BMC | كليـــة التـــرحي الطيـــية
BATTERJEE MEDICAL COLLEGE

SUSTAINABLE DEVELOPMENT GOAL 3 (GOOD HEALTH AND WELL-BEING)

2025 - 2026 **REPORT**



MEDICAL EDUCATION AND LIFE STYLE

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BMC | كليـــة البتـــرجي الطبـــية
BATTERJEE MEDICAL COLLEGE



SUSTAINABLE DEVELOPMENT GOALS

كليـــة البتـــرجي الطبـــية
BATTERJEE MEDICAL COLLEGE
BMC

Batterjee Medical College's **Commitment to the Sustainable Development Goals**

3 GOOD HEALTH AND WELL-BEING

Executive Summary

Batterjee Medical College (BMC) is committed to advancing SDG3 by cultivating an integrated ecosystem of healthcare education, proactive community outreach, and policy-driven well-being initiatives. Through 2025, BMC transcended traditional community service by implementing a year-round, continuous care delivery model that directly impacts vulnerable populations while supplying the healthcare sector with highly competent medical professionals.

Institutional Framework, Strategic Alignment and Global Engagement



BMC's approach to health and well-being is anchored in robust institutional governance and a testament to its global engagement. BMC's dynamic partnerships bring together leading international organizations, scientific experts, and health leaders to drive sustainable impact. The college operates under comprehensive, publicly available assignments, including Institutional Mental Health Support Policies, a Shared Sports Facilities Policy, and a strict Smoke-Free Campus Policy. To guarantee clinical excellence, BMC expanded its robust network of specialized rehabilitation partners, local health clusters, and active consulting services agreements. This policy-driven framework ensures that all well-being interventions, whether targeting student resilience, employee occupational health, or local community care, are sustainable, scientifically grounded, and structurally ensured.

Furthermore, BMC's SDG 3 initiatives are seamlessly integrated with the strategic objectives of Saudi Vision 2030, specifically the Health Sector Transformation Program and the Quality-of-Life Program. By expanding primary care capacity through Community Health Worker training, launching preventive chronic disease campaigns (e.g., breast cancer and osteoporosis screenings), and promoting active lifestyles

through the free sharing of campus sports facilities with schools and municipalities, BMC directly contributes to national public health priorities. Furthermore, initiatives like the Mental Health Innovation Forum and premarital screening campaigns actively support the National Blueprint for Mental Health Promotion and national family health security.

Key Achievements

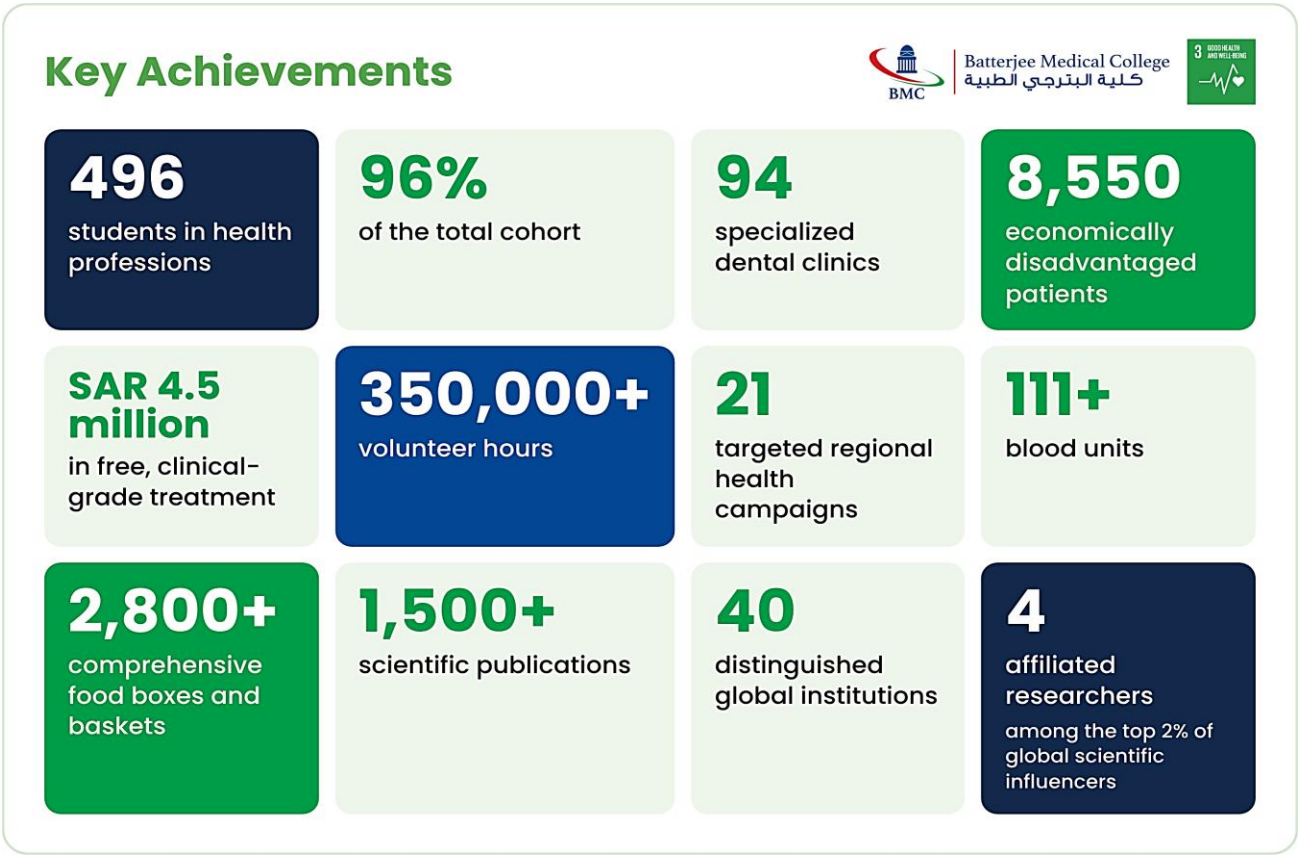
- **Health Workforce Development:** 496 students graduated in health professions, representing 96% of the total cohort across nine specialized programs, and successfully expanded regional access by launching the international BMC Dubai campus in 2025.
- **Sustainable Clinical Outreach:** Transitioned 94 specialized dental clinics into a continuous field care model, delivering an estimated SAR 4.5 million in free, clinical-grade treatment to 8,550 economically disadvantaged patients, orphans, and elderly individuals.
- **Community Capacity & Volunteerism:** Mobilized a self-sustaining civic workforce that contributed over 350,000 volunteer hours, executed 21 targeted regional health campaigns (a 25% increase in coverage), and collected over 111 blood units for emergency regional reserves.



- **Pioneering Mental Health Ecosystem:** Hosted the landmark Mental Health Innovation Forum 2025 in collaboration with the Abha Chamber of Commerce, focusing on AI in digital health, while providing free, direct psychological screening and clinical counseling to hundreds of students and staff through dedicated in-house wellness clinics.
- **Holistic Social Support:** Actively combated regional food insecurity and supported expatriate well-being by distributing over 2,800 comprehensive food boxes and baskets to vulnerable families and low-income international students throughout the academic year.

- **World-Class Research and Scientific Influence:** Demonstrated prolific global engagement, culminating in over 1,500 scientific publications co-authored with experts from 40 distinguished global institutions. The caliber of BMC's research was prominently validated when four affiliated researchers were recognized in the prestigious Stanford Research Ranking among the top 2% of global scientific influencers in their respective medical fields, solidifying BMC's reputation as a hub for academic excellence and medical advancement.





