



Jordan Breast Cancer Program

2019 Annual Report

Jordan Breast Cancer Program

The program 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 initiative that coordinates breast cancer early detection efforts across Jordan. JCBP ensures the availability and the provision of quality services for screening and early detection, and increases public awareness and education about breast cancer.

JBCP Purpose and Mandate

Down-staging of breast cancer from its late stages (III and IV) to early stages (0, I, and II), wherein the disease is more curable, survival rates are higher, and treatment costs are lower.

Mission

Saving lives and reducing suffering related to breast cancer through coordinating and leading national breast cancer early detection and prevention efforts in Jordan ensuring equal availability and provision of quality screening and early detection services, creating public awareness and education about breast cancer among women to save lives and reduce suffering related to breast cancer



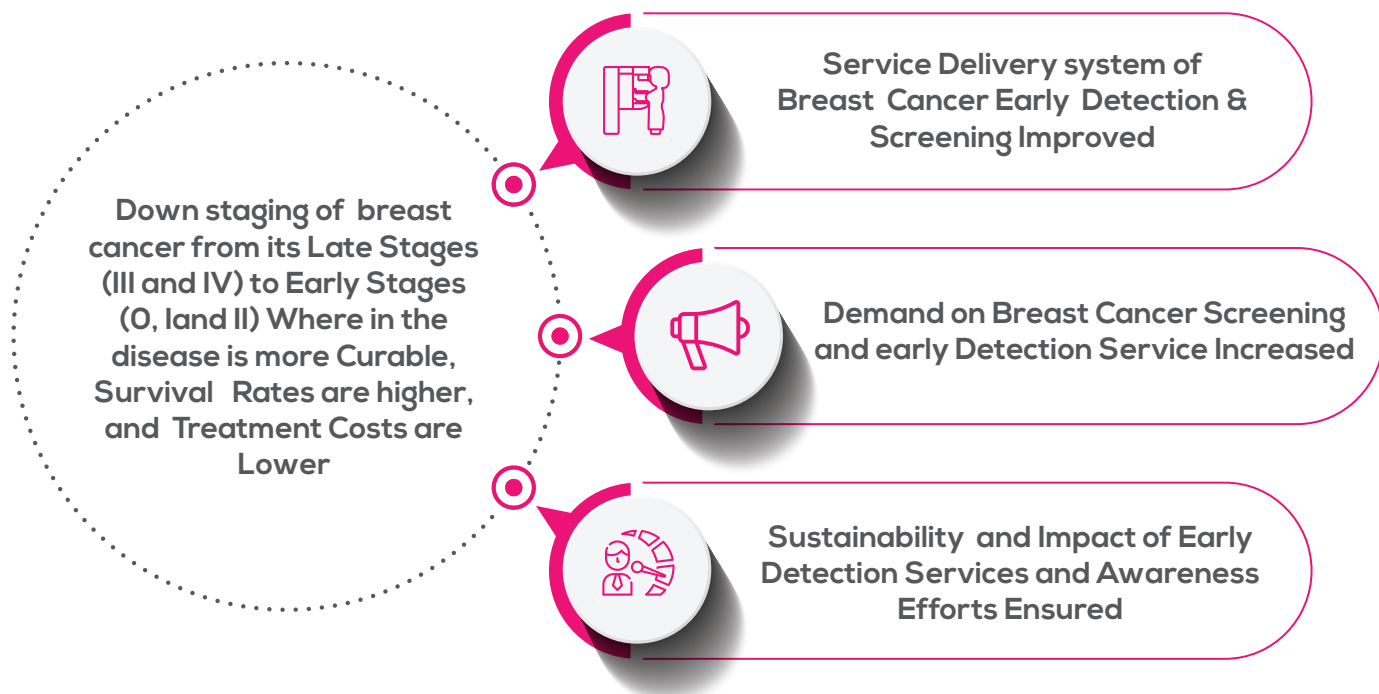
Values

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.



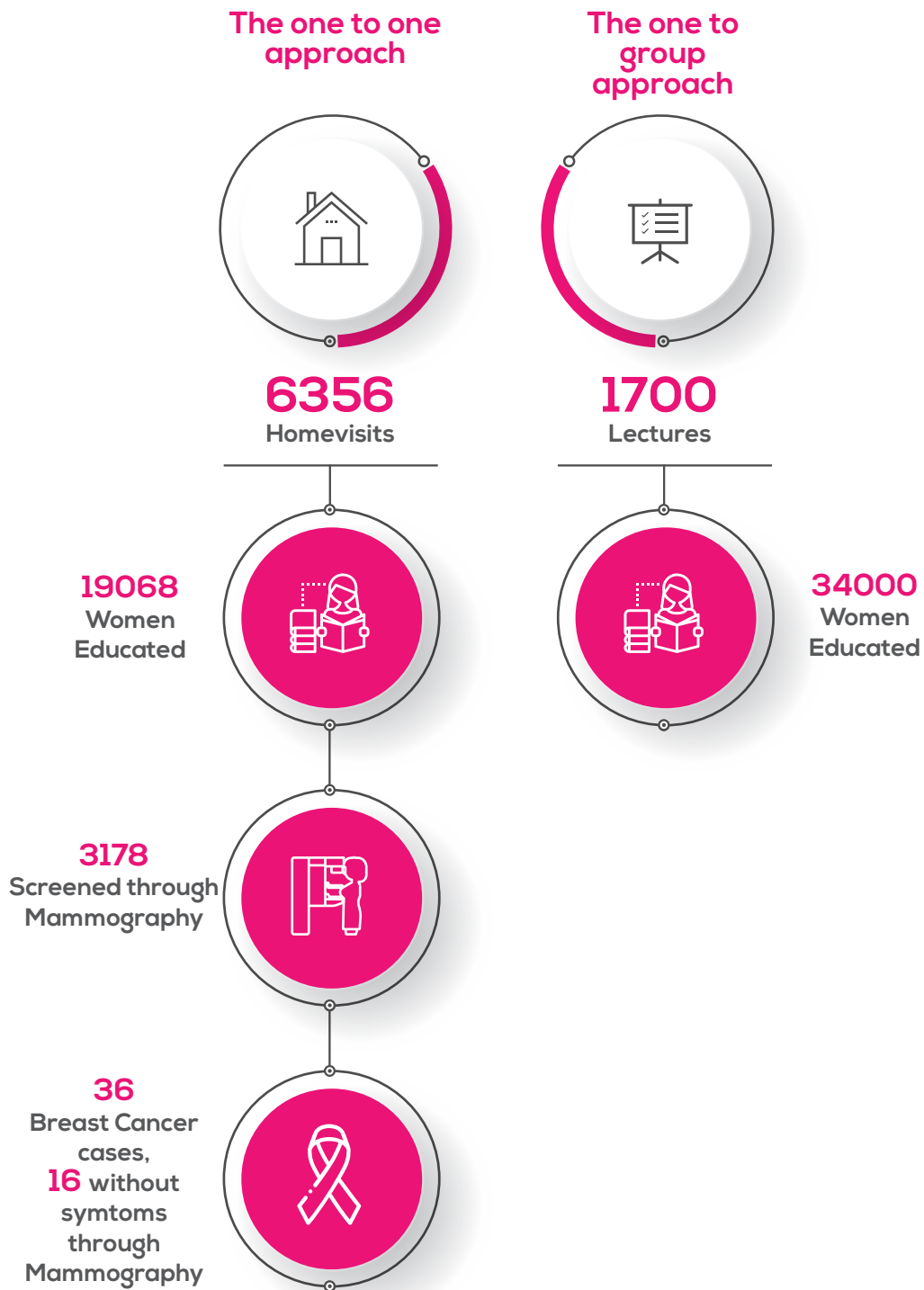
List of Abbreviations

Abbreviation	Definition
AJYC	All Jordan Youth Committee
APHEA	Agency for Public Health Education Accreditation
CBE	Clinical Breast Examination
EMPHNET	Eastern Mediterranean Public Health Network
EU	European Union
HC	Health Communication
JBCP	Jordan Breast Cancer Program
JRF	Jordan River Foundation
JUST	Jordan University of Science and Technology
KHCF	King Hussein Cancer Foundation
MMU	Mobile Mammography Unit
MOH	Ministry of Health
MOU	Memorandum of Understanding
NCD	Non-Communicable Diseases
NGO	Non-Governmental Organization
NOFO	Notice for Funding Opportunities
SBE	Self-Breast Examination
TOCHW	Training of Community Health Workers
TOE	Training of Educators
TOT	Training of Trainers
UICC	Union for International Cancer Control
YP Project	Youth Power Project



