

JORDAN BREAST CANCER PROGRAM

2022 YEAR IN REVIEW



King Hussein Cancer Foundation
King Hussein Cancer Center



A King Hussein Cancer Foundation and Center Program



2022 was a great year. We were able to continue serving women across Jordan and help save lives. In this report we are sharing with you a glimpse of our 2022 achievements. Thank you for being part of our journey!

The Jordan Breast Cancer Program Team

KEY MILESTONES OF 2022



28,248

Jordanian women underwent mammography



7,900

Free screening services Provided



185,000

Women were reached and educated



637

New advocates and volunteers joined our mission



4,600

Awareness-raising activities conducted



1,146

Healthcare providers trained



1,793

Women assisted through our hotline



12

Scientific seminars conducted



14

Breast imaging units upgraded to meet quality standards

Our Work

Improving availability and access to quality early-detection services

Service Delivery

Infrastructure and Equipment

HR and Capacity Building

Opportunistic Screening

Quality Management

Guidelines and SOPs

Accreditation

Increasing service demand through enhancing awareness and SBCC

Social Marketing and Health Education

Outreach

Mass Awareness campaigns

Training

Creating an enabling environment through advocacy, policy change and availability of data for decision making

Advocacy

Advocacy at the Community Level

Advocacy at the Policy level

Monitoring and Evaluation

Reporting and Progress management

Studies and Research

National Database

1. SERVICE DELIVERY OF BREAST CANCER SCREENING AND EARLY DETECTION

In 2022, the Jordan Breast Cancer Program (JBCP) continued to develop and support infrastructure and quality upgrade for early detection of breast cancer services across all sectors to ensure better availability and accessibility to high quality early detection services across Jordan. In total,



14 breast imaging units upgraded to meet quality standards:



