

Supporting the Families of Children with Cancer in Egypt.

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Background

- Estimated new cancer cases each year is expected to rise from 11 million (2002) to 16 million (2020).
- 60% (9.6 million) of all these new cases will occur in the less developed world.
- These individuals, their families will face the challenge of understanding cancer, and how it affects their lives.
- Providing quality & current cancer information to cancer patients, their families, laymen & health care givers is a key function of the **National Cancer Institute**, Egypt.



EGYPT: Country Profile

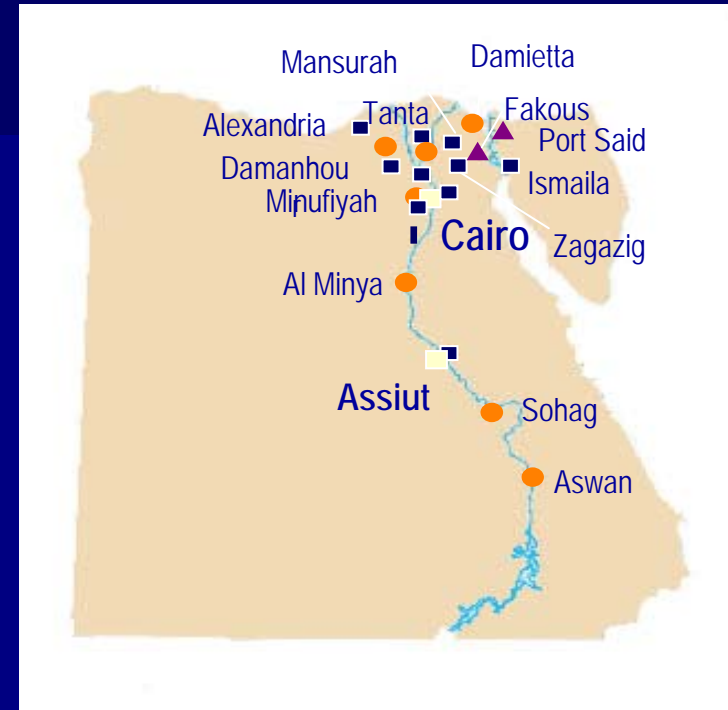
DEMOGRAPHY*

Population:	<u>78,887,007</u> (July 2006 est.)
Fertility rate:	3.3%
% of population under 15:	32.6%
Population growth:	2%
Rural / Urban population:	58% / 42%
Literacy rate:	<u>67.7%</u>
HDI:	0,659 (2003) (Rank: 119)

ECONOMY*

GDP ppp:	\$339,2 billion (2005)
GDP ppp pc:	\$4,400 (2005 est.)
Minimum wage:	\$33 (public sector - 2001)
Unemployment rate:	10%
Formal sector:	25% of pop.
% of population under poverty line:	3.1%

* CIA ; WHO 2005; PNUD



HEALTH*

Life expectancy:	♂ 69	♀ 72
Malnutrition < 5:	9%	
Infant mortality:	15.3 ‰	
Epidemiological transition:	underway	

Health Priorities (Oncology /Egypt)

- Pediatric oncology on the rise.
 - Control of acute illnesses in pediatrics.
 - Success of vaccination program.
 - Population increase (1.8m. births/year).
 - Better diagnostic facilities & know how.
 - Improving patient survival.
 - Increasing specialized care centers.

Pediatric Oncology Services in Egypt



■ Cancer Institutes:

Oncology hospitals – university institutions, provide training program expert care

NCI

SECI

● Ministry of Health Cancer Centers

Comprehensive CC created by the Ministry of Health and Population in 1996

□ University Hospital departments:

pediatrics, hematology, radiotherapy, and other adult services

▲ NGO hospitals

NGO hospitals located in rural areas with small activity in PO



AV Educational Product

- Objectives:

- A) *Education* of patients, parents, society at large on aspects related to childhood cancer (symptoms, curability, treatment modalities, resources).
- B) Raise awareness regarding importance of *compliance*.
- C) Remove *social stigma and fatalistic attitudes* associated with childhood cancer.
- D) Involving influential partners (health care team, society, peers and laymen).

Methodology

1. Creating lines of communication between Oncology and AV teams.
2. Development of simple/relevant scripts clearly relaying adequate information.
3. Utilizing society celebrities to attract attention & emphasize credibility.
4. Pre & post testing of AV product. Implementing changes based on pilot study results.
5. Dispersing information nationally and regionally to cancer centers caring for sick children.

AV Product

- 18 minute film (9 min. version developed).
- Suitable for data shows, CDs, video cassettes.
- Featured by society star.
- Utilizes diversified approach including :