Highlights of the Year

During 2019, we upheld our notion in spreading awareness on breast cancer screening and early detection as well as providing the services to all women across Jordan. With the help of our educators and partners, we were able to conduct the following:



- Not only do we ensure the provision of the service, but also ensure that competent healthcare providers are providing the service. Through different activities such as trainings, events, scientific evenings; **344** healthcare providers were trained on different modalities related to breast cancer screening and early detection where **166** of them attended the JBCP Multidisciplinary Workshops of 2019 that was led by world's visionary physician, **Dr. Laszlo Tabar** where he (remove) delivered an intensive hands-on experience of breast cancer screening, early detection and diagnosis.
- In addition, the healthcare providers particularly the radiographers were trained on using the new online registry system that was officially introduced in 2019. Digitalization of the registry system from hardcopy to soft copy has allowed us to move into the digital era. The training has resulted in **10 breast imaging units** are trained and using the system.
- We do not solely focus on the healthcare providers but also in optimizing the quality of service delivered. With the help of our partners, we were able to certify four breast imaging units across the Kingdom. Aimed at the same purpose of unifying the screening service provided, the **third edition** of the "**National Breast Cancer Screening and Diagnosis Guideline**" was released and communicated to the healthcare providers.
- In order to channel our voice on a broader aspect, in partnership with KHCF, we held the **2018 Journalist Award Recognition** where the participants from all media outlets that advocated for breast cancer screening and early detection have been awarded through two categories. . The first category highlighted the importance of combating smoking in all its forms, where the second category is dedicated to raising awareness amongst women about breast cancer and reaffirming the fact that early detection saves lives every day with attendance of **150** media personnel and social media activists.
- In the efforts to understand the preventive behaviors of the female community in Jordan as to why there is still lack of breast cancer screening particularly mammography. We have decided to dig further by conducting a study aimed at assessing if cost is one the barriers. It was shown that the majority of the participants believed that the cost of screening was the main barrier to undergo mammography examination where they united in stating that including the mammography screening in the insurance plan will encourage them to undergo the examination.
Finally, one our ongoing accomplishment is leading for the 10th consecutive year, the breast cancer awareness campaign in the month of October. All of our efforts have been intensified during the month where **58180 women** were reached through our roadshows and lectures alone.



Screening Services:

Accessibility, Availability & Usability

Screening Services:

Accessibility, Availability & Usability

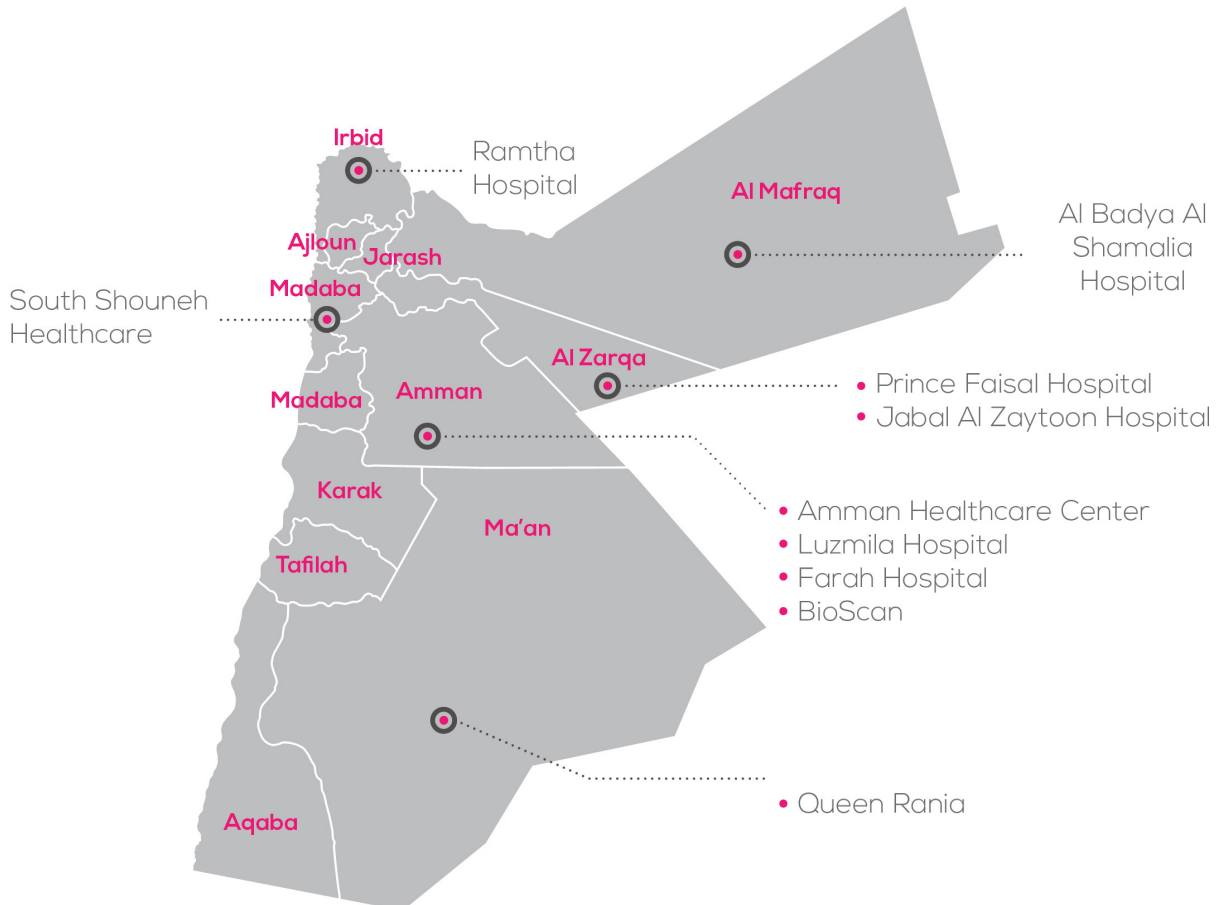
The component is focused on providing breast cancer screening services across the Kingdom. JBCP continues to upgrade mammography units as well as technical and human resources against breast imaging unit certification standards; hence, enhancing the quality of work offered in early detection services.

Project (1.1): Infrastructure and Equipment

To continually provide breast imaging units across the Kingdom with necessary quality control kits, mammography viewers, and educational materials also creating suitable branded facility setting.