8 pieces of equipment were donated; and

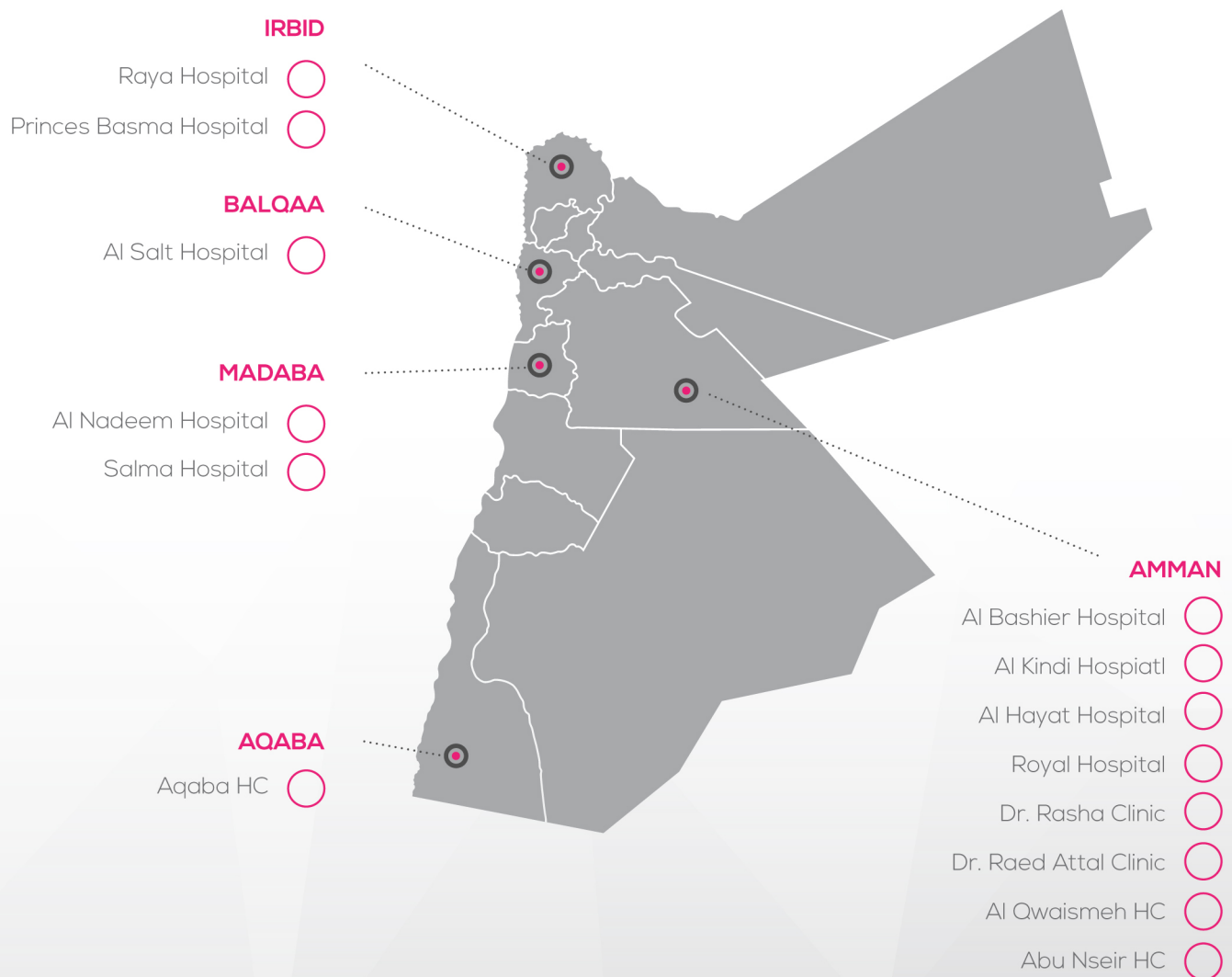


35 trainings and workshops were completed (with **1,146** people trained) pertaining to breast cancer screening and early