



# جمعية الشرق الأوسط للصحة الجنسية Middle East Society for Sexual Medicine

## Zorgniotti Grant Report

### Spreading Sexual Public Awareness In Arabic Through The MESSM Website And Social Media

MESSM has been working diligently to improve our online outreach efforts and expand our reach to a broader audience to raise awareness of Sexual Health. Over the past year, we have made several significant achievements, including:

- Redesign and upgrade of our website
- Created unique original content
- Translation of various articles into Arabic
- Advertising on social networks
- Creating content for social media in Arabic
- Raise awareness about taboo topics in the Middle East
- increase awareness amongst doctors, public, parents, families and teachers

### Website Design and Upgrade



One of our key achievements was the redesign and upgrade of our website. We aimed to improve the user experience for our audience by making the site more user-friendly and visually appealing. We worked with a team of web developers to redesign the site, and we are delighted with the results. The new site has a more modern look and feel, is easier to navigate, and provides users with more informative content including direct links from our website to:

- JSM Journal
- Q&A
- Link to Arabic section of the website
- Easy access to: ISSM Access Website
- ISSM University
- ISSM Video Journal of Prosthetic Urology Access

### Translation of ISSM Posts

We recognized that our audience includes people who primarily speak Arabic. Therefore, we started translating various ISSM posts into Arabic. We have a social media team made up of copywriters, translators and content creators who are working on this project, and we plan to add more translated content to our website in the coming months.

#### Board of Directors

##### President

Dr. Jawad Feghali  
Email: jfeghaly@gmail.com

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Dr. Osama Shaeer  
Email: osamashaeer@gmail.com

##### Past President

Dr. Talal Merdad  
Email: talalmerdad@gmail.com

##### Secretary General

Dr. Sandrine Atallah  
Email: sandrine.atallah@gmail.com

##### Treasurer

Dr. Wafaa Eltantawy  
Email: wafaa1446@hotmail.com

#### Ordinary Directors

Dr. Ayman Al Bakri  
Email: albakri6969@yahoo.com

Dr. Yaman Al Tal  
Email: yaman\_tal@yahoo.com

Dr. Atia Attaky  
Email: a1attaky@yahoo.com

Dr. Hayat Alharthy  
Email: halharthy@psmmc.med.sa

#### Organizational Manager

Lena Sbaiti  
Email: office@messm.org



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## Social Media Activities

We're actively promoting our organization and activities across various social media platforms such as Facebook, Instagram, LinkedIn, and Twitter. Targeted ads have proven successful in driving traffic to our website, and we intend to maintain this effective strategy. Through engaging posts, videos, and infographics, we're educating our audience about important sexual health topics. This has led to increased interaction and engagement on our social media accounts, and we're committed to producing even more valuable content. With an expanded online presence including four social media accounts and our website, along with our newsletter, we're also utilizing videos to effectively promote our activities.

## Sexual Abuse & Violence Awareness

Sexual Abuse & Sexual Violence Awareness  
التوعية بالاعتداء الجنسي والعنف الجنسي



We created an awareness campaign about sexual abuse on our social media platforms, sharing information and resources for those who may be affected by it. We also linked the support hotlines that are available on our website for those who need immediate help.

## HPV Vaccine Awareness



Our HPV vaccine awareness campaign aimed to inform our audience about the benefits of the vaccine, the risks associated with HPV, and the importance of getting vaccinated. We shared expert's advice to encourage our followers to make informed decisions about their health.

## Men's Health Awareness



During November and in June, we focused on raising awareness about men's health issues, such as prostate cancer. We shared educational posts, and resources to empower men to take control of their health and wellbeing.

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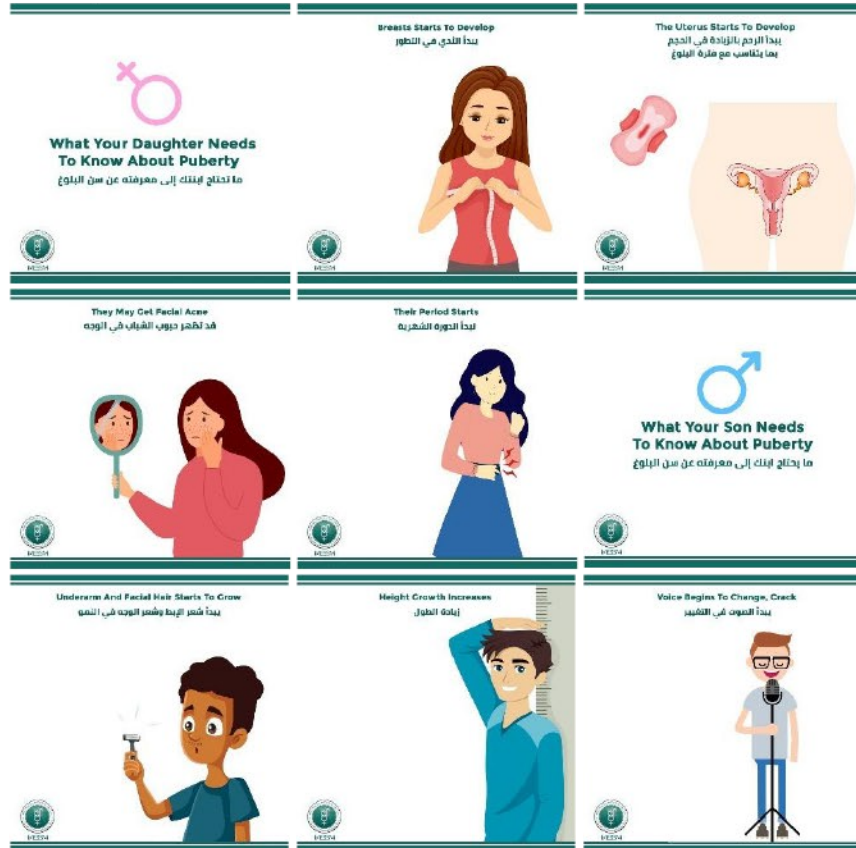
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## Puberty



Our social media posts and stories about puberty aimed to educate parents and caregivers about what children go through during this time and how to approach it. We shared tips on how to start conversations about puberty, how to address questions and concerns, and how to support children as they navigate this important developmental stage.

