



King Hussein Cancer Foundation  
King Hussein Cancer Center



Jordan Breast  
Cancer Program

A King Hussein Cancer Foundation and Center Program

Jordan Breast  
Cancer Program

# ANNUAL REPORT

2024

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# Jordan Breast Cancer Program

The Jordan Breast Cancer Program (JBCP), a national program of the King Hussein Cancer Foundation and Center (KHCF/KHCC) in collaboration with the Ministry of Health (MOH), serves as the national leader for breast cancer early detection efforts across Jordan. By prioritizing early detection, we ensure better health outcomes including higher survival rates, and lower treatment costs.

To achieve these outcomes, JBCP ensures access to quality screening services, raises public awareness about breast cancer, and fosters an environment conducive to adopting effective breast cancer control practices. The program's long-term vision is for every woman in Jordan to have equal access to affordable, high-quality screening and early detection services, empowering them to make informed decisions about their health.

## JBCP's strategic objectives focus on three main pillars



Improving the delivery of early detection and screening services.



Increasing demand through awareness and social behavior change.



Ensuring the sustainability and lasting impact of awareness and screening efforts through advocacy, policy, and research.

Through these targeted initiatives, JBCP continues to transform breast cancer outcomes and advance health equity in Jordan.



# Executive Summary

The Jordan Breast Cancer Program (JBCP), in collaboration with partners and healthcare providers, continues to make significant strides in combating breast cancer, with a steadfast focus on early detection and community engagement. This report highlights JBCP's key achievements in 2024 and its dedication to improving women's health outcomes in Jordan and the region.

Recognizing that the fight against breast cancer requires a comprehensive approach, JBCP stands at the forefront of these efforts. This report showcases the program's 2024 accomplishments, including:



**Empowering healthcare professionals**  
through training and knowledge-sharing initiatives.



**Reaching diverse communities**  
with tailored outreach and awareness initiatives



**Strengthening partnerships with regional and national stakeholders**  
to unify and optimize efforts.



**Advocating for policy reforms**  
to foster a supportive environment for cancer prevention and breast cancer care.



**Improving availability and access to breast cancer early detection services,**  
ensuring timely interventions and better outcomes for at-risk populations.



**Supporting evidence-based advocacy and research**  
to drive informed decision-making.





# JBCP Activities and Results

# **Breast Cancer Early Detection and Screening Service Delivery Improvement**

# 1. Breast Cancer Early Detection and Screening Service Delivery Improvement

## 1.1 Improving Delivery of Breast Cancer Early Detection and Screening

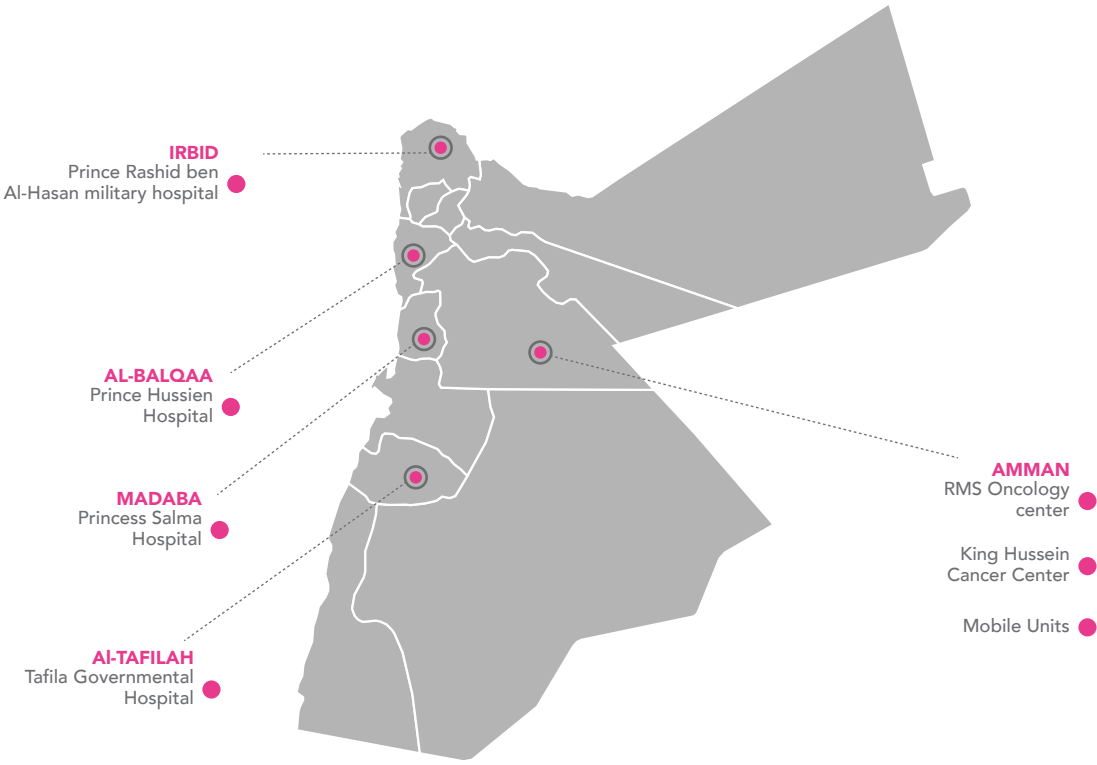
In Jordan, there are **110** mammography units that offer screening and early detection for breast cancer distributed between public and private sectors. Enhancing screening services necessitates that these breast imaging units operate at optimal levels and maintain high-quality standards. Consequently, the JBCP efforts aim at enhancing the delivery of breast cancer screening and early detection by focusing efforts on structural proficiency and service quality.

