



HRH Princess Dina Mired
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UICC President 2016-2018

HRH Princess Dina led and established the core work of the King Hussein Cancer Foundation (KHCF) from 2002 till June 2016. Princess Dina transformed the non-profit into an internationally known brand and leader not only in Jordan but also in the global movement for people affected by cancer.

Institution Building and Leadership

Director General of KHCF leading, she created and founded all the core functions of the King Hussein Cancer Foundation from the beginning: development, fundraising, advocacy and insurance functions. She established and oversaw the strategic vision and direction of the organization and led by example in the practical implementation of that vision.

Her creativity and innovation in raising awareness and funds in Jordan led to programs and campaigns that at the time were ground breaking. Of note, Princess Dina pioneered the concept of “*institutionalized fundraising*” in Jordan: running the NGO as a “*business with a heart*”. As such, The Foundation developed its own customized donor management, social marketing and communication platforms and media arm. This was instrumental in enlisting every segment of society in the fight against cancer.

As a mother of a cancer survivor, Princess Dina's inspiring persona, passion, her "*can do attitude*" and unrelenting dedication played a major part in moving the cancer agenda from the shadow of taboos into making cancer top priority agenda item. Princess Dina became known as the face and voice of the KHCF. Under her leadership, the KHCF raised a staggering 360 million dollars and counting in 14.5 years, making it the largest source of grass root financing for cancer in Jordan and the region.

As a firm believer in access to care, Princess Dina transformed and led the *Cancer Care program for cancer coverage (CCP)*, helping thousands of patients get limited insurance for cancer treatment. Membership to this innovative program now boasts 140,000 members and rising, making CCP the number one insurance program for cancer with the highest number of members in Jordan.

Princess Dina has extensive experience in board governance. As a non- voting Director of the office of the Board of Trustees for the past 14.5 years, she authored the governing Bylaws for the KHCF Board driving the strategy, agenda and all board governance work.

Local Advocacy for Cancer Control

She is a leading national and global figure in advocacy work on behalf of cancer patients and their families. Under her leadership, KHCF launched various Therapeutic and psychosocial support programs for adults and pediatrics. Of note, she launched the first ever hospital-based *Back to School Program* to help children and young adults resume their education, the innovative "*Sharing survivors stories*" program that gives a powerful outlet and voice to survivors and patients and the *Dreams Come True Program* that fulfills the dreams and wishes for kids.

In 2007, She was appointed as the *Honorary Chairperson of the Jordan Breast Cancer Program (JBCP)*. JBCP is the most successful national early detection and screening program saving the lives of thousands of women.

Princess Dina is a fierce advocate in the fight against tobacco, both in Jordan and globally. Princess Dina serves in the National Committee for Tobacco Control. Under her leadership, KHCF launched the first *Smoke Free Zone Award* for public institutions and corporations and the first *Journalist Award* for all media mediums. This was instrumental in launching the anti-tobacco movement in Jordan.

Global Advocacy for Cancer Control

Globally, Princess Dina is a well-known and respected advocate for Cancer Control and Non-Communicable Diseases. In September 2011, Princess Dina was elected to deliver the *keynote speech on behalf of all civil society at the opening of the United Nations General Assembly High Level Meeting on non-communicable diseases (NCDs)*; the first ever High Level meeting on NCD's in which HRH urged world leaders to put the fight against (NCD's) as a priority on the General Health Agenda.

Princess Dina serves in a number of high-profile international roles:

- Honorary President of Harvard University Global Task Force for Expanded Access to Cancer Control and Care in the Developing World
- Member of the Presidential Advisory Panel of the Union for International Cancer Control (UICC)
- Ambassador of the UICC World Cancer Declaration Ambassadors Program
- LIVESTRONG Global Envoy for the LIVESTRONG Foundation
- Ambassador for the Global Smoke-free Worksite Challenge
- Honorary Chair of global steering committee for Tobacco Free Portfolios
- Member of the advisory board of NCD child

Seasoned public keynote speaker on cancer and NCD's

Princess Dina is a frequent keynote speaker at key conferences at regional and global level. Princess Dina delivered more than 50 keynote speeches at global

events including UN, WHO, IARC, IAEA. She has also published various articles in local and global publications and newspapers.

Awards and Honors:

- 2015 Recipient of the International Agency for Research on Cancer (IARC) medal of Honor
- 2016: Nominated for Susan G Komen's first ever **More than Pink list** of those who have made significant impact in the fight to end breast cancer (not yet announced)
- 2016 Oct to be awarded the "Personality of the 2016 in the fight against breast cancer" by *Zahra Breast Cancer Association of Saudi Arabia*

Under Princess Dina leadership, KHCF received the following awards:

- 2013: "Medal for the Sharjah Voluntary Award" presented to KHCF by Sharjah Voluntary Award
- 2016: "Best use of social media" and "Implementation of a successful campaign for an NGO" presented to KHCF by the Social Media Summit Jordan (SMS)

Married since 1992, HRH Princess Dina is the proud mother of three children. She holds a Bachelor's degree in Accounting and Financial Analysis from Warwick University, as well as a Master's degree in International Banking and Financial Services from Reading University; both in the United Kingdom.