1- patient narration

2- long term survivors

3- doctor input

4- parent input

5- cartoons

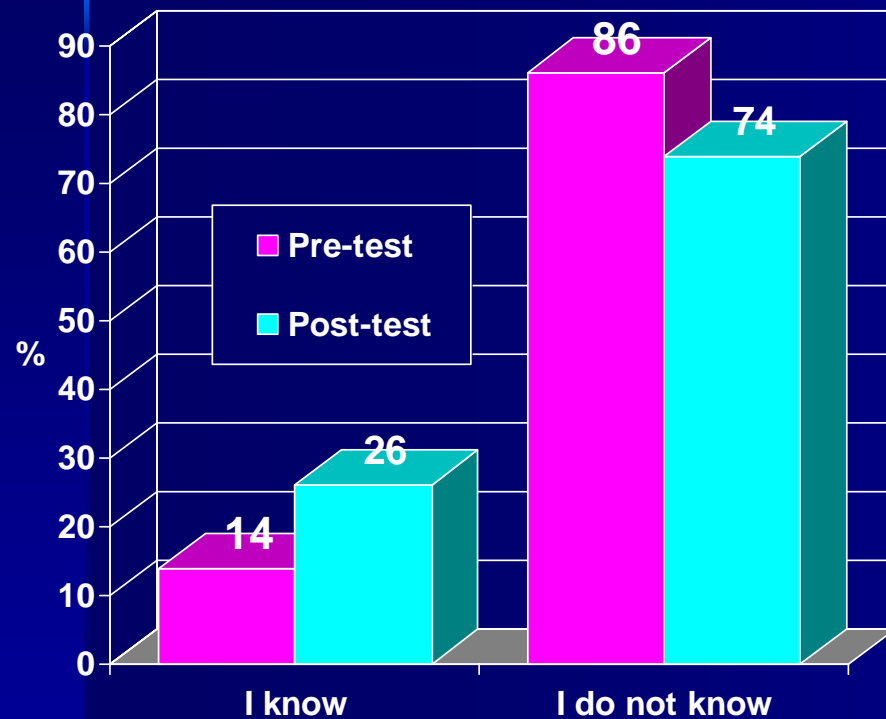
6- animation

7- graphics

Evaluation of AV Product (Pilot Study)

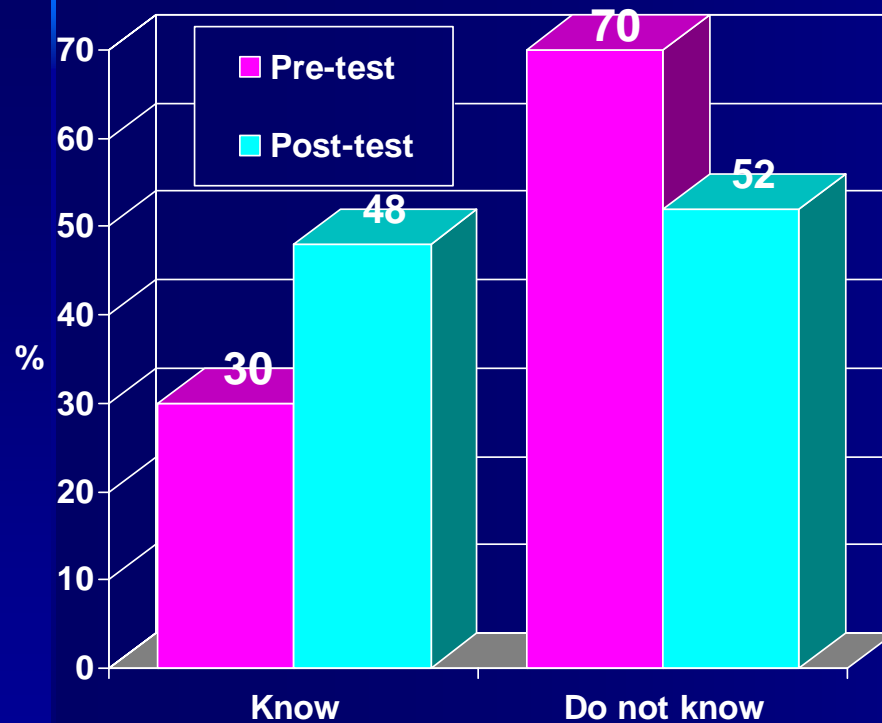
- 50 parents of sick children (Parent Study)
- 50 community members (Community Study)
- 50 health care personnel
 - 25 doctors
 - 25 paramedical staff

Information on Cancer (Parent Study)



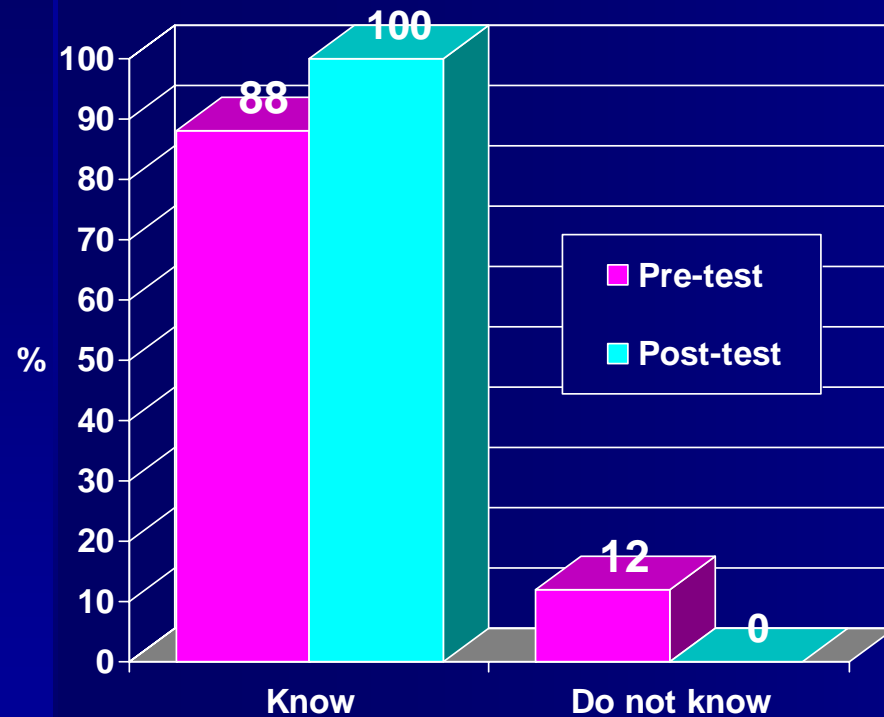
- Poor receipt of info. due to:
 - ? Vague message
 - ? Complex data
 - ? Incompatible to educational level of recipient.
- Message needs to be clear, simplified & attractive.
- Development of issue following post test results.

