

Jordan Breast
Cancer Program

ANNUAL REPORT

| 2023



King Hussein Cancer Foundation
King Hussein Cancer Center



Jordan Breast
Cancer Program
البرنامج الأردني لسرطان الثدي
A King Hussein Cancer Foundation and Center Program

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JORDAN BREAST CANCER PROGRAM

Jordan Breast Cancer Program

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

Jordan Breast Cancer Program (JBCP) is a national program led by the King Hussein Cancer Foundation and Center (KHCF/ KHCC) in collaboration with Ministry of Health (MOH) that coordinates and leads breast cancer early detection efforts across Jordan, wherein the disease is more curable, survival rates are higher, and treatment costs are lower. To achieve that, JPCP ensures the availability of quality screening services, improves access to screening and early detection services, raises public awareness and education about breast cancer, and creates enabling environment for adopting breast cancer control practices.

Goals and Objectives:

Long Term Goal: Every woman has equal access to affordable and high-quality screening and early detection services and is empowered to take informed



Objective 1:

Improving Service Delivery of Breast Cancer Early Detection and Screening



Objective 2:

Increasing Demand of Breast Cancer Early Detection Services through Social Behavior Change



Objective 3:

Ensuring Sustainability and Impact of Early Detection Services and Awareness Efforts

Executive Summary

The Jordan Breast Cancer Program (JBCP), in collaboration with partners and health care providers, continues to make significant strides in combating breast cancer, prioritizing **early detection and community engagement**. This report highlights the key achievements of JBCP in 2023, showcasing our dedication to improving women's health outcomes in Jordan and throughout the region.

The fight against breast cancer requires a multifaceted approach, and the JBCP stands at the forefront of these efforts. This report delves into the program's accomplishments in 2023, highlighting our dedication to:



Empowering healthcare professionals through training and knowledge-sharing initiatives.



Reaching diverse communities through targeted outreach and awareness initiatives.



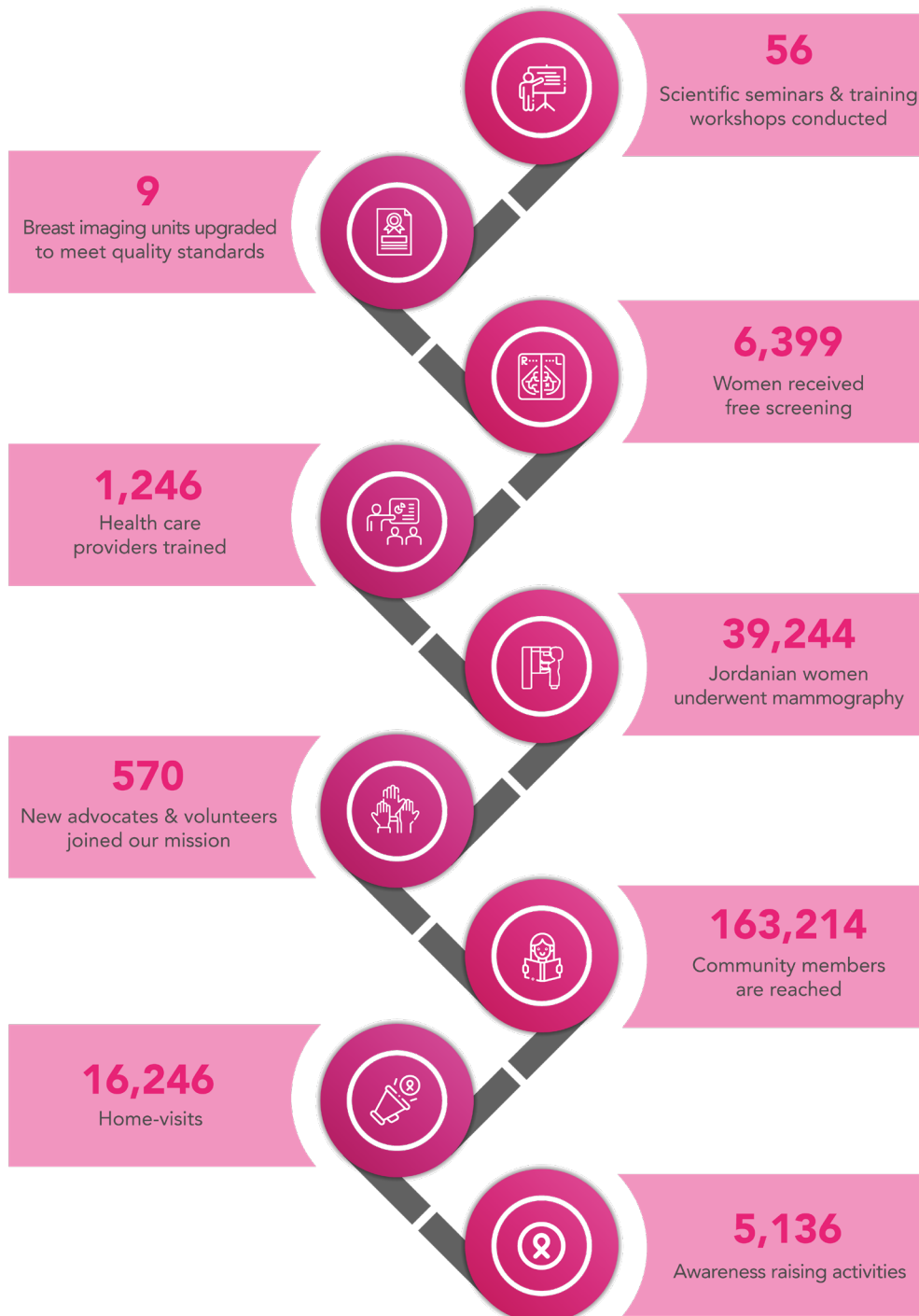
Collaborating with regional and national stakeholders to unify and optimize efforts in the fight against breast cancer.



