

## Community Awareness Campaign Report [Semester 6]

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**Group Number:** C7 & C8

**Contact Person (for follow-up):** 01023384046

**Title of Health Issue Covered:** Hepatocellular Carcinoma: Protect, Prevent, Treat, Save Your Liver

### **Key Messages Delivered to the Public:**

- **Introduction:**

Hepatocellular carcinoma (HCC) is a significant health concern due to its high incidence and mortality rates in Egypt and worldwide. Early detection is crucial as HCC is often asymptomatic in its initial stages.

- **Key Messages:**

#### **Understanding Hepatocellular Carcinoma**

1. HCC is a type of liver cancer with a high rate of death.
2. Awareness of its prevalence is essential for prevention and early intervention.

#### **High-Risk Populations:**

1. Individuals with chronic liver diseases (e.g., hepatitis B or C, cirrhosis).
2. Those with a family history of liver cancer.
3. People with lifestyle factors such as obesity.
4. **Early screening** is vital for these groups to detect HCC before symptoms appear.

#### **Importance of Early Screening:**

1. Early detection offers more curative treatment options and better prognosis.
2. Screening locations: We provided information on where and when high-risk individuals can go for screening (outpatient clinics GISC) and what investigations they will do.

#### **Consequences of Neglect:**

1. Delaying medical attention can lead to advanced stages of HCC, where curative treatments are limited.
2. Emphasize the importance of not waiting for symptoms to appear.

#### **When to See a doctor:**

1. Encourage regular check-ups for high-risk individuals.
2. Highlight symptoms that should prompt immediate medical consultation (e.g., unexplained weight loss, jaundice, abdominal pain).


#### **Treatment Options:**

1. Early Stages: Curative treatments such as surgery, liver transplantation, and localized therapies.
2. Late Stages: Limited to palliative care to manage symptoms and improve quality of life.
3. Stress the importance of early intervention to avoid reliance on palliative care.

### Conclusion:

1. Act Now: High-risk individuals should prioritize early screening and regular medical check-ups.
2. Save Your Liver: Early detection and treatment can significantly improve outcomes and save lives.

### Campaign Locations:

| Location & Date  | Why chosen?   | Estimated number of people reached | Type of audience (e.g., children, elderly, general public) |
|--|---|------------------------------------|--|
| <ul style="list-style-type: none"><li>Al-Saada Club: seniors club</li><li>9/4/2025</li></ul> | <ul style="list-style-type: none"><li><b>**High-Risk Group**</b>: Seniors are often at higher risk for hepatocellular carcinoma due to age-related factors and the potential accumulation of risk factors over time, such as chronic liver diseases.</li><li><b>**Awareness and Education**</b>: Seniors might not be as aware of the latest medical information and screening recommendations. Our campaign provided valuable education and encouraged proactive health measures.</li><li><b>**Community Influence**</b>: Seniors often have strong community ties and can influence their peers and family members. By educating them, we can create a ripple effect, spreading awareness more broadly.</li><li><b>**Health Prioritization**</b>: Seniors are generally more focused on health and wellness, making them more receptive to messages about early detection and preventive care.</li><li><b>**Access to Resources**</b>: Senior clubs often have the infrastructure to support health campaigns, such as meeting spaces and regular gatherings, making it easier to reach and engage with this audience.</li></ul>  | 27                                 | Elderly people   |
| <ul style="list-style-type: none"><li>Al-Gazera sports Club</li><li>10/4/2025</li></ul>      | <ul style="list-style-type: none"><li><b>Broad Audience</b>: Sports clubs attract a diverse group of people, including athletes, fitness enthusiasts, and their families. This allowed us to reach a wide audience with our message.</li><li><b>Health Awareness</b>: Members of sports clubs are generally more health-conscious and may be more receptive to information about</li></ul>  | 140                                | General public   |

