

# Jordan Breast Cancer Program ANNUAL REPORT 2020



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# List of Abbreviations

Abbreviation	Definition
BIU	Breast Imaging Unit
CBE	Clinical Breast Examination
EU	European Union
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
TOCHW	Training of Community Health Workers
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.

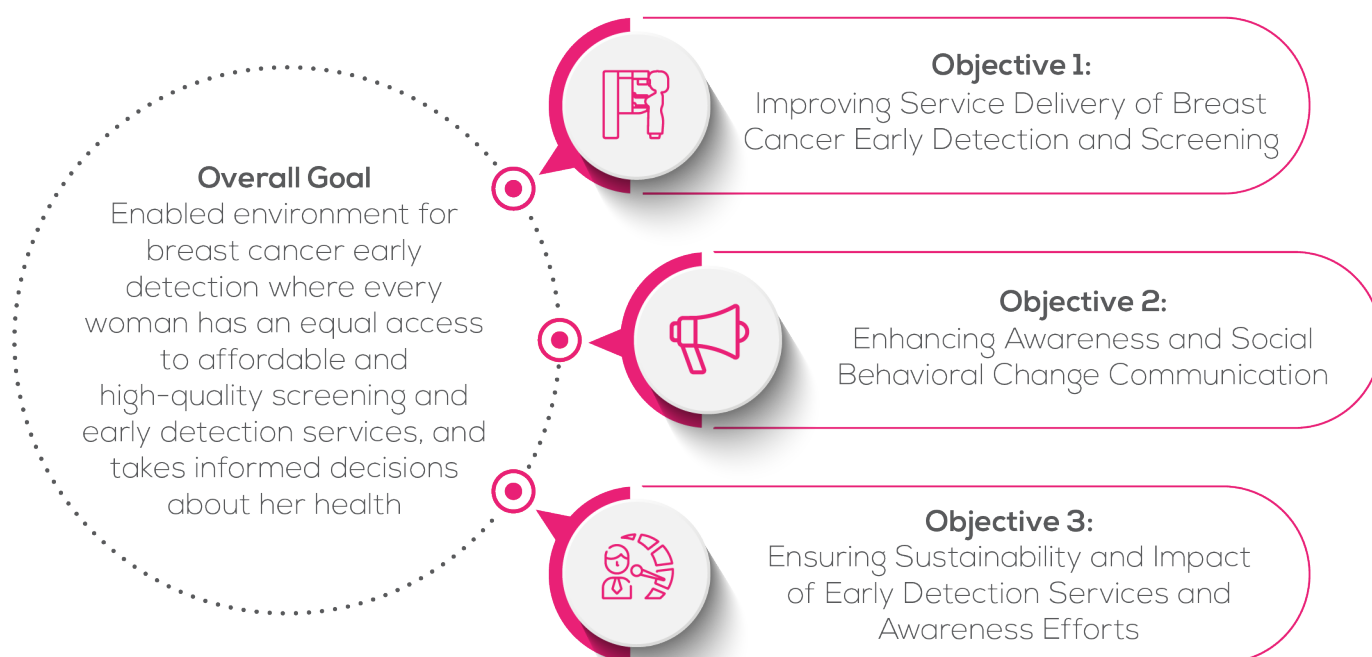


**Excellence:** We pursue excellence in all of what we do, and aim to be the leader of breast cancer prevention and early detection nationally and regionally.



**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

Jordan Breast Cancer Program (JBCP) has strived to provide a high level of services through the challenging year of 2020, and during this year, we have continued to position ourselves as an impactful and well-sustaining national program in the area of cancer prevention and early detection that has a wide community outreach, strong reputation, real on-the-ground impact, and follows a holistic multidisciplinary approach.

The emergence of COVID-19 has transformed the worldview and workflow. For a moment, the world stopped in order to reorient, and in that moment, JBCP managed to quickly adapt to the situation by transforming all of its offline activities to online.

Prior to the lockdown that started in March, JBCP reached **4,000** and **6,851** women through outreach activities of lectures and home-visits, respectively. Due to lockdown and social distancing, the outreach activities were altered in order to be executed through call counseling and online lectures. During that phase, JBCP was able to implement **420** online lectures and **1,200** counseling calls where **641** women have screened through mammography. Overall, 2,525 women were screened through mobile mammography units and almost **1,000** underprivileged women were screened during the JBCP October campaign through referrals to private hospitals in Amman, Zarqa, and Irbid.



Despite the challenges faced, JBCP has strived in order to serve under-privileged women as well as the broader community through maintaining and maximizing its efforts in light of the situation by raising awareness and providing and ensuring the sustainability of services.



