

Jordan Breast Cancer Program ANNUAL REPORT 2021



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List of Abbreviations

Abbreviation	Definition
BIU	Breast Imaging Unit
CBE	Clinical Breast Examination
HC	Health Communication
JBCP	Jordan Breast Cancer Program
KHCC	King Hussein Cancer Center
KHCF	King Hussein Cancer Foundation
MOH	Ministry of Health
MOU	Memorandum of Understanding
MSD	Merck Sharp & Dohme
NCD	Non-Communicable Diseases
NGO	Non-Governmental Organization
RMS	Royal Medical Services
SBE	Self-Breast Examination
TOE	Training of Educators
TOT	Training of Trainers





Jordan Breast Cancer Program

Jordan Breast Cancer Program (JBCP) was established in 2007 upon the directive of the Ministry of Health and under the leadership of King Hussein Cancer Foundation and Center (KHCF/KHCC) as a national program that coordinates breast cancer early detection efforts across Jordan.

JBCP mandate is down-staging of breast cancer from its late stages (III and IV) to early stages (0, I, and II)

Where in the disease is more curable, survival rates are higher, and treatment costs are lower. To achieve that JPCP coordinates and leads national breast cancer early detection efforts in Jordan by ensuring the availability of quality screening services, improving access to screening and early detection services, raising public awareness and education about breast cancer, and creating an enabling environment for adopting breast cancer control practices.

Mission

Saving lives and reducing suffering related to breast cancer through coordinating and leading national breast cancer screening, early detection and prevention efforts in Jordan, ensuring equity, quality, and collaboration.



Values



Collaboration: We strive to collaborate with everyone to maximize our impact at national level.



Equity: We believe in health as a right and therefore we work to reach the day where every woman in Jordan has an equal access to high quality breast cancer early detection and screening services.

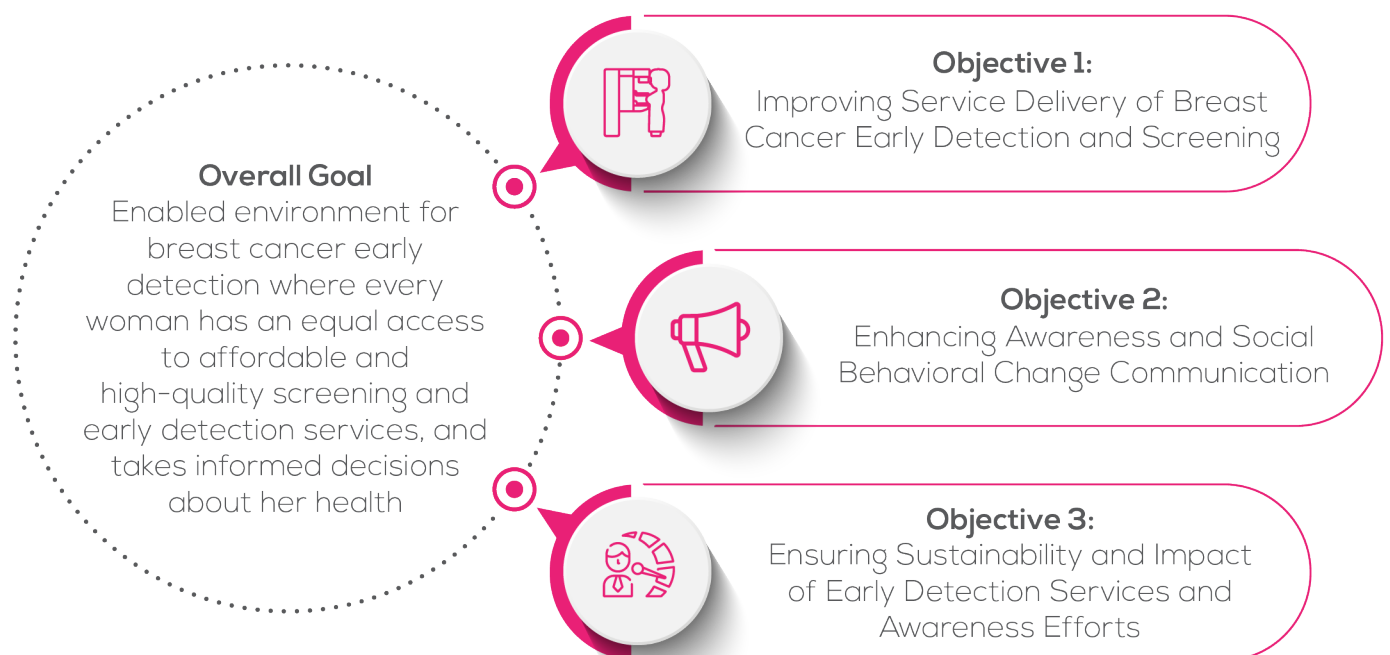


Excellence: We pursue excellence in all of what we do, and aim to be the leader of breast cancer prevention and early detection nationally and regionally.



Making a difference: We play our mandated role while also striving to do a little bit more, a little bit better, to help save lives and improve outcomes.

Goals and Objectives



Highlights of the Year

JBCP has flourished in the year 2021. The year presented many achievements:



26,628

Mammography services provided across Jordan



4,946

Underprivileged women got free screening services



95,000

Women reached through community outreach



699

Healthcare providers trained on topics related to breast cancer early detection



2,006

Awareness-raising activities, including **1,300** "Think Pink" events



835

Community health workers and volunteers trained to be advocates for women's health



1,100

Women assisted through the hotline



21

Seminars with health experts conducted



13

Breast imaging units upgraded to meet international quality standards



Service Delivery of Breast Cancer of Screening and Early Detection Improved

Service Delivery of Breast Cancer of Screening and Early Detection Improved

Jordan has 96 breast imaging units that provide mammography service for breast cancer screening and early detection distributed between the three main sectors: public, private, and military (RMS). In order to improve the screening services provided, these breast imaging units should be operating at an optimum high-quality level. For this reason, JBCP's first result focuses on improving the delivery of breast cancer screening and early detection through directing efforts on the structure and quality of the service, as well as technician proficiency.

Success Stories

1.1 Improved Accessibility and Use of High-Quality Screening Services Across Jordan

Improving the accessibility and use of high quality screening services tackles different angles in terms of structural enhancements are done through upgrading the units according to their needs in terms of machinery or infrastructure, building the capacities of the healthcare providers (HCP) involved in the process of breast cancer screening and early detection, or technical training but also on quality control training for the radiographers in order to produce high quality images that will contribute to delivering improved breast cancer screening and early detection services. The capacity building efforts are also comprehensive to including the staff that are operating the JBCP's two mobile mammography units.

