



Jordan Breast Cancer Program

Consultancy Services

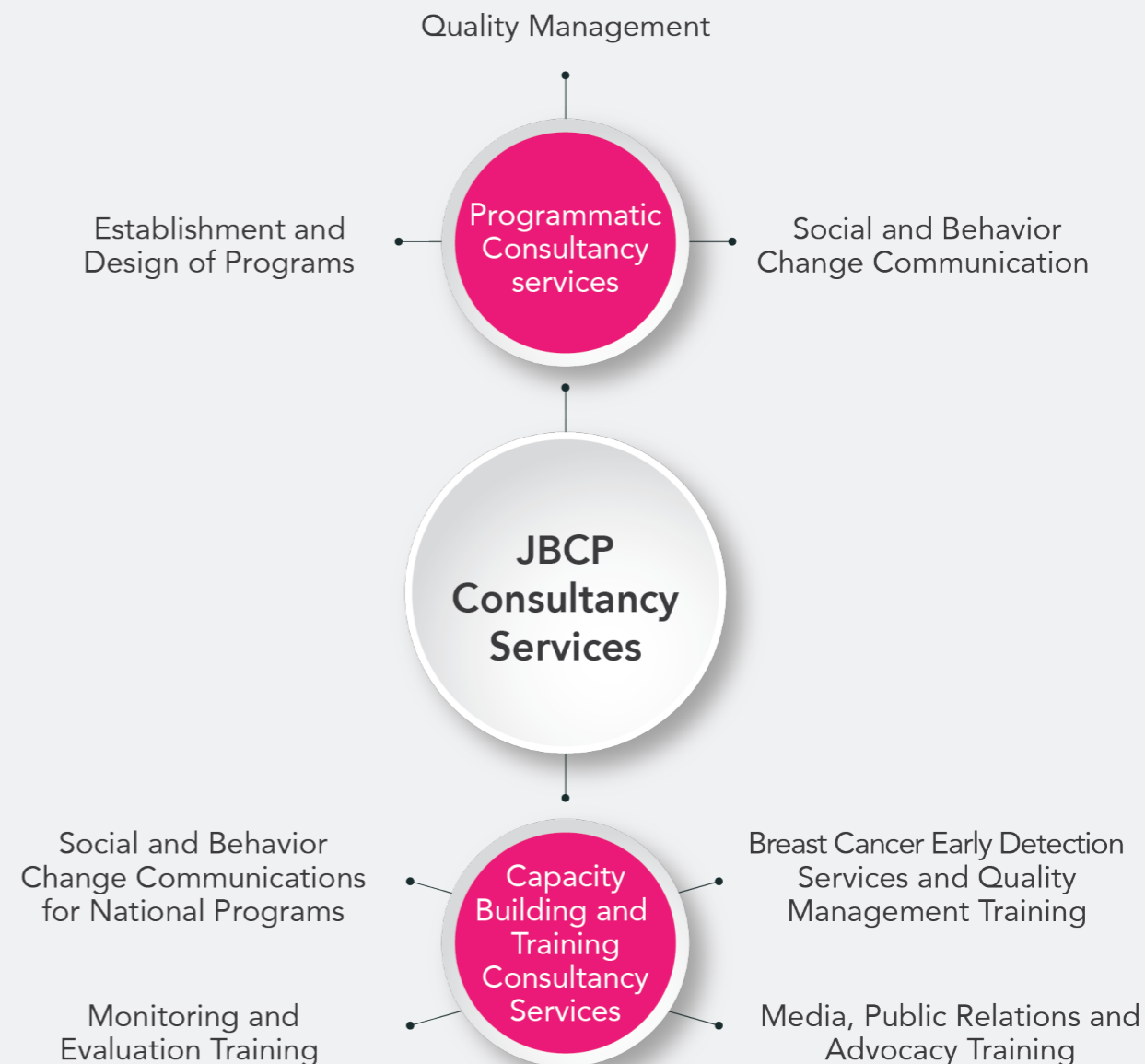
JBCP CONSULTANCY SERVICES

After more than a decade of successful implementation, the Jordan Breast Cancer Program (JBCP) offers its well-established experience building upon the program's evidenced based, holistic approach. We offer our experience in designing and implementing national programs dedicated to addressing public health and development needs to local and regional organizations and governments attempting similar efforts, and therefore, building on existing successes and avoiding reinventing the wheel.

