



OVERVIEW

“By confronting the challenge of breast cancer together, this partnership—which represents the very best kind of public diplomacy—will also help build lasting friendships between our countries. Most important, this partnership will help women throughout the Middle East find hope in a life free from breast cancer.”

U.S. First Lady Laura Bush, remarks at the Susan G. Komen Breast Cancer Foundation 2006 Mission Conference, June 12, 2006.

THE U.S.-MIDDLE EAST PARTNERSHIP FOR BREAST CANCER AWARENESS AND RESEARCH—facilitated by the U.S. Department of State’s Office of Public Diplomacy and Public Affairs and the Middle East Partnership Initiative—is uniting experts from the United States, the United Arab Emirates (U.A.E.), and The Kingdom of Saudi Arabia in the fight against breast cancer through awareness-building and grassroots advocacy support. The partnership with the U.A.E. is organized under the patronage of Her Highness Sheikha Fatima Bint Mubarak, who has established The Higher National Committee for Breast Cancer Awareness and Research for the purpose of advancing the Partnership’s vision. The Susan G. Komen Breast Cancer Foundation and Johns Hopkins Medicine International are providing their expertise in the field of breast cancer awareness and research to the partnership.

This is the first partnership for breast cancer between the United States and the Middle East in an effort to build capacity in the region and work collectively in the areas of awareness, research, training, community outreach, and women’s empowerment.

By confronting the challenges of breast cancer together, the partnership provides a chance to reach out to those with a “passion for life” and provide them with the knowledge and the courage to take it to the next level. It further enables collaboration between partners, facilitating an exchange of information and cooperative learning.

The partnership is a locally initiated and locally distributed initiative to increase early detection and reduce mortality in the U.A.E. through improved awareness, increased clinical resources, and world-class research. The United States provides the medical expertise of Johns Hopkins Medicine International with the one-of-a-kind grassroots awareness-raising and educational resources of the Komen Foundation. The partnership is culturally sensitive, arises from

community needs, and leverages local champions. It enhances the vital role women play in their families and communities.

Worldwide, breast cancer is the most common cause of cancer-related deaths among women. An estimated 4.4 million women are alive today in whom breast cancer was diagnosed within the last 15 years. While countries in the Middle East are working to heighten awareness and to provide better screening and treatment for breast cancer, this partnership represents the first collaborative effort to assist the region in eradicating the disease, thereby building a program focused on empowering women from a grassroots level.

U.S. LAUNCH

First Lady Laura Bush announced the launch of the partnership during the Komen Foundation’s Mission Conference on June 12, 2006, in Washington, D.C. Delegates from the U.A.E. and Saudi Arabia were invited to participate in the three-day conference, discussing their roles in disease research, prevention, treatment, and awareness.

PROSPECTIVE ACTIVITIES

Partners are developing collaborative efforts aimed at increasing awareness and knowledge about breast cancer, its early detection, and its treatment. From workplace awareness and corporate responsibility programs to community needs assessments and bilateral medical exchanges, the activities adapt and apply proven organizational, awareness, and medical models to develop long-term sustainability and programs that can be used in other areas of the Middle East. The activities enhance the vital role women play in their families and communities. These activities will help increase breast health literacy and the availability of breast screenings, thereby advancing the partnership’s goal of eradicating breast cancer. In addition, partnership discussions are also underway with Jordan.

U.S. PARTNERS

THE SUSAN G. KOMEN
BREAST CANCER FOUNDATION

JOHNS HOPKINS MEDICINE INTERNATIONAL

THE UNIVERSITY OF TEXAS
M.D. ANDERSON CANCER CENTER

U.S. DEPARTMENT OF STATE,
OFFICE OF PUBLIC DIPLOMACY AND PUBLIC AFFAIRS,
MIDDLE EAST PARTNERSHIP INITIATIVE (MEPI)

U.A.E. PARTNERS

THE HIGHER NATIONAL COMMITTEE FOR
BREAST CANCER AWARENESS AND RESEARCH

DUBAI BUSINESS WOMEN COUNCIL

CITIGROUP, INC. (CITIBANK U.A.E.)



PARTNERS-U.A.E.