## 2020 Highlights



# **Service Delivery of Breast Cancer of Screening and Early Detection Improved**



# Service Delivery of Breast Cancer of Screening and Early Detection Improved

Jordan has 90 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.

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

Improving the accessibility and use of high-quality screening services involves addressing several different themes. First, structural enhancements are implemented through upgrading units according to their mechanical and infrastructure needs, building the capacities of the healthcare providers (HCP) involved in the process of breast cancer screening and early detection, and conducting both technical and quality control training with radiographers in order to produce high quality images that will contribute to delivering improved breast cancer screening and early detection services. The comprehensive capacity building efforts also include the staff that are operating the JBCP's two mobile mammography units.

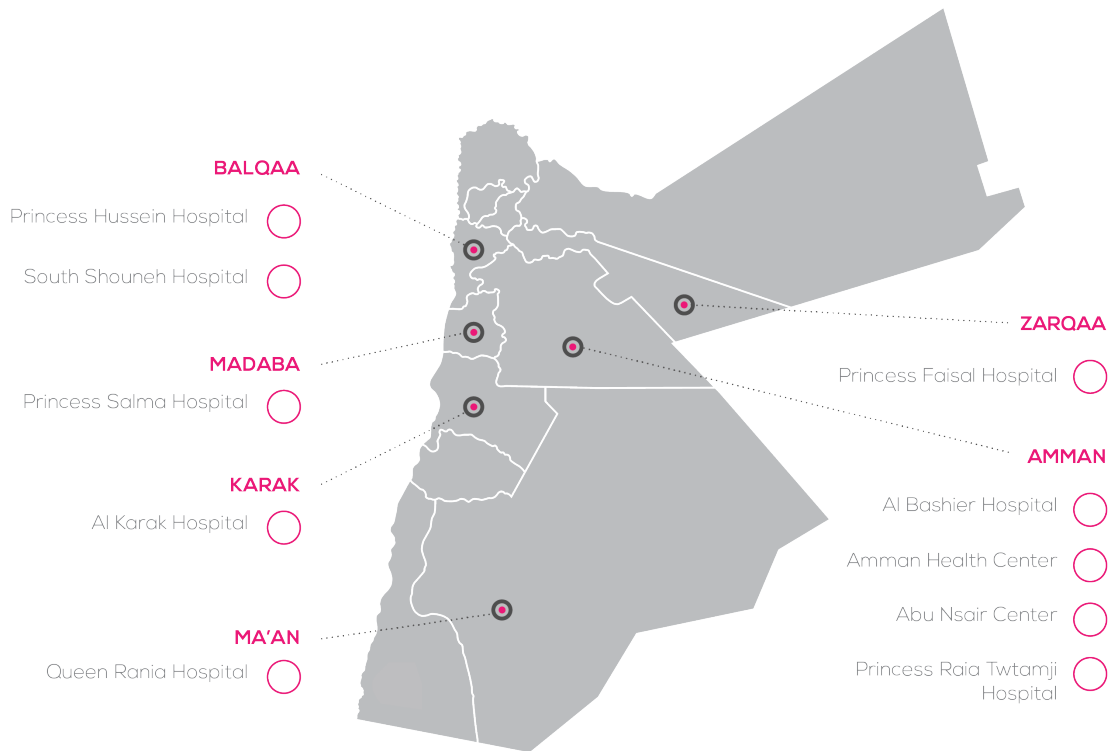
JBCP has two mobile mammography units (MMU) that are allocated at different places across Jordan in order to provide screening services to under-served and under-privileged women.