Advocacy and policy reforms to create a supportive environment for breast cancer prevention and care.

KEY MILESTONES OF 2023

Key Milestones Of 2023



JBCP ACTIVITIES AND RESULTS

1. Service Delivery and Quality Management

Improving Delivery of Breast Cancer Early Detection and Screening

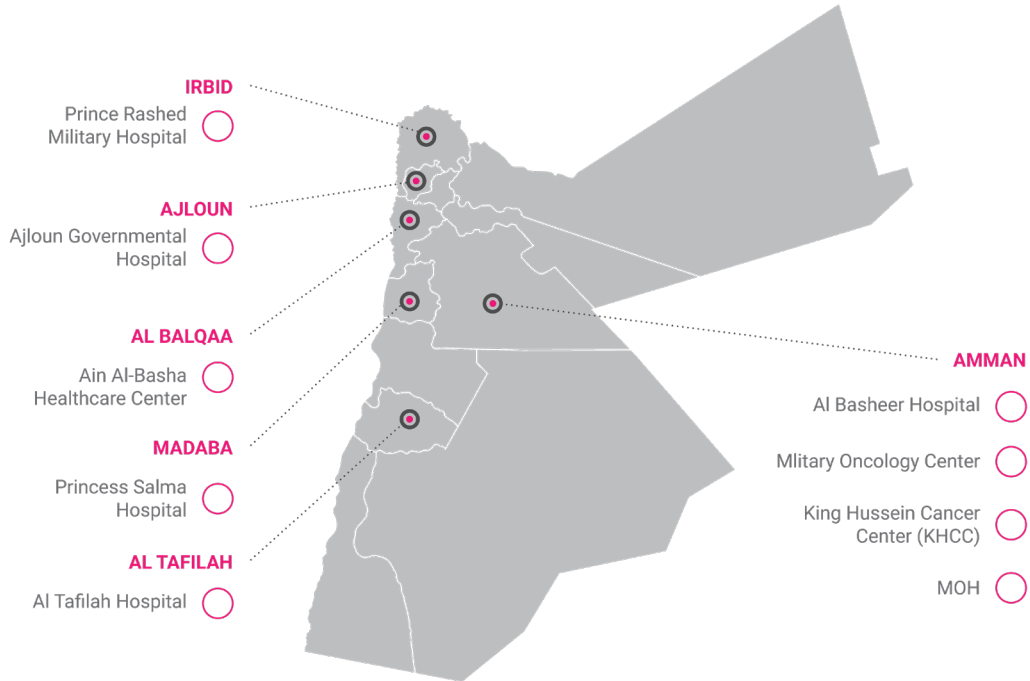
In Jordan, there are 90 mammography units that offer screening and early detection for breast cancer distributed between public and private sectors. Enhancing screening services necessitates that these breast imaging units operate at optimal levels and maintain high quality standards. Consequently, the JBCP efforts aim at enhancing the delivery of breast cancer screening and early detection by focusing efforts on structural proficiency and service quality.

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

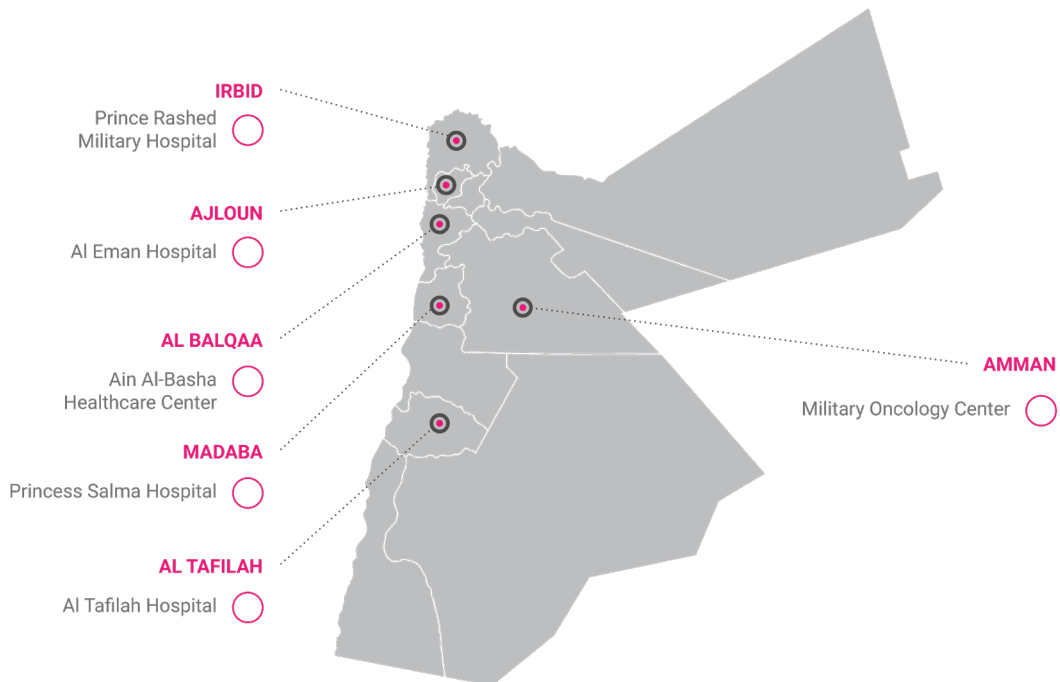
Efforts to enhance breast cancer screening services include structural upgrades to units, capacity building for health care providers and radiographers, and advocacy for high-quality service. This encompasses renovating imaging units, training health care providers, and communicating needs to relevant authorities, in addition to operating two mobile mammography units to serve underprivileged women, with advocacy underway for renovation and improvement processes.