detection, radiography, accreditation preparation, and workflow enhancement support.

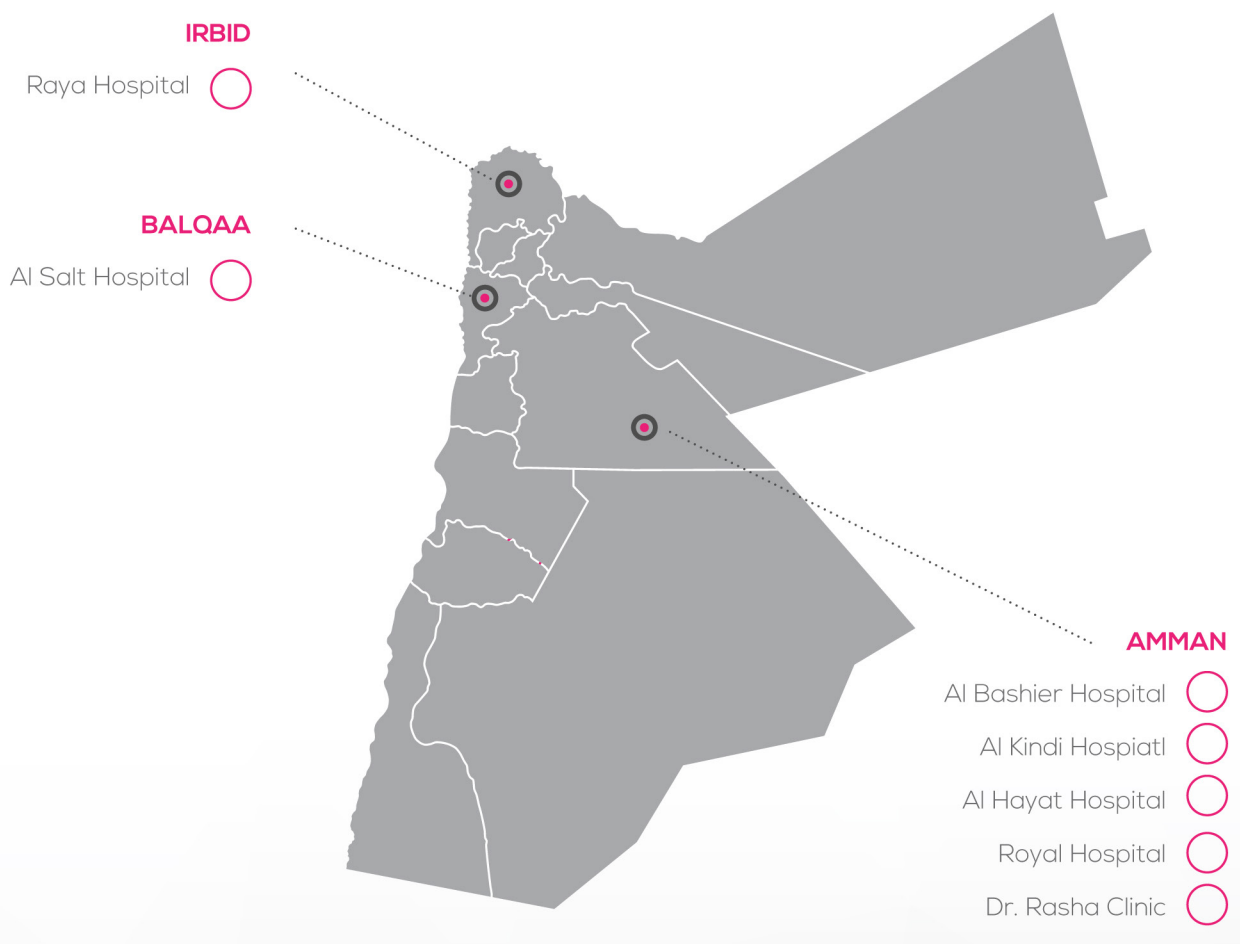
1.1 IMPROVING ACCESSIBILITY AND USE OF HIGH QUALITY SCREENING SERVICES ACROSS JORDAN