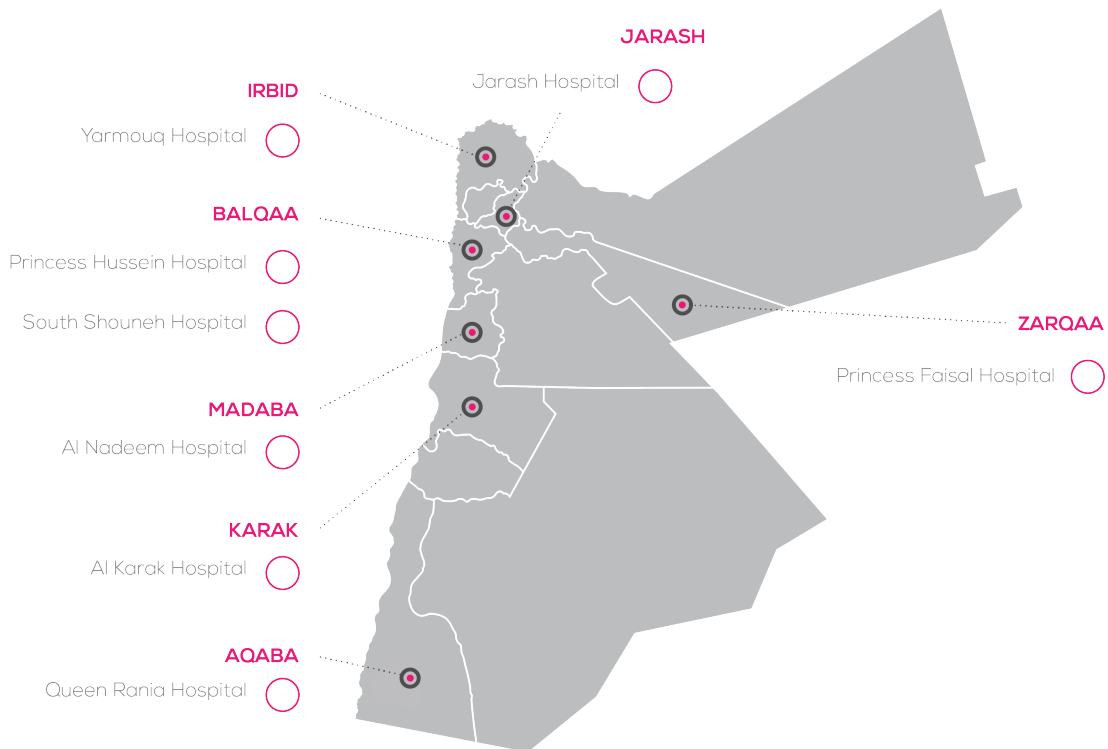
### 1.1.1 Breast Imaging Units Upgraded

#### Achievements

10 BIUs upgraded based on industry standards



8 BIUs of MOH reactivated



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

### Achievements

● **75** radiologists attended three technical webinars in the field of breast imaging delivered by **Dr. Mike Ulissey**, M.D., FACR and his faculty.

● **6** on-site breast imaging quality control training conducted:



Jabal Al Zaitoon  
Hospital



Farah Hospital



Bioscan



Amman Health  
Center



South Shouneh  
Hospital



Queen Rania  
Hospital

● **5** videos filmed on JBCP segment (صحتك بدقيقة) and posted on JBCP's social media platforms with the aim of raising public awareness.

● Establishment of Radiologists' Training program.

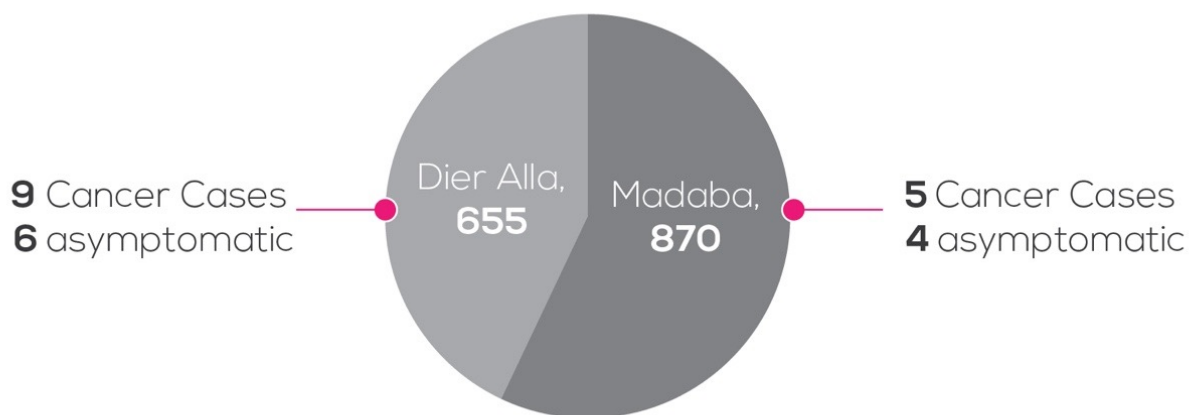


### 1.1.3 Provision of Mobile Mammography Screening Services for Women in Under-Served Areas

#### Achievements

- **2,525** underprivileged women were screened for free through JBCP mobile units' projects in Madaba and Der All as well as the campaigns over a nine month period due to Covid-19 lockdown, out of which **14** cancer cases were discovered.

#### Women Screened through Mobile Mammography Units



- Almost **1,000** underprivileged women were screened through JBCP October campaign by referring them to private hospitals in Amman, Zarqa, and 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. Countries must develop comprehensive plans for screening and detection of breast cancer, including outreach and education within the general population, training for medical and technical staff, development of programs and processes for accurate diagnosis of breast cancer, and facilities for timely and effective treatment.

Responsibility for the development and implementation of breast cancer early detection and screening programs usually rests with the Ministries of Health and other relevant organization. The overall aim should be to establish a mechanism for the political and technical support of the early detection program.