Achievements

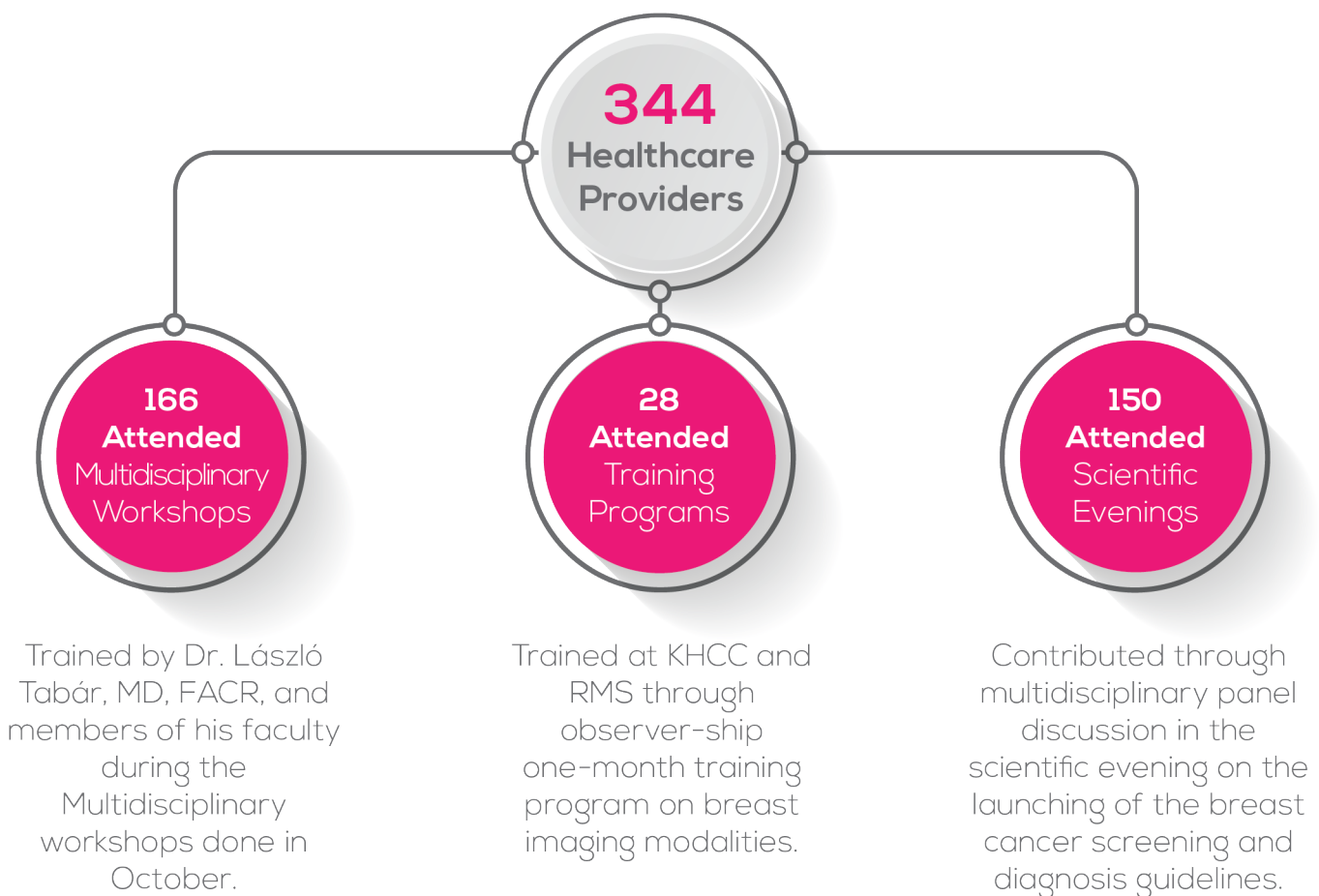
 **10 units** assessed or upgraded against BIUs standards.



Project (1.2): Human Resources and Capacity Building

To build the capacity of breast imaging units' and human resources; by providing continuous training, seminars, conferences, scientific evenings, hands-on-training ,and observer-ships done at KHCC. This project targeted radiologists, technologists, physicists, medical engineers, nurses and specialists from various disciplines and sectors in the field of breast imaging and early detection.

Achievements



Challenges and Lesson Learned

- Logistics challenges regarding the appropriateness of Multidisciplinary Workshops 2019 venue that is mainly related to the hands-on training requirements. A relocation of the workshops venue was done after a quick intense mapping and assessment.
- Complex correspondence policies and procedures in the MOH that could affect the timeliness of shared initiatives, mostly regarding the capacity building initiatives. This was solved by conducting direct contact and Face-to-face meetings with the accountable staff were done to get their buy-in and support.

Project (1.3): Screening Projects

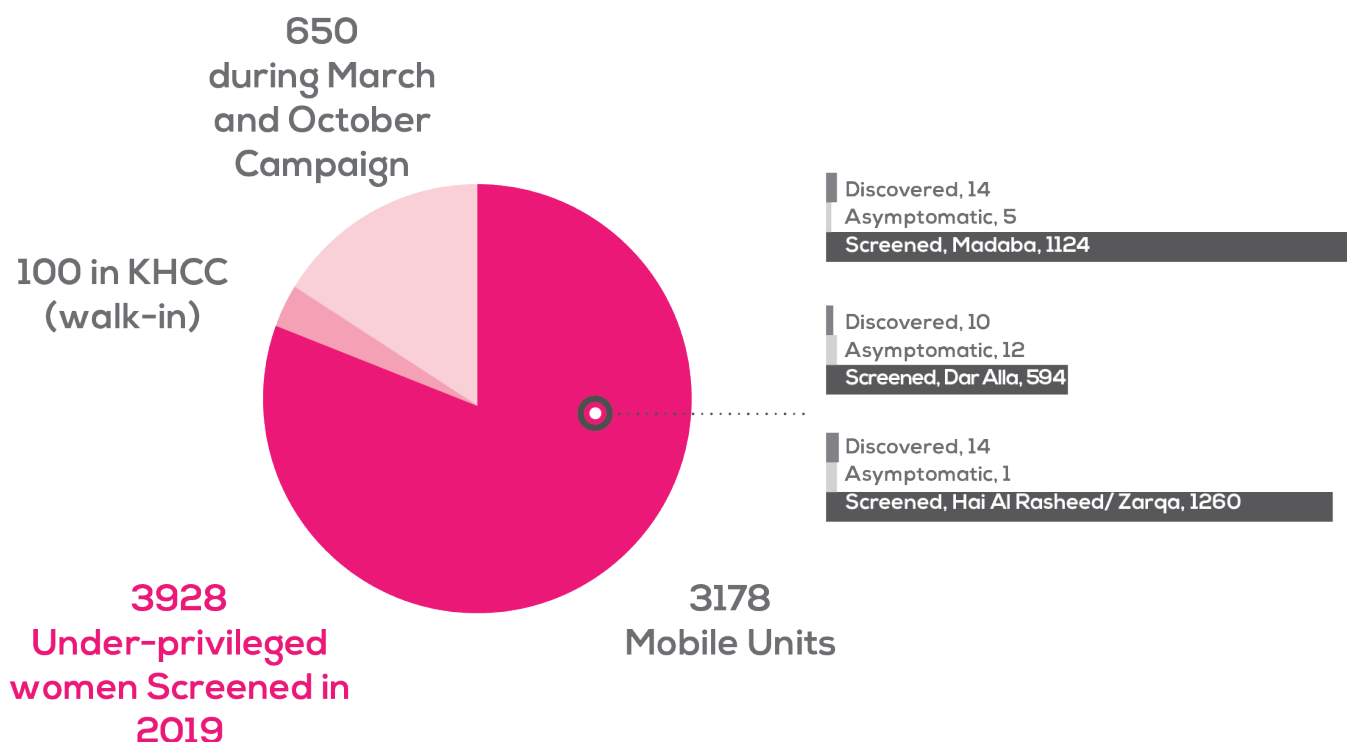
To provide screening services for underprivileged women through frequently relocating the mammography mobile units across Jordan. Screening services would include the units equipped with modern equipment and qualified staff. This service also covers the cost of the mammogram screening and follow up tests if needed until a definite diagnosis or a rule out of the breast cancer is reached.



Figure 1 JBCP's Mobile Mammography Unit



Achievements



Challenges and Lesson Learned

- Madaba mobile unit screening capacity efficiency in the first quarter was less than the plan due to lack of abundance of the community based organization to the pre-determined numbers. As a swift response, JBCP delegated its pool of CHW to refer ladies for screening during the transitional period, another CBO was trained and chosen, upon which the referrals were resumed and the target was met as shown above.
- Delay in providing a final diagnosis / rule-out due to technical issues and poor scheduling of extra-work-up, in addition to high number of needed recalls. This could have caused delayed management for cancer cases as well as increased stress for ladies. So, the mobile unit stopped for one month to finalize the reporting for the beneficiaries.
- Increased cost of extra work-up that is highly needed to reach a final diagnosis or rule-out. Thus, a decline in the annual screening numbers . JBCP has started advocacy efforts to increase the number of beneficiaries within the same budget. Moreover, benefiting from the MOH resources by planning further screening projects with them.



Quality Management

Quality Management

The component works on sustaining quality of breast imaging services, for this to be achieved we adapted standardized quality practices across breast cancer early detection units. It is initiated with the implementation of unified national breast cancer screening and early detection guidelines, followed with interventions to support mammography units from different sectors to meet certification standards. These interventions are significant in improving the quality of breast health services offered to Jordanian women.

Project (2.1): Guidelines and SOPs

This project aimed at updating the national reference of breast cancer screening and early detection services provided to radiographers where it is crucial to follow a consistent and unified scientific evidence based approach in breast screening interventions. The first guideline for the breast cancer screening and diagnosis was established one year after the birth of the program which was in 2008 where as the second edition was followed in 2011.