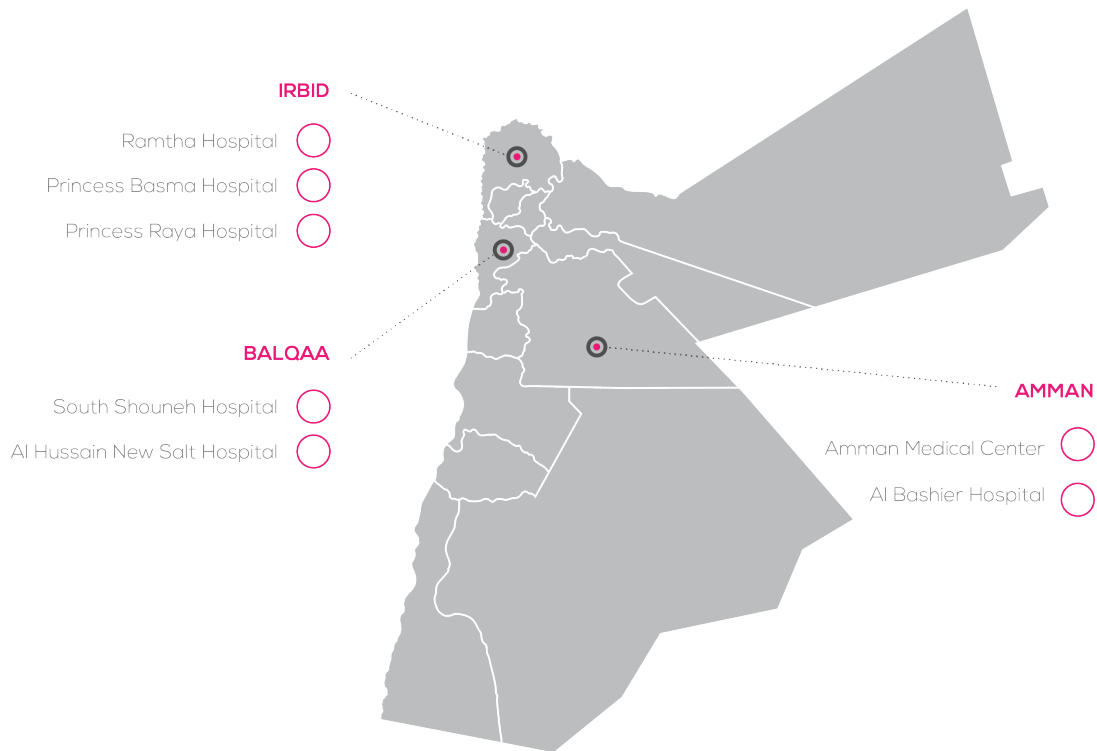
JBCP has two mobile mammography units (MMU) that are allocated at different places across Jordan in order to provide screening services to under-served and under-privileged women.



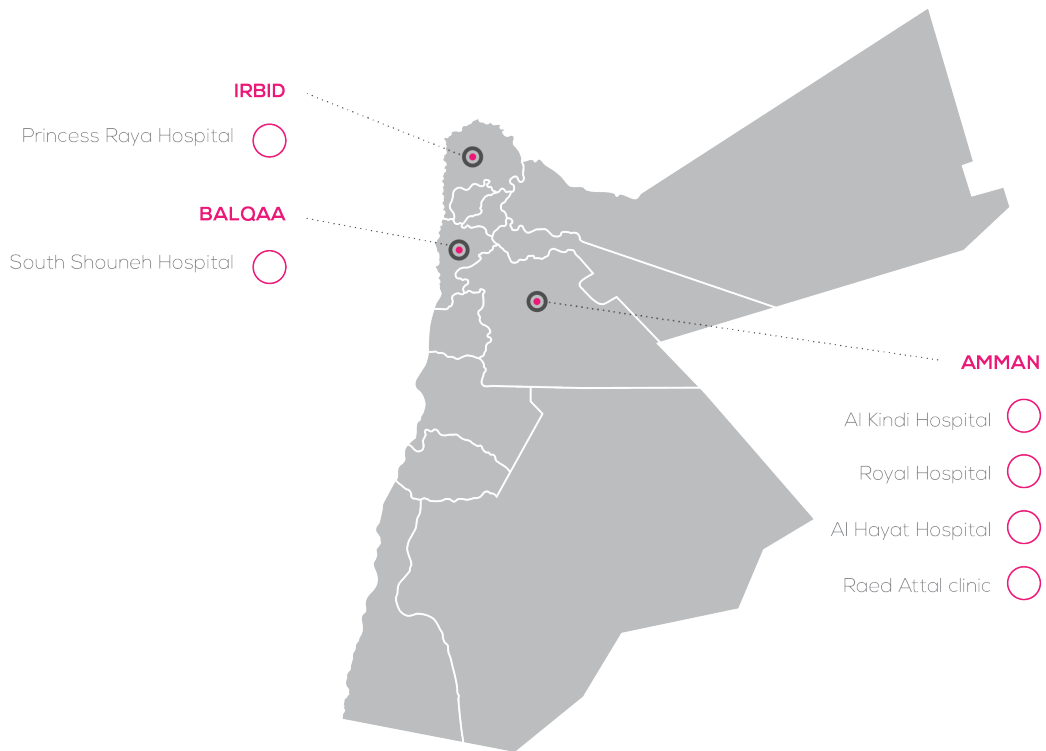
1.1.1 Breast Imaging Units Upgraded

Achievements

7 BIUs upgraded based on set of standards



6 BIUs received the quality control kits



1.1.2 Breast Cancer Screening and Early Detection Healthcare Provider's Capacity Enhanced

Achievements

- **6** on site quality control training conducted.
- **11** radiographers received practical training at KHCC, RMS, and onsite training.
- **Nine radiologists** received an observership program for breast imaging, two of which are breast imaging fellows who enrolled in an Arabic Boarded fellowship program in KHCC.
- **Three** new training lines were established; Al-Basheer radiologist observership supervised by KHCC, Breast Interventional procedures at King Abdullah University Hospital, and radiographers' onsite training.
- Guidelines panel session that was attended by **125 doctors** from various health specialties.
- Pre-conference sessions that were held virtually and lead by Dr. Mike Ulisse and his faculty and attended by **565 doctors** in the breast imaging field.
- Front liners' training in Irbid for MSD project targeting healthcare providers in the primary health center of the MOH and discussing the topics of MSD.



