NEWS LETTER

World Health Organization
Egypt

Raod Safety Awareness Campaign

**New collaboration with national partners for the safety of Egyptian citizens:** WHO/Egypt in collaboration with the Ministry of Health and Population, and the Ministry of Interior, and the Ministry of Transportation has organized a Road Safety awareness campaign, in Egypt. During the campaign, different measures and ways of communication were used to address the general public. Accordingly, billboards were used on the highways and the roads with high statistics numbers of accidents nationwide such as: Mehwar Road, Ring Road,Ein ElSokhna Road, Cairo – Alexandria desert road, Entrance of Alexandria city, October bridge, Agriculture Road, Asyut Road. In addition, WHO supported the production of 4 radio spots which were dedicated to stress the importance of wearing the Seatbelt, decreasing the speed, not using mobile while driving, and the dangers from using drugs. These spots air on 16 governmental and private radio stations. Moreover, a social media campaign was launched with videos, infographics, GIFs to raise awareness of the community.The media played an important role to support the campaign by publishing its messages that give the citizens the knowledge and the information needed.
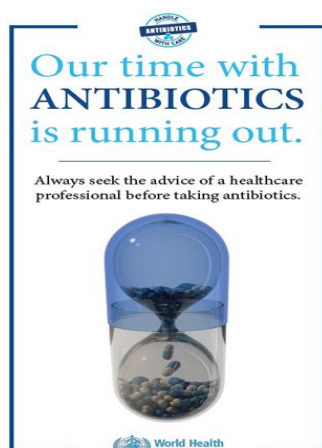
NEWS LETTER

World Health Organization

Egypt

Antimicrobial awareness week 2017 in Egypt

WHO/Egypt has organized, a two days workshop, on the 8 and 9 November 2017 in collaboration with the Ministry of Health and Population, and with the participation of different representatives from relevant stakeholders such as the Ministry of Agriculture, Environment, Education, Industry, Higher Education, and NGOs to discuss the antimicrobial resistance national action plan. Following the workshop, a scientific day was conducted by WHO/Egypt in collaboration with Cairo University hospitals, on 19 November 2017.

It aimed to highlight the situation of AMR on a national level including the challenges of the health sector. This activity addressed medical students, hospital directors, and heads of clinical departments in Cairo University hospitals. On the scientific day, the attendents were given a chance to interact and discuss the current national AMR situation to encourage proactive measures to reduce antimicrobial resistance in Egypt. Also, WHO/Egypt joined the WHO social media campaign, during AMR week, to create awarness among the egyptians.

NEWS LETTER

World Health Organization
Egypt

Launch of the third National Soil Transmitted Helminths Deworming campaign for School Aged children in Egypt

WHO/Egypt and the Ministry of Health and Population, in collaboration with UNICEF, launched the third National Soil Transmitted Helminthes Deworming Mass Drug administration campaign in all primary schools to eliminate intestinal worms. The campaign started from the 15th of October to 26th October 2017, in 27 governorates for the third time after the initiation in the scholastic year 2015-16.It is worth mentioning that WHO/Egypt has donated more than 14 million Mebendazole tablets to MOHP to be distributed to the primary school students as part of the ongoing support for the health sector in Egypt, towards a better health future for Egyptian children. WHO/Egypt continues its collaboration with national counterparts at the health sector and other concerned sectors to promote public health programs including activities related to Neglected Tropical Diseases (NTDs).

NEWS LETTER

World Health Organization
Egypt

Celebrating World Rabies Day in Egypt

اليوم العالمي للسعار

منظمة الصحة العالمية
جمهورية مصر العربية

في حالة التعرض للعقر أو الخدش:
١) اغسل الجرح بالمياه والصابون لمدة ١٥ دقيقة

٢) توجه لأقرب مستشفى أو وحدة صحية للحصول على الإسعافات الأولية بدون خياطة للجرح

٣) احرص على تلقي التطعيم فوراً بجرعاته الكاملة

WHO/ Egypt in collaboration with the Ministry of Health and Population launched a social media campaign in the World Rabies Day on 28 September 2017. The campaign aimed to raise community awareness about principles of disease prevention, injury avoidance from an infected animal, associated symptoms and post exposure measures. Toward this, several IEC messages were developed and utilized during the social campaign addressing above mentioned topics. Simultaneously WHO/Egypt provided the needed support to establish and strengthen the surveillance system for rabies in frontier and high risk governorates.

NEWS LETTER

World Health Organization
Egypt

WORLD AIDS DAY
2017

WHO/Egypt in collaboration with UNAIDS, UNICEF, UNFPA, UNHCR, UNODC, and UNWomen and with the sponsorship of the Ministry of Health and Population and the Ministry of Foreign Affairs, has organized a joint event to celebrate the World AIDS Day 2017. With the presence of the celebrated actresses Nelly Karim and Salma Abou Deif who joined the celebration as ambassadors of the national campaign of AIDS in Egypt. This joint work attempts to emphasize the faith of all partners in the value of partnership and collaboration to sustain in the prevention and control of Aids in Egypt.

NEWS LETTER

World Health Organization
Egypt

UN Agencies' work supporting Health in Egypt

UNDP organized an awareness session and presentation about breast cancer, on 1 November 2017. Dr Hanan Gewefel, CEO and Founder of a center for women imaging, was the speaker of the session. WHO staff member has attended this session that aimed to raise awareness of the attendees about the breast cancer and its symptomes. It also highlighted the importance of the periodic examination for women.

It is worth mentioning that breast cancer is the most frequent cancer among women, impacting over 1.5 million women each year, and causes the greates number of cancer – related deaths among women. 570,000 women died from breast cancer in 2015, that is approximatley 15% of all cancer deaths among women. While breast cancer rates are higher among women in most developed regions, rates are increasing in nearly every region globally.
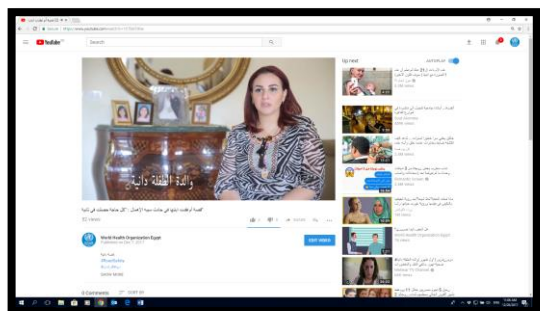
NEWS LETTER

World Health Organization
Egypt

Highlights on Social media

Dania's story #SlowDown #RoadSafety
 https://www.youtube.com/watch?v=1CTSKl7lXiw

Tedros *Adhanom*
@DrTedros
Congratulations #Egypt on your new comprehensive health insurance law. This is a big step towards #HealthForAll. *We* need many more countries to follow your example and make universal health coverage a reality in all countries.

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World Health Organization Egypt