9 Breast Imaging Units (BIUs) Upgrade

Nine breast imaging units across Jordan were supported for infrastructure upgrade and quality improvements ensuring process and practices up to the international best practices and standards.



6 BIUs prepared for breast imaging certification by the Health Care Accreditation Council (HCAC)



1.2 Enhancing Health Care Provider's Capacity

This initiative is a pivotal step forward in early breast cancer diagnosis, marked by notable achievements and impactful interventions. Through targeted efforts, efforts here significantly enhanced the proficiency and capabilities of healthcare professionals in Jordan as shown in our pre and post evaluations, consequently elevating standards of breast cancer screening and early detection.

Throughout 2023:

1,246 Health care Professionals (HCPs) were trained through different training initiatives including theoretical training, hands-on workshops, observership at KHCC, and a conference. Each milestone attained underscores a commitment to excellence and improved care delivery.



1. Clinical Breast Exam Training

Through nine workshops held across Jordan, a total of 180 health care providers received comprehensive training in clinical breast examination skills utilizing the Mammacare® CBE stimulator.



2. JBCP 2nd Regional Conference

The Jordan Breast Cancer Program organized a two-day conference, accompanied by four workshops, attended by 470 participants from 19 countries.

For further details about the conference, refer to the following link: <https://www.jbcj.jo/what-we-do/45>



3. Radiologists and Radiographers Training

Invested in the continuous professional development of radiology health care providers by providing hands-on training to 26 radiographers across KHCC, JUH, and KAUH. Additionally, 10 radiologists participated in a focused observer-ship program to enhance their expertise in breast imaging.



4. Scientific Sessions

Engaged over 400 healthcare professionals through various scientific sessions, including case discussions at KHCC (100 attendees), a panel discussion at the Jordan Medical Association (80 participants), a symposium at Hashemite University (150 attendees), a session tailored for frontline doctors (35 participants), and an online webinar on breast imaging (33 healthcare providers). Additionally, Al Balqa Hospital hosted a panel session attended by 70 individuals.



5. Quality Management Training

Equipped 90 health care providers working in breast imaging units with knowledge on quality management and certification programs.



6. Mammography Fellowship

Two radiologists successfully completed a one-year Mammography Fellowship program at KHCC.



7. Breast Imaging Multi-Modality Workshop “Read Full-Field Digital Mammography Cases”

The European Society of Breast Imaging (ESBI) organized a four-day Breast Imaging Multi-Modality Workshop that brought together regional radiologists. Focusing on breast cancer screening and diagnosis, the workshop highlighted techniques involving MRI, ultrasound, and biopsy. The course aimed to enhance radiologists’ breast imaging skills through hands-on experience with real cases, interactive discussions, and exposure to diverse imaging methods. It emphasized early cancer detection, reducing callbacks, and comprehensive workups for a comprehensive overview. The workshop also covered normal breast images and utilized advanced techniques, highlighting the clinical importance of breast MRI, disease patterns, and its correlation with pathology.

1.3 Improving Accessibility to Screening Services for Under Privileged Women in Jordan

Launched in 2012, JBCP's mobile mammography units (MMUs) have served seven governorates through nine screening projects, bringing life-saving services to underprivileged women, remote areas, and underserved communities. These two MMUs provide accessible and high-quality screenings, partnering with private hospitals that meet strict quality standards and are equipped with advanced technology and trained healthcare professionals.

Reaching Women in Need:

In total, during 2023 the JBCP has screened 6,399 women through both mobile units and partnership projects.



Mobile Units:

4,069 women screened in two governorates: Zarqa and Irbid.

- Zarqa: 2,448 women screened, 38 cancer cases identified.
- Irbid: 1,621 women screened, 12 cancer cases identified.



Partnership Projects (Private Hospitals):

2,330 women screened, with 37 cancer cases identified.

These efforts contribute significantly to early detection and improved health outcomes for women in underserved communities.