1.1.3 Mammography Screening Services for Women in Under-Served Areas Provided

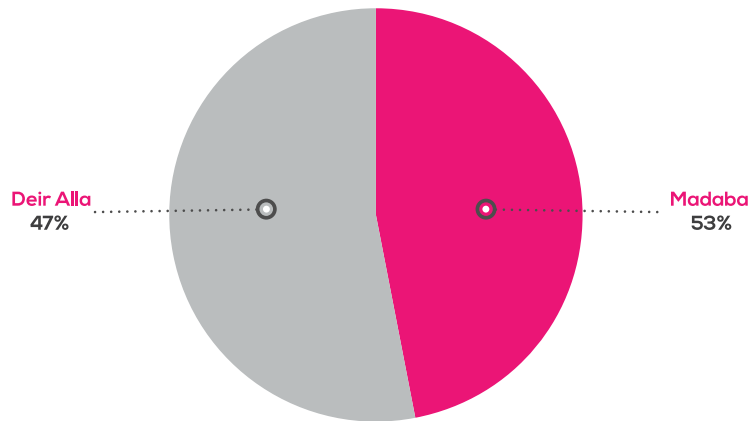
Achievements

- A total of **4,946** women were screened through different JBCP projects:



A total of **1,840** women were screened through JBCP's mobile mammography units, where **20** cancer cases were discovered.

Mobile Screening Projects



3,106 cases were screened through screening partnership that took the form of campaign sponsored cases, JBCP sponsored cases throughout the year, and pre-accreditation cases for one year.

- Establishment of Year-long JBCP-sponsored screening partnership project by referring underprivileged women in Amman, Zarqa, and Irbid to accredited or pre-accredited BIUs.
- Relocation of Madaba mobile unit to Irbid Princess Rahmeh Hospital as a part of the MSD project.

Madaba



Irbid



1.2 Quality of Service Delivery Improved

Breast cancer detection and prevention is a systemic and continuous management process that includes planning, developing and evaluating breast cancer detection programs, including policy formulation and the identification of priorities.

A successful managerial approach to breast cancer detection rests on the combined impact of several activities, including surveillance, protection, continuing education and prevention, early detection and care. Once all the structural and proficiency of the units are tackled, quality should be addressed in terms of standardizing the breast imaging practice across all units in Jordan.

As a result, it is crucial to standardize the quality of reading the images. JBCP has activated the peer review policy which would allow more than one reading of the mammogram image that decreases the chances of an error occurring.

Another standardization of quality is providing evidence-based guidelines. JBCP tailors the international evidence into our context and updates the national guidelines based on it. The complex process involves key experts and stakeholders in the field that share practical feedback on the guidelines. Along with the guidelines, certification of the breast imaging units standardizes the quality service delivery presented in Jordan. JBCP has partnered with the Healthcare Accreditation Council –a local accreditation entity- that provides breast imaging certification where the units are assessed against international evidence-based standards.



1.2.1 Standardization of Breast Cancer Screening and Diagnosis Adopted and Updated

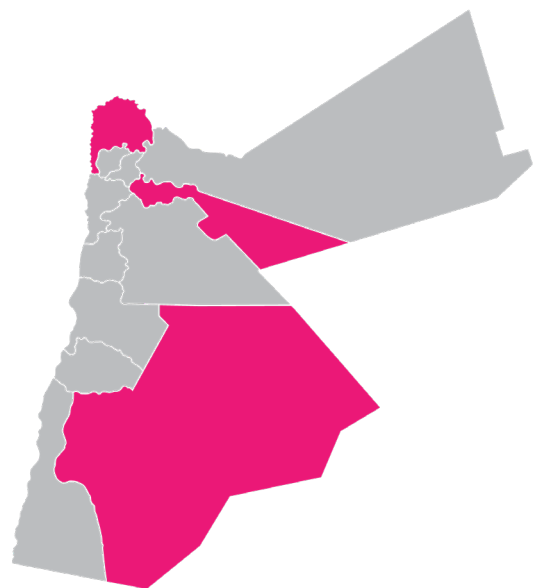
Achievements

- CBE training material and outline developed.

1.2.2 Standardization of Image Reading Quality and Activation of Peer Review Policy

Achievements

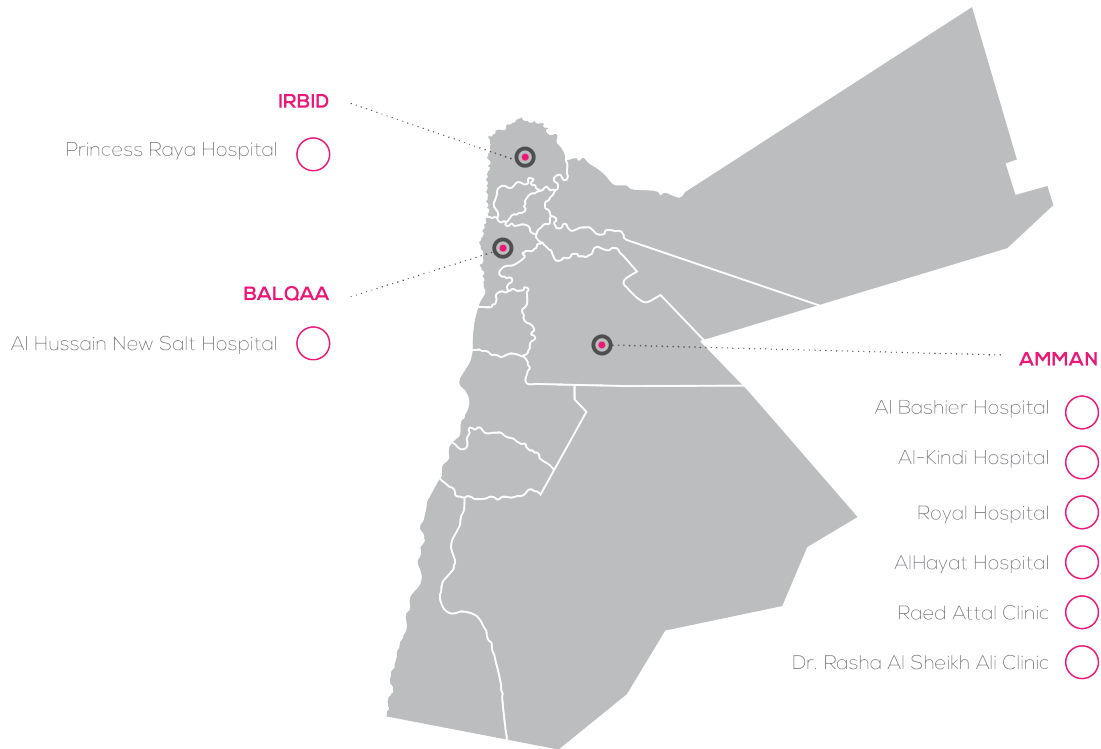
- Communication with MOH to assign radiologists for image reading in Maan and Zarqa Hospitals was done and the approval has been granted for Zarqa.
- Communication with KHCC to establish the reading center within KHCC facility initiated and new workstation was purchased.
- The preliminary report of BIUs situation analysis has been completed. The situation analysis was conducted on the health services provided in 96 breast imaging units in all health sectors across Jordan for the year 2021 in order to identify the procedure, policy, and protocol followed in collecting data related to the provision of health services in breast imaging units and identify the challenges that prevent the provision of high quality health services in breast imaging units across Jordan.
- Three centers of excellence were prepared for mammography services (Zarqa, Maan and Irbid).