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|  | <p>preventive health measures and early screening.</p> <ul style="list-style-type: none"> <li>• <b>Influence and Visibility:</b> Well-known sports clubs have a high level of visibility and influence in the community. Partnering with them can amplify our campaign's reach and impact.</li> <li>• <b>Active Lifestyle:</b> Promoting liver health aligns well with the values of sports clubs, which emphasize maintaining an active and healthy lifestyle. This can make our message more relatable and compelling.</li> <li>• <b>Community Engagement:</b> Sports clubs often host events and activities that bring people together. These gatherings provide an excellent opportunity to engage with the community and disseminate our campaign messages effectively.</li> </ul> |  |  |
|--|---|--|--|



### Materials and Methods Used:

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| <p>Educational Materials Used<br/>(e.g., brochures, posters, infographics):</p> | <p>We used:</p> <ol style="list-style-type: none"> <li>1- Brochures</li> <li>2- Posters (2)</li> <li>3- Awareness cards</li> </ol>   |
| <p>Interactive Tools<br/>(e.g., models, videos, games, giveaways):</p>          | <p>We used:</p> <ol style="list-style-type: none"> <li>1. Video of where to do screening</li> <li>2. Giveaways: <ul style="list-style-type: none"> <li>- Ribbons representing HCC (Pins)</li> <li>- Pens</li> <li>- Chocolate, Candies, Cakes.....</li> <li>- Balloons</li> </ul> </li> <li>3. Games: <ul style="list-style-type: none"> <li>- Mystery box containing questions about HCC</li> <li>- Dart board</li> <li>- Cross word</li> <li>- X/O game</li> <li>- Cards containing funny questions</li> </ul> </li> </ol> |

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|  | - frame for taking photos   |
| Approach Used to Communicate<br>(e.g., one-to-one discussion, group sessions): | We used both one to one discussion and group discussion   |
| Language/Style Adaptations Made for the<br>Target Audience:                    | <p><b>Al-Saada Club</b></p> <ol style="list-style-type: none"> <li>1. <b>Simple Language:</b> Using clear and straightforward language to ensure understanding.</li> <li>2. <b>Empathetic Tone:</b> Emphasizing care and support to resonate with seniors.</li> </ol> <p><b>Al-Gazera Sports Club</b></p> <ol style="list-style-type: none"> <li>1. <b>Active Lifestyle Focus:</b> Highlighting the benefits of physical activity and healthy living.</li> <li>2. <b>Dynamic Presentation:</b> Using energetic and motivational language to keep the audience engaged.</li> <li>3. <b>Interactive Elements:</b> Including demonstrations, Q&amp;A sessions, and hands-on activities.</li> <li>4. <b>Practical Tips:</b> Offering actionable advice on diet, exercise, and preventive measures.</li> </ol> |



## Observations and Feedback

### Public Reaction and Engagement:

We anticipate a positive and impactful public reaction:

1. Increased awareness about hepatocellular carcinoma and the importance of early screening.
2. High-risk individuals are motivated to seek early screening and regular check-ups, and they know where to screen.
3. A sense of community support, with people encouraging each other to take preventive measures.
4. Valuable knowledge gained about liver health, risk factors, and treatment options.

### Any Questions Frequently Asked by the Audience:

#### Seniors Club:

What are the early symptoms of hepatocellular carcinoma?

How often should I get screened for liver cancer?

What are the risk factors for hepatocellular carcinoma?

Where can I go for screening and treatment? **This was the most frequent question in both clubs**

What are the treatment options available for early and late stages? Will I die if I get HCC?

#### Sports Club:

Can an active lifestyle reduce the risk of liver cancer?

Are there specific dietary recommendations to prevent liver cancer?

What should I do if I have a family history of liver cancer (and sometimes some of them add that they have a liver condition also like fatty liver on top)? **Most frequently asked**

How can I support friends or family members who are at risk?