Information on Chemotherapy (Parent Study)



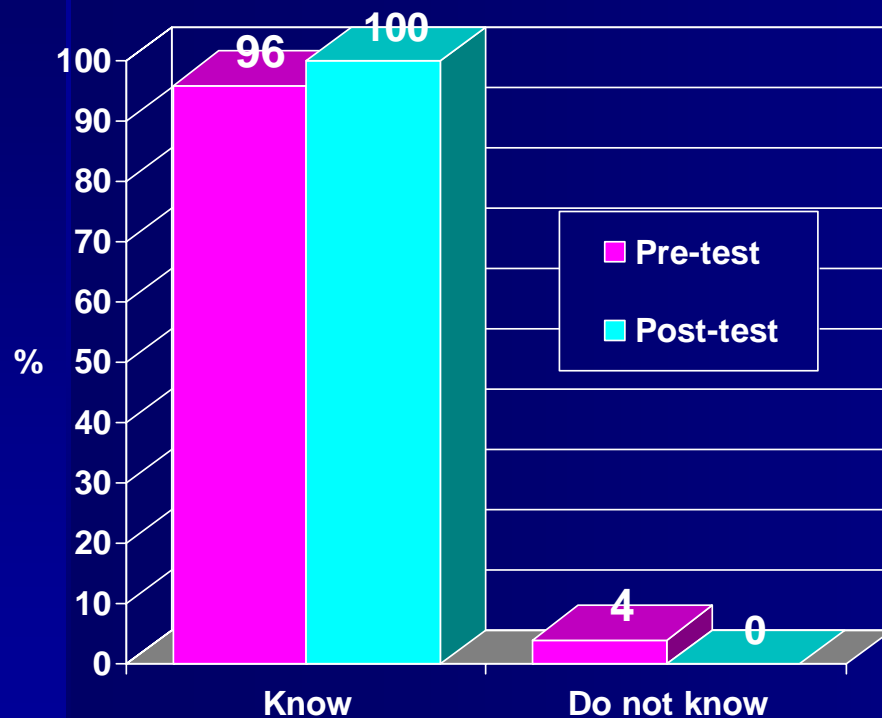
- Impact as previously outlined.
- Problems could be attributed to complexity of message, literacy level, problems with media A/V clarity.

Information on Side Effects of Chemotherapy (Parent Study)



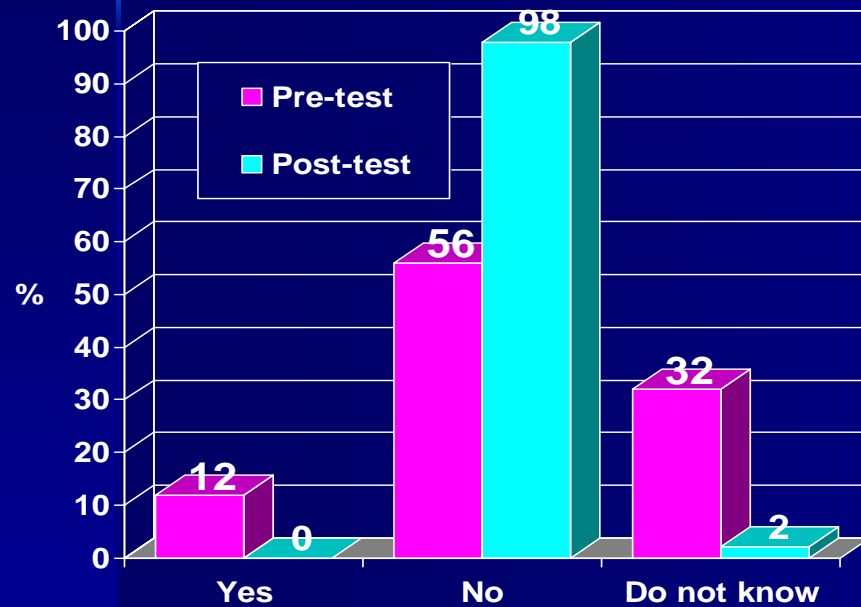
- Useful in pre-treatment orientation
- Real & practical experience already obtained from in-patient hospitalization.
- Short and simple messages are rapidly conveyed.