## 1.2 Improving Access and Use of Quality Screening Services Across Jordan

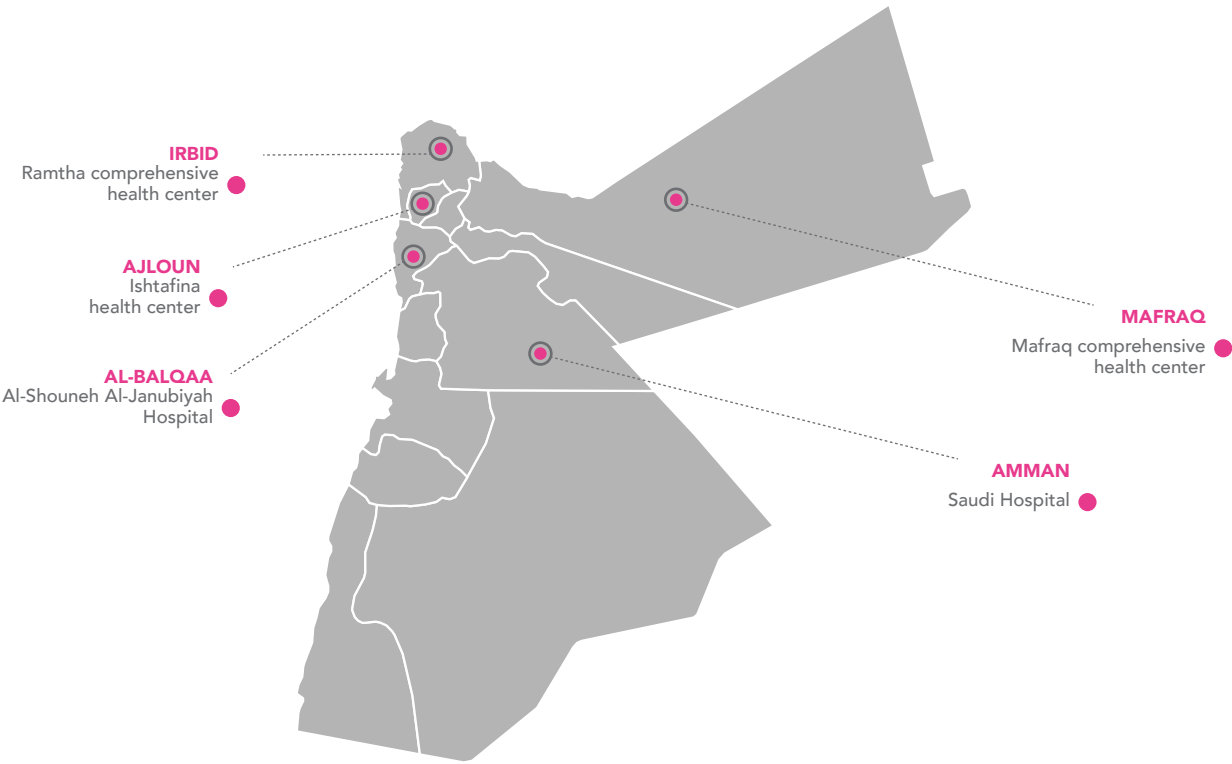
Efforts to enhance breast cancer screening services include structural upgrades to units, capacity building for healthcare providers and radiographers, and advocacy for high-quality service. This encompasses renovating imaging units, training health care providers, and communicating needs to relevant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

### 7 Breast Imaging Units (BIUs) Upgraded

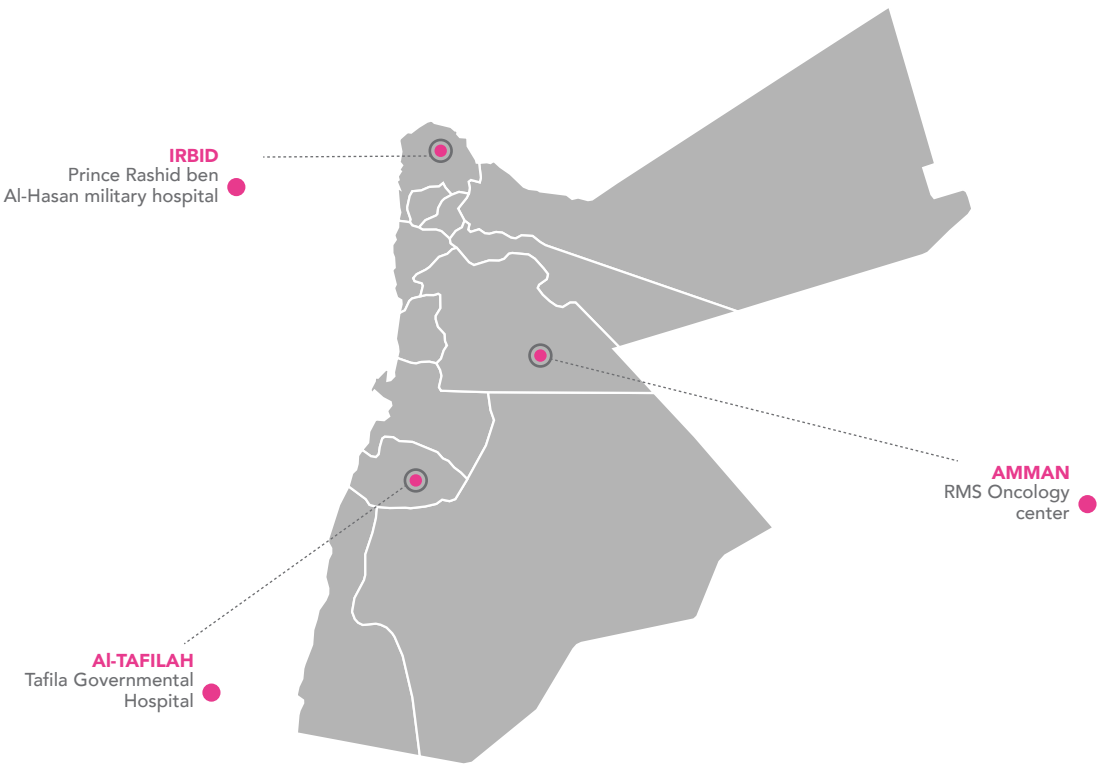
Seven breast imaging units across Jordan were supported for infrastructure upgrades and quality improvements ensuring processes and practices are up to international best practices and standards. These units are:



5 BIUs Prepared for Breast Imaging Certification by the Health Care Accreditation Council (HCAC)  
These units are:



3 BIUs Achieved Certification



## 1.3 Enhancing Healthcare Providers' Capacity

This initiative has been a crucial step forward in early breast cancer diagnosis, demonstrating significant achievements and impactful interventions. Targeted efforts have focused on enhancing the proficiency and capabilities of healthcare professionals in Jordan. An analysis of pre- and post-training evaluations revealed remarkable improvements in their knowledge and skills, ultimately contributing to a higher standard of breast cancer screening and early detection

Throughout 2024: **A total of 1,309** Health Care Professionals (HCPs) participated in various training initiatives, including theoretical training, hands-on workshops, an observership program at KHCC, and a virtual conference. These efforts underscore a commitment to excellence and improved patient care.



### Clinical Breast Examination Training:

368 healthcare providers received comprehensive training in CBE skills through 16 workshops conducted across Jordan, utilizing the Mammacare® CBE stimulator.

**A virtual Conference** on "Detection and Diagnosis of Breast Diseases Using the Multimodality Approach" led by **Professor Laszlo Tabar**, attracted over 130 participants, including radiologists, radiographers, and surgeons, from both within and outside Jordan.



### Radiologists and Radiographers Training:

17 radiographers received hands-on training at KHCC, JUH, and KAUH, while 18 radiologists participated in a focused observership program to enhance their breast imaging expertise.

### Scientific Sessions:

Over 652 healthcare professionals engaged in various scientific sessions, including case discussions at KHCC (280 attendees), a scientific day with Al-Amal Hospital (50 attendees), a scientific session with Applied Science University (248 attendees), and a scientific day with Princess Basma Hospital (74 attendees).





### **Mammography Fellowship:**

2 radiologists from MOH were selected to participate in the Breast Imaging Fellowship Program at KHCC.

### **Breast Ultrasound Workshop:**

A two-day workshop for 20 radiologists from the Ministry of Health and the private sector focused on advancing breast ultrasound techniques, improving diagnostic accuracy, and enhancing their role in early breast cancer detection.



### **Quality Management Training:**

This training is designed to empower radiology technicians to enhance image quality, minimize patient risk, and optimize workflow efficiency. By mastering data-driven techniques, participants were able to identify areas for improvement and implement evidence-based practices.

### **The Detected X platform:**

The "Detected X" platform introduced a new training methodology for over 40 radiologists and radiographers. This innovative platform utilizes an advanced image-based diagnostic improvement system with real-time feedback to enhance accuracy in diagnosing complex cases.





## 1.4 Improving Accessibility to Screening Services for Underprivileged Women in Jordan

Launched in 2012, the mobile mammography units (MMUs) have expanded access to life-saving breast cancer screening across Jordan through ten outreach projects. These initiatives prioritize underprivileged women, remote regions, and underserved communities, and provide accessible high-quality screenings to women.

JBCP collaborates with a network of designated private hospitals committed to providing high quality care. In 2024, the JBCP successfully screened a total of 6394 women through a combination of mobile unit operations and collaborative projects with partner hospitals.

## 1.5 Improving Quality of Service Delivery

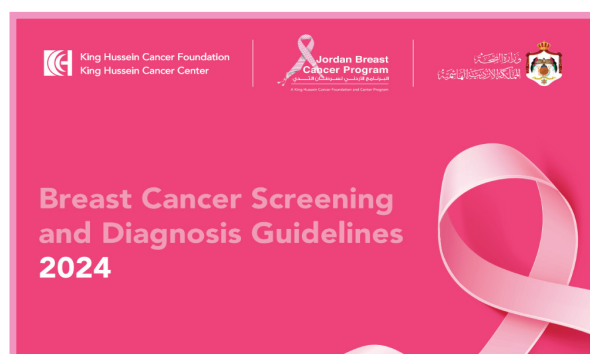
JBCP plays a pivotal role in the development and revision of national guidelines and protocols on breast cancer screening and early detection. Moreover, JBCP assumes responsibility for the creation of comprehensive educational training materials and the facilitation of training sessions tailored for 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.