1.4 Improving Quality of Service Delivery

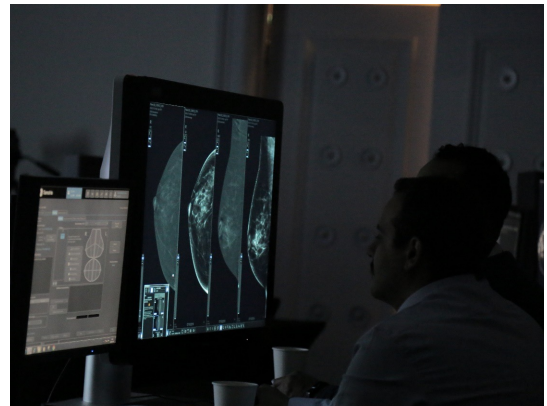
JBCP plays a pivotal role in the development and revision of national guidelines and protocols on breast cancer screening and early detection. Moreover, JBCP assumes responsibility for the creation of comprehensive educational training materials and the facilitation of training sessions tailored for healthcare professionals specializing in breast imaging. These initiatives are geared towards enhancing both the equity and the quality of breast cancer screening services across the region.

1.4.1 Development of Guideline

JBCP champions standardization of clinical practices in breast cancer early detection and diagnosis by developing and regularly updating comprehensive guidelines. Initially released in 2008, the “Breast Cancer Screening and Diagnosis” guideline undergoes rigorous review every two years by a dedicated committee. This ensures the alignment of our recommendations with the latest global and national advancements, fostering continuous improvement in care delivery.

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

JBCP is committed to addressing the radiologist shortage and elevating image reading quality through the establishment of a centralized national mammography reading center. This center will offer:



Initial readings:

Providing support to entities lacking in-house expertise.

Standardization:

Promoting consistent image reading practices across Jordan, and encourage double-blind reading.

Training:

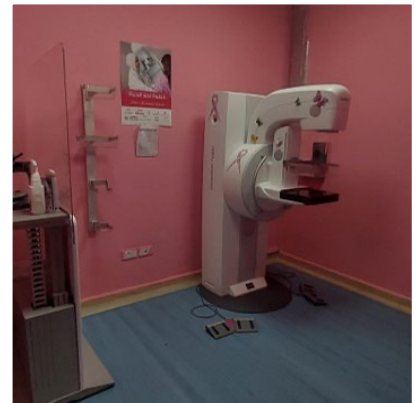
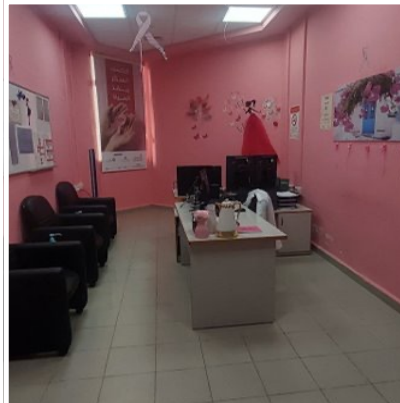
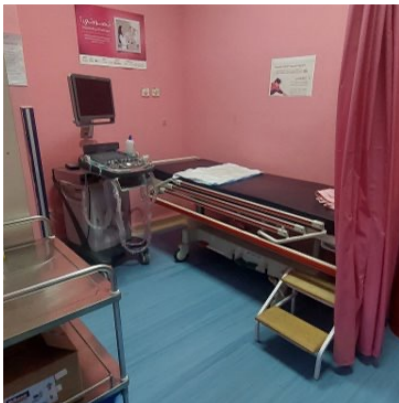
Equipping health care providers with advanced breast imaging skills.

This comprehensive approach not only tackles the shortage of specialists but also fosters continuous learning and improvement in the field of breast cancer diagnosis.

Success Stories

1. Al Basheer BIU:

JBCP's support transformed Al Basheer BIU by equipping it with cutting-edge technology, including ultrasound machines, and workstations. Additionally, two BI fellows received specialized training, further bolstering the unit's expertise. This comprehensive effort culminated in Al Basheer BIU achieving a high score in its HCAC certification, demonstrating its commitment to better patient care.



2. Early Detection Clinics:

JBCP's advocacy efforts to enhance early detection in Jordan paid off by witnessing the establishment of dedicated breast clinics in main hospitals like King Abdullah University Hospital and Al-Hussein hospital (New Salt hospital). This will significantly increase access to screening services for women across Jordan.

2. Communication and Social Marketing

Enhancing Awareness and Social Behavioral Change Communication

JBCP champions informed and empowered communities within Jordan through diverse outreach activities tailored to reach all. These activities prioritize:

- **Reliable information:** Providing accurate and accessible knowledge about breast cancer
- **Promoting positive behavior changes:** Encouraging women to prioritize and choose early detection and other cancer prevention practices by eliminating obstacles they may face.

Tailored Approach:

JBCP goes beyond a one-size-fits-all approach by:



Home-visits, where women and their families are educated in the safe environment of their homes and offered referrals to JBCP's mobile mammography units.



Educational lectures, where they are delivered across Jordan, promoting the significance of breast cancer screening and early detection, and raising awareness.



Community-specific workshops: Developing culturally relevant training, materials, and toolkits based on unique community needs and trends.

Building Partnerships:

To amplify reach and ensure long-term impact, JBCP partners and collaborates with a wide network of NGOs, CBOs and CSOs, leveraging existing systems and resources. This synergy leverages existing resources and empowers communities to sustain positive changes. In addition, JBCP facilitates dialogue and unifies efforts by engaging different stakeholders through community leaders' and advocacy meetings.

Mass Campaigns Innovation:

JBCP is a regional leader in evidence-based campaign development. Our comprehensive approach encompasses **field studies** and surveys to understand community behaviors and trends, **collaborative workshops** involving all stakeholders follow, paving the way for the thoughtful design and crafting of targeted messages and interventions, and **focus groups** which are conducted to refine themes and slogans, ensuring community resonance.

