The Egyptian Cancer Breast Screening Programme:

A Dream Has Come True
Presented by:
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Director of WHOP

Early Detection is Our Only Protection
Breast Cancer Facts & Challenges
Global Incidence of Breast Cancer

Global Incidence of Cancer Cases in Women (2005)

- Breast 30%
- Colon & rectum 14%
- Lung & bronchus 12%
- Stomach 5%
- Uterine corpus 5%
- Cervix 5%
- Ovary 4%
- Non-Hodgkin’s lymphoma 4%
- Pancreas 3%
- Melanoma 2%
- Urinary bladder 2%
- All Other Sites 14%

Source: The Mattson Jack Group

Risk Factors

- Age
- Geography
- Reproductive factors
- Hormones
- Genetic factors
- LIFESTYLE
- Socioeconomic factors
- Breast density...

Source: Globocan

No. 1 Cancer In Women
Breast Cancer Is A Global Health Care Priority

1 in every 8 women
Why should breast cancer be a priority health area in Egypt?
Incidence of Breast Cancer in Egypt

- According to the population based cancer registry Egypt / Gharbia is 42.5/100,000
Most Common Cancers in Females (NCI, Cairo)

Breast
Leukemia
Lymphoma
Bladder
Ovary
Colorectal
Liver
Soft tissue
Cervix
Thyroid

Percent of Cases
Egypt Mortality Statistics, 2001
Most Common Sites in women (The Cancer Database, 2001)

- Breast (21.0%) - 1946 cases
- Liver (14.08%) - 1071 cases
- Lymph & 14.8% - 1040 cases
- Brain (9.3%) - 859 cases
- Female genital (6.1%) - 568 cases
- Lung & Bronchus (5.0%) - 467 cases
- Bladder (8.7%) - 383 cases
- Colorectal (3.7%) - 434 cases
- Stomach (3.6%) - 338 cases
- Pancreas (2.1%) - 192 cases
According to the Women’s National Council, breast cancer represents:

33% of all female cancers.

10% of cases are metastatic at presentation.

Average size at presentation is 5 cm.

Average age at presentation is 10 yrs younger than in the west countries.
Egypt

Total Population: 85 million
Women: 48.8 %
Age: 5-6 million above the age of 45yrs
Our Target Group

5-6 million Ladies over the age of 45 years

OUR:
- MOTHERS
- SISTERS
- DAUGHTERS
80-90% of Breast Cancer cases can be cured if detected at an early stage & Early detection /Screening
Our National Breast Cancer Screening Project

A Dream Has Come True on 30-10-2007
Women access to breast cancer early detection

EGYPT Among nations where screening is ongoing
The Women’s Health Outreach Program

Our Target:

To Screen:
Breast Cancer
Hypertension
Diabetes
Obesity
Project Implementation Timeline

**Pilot Phase**
- Started in October 2007
- Duration 1 year
- Covered Cairo and Giza
- 4 Mobile and 1 Fixed Mammography unit Screening

**Nationwide Project 5 phases**
- Started October 2008
- Duration 5 years
- Covers the whole country
- Based on learning and experience gained from pilot phase
- Includes Mobile and Fixed Mammography units for screening

Project Implementation Timeline: 2009 - 2013
Our Aim
To devote all our resources to combat breast cancer

Our Approach
1-Early Detection of Breast Cancer

Establishing and operating a Center of Excellence

3 main Problems

Mobile Screening

3 Solutions

Upgrading MOH mammography services
STRATEGIES THAT ADDRESS THE TARGET POPULATION AS A MASS AUDIENCE (radio+TV)

2-Awareness

CAMPAIGNS

EDUCATION MATERIALS

Website: www.whop.gov.eg

Call Center: 19507
3-Training and Education

Continuous Training of:
- Radiologists on mammography interpretation / US / Biopsy / Wire Localization
- Technicians on breast imaging
4-Research

- Centralized National database on Breast Cancer

**Paper Publications:**
- NCI Journal 2008 (on the pub med)

**Posters:**
- ASCO May 2009 (Orlando)
- ECR March 2010 (Vienna)
WHOP poster at the American Society of Clinical Oncology (ASCO) annual meeting; 31 May 2009 Orlando, Fl.
Egypt breast cancer screening program: Where we are today and where we will be tomorrow?