Achievements

- Launching of **third edition** of "National Breast Cancer Screening and Diagnosis Guideline".
- Launching of **first edition** of the "Breast Imaging Quality Control Manual".
- **10** onsite breast imaging quality control workshops done for technologists at units undergoing certification.

Challenges and Lesson Learned

- There is still a lack of national evidence-based information on breast cancer; this is leading us to tailoring the international evidence into our context and updating the national guidelines based on it. In the future, we should put more effort into having our local evidence and investing in research.

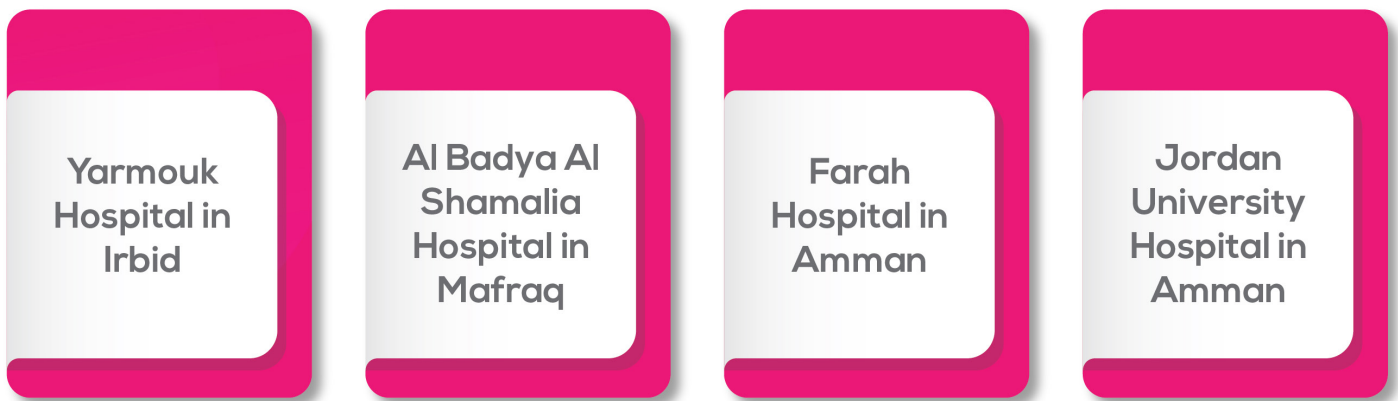


Project (2.2): Accreditation and Certification

To provide the technical and financial support for breast imaging units from all sectors to get certified by partnering with the Healthcare Accreditation Council (HCAC) through offering the required training in terms of positioning, technical quality control and quality management in general. In addition, assist the units in developing policies and procedures protocols and plans necessary to meet the national standards.

Achievements

- **Nine units** started the preparation process for breast imaging unit certification.
- **Four units** have been certified by the HCAC:



Challenges and Lesson Learned

- Infrastructure and license issue of MOH hospitals and centers, which is an obstacle towards acquiring the accreditation and meeting the quality standards. JBCP reported these needs to the MOH and other involved entities to meet these challenges through on-ground actions.
- Mammography machines malfunction and quality control issues. Thus, risking the sustainability availability, accessibility and continuity of the screening process as well as the quality of the mammography imaging. Hence JBCP started advocating for this through meetings with the decision makers at the MOH, official correspondences to report these issues and make solid actions, in addition to looking for fundraising opportunities to overcome these challenges.



Collaborations

An agreement was signed between JBCP and **HCAC** where 9 breast imaging units will be prepared for accreditation by **HCAC** and the technical support will be provided by JBCP.

1. Prince Faisal Hospital
2. Maaz Bin Jabal Hospital
3. Jameel AlTotangi Hospital
4. Amman Comprehensive Health Center
5. Luzmila Hospital
6. Farah Hospital
7. Bioscan
8. Jabal Al Zaytoon Hospital
9. South Shounah Hospital



Communication and Social Marketing

Communication and Social Marketing

The component is focused 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 such as training individuals in each governorate that channel their strengths and knowledge within their community. In addition, JBCP intensifies its efforts during October in order to encourage women to seek breast cancer screening tests using different and tailored messages and activities.

Project (3.1): Outreach

To focus on building real relationships with the community members as well as focusing on human to human interaction which leads to having a strong network of supporters across Jordan that includes healthcare providers, students, and community health workers.

Achievements

- **34000** women received education on breast cancer screening and early detection through conducting **1700** lectures across the Kingdom.
- **19068** women were educated on breast cancer screening and early detection through conducting **6356** home-visits in the following areas:
 - **2520 home-visits** in Hai Al Rasheed/Zarqa, **7560** women were educated on breast cancer.
 - **2648 home-visits** in Madaaba where **7944** women were educated on breast cancer.
 - **1188 home-visits** in Dier Alla where **3564** women were educated on breast cancer.
- **38 community activities** were implemented in support of the World Cancer Day in February through the campaign of " **قد التحدي** ", involving universities, schools and non-governmental organizations.
- **8000 attendees** participated in the JBCP open day activities held in governorates, during October campaign events.



Challenges and Lesson Learned

- JBCP memorial/statute that will be placed in one of the landmarks in Amman has been postponed and initiated during Mother's Day 2020.

Project (3.2): Training

It focuses on building the capacities of the JBCP's supporting communities such as doctors, nurses, community health workers, educators, youth advocates from schools, universities, survivors and volunteers. Training is crucial for ensuring quality and equity of health awareness and education across the kingdom. JBCP conducts training to all community educators, health workers and practitioners including new candidates, current educators, volunteers and students. Toolkits for training purposes are tailored to the needs and modified on a yearly basis with the emphasis on ensuring consistency in the caliber of trainers, supporters, and toolkits developed.

Achievements

- **14** refreshment courses for the community health workers were performed throughout Jordan discussing updated breast cancer material.
- Scoping for the EU project was done in Mafraq and south of Jordan in order to study the knowledge, attitude, and behaviors of the community.
- **Two** TOT's workshops done under the EU project reaching 4 different governorates.
- **Two** consultancy workshops (1 Arab consultancy and 1 local) were done to share campaign ideas, themes, slogans and designs.
- **Two** training outlines (outreach and mass-awareness trainings) produced to share the successful methodology of JBCP and the communication team with similar organizations attracts donors and regional partners for consultancy services followed by developing.
- **Three** HC outlines were produced (Smoking, Cancer Prevention and NCDs) to be integrated in all JBCP training and health topics.

Smoking Cessation Health Material were produced, discussing active, 2nd hand, 3rd hand smoking, health effects oneself and children, national and international strategies of combating smoking, health services for treating smoking, and smoke free zones certificates.



- **Three accreditations** for JBCP training material were awarded , including University of Jordan, Hashemite University and Agency for Public Health Education Accreditation (APHEA) initial acceptance with process start in 2020, all pouring into increasing sell ability of JBCP consultancy services.
- **20 Community health workers** were trained and recruited in two different governorates (Madaba and Ghour) in Jordan, serving as community health workers in the home visits project.
- **15 health directorates** were trained in different governorates in Jordan. (Madaba, Mafraq, Jaresh, Ajloun, Irbid, Petra, Maan, Karak, and Aqaba.)
- **20 volunteers** trained and recruited in order to provide support in JBCP events in October.
- **1 Arab training of educators** conducted in the presence of 20 educators from 3 Arab countries, resulted in conducting 90 Arab educational sessions and 5 Arab walks performed during October.
- **1 final updated communications presentation**, with departmental work and processes for interns to understand the detailed process for the department.
- Through 'Make it our Business', correctional officers and inmates were educated on breast cancer screening and early detection with the provision of free clinical breast examinations.



Project (3.3): Mass Awareness

Every October, breast cancer organizations and charities all around the world celebrate the International Month for Breast Cancer Awareness. In honor of this month, JBCP launches a massive nation-wide campaign aimed at educating and raising public awareness on breast cancer and the importance of early detection. Targeting the public in general and females in specific, campaign activities are designed to include all levels of the Jordanian community, from youth, decision-makers, religious leaders, and community leaders.