A successful managerial approach to breast cancer detection relies 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 through standardization of 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. Since there is still a lack of national evidence-based information on breast cancer, JBCP examines the international evidence in 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

- The Review process of CBE manual initiated.
- Breast cancer screening and diagnosis guidelines distributed to all BIUs across the kingdom.

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

### Achievements

- Initiation of the South Referral Center of Ma'an Hospital through:



Communication with the MOH



Finalizing and disseminating operating plan (workflow, HR need, and Budget) with stakeholders.



### 1.2.3 Mammography Units Across Jordan Certified

#### Achievements



#### Certified

Farah Hospital

Bioscan

Al Badya Al Shamalya  
Hospital



#### Mock Survey

Jabal Al Zaitoon Hospital

South Shouneh Hospital

Prince Faisal Hospital

Queen Rania Hospital



#### Initiated

Muath Bin Jabal Hospital

Twtanji Hospital

Amman Health Center



# **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 voices 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 advocacy from within. Change is initiated by integrating education and service delivery at the community level in order to meet the increase in screening service demand.

### Success Stories

#### Digitalization of JBCP's Outreach Activities in the COVID-19 Era

Amid the **Covid-19 pandemic**, Jordan, like other countries, faced a 70-day lockdown. This resulted in the suspension of all of JBCP's activities that required physical interaction. Despite that, JBCP was able to jump back and adapt to the situation by **digitalizing two of the outreach activities**, home-visits and lectures, through developing a **call counseling plan and a one-to-group outreach plan** on online portals. The role of educators will continue to develop in tandem with the current situation.

JBCP deftly adapted our education and awareness-building activities to thrive in the current environment and meet community demands. Activities included using the phone calls instead of home visits in cooperation with National Aid Fund to target the underprivileged women in the focus areas and give them the needed counseling to both raise their awareness and change their behaviors toward breast cancer early detection services in the Mobile units.

#### JBCP Transcending to Sustain the Training Projects

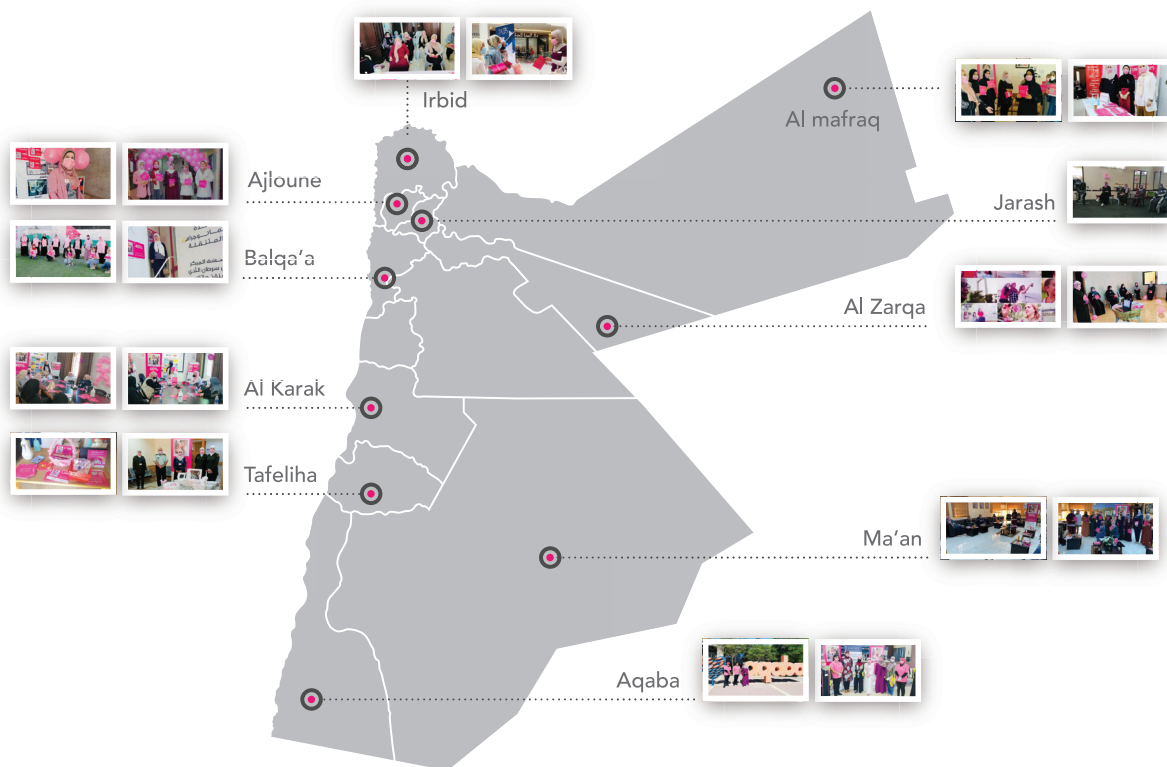
Through the first quarter, JBCP was able to complete the **Consultancy Material**, particularly the **Social Behavioral Change Communication Training Manual**. The completion of the material will initiate the first paid online training course, which can be further developed to an annual online training marketing plan, positioning JBCP Training in the proper market segment locally and internationally.



