Media Coverage Report

TB Article Coverage
25 March 2010

Prepared for Weill Cornell
March 25, 2010
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## Results Summary

### Monitoring Scope

<table>
<thead>
<tr>
<th>Monitoring Period</th>
<th>March 23 – 25</th>
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<tbody>
<tr>
<td>Geography</td>
<td>Qatar and the region</td>
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<tr>
<td>Media</td>
<td>General Dailies &amp; Websites, News Portals</td>
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<tr>
<td>Media Hits</td>
<td>9</td>
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<tr>
<td>Circulation</td>
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<tr>
<td><em>print media only</em></td>
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<tr>
<td>ROI:</td>
<td>US $ 70,015.53</td>
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</table>

<table>
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<tr>
<th>Media Type</th>
<th>Media Hits</th>
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<tbody>
<tr>
<td>Arabic Print Media</td>
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<tr>
<td>English Print Media</td>
<td>3</td>
<td>62,000</td>
</tr>
<tr>
<td>Arabic Online Media</td>
<td>1</td>
<td>N/A</td>
</tr>
<tr>
<td>English Online Media</td>
<td>4</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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25 March 2010

Arabic Print Media Coverage
1/3 of world population suffers from TB and no end of the disease before 2050
نصف المرضى المهجرين بالموت إذا ترتكب بعده عاجل

الدروس:
- أن هناك زيادة في سكان العالم، ويجب أن تكون هناك زيادة في الخدمات الصحية والطبية لضمان صحة وتوفيق جميع السكان.
- يجب أن تكون هناك زيادة في التعليم والتدريب على الصحة، لتوفير خدمات صحية أفضل.
- يجب أن تكون هناك زيادة في الموارد المالية لضمان توفير خدمات صحية أفضل.

العمل:
- يجب أن تكون هناك زيادة في التعاون الدولي لضمان توفير خدمات صحية أفضل.
- يجب أن تكون هناك زيادة في البحث العلمي لتطوير أدوية وتقنيات صحية أفضل.

الشئون:
- يجب أن تكون هناك زيادة في القضايا الاجتماعية لضمان توفير خدمات صحية أفضل.
- يجب أن تكون هناك زيادة في الشروط المعيشية لضمان توفير خدمات صحية أفضل.

ال משך:
- يجب أن تكون هناك زيادة في الإحترام والاحترام، لتوفير خدمات صحية أفضل.
- يجب أن تكون هناك زيادة في التعليم والتدريب، لتوفير خدمات صحية أفضل.

نقدركم بالشكر.

كتاب أطهار كورنييل في قطر
Weill Cornell Medical College in Qatar

Qatar Foundation

Prepared by Hill & Knowlton Qatar LLC
TB Article Coverage
25 March 2010

English Print Media Coverage
New strategy needed to eliminate TB

Today is World Tuberculosis Day, a designation by the World Health Organisation designed to focus attention on the disease.

By Leith Abu-Raddad, Ghina Murtaz and Hiam Chehaili
Doha

Tuberculosis (TB) is a common, often deadly infectious disease that affects about one third of the world’s population. It is caused by a specific kind of bacteria and the infection is spread through the air when people cough, sneeze or spit.

TB usually affects the lungs but it can also affect other parts of the body. Symptoms include a chronic cough with blood-tinged sputum, fever, night sweats, and weight loss. However, the disease is latent in most infected people, that is, they don’t suffer from any symptoms.

TB becomes active and shows symptoms in about one in 20 of those infected. In those cases, if left untreated, it kills more than half its victims.

New infections occur at a rate of about one per second. While the proportion of people who become sick with tuberculosis each year is stable or falling worldwide, the absolute number of new cases is increasing because of population growth.

In 2007 (the most recent year for which data are available), there were an estimated 1.7mn chronic active cases, 0.3mn new cases, and 1.8mn deaths, mostly in developing countries. In 2005, in the Middle East and North Africa, there were an estimated 770,000 chronic active cases, 583,000 new cases, and 103,000 deaths. The HIV/AIDS pandemic has enlarged the problem, particularly in sub-Saharan Africa where most HIV cases are concentrated, because people with HIV/AIDS are more susceptible to TB.