More importantly, a major goal of the campaign is its focus on encouraging women to seek breast cancer screening tests in accordance to the National Guidelines; specifically those aged 40 years and older to get their mammograms. Throughout October, JBCP collaborates with the various sectors in Jordan to implement a multitude of planned activities that are held throughout the Kingdom.

These include road shows, information booths and exhibitions in major shopping malls, superstores, schools and universities, interactive and educational lectures, extensive outdoor coverage on bridges, wall units and public transportation vehicles, television and radio coverage, a free hotline, the production and distribution of educational material such as brochures, posters and pink ribbons—the symbol of breast cancer awareness—among many other activities.

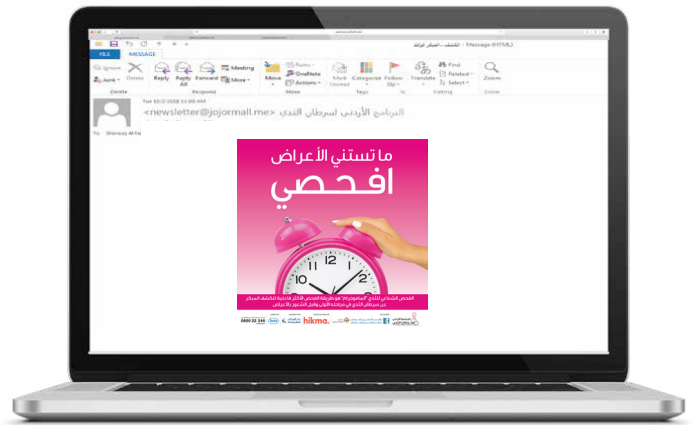
Achievements

This year's campaign mainly focused on utilizing the media aspect since it is the most powerful tool of communication used in the emerging world; it increases awareness and presents the real stage of society. The campaign has yielded the following:

- 685 outdoor advertisements were placed across all governorates (24 Malls, 500 lampposts, 75 roundabouts, 30 Bridges, 50 Digital Screens, 4 Wall units).

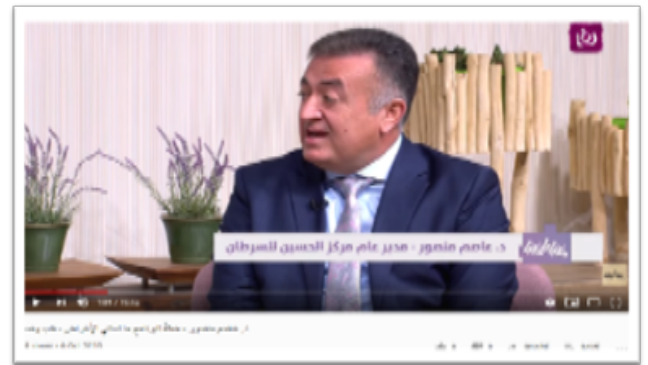


One million email shots were sent during October to all of JBCP's partners and associates.



60,000 SMS were sent out through all Jordan's telecommunication companies relaying the message of "Do Not Wait for Symptoms, Get Screened" with JBCP's hotline number. The SMS have resulted in 992 callers received information on breast cancer and healthcare facilities for screening examinations.

35 TV interviews on **4** different national channels for JBCP's board, staff, and survivors. In addition, there were **60** radio interviews on 19 different national radio stations.



1260 TV and 2650 radio ads were played throughout the month of October.

Massive increase in social media
 This year Hash tag was **#ما_تستني_الأعراض** **#ما_تستني** **#افحصي**



107.5K views
 2.2K Impression



100K Likers with an increase 50K by October
 Views 1.3K
 Reach 216K
 Impressions 19K



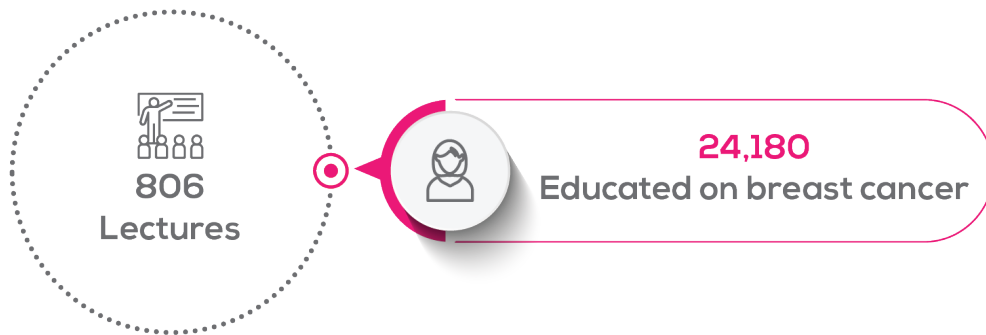
2000 followers with an increase of 1500 followers
 Profile Visit 1.0K
 Mentions 49
 Impressions 35.5K



34,000 people were reached and educated on breast cancer screening and early detection through 34 roadshows implemented in malls and healthcare centers.



During October, JBCP has intensified its efforts in delivering lectures in order to educate the highest number possible of people on the importance of screening and early detection examinations for breast cancer:



Screening services were also provided during October with discounted rates in order to motivate the community to undergo breast cancer screening examinations.



Collaborations

JBCP Partnerships

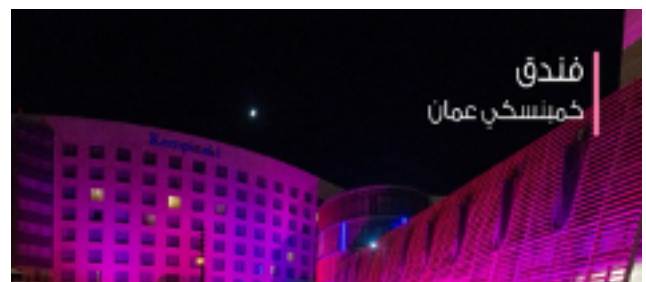
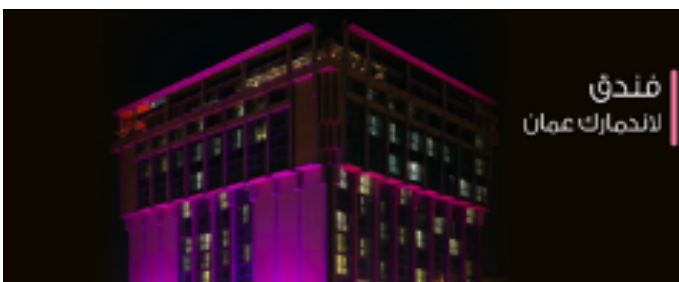
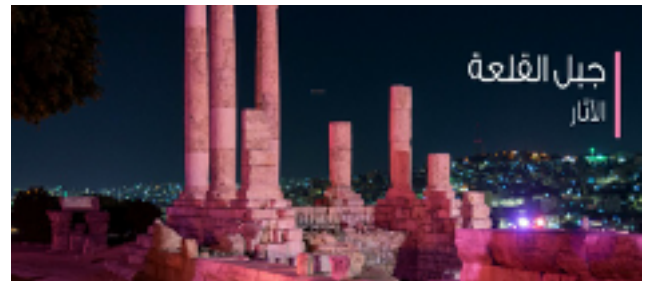
Preparatory meetings were held with several national entities to discuss joint cooperation and for planning of formal relationships with them in the form of agreements with them and JBCP.

The entities are:



Jordan Landmarks were lit in Pink to Celebrate the Breast Cancer Awareness Month

With the support offered by the **Ministry of Tourism and Antiques and the Great Amman Municipality**, JBCP was able to light Jordan in pink by lighting up key landmarks in support of the breast cancer awareness month. The symbolism offered is to remind that every woman is essential to the community and to screen for breast cancer.



Think Pink Activities

“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.

This year, JBCP was able to support **674 events** with various organizations across Jordan. Compared to 2018, there was a **53%** increase in events.

