

# JOIN US FOR MEN'S HEALTH AWARENESS



Shanab is a men's health initiative that falls under Friends of Cancer Patients' umbrella "Kashf" for early detection of cancer, addressing prostate cancer and testicular cancer. It highlights the importance of early detection and endeavors to eliminate stigmas surrounding both types of cancer. Shanab aims at raising awareness among the target audience about the major health issues men face. It further encourages men to share their health concerns with their peers.

Being the most common type of cancer among young men (15 - 37 years), most of men are completely unaware of testicular cancer. As for prostate cancer, it mainly occurs in older men. About 6 cases in 10 are diagnosed in men aged 65 or older, and it is rare before age 40. The average age at the time of diagnosis is about 66. Both types of cancer are curable if detected at the early stages.



### Medical Team

On-site medical team  
1 doctor & 1 nurse to deliver awareness sessions on men's health awareness.

**Booking | AED 5,000**



### Staff Engagement\*

Organizations can create their own initiative of fundraising to support men's cancers treatment including portion of sales, golf days and donations etc.



### External Activations

Organizations can select Shanab as the official beneficiary of their own event in support of men's health awareness.

**\*Note:**  
Dubai based organizations should submit an official application to Islamic Affairs and Charitable Activities Department 4 weeks prior to any fundraising initiative (FOCP can facilitate the process)

## MEN'S HEALTH AWARENESS

### LEARN TO CHECK YOURSELF

TESTICULAR SELF EXAM IS SIMPLE AND ONLY TAKES A FEW MINUTES

A MAN'S LIFETIME CHANCE OF DEVELOPING TESTICULAR CANCER IS ABOUT **1 IN 270.\***

ABOUT **1 IN 7 MEN** WILL BE DIAGNOSED WITH PROSTATE CANCER DURING HIS LIFETIME.\*

MEN'S CANCERS INCLUDE **TESTICULAR CANCER & PROSTATE CANCER**

#### Awareness sessions:

- One medical awareness session in a boardroom or auditorium setting
- Private consultation with doctor after session
- Demonstration of self examination on educational models
- Proposed timing 12:00 - 14:00
  - 12:00-12:45 - Educational session
  - 12:45-14:00 - Private consultation & demonstration

If you have any further questions, please contact our offices:

#### Friends of Cancer Patients

**Rawand Al Mousily** | Medical Awareness Jr. Executive | rawand@focp.ae

Company name: ..... Event date: .....

Contact person: ..... Contact no: .....

Booking fee: 5,000 AED

Signature: ..... Date: .....

Notice: Any type of announcement related to the collaboration/partnership with Shanab should be reviewed and approved by the management at least one week before the release date.