENCE PROJECTS**



Dr. Samia Al-Amoudi (center), CEO and Founder of the Sheikh Mohammed Hussein Al-Amoudi Center of Excellence in Breast Cancer, the first scientific partner in the (BHGI) alliance of organizations from the Middle East with Leslie Sullivan, (BHGI) managing director (left), and Dr. Ben Anderson, (BHGI) chair and director (right), at the 2010 Global Summit on International Breast Health.

Photo by Susan Hill

To achieve clinical Guideline implementation, the (BHGI) is taking “next steps” through a strategic multi-year implementation plan, with a strategy of developing collaborative relationships with organizations and institutions to focus on situation analysis, education and training, and adapted use of affordable technology for breast cancer early detection, diagnosis and treatment.

(BHGI) plans to create international learning laboratories in different parts of the world to develop and test educational modules based upon (BHGI) guidelines that target the educational needs of physicians, nurses and breast cancer advocates. These modules will be developed to be adapted by diverse communities to expand existing breast health programs. In collaboration with the (BHGI) alliance of organizations, these programs will form the basis for expansion of breast health programs globally.

As a result of the (BHGI)/(SMHA-CEBC) partnership, and (SMHA-CEBC) objectives to effectively address early detection, diagnosis and treatment of breast cancer and development of programs, the organizations share the objective to develop a In-country Situation Analysis, for (SMHA-CEBC) to assess: the cultural and political climate relative to breast health care and cancer control delivery, and other issues, and develop recommendations for steps forward.

Dr. Al-Amoudi’s hope for a world free of cancer, of breast cancer in particular, is to help her daughter and every daughter in Saudia Arabia, and in the whole world. “Through a need for multi-disciplinary breast health and cancer control, services and through introducing the new concept of medical care like the other centers of excellence in the western countries, we hope that we could achieve our mission for all daughters of the world, and be recognized internationally, as among the world class centers,” said Dr. Al-Amoudi.