

## Qatari Book Showcases Media and Society for Sustainable Health



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Doha/Cairo – Reflecting the strong and historic ties between Qatar and Egypt, Dr. Mirfat Ibrahim's book, *Media and Society in Building Sustainable Health*, published by Dar Al Sharq in Qatar, is being showcased at the Cairo International Book Fair. The participation underscores the growing cultural and knowledge-based cooperation between the two countries and highlights the role of knowledge in strengthening communication among Arab communities.

The book emphasizes the crucial role of media in promoting health awareness and community engagement. It argues that sustainable health is achieved not only through medical policies but also through informed media, active communities, and institutions that prioritize human development.

Dr. Ibrahim provides a comprehensive approach linking media, health, and sustainable development, analyzing how traditional media, digital platforms, and social media influence health behaviors and contribute to a positive societal culture. The book also highlights the importance of media responsibility in addressing contemporary challenges.

The publication aligns with Qatar National Vision 2030, which prioritizes human development, and complements Egypt's efforts to enhance public health awareness. Showcasing the book at Dar Al Sharq's pavilion during the Cairo fair demonstrates practical cultural integration between Qatar and Egypt and reflects the growing presence of Qatari intellectual contributions in Arab cultural platforms.

This edition serves as a valuable reference for researchers, media professionals, and anyone interested in health, media, and development, reinforcing the idea that culture and knowledge are vital tools for building sustainable societies in the Arab world.

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