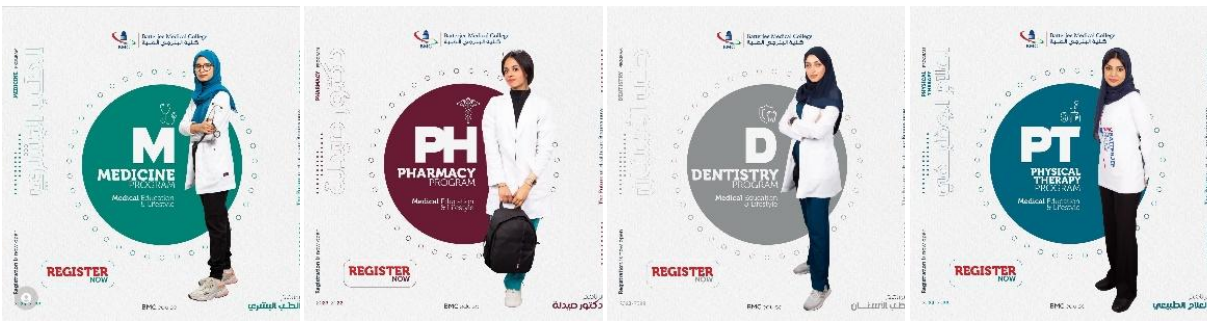
3.2 Graduates in health professions



In medical education, BMC is recognized as a leading private medical college in the Kingdom, offering a broad and pioneering curriculum across nine specialized programs from its established national campuses in Jeddah, Aseer, and Dammam. These programs range from foundational disciplines like Medicine, Dentistry, and Pharmacy to vital allied health sciences such as Nursing, Healthcare Administration, and Respiratory, Occupational, and Physical therapies. Notably, BMC pioneered the first Occupational Therapy program in the Saudi private higher education sector. This commitment to comprehensive education ensures graduates are not only competent but also stand out in the competitive medical field, **as evidenced by the 496 students who graduated in health professions, representing 96% of the total cohort of 515 graduates.**



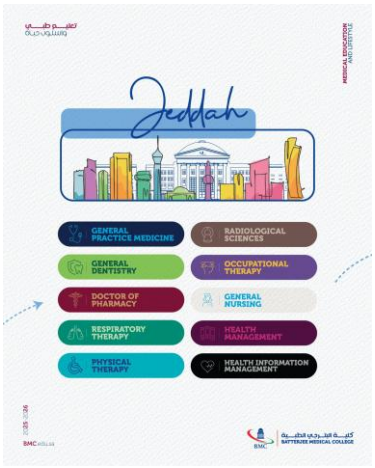
Marking a significant milestone in its expansion, BMC further demonstrated its leadership by becoming the first Saudi university to establish an overseas branch, with the BMC Dubai campus **which opened in 2025**. This strategic international extension, building upon its strong national foundation in Jeddah, Aseer, and Dammam, is currently operational with its newly enrolled freshman cohort actively engaged in their first-year lectures. This bold move not only extends BMC's educational mission beyond national borders but also enhances its influence and contributes to the development of the regional healthcare landscape, firmly establishing its role as a growing international force in medical education and a dedicated advocate for global health and well-being.











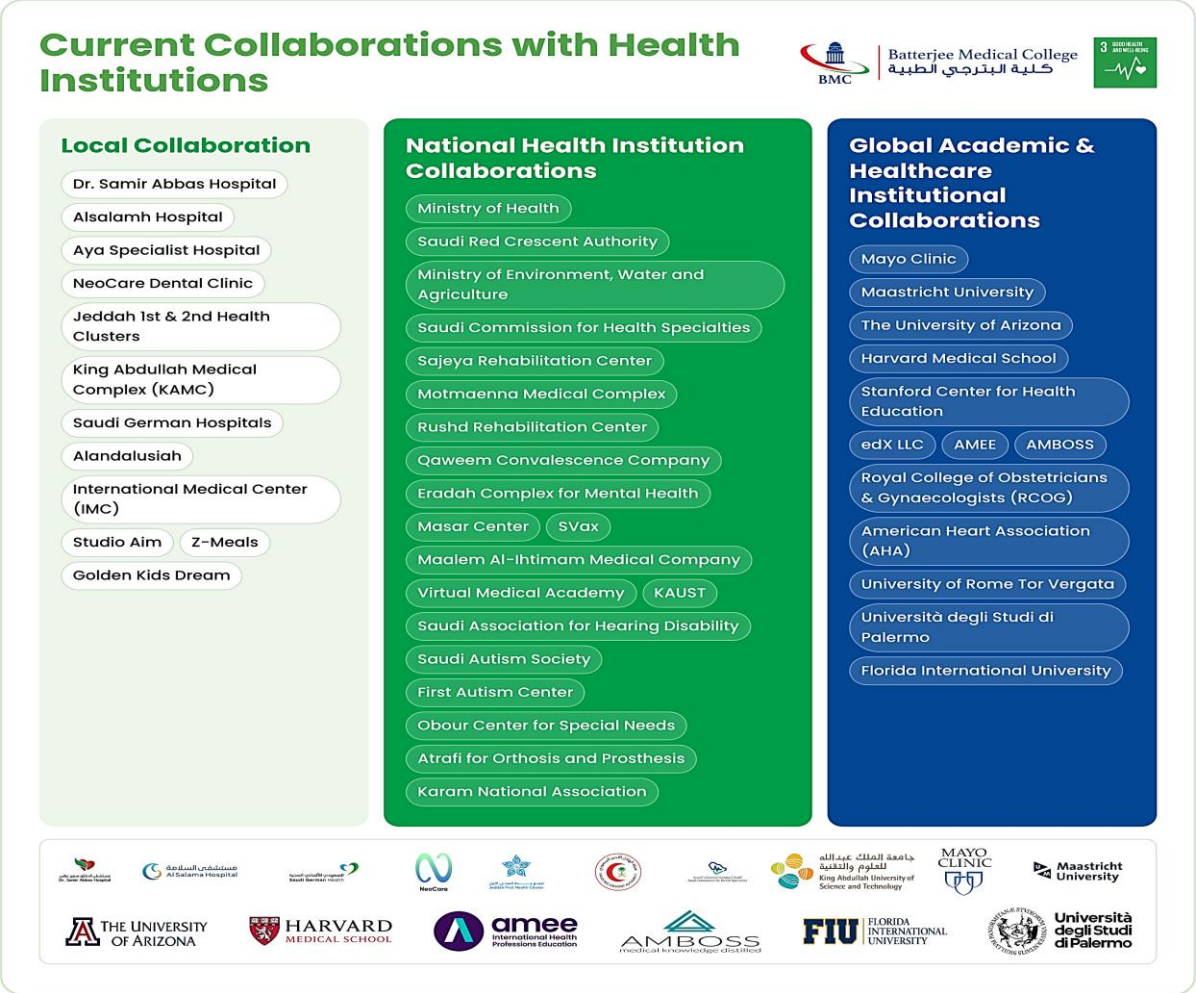




3.3 Collaborations and health services

3.3.1 Current Collaborations with Health Institutions

BMC is deeply committed to advancing SDG3 through an integrated ecosystem of strategic partnerships and public health services. Solving complex health challenges, bridging workforce gaps, and driving clinical innovation requires collaboration across sectors. BMC partners with academic institutions, healthcare providers, governmental authorities, and global centers of excellence to meet these goals. These collaborations serve as a foundational pillar for BMC, enriching healthcare education, fostering cutting-edge research translation, empowering community resilience, and elevating clinical outcomes across Saudi Arabia and globally. BMC's extensive collaboration network serves as a powerful catalyst for institutional excellence and societal impact. By bridging classroom learning with high-tech clinical practice, these partnerships provide BMC students with unmatched clinical exposure, research opportunities, and career pathways. Furthermore, these synergy-driven alliances enable BMC to contribute directly to national healthcare sustainability, advance public health education, empower community well-being, and maintain global alignment in health professions education.



Local Collaboration

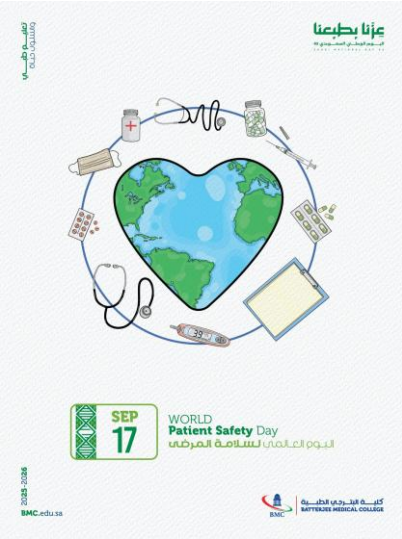
BMC integrates deeply into the healthcare ecosystem of Jeddah and the Western Region, establishing active partnerships with accredited medical centers, specialty clinics, and public health clusters:

- **Clinical Training & Employment Pipelines:** Active partnerships with major local healthcare providers, including **Dr. Samir Abbas Hospital, Alsalamh Hospital**, and **Aya Specialist Hospital**, facilitate essential clinical rotations for BMC students and create direct employment pathways for graduates.
- **Specialized Dental & Clinical Practice:** An active collaboration with **NeoCare Dental Clinic** delivers advanced, real-world clinical training for dental students and board residents in complex procedures, such as comprehensive dental rehabilitation and restorative care.

- **Public Health Authorities, Health Clusters & Hospital Networks:** BMC partners directly with the **Jeddah 1st & 2nd Health Clusters, King Abdullah Medical Complex (KAMC), Saudi German Hospitals, Alandalusiah, and the International Medical Center (IMC).** Joint activities deliver national blood donation drives (e.g., the "Iqtida'a & A'ta'a" campaign), chronic disease screenings, preventive care campaigns, and patient empowerment programs ("Know Your Meds" and "Ask Me 5").