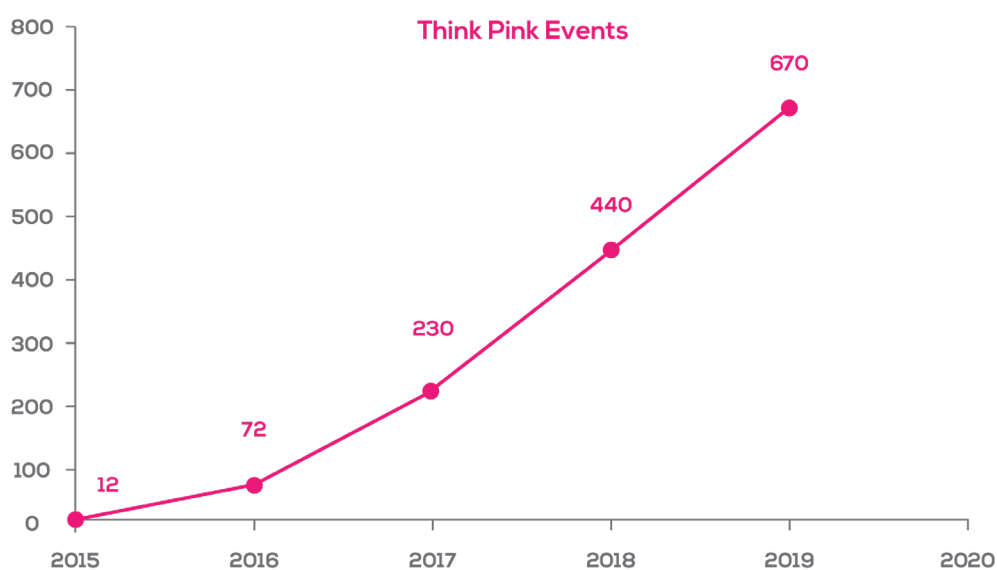


Figure 3 Number of Think Pink Events since its Initiation



Networking and Advocacy

Networking and Advocacy

JBCP's voice cannot stand alone and that is why it has built a network that allows it to become a nucleus within community. The program's advocacy networks are effective since they provide a cooperative and collaborative environment to achieve the common goal for all sides. They are indirectly intended to influence behavior in the community. Building a supportive system is through encouraging different parties to support JBCP's cause by considering it among their personal and corporate responsibility.

Recruiting community members as active advocates, with a vested interest in the cause, helps push forward early detection in the community's priorities.

Project (4.1): Merchandise

The project is intended to solicit technical and financial support for JBCP and its implemented interventions. Our advocacy efforts are proactive at different levels and across different sectors to position breast cancer screening and early detection on the national agenda and on top of societal priorities.

Achievements

Memorabilia items were present through the year in JBCP's activities and events

Total revenue reached 16,000 JOD, so that all proceeds are dedicated to benefit women in underserved areas in Jordan to have free lifesaving screening examinations.



Project (4.2): Advocacy through Media

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 through activating the role of media since it plays outstanding role in creating and shaping of the public opinion. This project utilizes all media's platforms to reach and address audience across Jordan and the Middle East.

Achievements

Mother's day celebration with breast cancer survivors.

Every year JBCP joins the public in their celebration of mothers in this joyful occasion throughout an event intended for the most sincere advocates the breast cancer survivors to encourage and empower mothers with the demonstration of JBCP's unconditional love and support to prioritize their health.



With a total of 60 attendees, this year, the event included a panel discussion between the breast cancer survivors, breast cancer patients and their family members with a number of opinion leaders from the senates and the parliament to highlight the importance of the community, public and private sectors support by considering JBCP's cause as one of the Jordanian women's matter.



2018 Journalist Award Recognition

KHCF and JBCP launched the 2018 Journalist Award Recognition in two categories. The first category highlighted the importance of combating smoking in all its forms, where the second category, sponsored by the Housing Bank for Trade and Finance for the seventh consecutive year, is dedicated to raising awareness amongst women about breast cancer and reaffirming the fact that early detection saves lives every day with attendance of 150 media personnel and social media activists.

2019 Journalist Award Press Conference

A press conference was held to launch JBCP's 2019 journalist award with the support of the Housing Bank for the eighth consecutive year, the conference was attended by a number of media personnel and social media activists, and the award aims to raise public awareness about breast cancer across Jordan by activating the role of media. Over more, latest cancer statistics was announced during the conference where it was shown that breast cancer is the first most common cancer in Jordan consisting of 21.3% of all cancer cases.

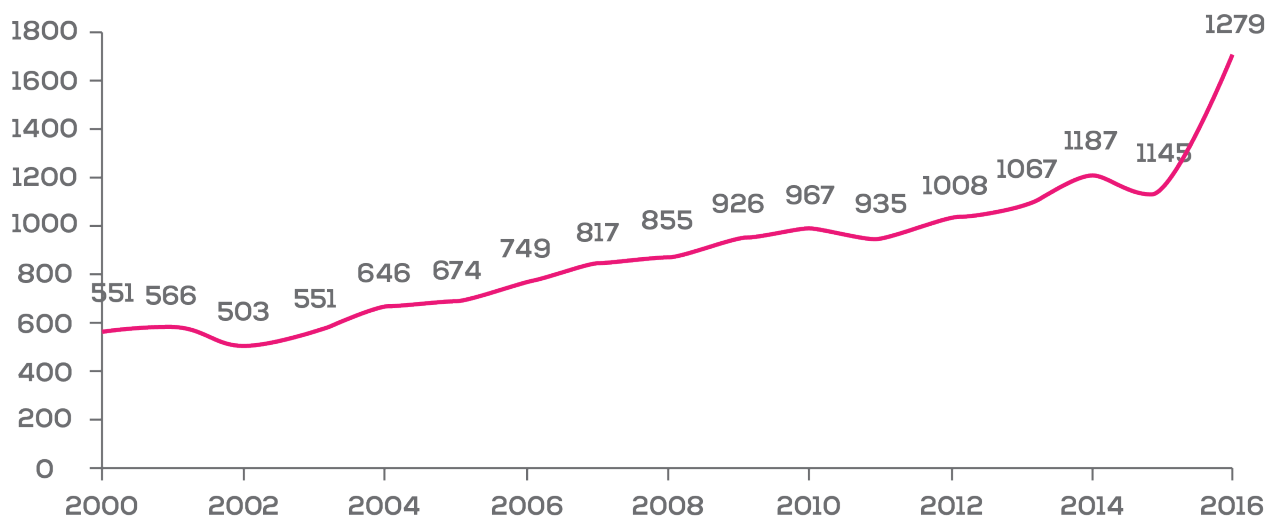


Figure 4 Breast Cancer Trend during 16 years Interval



Data and Information for Policy Decisions

Data and Information for Policy

In order to turn JBCP's achievements and progress into data and information, the purpose of JBCP's monitoring and evaluation department is to systematically track and document the implementations and outputs of different JBCP projects, and to measure the effectiveness of the ongoing programs through regular reporting and analysis. Furthermore, the department forms the basis for modification of interventions using culturally relevant and evidence based approaches, to assess the quality of activities being conducted and to provide an ultimate evidenced support for national policy makers in the early detection and screening field.

Project (5.1): Monitoring and Evaluation of JBCP Activities

JBCP's monitoring and evaluation are separate practices dedicated to the assessment of JBCP's overall performance. Monitoring is a systematic and long-term process that gathers information in regards to the progress made by an implemented project. Evaluation is time specific and it's performed to judge whether a project has reached its goals and delivered what expected according to the program's original plan.

Achievements

An Arab educators training-lecture was conducted **were**

A full day M&E training was done for the first time for 20 educators from 3 different countries. Through experience sharing, the M&E team was able to develop a unified template, tools, and guidelines to be used through this project and the data received from the three countries to be analyzed reported and published.



Project (5.2): Research and Studies

The aim is to collect and analyze information to increase the understanding of different areas in breast cancer in Jordan where the dissemination of research studies and findings within JBCP is crucially vital, gearing the program's direction towards using culturally relevant, evidence-based, and effective interventions; all in which to increase the international, national and regional recognitions of Jordan's efforts towards early detection and screening among its community

Achievements



Data collection tools used in our 2 outreach projects (one to one and one to group) was implemented.

Prior to starting the session, a pre-test is distributed to 20% of the participants. Assigning the same participants, a post-test is distributed at the end of the lecture. Data collected are relevant to the personal information, socio-demographic information, risk factors toward Breast Cancer, and knowledge about breast health and breast cancer information, data collected, analyzed and a comparison between final scores of both pre and the post assessment tests score are reported as the following:



One to group sessions (Lectures) are conducted by JBCP trained educators. The lectures are held throughout the year across the whole Kingdom with intensification in the month of October due it being entitled as the breast cancer awareness month.