## Think Pink Activities in COVID-19 Era

“Think Pink” is an initiative initiated by JBCP aimed at engaging individuals, organizations, and both public and private corporations with 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 community 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 **420 online and offline Think Pink activities** reaching an audience of **6,300**.



## 2.1 Awareness and Social Behavioral Change Communication Enhanced

Building community 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 also provides specialized training to educators, through which 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 in the safe environment of a woman's place. This encourages the educator to develop a more personal connection with the woman and lessen the barrier to breast cancer screening that sometimes exist even after one has gained knowledge about screening. Women who are above the age of 40-year-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

92 educators were evaluated in 10 refreshment training courses.

Lectures:



200 Offline Lectures



420 Online Lectures



Educating 12,400 Women

Home-Visits:



2,117 Home-visits



1,400 Madaba Home-visits



4,700 Women Reached



717 South Shouneh Home-visits



2,151 Women Reached

### JBCP's Home-visits Done During First Quarter of 2020

Counseling Calls:



1,200 Counselling Calls



641 Underwent Mammography as a result of counselling calls

21 Activities were conducted, reaching more than 2,000 audience during February "The world cancer Day Campaign" *قد التحدي*, involving universities, schools and other non-governmental sectors initiative.

One to group outreach plan was developed about Cancer Prevention, Covid-19 prevention and modern online interfaces.



## 2.1.2 Specialized Technical Capacities in the Field of Cancer Control

### Achievements

- Developed the Training Marketing Portfolio of JBCP, in collaboration with all departments, unifying the curriculum methodology, and gathering the pool of trainers of all specialties, who are able to initiate JBCP consultancy services nationally, regionally and internationally.
- Developed interactive educational session kit concept, to be designed and promoted over JBCP Platforms.
- Developed Training Concept Paper in collaboration with the Operations team, building capacities of the Ministry of Health on SBCC and Early Detection Practices, activating CBE and Mammography Services within the MOH.
- Developed Cancer Prevention Material to be utilized during the Beat the Challenge Campaign, during lectures and events and co-planned the new assessment methodology with the monitoring and evaluation unit.
- **50 training hours** were taken by **92 educators** during 10 refreshment trainings courses.
- Developed training material on cancer prevention, Covid-19, and call counseling to be utilized during the home-visits and lectures projects.
- **12 training hours** done for **12 community health workers** providing full spectrum of knowledge, skills, operational and data collection methodologies to fulfill the requirements needed for implementing both projects of Mobile Units located in Madaba and Deir Alla Governorates.
- **20 training hours** done for **30 qualified educators** on cancer prevention and Covid-19 through Zoom application.



- Evaluated Educators and Community Health workers knowledge and skills in live calls and online sessions of both projects, involving **12 community health worker and 30 educators.**
- Quality assurance procedure was developed for the online lectures and call counseling project.
- 1 online consultancy workshop (Arab consultancy) were done to share campaign ideas, themes, slogans and designs.



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

#### Achievements

- **Two Online consultancy workshops** were held with the participation of **9 Arab countries** (Saudi Arabia, United Arab Emirates, Algeria, Iraq, Palestine, Libya, Morocco, Sudan and the Hashemite Kingdom of Jordan) to evaluate the impact of the 2019 Arab campaign and to present ways of cooperation in the 2020 Arab October campaign.
- A **Mass Awareness Campaign Training Guide** was reviewed and developed.

#### National October Campaign:

- **450 locations branded** with October campaign theme (30 bridges, signs, malls and lampposts) across the country.



- **422,000** Educational & Promotional materials (Flyers, leaflets, posters, shower cards, bookmarks, Rollups and Promotional tables) were distributed.