Information on Emergency Measures (Parent Study)



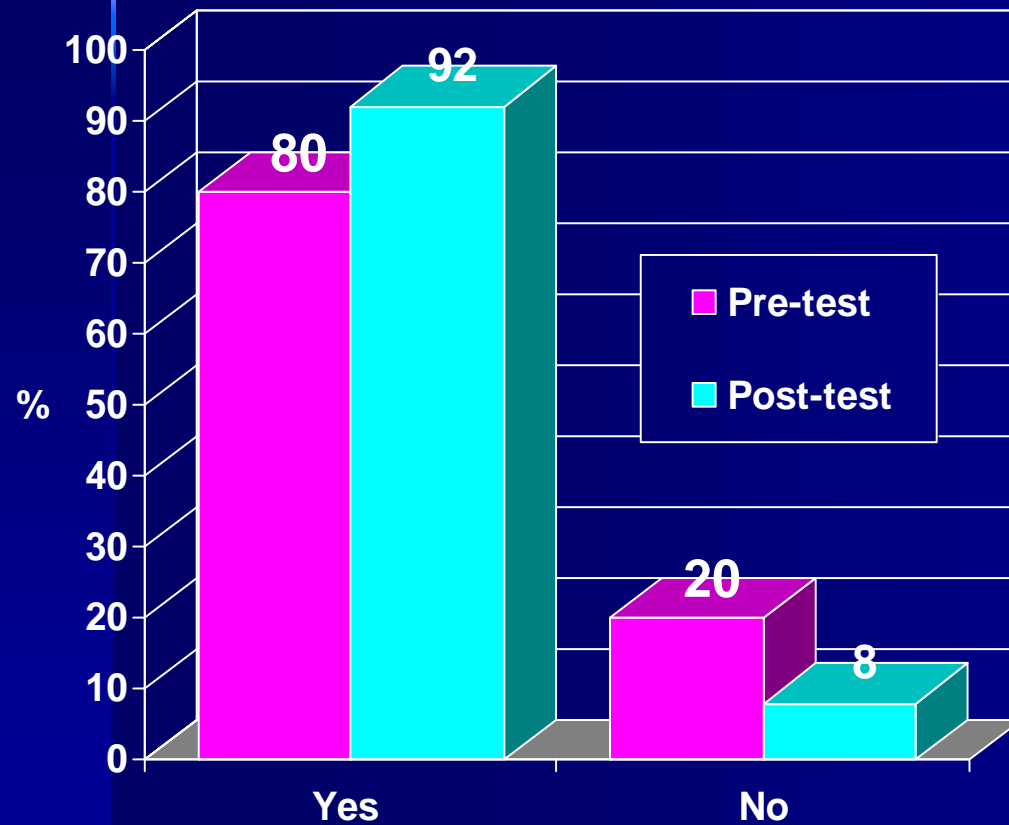
- Useful in pre treatment orientation.
- Real & practical experience already obtained from in-patient hospitalization.

Information on Vaccination during Treatment (Parent Study)



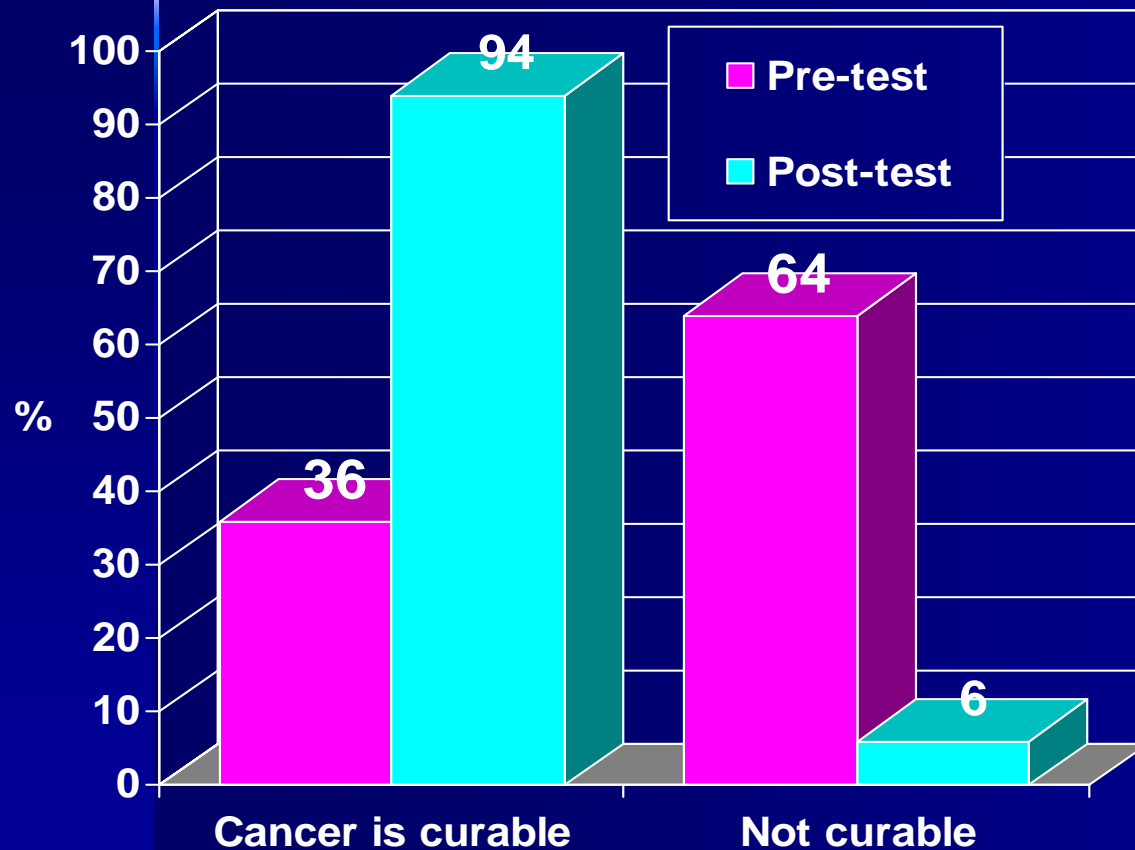
- Excellent relay of message
- Clear, simplified & impressive

Schooling and Examinations (Parent Study)



- Though significant improvement in response
- Yet phobia from injuries, bleeding, due to:
 - ? Maternal opinion
 - ? Cultural over protectiveness.