- **Campus Health & Wellness:** To promote a healthy living environment and work-life balance for students, faculty, and staff, BMC maintains current partnerships with wellness and lifestyle providers. This includes strategic agreements with **Studio Aim** for physical fitness programs, **Z-Meals** for healthy nutrition subscriptions and nutritional education and **Golden Kids Dream** for subsidized childcare services.





National Health Institution Collaborations

National partnerships are strategically aligned with the Kingdom's Vision 2030 and national health transformation priorities; BMC collaborates closely with regulatory bodies, specialized health centers, technology leaders, and NGOs focusing on clinical capacity building, specialized care and fostering social responsibility:

- **National Health Authorities & Public Safety Integration:** BMC operates in direct coordination with key national bodies, including:
  - **Ministry of Health & Saudi Red Crescent Authority:** Engaging student volunteers for emergency first-aid services at major public sites.
  - **Ministry of Environment, Water and Agriculture:** Executing environmental sustainability campaigns, such as planting 1,000 trees.
  - **Saudi Commission for Health Specialties:** Delivering the Dentistry Clinical Attachment Program.
- **Specialized Mental Health & Rehabilitation Centers:** Active partnerships with specialized health institutions, including **Sajeya Rehabilitation Center**, **Motmaenna Medical Complex, Rushd Rehabilitation Center, Qaweem Convalescence Company, Eradah Complex for Mental Health**, and **Masar Center**, provide students with hands-on training in psychotherapy and addiction medicine, while supporting joint clinical research and mental health awareness forums.
- **Medical Technology, Biomanufacturing & Innovation:** BMC partners with **SVax** (Al-Tiryaq Al-Khalawi Medical Company) to integrate biomanufacturing training into physical therapy and health sciences. A 3-year agreement with **Maalem Al-Ihtimam Medical Company** (Human Tecar) hosts SFDA-certified Human Tecar technology for physical therapy undergraduate/postgraduate education and clinical research. Furthermore, BMC collaborates with the **Virtual Medical Academy** to deliver accredited Continuing Medical Education and works with **King Abdullah University of Science and Technology (KAUST)** to explore artificial intelligence applications in medicine.
- **NGOs, Inclusion & Social Responsibility:** BMC actively supports vulnerable populations through engagements with the **Saudi Association for Hearing Disability**, the **Saudi Autism Society**, the **First Autism Center**, **Obour Center for Special Needs**, and **Atrafi for Orthosis and Prosthesis**. Additionally, a partnership with **Karam National Association** provides interactive electronic donation terminals on campus to support charitable health causes, while an MoU with the University Student Clubs Association promotes student civic leadership and community engagement.

Global Academic & Healthcare Institutional Collaborations

International partnerships connect BMC with world-leading medical institutions, global universities, and academic platforms to benchmark clinical training and advance collaborative research:

- **Premier Medical Systems Guidance:** A 5-year Master Consulting Services Agreement with the **Mayo Foundation for Medical Education and Research (Mayo Clinic)** provides strategic and operational guidance from one of the world's leading integrated healthcare systems to elevate institutional and clinical development.



- **Global Medical Schools & Academic Articulation:** BMC maintains a core academic partnership with **Maastricht University's Faculty of Health,** Medicine and Life Sciences to jointly review and implement the MBBS curriculum and deliver faculty development. **The University of Arizona** is another example of fruitful academic collaboration. Additional global learning pathways include online medical coursework via **Harvard Medical School** (HMX courses), healthcare leadership training through the **Stanford Center for Health Education**, and an enterprise partnership with **edX LLC** providing extensive learner credits for open online courses. BMC is also an active member of **AMEE** (The International Association for Health Professions Education) and integrates the **AMBOSS** e-learning platform to optimize student learning outcomes.



- **International Medical Boards & Authorities:** BMC serves as an active host for the **Royal College of Obstetricians & Gynaecologists (RCOG)** membership examinations and operates a certified **American Heart Association (AHA)** center for **Basic Life Support (BLS)** training. BMC also conducts international educational visits, including delegating faculty and students to the Faculty of Medicine at the **University of Rome Tor Vergata** (Italy) for surgical simulation, robotics, and digital health immersion.



- **Pioneering Health & Wellness Tourism Academic Pathways:** Anticipating global health trends, BMC pioneers academic cooperation in Health and Wellness Tourism through MoUs with the **Università degli Studi di Palermo** (Italy) and the Chaplin School of Hospitality & Tourism Management at **Florida International University** (USA), establishing joint diploma frameworks, dual degrees, and collaborative research in Health and Wellness Tourism.

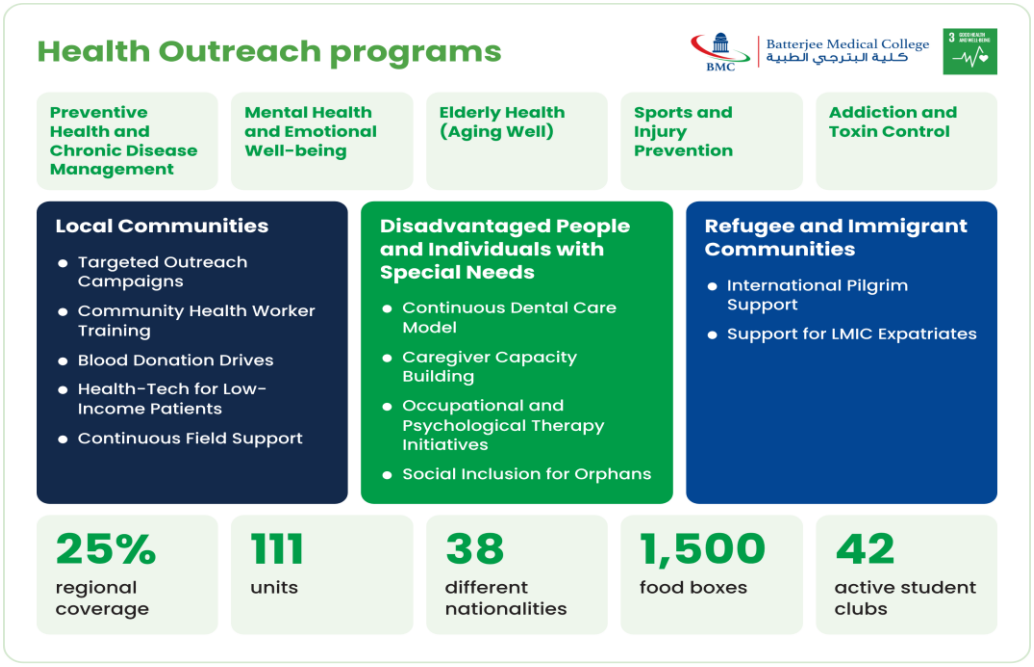


3.3.2 Health Outreach programs

BMC continues to deepen its commitment to achieving SDG3 by expanding the scope of its community health outreach programs. This year, the college transitioned from merely organizing awareness events to implementing a sustainable and comprehensive care model. This model targeted local communities, disadvantaged groups, and immigrant/refugee populations, exceeding previous achievements in scope, diversity, and direct impact.

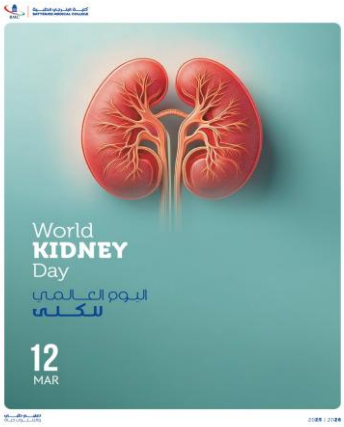
Program Design (An Integrated and Multifaceted Health Approach):

BMC's outreach is characterized by its diversity, scientific grounding, and adaptability to community needs. This year's programs were designed to cover all physical and psychological health aspects specified in the indicator, with a strong focus on direct interaction and tangible service delivery:

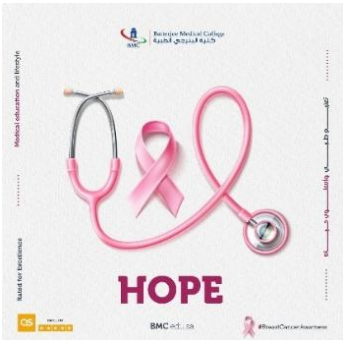


- **Preventive Health and Chronic Disease Management:**
  - Launched the "Reassure Us About You" campaign in collaboration with the Jeddah Second Health Cluster to assess vital signs and assist in the early detection of chronic diseases.
  - Organized a series of large-scale breast cancer awareness campaigns across multiple locations, including Saudi German Hospital, Narcissus Resort, and Rowad Al Khaleej International Schools, ensuring the message of early screening reached diverse demographic segments.
  - Implemented skin cancer screening and awareness campaigns in collaboration with King Abdullah Medical Complex.