14 BIUs Upgraded

14 breast imaging units (BIUs) were supported for infrastructure upgrades or quality improvement, and seven new units met all accreditation standards and will become certified by HCAC: Al-Basheer Hospital, Princess Raya Hospital, Al-Salt Hospital, Al-Kindi Hospital, Al Hayat Hospital, Royal Hospital, Dr. Rasha Sheikh Clinic.

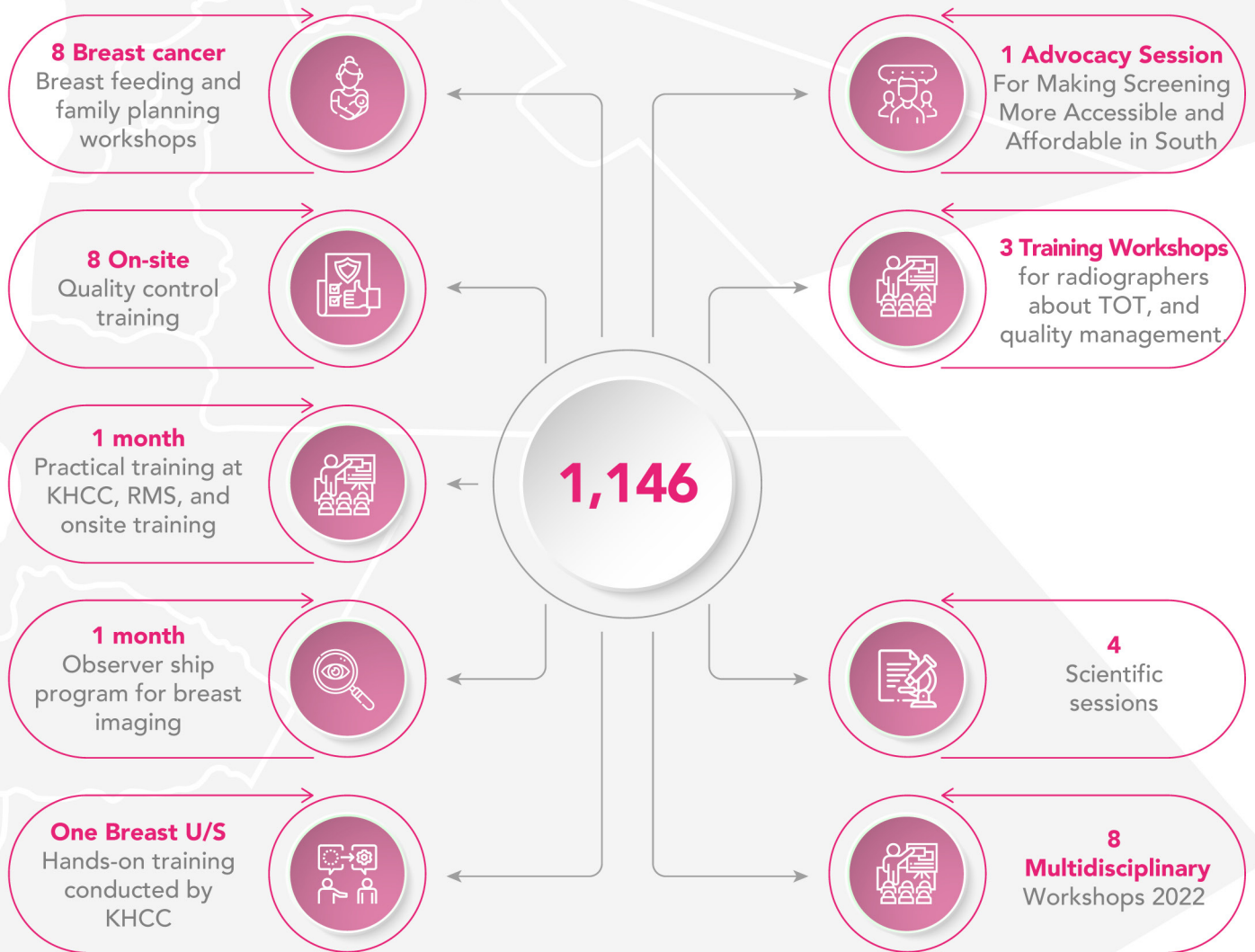


BIUs attained the HCAC breast imaging certification:



1,146 Healthcare provider

Attended our training workshops



JORDAN BREAST CANCER MULTIDISCIPLINARY WORKSHOPS 2022

JBCP conducted its Multidisciplinary Workshop on Breast Imaging from August 15th-18th with world-renowned speakers Dr. Beth Dupree, Dr. Michael J. Ulisseey, Dr. Pamela M Otto, Dr. Bruce Porter, Dr. Michael N. Linver, and Dr. Thomas Stavros. The workshop was attended by over **700 Healthcare providers**.

The sessions given are:

- Advances in the Surgical and Oncological Treatment of Breast Cancer
- Approach to a Mammogram, The Argument for Screening Ultrasound
- Digital Breast Tomosynthesis in Screening and Diagnosis
- The Role of Breast MRI in Locally Advanced Breast Cancer
- The Argument for Screening Mammography
- Lobular Carcinoma with breast MRI
- The Missed Cancer on Mammography: Causes and Cures
- Ultrasound of Solid Breast Masses - How to Find the Border Between BiRads-3 and BiRads 4A.



JBCP MOBILE MAMMOGRAPHY UNITS

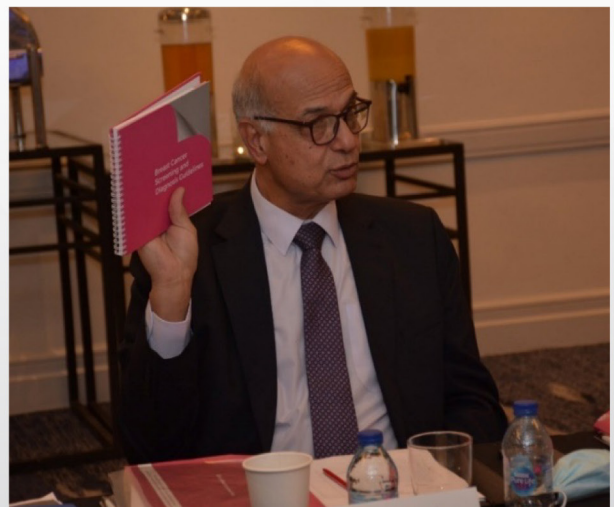


JBCP has two mobile mammography units (MMU) across Jordan to provide screening services to under-served and under-privileged women. In 2022, **3,788** women were screened in Zarqa, Balqa (Der Alla), and Irbid.

1.2 IMPROVING QUALITY OF SERVICE DELIVERY

Breast Cancer Guidelines National Committee

As part of JBCP's accountability to develop and improve the quality of early detection services and under the leadership of the King Hussein Cancer Center (KHCC), a national committee of experts was formed to review and develop national guidelines for Breast Cancer Screening and Diagnosis. **Eight meetings** were held in 2022, and the updated breast cancer guidelines are expected to be issued by February 2023.





SUCCESS STORY

Al-Bashir Breast Imaging Unit to Be an Integrated High-Quality Unit

JBCP worked closely with Al-Basheer Hospital, the main referral hospital for the Ministry of Health (MOH), to improve its breast imaging unit so that it can serve as an integrated unit and deliver high-quality services. As part of the improvements, two female doctors partook in a one-year fellowship at KHCC, three trainings were provided for all working cadres, and the unit was outfitted with the necessary devices and equipment to ensure compliance with the accreditation standards of HCAC and quality-of-service collaboration.