Curability & Hope (Parent Study)



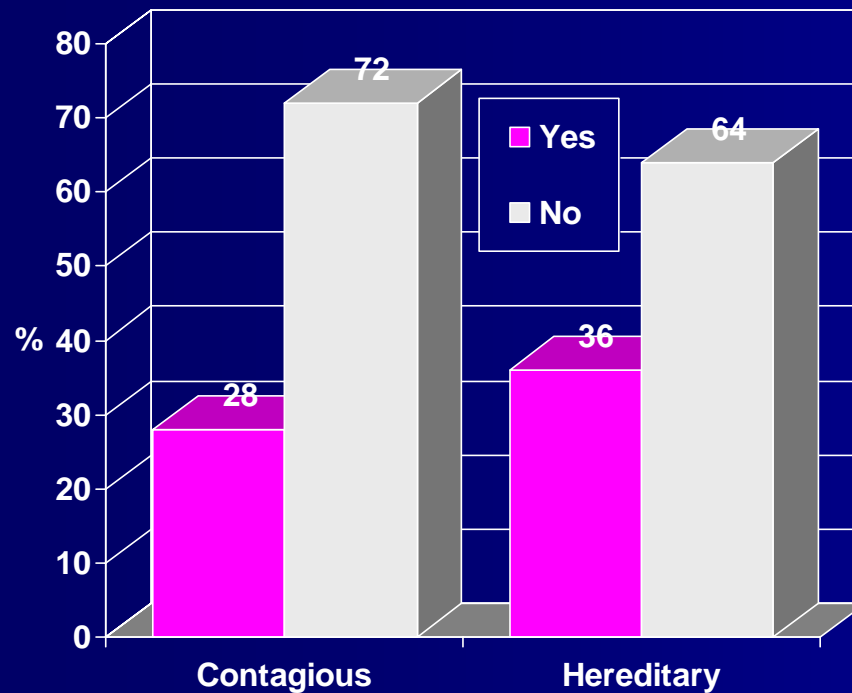
- Response to message was significantly impressive.
- Giving live examples of cured patients is inspirational

Community Study

Characteristics:

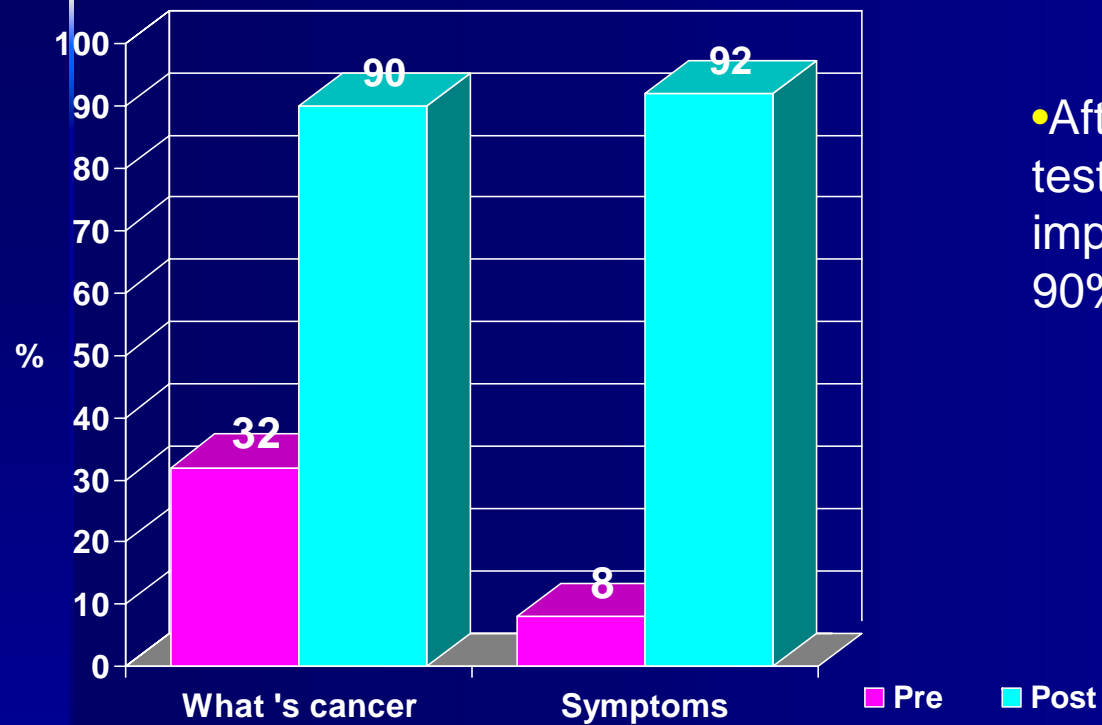
- 72% were males
- Education:
 - 86% have completed school or higher education
 - 14% Read and Write
 - 0% illiterate