JBCP's expertise extends beyond campaign design and awareness raising. We offer internationally accredited training programs, equipping individuals and organizations with the skills to design and implement effective mass awareness campaigns and utilize Social and Behavioral Change Communication (SBCC) strategies.

2.1 Mobilizing Community and Advocating for Breast Cancer Screening and Early Detection Across Jordan

Our outreach activities, including home visits, lectures, and community awareness-raising events, successfully reached and educated 163,214 community members. These initiatives reflect our commitment to engaging and empowering our community with essential knowledge and resources.



One-to-One Outreach:

16,246 home visits, educating 48,738 women

Our commitment to empowering women and fostering proactive health practices within our community is demonstrated by the following efforts:

- **15,176 home visits**
educating 45,528 women on breast cancer early detection, breastfeeding and family planning
- **820 home visits**
educating 2,460 women on breast cancer early detection methods
- **250 home visits**
educating 750 women about cancer prevention and early detection of breast cancer



One-to-Group Outreach:

5,136 breast cancer and cancer prevention lectures conducted, reaching 114,476 community members

These efforts signify significant strides in raising awareness and disseminating crucial information within our community, ultimately contributing to enhanced health outcomes and preventive measures against cancer.

- **3,489 breast cancer lectures**
educating 87,225 community members
- **1,611 cancer prevention lectures**
educating 27,251 community members

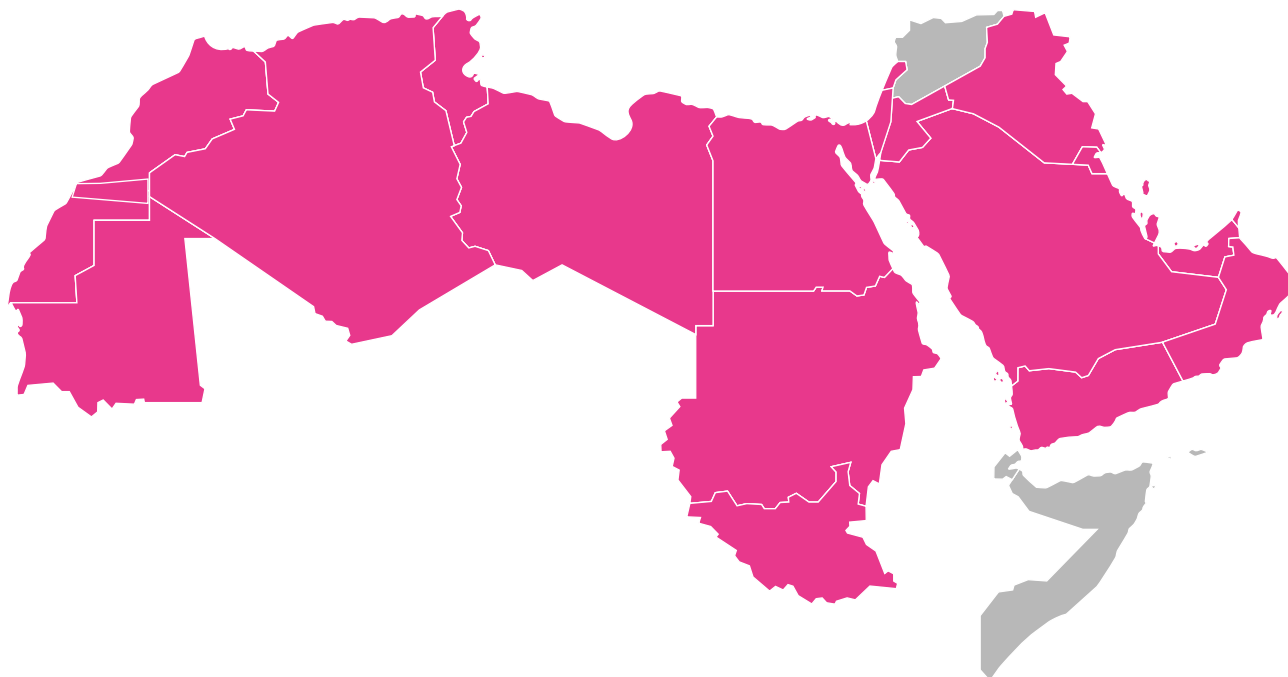


Capacity Building and Community Training

Our comprehensive community and health promotion training program engaged 570 community advocates and community health volunteers. Our commitment to empowering individuals with the essential skills and knowledge to community health initiatives was reflected in a series of training sessions, including:

- **14 refresher training sessions**
- **2 Community Health Workers (CHWs) workshops**
- **7 “Community Champions” workshops tailored to engage youth within communities.**
- **3 health advocacy workshops.**

October Breast Cancer Awareness Campaign

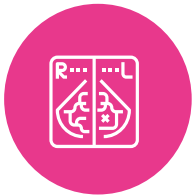


Regional and National Awareness Efforts

JBCP takes pride in leading collaborative efforts to combat breast cancer. In 2023, the program:

- **Amplified its regional reach:** Partnered with 15 Arab countries for the **eighth regional breast cancer campaign**, leveraging combined expertise and resources to maximize impact despite limitations.
- **Championed nationwide education:** Launched the **sixteenth nationwide campaign in Jordan**, emphasizing the importance of early detection, particularly for women over 40. This initiative, supported by key partners like the King Hussein Cancer Foundation and Center and the Ministry of Health, encouraged women to undergo mammograms.
- **Empowered communities through diverse activities:** Collaborated with various healthcare sectors throughout Jordan to implement a range of awareness-raising activities during October. The campaign, unified under the message “ خطوة نحو الحياة - **Step for Life**”, urged all women to prioritize early detection.