The Bill and Melinda Gates Foundation
tion (BMGF) in the US has embarked on a large scale effort to rectify this problem by allocating $900mn for the development of new diagnostics, drugs, and vaccines. The foundation also provided funding for a study to determine the impact of these new products.

That study, directed by Laith Abu Raddad, PhD, in collaboration with researchers from Fred Hutchinson Cancer Research Center, the University of Washington, and the World Health Organisation, was published in the Proceedings of the National Academy of Sciences. We found that each of the novel vaccines, drug regimens and diagnostics under development will offer substantial reductions in TB incidence and TB-related mortality compared with current approaches.

However, our study also determined that these interventions alone are unlikely to achieve TB elimination by 2050. Elimination will require strategies such as campaigns to identify active cases and the development of new products that target the large pool of TB latent infection carriers worldwide.

Laith Abu-Raddad, Ghina Muntaq and Hiam Chehadeh are members of the Infectious Disease Epidemiology Research Group at WCMC-Q, Doha.

Scale: 1:0.80
TB cases on the rise, says WCMC-Q study
JOSEPH VARGHESE
Doha

A study conducted by a research team at Weill Cornell Medical College in Qatar (WCMC-Q) has discovered that the number of tuberculosis infections is on the rise and advocated for more investment and intervention to eradicate the deadly disease.

The team comprised Laith Abu-Raddad, an assistant professor in public health; Ghina Mumtaz, research specialist/epidemiologist and Hiam Chemaitelly, research specialist/epidemiologist.

According to the study, new infections occur at the rate of about one case per second. While the proportion of people who become sick with tuberculosis each year is stable or falling worldwide, the number of new cases is increasing because of population growth.

The study stated that in 2007, there were an estimated 13.7 million chronic active cases, 9.3 million new cases, and 1.8 million deaths mostly in developing countries. In the same year, there were an estimated 770 thousand chronic active cases, 583 thousand new cases, and 105 thousand deaths in the Middle East and North Africa.

The HIV/AIDS pandemic has compounded the problem, particularly in sub-Saharan Africa, because people with HIV/AIDS are more susceptible to TB.

According to the study, each of the vaccines, drug regimens and diagnostics under development will offer substantial reductions in TB incidence and TB-related mortality compared with current approaches. The study however, stated that these interventions alone cannot achieve TB elimination by 2050. Elimination will require strategies such as campaigns to identify active cases and the development of new products that target TB latent infection carriers worldwide.

The Bill and Melinda Gates Foundation (BMGF) in the United States has embarked on a large scale effort to rectify this problem by allocating $900 million for the development of new diagnostics, drugs, and vaccines. The foundation also provided funding for a study to determine the impact of these new products. The study, directed by Laith Abu Raddad, in collaboration with researchers from Fred Hutchinson Cancer Research Centre, the University of Washington, and the World Health Organization, was published in the Proceedings of the National Academy of Sciences.

Tuberculosis (TB) is a common, often deadly infectious disease that affects about one third of the world’s population. TB is caused by a specific bacteria and spread through the air when people cough, sneeze or spit. It attacks the lungs and affects other parts of the body.

March 24 is observed as the World Tuberculosis Day.
More efforts to curb spread of TB urged

DOHA: With one third of the world population being affected, the World TB Day, today, calls for new interventions and investments to curb its spread. More than 600 active Tuberculosis (TB) were detected in Qatar last year with a slight majority being males, according to reports from Supreme Council of Health.

TB is caused by a specific kind of bacteria that spread through the air and attacks the lungs. Symptoms include a chronic cough with blood-tinged sputum, fever, night sweats, and weight loss.

However, the disease is latent in most infected people and do not show any symptoms. If left untreated, it kills more than half of those who are active victims. New infections occur at a rate of about one per second.

