

Joint Event on

2<sup>ND</sup> INTERNATIONAL CONFERENCE ON **MEDICAL AND HEALTH SCIENCE**  
&8<sup>TH</sup> ANNUAL CONGRESS AND MEDICARE EXPO ON **PRIMARY HEALTHCARE**

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**Cancer awareness campaigns and primary healthcare: Gulf Council Countries****Neeraj Bedi**

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**G**ulf Council Countries (GCC) citizens are expected to have 25,000 new cases per year by 2035 which is 180% higher than in 1998. The early detection and treatment of cancer increases cure by 95% for breast, prostate and thyroid cancers and modern advanced means are able to detect triggers for colon and cervical cancers years before they occur. To prevent and control cancers awareness campaign are organized in GCC region. The campaigns are based on facts that 40% of cancer cases can be prevented by following a healthy lifestyle and more than 40% of cancer patients could recover if detected by early screening. In Saudi Arabia incidence is 24485 with more than 10518 deaths annually carrying a huge economic and resources burden. Breast cancer is number one cancer in females while in males Non-Hodgkins lymphoma. The other cancers are leukemia, lungs, liver etc. The pre-mature deaths due to risk of dying from cancers before the age of 75 are 12.1% in both sexes. 30-50% of all cancer cases are preventable. The prevention is the most cost-effective long-term strategy for the control. The national policies and programs focus on to raise awareness reduce exposure to cancer risk factors and to ensure that people are provided with the information and support they need to adopt healthy lifestyles. Tobacco and alcohol use, physical inactivity, dietary factors, obesity, overweight and infections are important modifiable risk factors. Screening is an important tool in primary healthcare to prevent and control the cancers.

**Biography**

Neeraj Bedi is a highly qualified and experienced in Public Health/Community Medicine. He has completed his Doctorate in Community Medicine from India and Masters' in Public Health from Manchester Metropolitan University, United Kingdom along with MBA in Healthcare and Hospital Management. His special interests are Healthcare Quality and Patients' Safety. He has published more than 100 research papers in local, national and international journals of repute. He is currently working as a Professor at GMC, India and also Head of Department, Epidemiology, Jazan University, Saudi Arabia.

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