October Campaign Outcomes



27,000
Clinical Breast
Examinations conducted
across the country



10,672
Women underwent
mammography screening



+750,000
Educational and
promotional material
were distributed



2,000,000
Views through TV ads
and social media



+2,000,000
Views on TV Ads of
October campaign



3 million
SMS have been sent to
reach the landing page of
October campaign



20,000
People were reached
through 20 roadshows



More than 75,000
Community members
were reached through
2500 Think Pink events



+900
Locations branded with
October campaign theme

In total, more than 5 million people were reached directly and indirectly through the campaign's activities.

Think Pink Initiative: Empowering Workplaces and Communities

The Think Pink initiative, launched by JBCP, is a prime example of engaging various companies and entities, from the public and private sectors, in the fight against breast cancer cause. The initiative encourages corporates and other entities like universities and schools to become advocates and take responsibility for educating their community on breast cancer and early detection. Think Pink exemplifies JBCP's commitment to building a network of advocates and empowering organizations to support their employees' well-being.



Success Stories



Breaking Barriers, Saving Lives:

Khitam, a JBCP educator in Jerash, has battled visual impairment, yet emerged as a champion for breast cancer awareness. For over a year, she has defied limitations, spread crucial knowledge and empowering her community. Her story is a testament to the power of resilience in the face of adversity.



JBCP Leads the Way in Arab Breast Cancer Collaboration:

JBCP continues to champion regional collaboration in the fight against breast cancer. In 2023, JBCP played a leading role by participating in the “Pink Tank” Regional Meeting called by the League of Arab States, where this enabled us to:

Representing Jordan's successful experience and sharing valuable insights and expertise

Fostering collaboration and facilitating knowledge exchange across the Arab world.

Jointly addressing the challenge of breast cancer throughout the region.

JBCP's active participation in this significant event demonstrates our commitment to regional collaboration and collective action towards improving the lives of women in the Arab world.



JBCP Fosters Regional Collaboration in Breast Cancer Awareness:

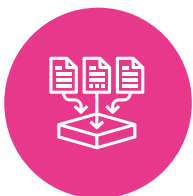
JBCP took a significant step towards strengthening regional collaboration in the fight against breast cancer. JBCP successfully hosted the first regional training on **Social and Behavioral Change Communication (SBCC) and Mass Awareness Campaigns**. This initiative brought together representatives from various Arab countries and Jordan, fostering a platform for knowledge sharing and collective action.

The training equipped participants with the necessary skills and strategies to develop effective awareness campaigns tailored to their specific contexts. This collaborative effort not only empowers individuals but also paves the way for a unified regional approach to combating breast cancer through targeted outreach and education.

3. Advocacy, Collaborations and Partnerships

JBCP recognizes the power of collaborative efforts in combating breast cancer. By **unifying and coordinating** the endeavors of various stakeholders and decision-makers within Jordan, JBCP fosters an environment conducive to **optimizing program outcomes**.

JBCP's commitment to **sustainability and efficiency** extends beyond immediate interventions. The program actively works to:



Secure access to reliable data

This data-driven approach ensures informed decision-making and program effectiveness.



Establish connections with advocates and champions

Building strong partnerships with individuals and communities empowers them to become agents of change.



Advocate for sound policy reforms

JBCP actively seeks systemic changes to create a supportive environment for breast cancer prevention, early detection, and treatment.



Undertake diverse initiatives

JBCP employs a multi-faceted approach to ensure widespread dissemination of their message and mission, ensuring long-term impact.



3.1 Advocacy Session in Ma'an Governorate

An advocacy session took place at Al Hussein Bin Talal University. The session, entitled "The Impact of Opinion Leaders and Society on Enhancing Cancer Awareness in Ma'an Governorate" generated numerous suggestions aimed at strengthening awareness campaigns and promoting early detection of breast cancer in the governorate, and JBCP started working on them.



3.2 Advocacy Session at Al-Hussein Hospital

An advocacy session to discuss the avenues for unifying and coordinating awareness and service-related efforts concerning breast cancer and highlight the role of medical students and early-career health care providers as a central axis in sustaining these efforts.

Recommendations:

- **Develop Training Programs:** Create specialized training programs for healthcare professionals, especially focusing on medical interns to provide necessary communication skills, based on the challenges faced encountering the community.
- **Encourage Research and Innovation:** Foster research initiatives and innovation in breast cancer detection methods.
- **Empower Community Leaders:** Collaborate with community leaders to amplify awareness efforts and encourage community participation.
- **Advocate for Replication:** Promote the replication of successful initiatives in other hospitals and med schools to broaden the impact of breast cancer awareness and early detection efforts.
- **Expand Discussion Platforms:** Create more panels and discussion platforms to facilitate ongoing conversations, sharing insights, and fostering a collective approach towards breast cancer awareness and prevention.