### 1.5.1 Guideline Development:

JBCP 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.

**The Guidelines for Breast Cancer Screening and Diagnosis were officially launched in 2024 and endorsed by the MOH.**



### 1.5.2 Standardization of Image Reading Quality and Activation of Double Reading Policy

JBCP is committed to revolutionizing breast cancer diagnosis in Jordan by addressing the ongoing radiologist shortage and enhancing image reading quality. One of our flagship initiatives is the National Mammography Reading Center, a solution designed to elevate the accuracy, efficiency, and consistency of mammography services across the country.

#### Key Features of the National Mammography Reading Center:



##### **Main Goal: Double Reading for Mammography**

Implement a double-reading protocol for all mammography images to ensure superior diagnostic accuracy, minimize missed diagnoses, and enhance patient care.



##### **Expert Initial Readings**

Provide expert initial readings for facilities without radiology expertise, ensuring timely and accurate mammography assessments.



##### **Standardized Image Reading Practices**

Establish standardized reading practices and double-blind evaluations to ensure consistent and reliable image interpretations nationwide.



##### **Advanced Training**

Offer advanced breast imaging training to elevate radiology skills and support ongoing professional development.



##### **Efficient Integration with the Hakim System**

Integrate seamlessly with the Hakim system to enhance workflow efficiency and coordination between the center and healthcare providers.

This comprehensive approach addresses the shortage of radiologists, while driving continuous learning, innovation, and enhanced accuracy in breast cancer care.

### 1.5.3 Introducing Quality Control Training for Mammography:

JBCP has introduced advanced quality control training for Mammography, marking a significant enhancement in the quality of breast cancer screening.

This comprehensive workshop combines both theoretical and practical components, providing technicians with the expertise needed to effectively monitor and maintain the quality of mammography equipment. The key objectives of this initiative are to:

**Ensure the precision and reliability**

of mammography machines, supporting accurate and consistent screening results.

**Optimize operational efficiency**

within mammography units, streamlining workflows and minimizing downtime.

**Elevate the overall standard**

of breast cancer screening services, ensuring the highest quality of care for patients.

This initiative is a critical step toward improving the infrastructure of breast cancer detection and establishing best practices for quality assurance in screening processes.

### 1.5.4 Situation Analysis: Breast Imaging Services in Jordan

The situation analysis of breast imaging services in Jordan offers a detailed overview of the current state of these vital healthcare services. It evaluates key aspects such as healthcare infrastructure, technology availability, accessibility, and the overall quality of breast imaging services across the country.

The analysis reveals notable disparities between the public and private healthcare sectors. While certain facilities are equipped with advanced technologies such as digital mammography, others face significant challenges, including outdated equipment, long wait times, and limited access to services, particularly in rural regions. These disparities highlight the need for improvements to ensure consistent, high-quality breast imaging services across all sectors of healthcare in Jordan.



# **Communication and Social Marketing**

## **Enhancing Awareness and Social Behavioral Change Communication**

## 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 **205,092** community members. These initiatives reflect our commitment to engaging and empowering our community with essential knowledge and resources.

### One-to-One Outreach:

Our commitment to empowering women and fostering proactive health practices within our community is demonstrated by educating women about women cancer and early detection of breast cancer.