JBCP is a national program led by the King Hussein Cancer Foundation and Center that was established a decade ago to respond to the increased burden of breast cancer as the most common cancer accounting for 40% of all female cancers. JBCP's unique strategy is built upon three basic principles: creating demand through enhancing community awareness and changing social behaviors; ensuring supply by improving service delivery; and finally ensuring the sustainability and impact of JBCP's efforts.

JBCP recognizes that every context has its own unique development needs and challenges. Depending on the country, the approach addressing those needs will require local solutions. Moreover, benchmarking international and regional best practices and learning from successful experiences implemented in similar contexts minimize the time and effort required to achieve successful development outcomes and guarantee long-term impact. To that end, JBCP with its achievements is a living example on how local development can be achieved even in a limited resources contexts; serving as a successful model for other organizations and countries.

JBCP's technical assistance and consultancy services offer support to organizations involved in local development in the areas of national programs establishment and design, public service provision improvement, quality management, civil society engagement, behavioral change communication, research and studies, monitoring and evaluation, and advocacy and policy reform. Its participatory approach and the flexibility and adaptability of its evidence-based approach makes our experience relevant to different public health topics and non-health development needs such as environment, youth, and women empowerment.








PROGRAMMATIC CONSULTANCY SERVICES



ESTABLISHMENT AND DESIGN OF PROGRAMS

JBCP can assist organizations in the systematic establishment of their national programs in the following areas:

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Program Governance Models
 Assist organizations in designing their program governance model through the mapping and identification of key stakeholders from different sectors to take part in planning and implementing the program. The model will be specifically designed according to the best structure that is suitable for the country and will engage the identified stakeholders and enable collaboration among them for the benefit of the program's key development goals.
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Data and Information Generation for Planning Purposes
 Assist organizations in the implementation of situational and gap analysis to identify all current gaps and necessary areas of improvement that will serve as the basis of the development program intervention design. Under this area JBCP can assist in the development of gap analysis tools, onsite implementation of such analysis, reporting results and delivery of recommendations.
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Programs' Strategy Design and Development of Action Plans
 JBCP can assist institutions in developing comprehensive strategies, outlining recommended interventions to address identified gaps and achieving set goals. The multidimensional overall strategy will incorporate the organization's public service provision improvement, behavior change communication and quality management and improvement strategies. Developed strategies can be later translated into detailed action plans, beginning with the definition of smart objectives and ending with the design of monitoring and evaluation tools.



SOCIAL AND BEHAVIOR CHANGE COMMUNICATION

Behavior change interventions create demand for products and services, mobilize communities, address policies and laws, and improve individual and community skills. The Social and Behavioral Change Communication (SBCC) approach is to design communication plan that can be tailored and adapted to real needs of different communities within the country. This approach can be replicated in similar other contexts, as JBCP use a comprehensive and easy to adapt bottom up approach that studies the needs of a certain community and identifies the target audience characteristics. JBCP can assist organizations in the design and implementation of behavior change communication and social marketing interventions based on the most up to date concepts and models.



Mass Social Marketing Campaigns

Mass social marketing campaigns are widely used to expose high proportions of large populations to messages that concerns a various environmental or health-risk behaviors (e.g.: use of tobacco, NCD'S, road safety, cancer screening and prevention, reproductive health, healthy life style, and pollution), and can produce positive change or prevent negative change in behaviors across large populations.

JBCP provides a full range of creative services and solutions; marketing strategies, branding and social marketing efforts that range from program identity to full-scale campaigns. JBCP can support institutions in designing and implementing educational materials and activities specifically tailored to their needs.