- **3622** Pre- and Post-Lecture data were entered in 2019.
- Data for both 2017 and 2018 lectures were cleaned, analyzed and reported.



One to one educational sessions (home-visits) are conducted for underprivileged women to empower and encourage women to start performing self-examinations and go for clinical breast exams and mammograms when necessary.

- **4324** Pre- and post- data were entered for the Hay Al Rasheed home-visits project, the whole project data (9138) were cleaned and analyzed.
- **2843** Pre- and post- data for the Madaba home-visits project were entered and cleaned.





Evaluation of JBCP’s educators performance of the lecture and home-visits tools in 2017-2018 :

An evaluation for JBCP’s educator’s performance of the lecture and home-visits Tools in 2017-2019 has been conducted and reported where there is a baseline for the errors to be monitored in the upcoming years.

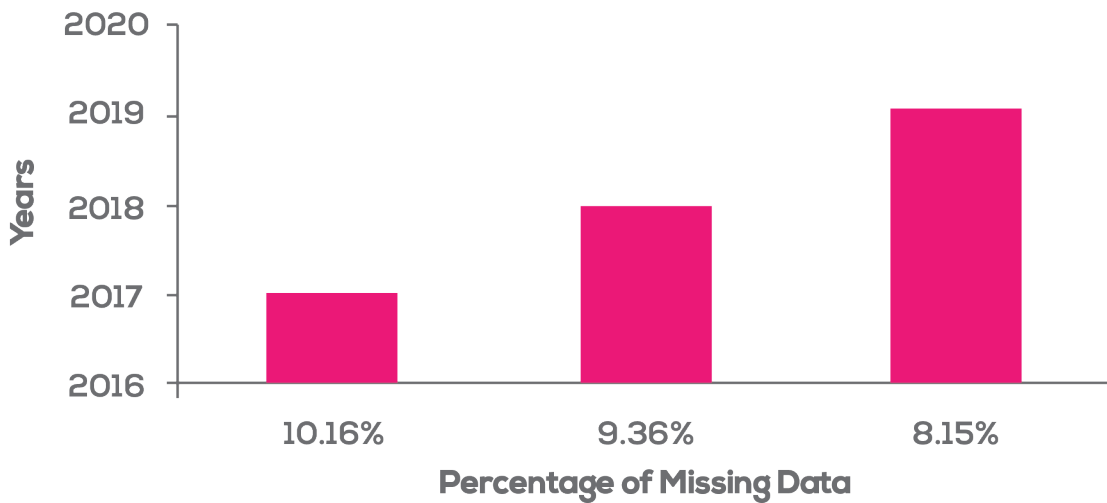


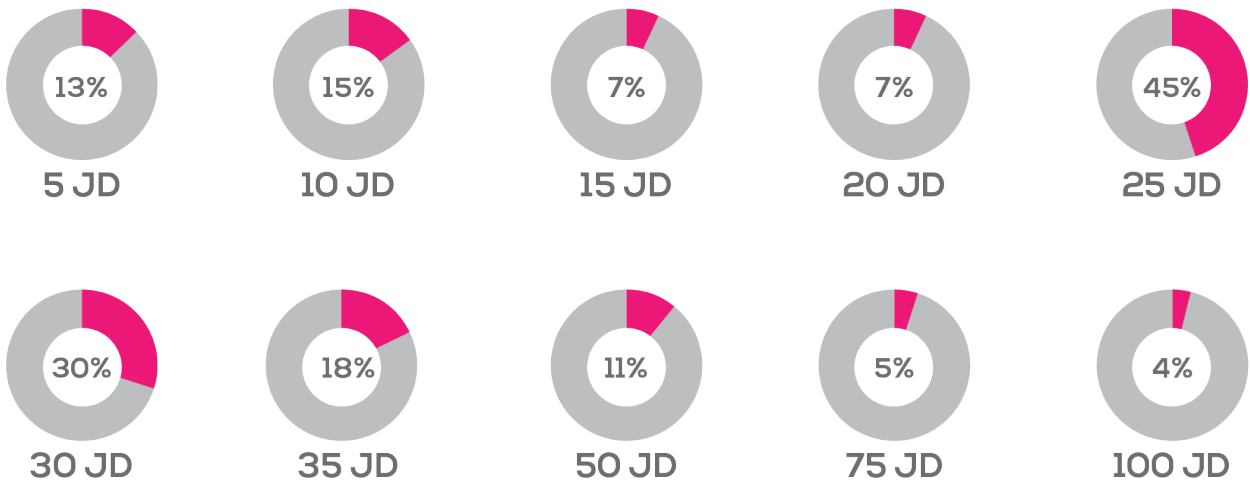
Figure 5 Percentage of Missing Data during the Years 2017,2018, and 2019





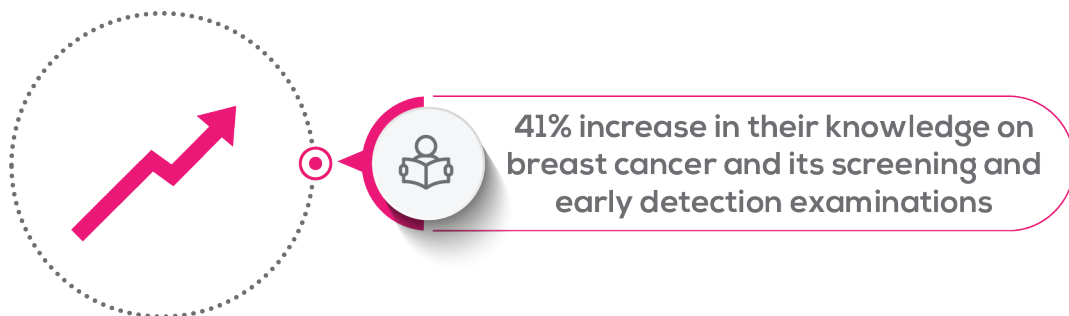
“Jordanian’s Female Willingness to Pay for Mammography Services” Study was completed

A total sample of 941 participants was taken across Jordan to assess the whether cost is a barrier to conduct breast cancer screening particularly mammography in Jordan. Results have shown that even though breast cancer was highly mentioned as life risk disease among women, the participant’s in depth knowledge on the disease was very limited.40% of participants stated that mammography is the most important exam to be done for their age group where 22% of the women have done the examination, mainly due to symptoms appeared or doctor’s referral. The following summary is **representative to how willing the participants to pay for the mammogram services**how willing the participants to pay for the mammogram services:



Publishing of “Impact of Educational Sessions on Breast Cancer Awareness and Knowledge in Jordan” :

The study aimed at assessing the effectiveness on JBCP lectures over the years in terms of altering the knowledge of the participants. The study was published in the International Journal of Women’s Healthcare (ISSN: 2573-9506) that presents the impact of JBCP’s lectures on participant’s knowledge on breast cancer screening and early detection where:

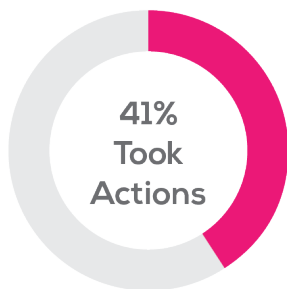


Participation in the 8th International conference on Epidemiology and Public Health Summit JBCP presented the findings of the **“Impact of Educational Sessions on Breast Cancer Awareness and Knowledge in Jordan”** study that is summarized above.

Effect of the 2018 Post-October Campaign study was reported :

A sample of **1100 participants** (70% female and 30% male) was taken across all governorates where findings have shown that the 2018 JBCP campaign reach was very high (**93%**) where **35%** of participants mentioned seeing/hearing/reading about a breast cancer campaign in the last 12 months. In specific, **25%** of respondents stated that they recall the campaign’s slogan. Finally, almost half of the female respondents (**45%**) have taken action after seeing/hearing/reading about the campaign, of which **65%** did the breast screening.