In 2007, 13.7 million chronic active cases, 9.3 million new cases, and 1.8 million deaths occurred due to TB, mostly in developing countries. During the same period, an estimated 730 thousand chronic active cases, 583 thousand new cases, and 165 thousand deaths were reported in the Middle East and North Africa region.

"There is no magic solution to eliminate TB incidence and mortality currently available or being developed," said Dr. Laith Abu Bakr, a member of the Infectious Disease Epidemiology Research Group at WCMC-Q.

"It could take decades before such a solution is developed. However, there are current interventions as well as novel interventions being developed, that will reduce TB incidence and mortality substantially though still they will not eliminate TB by 2050 as is hoped," he told The Peninsula.

"The novel TB interventions that can help reduce TB incidence and mortality substantially are, novel diagnostics that will allow more TB diagnosis at early stages before more severe forms of the disease occur. Currently the level of case detection in many countries is only at about 70 percent."
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25 March 2010

Arabic Online Media Coverage
1/3 of world population suffers from TB and no end of the disease before 2050

ثلث سكان العالم مصابون بالسل ولا فضائل على المرض قبل 2050

WCMC-Q

23-03-2010

الدوحة-العرب

ذكر ثلاثة باحثين أكاديميين في مجموعة أبحاث الأمراض المعدية والأوبئة بكلية طب ويل كورنيل في قطر أن مرض «السل» يؤثر على ثلث سكان العالم، وأشاروا إلى أن عدد الحالات الجد

 جاء ذلك في دراسة مختصرة عن مرض «السل» تم الكشف عنها بمناسبة احتفال العالم

يوم غد الأربعاء باليوم العالمي للسل، وجرى تحديد هذه المناسبة من قبل منظمة

الصحة العالمية، بهدف تركيز الاهتمام على المرض والجهود المبذولة للقضاء عليه.

شارك في الدراسة كل من: د. ليث أبو رداد الباحث الرئيسي ومدير مركز أبحاث الأحياء

والرياضيات الإحصائية وأستاذ مساعد في قسم الصحة العامة، وغنى ممتاز ماجستير

في الصحة العامة وباحثة متخصصة في علم الأمراض، وهيام شميطلي ماجستير في

الصحة العامة وباحثة متخصصة في علم الأمراض ويل كورنيل في قطر.

أوضح الدراسة أن السل يعد مرضًا شائعاً، وهو غالبًا من الأمراض المعدية التي تؤثر

على ثلث سكان العالم. ويبين هذا المرض نوعًا معينًا من البكتيريا التي تنتشر العدوى

عن طريق الهواء، وفعل السعال، وكذلك من خلال العضلات والبطانة. ويهجم السل في

العادة الرئتين، لكنه يمكن أيضًا أن يؤثر على أجزاء أخرى من الجسم.

وبينت أن أعراضه تشمل السعال المزمن مع بلغم يشبه الدم، وكذلك الحمى، والتهضيم.

اللثني، وفقدان الوزن. ومع ذلك فإن هذا المرض كامن في معظم الناس المصابين، أي

أنه قد لا يظهر عليهم أعراض المرض ولا يعانون من أي أعراض تتعلق به. ولكن

السل يصبح ناشطاً وظهر الأعراض في نحو 5% من المصابين. وفي تلك الحالات، إذا

ترك المرض دون علاج فإنه يقتل أكثر من نصف ضحاياه.

وذكر معدو الدراسة أن حالات العدوى الجديدة تحدث بمعدل حوالي إصابة واحدة في كل
ثانيًا، وفي حين أن نسبة الأشخاص الذين يصابون بالسمن كل سنة مستقرة، أو في تراجع في جميع أنحاء العالم، إلا أن العدد الكلي للحالات الجديدة أخذ في التزايد بسبب النمو السكاني.

