

EUROPE BIOBANK WEEK

SEPTEMBER 13-16, 2016
VIENNA - AUSTRIA

Ahmed Samir Abdelhafiz: "Using different tools to introduce biobanking concept for the public in Egypt."



www.europebiobankweek.eu

Using different tools to introduce the concept of biobanking to the public in Egypt

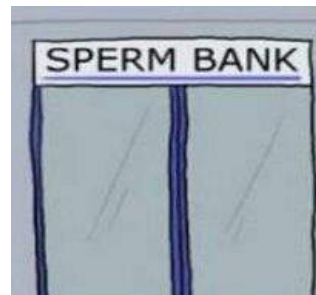
Ahmed Samir
ENCI Biobank

Biobanking, still a new concept in Egypt !!

What you say



What they think



For the public..... some obstacles

- Limited knowledge about research
- Limited fund.....No fund
- English is the language of science
- You have to create the content yourself.



Using articles in scientific magazines

- Ethical challenges facing biobanks in the Arab region
- Scidev Mena
- Informed consent..... Sample sharing..... commercialization of biobanks.



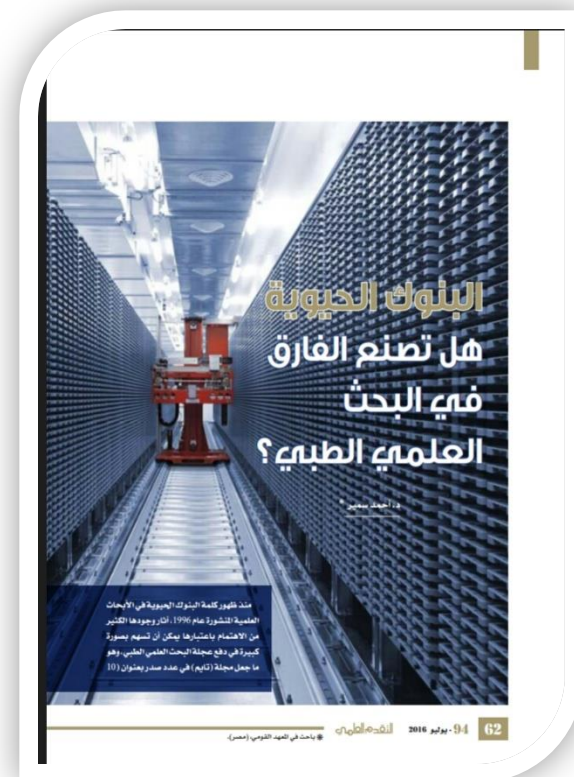
Interaction

- 4361 read on the website.
- 602 seen on Facebook.
- The most read article in February.



Biobanks, could they make the difference in medical research?

- Scientific progress magazine published in Kuwait.
- Quality..... Cancer..... Epidemics
- No data available about access.



How to build a biobank?



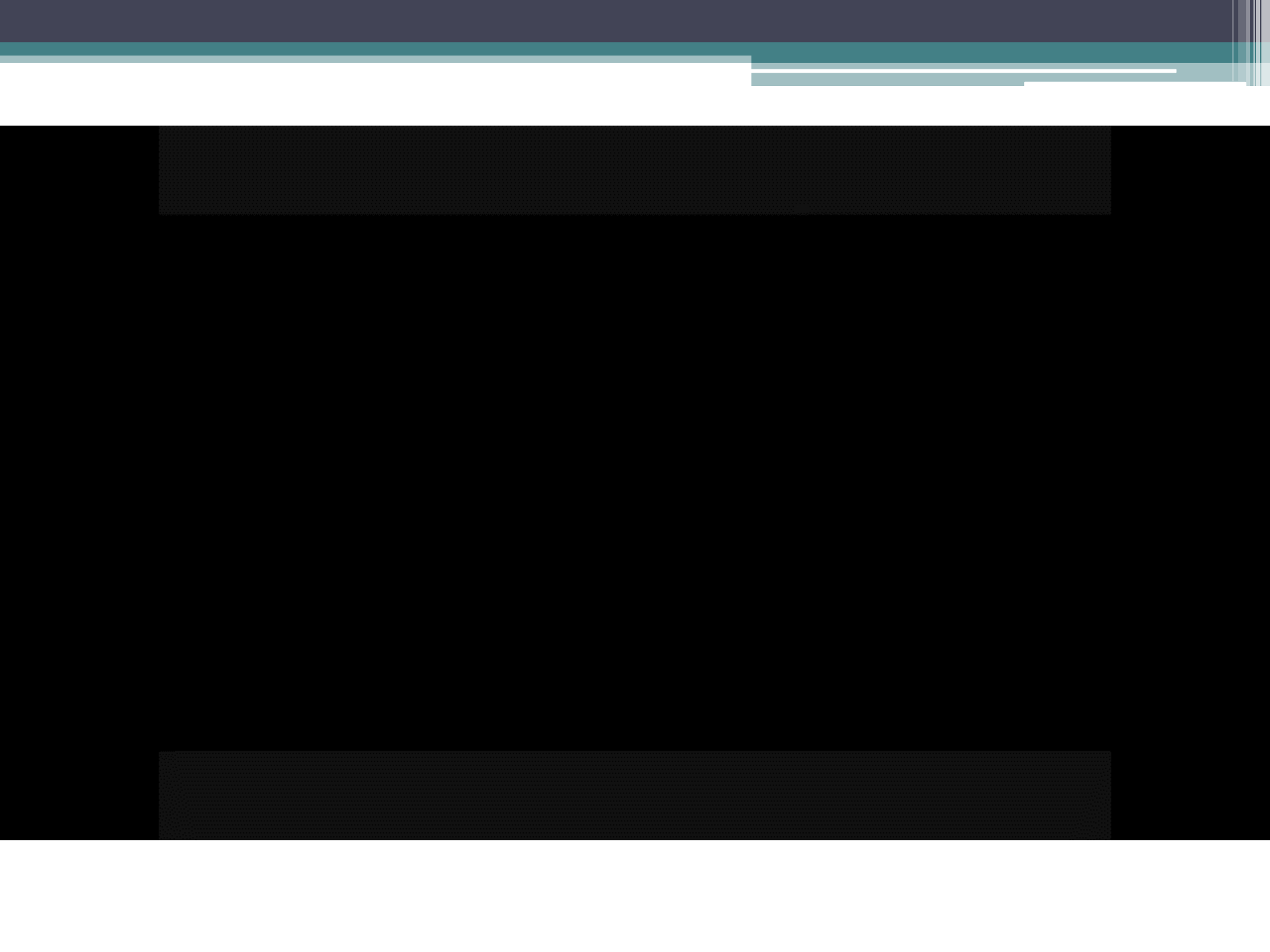
- Coming soon in Springer/ Nature
- Interview with 3 experts
- Though mainly useful for researchers, may increase awareness about the concept.