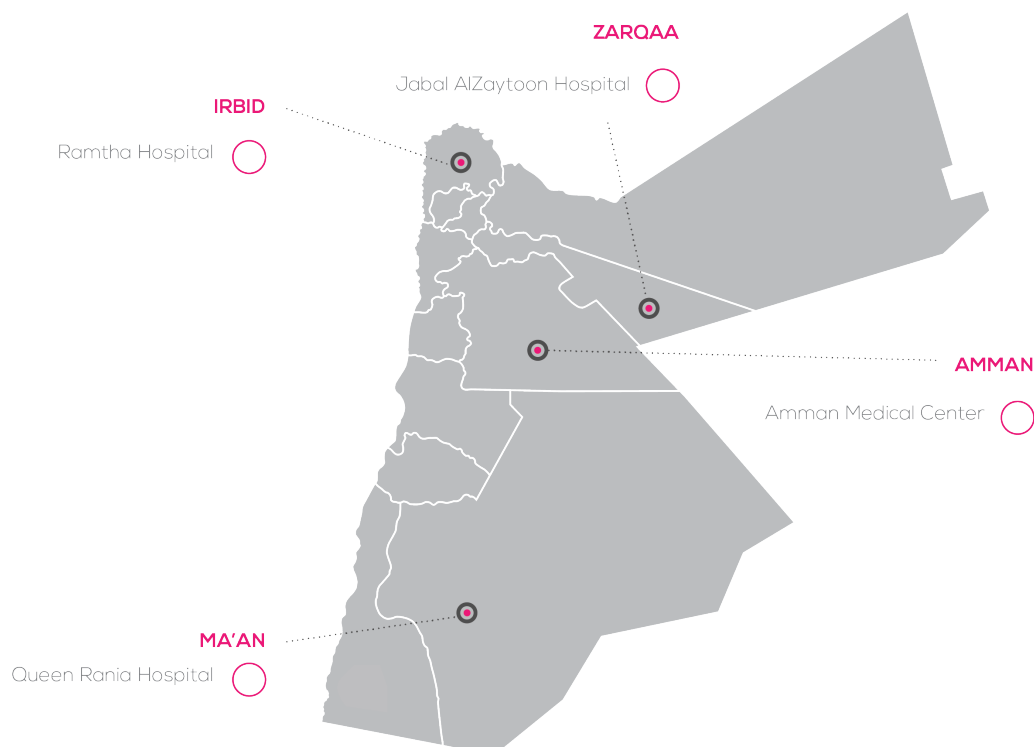
1.2.3 Mammography Units Across Jordan Certified

Achievements

● **Eight** BIUs are starting the process of accreditation



● **Four** BIUs attained the HCAC breast imaging certification



Demand for Breast Cancer Screening and Early Detection Services Increased

Demand for Breast Cancer Screening and Early Detection Services Increased

This result focuses on building a strong and conscious community that voice JBCP's message of the importance of breast cancer screening and early detection. In order to alter behaviors, it is vital to penetrate the community through several tactics on raising awareness and creating behavioral change through the Social Behavioral Change Communication (SBCC) concept.

In order to channel JBCP's message through the community, it is necessary to build advocates from within. Change induction is initiated by integrating the education and service delivery at the level of the community while so provision of the service in order to meet the increase in screening service demand.

Success Stories

Installing a Beacon of Hope in Amman, the Capital of Jordan

Hope Statue installed in one of the main circles in Amman. The statue is a symbol to remind people of breast cancer issue and to emphasize that it affects all community members by representing the important role of women in our lives.



A Memorial for Breast Cancer Screening and Early Detection

In cooperation with **The ROYAL MARINE CONSERVATION SOCIETY OF JORDAN (JREDS)**, a memorial was erected on Sharif Hussein bin Ali Square in the Aqaba Governorate, with the aim of highlighting the importance of raising awareness about breast cancer and contributing to reducing its burdens on society



Think Pink Activities in COVID-19 Era

“Think Pink” is an initiative initiated by JBCP aimed at engaging individuals, organizations, and corporates both public and private, in the adoption of the breast cancer cause. The initiative encourages organizations to take responsibility for educating their employees on breast cancer and early detection. It is one of the many ways that JBCP operates to emphasize the importance of advocates and encourage all entities to support their employees and support the community by providing or facilitating early detection methods.

Despite the presence of the social gathering restrictions and adherence to social distancing as a COVID-19 preventive health measure, JBCP was able to execute with its partners and supports **1,300 Think Pink activities** reaching a **40,000 audience**.

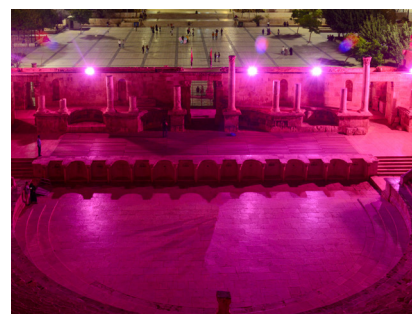
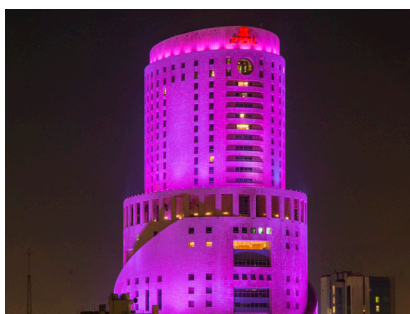
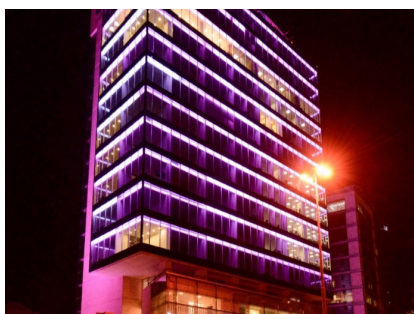
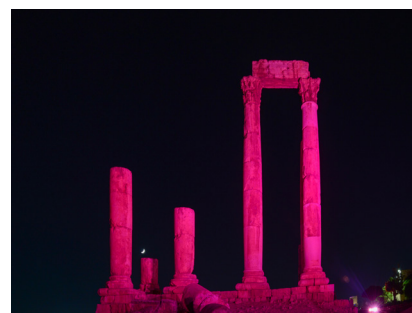
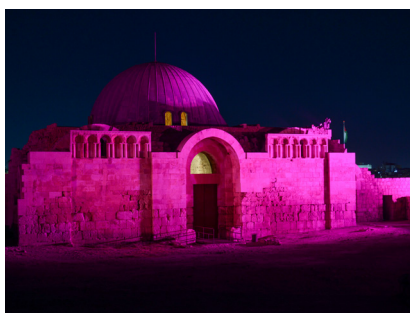


Earning the Continuing Training and Educational Event Accreditation (CTEE) by the Agency for Public Health Education Accreditation (APHEA).