- Lectures:



**620** Offline and Online Lectures



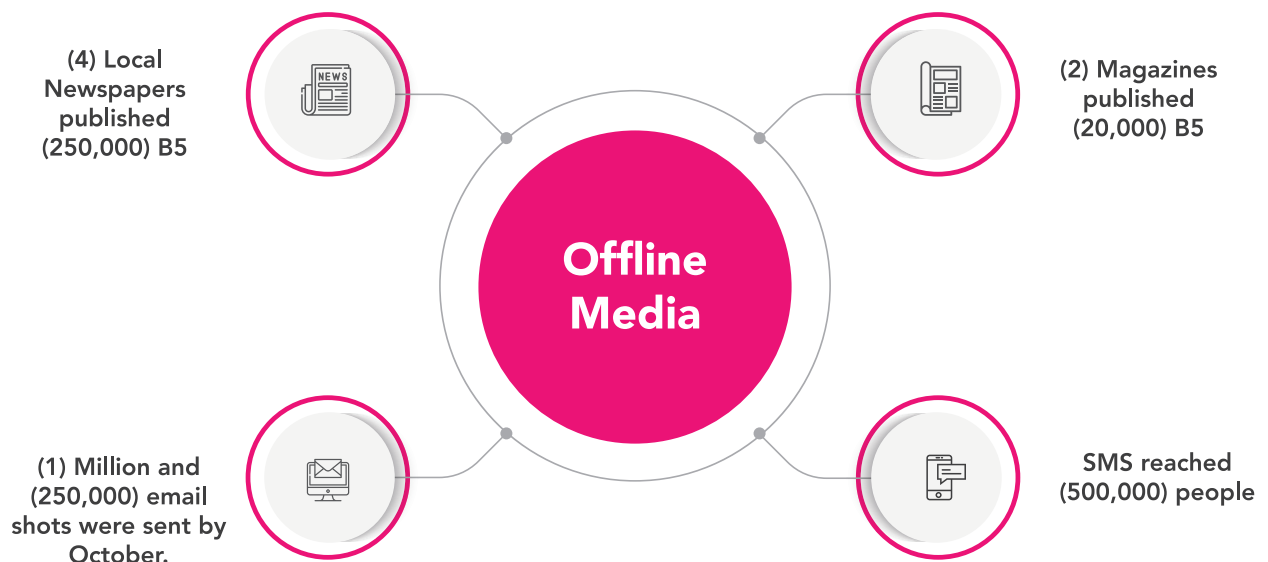
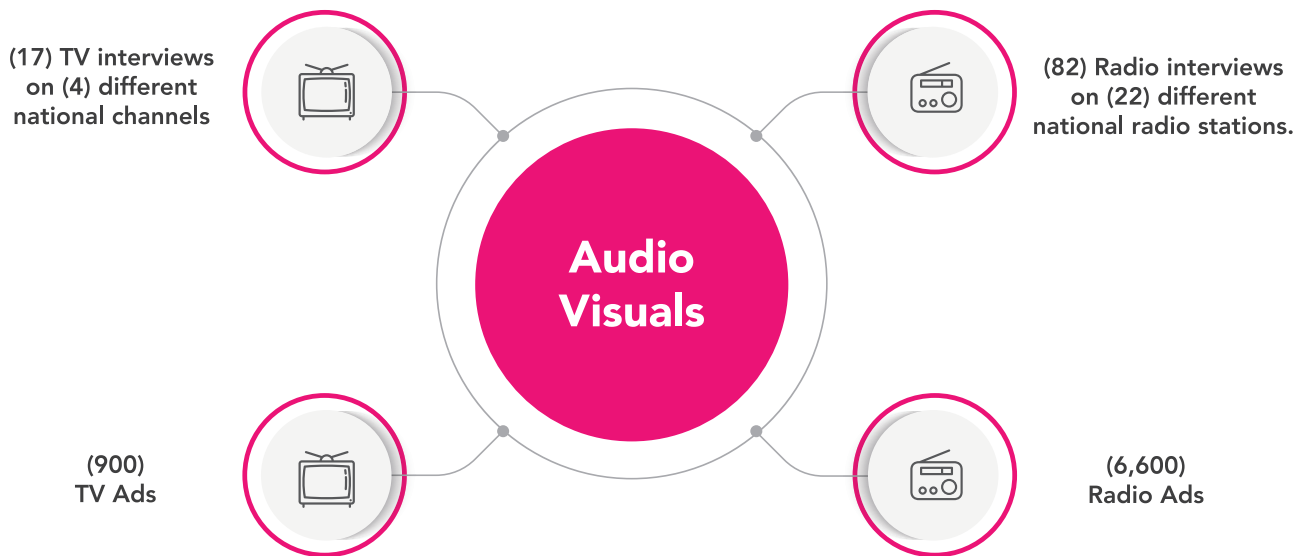
**Educating 12,400** Women