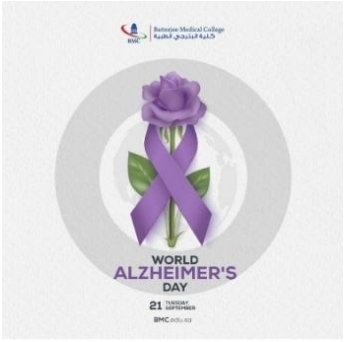




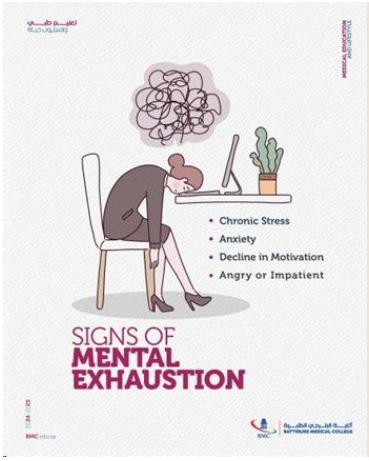








- **Mental Health and Emotional Well-being:**
  - Launched the "Mental Health Awareness and Screening" event with the participation of specialized clinics (such as Mutmaena, Etizan, and ACT Clinic) to provide free psychological consultations and assessments for students and the wider community.





  - Integrated art and photography therapy to promote mental health through interactive workshops like "Express Your Feelings with Art" and "Photography as Self-Therapy".
  - Organized specialized sessions on the role of occupational therapy in supporting mental health and addiction recovery in collaboration with Massar Center.

- **Elderly Health (Aging Well):** The General Dentistry Program participated in the "International Day of Older Persons" celebration at Dar Al Hekma University, where students and faculty provided oral health screenings and education for individuals aged 60 to 90, alongside distributing oral care kits.



- **Sports and Injury Prevention:** The Women's Sports Club organized the "Stronger Than Injury" event to raise awareness about sports injuries and prevention methods, focusing heavily on water safety and first aid for athletes.

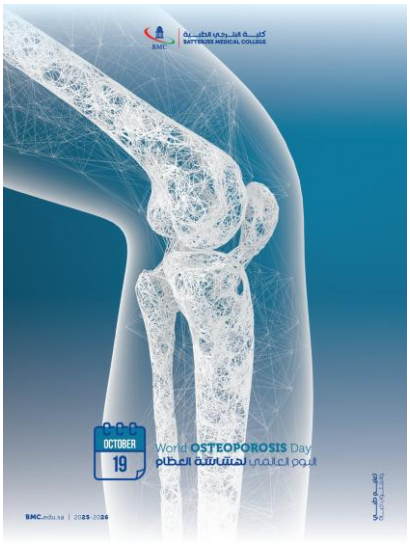
- **Addiction and Toxin Control:** The Student Care Unit organized a large-scale event to raise awareness about the dangers of illicit drugs and prescription medication abuse, in participation with the General Directorate of Narcotics Control and multiple health entities.



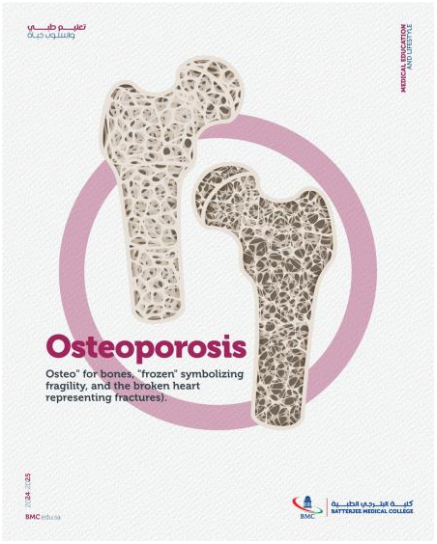
Target Groups and Achieving Community Inclusion

The college specifically targeted these vulnerable groups to ensure comprehensive community inclusion, leveraging both its healthcare expertise and strategic anti-poverty initiatives:

- **Local Communities:**
  - **Targeted Outreach Campaigns:** In 2025, BMC expanded its regional coverage by 25%, executing 21 targeted outreach campaigns that included osteoporosis and Vitamin D deficiency screenings, as well as comprehensive mental health screenings utilizing PHQ-9 and GAD-7 assessment tools.





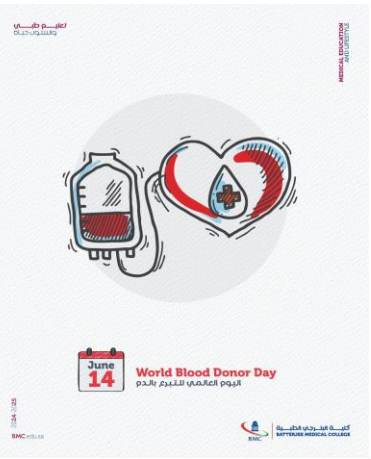




- **Community Health Worker Training:** To expand the region's primary care capacity, BMC trained regional community members as Community Health Workers to conduct basic health monitoring and referrals.
- **Blood Donation Drives:** Activated national blood donation campaigns in collaboration with entities like the King Fahad Armed Forces Hospital and the Jeddah First Health Cluster, successfully collecting over 111 units to secure regional emergency supplies.







- **Health-Tech for Low-Income Patients:** Through its entrepreneurial support ecosystem, BMC provided direct seed funding for a local startup to develop a mobile app that connects low-income patients with discounted pharmacy medications, directly bridging the gap between health access and poverty alleviation.

- **Continuous Field Support:** Deployed student volunteers with the Saudi Red Crescent Authority to provide continuous first aid services to visitors at the Jeddah Waterfront for a full week, alongside patient empowerment campaigns at Saudi German Hospital to educate the public on safe medication use.



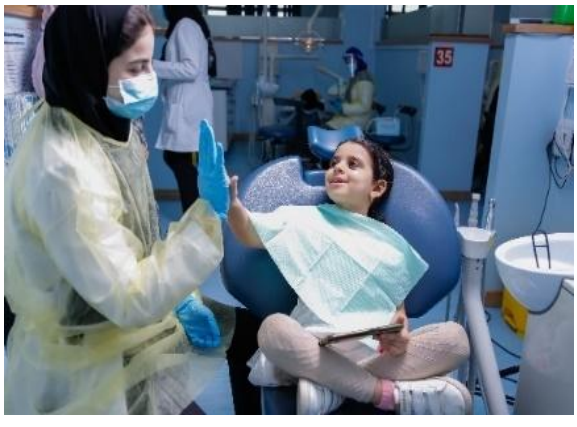








- **Disadvantaged People and Individuals with Special Needs:**
  - **Continuous Dental Care Model:** BMC transitioned its dental clinics into a continuous care model by deploying specialized clinical field teams directly to orphanages, special needs centers, and elderly housing. In 2025 alone, this initiative provided comprehensive, clinical-grade treatment entirely free of charge to 8,550 economically disadvantaged patients, delivering an estimated SAR 4.5 million in direct financial relief.

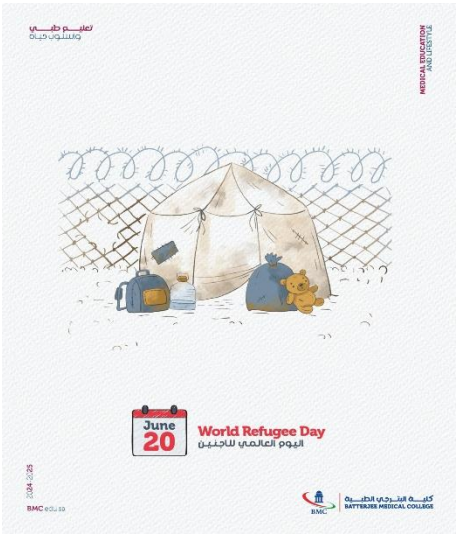


  - **Caregiver Capacity Building:** The college delivered specialized educational sessions for families caring for elderly or disabled relatives, equipping them with

essential healthcare skills while reducing the financial burden associated with hiring professional care.

- **Occupational and Psychological Therapy Initiatives:** Organized the "Journey of Help" initiative with Awn Center to enhance the motor and cognitive skills of children with Down Syndrome, and launched a "Horseback Riding Therapy" program providing emotional support and motor balance enhancement for children with special needs.
- **Social Inclusion for Orphans:** The BMC Volunteering Club hosted a dedicated, comprehensive Eid Al-Fitr celebration for local orphans, providing a highly supportive environment and interactive activities designed to foster social inclusion and emotional well-being for vulnerable youths.

- **Refugee and Immigrant Communities:**
  - **International Pilgrim Support:** Actively participated in the "Saudi and International Volunteer Day" at the Grand Mosque in Makkah, where students provided critical health, first aid, and guidance services to pilgrims and visitors from various immigrant and ethnic backgrounds.