3.3 Advocacy Session in Al Balqa'a Governorate

An advocacy meeting with al Balqa'a community leaders was carried out to discuss the challenges facing breast cancer efforts in the region and explore ways to enhance awareness, early detection, and support for women affected by the disease.

Recommendations:

- **Establish Specialized Breast Clinics**
- **Activation of QR Codes leading to educational material**
- **Engaging the community in advocating for women's health**
- **Incorporate Breast Cancer Topics in the School Curriculum**
- **Continuous Year-Round Awareness**
- **Enhance Women's Health: This includes addressing not only breast cancer but also other health-related issues affecting women in the region with an integrated approach.**
- **Expand NGO Collaborations**
- **Institutional Cooperation for Mammogram Access**



3.4 Partnership Agreement with the United Nations Relief and Works Agency (UNRWA)

A partnership agreement was signed between JBCP and the UNRWA. The agreement focuses on empowering health care professionals within the agency. The goal is to enhance their skills in addressing breast cancer and women's health issues. Additionally, the agreement aims to facilitate the implementation of early breast cancer detection services specifically tailored for Palestinian refugees. This initiative is expected to significantly contribute to advancing the overall health care capabilities of UNRWA and promoting better health outcomes for the refugee population.

4. Research and Studies

Strengthening Evidence-Based Practices in Breast Cancer Early Detection

The JBCP prioritizes data-driven decision making to ensure impactful and adaptable initiatives. Our team actively researches current trends in breast cancer and public health seeking behavior within Jordan. This data serves a dual purpose:

- 1. Assessing Program Impact:** By analyzing data from our initiatives, we evaluate their effectiveness in achieving goals like increased screening rates and improved knowledge.
- 2. Informing Policy:** The data we gather strengthens our advocacy efforts. We use it to support evidence-based policy changes that promote early detection and improve breast cancer care across Jordan.

JBCP Studies Undertaken during 2023:

- **Understanding Barriers to Screening:** A qualitative focus group study revealed fear as a major obstacle to breast cancer screening in Jordan. The study also highlighted a lack of awareness regarding home breast self-examination and the importance of mammography and ultrasound.
- **Health Information Trends Survey:** A cross-sectional representative survey examined how communities in Amman, Mafrq, Tafilah, and Ajloun access, utilize, and evaluate health information. The study highlighted high reliance on online sources like Google and Youtube, and highlighted the importance of holistic approach to health that considers both mental and physical health. This data helps us tailor our outreach efforts to better reach everyone with tailored messages according to their needs. It indicates a continuous need for health awareness-raising initiatives that actively engage communities.
- **Gender Disparities related to Non-Communicable Diseases (NCDs) in Jordan:** A mixed-method study explored gender differences in knowledge, risk factors, access, and cultural norms surrounding NCDs, including cancer. This study helps us understand the specific needs and experiences of both women and men regarding NCD prevention and care.

- **Knowledge, Attitudes and Practices of Arab's Women towards Breast Cancer Early Detection Examinations:** This study evaluated knowledge, attitudes, and practices of Arab women across several countries (including Jordan) regarding breast cancer and screening methods. It also identified barriers to accessing these services. This regional data helps us develop culturally sensitive strategies for early detection across the Arab world.
- **Post Evaluation for October Campaign:** Following each breast cancer awareness campaign, the JBCP conducts a comprehensive evaluation using a survey distributed to a representative sample of the Jordanian population. This evaluation serves two key purposes: Measuring Campaign Effectiveness, where we assess the reach and likability of the campaign to understand its overall impact on the target audience, and Identifying Barriers to Early Detection, where we delve deeper and identify the main obstacles that prevent women from seeking early detection services.
The evaluation of the October 2023 campaign revealed a positive outcome, with a reach and likability exceeding 90%. However, it also highlighted “fear” and “lack of symptoms” as the primary barriers to early detection.
By conducting these annual evaluations, we continuously refine our campaigns to address these specific concerns and ensure messaging resonates with the Jordanian community.

5. Community Projects Highlights



5.1 Empowering Jordanian Women Through Breast Cancer Awareness and Early Detection 2023-2024

The JBCP One-to-One Outreach Project, funded by the **Housing Bank**, is a comprehensive initiative aimed at addressing the challenges of breast cancer early detection in northern and southern areas of Jordan (primarily focusing on Zarqa & Karak governorates). The project employs a multi-pronged approach that combines community engagement, education, and access to screening services to effectively reach underserved women and promote early detection practices.

Project Highlights

- The project reached **1,875** women through **820** home visits, raising awareness about breast cancer risk factors, symptoms, and early detection in the Northern Area of the Kingdom (Zarqa)
- **435** women received free mammogram screenings at the JBCP mobile unit, improving access to vital early detection services.

Next Steps

- The project will continue in **2024**, focusing on the Southern Area of the Kingdom (**Karak**) with similar activities including home visits, community engagement, and mobile mammography services.

5.2 Externship Orientation Program with the Iraqi Ministry of Health (December 2023)



Five-day intensive course externship program empowering delegate healthcare professionals from Iraq Ministry of Health with the JBCP's expertise in breast cancer early detection, public outreach, and service delivery.

Through interactive sessions, field visits, and expert discussions, the program covered diverse aspects of breast cancer control. It was meticulously structured to provide the delegates with comprehensive insights and best practices in breast cancer early detection.

