RJ HOSTS 'THINK PINK' DAY AS PART OF BREAST CANCER AWARENESS CAMPAIGN

News / Events / Festivals

Royal Jordanian (RJ), in collaboration with the King Hussein Cancer Foundation, hosted “Think Pink” day at RJ's headquarters.
This event is part of the annual awareness campaign “Stay in my life… get screened”, which is organized by the Jordan Breast Cancer Programme (JBCP).
“Think Pink” day is held in order to help increase awareness about the benefit of early detection of breast cancer, which increases survival rates up to more than 90%.
Female employees were invited to benefit from a lecture given by one of the top educators and staff nurses working for the Jordan Breast Cancer Programme, Latifeh Zuhdi, who said: “The main objective of the program is to decrease the rate of death resulting from breast cancer through early detection and screening”.
She highlighted the symptoms of breast cancer and the risk factors that increase the possibility of

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being affected by the disease, and the screening tests women should perform.
Zuhdi also stressed the importance of regular screening and explained the mechanism of monthly self-examination of breasts and answered to attendees' queries, at the same time handing out awareness flyers.

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