## Feedback Received (if any):

### 1. Feedback from one of the people we met in Al-Sada Club



### 2. A questionnaire we conducted at Al Jazira Club



## Challenges Faced:

### 5. Any Logistical, Communication, or Public Engagement Challenges:

- Venue Availability: Securing suitable times and spaces at both clubs for our events was challenging.
- Message Clarity: Ensuring our messages were clear and easily understood by diverse audiences.
- Engagement: Keeping the audience engaged and interested throughout the campaign.
- Awareness: Ensuring people know about the campaign and its importance.
- Participation: Encouraging people to attend and participate actively.
- Overcoming Hesitancy: Addressing fears or misconceptions about liver cancer and screening.

### 6. How the Group Managed or Adapted to These Challenges:

- Venue Availability: We planned and booked venues well in advance and coordinated closely with club management to ensure availability and support. (done mostly by our coordinators)
- Message Clarity: We used simple language and visual aids, tailoring our communication style to the audience. We also incorporated interactive elements like Q&A sessions and demonstrations.
- Engagement: We included engaging visuals, real-life stories, and interactive activities to keep the audience interested.



- Awareness: We utilized multiple channels for promotion, including social media, local newspapers, and club newsletters. We also engaged influencers within the clubs to spread the word.
- Participation: We announced our campaign on our Instagram page to tell people that we will be there, and all the group members shared the announcement so that it would reach a large number of people.
- Overcoming Hesitancy: We provided empathetic and reassuring information, shared success stories, and emphasized the positive outcomes of early detection.

## Lessons Learned

### 7. What the Group Learned from the Campaign:

- Increased Awareness: We observed a significant increase in awareness about hepatocellular carcinoma (HCC) among the target audiences.
- Engagement: Both seniors and sports club members were highly engaged, asking insightful questions and participating actively.
- Community Support: The campaign fostered a sense of community, with attendees supporting each other in taking preventive health measures.
- Importance of Early Screening: Many participants expressed a newfound understanding of the importance of early screening and regular check-ups.
- Effective Communication: Tailoring our messages to the specific audience (seniors and sports club members) proved to be highly effective

### 8. Suggestions for Improvement in Future Campaigns:

- Collaborative Workshops: Organize workshops with healthcare professionals, nutritionists, and fitness experts to provide comprehensive education on liver health and preventive measures.
- Interactive Technology: Utilize interactive technology such as apps or virtual reality to educate participants about hepatocellular carcinoma and its prevention in an engaging way.
- Incentives for Participation: Offer incentives such as free health screenings, wellness products, or discounts on health services to encourage participation.
- Feedback Analysis: Analyze feedback from participants to identify areas for improvement and tailor future campaigns to better meet the needs of the community.

## Visual Documentation:

### 9. Attach 2–4 Photos from the Campaign (with captions):



#### "Championing Liver Health: A Successful Outreach at Al-Saada Club"

This image captures the essence of our campaign on hepatocellular carcinoma, showcasing the dedication of our team and the enthusiastic participation of the Al-Saada club members. Together, we are raising awareness, promoting early screening, and empowering individuals to take proactive steps in protecting their liver health. 🚩👉



#### "Celebrating together at the event, their smiles say it all!"

This photo captures the joy and camaraderie of our campaign event at Al-Saada club. These happy faces reflect the positive impact of our efforts to raise awareness about hepatocellular carcinoma and promote early screening. Together, we are making a difference in liver health and empowering our community. 🚩👉





**Caption: "Our Dedicated Team at Al-Gazera Sports Club Campaign Day"**

This photo showcases our committed team during the campaign event at the sports club. Together, we worked tirelessly to raise awareness about hepatocellular carcinoma, emphasizing the importance of early screening and proactive health measures. Our efforts are making a significant impact in promoting liver health within the community. 🌟



**Caption: "Raising Awareness: HCC Can Affect All Ages"**

This photo features one of our dedicated team members with a young boy during our campaign event at Al-Gazera sports club. We aimed to educate families about the importance of liver health and the fact that hepatocellular carcinoma risk increases with age, but younger individuals with risk factors such as chronic hepatitis infection or genetic condition should also be vigilant. Early awareness and proactive measures are crucial in protecting the health of our loved ones. 🌟👨‍👩‍👧‍👦