Is cancer a contagious or hereditary disease? (Community Study)



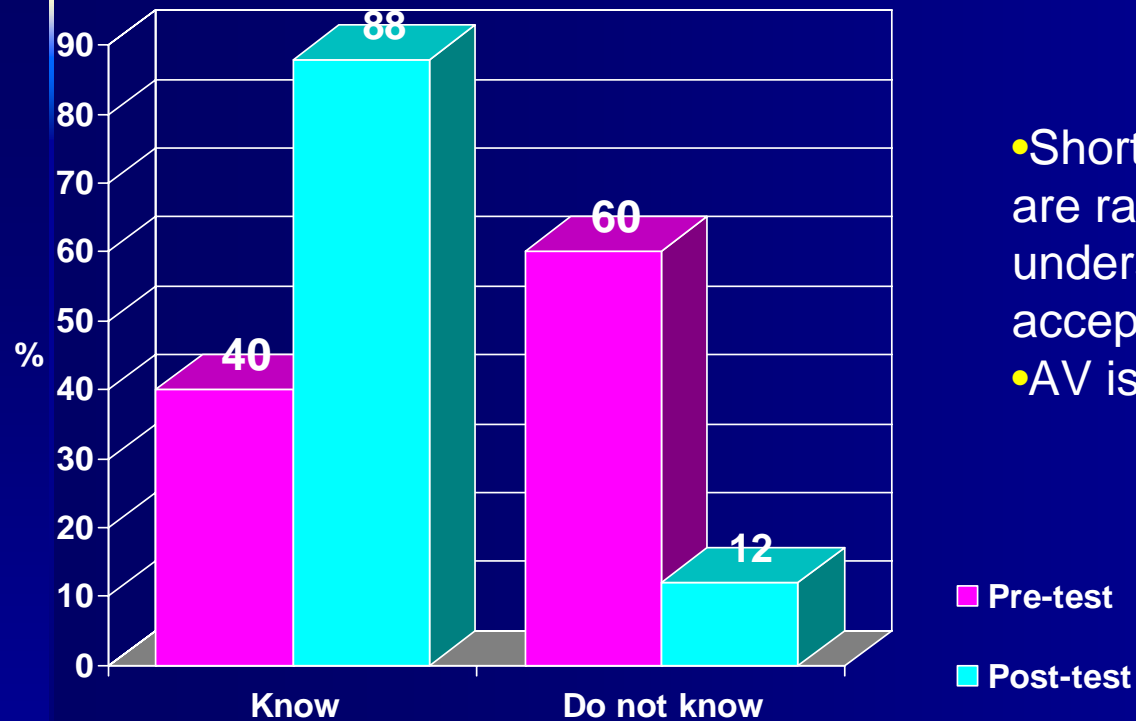
- One quarter to one third think as such
- Having a higher literacy level than parent group.
- Cancer education through mass media is legitimate

Nature of cancer and symptoms of malignancy? (Community Study)



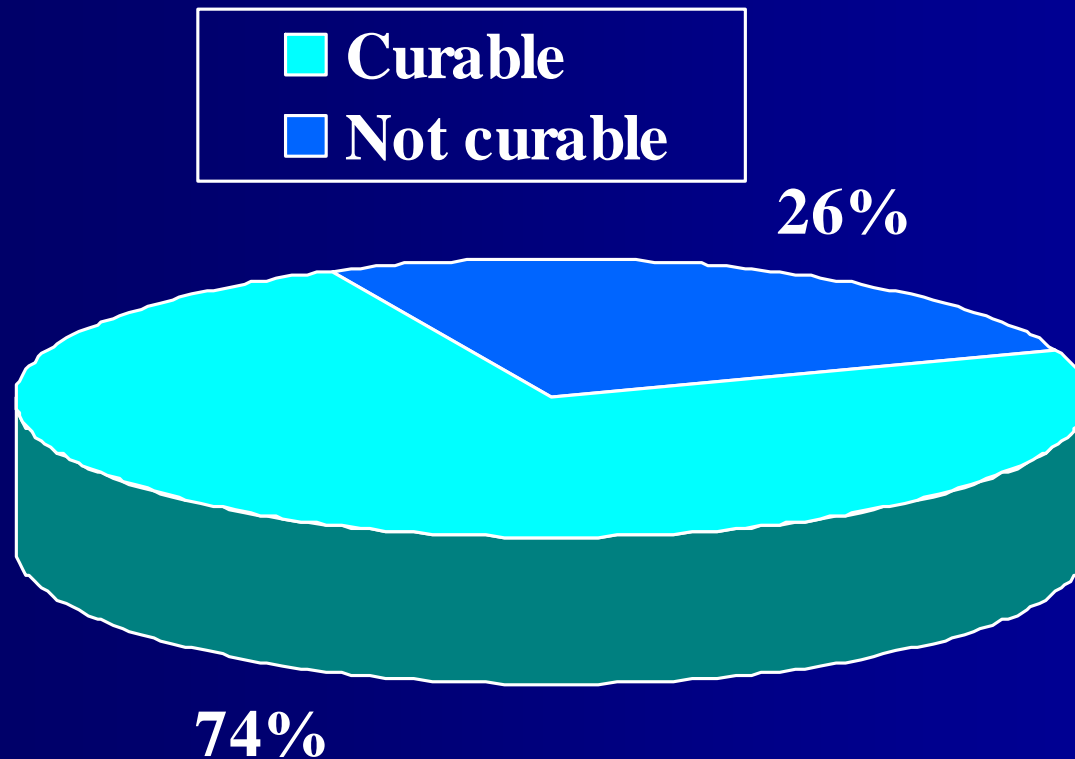
- After AV exposure, post-testing showed significant improvement in knowledge to 90%

Side Effects of Chemotherapy (Community Study)



- Short and simple messages are rapidly conveyed and well understood particularly with acceptable educational levels.
- AV is a good tool.