As part of the program's aspirations to reach out to a broader audience to market the behavioral practices that contribute to improving quality of life, The Mass Awareness and Social Campaigns Training Course was developed by the JBCP. This course is a step towards establishing a broad platform that presents evidence-based social behavior tools to the workers in the field of mass awareness campaigns in various public and private sector organizations and civil society organizations. These tools will increase their competency in planning, implementing and evaluating effective public awareness campaigns that contribute to efficiently achieving the desired goals of their organizations. In order to share JBCP's experience from organizing mass awareness campaigns for many years in a manner that high quality and social accountability, the developed training was accredited by a reputable party through earning the Continuing Training and Educational Event Accreditation (CTEE) from the Agency for Public Health Education Accreditation (APHEA).

Jordan Lights Up in Pink

In celebration and support to raising awareness on breast cancer screening and early detection, more than 25 historical landmarks in Jordan joined us and the Arab world in the glow in pink initiative.



2.1 Awareness and Social Behavioral Change Communication Enhanced

Building advocates depends on providing the needed training for each target group or sector. The training programs are provided by JBCP specialized trainers that underwent a training of trainers (TOT). They have gained extensive knowledge on breast cancer and the importance of screening. JBCP provides specialized training to educators where they gain knowledge on breast cancer and the importance of screening and early detection, and build their communication skills. The trained educators conduct outreach activities that are intended to raise awareness and change behaviors in the community.

JBCP has two main outreach activities: the one-to-one (home visits) and the one-to-group (lectures). The one-to-one aims to deliver JBCP's message at the safe environment of the women's place. This allows a more personal connection with the women to uncover the barrier to breast cancer screening even after gaining the knowledge. Women who are above the age of 40-years-old are then given referrals to undergo mammography examinations at JBCP's mobile mammography units thus eliminating the barrier of accessibility and feasibility.

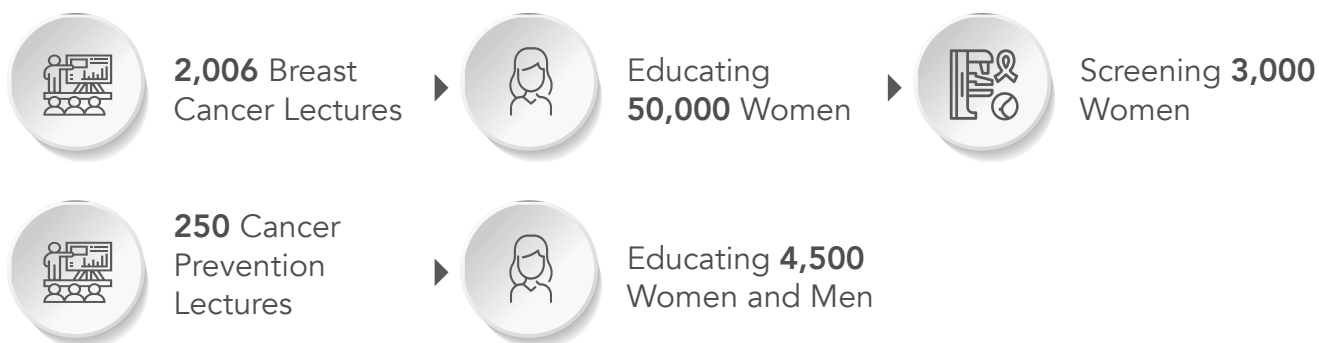
Awareness does not only depend on the outreach activities but also on the leading mass awareness campaigns. JBCP implements a complete passageway for conducting evidence-based campaigns that are innovative and one of their kind in the region.

2.1.1 Mobilized Community Advocating for Breast Cancer Screening and Early Detection Across Jordan

Achievements

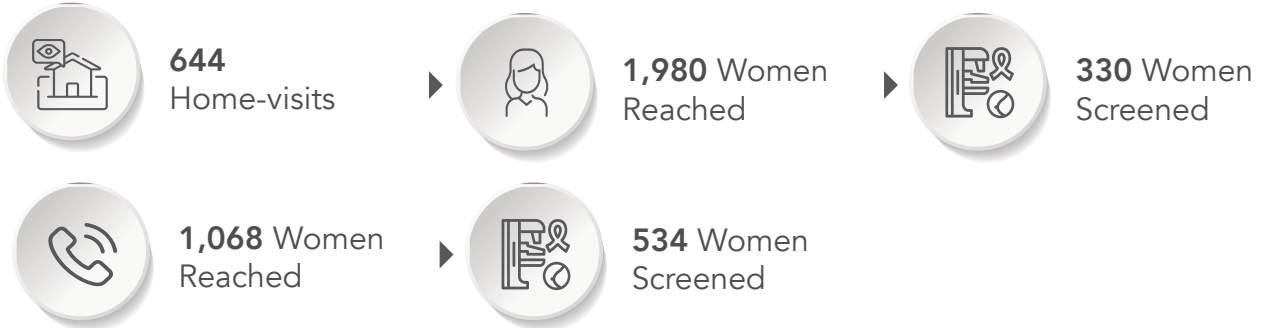
● 95 educators were evaluated in the 13 refreshment training courses.

● **One-to-Group** Outreach:

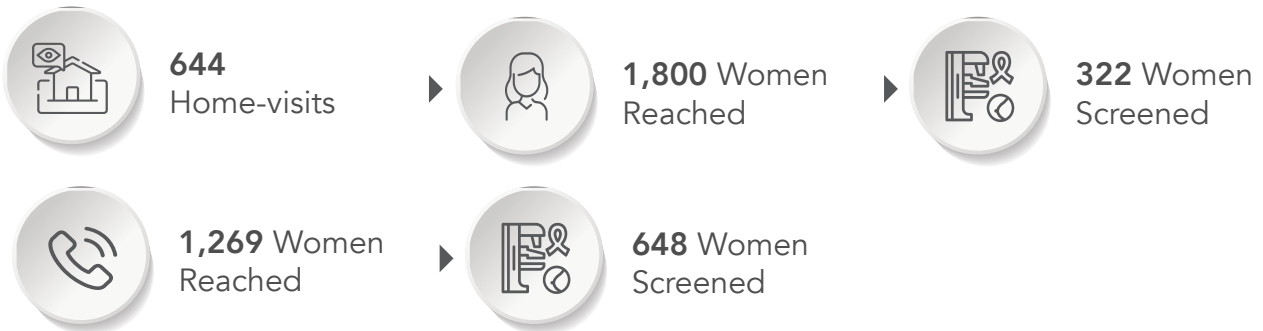


● **One-to-One Outreach:**

Der Alla



Madaba



- **12** Brainstorming sessions were held in 12 governorates and 2 districts (Petra of Maan governorate and the central valleys of Al-Balqa governorate); in preparation for October 2021 campaign in cooperation with various sectors and community civil society organizations in order to spread the message of awareness about breast cancer and encourage the early detection screening.
- **12** Activities were executed, reaching more than 1,500 audience during February **“The world cancer Day Campaign”** **قد التحدي** involving universities, schools and other non-governmental sectors initiative.
- In coordination with the National Woman’s Health Care Center, IFH, Tamweelcom and Micro-fund for women, **65** open medical days were conducted in 3 governorates where women received variable medical services including CBE and mammography referrals in addition to breast cancer awareness lectures.