The externship orientation program of the Jordan Breast Cancer Program was a highly successful and impactful learning experience for the delegates. It has empowered the delegates from Iraq to navigate the challenges of early detection of breast cancer and to develop a roadmap for a successful program in their own country. This initiative has forged a strong foundation for future collaboration between the two organizations.

5.3 Enhancing Breast Cancer Awareness and Early Detection in Al Balqa'a Governorate Project (July – December 2023)



JBCP's "Enhancing Breast Cancer Awareness and Early Detection in Al Balqa' Governorate" project, funded by **Polish Aid**, aimed to address breast cancer disparities and improve breast health outcomes for women in the Al Balqa' governorate of Jordan. Employing a holistic and multi-pronged approach, the project engaged stakeholders at all levels – target women, communities, community leaders, policymakers, and decision-makers – to foster a culture of health and well-being.

Project Highlights

- Reached over 5,000 women with information on breast cancer awareness and early detection, through 200 one-to-group outreach sessions.
- Trained 25 community health workers and educators.
- Trained 40 healthcare professionals in clinical breast examinations and breast health counselling.
- Organized two public awareness events with over 450 attendees.
- Conducted two leadership advocacy workshops with key stakeholders.
- Facilitated collaborative efforts between health care institutions, medical education providers, and community leaders.

5.4 Women's Health Strategic Partnership with AstraZeneca (2022-2024)



The project aims to educate and empower women to manage their health effectively, fostering access to vital services and information, particularly regarding Breast and Ovarian Cancers. Leveraging the progress made in community education through last year's AstraZeneca-supported initiative, and as part of the ongoing 2022-2024 Strategic partnership, the Jordan Breast Cancer Program (JBCP) is committed to advancing awareness of breast and ovarian cancer prevention and early detection among underserved communities in Jordan.

5.5 Awareness and Advocacy For Improved Breast Cancer and NCDs Prevention Outcomes in Targeted Communities of Jordan (2021-2023)



JBCP successfully conducted a 27-month project, funded by the Spanish Agency for International Development (AECID), aiming to increase community awareness, altering negative social behaviors, and advocating for enhanced breast and cervical cancer screening, early detection, and prevention practices.

Implemented in Al-Tafileh, Ajloun, and Mafraq governorates, 100 community health workers (CHWs) conducted 1,753 home visits and delivered 3,440 lectures, reaching a total of 62,141 beneficiaries. Additionally, 139 trained champions facilitated 136 innovative projects, involving and engaging 2,760 community members.

In addition, the project yielded valuable insights into the situation of the NCDs in Jordan, through several studies aiming to assess health information seeking trends, gender differences surrounding NCDs, evaluating attitudes and behaviors towards health and breast cancer screening and early detection, and exploring barriers and drivers to undertaking breast cancer early detection screening examinations.

The achievements of the project underscore its success in fostering enduring community support for advancing breast cancer prevention and early detection practices, contributing to the welfare and empowerment of individuals within the community.

Success Story:

A Syrian woman, initially lacking in formal education and volunteer experience, emerged as a standout among CHWs. Despite her educational gaps, her promising interview led to her selection for capacity-building training. Initially challenged by the training's pace, she persevered, ultimately excelling in both technical knowledge and presentation skills. Her progress was evident in improved post-training test scores, earning her a spot on the CHWs team. As her confidence grew, confirmed during refreshment training, she transformed into a capable and self-assured CHW, showcasing resilience and determination in her journey.



5.6 The Innovative Integrated Social Behaviour Change for Women's Health Project.



JBCP, supported by MSD for Mothers, has successfully concluded its mission, focusing on women's health and prioritizing maternal concerns such as breast cancer, breastfeeding, and family planning. Employing an integrated 3-in-1 approach, the program addressed the crucial aspects of family planning, breastfeeding, and breast cancer to enhance women's health services across Irbid, Zarqa, and Aqaba. Over the project's duration (2021-2024), it aimed to directly impact 100,000 women, striving to bolster the demand for and access to essential women's health services in these regions. Implemented through Social Behavioral Change Communication (SBCC), the JBCP effectively utilized strategies including home visits, support groups, walk-in services, and mobile units to engage with and serve the community.

Project achievements to date:

- 30,626 home visits
- 1,386 group sessions
- 82,659 women educated
- 12,758 services (mammogram, CBE, breastfeeding and family planning services)



6. National Registry



The Mammography registry is one of JBCPs projects that serves as a national database for breast cancer early detection screening and diagnosis in Jordan. The project was established in 2010 with the aim to create a national database for mammography units across all sectors in Jordan.

The records collected through the registry serve as a national benchmark. It provides the JBCP with the means to assess breast cancer risk factors and evaluate the effectiveness of breast cancer preventive health interventions on improving the utilization of mammography services in Jordan. The registry allows JBCP to assess in-depth information, such as:

1. Personal biographical data
2. Early detection of breast cancer
3. Information on risk factors
4. Existence of breast cancer-related symptoms
5. Mammogram findings and results using standard system, Bi-RADS

In 2023, the JBCP successfully compiled a total of 39,244 records from mammograms conducted on both women and men. Most of these records, accounting for 34%, were from private health care facilities. The MOH health care units represented 23% of the records, while the JBCP's mobile units contributed 13%. The military health care units constituted 11% of the records, with the university and NGO affiliated facilities comprising the remainder.

**JBCP contact
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