**10,627**  
home visits,  
educating **21,254**  
women



**6,112 lectures**  
conducted on  
women and breast  
cancer, reaching  
**125,340 community**  
members

### One-to-Group Outreach:

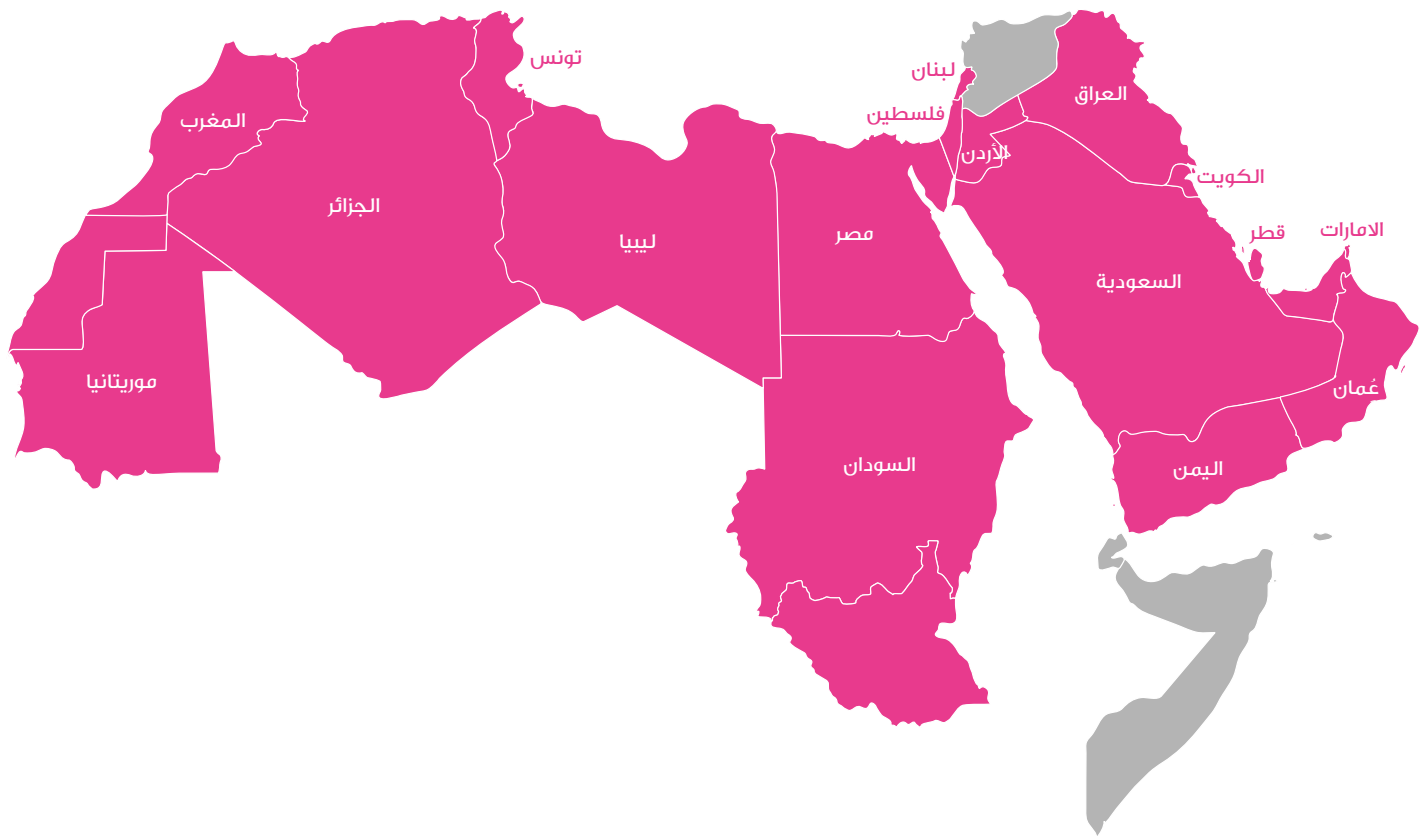
These efforts signify significant strides in raising awareness and disseminating crucial information within our community, ultimately contributing to enhanced health outcomes and preventive measures against cancer.

## 2.2 Advocacy and Building Specialized Technical Capacities Capacity building and community training

Our comprehensive community and health promotion training program engaged 670 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:

- 7** Refresher training sessions.
- 11** Community Health Workers (CHWs) workshops.
- 3** Survivors Health Promotion Skills training workshops.
- 3** "Make it Our Business" workshops tailored to engage multi stakeholders within their communities.
- 4** Health Advocacy workshops.

## 2.3 October Breast Cancer Awareness Campaign



### JBCP Spearheads Regional and National Awareness Efforts:

JBCP takes pride in leading collaborative efforts to combat breast cancer.

#### In 2024 the program:

##### ■ Amplified its regional reach:

Partnered with 15 Arab countries for the ninth regional breast cancer campaign, leveraging combined expertise and resources to maximize impact despite limitations.

##### ■ Championed nationwide education:

Launched the seventeenth 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:

## Locations Branded with The Campaign Theme



**1200**  
Locations branded with  
October campaign theme.



**6**  
Malls branded.



**600,000**  
Educational and  
promotional material.



**25**  
Digital streets screens



**25**  
Bridges branded in  
Amman.



**800**  
Outdoor signs across  
governorates.



**120**  
Gas stations screens.



**290**  
Medical centers  
(MOH) screens.

## Community Engagement and Outreach Activities



**700,000**  
Educational and  
promotional materials distributed.



**100,000**  
Women reached through  
3500 think pink events in  
collaboration with private  
and public sectors and NGOs.



**15**  
Open days across governorates  
reached more than 10,000 persons.



**45,000**  
People were reached through  
92 Roadshows implemented  
in malls and medical centers.



**5 million**  
More than 5 million people were  
reached directly and indirectly through  
the campaign's activities.



# October campaign outcomes:

## Media and Social Media Impressions



**450**  
Times for TVC display at local TV channels (JRTV TV, Roya TV, Amman TV).



**12**  
Interviews at local tv channels. And 15 interviews at radio stations.



**4**  
Local TV channel aired the campaign advertisements (JRTV TV, Roya TV, Amman TV, Al-Mamlakeh)



**140**  
Radio ads spots through 14 radio stations.



**4**  
Webinars engaged more than 4000 attendees.



**40,000**  
Flyers distributed by local newspapers.



**2,000,000**  
Views on TV Ads.



**1 million**  
SMS has been sent.



**1 million**  
Email shots has been sent.



**4 million**  
Reached by social media platforms (Facebook, Instagram, X)



**2,000,000**  
impression on Think Pink video.

## 2.3 THINK PINK “Empowering Workplaces and Communities”

The Think Pink Initiative, launched by JBCP, exemplifies effective engagement with organizations across public and private sectors in the fight against breast cancer. This initiative encourages corporations, universities, and schools to actively advocate for breast cancer awareness and early detection, fostering a sense of shared responsibility for community education.

Think Pink reflects JBCP's dedication to building a robust network of advocates and empowering organizations to prioritize the well-being of their employees and communities.



THINK  
PINK



# **Championing Advocacy, Collaborations and Partnerships**

### 3. Championing 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 Jerash Governorate

An advocacy workshop was held in Jerash brought together stakeholders, including community organizations, healthcare decision-makers, and government representatives. The workshop, focused on addressing health inequities and the social, cultural, and economic barriers that hinder Jordanian women's access to breast cancer early detection services.