  - **Support for LMIC Expatriates:** BMC's inclusive community encompasses students from 38 different nationalities. The college extends its health and wellness support cross-borders by providing customized relief for international students from Low and Lower-Middle-Income Countries (LIC & LMIC). This includes proactive mental health care, free on-campus housing, and direct food security interventions (such as meal vouchers) to ensure the physical and psychological well-being of expatriate populations living away from their families.

Sustainability and Impact Measurement

BMC ensures that its community health outreach transcends episodic charity by embedding its initiatives into sustainable economic models, institutional policies, and rigorous impact-tracking frameworks. This year, the college enhanced its sustained impact through:

- **Strategic Partnerships and Policy Integration:** To guarantee long-term operational sustainability, BMC aligns its programs with national frameworks and Vision 2030 objectives. The college actively partners with the **Ministry of Health** to

develop healthcare policy, and the **Ministry of Human Resources and Social Development** to establish support safety nets for vulnerable demographics. In addition, the majority of programs were executed in direct collaboration with government and private entities like Saudi Red Crescent, major hospital networks and rehabilitation centers, ensuring professional service delivery and long-term scalability. Furthermore, a Master Consulting Services Agreement with the **Mayo Clinic** ensures that BMC's outreach facilities and clinical practices meet world-class, sustainable standards.



- **Economic Empowerment and Health-Tech Incubation:** BMC drives sustainable community health by investing in local, self-sufficient solutions. Through cross-campus Innovation Bootcamps and digital health hackathons, the college provides direct seed funding, facility access, and business incubation to community-led startups focused on health-tech and social impact. This transforms short-term outreach into long-term community economic growth and job creation.
- **Measurable Financial and Clinical Impact:** The college tracks the precise socioeconomic value of its interventions to ensure maximum efficacy. For example, BMC's continuous dental care model delivered an estimated SAR 4.5 million in free, clinical-grade treatments to 8,550 economically disadvantaged patients in 2025 alone. Clinically, outreach effectiveness is measured using standardized diagnostic instruments, such as utilizing PHQ-9 and GAD-7 assessment tools during community mental health screenings.
- **Institutionalized Student Empowerment:** Community service is a formalized metric of student success, managed centrally by the Social Responsibility and Sustainability Unit and over 42 active student clubs. This structured empowerment resulted in BMC students and staff contributing over 350,000 volunteer hours during the academic year, building a massive, self-sustaining workforce for regional health initiatives.

Duration and Frequency: Sustained, Year-Round Engagement

Our commitment to community inclusion is deeply embedded in our institutional framework, operating continuously rather than relying on occasional public relations events.

- **Continuous Clinical Operations:** BMC has fully transitioned from seasonal health camps to a year-round continuous care delivery model. **The college's 94**

specialized dental clinics operate continuously, with clinical field teams deployed directly to orphanages and elderly housing throughout the entire calendar year.

- **Uninterrupted Welfare and Nutritional Support:** Health outreach is supported by sustained socioeconomic interventions. Throughout the year, BMC actively combats regional food insecurity, distributing over 1,500 meticulously prepared food boxes and 1,300 comprehensive food baskets during major religious and cultural observances to ensure continuous nutritional security for vulnerable families.
- **Year-Round Accessible Infrastructure:** BMC maintains permanent, year-round infrastructure to support community health and equity. This includes continuous access to free, confidential psychological counseling for disadvantaged students, heavily subsidized campus housing, and a free daily transportation network linking students from lower-income backgrounds directly to training hospitals, entirely removing logistical barriers to health education.
- **Continuous Capacity Building:** Guided by the college's continuous academic cycles, BMC provides ongoing regional capacity-building programs. This includes year-round specialized educational sessions for school nurses and family caregivers, alongside continuous community health worker training, ensuring the region's primary care capacity is perpetually strengthened.

3.3.3 Shared Sports Facilities

BMC adopts a systematic institutional policy aimed at sharing its extensive sports and recreational facilities with the community of Jeddah and surrounding areas, transforming the campus into a vibrant hub that promotes active lifestyles. Through 2025, the college expanded the scope of its activities to include deeper partnerships with governmental institutions, schools, and specialized sports clubs, thereby significantly increasing its community impact in fulfillment of sustainable development goals.

Shared Sports Facilities with the Local Community

The college has built strategic collaborations to ensure the optimal utilization of its facilities and direct them toward serving the sports needs of the community:



- **Governmental and Civic Partnerships:** The college collaborates closely with the Ministry of Sports to organize major public events, and with the Jeddah Municipality to utilize public

spaces like the Jeddah Waterfront for community sports initiatives, such as the "Jeddah Marathon" and the Breast Cancer Awareness Bikeathon.

- **Open Access for Schools:** The college has established Memorandums of Understanding (MoUs) and community partnerships with numerous high schools in Jeddah (e.g., Seville School, Al-Hamra International School, Al-Khandaq School, Al-Ahqaf School, Dar Al-Hanan School, and Muhammad bin Al-Qasim School) to provide students with regular access to outdoor fields, indoor gymnasiums, and multi-use courts.



- **Joint Tournaments with Universities and Sectors:** The college hosted joint tournaments to foster sportsmanship and community engagement, including sports competitions with King Khalid University in October 2025, which featured 54 participants of both genders, as well as the launch of the Security Forces Officers Club football league at the Aseer branch.
- **Supporting Special Groups:** The college organized therapeutic sports initiatives, such as a horseback riding activity for children with special needs in January 2025, which hosted 35 children from outside the college to enhance their physical activity and mental well-being.

Free Access to Facilities

The college provides full free access to some or all of its facilities through a dedicated model designed to support major events and health initiatives:

- **Annual Sports Day:** The college offered its facilities for free to students, staff, and public visitors during the Annual Sports Day each April, which hosted external clubs (such as Gold's Gym, Her Fitness, and Aura Gym) to provide interactive experiences for the audience, alongside the participation of the Saudi Dodgeball Federation and the Saudi Red Crescent Authority to offer CPR training.



- **Free Tournaments and Awareness Initiatives:** Facilities were opened free of charge for inter-school joint tournaments and inter-collegiate football leagues (November 2024 - February 2025). The college facilities also hosted the "Stronger

Than Injury" initiative to raise awareness about sports injuries in collaboration with external entities such as Khetta Physical Therapy Clinic and ERA Sports.

- **Joint Student Clubs:** The college's walking, cycling, and horse-riding clubs open their doors to hold free joint sessions with students from other institutions, making the college a free sports gathering point.







Charged Access to Facilities

To ensure the sustainability of the facilities and provide them at the highest quality standards, the college adopts a charged access model (partnership model) for specific cases:

- **Nominal Fees for Independent Clubs:** A reduced and nominal fee structure is applied for the scheduled and regular use of facilities by approved local sports clubs or private events.
- **Non-Profit Sustainability:** This model aims exclusively to cover operational costs, maintenance operations, and security provision. It does not seek to generate profit, ensuring that the facilities remain high-quality and sustainably accessible to all segments of the community.

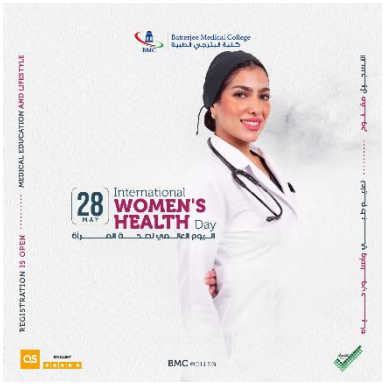
The expansion of BMC’s activities this year reflects a deep understanding of the importance of **shared sports facilities** in achieving community well-being. By integrating broad free access for tournaments and schools with sustainable financial organization for private clubs, the college has successfully transformed its facilities from mere academic spaces into a participatory health infrastructure that serves the Kingdom's vision of enhancing the quality of life and increasing sports participation rates.

3.3.4 BMC's Comprehensive Sexual and Reproductive Health Strategy for Students

BMC demonstrates a strategic and deep commitment to SDG 3 by providing comprehensive sexual and reproductive health (SRH) care for students. The college's approach integrates **direct health education, easy access to confidential services, and community advocacy** to create a supportive environment that empowers students to access the knowledge and resources necessary to promote their health.