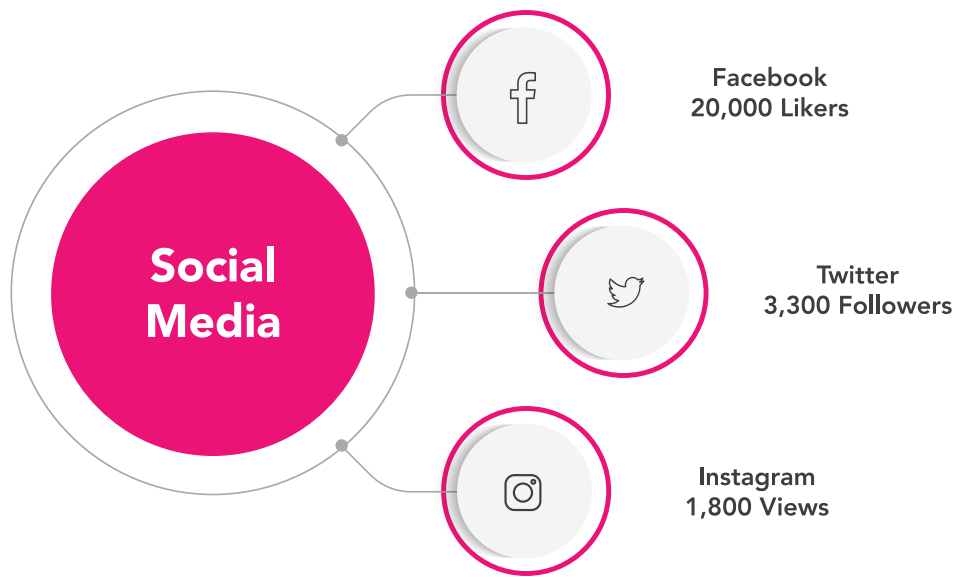
- **15,000** people were reached through 20 Roadshows implemented in malls and medical centers.





## Campaign Media:





1,252,000 people reached through 36 webinar Sessions



# **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 in order to ensure long term buy-in and support for the cause, and ensure added value of the different initiatives; for this reason, JBCP has taken 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

### JBCP's Support to Health Preventive Measures of COVID-19

In light of the current situation related to the increased importance of wearing protective masks and using hand sanitizer, the media and PR unit came up with an innovative idea to design a kit that contains a sanitizer, mask, gloves wet wipes, and educational flyers. Many corporations, supporters and community members liked the idea and started to buy the kits.

### 3.1 JBCP Funding Secured

An internal sustainability factor is strategic financing or diversified funding. JBCP has focused on submitting proposals to local and international entities in order to obtain funding. Related to their social responsibility initiatives, local organizations request proposals on JBCP's activities in order to allocate funds to support the breast cancer cause. In addition, JBCP submits tailored proposals to different international organizations offering funding to support the breast cancer cause and empower women.

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

- **9,000 JOD** were raised through selling JBCP's merchandise despite the effect of COVID-19 pandemic on sales around the world.
- Proposals for local and international funds have been prepared by the JBCP team and submitted to the following entities:



Name	Project Summary	Type	Donor
<b>Integrated and Comprehensive Project for Breast Cancer Screening and Early Detection in South of Jordan.</b>	<p>The aim of the project is to implement an integrated and comprehensive project for breast cancer screening and early detection in the four southern governorates (Karak, Tafila, Ma'an, and Aqaba) over a three-year period, concerned with improving women's health as well as improving the reality of services.</p>	<p>Proposal</p>	<p>Qatar Charity</p>
<b>Breast Cancer Screening Early Detection and Treatment for Refugee and Under-Privileged Women in North of Jordan</b>	<p>The aim of the project is to implement an intensive, rapid and comprehensive program for refugee hosting areas in northern Jordan (Ajloun and Jerash governorate), which includes raising awareness among women (Jordanian and refugee women) about breast cancer and methods of early detection. The project also addresses awareness of the importance of cancer prevention.</p>	<p>Proposal</p>	<p>King Salman Humanitarian Aid and Relief Center</p>
<b>Micro-Planned Irbid Community-Based Campaign</b>	<p>The aim of this project is to implement a micro-planned Irbid community-based campaign where it includes one to one outreach activity (e.g.: home visits) while adapting to the changing world and the emergence of SARS-Cov-2.</p>	<p>Grant</p>	<p>Bill and Melinda's Grand Challenges Round 25</p>