#### Recommendations

- Expanding access to affordable healthcare services.
- Promoting early detection strategies.
- Addressing barriers that hinder access and care.

### 3.2 Advocacy Walk at Al-Hussein Park

A "Pink Walk" was held at Al-Hussein park in Amman in partnership with the Science Health Education SHE Center at Dana Farber Cancer Institute to raise awareness about the importance of early breast cancer detection. The event served as a symbol of support for those battling breast cancer, spreading hope, and emphasizing that cancer is no longer a fear but a challenge that can be overcome through awareness, knowledge, and strength.



### 3.3 Artificial Intelligence Session in collaboration with the Applied Science University (ASU)

An advocacy session was held at the Applied Science University - Amman (ASU) titled "Data Revolution & AI in Cancer," engaging **248** students and faculty members from various Jordanian universities. Presentations by Dr. Iyad Sultan, Dr. Mahmoud Balas, and Ms. Dana Abu Jaber explored the role of AI in healthcare, its transformative impact on breast cancer care, and the essential ethical considerations. The session inspired future healthcare professionals by showcasing the immense potential of AI in revolutionizing cancer research and treatment.





### 3.4 Women's Cancers Advocacy Session in Amman governorate

An advocacy session was held in Amman titled "Uniting for Change: Advancing Breast and Women's Cancers Initiatives in Jordan," attended by a distinguished group of stakeholders and experts. The session focused on identifying challenges and opportunities in addressing breast cancer, women's cancers, and women's health.

Additionally, suggestions were made to strengthen collaboration with universities, enforce stricter anti-smoking regulations, and utilize social media for awareness. The session concluded with a call to enhance knowledge management and improve service delivery.

#### Recommendations

- Equipping health centers with breast imaging units.
- Improving trust through follow-up care.
- Addressing the shortage of female radiology technicians.
- Incentivizing radiology specialization.

### 3.5 Advocacy Session with Healthcare Providers in Irbid

An advocacy session was held in Irbid to emphasize the importance of early detection and share insights from Basma Hospital. The event brought together over **70** healthcare providers from various specialties, including surgery, radiology, and decision-makers from the Ministry of Health. During the session, real cases from Irbid were presented to foster knowledge exchange and highlight the significance of a multidisciplinary approach.



## **Research and Studies**

# 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 2024:

### Barriers to Breast Cancer Screening Among Jordanian Women:

A comprehensive literature review on breast cancer screening among Jordanian women was conducted, guided by the Social-Ecological Model (SEM). This research, titled "Social-Ecological Exploration of Breast Cancer Screening Barriers and Decisions Among Jordanian Women" aimed to understand the multifaceted influences on women's screening decisions. Despite ongoing efforts by the Jordan Breast Cancer Program (JBCP), breast cancer remains a significant public health concern in Jordan with low screening rates. This review delves deeper into the interplay of psychological, sociological, and environmental factors. By employing the SEM, the research aimed to identify and analyze these factors at multiple levels, while also exploring their interactions and influence on women's experiences and decisions regarding breast cancer screening.

A separate qualitative research project focused on fear as a major barrier to breast cancer screening among Jordanian women. A concept note was developed and approved, outlining the research objectives and methodology. This research aimed to delve deeper into the multifaceted nature of fear experienced by Jordanian women regarding breast cancer screening. Data was collected through seven focus group discussions using a semi-structured interview guide.

### Evaluating Breast Cancer Awareness Campaign Impact in Jordan:

After each breast cancer awareness campaign, the JBCP conducts a comprehensive evaluation through a survey distributed to a representative sample of the Jordanian population. This evaluation serves two primary purposes: first, to measure campaign effectiveness by assessing its reach and likability to understand its overall impact on the target audience, and second, to identify barriers to early detection by exploring the key obstacles that prevent women from accessing early detection services. The evaluation of the October 2023 campaign showed positive results, with approximately 50% of the target audience recalling the campaign and its reach and likability exceeding 70%. These annual evaluations enable us to continuously refine our campaigns, addressing specific concerns and ensuring the messaging resonates with the Jordanian community.

### The Impact of Accreditation on the Quality of Healthcare Services in Breast Imaging Units:

This study examines the impact of accreditation on the quality of services in breast imaging units (BIUs) in Jordan, focusing on diagnostic accuracy, patient satisfaction, adherence to guidelines, and insights from the Jordan Breast Cancer Program (JBCP). Using a mixed-methods approach, data from 19 BIUs were analyzed through interviews, focus groups, and statistical evaluations.

Findings revealed that all BIUs followed mammography guidelines, with 88.9% employing quality assurance coordinators. However, challenges included outdated equipment and limited computerization in 7.4% of units. The Breast Imaging Units Certification Project, led by JBCP and the HealthCare Accreditation Council, has significantly enhanced service quality. The study recommends updating equipment and improving computerization to sustain high-quality breast cancer screening and diagnosis nationwide.