Information and Education Services

The college's commitment is evident through targeted educational initiatives covering all aspects of sexual and reproductive health, which have recently been enhanced by a range of specialized activities:







- **Women's Health:** The college launched the "Women Health" initiative, which included dedicated booths to educate female students about puberty, menstrual disorders, and endometriosis. Furthermore, the "Menstrual Health" campaign was implemented in collaboration with the brand "Kotex" to provide interactive workshops that equip female students with the essential knowledge and resources for menstrual management, contributing to dispelling misconceptions and creating a supportive environment for open discussion.
- **Maternal Health and Postpartum Care:** The college's efforts extended to include postpartum care initiatives which were held in collaboration with Andalusia Hospital, offered students direct access to expert knowledge. An OB/GYN consultant delivered an informative lecture, and a specialized coach led a session on postnatal physical recovery. This initiative is a prime example of facilitating access to specialized reproductive healthcare services through institutional partnerships, offering students practical insights into a critical phase of reproductive health. Moreover, recent awareness campaigns such as "The Effect of Smoking on Pregnant Women," which highlighted pregnancy complications and their impacts on fetal development. The college also provided necessary education on pre-eclampsia and hyperemesis gravidarum within

awareness pavilions and participated in supporting premature infants and their families by organizing a "World Prematurity Day" campaign.

- **Premarital Medical Screening and Sexually Transmitted Diseases (STDs):** The college is a leading voice in promoting premarital screening programs. The "Saudi Marriage Day" campaigns, organized in collaboration with the Ministry of Health, provided crucial platforms to educate students on the importance of genetic testing, the diseases screened for, and the options available to at-risk couples. Moreover, the college's campaigns targeted awareness of STDs and the importance of related mental health, in addition to World AIDS Day programs to reduce social stigma and promote regular testing.







- **Early Detection of Breast Cancer:** The academic programs at the college implemented intensive breast cancer awareness campaigns in collaboration with partner hospitals such as Andalusia Hospital and King Abdullah Hospital. These campaigns included guiding and mentoring students on the importance of self-examination, clinical examinations, and mammograms for early detection.

Access to Healthcare (Free & Charged Access)

The role of BMC is not limited to providing information only, but extends to ensuring an institutional framework that supports this knowledge with easily accessible health services:

- **Free Access:** The college's institutional structure includes providing free access to primary health support and medical counseling on campus, serving as the first point of contact for students. This commitment has been practically translated by providing **free breast cancer screening services** for students and faculty members on campus in collaboration with specialized medical staff, which allowed for direct screening of cases and providing them with medical education.



- **Charged/Specialized Access:** The college offers structured pathways for specialized care through periodic consultations, regular check-ups, and specialized medical guidance supervised by top obstetricians and gynecologists. This ensures the provision of a reliable and continuous support system to meet the complex reproductive health needs of students.



BMC's integrated strategy—which combines direct health education, free clinical screenings, and large-scale awareness campaigns regarding reproductive health and premarital screenings—provides a model response to sexual and reproductive health requirements. Through these coordinated efforts, the college works to foster an inclusive, responsible, and health-conscious student community that is fully equipped to protect its well-being and contribute to building healthier generations.

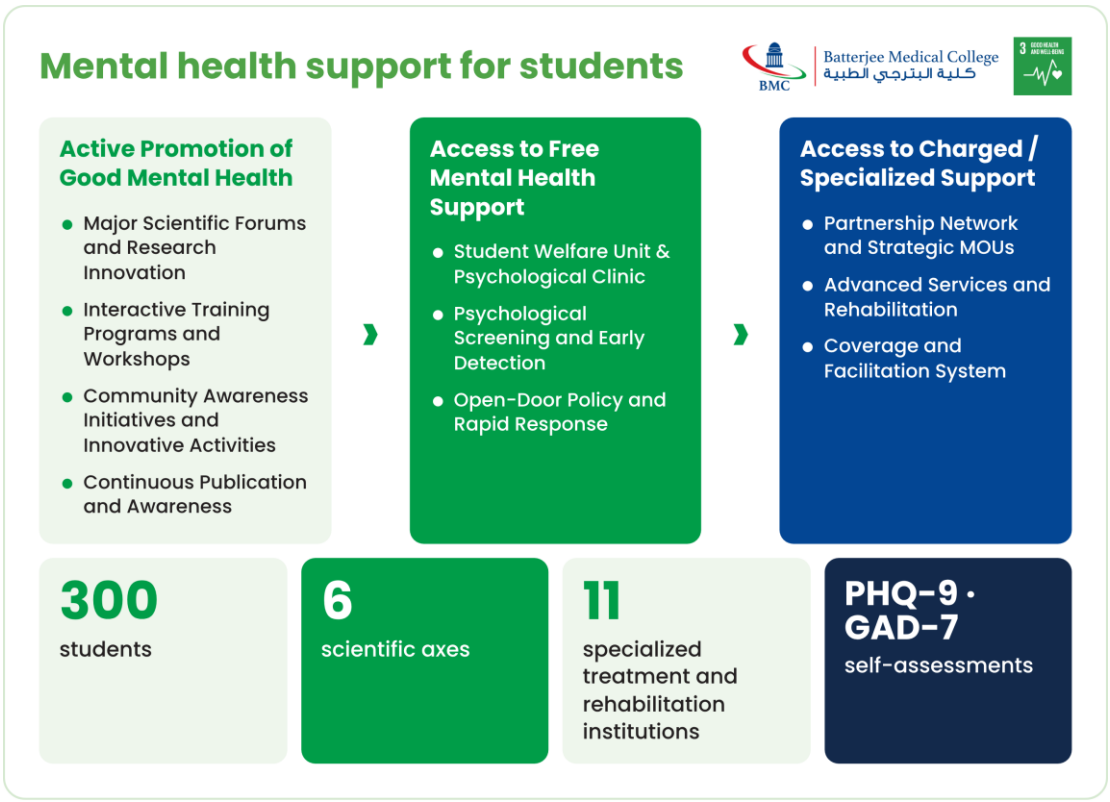
3.3.5 Mental health support for students

BMC’s Strategic Scope

BMC considers the mental health and psychological well-being of its students a core strategic pillar that directly contributes to the academic and professional excellence of future healthcare professionals. BMC's efforts align seamlessly with Saudi Vision 2030, the Quality of Life Program, and the initiatives of the National Blueprint for Mental Health Promotion. Within this context, the college expanded the scope of its awareness, preventive, diagnostic, and therapeutic services targeted at students during 2025. This transition shifted the focus from traditional counseling services to building an integrated, innovative ecosystem encompassing regional research forums, interactive training workshops, specialized psychological clinics, and a broad network of institutional partnerships.

Structural Pillars of BMC's Commitment

The college adopts a three-dimensional approach to fulfill all requirements of mental health support for students:



Active Promotion of Good Mental Health

- **Major Scientific Forums and Research Innovation:** The college annually organizes regional conferences and forums that bring together experts, academics, and students to raise awareness and combat the social stigma associated with mental health disorders.
- **Interactive Training Programs and Workshops:** Organizing regular workshops focusing on academic stress management skills, mindfulness, art therapy, building psychological resilience, and self-discovery.
- **Community Awareness Initiatives and Innovative Activities:** Activating World Mental Health Day through digital campaigns, the use of self-assessment tools, and rehabilitative Pet Therapy initiatives to promote mental well-being.
- **Continuous Publication and Awareness:** Dedicating permanent sections in the college's Weekly News Magazine to address mental health issues and review available student support services.

Access to Free Mental Health Support

- **Student Welfare Unit & Psychological Clinic**: The college provides a specialized psychological clinic staffed by counselors and psychologists who offer individual and group counseling and consultations completely free of charge and with strict confidentiality for all students.
- **Psychological Screening and Early Detection:** Launching comprehensive assessment initiatives, such as the "Mental Health Screening Assessment" sponsored by the Rushd Center for Psychological Consultations, for the early identification of students most prone to anxiety, stress, and test depression, instantly connecting them with specialists for free.
- **Open-Door Policy and Rapid Response:** The college follows a flexible reception policy allowing students to attend in person or communicate digitally to receive immediate psychological support during academic or personal stress crises.

Access to Charged / Specialized Support

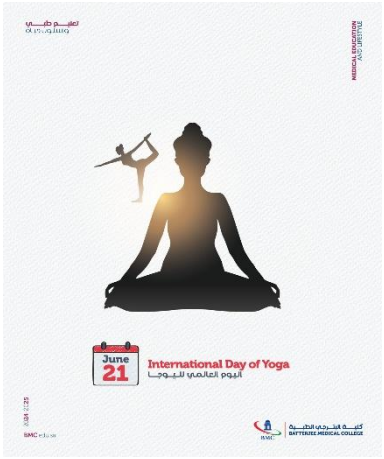
- **Partnership Network and Strategic MOUs:** The college maintains a broad specialized referral network comprising over 11 specialized treatment and rehabilitation institutions and centers.
- **Advanced Services and Rehabilitation:** The partnership network includes accredited centers such as Qawim Centers for Addiction Rehabilitation, Erada Complex for Mental Health, Rushd Consultation Center, Sajaya Rehabilitation Center, Etizan Center for Psychological Consultations, and the National Center for Mental Health Promotion.
- **Coverage and Facilitation System:** The college provides clear and safe pathways for students whose health conditions require advanced or long-term psychiatric care beyond the scope of the primary academic clinic.