Poster No: C-0481
Type: Scientific Exhibit
Topic: Breast / Miscellaneous
Authors: D. Salem; F. H. Abdel Razek; R. kamal; S. Talat; N. Hussein; A. Selim; El Attar; Cairo/EG
DOI: 10.1594/ecr2010/C-0481

Purpose
This study was designed to represent the preliminary Egyptian experience in breast cancer screening and to describe the future promises concerning the screening program in the coming few years.

Methods and Materials
Target population: During the period (October 2007-February 2009), 19,893 Egyptian women from six governorates were screened for breast cancer, diabetes, hypertension and obesity. Inclusion criteria: 45 years of age and over carrying a National Identification Card. Work Plan: The programme will be carried out in 5 phases which was preceded by a 1 year pilot phase (October 2007-October 2008) to field test and validate the plan of the project, test citizen's response to the...
After 3 years of experience

• Achievements

• Challenges
How Far Did We Achieve?
Concerning The No. of Patients Screened

Total number of Screened cases

- 2007-2008
- 2008-2009
- 2009-2010
- 2010-2011

1st phase: 31,199
2nd phase: 25,854
3rd phase: 9,461
Pilot: 10,252

Total: 76,766
Concerning The No. of Patients Screened

To date:

Total number of Screened eligible ladies
76,766
Total B4+B5
1,529

- BIRADS 4
  - 1,220

- BIRADS 5
  - 309
BIRADS 4+5 FOLLOW UP

- Under investigations: 661
- Malignant pathology: 284
- US downgrading: 297
- Benign pathology: 116
- Unreachable: 171

Total: 1529
Out of the 284 proven malignant 241 were operated upon

All our services; both diagnostic & therapeutic are done free of charge
6 new vans have been recently procured
A weekly combined clinic by Surgeons from Cairo university and our radiology team for assessment of cases.

Achievements
Concerning our plan

- We have served 16 / 27 governorates with 4 mobile vans
On Arab World Level

We were chosen to explain our experience in a Media Conference (Dubai-June 2008)

We were chosen as a permanent member in The Arab world initiative in fighting breast cancer (Riyadh – March 2009) (Riyadh – March 2010)
On Africa Level

1- WE won the TIGA award from the WHO (Adis Ababa - April 2009)
WHOP nominated for Technology in Government in Africa Award (TIGA); Adis Ababa, Ethiopia, April 2009
Achievements

On Africa Level

2-We were chosen to share our experience in “The African First Ladies Conference To Fight Breast and Cervical Cancer” Uganda-March 2010
On Middle East Level

- We shared in the modification and implementation of NCCN guidelines on Breast Cancer in the Middle East and North Africa Region

Journal of the National Comprehensive Cancer Network
Vol.8 supplement 3 July 2010
On Euro/Assian Level

We were chosen to explain our experience among the members of the “EUROAMA” Conference.

As well we were chosen as members of the executive board of this conference.

Istanbul April 2011
Challenges
1-MAINTAIN CONTINUOUS FUNDING SYSTEM

Bank Account: 195074
Misr Bank

The cost of the Mobile Unit (fully equipped): 6.75 million EGP
The annual running cost of the Mobile Unit: 1.6 million EGP
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WHOP Fund Raising Items

1053 FUM El-Khalig – kornish El-Nil – Tel/Fax: +(202) 236 45 813 – Email: info@whop.gov.eg
Early Detection is Our Only Protection

Our Logo is a representation of the Breast Cancer Pink Ribbon and the Egyptian hieroglyphic character known as the “Key of Life”.

For ancient Egyptians, this symbol meant strength and health.

For our Programme it’s the symbol of life and hope for all Egyptian Women.
If we are to conquer Breast Cancer -- and I firmly believe that we will -- it will take an unprecedented level of international cooperation and collective action. It will take courage and creativity. It will take passion and perseverance. It will take loud voices and bold visions. But, it must be done and it will be done.

In the names of those who have been affected by Breast Cancer throughout the globe; citizens we have lost and those we may lose; all of us must join hands, now and forever, to fight to reach our common goal.
join hands, now and forever, to fight to reach our common goal
Early Detection is Our Only Protection

Thank you

www.whop.gov.eg