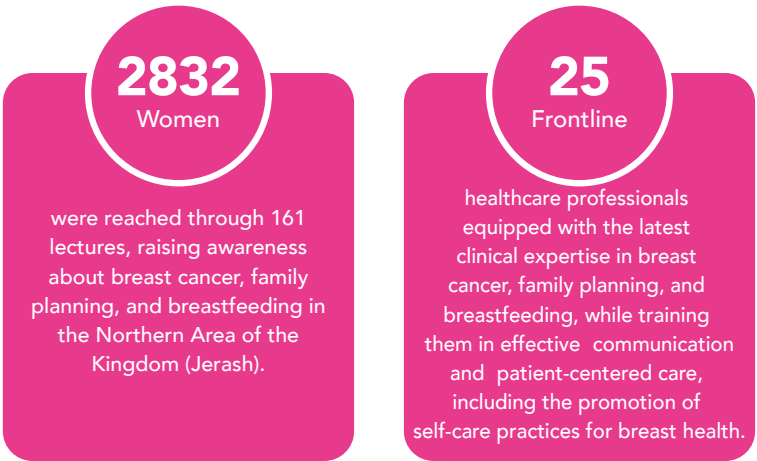
# Community Projects Highlights

# 5. Community Projects Highlights

## 5.1 Bridging the Gap in Breast Cancer Awareness and Early Detection (June 2024- June 2025)

The JBCP project, supported by the “We Lead” Project through the Arab Network for Civic Education (ANHRE), is a comprehensive initiative aimed at expanding Sexual and Reproductive Health and Rights (SRHR) for young women in underserved communities in Jerash, Jordan. The project focuses on increasing awareness of breast cancer, family planning, and breastfeeding, promoting early detection through screenings, and ensuring equitable access to preventive care. It also empowers women to advocate for their health rights and works with community partners and healthcare providers to create enabling environment for improved healthcare access and delivery.

### Project Highlights:



### Next Steps:

The project will continue in **2025**, focusing on the Northern Area of the Kingdom (Jerash) with similar activities.

## 5.2 Women’s Empowerment and Wellness Through Awareness and Advocacy for Cancer Prevention and Early Detection in Jordan (WELL) (September 2024- November 2025)

The JBCP project, supported by the Spanish Agency for International Development Cooperation (AECID), aims to reduce premature mortality from breast and cervical cancers in underserved communities, aligning with national health priorities. This initiative focuses on extensive community engagement and the training of healthcare professionals to enhance the availability of quality services.

Key activities include promoting awareness and knowledge through home visits, educational lectures, and mass awareness campaigns. By addressing critical gaps in early detection services for women, the project seeks to improve access to quality care, advocate for policy reforms, and contribute to the achievement of universal health coverage while advancing gender equality.

### Project Highlights:



The session aimed to advocate for utilizing the potentials of artificial intelligence in cancer research.

### Next Steps:

The project will continue in **2025**, focusing on 7 governorates (**Amman, Irbid, Aqaba, Maan, Ajloun, Mafraq, and Tafleh**) with the following activities:

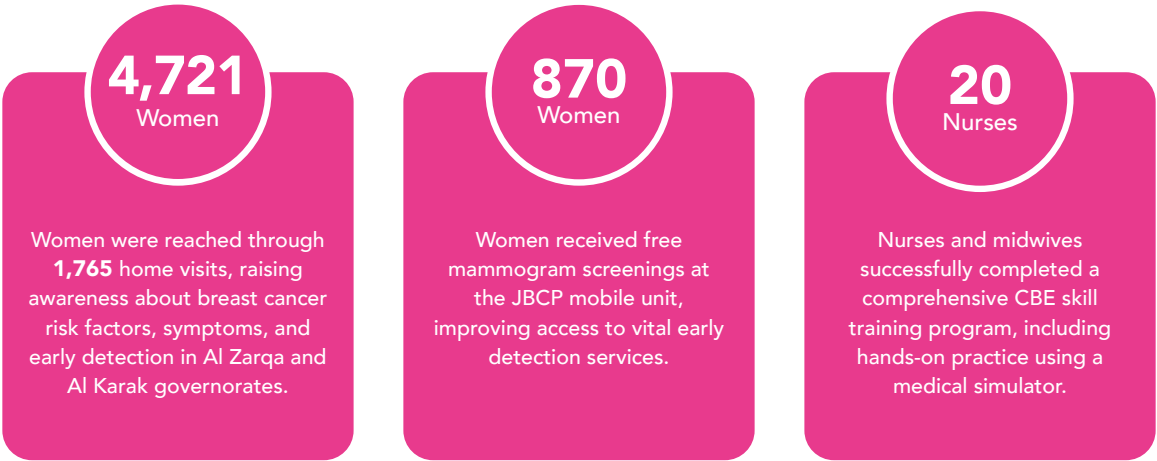
- Improve accessibility to **1000** quality healthcare services.
- Provide **600** quality screening service.
- Conduct **3000** lectures reaching **60,000** women, and **5000** home visits reaching **15,000** women.