Updated Record of Activities and Events for BMC’s mental health support for students

Mental Health Innovation Forum 2025

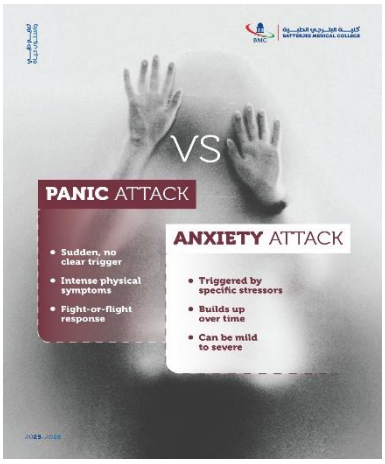
- **Date and Location:** October 23, 2025, Sheikh Abdullah Abu Melha Hall - Abha Chamber (A collaboration between the Jeddah and Aseer branches).
- **Organizer:** Research Units in Jeddah and Aseer, in coordination with the Student Welfare Unit and the Abha Chamber.
- **Theme and Goal:** "From Idea to Impact: Mental Health Innovation Strategies for Community Growth".
- **Forum Axes and Their Student Applications:**

- Psychologically supportive educational and professional environments to reduce anxiety and academic burnout.
- Mental healthcare for children and adolescents and early intervention.
- Justice and equity in accessing mental health services.
- Multidisciplinary therapeutic strategies.
- Scientific research and mental health policy formulation.



- Digital innovation and AI in psychological diagnosis and treatment.

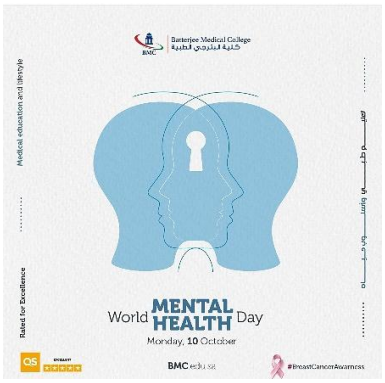
- **Targeted Activities and Workshops:**
  - Presentation of the AI-enhanced "Sentinel" application to support direct psychological care for healthcare workers and students.
  - Workshop on innovative digital solutions to support the mental health of children and families.
  - Workshop on mental wellbeing in the digital world and reducing digital fatigue.
  - Workshop on digital innovation in mental health and smart applications.



  - Workshop on Cognitive Behavioral Therapy for addiction.
  - Scientific exhibition and student posters presenting research findings on psychological stress and sleep quality among health sciences students.

Direct Activities and Periodic Awareness Workshops for Students

- **Art Therapy Symposium:** Over 300 students participated in expressive and rehabilitative activities, including clay molding, Arabic calligraphy, and expressive writing, to promote emotional release and reduce academic stress.
- **Mindfulness Discussion Panel:** A dialogue session with psychiatric consultants equipping medical students with evidence-based strategies to manage



academic stress, reduce burnout, and build emotional stability.

- **World Mental Health Day Initiatives:** Launching a widespread digital campaign enabling students to conduct self-assessments via QR codes using global scales like PHQ-9 (for depression) and GAD-7 (for anxiety), with direct guidance provided for those whose results indicated a need for consultation.



- **Identity and Self-Discovery Workshop:** An interactive workshop based on psychological principles and self-reflection to help students build self-confidence, understand their personal and professional identities, and strengthen psychological resilience.
- **Direct Mental Health Screening Assessment Program:** Partnering with Rushd Center for Psychological Consultation and sponsored by BMC. Providing preliminary screening and psychological counseling sessions to over 300 students to ensure their mental wellbeing and facilitate access to direct free support.



- **Yoga Class for Stress Relaxation:** Organizing a practical training session led by a certified instructor to equip students with practical tools for proper breathing and physical/mental relaxation.
- **Pet Therapy Day:** An innovative event that allowed students and staff to interact directly with trained pets, which is scientifically proven to lower cortisol levels and psychological stress while boosting joy on campus.

Outcomes and Impact Assessment of the BMC's Commitment to mental health support to students

- **Direct Access and Student Coverage:** Direct field initiatives (such as the psychological screening with the Rushd Center) provided direct assessments and psychological support to over 200 students in a single session, in addition to reaching thousands of students via digital self-questionnaires (PHQ-9 and GAD-7) and public workshops.
- **Reducing Social Stigma:** Annual research forums and continuous coverage in the college's official magazine helped normalize discussions around mental health,

making it an academically and socially acceptable topic, which in turn increased proactive help-seeking behaviors for psychological support and counseling.

- **Integration of Support Levels:** The college successfully demonstrated its ability to deliver an integrated model that connects:
  - **Prevention and Active Promotion:** Through workshops, global days, and innovative activities.
  - **Initial and Free Support:** Through the Student Welfare Unit and the dedicated psychological clinic.
  - **Specialized Support:** Through referring advanced cases to specialized partner centers and hospitals.

Matrix of Mental Health Support Activities for BMC Students

Activity / Initiative	Type of Support	Key Outcomes & Impact
Mental Health Innovation Forum 2025	Active Promotion + Digital Innovation	6 scientific axes, AI applications, and specialized workshops
Art Therapy Symposium	Active Promotion & Free Expressive Support	300 students participated in emotional release activities
Mindfulness Discussion Panel	Active Preventive Promotion	Equipped students with burnout prevention skills
Digital Self-Screening Campaign	Screening & Free Community Support	Linked students with high anxiety scores to the psychological clinic
Identity and Self-Discovery Workshop	Active Promotion & Self-Development	Enhanced psychological resilience and self-confidence
Mental Health Screening Assessment (Rushd Center)	Direct Free Mental Health Support	Provided immediate free consultation sessions and rapid referrals
Yoga and Relaxation Class	Active Promotion & Relaxation Skills	Empowered students with breathing and stress management techniques
Pet Therapy Day	Active Promotion & Wellbeing Support	Reduced daily stress and fostered direct interaction
Psychological Clinic Services at Student Welfare Unit	Continuous Free & Confidential Support	Individual and group counselling sessions and rapid crisis response

3.3.6 BMC's Commitment to a Smoke-Free Environment

BMC has consistently upheld its commitment to advancing a healthy, smoke-free environment for its students, staff, and the wider community. This commitment is anchored by a robust and explicit Smoke-Free Policy that prohibits smoking on all college property. Going beyond mere prohibition, BMC has established a comprehensive framework that involves:

Policy Enforcement





BMC's efforts are governed by its official **"Smoke Free Policy",** which explicitly defines and enforces a smoke-free environment with an obvious prohibition "Smoking is not permitted in or on any College Property". This policy applies to the entire college community, including all employees, students, affiliates, contractors, and visitors. It covers all college property, including buildings, grounds, facilities, and vehicles. The policy outlines also a clear enforcement procedure, including posting of **"No Smoking"** signs across all campus buildings; A gradual disciplinary process from verbal warnings to presentation before a disciplinary board for repeat violations; and prohibition on the sale, distribution, or advertisement of tobacco products on campus.

On-Campus Cessation and Support Services



BMC's policy is proactively supported by initiatives designed to help individuals quit smoking, reflecting a commitment to health and well-being. At the core of these efforts is BMC's on-campus Smoking Cessation Clinic which established in collaboration with the Saudi Ministry of Health and provides free medical treatment including Nicotine Replacement Therapy (NRT) and other medications; Behavioral consultations and professional support to address the psychological aspects of addiction; and systematic follow-up for patient progress that tracked through the Ministry of Health's "Tobacco Control Program" for ongoing support and monitoring.

Education, Awareness, and Curricular Integration

BMC leverages its position as a medical college to educate its community on the dangers of tobacco use through:



- Dedicated Awareness Events: Through 2025, multiple on-campus campaigns are conducted, such as "The Impact of Smoking on Pregnant Women" and "The Impact of Vaping on Lung Health," organized by the Respiratory Therapy Program. These events reached hundreds of students and staff, providing education on risks and cessation strategies.



- Integrated Learning: The Pharmacy Program and Respiratory Therapy Program collaborated on a "Smoking Cessation Campaign" for BUPA company employees. This event demonstrates how students apply their knowledge of "behavioral and psychological mechanism of dependence" and "medications used in Nicotine replacement therapy" in real-world settings, reinforcing their education while serving the community.

Community Outreach and Public Engagement

BMC's commitment extends beyond its campus boundaries, impacting the broader community.