Curability of Cancer (Community Study)



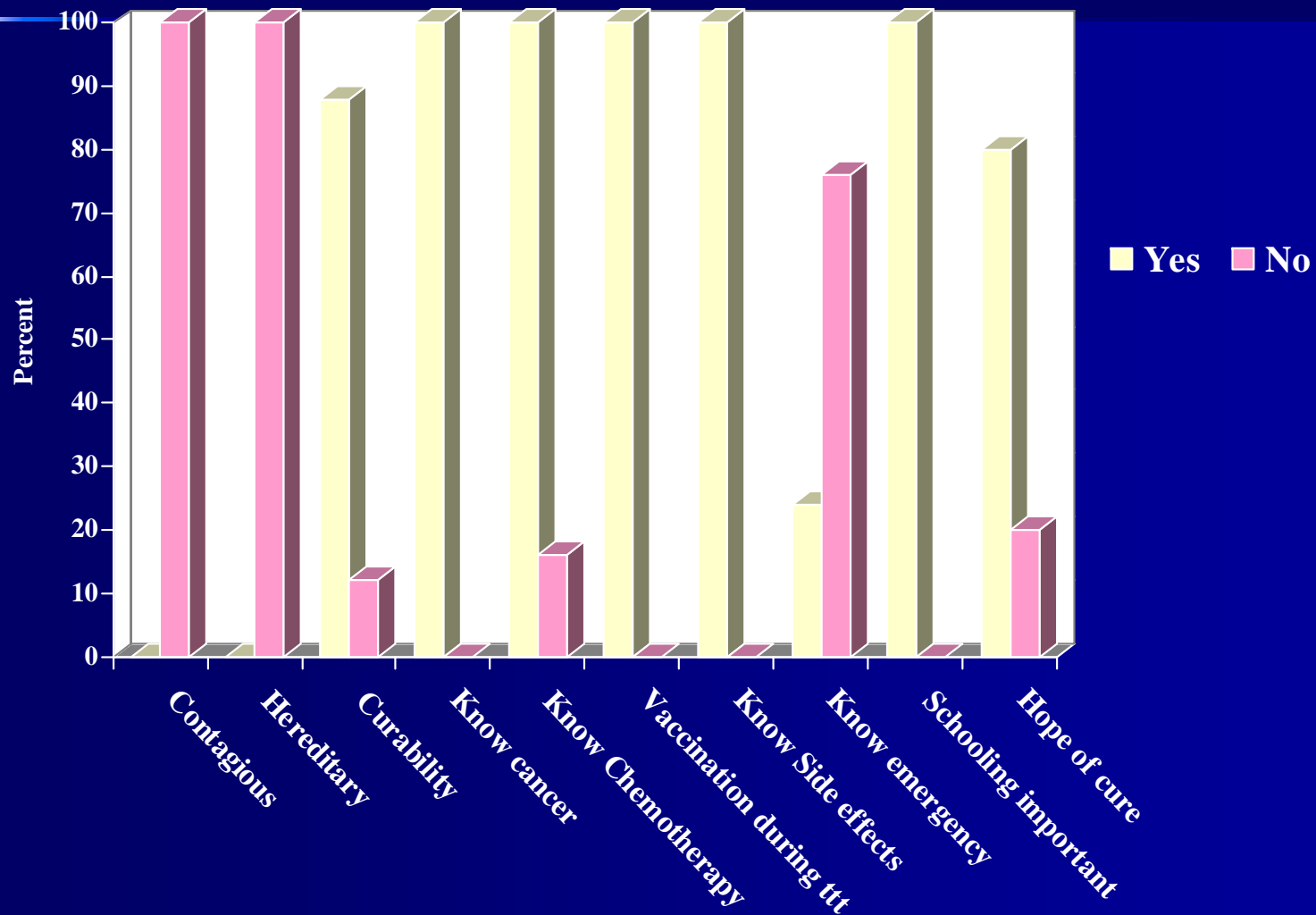
Physician & Paramedical Staff Study

25 paramedical: female predominance
4 males
21 females

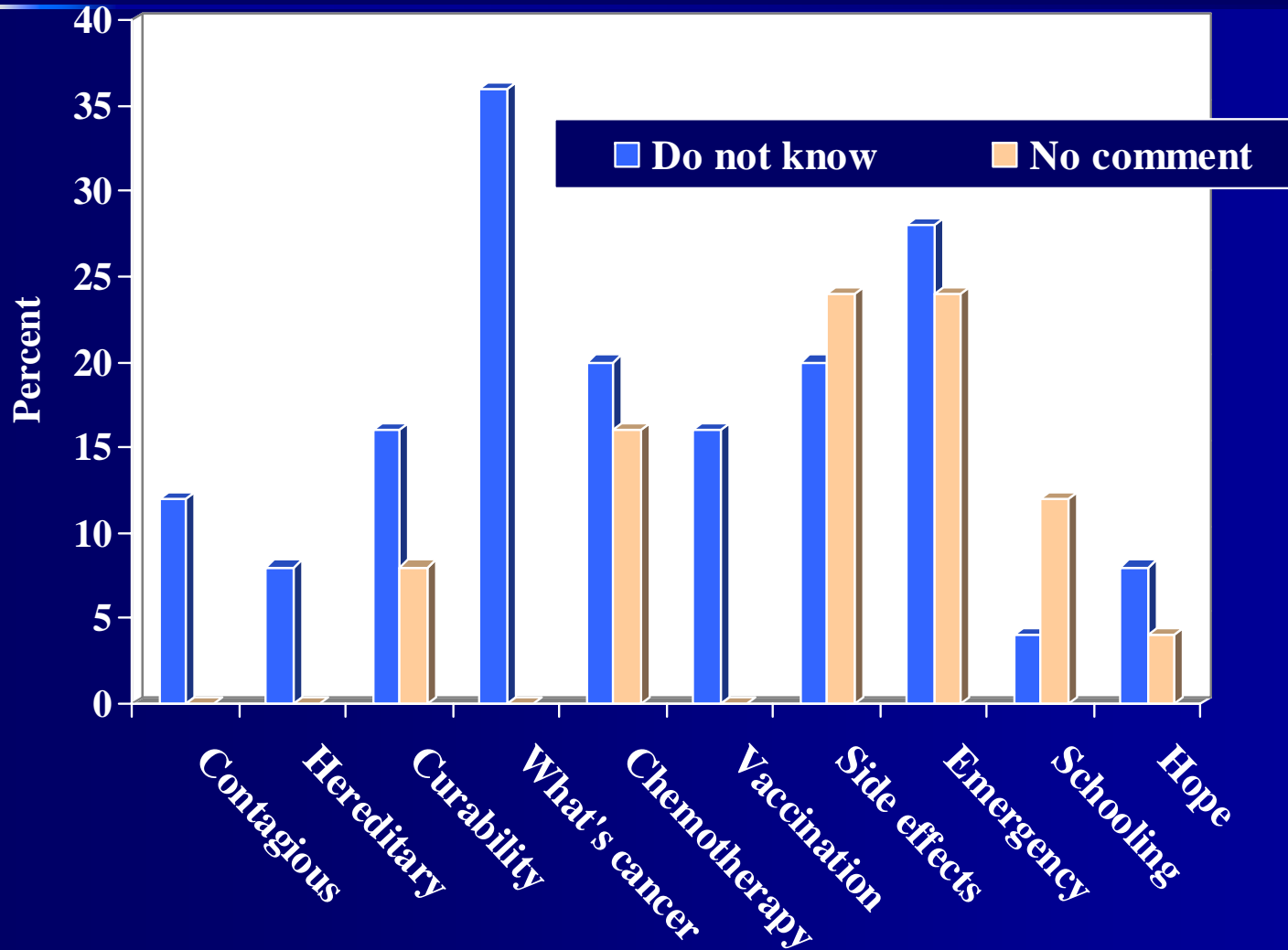
25 Physicians: even distribution
14 males
11 females

- No pre-testing performed.
- One interview post watching regarding:
 - a) Quality of A/V product
 - b) Information perceived

Information Perceived (Medical Personnel)



Information Perceived (Paramedical Staff)



Lessons Learnt from Pilot Study

- Poor quality of sound & pitch (use professional recording studios)
- Information unclear (re-visit script, use simpler methods of information relay).
- Unsatisfactory information (development of more specific AV products to complement preliminary product)
- Take-home messages (re-visit script, more clarity, simplicity and focus).
- **AV is an efficient tool that may improve survival, quality of life and can be deployed more extensively.**

Problems Encountered

1. Scarcity of funds/ traditional resource allocation (*My Child Matters Project*)
2. Novelty of idea (proper choice of participating team, celebrity, shooting sites).
3. Technical handicaps: tools of addressing targeted population (internal AV systems, lap tops, data shows) in various centers.
4. Lack of retrospective studies/data base information to control and compare.

Anticipated Outcome

- A) Improve awareness regarding symptoms, treating modalities and available resources
- B) Increased compliance to treatment and emergencies.
- C) Improved psychosocial profile of patients and families.
- D) Improve outlook to disease as curable chronic disease rather than hopeless fatal disease.
- E) Dispersion of concept/information to national, regional and international centers.
- F) Enhancement of integration/ participation of society in cancer control through:
 1. utilizing shooting locations to increase society involvement
 2. requesting assistance of peers spreading similar concepts
 3. promotion of concept in addressing chronic health problems

Resident Pediatric Oncologist Orienting Mothers Regarding Treatment Protocol & Side Effects, NCI Egypt



Education/Awareness Symposium - Lower Egypt Governorate – Attended by NCI Staff & NGO Representatives



**Audience including doctors, parents,
journalists, community leaders and laymen**



AV Presentation – Upper Egypt Governorate - Patients and families



AV Presentation – Upper Egypt Governorate Doctors, Nurses & Pharmacists



Pre/Post Testing - Patients and Families