2.1.2 Specialized Technical Capacities in the Field of Cancer Control

Achievements

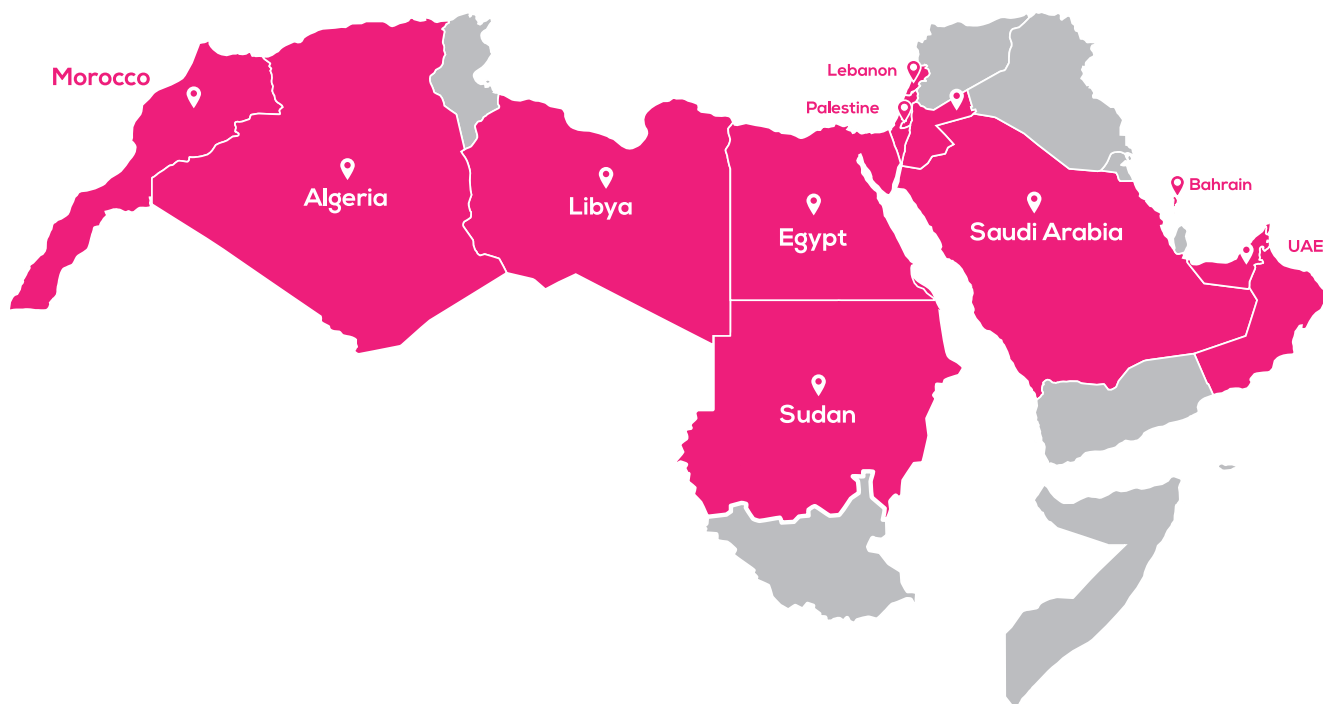
- **13** Refreshment training workshops for **95** educators in all Governorates were done to provide them with updated information and guidelines related to breast cancer and assess their education.
- **1** TOT conducted for **20** trainers. This course is designed to familiarize participants with the most effective way of transforming information into practical skills and applications. In addition, they were trained on JBCP educational material to unify the way we sprit our message. This course focuses on sharing ideas and experiences and the most important knowledge and skills that a trainer should possess.
- **20** educators in Ma'an were trained through TOE in Al Hussein Bin Talal University.
- A training was co-planned with Jordanian Nursing Council to qualify certificated educators. **30** nurses and midwives were trained on change management and communication skills, educational process management and the technical knowledge needed to provide cancer prevention awareness.
- A workshop about Brain Cancer in children was held in cooperation between the Jordanian Breast Cancer Program and the King Hussein Cancer Center to raise awareness. This lecture aspired to build the capacities of Jordan Breast Cancer Program's educators and enable them to spread awareness messages about the importance and methods of early detection of brain cancer in children.
- Trainings for Health Promotion Committees and supervisors in Amman, Irbid and Aqaba, which targeted health promotion committees from all the governorates, in order to provide them with knowledge and skills required to be our partners in spreading breast cancer awareness.
- Workshops for representatives of the educational sector (schools and universities, private and public) and community based organizations, to discuss our partnership in spreading breast cancer awareness messages, especially during October's breast cancer awareness campaign.
- A Youth training was done for recruiting a number of volunteers advocating for breast cancer awareness and spreading our messages during various occasions and campaigns.



2.1.3 Exposed High Proportions of the Population to Breast Cancer Screening and Early Detection Message

Achievements

- **2 local consultancy workshops** to develop the 2021 campaign for breast cancer awareness, including its slogan. The first was with consultants from different sectors and the other was with Nobles for Sustainable Development. The sessions aim to brainstorm new ideas regarding the theme and message of October's campaign from a different perspective, as the attendees have variable medical, media, marketing and designing backgrounds.
- **2 regional meetings** with Arab partners were conducted virtually to develop and create a slogan and theme for Arab campaign 2021 for breast cancer awareness in cooperation with 10 Arab countries (Saudi Arabia, UAE, Lebanon, Egypt, Algeria, Palestine, Sudan, Bahrain, Morocco, Lebia).



Regional Campaign Outdoor

- 600 locations branded with October campaign theme (25 bridges, 60 signs, 4 malls and 440 lampposts) across the country.



- **700,000** Educational & Promotional materials were delivered to educate on the importance of breast cancer screening, particularly mammography (Flyers, leaflets, posters, shower cards, bookmarks, Rollups and Promotional tables).
- **20,000** people were reached through 25 Roadshows implemented in malls and medical centers.



Regional Campaign Media:



25 TV interviews on **4** different national channels.



1,000 TV Ads.



2,000,000 views on TV Ad of October campaign 2021.



85 Radio interviews on **20** different national radio stations.



8,000 Radio Ads.



1,200,000 Email shots have been sent during October 2021.