## Aids Awareness Day



On Aids Day December 1st, we conducted an awareness campaign to highlight the dangers of Aids and emphasized the significance of taking precautionary measures to avoid contracting the disease.



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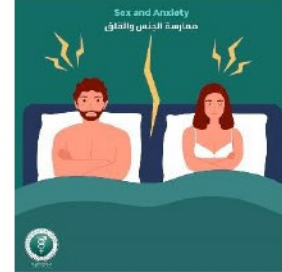
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## Mental Health & Sexual Desire

العلاقة بين الصحة العقلية والصحة الجنسية  
The Connection Between  
Mental Health & Sexual Health

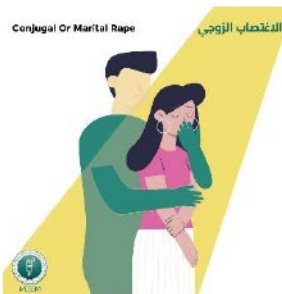


الصحة الجنسية بعد الولادة  
Sexual Health During Postpartum



We created an awareness campaign that explores the relationship between mental health and sexual desire. Mental health plays a significant role in shaping an individual's overall well-being, including their sexual experiences and desires. By addressing this connection, we aim to break down stigmas, provide information, and offer support to individuals who may be struggling in this aspect of their lives.

## Marital Rape & Consent Awareness



Discussing sensitive and taboo topics like consent and marital rape is crucial for raising awareness, especially in contexts where there may be limited legal protection for women's rights. In many Middle Eastern countries and other parts of

the world, cultural norms, religious beliefs, and legal gaps can contribute to a lack of understanding about consent and the prevalence of marital rape.

## Know Your Body Campaign



Our "Know Your Body" campaign is a valuable initiative that aims to provide comprehensive and accurate sexual education to individuals of various age groups. By using simple infographics to address these topics that may be shrouded in misinformation, we empower individuals with accurate knowledge about their bodies.

By providing clear explanations and dispelling myths, we enable people to make informed decisions about their sexual health, relationships, and sexual well-being, giving them a safe platform where they can comfortably seek information and discuss topics that might otherwise be considered taboo.

### Child Abuse Awareness Campaign



A healthy mental and sexual life begins with a healthy, well-protected childhood and nurturing a safe environment is paramount to ensuring their overall well-being. Our Child Abuse campaign does not only raise awareness about various issues surrounding child safety, such as child abuse, child predators, pedophiles, and child pornography it also educates parents on how to protect their child and raise awareness within their communities. Again, child abuse is another serious taboo topic that needs to be addressed. Our website also includes a page where abuse victims may seek help locally.

### Additional Exposure



MESSM is quite an active society seizing every chance to promote awareness at the events we partake in. Additionally, we include our social media activities and awareness campaigns in our newsletter where we share the latest studies related to sexual medicine.



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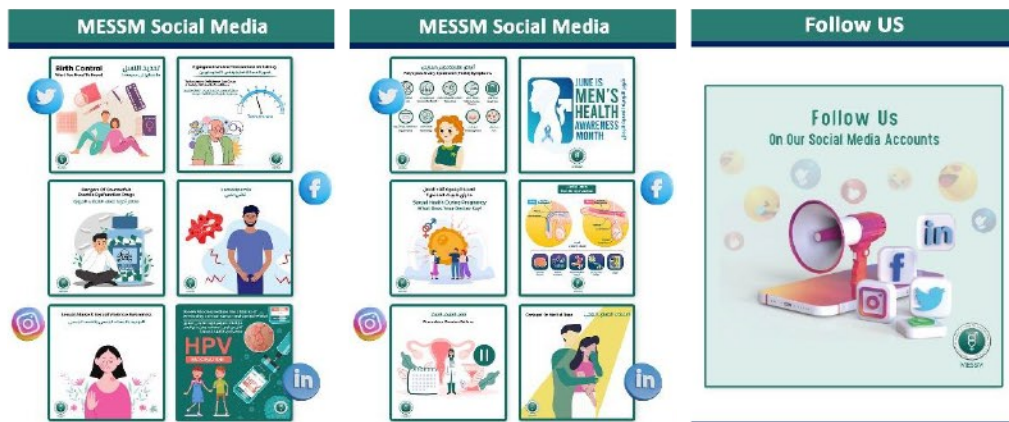
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### Conclusion

Our organization has made significant strides in improving our online outreach and expanding our reach to a broader audience. We are committed to continuing our efforts in creating informative and engaging content and improving our online presence. We hope to continue making a positive impact on people's lives by spreading awareness about sexual health.

### Expenses:

Service	Cost
Website Update	\$2,420.00
Web Hosting	\$ 810.00
Translation & Social Media Services & Content Creation	\$ 8,700.00
Marketing Platform (Zoho)	\$ 50.00
<b>Total</b>	<b>\$ 11,980.00</b>

All invoices will be attached with this email.

Yours sincerely,  
Jawad Feghali, MD, MSc, FECSM

MESSM President

Beirut, Lebanon

[jfeghaly@gmail.com](mailto:jfeghaly@gmail.com)

+961 3 980 899