Grassroots Behavior Change Outreach Programs

The outreach programs mainly aim to build capacities of communication and outreach team to better utilize community assets, for effective mobilization, reaching the intended behavioral objective through multivariate actions and activities, investing in each community human resource. These programs will enable foundations build effective coalitions with community leaders and influencers, affecting the success of outreach efforts in disseminating messages and influencing behaviors.

JBCP has been successfully implementing an intensive outreach program at the grassroots level to infiltrate the Jordanian community, and we are keen on sharing the Jordanian outreach experience and assisting organizations concerned with local development through:

1. Developing standardized, culturally-sensitive, interactive educational tool kits that facilitate outreach efforts and unify messages communicated with the general public
2. Designing an outreach program customized to the social determinants of the organization's local community
3. Guiding organizations in scoping civil society and community based organizations (CSOs and CBOS) and formulating strategic partnerships with them to improve their outreach network and access to their local community's specifically in remote underserved areas
4. Supporting organizations in the establishment of a systematic program for the selection, recruitment and training of community outreach workers and educators to ensure successful implementation



QUALITY MANAGEMENT

Quality management interventions are key to improving the quality of breast health services offered. This is accomplished through the unification of screening and diagnostic procedures among healthcare practitioners through the adoption of guidelines and standards, in tandem with the implementation of a certification program. JBCP has been working with breast imaging units to improve quality of care, and during these years of experience, it was identified that there are gaps in the capacities of programs that are crucial for establishing quality and patient safety systems, and based on that, JBCP, started to develop certification program and training workshops to address these gaps. JBCP is keen on sharing the Jordanian experience in improving the quality of breast imaging services through:

1. Developing guidelines, clinical and non-clinical protocols and plans, unified policies and procedures, in addition to developing systematic dissemination plans to circulate guidelines among concerned professionals
2. Developing educational and training manuals in the field of early detection of breast cancer
3. Developing national standards in collaboration with the Healthcare Accreditation Council
4. Providing onsite consultations and situational analysis for available services, in addition to the development of assessment tools and action plans
5. Designing and implementing Breast Imaging Units Certification Program in collaboration with the Healthcare Accreditation Council.

Training and Capacity Building Consultancy Services



TRAINING AND CAPACITY BUILDING CONSULTANCY SERVICES

The training methodology adopted by JBCP ensures bridging theory and practice by translating high level knowledge, processes, and theories into practical and interactive tools. Training of results-oriented learning is one of our main specialties, built upon previous experiences of targeted audiences and initiated by defining the desired behavioral change. The experiential learning cycle and dialogue education principles are the guidelines for our training methodology. All training activities are carefully designed to change attitudes, influence behaviors and improve practices concerning breast cancer risk factors, screening, and early detection and cancer prevention. JBCP can provide organizations the following training courses (Detailed info about each training methodology, curricula, and team are provided in the JBCP Training Manual):



Social and Behavior Change Communications for National Programs

- o Social and Behavior Change Communications Training
- o Behavior Change Communications for projects and groups
- o Standardized Training of Trainers Program
- o Mass Awareness Campaigns Training
- o Integrated Outreach Program Development for Grass-root reach and Impact.



Media, Public Relations and Advocacy Training

- o Advocacy Training
- o Integrated Digital Transformation Training



Monitoring and Evaluation Training

- o Comprehensive Monitoring and Evaluation
- o Data Visualization & Dashboard Design Training
- o Complexity-Aware M&E
- o Monitoring & Evaluation Data Collection Technologies Training
- o Selecting Performance Indicators Training
- o Understanding Data Quality Assessments Course
- o Developing Monitoring, Evaluation & learning Plans (MEL)
- o Theory of Change course
- o Building Integrated M&E Systems
- o Technical Proposal Writing
- o New Technologies in M&E



Breast Cancer Early Detection Services and Quality Management Training

- o Clinical Breast Examinations CBE
- o Breast Imaging Training for Radiologists and Radiographers
- o Mammography Quality Management training

CONTACT INFORMATION

For any questions or clarifications, please contact:

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