<p><b>Champions for Social Impact and Behavior Change for Better Early Detection of Breast and Cervical Cancer</b></p>	<p>The project aims to accelerate national and regional evidence-based behavior change, through building capacities of targeted audience to adopt social behavioral change communication (SBCC) principles and design SBCC interventions tailored to their communities to influence the community's behavior toward achieving the intended desired change.</p>	<p>Grant</p>	<p>Islamic Bank</p>
<p><b>Evidence-based Breast Cancer Awareness Campaign in the MENA Region.</b></p>	<p>The project aims to conduct a similar evidence-based mass awareness campaign during October that involves three low-middle class income countries (Libya, Palestine, and Iraq) with a unified theme that relates and impacts their population.</p>	<p>Grant</p>	<p>Islamic Bank</p>
<p><b>Breast Cancer Survivors' Training on Motivational Public Speaking and Emotional Intelligence in Jordan</b></p>	<p>The training provided will equip the breast cancer survivors with the needed tools in order to become motivational speakers in the Jordanian community. They will become JBCP's voice in raising awareness on the importance of breast cancer screening and early detection through sharing their positive experiences and elevating the fear behind the disease.</p>	<p>Grant</p>	<p>Feminist Trust Review Fund</p>



<p><b>Strengthening CSOs to Serve the Local Communities in Jordan.</b></p>	<p>Jordan Breast Cancer Program (JBCP) is proposing a project aimed at building the capacity of local civil-society organizations based in the governorates of Amman, Zarqa, and Mafrqa on social behavioral change communication, on women empowerment, and on women's right to health, particularly sexual and reproductive health.</p>	<p>Grant</p>	<p>AFD</p>
<p><b>Innovative Integrated Social Behavioral Change in Women's Health</b></p>	<p>Building upon the program's evidenced based, holistic approach and in line with "MSD for Mothers" mandate, JBCP is proposing a three-year project of 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.</p>	<p>Grant</p>	<p>MSD</p>
<p><b>Accelerating Women's Rights for Health and Well-Being</b></p>	<p>Raising women's awareness, as right holders on their human rights related to good health, as well as the rights that directly affect their health choices namely economical, and psychosocial rights.</p>	<p>Grant</p>	<p>EU</p>



### 3.2 Buy-In from Public Ensured

There are internal and external factors that play a role in sustainability. Communications and public relations refers 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 the program and its activities gain greater visibility and builds support through advocating through media and public relations.

Media plays an important role both in increasing the community's awareness and changing 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 realities of society. Advocating JBCP's message of breast cancer screening and early detection encourages several parties to place the cause among their main concerns. Thus, delivery of JBCP advocacy materials involves activating the role of media, since it plays an outstanding role in creating and shaping of public opinion. This project utilizes all media platforms to reach and address audience across Jordan and the Middle East.

#### Achievements

- JBCP Website in the (AR) version launched.
- Journalist Award Launched and nomination received.

### 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 research in the field of cancer prevention and early detection. Valuable data is collected by the JBCP team that delivers information on the latest breast cancer public health trends in Jordan. In addition, the data generated is used to assess the impact of the projects done by JBCP and to support evidence-based policy change.





## Achievements

Title	Summary	Method of Publication
<p><b>Impact of digital breast tomosynthesis on readers with different experience</b></p>	<p>The aim of this study is to evaluate the effect of adding digital breast tomosynthesis (DBT) to digital mammography (DM) on sensitivity and specificity scores for readers with different DM and DBT experience compared with that of DM alone.</p>	<p>Conference proceeding in the SPIE Optics + Photonics Digital Forum.</p>
<p><b>The Referral Physicians' Knowledge of Radiation Dose: A Cross-sectional Study</b></p>	<p>The purpose of the study was to evaluate the knowledge of the referring physician of general practitioners, residents, and medical specialists in Jordan and Middle East on the radiation dose and its impact on vulnerable patients.</p>	<p>Open Access Macedonian Journal of Medical Sciences</p>



### 3.4 Breast Cancer Registry Data Utilized

One of JBCP's main tools to monitor and evaluate the impact of JBCP's message on the importance of breast cancer screening and early detection is 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, the registry collects information on the risks factors present as well as the initial image results; this information is instrumental in generating data for research purposes.

#### Achievements

- **18,480** women were screened through mammography across the Kingdom.

### 3.5 Strengthened Capacity of JBCP to Inform Decision Making and Adaptation

All of JBCP's projects are monitored and evaluated 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

- **1,813** evaluation records were collected from the local partners that executed lectures utilizing JBCP tools.
- **1,367** online evaluation records of women attended the JBCP lectures were analyzed, and knowledge and attitude were enhanced on cancer prevention and COVID-19 safety measures.
- **1,000** offline evaluation records of women attended the JBCP lectures were digitized and knowledge and attitude were enhanced on breast cancer screening and early detection.



## Collaborations and Partnerships of JBCP

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

JOHUD	Jordanian Nursing Council
Women Health Clinic (Tafeleh)	Ministry Of Awqaf And Islamic Affairs

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

### Radio



## Television

**المملكة**  
الأردن مبتدأ ونحن الخبير



## Newspapers and magazines



