



Day:Tuesday

Data: 1 may 2012

'Zahra Breast Cancer Association Report'

At 9:00am we start our meeting in Zahra Breast Cancer Association, and they start the meeting by telling us about Zahra that in 2001 through the effort of Dr.suad Mohammed bin Ameen, the breast cancer awareness program was born. Her inspiration guided the development of numerous activities and workshops within schools, university and women's centers .

And now, Zahra Breast Cancer Association has been established in the year 2007 the presidency of her royal highness Princess Haifa bint faisal bin abdulaziz, together with dedicated board of volunteers.

Then they mention for us the Association goals which are :

- develop and implement awareness program in KSA .
- guide patients to the correct medical facilities.

-educate society about the realities of breast cancer in the kingdom.

-research and publish scientific data highlighting the spread of the disease.

- develop Saudi competence in the field of breast cancer research .

-initiate educational program .

- develop training opportunities.

- develop scholarship program .

-co-operate with international specialists and scientists in the field of breast cancer .

After that they tell us what the meaning of logo:

*Named after Mrs.Zahra bint Ali bin Harfash , the mother of Dr.Suad who died with breast cancer



disease .

*The Blooming flower to represent life and hope.

*The breast cancer pink ribbon:

-The pink ribbon symbolizes the efforts of team work in fighting this disease.

-The 12 ribbon demonstrate the need to check monthly for symptoms .

-The pink ribbon is inverted to read 'no' in Arabic to state our call to action against this disease .

Then we take around in the Zahra Breast Cancer Association and we see 'Lamsat Zahra' which was established upon the approval of the members of the board of directors for the idea introduced by one of the association working members ; the businesswomen Fahda Abdulla AlKraides. She has kindly adopted and support the exhibition spiritually and financially ever since it early beginning July 6th, 2008 . It was established in the headquarters of Zahra association, which is the most suitable place , with the presence of the member of the board of directors , a number of breast cancer survivors and group of female journalists .

I learn from this visit that ever thing start from zero and you have to keep to reach the goal as Zahra Breast Cancer Association do .