1,000,000 SMS have been sent to reach the landing page of October campaign.



16,700 Impressions



35,000 Likers



1,000 Posts

Education and Service Provision:

- **15** webinar session conducted during October in cooperation with professional speakers who has experience in public health and community issues.



1,100 women received help and guidance through our helpline during October



17,500 women underwent CBE



8,500 women underwent mammogram



Sustainability and Impact of Early Detection Services and Awareness Efforts Ensured

Sustainability and Impact of Early Detection Services and Awareness Efforts Ensured

Sustainability of projects and programs is one of the most important challenges in which feedback is a means to make change happen. It shouldn't be just an afterthought but should be one of the main goals that the programs set as to ensure long term buy-in and support for the cause, and ensure added value of the different initiatives; for this reason, JBCP has several actions in order to ensure the sustainability and impact of the early detection services and awareness spreading efforts provided and supported by the program.

Success Stories

Innovative Integrated Social Behavior Change for Women's Health Project

JBCP was awarded **\$1,500,000** from MSD for Mothers to serve the local community of Jordan. The project aims to reach **600,000** beneficiaries through an integrated approach to women's health to include a comprehensive health counseling, referral, and service program to women on main areas related to maternal health, including breastfeeding, reproductive health, family planning and breast cancer that aims to increase knowledge, alter conceptions, and change behaviors.

Awareness and Advocacy for Improved Breast Cancer and Non-Communicable Diseases Prevention Outcomes in Targeted Communities of Jordan

With the support of **Spanish Agency for International Development Cooperation (AECID)** of **606,948 EURO**, JBCP is implementing a project that is aimed at mobilizing the community through one-to-one, one-to-group and one-to-mass awareness activities and improving a sustainable community that supports breast cancer screening and early detection and cancer prevention through community champions. The project also will generate groundbreaking research and evidence on women's access to NCDs care and health equity challenges in Jordan. The project will comprehensively target the whole community, including Jordanians and Syrian refugees, for both health messaging and capacity building activities. Overall, the project's final beneficiaries are **2,067,200** people across Jordan.



Breast Cancer Screening Advocacy Workshops

The project supported by **UICC's Project ECHO on the Knowledge Summaries for Comprehensive Breast Cancer Control with \$20,000** will focus on community activism leading to social policy reform through a series of five advocacy workshops at different levels in Jordan supporting the cause of breast cancer screening and early detection. Each meeting will target different stakeholders starting from the community organizations to the healthcare decision makers up to the Ministry of health in Jordan. The meetings will provide an enabling environment for breast cancer screening and early detection by addressing the health inequities and empowering the disadvantaged in Jordan.

Breast Cancer Screening and Early Detection One-to-Group Outreach Project

The project funded by **Rare Cancers of Australia's initiative Pitch for Pinnacle** will focus on a comprehensive social & behavioral change community outreach project in Zarqa governorate using a one to group outreach approach reaching **1,700** women with tailored messages on breast cancer screening and early detection while providing **190** women above the age of 40 years old with free mammography service through our mobile mammography unit.

Integrated Social Behavior Change for Women's Health Project in Zaatari Camp

The project supported by **Qatar Red Crescent with \$324,929** will focus on a comprehensive social & behavioral change community outreach project in Al Zaatari Camp in Jordan. using a one to one outreach approach reaching **10,500** Syrian refugee women with tailored messages on non-communicable diseases and breast cancer through **3,500** home-visits targeting women aged 18-69 years old while referring **1,000** women to NCDs service in Qatar Red Crescent Clinic at Al Zaatari where 600 women above 40 years old will be performing mammography through JBCP mobile mammography unit that will be allocated and placed in Al Zaatari Camp.

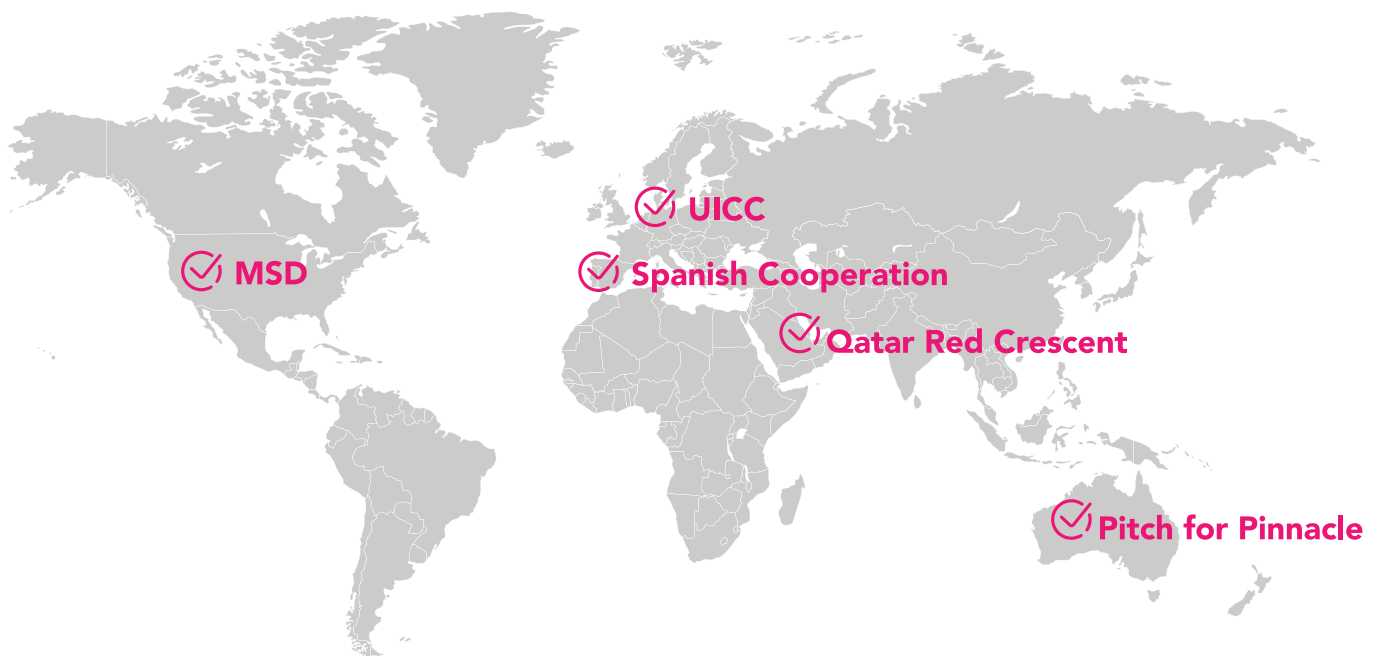


3.1 JBCP Funding Secured

An internal factors of sustainability is strategic financing or diversified funding. JBCP has focused on submitting proposal to local and international entities. As part of their social responsibility initiatives, local organizations request proposals about JBCP's activities in order to allocate a fund to support the breast cancer cause. In addition, JBCP applies to international grants that support the breast cancer cause and empower women with tailored proposals meeting each granter's need. JBCP has developed memorabilia items that are sold to raise funds to cover the expenses of mammography examinations for under-privileged women in Jordan.