وأشارت الدراسة إلى أنه في عام 2007 – وهو الأحدث في توفير البيانات – كان هناك ما يقدر بنحو 13.7 مليون حالة مزمنة نشطة، بينها 9.3 مليون حالة جديدة، و 1.8 مليون حالة وفاة، معظمها في البلدان النامية. وفي العام ذاته احتوت منطقة الشرق الأوسط وشمال إفريقيا على ما يقدر بنحو 770 ألف حالة مزمنة نشطة منها 583 ألف حالة جديدة، و 105 ألف حالة وفاة.

وأوضحت أن فيروس نقص المناعة المكتسبة (الإيدز) قد وضع نطاق المشكلة، ولا سيما في البلدان الأفريقيَّة الواقعية جنوب الصحراء الكبرى، حيث تتركز معظم حالات فيروس نقص المناعة البشرية، وذلك لأن الناس مع فيروس نقص المناعة ال بشرية (الإيدز) أكثر عرضة للإصابة بالسمنة.

ذكر المشاركين في الدراسة أن مؤسسة بيل وميليندا غيتس (BMGF) في الولايات المتحدة شرعت في بذل جهود واسعة النطاق لتدارك هذه المشكلة عن طريق تخصيص 900 مليون دولار لتطوير وسائل تشخيص وأدوية ولقاحات جديدة.

وقالوا إن المؤسسة مولت دراسة لتحديد تأثير هذه المنتجات الجديدة، وأدار هذه الدراسة الدكتور ليث أبو ردا بتعاون مع باحثين من مركز فيرد هنتشننون لأبحاث السرطان في جامعة واشنطن الأميركية ومنظمة الصحة العالمية، ونشرت الدراسة في المجلة العلمية المرموقة Proceedings of the National Academy of Sciences.

وفقاً لدراسة مؤسسة بيل وميليندا غيتس فإن كلاً من اللقاحات والنظم الدوائية ووسائل التشخيص الجديدة قد تضمن حلاً للتنوع حالياً، سوف تسهم في تحقيق تخفيفات كبيرة لمعدلات الإصابة بمرض السمن والوفيات المرتبطة بهذا المرض، مقارنة مع المعدلات الراهنة.

وتجزيم الدراسة بأنه من المستبعد أن تقضي هذه التدخلات وحدها على مرض السمن بحلول عام 2050. وسوف يتطلب القضاء على هذا المرض استراتيجيات مثل حميات الكشف عن الحالات النشطة، وتطوير منتجات جديدة تستهدف مجموعة كبيرة من ناقي السمن الكامنة في جميع أنحاء العالم.

TB Article Coverage
25 March 2010

English Online Media Coverage
New strategy needed to eliminate TB

By Laith Abu-Raddad, Ghina Mumtaz and Hiam Chemaitelly/Doha

Tuberculosis (TB) is a common, often deadly infectious disease that affects about one third of the world’s population. It is caused by a specific kind of bacteria and the infection is spread through the air when people cough, sneeze or spit. TB usually attacks the lungs but it can also affect other parts of the body. Symptoms include a chronic cough with blood-tinged sputum, fever, night sweats, and weight loss. However, the disease is latent in most infected people, that is, they don’t suffer from any symptoms. TB becomes active and shows symptoms in about one in 20 of those infected. In those cases, if left untreated, it kills more than half its victims.

New infections occur at a rate of about one per second. While the proportion of people who become sick with tuberculosis each year is stable or falling worldwide, the absolute number of new cases is increasing because of population growth. In 2007 (the most recent year for which data are available), there were an estimated 13.7mn chronic active cases, 9.3mn new cases, and 1.8mn deaths, mostly in developing countries. In 2007, in the Middle East and North Africa, there were an estimated 770,000 chronic active cases, 583,000 new cases, and 105,000 deaths. The HIV/Aids pandemic has enlarged the problem, particularly in sub-Saharan Africa where most HIV cases are concentrated, because people with HIV/Aids are more susceptible to TB.

The Bill and Melinda Gates Foundation (BMGF) in the US has embarked on a large scale effort to rectify this problem by allocating $900mn for the development of new diagnostics, drugs, and vaccines. The foundation also provided funding for a study that
to determine the impact of these new products.