2. AWARENESS AND SOCIAL
BEHAVIORAL CHANGE
COMMUNICATION TO
IMPROVE DEMAND FOR
BREAST CANCER
EARLY DETECTION

JBCP aims to build a strong and well-educated community who acknowledge the importance of breast cancer screening and early detection through a social and behavioral change communication (SBCC) model. The SBCC model fosters advocates to channel JBCP's message throughout the community and promote change from within.



2.1 COMMUNITY MOBILIZATION TO ADVOCATE FOR BREAST CANCER EARLY DETECTION ACROSS JORDAN

185,000 women were reached and educated through outreach activities including home visits, lectures, and community awareness-raising events.

One-to-One Outreach

16,924 home-visits were conducted reaching out to **50,832 women**.



1,480
Home-visits



Educating **4,500 women** with messages about cancer prevention, breast cancer, and cervical cancer early detection.



15,444
Home-visits



Educating **46,332 women** with messages about breast cancer early detection, breast feeding and family planning,

One-to-Group Outreach

4,600 lectures about breast cancer and cancer prevention were conducted reaching **98,000 women and men**



4,300 Breast
Cancer Lectures



Educating
92,000 Women



Screening **2,369**
Women



300 Cancer
Prevention
Lectures



Educating **6,000**
Women and Men

65 Open medical days

were conducted

INNOVATIVE, INTEGRATED SBCC PROJECT IN WOMEN'S HEALTH

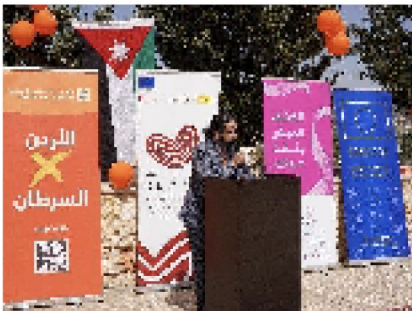
JBCP was awarded a grant from MSD for mothers – a global initiative to reduce maternal mortality – to implement a three-year project (2021-2024) that provides comprehensive women's health counselling and health promotion activities to Jordanian and refugee women on topics related to family planning, breast feeding, and breast cancer screening. To date, community health workers reached **57,579** women through **15,444** one-to-one and **1,775** group sessions. Utilizing the newly developed skills of **72** trained Health care providers, **6,108** women were provided with health services.



BLENDED LEARNING & BEHAVIOR CHANGE FOR LOCAL DEVELOPMENT PROJECT

JBCP, supported by the Spanish Agency for International Development Cooperation (AECID), launched the Blended Learning & Behavior change for Local Development Project (2021-2023) which aims mobilize the community through awareness activities and by generating groundbreaking research and evidence on women's access to NCDs care and health equity challenges in Jordan. During its first year of implementation, JBCP reached **24,767** women through activities conducted by more than **100** trained community health workers.

In addition, **45** champions were trained to spread JBCP's messages to their peers. Overall, **277** members of the community were reached through **14** initiatives executed by the champions in the target governorates.



COMMUNITY TRAINING

637 new community advocates and community health volunteers attended our community and health promotion trainings.



OCTOBER BREAST CANCER AWARENESS CAMPAIGN

In cooperation with 12 Arab countries (Saudi Arabia, UAE, Lebanon, Egypt, Algeria, Palestine, Sudan, Bahrain, Morocco, Libya, Oman and Kuwait); JBCP launched the 7th regional campaign: **An Image for Life. Get Tested** - **صورة للحياة افحصي**. in celebration of international Breast Cancer Awareness month, and to encourage all women over the age of 40 to undergo mammography screening.



The campaign outcomes included:



9,408

Mammography images were conducted and 42,000 women got CBE throughout Jordan.



40,000

People were reached through 40 Roadshows implemented in malls and medical centers.



5 million

People were reached through lectures, roadshows, home visits, media and social media exposure.



900,000

Educational & Promotional materials were delivered to educate on the importance of breast cancer screening.



855

Locations illuminated in pink.



2,000,000+

Views on TV campaign Ad.



2 million

SMS has been sent to reach landing page of October campaign.

OCTOBER THINK PINK ACTIVITIES

Every October, JBCP launches the “Think Pink” initiative to raise awareness and position breast cancer as a community and public health priority. More than **2,500** Think Pink” events were conducted, reaching more than **60,000** community members.



JORDAN LIGHTS UP IN PINK

14 landmarks in Jordan joined the cause and glowed in pink.