- **External Partnerships and Campaigns:** By partnering with the **Ministry of Health**, institutions and **NGOs,** BMC amplified the message about the harmful effects of smoking, providing resources and information to help individuals quit and prevent tobacco use.
- **Broader Public Health Initiatives:** The Respiratory Therapy Program's outreach to Al Andalus Jeddah School and the Alhamdaniah Neighborhood Center focused on "Awareness of Asthma" and the dangers of vaping, targeting youth and families to prevent smoking initiation and promote lung health. Different campaigns also reached schools, public spaces like shopping malls,





and other community sectors to raise awareness about the health risks associated with smoking and substance abuse.

BMC not only has a clearly articulated and enforced smoke-free policy but has built a supportive ecosystem around it. Through its dedicated cessation clinic, integrated educational programs, and extensive community outreach, BMC actively promotes a culture of health and well-being. This comprehensive, multi-pronged strategy demonstrates a profound institutional commitment to reducing tobacco use and its associated harms, aligning powerfully with the objectives of SDG3

3.3.7 Mental health support for staff

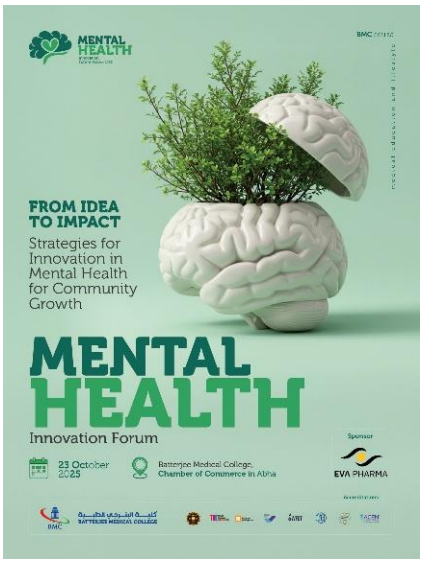
BMC recognizes that a supported, psychologically safe, and resilient workforce is the foundational pillar of academic excellence, institutional sustainability, and community impact. BMC's approach to staff mental health is systematic, deeply integrated, and policy-driven. The institution transcends basic mental health service provision by fostering a holistic ecosystem where occupational well-being is actively promoted, confidential counseling is freely accessible, and specialized psychiatric care is structurally guaranteed through health policies.

Active Promotion of Good Mental Health for Staff

BMC proactively cultivates a positive, inclusive, and psychologically supportive workplace environment by embedding faculty and administrative staff into a wide array of well-being initiatives. This strategy combats occupational burnout, fosters community, and promotes a healthy work-life balance.

Institutional Forums and Occupational Well-being Conferences

BMC positions its staff at the forefront of mental health discourse, empowering them as thought leaders while equipping them with cutting-edge occupational resilience strategies.



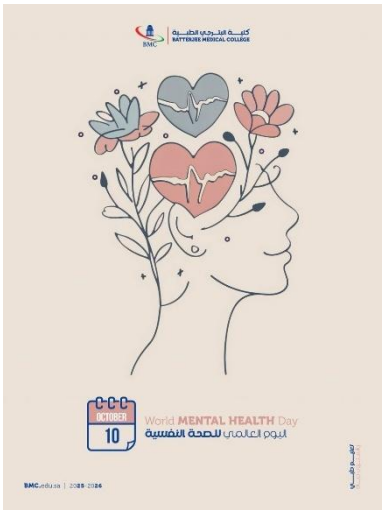
- **The Mental Health Innovation Forum 2025:** Hosted on October 23, 2025, in collaboration with the Abha Chamber of Commerce, this landmark institutional event was explicitly targeted at medical professionals, faculty members, and health administrators.
- **Focus on Workplace Environments:** A primary theme of the forum was "Psychologically Supportive Educational & Work Environments,"

aimed at developing actionable strategies to promote mental wellbeing and reduce burnout in university and workplace settings.

- **Digital Interventions for Healthcare Workers:** The forum featured pioneering presentations, such as Dr. Nicola Cogan's session on "Sentinel," an AI-enabled digital mental health intervention specifically localized to provide personalized, trauma-informed support for healthcare workers and faculty.

Inclusive Campus-Wide Wellness and Stress-Reduction Events

BMC continuously integrates staff into interactive well-being events to break down hierarchical silos and alleviate daily workplace stress.



- **The Mind & Wellness Fair:** This campus-wide initiative engaged staff through interactive booths and educational materials focused on workplace stress management, emotional health, and maintaining a balanced lifestyle in a highly demanding academic setting.
- **Pet Therapy Event:** Co-organized by the Student Welfare and Dentistry Program units, this evidence-based stress-reduction event explicitly targeted staff well-being, recording the active participation of 6 academic faculty members and 6 administrative staff.
- **Team-Building and Creative Expression:** Events such as "Influencers Got Talent" featured 6 academic and 4 administrative staff acting as hosts and judges, alleviating academic pressures through creative engagement. Similarly, the "Express Yourself Through Art" initiative promoted emotional regulation through clay modeling and painting.
- **Physical Wellness Integration:** The Yoga Class and Annual Sports Day provided staff with practical, physical tools for stress management, recognizing the vital link between physical activity and occupational mental health.

Purpose-Driven Professional Engagement

Engaging in purpose-driven, community-oriented activities provide faculty and staff with a profound sense of fulfillment, which is a recognized protector of mental health.

- **Social Responsibility Initiatives:** High staff participation in the Green Jeddah Planting Initiative, the Women Empowerment Event, and the Founding Day Planting Initiative reinforced shared institutional values and combated professional isolation.
- **National and Professional Pride:** The Saudi National Day Celebration and the School Forum for Medical Specialties allowed staff to guide future healthcare

leaders, fostering community spirit and reinforcing their professional value within the institution.

Access to Free Mental Health Support for Staff

BMC ensures that all employees, regardless of their rank or department, have direct, confidential, and cost-free access to professional mental health resources to address occupational stress, interpersonal challenges, and emotional regulation.

Centralized and Confidential Clinical Services

- **In-House Psychological Clinics:** Operating in conjunction with the Student Welfare Unit and Human Resources, BMC provides dedicated clinic access extending explicitly to the entire college workforce. Faculty and staff have direct access to free, strictly confidential individual and group counseling from qualified clinical psychologists.
- **Occupational Therapy Support:** Through collaborative sessions, such as the "Promoting Mental Health Through Occupational Therapy" event held with the Masar Center in October 2025, staff are exposed to practical frameworks for regaining independence and managing mental health challenges.

Capacity Building and Therapeutic Workshops

- **Time Management & Mental Well-Being Workshop:** Held in November 2025 and led by specialized counseling psychologists. This session directly targeted the intersection of workload management and psychological health. Staff were equipped with practical strategies to prioritize tasks, reduce academic administrative stress, and maintain a sustainable work-life balance.
- **Experiential Therapy Sessions:** Workshops such as "Exploring Mental Wellness: A Journey Through Experiential Therapy" utilized music and art therapy to provide staff with free, evidence-based tools for emotional resilience and self-care.

Managerial and Leadership Support Structures

- **Top-Down Well-being Mandates:** The consistent approval, funding, and oversight of staff well-being events by BMC’s senior leadership signal an institutional commitment to employee mental health. Furthermore, collaborative project management structures within departments foster an environment of peer support, serving as an informal but vital psychological safety net for administrative and academic teams.

Access to Charged and Specialized Mental Health Support for Staff

For complex psychological needs requiring specialized psychiatric diagnosis, inpatient care, or long-term clinical psychotherapy, BMC provides robust, formalized pathways through strategic institutional partnerships and comprehensive employment policies.

Comprehensive Medical Insurance

- **Formal Healthcare Guarantee:** BMC’s institutional Medical Insurance formally guarantees comprehensive healthcare coverage for all employees and their eligible dependents.
- **Psychiatric and Behavioral Coverage:** The policy explicitly mandates coverage for "Visits, check-ups, and medicines," ensuring seamless financial access to outpatient psychotherapy, psychiatric consultations, and psychotropic medications. It further covers "Hospital Charges for Medical operations and hospital stay," safeguarding staff who require inpatient psychiatric care or intensive rehabilitation programs.

Strategic Referral Networks and Institutional Partnerships

- **Formal Memorandums of Understanding (MOUs):** BMC operates a highly integrated external referral network through formalized agreements with top-tier specialized mental health providers. This ensures that staff utilizing their medical insurance are directed to vetted, high-quality care.
- **Partnering Institutions:** The referral network includes the National Center for Mental Health, Mutma'inah Clinic, Etizan Psychological Center, the ACT Clinic, Quweem Centers for Addiction and Rehabilitation, and Roshd Rehabilitation Center. These partnerships guarantee that staff dealing with severe occupational burnout, clinical depression, or complex behavioral conditions receive immediate, expert intervention.
- **Seamless Systems Integration:** The institutional medical insurance provides the financial mechanism for staff care, while BMC’s robust external partnerships ensure diagnostic accuracy, clinical excellence, and a safe return-to-work pathway.

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