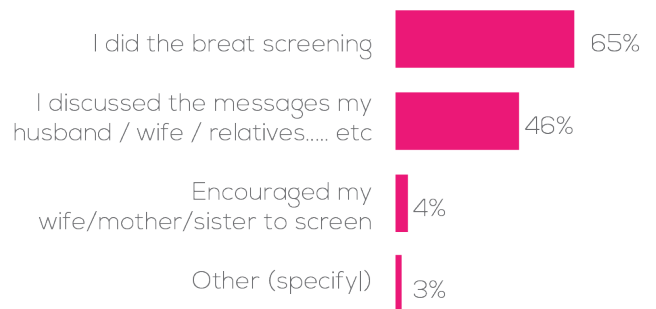
If action taken after campaign



Base= all respondents 1,100

By Gender 

Actions taken after campaign



Base= those who took actions (448)



Project (5.3): National Database

To establish a national database for mammography units across all sectors, through the implementation of the registry book system. This database will help JBCP to formulate a set of strategic priorities at the national level, and will enable JBCP to analyze and assess breast cancer risk factors, as well as to evaluate the effectiveness of breast health interventions on improving the utilization of mammography services in Jordan.

Achievements

- **One training on the mammography registry was completed.**
50 technicians from different healthcare sectors across Jordan were trained on accurately documenting the patient's data on the JBCP registry in order to receive precise and accurate data from the units.
- **Breast imaging units selected were trained on the new online registry system:**
10 breast imaging units were visited and introduced to the new system that would ease the process of collecting the patient data from the units that are distributed across all governorates.

Collaborations

A research MOU signed with **Jordan University of Science and Technology (JUST)** where it details the inter-collaboration, knowledge and resources exchange between the two parties where JBCP provides the data needed for the students and staff in order to conduct various research innovations in the breast cancer field.



Cross- Cutting Achievements

Cross- Cutting Achievements

Receiving a Study Tour from the UICC

The JBCP welcomed two members from the Cameroon Baptist Convention Health Services (CBCHS)/Republic of Cameroon. During their visit, the Cameroon delegation was introduced to JBCP's projects, as well as assisted in introducing capacity-building programs, building and designing their grassroots outreach program in Cameroon, medical and non-medical training, breast imaging unit certification and other areas of their expressed interest, such as Advocacy, Media & PR and Monitoring & Evaluation.



Multidisciplinary Workshops

This year, JBCP held the Multi-disciplinary Workshops in October that targeted all healthcare providers in the field of breast imaging such as radiologists, surgeons, and technicians. The 4 days workshops that were attended by 155 participants consisted of two components where the first was led by Dr. Laszlo Tabar where he provided a hands-on experience on breast cancer screening and early detection. The participants improved their diagnostic skills using the most up to date technologies. The second workshop was led by Dr. Louise Miller where she trained the participants on live cases on the mammography machines practicing positioning techniques in addition to the training on MRI and Tomo-synthesis.



Blended Learning and Behavior Change for Local Development

The second phase of the EU Support to CSOs-“Blended Learning and Behavior Change for Local Development” grant was implemented in 2019. The project is aimed to preserve women’s rights to health awareness and cancer prevention and create an enabling environment for women through securing national, political and community support of early detection. This is done by equipping the women with the right skills through the SBCC and advocacy training. The following activities and results were yielded in 2019:

- EU project toolkits (TOT, Agents for Change, and Community Activities) were revised and amended where the final versions were distributed.
- Two TOT’s workshops done under the EU project reaching 4 different governorates.
- 15 agents for change workshops were conducted in 4 different governorates under the EU project.
- 70 public and private schools in Amman and Petra were trained and recruited through 3 trainings in order to implement EU community engagement activities.
- 2019 Advocacy Training

Networking and advocacy department completes advocacy training course in Ma’an and South of Jordan as part of its blended learning and behavior change for local development project through the EU support project for civil society organizations.



A six-day advocacy training course for a group of community activists, media advocates in Ma'an and South of Jordan, within the overall objective of the EU project in enhancing the role of civil society in local development and supporting women's participation in development processes in specific, purpose of this course is creating a platform for partnerships within the local community, and ensure civil society actions' alignment with the national development plans.

This pool of champions will continuously use the advocacy skills in the future to change behaviors towards different topics such as supporting the implementation of the smoke-free law in public, lobbying and working to provide a supportive environment to help the community to follow a healthy lifestyle in addition to ensuring the right of women to have their early detection examinations with high quality across Jordan.



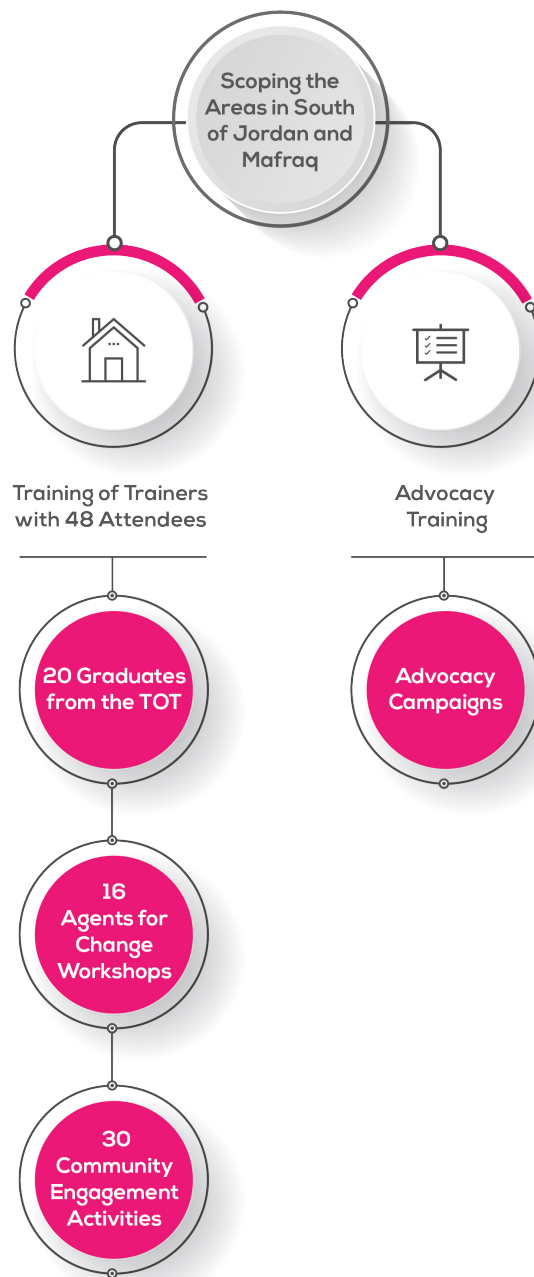
EU project analytical semi- Report was conducted were the results of the scoping phase and TOT were reported as follows :

The SBCC and the Advocacy clusters are both started with the scoping phase of targeted areas Ma'an, Aqaba and Mafraq governorates, whereby primary, secondary and tertiary researches were developed to analyze demographics, statistics, and personas of the local community, all pouring into planning the project coherently and comprehensively, tailored to the needs of local communities, in addition to maximizing outputs and outcomes of each cluster. 146 women in Aqaba, Ma'an and Mafraq governorates from different age groups and educational levels were involved in the scoping phase, by answering a questionnaire addressing different questions related to leading a healthy lifestyle, breast cancer and smoking cessation, as well as questions related to gender equity and entrepreneurship in addition to questions related to women's work status and their interest in acquiring jobs in their community.

The trained professionals are the first target group selected from women from the CSO'S and the NGOs from the local community, who are unaware of women's rights and have limited access to capacity building programs that address their specific needs. In the second year of the project, a total of 45 Participants attended a 36 hours training workshop over 6 days each in Aqaba, Ma'an and Mafraq governorates, accounting for 150% of the target which is 30 Participants. 20 graduates succeeded in the TOT Workshops' examinations and conducted Agents for Change workshops following the TOT, accounting for 100% of the targeted number of trained professionals as



planned. 43 out of 45 participants who attended the TOT workshops in Aqaba, Ma'an and Mafraq governorates increased their knowledge, accounting for 95.5%, whereby the percentage of knowledge increased was 22%, 25% in Aqaba, Ma'an and Mafraq governorates respectively.





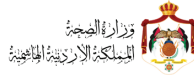
Jordan Breast Cancer Program

البرنامج الأردني لسرطان الثدي

Led by:



King Hussein Cancer Foundation
King Hussein Cancer Center



وزارة الصحة
الجمعية الأردنية لسرطان الثدي