Achievements

- **66,629 JOD** were collected from the JBCP's Hygiene Kit and pink merchandise sales that will support the screening of under-privileged women.
- **Five** grants were won from the following entities after proposals have been submitted by the JBCP team.



3.2 Buy-In from Public Ensured

There are internal and external factors that play a role in sustainability. Communications and public relations refer to strategically getting messages out to stakeholders and the public, and thus is simultaneously an internal and external factor. Communicating about JBCP's effectiveness helps gain greater visibility and builds support through advocating through media and public relations.

Media plays an important role in increasing the community's awareness and collects views and information on breast cancer screening and early detection. It is the most powerful tool of communication used in the emerging world; it increases awareness and presents the real stage of society. Advocating JBCP's message of breast cancer screening and early detection encourages several parties to place the cause among their main concerns. The mode of delivery can be accomplished by activating the role of media since it plays outstanding role in creating and shaping the public opinion. This project utilizes all media platforms to reach and address audience across Jordan and the Middle East.

Achievements

- The accomplishment of the "Blended Learning and Behavior Change for Local Development" project (Advocacy Training) in Al Balqa' and Al Tafilah governorates.
- Journalist Award Launched and nomination received, However, the recognition will be held in 2022.
- **21** webinar sessions were held remotely and live on JBCP's social media platforms, where **15** webinar during October 2021, five introductory series to the Multidisciplinary conference, in addition to a webinar titles "Genetic Testing for Breast Cancer, a Missed Opportunity".



3.3 Breast Cancer Early Detection and JBCP Initiatives are Backed-up By Evidence

One of the internal factors is adaptability, or the ability to respond to new changes occurring in the environment. This involves keeping abreast of current and up to date research in the related field. Valuable data is collected by the JBCP team that deliver information on the latest breast cancer public health trends in Jordan. In addition, the data generated is used as a mean to assess the impact of the projects done by JBCP and to support evidence-based policy change.

Achievements

- JBCP has published a policy brief with the support of **Sheikh Mohammad Bin Rashid School of Government** on **“Economical Issues Hindering Breast Cancer Screening and Early Detection”** that is aimed at raising the issue of cost of mammography at a policy level and engage stakeholders in the policy options/elements.
- JBCP completed a **Knowledge, Attitude, and Practice on Breast Cancer Screening and Early detection** study in Jordan that explores what is known, believed and done in relation to breast cancer screening and early detection. The study has identified knowledge gaps, cultural beliefs, and behavioral patterns to undergoing screening as well as the barriers to not screen.

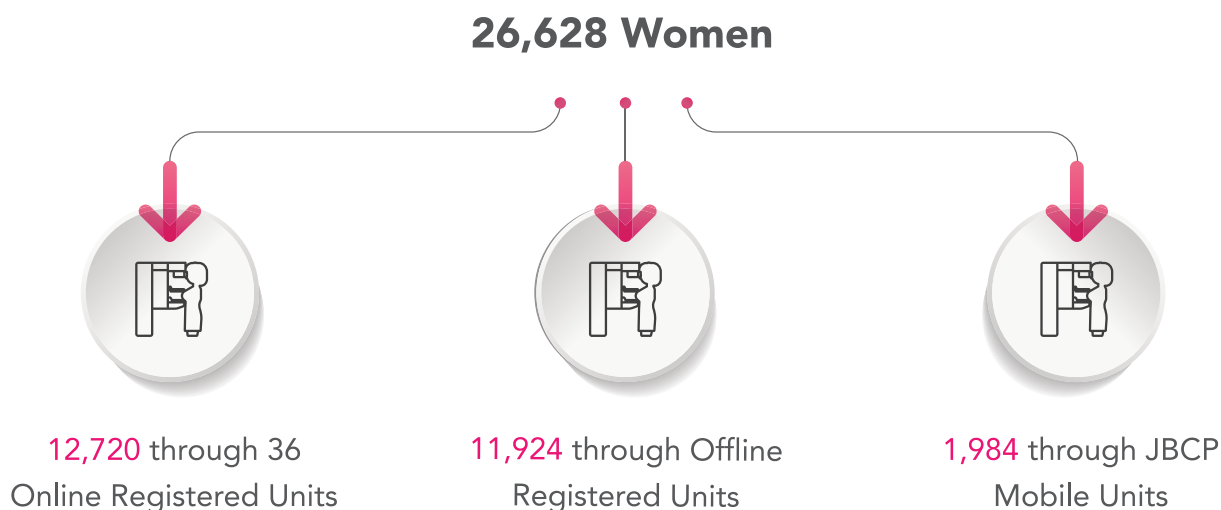


3.4 Breast Cancer Registry Data Utilized

One of JBCP's main tools to monitor and evaluate the impact JBCP's message on the importance of breast cancer screening and early detection is through the mammography registry book and online system. The main objective of the registry system is to document information about women undergoing mammography examination in all BIUs in Jordan. For example, it collects information on the risks factors present as well as the initial image results that would help in generating data for research purposes.

Achievements

- A total of **26,628** women were registered in the JBCP registry and screened through our partner mammography units.



- This year JBCP has worked on a compiled report from the year 2010 to 2019, which includes data for women screened for mammograms across Jordan in different sectors (MOH, Private sector, Military sector and mobile units).

The purpose of this report is to analyze, retrospectively, mammography data submitted to the National Mammography Database since its inception in 2010 to confirm data collection feasibility and draw parallels to data from the Jordan Cancer Registry, as well as examine trends over time. Also, the report retrospectively evaluates practice-level variation in terms of practice type, practice setting, and annual volume & flow.



3.5 Strengthened Capacity of JBCP to Inform Decision Making and Adaptation

All of JBCP's projects are monitored and reported in order to improve the availability of meaningful data for sound decision-making. Pre-and post-evaluations are used to assess the outcome of JBCP's projects and then the data is analyzed and reported. Reports are generated punctually not only to document JBCP's progress but also used as visibility documents.

Achievements

- **3,817** offline evaluation records of women attended the JBCP lectures were entered and knowledge and attitude were enhanced on breast cancer screening and early detection.



Collaborations and Partnerships of JBCP

- 3 partnerships were formed through MOU signing in order to facilitate JBCP's activities in the governorates.

Health Committees (Ministry of Health)

Noble Foundation

Islamic Relief Organization

- 30 Partnerships were formed with media agencies and media personnel, social media influencers and activists utilizing remote meetings in adherence to COVID-19 health measures.

Radio



Television

المملكة
الأردن مبتدأ ونحن الخير



Newspapers and magazines