ARAB ALLIANCE FOR BREAST CANCER CONTROL SUMMIT

In collaboration with Friends of Cancer Patients-United Arab Emirates, JBCP organized a meeting with partners from **nine Arab countries** (UAE, Jordan, Sudan, Morocco, Kuwait, Oman, Saudi Arabia, Palestine and Iraq) in Sharjah in July 2022. During the meeting, the importance of joining forces against breast cancer was emphasized, and JBCP presented the results of their study "Knowledge, Attitudes, and Practices of Arab Women related to Breast Cancer."



3. ADVOCACY, POLICY, AND EVIDENCE

JBCP has taken several actions to ensure better sustainability and impact of the program's interventions. Among these include ensuring availability of reliable data, networking with advocates and community champions, and advocating for sound policy reform, and many other initiatives that makes our message and mission ongoing.

Breast Cancer Survivors Event and Retreat

JBCP has a network of survivors who serve as champions for breast cancer awareness and early detection by sharing their stories to encourage more women to get tested. As a part of our efforts to provide continuous support to survivors, JBCP conducted its annual survivors event which included a stand-up comedy show, competitions, a meditation session, and more



“Rekindling the Flame” Training Course

Supported by Hikma Pharmaceuticals, JBCP held a training course entitled “Rekindling the Flame” dedicated for survivors to create balance, healthy change and moving forward after recovery. The survivors learned about the brain's role in relation to suffering - particularly how their thoughts, feelings, and actions are interrelated, and what they can do to better manage them.



Launching “Sehtak Bel Wardi” Mobile Application for Every Jordanian Woman



JBCP, supported by the MSD for Mothers initiative, launched the “Sehtak Bel Wardi” mobile application which aims to encourage Jordanian women to prioritize their health, undergo breast cancer early detection and annual examinations, and learn about other practices related to women's health such as breastfeeding and family planning.

Post October 2021 Campaign Evaluation Study

JBCP conducted a national survey on a random sample of **1,000** Jordanian women and men aged 20 to 75 years old (70% women and 30% men) to evaluate the effectiveness of the JBCP October campaign. The survey found that the campaign successfully increased awareness regarding the importance of breast cancer early detection and encouraged people to go undergo screening. The results also showed that women are highly motivated by the messages received from the health care providers and that fear, coupled with a lack of symptoms, were the most prominent barriers to screening among females. These insights have allowed JBCP to continuously refine our interventions. The study's report recounts details about the conducted research.

JBCP started a new initiative supported by the Union for International Cancer Control (UICC) to advocate for equal and affordable breast cancer screening services for all women in Jordan through a series of advocacy workshops that create a supportive and enabling environment for early detection with the active involvement of decision-makers and community advocates to get public buy-in and ensure proper funding.

Advocacy Session to Increase Screening Accessibility

Supported by the Union for International Cancer Control (UICC), JBCP conducted a dialogue session on providing quality services for early detection and diagnosis of breast cancer in the southern governorates (Al-Karak, Al-Tafileh, Maan, and Aqaba). The session was attended by directors from the MOH in Amman and directors of local healthcare facilities and hospitals who discussed the current challenges and opportunities, as well as modalities to work collectively and gain buy-in for breast cancer early detection.



Traditional Media Training

JBCP conducted a media training for Jordanian journalists on health-related topics with an emphasis on public awareness of breast cancer. The training included a three-day interactive workshop, followed by an additional three days of coaching to ensure that participants can deliver in depth reports with impact for publication and broadcasting.



Roundtable on the Affordability and Equity of Breast Cancer Early Detection

Supported by UICC, JBCP organized a health policy session entitled "Breast Cancer Early Detection Services: Equity and Affordability" in the presence of JBCP Chairman Dr. Asem Mansour. During the session, JBCP shared the results of two recent studies issued by the program and led a discussion on the challenges and opportunities related to early detection in Jordan. **The two studies are:**

- **Jordanian Women's Willingness to Pay for Mammography Screening**
The study investigates Jordanian women's willingness to pay for mammography screening.
- **Knowledge, Attitudes and Practices of Jordanian Women Towards Breast Cancer Early Detection Examinations**
The study evaluates the knowledge, attitudes, and practices of Jordanian women on breast cancer and breast cancer screening methods and the barriers that prevent them from accessing screening on out.



NEW PARTNERSHIPS DURING 2022






For more information, please visit:

www.jbcp.jo



For further information please contact the Jordan Breast Cancer Program at:

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King Hussein Cancer Foundation
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**Jordan Breast
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