The U.S.-Middle East Partnership for Breast Cancer Awareness and Research is the first partnership for breast cancer between the United States and the Middle East, in an effort to build capacity in the region, and work collectively in the areas of awareness, research, training, community outreach, and women's empowerment. The partnership is facilitated by the U.S. Department of State's Office of Public Diplomacy and Public Affairs and the Middle East Partnership Initiative, which unites the Susan G. Komen Breast Cancer Foundation and Johns Hopkins Medicine International, with the United Arab Emirates (U.A.E.), under the patronage of Her Highness Sheikhha Fatima Bint Mubarak through The Higher National Committee for Breast Cancer Awareness and Research.

U.S. PARTNERS



The Susan
G. Komen
Breast Cancer
Foundation

THE SUSAN G. KOMEN BREAST CANCER FOUNDATION

The Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is an international organization with a network of more than 75,000 volunteers working through local Affiliates and events like the Komen Race for the Cure® to eradicate breast cancer as a life-threatening disease. The Foundation's approach to advocacy, fundraising, and awareness-building is a one-of-a-kind model with demonstrated results. In less than 25 years, the Komen approach has contributed to dramatic increases in early detection and treatment of breast cancer. A global leader in the fight against breast cancer, the Foundation fulfills its mission through support of innovative breast cancer research grants, meritorious educational, and community outreach programs around the world. Through fiscal year 2006, the Komen Foundation, together with its Affiliate Network, corporate generous donors, has invested a projected \$775 million in breast cancer research, education, screening, and treatment programs.

PARTICIPATION

- Provide expertise on workplace education, training curriculum development, and certification
- Provide expertise on community outreach (community profile and education plan)
- Conduct community needs assessment to identify problems and solutions
- Develop awareness and educational programs and materials



JOHNS HOPKINS MEDICINE INTERNATIONAL

In February 2006 Johns Hopkins Medicine and the General Authority for Health Services in the U.A.E. entered into a 10-year affiliation that includes the management of the Tawam Hospital in Abu Dhabi, one of the largest and most prestigious hospitals in the country. The affiliation provides Johns Hopkins Medicine with complete managerial oversight of the 469-bed tertiary care hospital. Additionally, Johns Hopkins will lead the development of an oncology center of excellence at the Tawam Hospital that will serve as a national referral center for oncology services.

PARTICIPATION

- Provide panelists at launches
- Develop and execute breast cancer awareness program at Tawam Hospital
- Advise on systems and protocols
- Initiate a training exchange program
- Support community needs assessment

THE U.S. DEPARTMENT OF STATE, OFFICE OF PUBLIC DIPLOMACY AND PUBLIC AFFAIRS, MIDDLE EAST PARTNERSHIP INITIATIVE (MEPI)



MEPI was founded in 2002 with bipartisan support from the U.S. Congress. It has brought the resources, experience, and the determination of the United States to bear in an effort to bolster the reform movement in the Middle East. MEPI has set in motion more than 350 programs in 15 countries of the Middle East and in the Palestinian territories. In four years, MEPI has underwritten a number of projects in the areas of education, economic growth, and women's empowerment and political participation. Its partners include local and international non-governmental organizations, businesses, universities, international institutions, and, in some cases, the governments of the region themselves.

PARTICIPATION

- Convene and facilitate U.S. institutions with partners in the U.A.E.
- Provide funding for professional support of the overall partnership
- Facilitate launch organization and participation

UNITED ARAB EMIRATES PARTNERS

THE HIGHER NATIONAL COMMITTEE FOR BREAST CANCER AWARENESS AND RESEARCH

Under the patronage of Her Highness Sheikhha Fatima Bint Mubarak, The Higher National Committee for Breast Cancer Awareness and Research is comprised of national member organizations committed to working collaboratively to improve breast health among women of the U.A.E. Formed in October 2006, the Committee includes the following organizations:



Ministry of Health, United Arab Emirates



General Authority for Health Services
for the Emirate of Abu Dhabi



Department of
Health & Medical Services Government of Dubai,
Department of Health & Medical Services



مجلس سيدات الأعمال في أبوظبي
Abu Dhabi Businesswomen Council



مجلس غرفة التجارة والصناعة في أبوظبي
ABU DHABI CHAMBER OF COMMERCE & INDUSTRY



Emirate of Abu Dhabi
Family Development Foundation



General Women's Union - United Arab Emirates

Zayed Military Hospital

PARTICIPATION

- Convene and facilitate planning activities
- Facilitate and fund launch organization and participation