## 10. Attach the soft copy of the brochures used in your campaigns.

### عوامل الخطر:

- ١- تندب الكبد، المعروف باسم تليف الكبد، هو السبب الأكثر شيوعاً للإصابة بسرطان الكبد.
- ٢- الفيروسات الكبدية، وخاصة التهاب الكبد الوبائي C و B، شائعة جداً في مصر.
- ٣- بعض الأطعمة قد تكون ملوثة بمادة تسمى الأفلاتوكسين، مما يزيد من خطر الإصابة بسرطان الكبد.
- ٤- الاستهلاك المفرط للكحول على مدى فترة طويلة يمكن أن يؤدي إلى تلف الكبد وزيادة خطر الإصابة بسرطان الكبد.
- ٥- مرض الكبد الدهني، الذي يرتبط غالباً بأمراض مثل السكري والسمنة.



### الأعراض:

- بدون أعراض: غالباً ما تكون علامات وأعراض تليف الكبد موجودة لدى مرضى سرطان الخلايا الكبدية، مما يخفي وجود السرطان في مراحله المبكرة.
- ألم في البطن
- الصفراء
- أعراض ارتفاع الوريد البابي الكبدية مثل الاستسقاء والنزيف
- الحمى
- تضخم الكبد

### الكشف المبكر

للأشخاص المستهدفون للفحص:

- جميع المرضى المصابين بتليف الكبد.
- المرضى المصابون بعدوى فيروس التهاب الكبد C المستمرة أو حتى الذين خضعوا للعلاج.
- المرضى المصابون بعدوى فيروس التهاب الكبد B المستمرة.
- الأشخاص الذين لديهم تاريخ عائلي للإصابة بسرطان الخلايا الكبدية.



### العلاج:

- الاستئصال الجراحي:  
يمكن عمل الاستئصال الجراحي في المراحل المبكرة من الورم وبشرط أن تكون وظائف الكبد جيدة، مع عدم وجود انتشار للورم خارج الكبد.
- زراعة الكبد (من متبرع حي أو ميتوفى):  
يعتبر الحل الأمثل لاورام الكبد حيث انه يعالج الورم والتليف بالكبد المسبب للورم ولكن بشرط عدم انتشار الورم خارج الكبد.
- علاجات الأشعة الداخلية:  
تشمل:  
١- التردد الحراري والميكروويف  
٢- الحقن الشرياني الكيميائي  
٣- الحقن الشرياني الإشعاعي
- العلاجات الجهازية:  
تستخدم أدوية العلاج المناعي لتحفيز جهاز المناعة على مهاجمة الخلايا السرطانية.
- العلاج الإشعاعي



### معدل الحدوث:

يُعد سرطان الخلايا الكبدية (HCC) أحد أكثر الأورام الخبيثة انتشاراً من حيث معدل الحدوث والوفيات عالمياً. تتزايد معدلات الوفيات الناتجة عن HCC عالمياً، وخاصة في العالم الغربي. أما بالنسبة لمصر، فقد كانت ثاني أعلى دولة من حيث خطر الإصابة بسرطان الكبد في عام 2018 بعد منغوليا، حيث تحدث أكثر من 90% من الحالات في سياق أمراض الكبد المزمنة.



### ماهو سرطان الخلايا الكبدية

سرطان الخلايا الكبدية (HCC) هو النوع الأكثر شيوعاً من السرطانات التي تصيب الكبد. ينشأ هذا السرطان من خلايا الكبد (الخلايا الكبدية). غالباً ما يكون الكبد منتدباً نتيجة مرض أو حالة صحية مزمنة بالكبد أو استهلاك مفرط للكحول، مما يؤدي إلى تطور الورم.



This Community Awareness Campaign was prepared & reported by a student team of the Class of 2027, under the supervision of Dr Hosam Hamed (Semester 6 Chief Tutor), Prof. Rafik Barakat (Phase 2 Director), and Prof. Ahmed Negm (MMPME Program Director).

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