Public talks

- TEDx..... Ideas worth spreading.
- 1st public talk about biobanks in Egypt.
- TEDx WadiElRayan, a local TED event at Elfayoum city
- On talk among 18 other talks

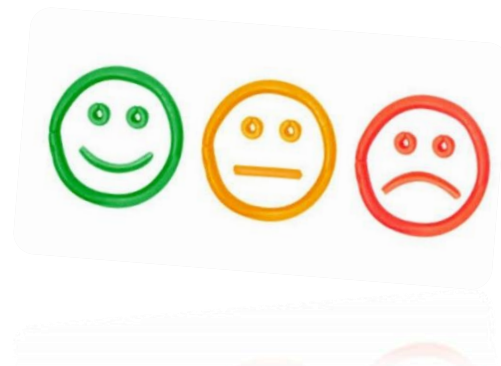


- Attended by 350 person
- 89% were undergraduate students.
- 18% were studying medical sciences while the rest came from different backgrounds.



Feedback

- This is interesting...A good step for medical research in Egypt.
- This is interesting....are you talking about something like databases.... Sperm banks for example?
- This is interesting.... Do you know, I want to donate my organs some day!





- Don't give too many scientific details.
- Focus on what people will benefit from.
- The video will be available soon on YouTube

YouTube channel

- ✓ Easy, cheap, accessible
- ✓ Will discuss medical issues and biobanks at a point of time.



يعنى ايه سرطان
يعنى ايه المرض الوحش

What is next?

- Biobanking day in Egypt, 24-9.
- Undergraduates and young researchers
- Sessions about biobanking, quality, preanalytical variables, IT, ethics, stem cells, translational research and pharmacogenetics
- Using Facebook ads for marketing and communication since we don't have a website.
- Poster no. 142815



What is next?

- Our YouTube channel
- Results may be published in Stockholm

Conclusion



- Communicating biobanking concept with the public is possible and can be inexpensive..... Just be creative and find out your way!!
- We are providing these examples for LMIC countries with limited resources.

Acknowledgment

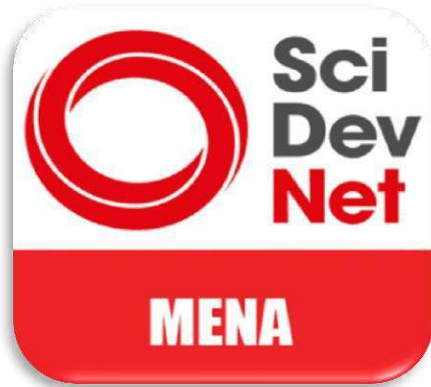


- Dr Iman Gouda
- Dr Mervat El-Deftar
- Dr Waleed Seif
- Dr Noha Radwan
- Dr Merhan Fouda
- Dina Mofed
- Nahla El-zefzafy
- Mohamed Hesham
- Omar Mohamed
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**Thank
You!!!**

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