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However, our study also determined that these interventions alone are unlikely to achieve TB elimination by 2050. Elimination will require strategies such as campaigns to identify active cases and the development of new products that target the large pool of TB latent infection carriers worldwide.

*** Laith Abu-Raddad, Ghina Mumtaz and Hiam Chemaitelly are members of the Infectious Disease Epidemiology Research Group at WCMC–Q, Doha.

http://www.gulf-times.com/site/topics/article.asp?cu_no=2&item_no=350608&version=1&template_id=46&parent_id=26
More efforts to curb spread of TB urged

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"There is no magic solution to eliminate TB incidence and mortality currently available or being developed," said Dr Laith Abu Raddad, a member of the Infectious Disease Epidemiology Research Group at WCMC–Q. "It could take decades before such a solution is developed. However, there are current interventions as well as novel interventions being developed, that will reduce TB incidence and mortality substantially though still they will not eliminate TB by 2050 as is hoped," he told The Peninsula.

The novel TB interventions that can help reduce TB incidence and mortality substantially are, novel diagnostics that will allow more TB diagnosis at early stages before more severe forms of the disease occur. Currently the level of case detection in many countries is only at about 70 percent.
New Investment, Interventions Needed To Eliminate TB

22 March 2010
Laith Abu-Raddad, PhD, Principal Investigator, Director of the Biostatistics and Biomathematics Research Core & Assistant Professor in Public Health
Ghina Mumtaz, MSc, Research Specialist/Epidemiologist Hiam Chemaitelly, MSc, Research Specialist/Epidemiologist

The authors are members of the Infectious Disease Epidemiology Research Group at WCMC-Q

March 24th is World Tuberculosis Day, a designation by the World Health Organization designed to focus attention on the disease and efforts to eliminate it.

TB Affects One-Third of World’s Population
Tuberculosis (TB) is a common, often deadly infectious disease that affects about one third of the world's population. It is caused by a specific kind of bacteria and the infection is spread through the air when people cough, sneeze or spit. TB usually attacks the lungs but it can also affect other parts of the body. Symptoms include a chronic cough with blood-tinged sputum, fever, night sweats, and weight loss. However, the disease is latent in most infected people, that is, they don't suffer from any symptoms. TB becomes active and shows symptoms in about one in twenty of those infected. In those cases, if left untreated, it kills more than half its victims.

Number of New Cases on the Rise
New infections occur at a rate of about one per second. While the proportion of people who become sick with tuberculosis each year is stable or falling worldwide, the absolute number of new cases is increasing because of
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-End-

About Qatar Foundation, WCMC-Q
Established in partnership with Qatar Foundation, WCMC-Q is part of the Weill Medical College of Cornell University, the first American institution to offer its M.D. degree overseas. WCMC-Q offers an innovative educational program comprised of a two-year Pre-medical Program followed by the four-year Medical Program, with teaching by Cornell faculty. There are separate admission processes for each Program, guided by the standards of admission in use at Cornell University in Ithaca and its Medical College in New York City. Website: www.qatar-med.cornell.edu
About Qatar Foundation for Education, Science and Community Development

Founded in 1995 by His Highness Sheikh Hamad Bin Khalifa Al Thani, Emir of Qatar, and chaired by Her Highness Sheikha Mozah Bint Nasser Al Missned, Qatar Foundation is a private, non-profit organization committed to the principle that a nation's greatest natural resource is its people.

The headquarters of Qatar Foundation are located within its flagship project, Education City, a fourteen million square-meter campus which hosts numerous progressive learning institutions and centers of research, including branch campuses of five of the world's leading universities, plus a cutting-edge research and development center. Qatar Foundation also works to enhance the quality of life in Qatar by investing in community health and development. Website: www.qf.org.qa

from Hill & Knowlton

http://www.zawya.com/story.cfm/sidZAWYA20100322112306
New investment, interventions needed to eliminate TB

Laith Abu-Raddad, PhD, Principal Investigator, Director of the Biostatistics and Biomathematics Research Core & Assistant Professor in Public Health
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