### 5.3 Empowering Jordanian Women Through Breast Cancer Awareness and Early Detection (January 2023- December 2024)

The JBCP project, supported by the Housing Bank, aims to address 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:

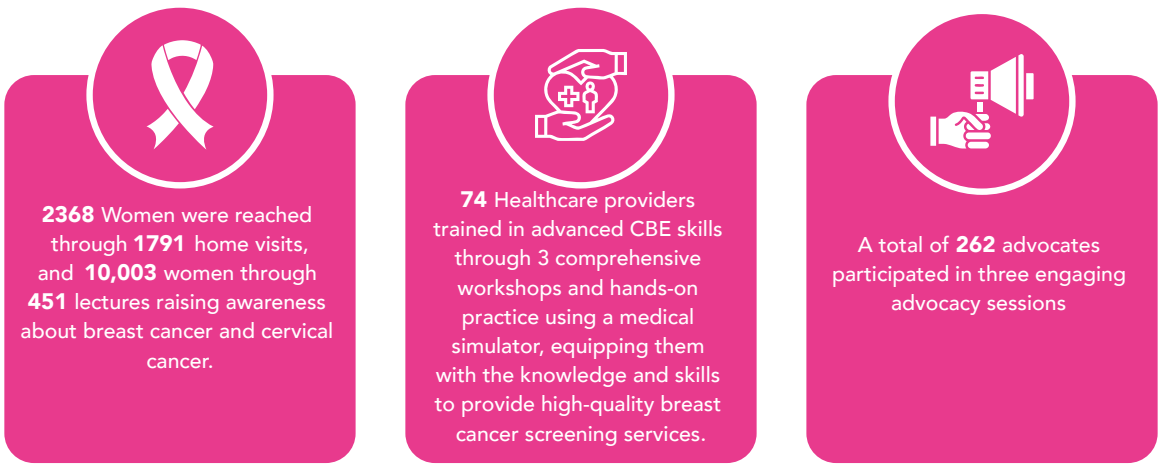




## 5.4 Promoting Women's Health: Combating Breast and Cervical Cancer Through Awareness, Advocacy, and Early Detection (February 2024- February 2026)

The JBCP project, supported by **MSD**, aims to significantly reduce the burden of breast and cervical cancer and improve overall women's health outcomes by addressing key barriers to care. The project aims at empowering women to take control of their health, facilitate early detection, and increase access to quality care. By fostering strong partnerships and advocating for policy changes, we aim to create a sustainable environment where all women in Jordan could live healthy, fulfilling lives.

### Project Highlights:



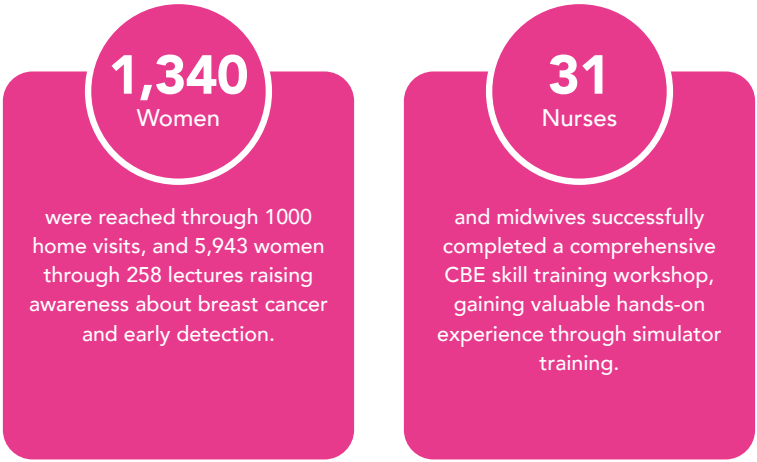
### Next Steps:

The project will continue in **2025**, focusing on 6 governorates (**Al-Karak, Irbid, Ajloun, Zarqa, Madaba and eastern Amman**) with similar activities.

## 5.5 Enhancing Breast Cancer Awareness and Early Detection in Al-Balqa' Governorate (September 2024 - December 2024)

The JBCP project, supported by the **Polish Aid**, was launched to address breast cancer disparities and enhance breast health outcomes for women in Al Balqa' Governorate, Jordan. The project focuses on raising awareness about breast cancer, promoting early detection through screening, and ensuring equitable access to education and preventive care services for women and girls. By engaging stakeholders at all levels, the initiative aims to foster a culture of health and well-being in the community.

### Project Highlights:



## 5.6 Integrated Social Behavior Change for Women’s Health Project in Zaatari camp (February 2024 – December 2024)

The JBCP project, supported by Qatar Red Crescent (QRC) and Jordan Red Crescent, aims to implement an integrated social behavioral change (SBC) approach to address breast cancer screening and early detection and non-communicable diseases (NCDs) control in Al Zaatari Refugee Camp in Jordan.

### Project Highlights:



**7,646** Women were reached through **5,098** home visits raising awareness about breast cancer and early detection services.



**15** Healthcare providers working in QRC clinics in al Zaatari camp successfully completed comprehensive CBE skills training workshop, including hands-on practice using a medical simulator.



**193** Free mammogram services were provided to Syrian refugee women at the QRC clinic in Al-Zaatari Camp.



**1303** women were referred to received NCDs screening services (CBE, hypertension, Diabetes).





## 5.7 Community Outreach Project: Providing Breast Cancer Education and Screening to Disadvantaged Women in Sahab and Al-Muaqqar (August 2024 – December 2024)

The JBCP project, supported by **Baynouna** company, aims to enhance the quality and accessibility of early detection services in Sahab and Al-Muaqqar districts, which currently suffer from a shortage of comprehensive healthcare services.

The project delivers educational messages about breast health, early cancer detection, and risk factors. It also provides tailored early detection services based on each woman's age, health history, and social circumstances. Through a series of well-planned and integrated activities, the project addresses the entire early detection cycle, from raising awareness and facilitating access to high-quality screening services to ensuring adherence among the target population.

### Project Highlights:

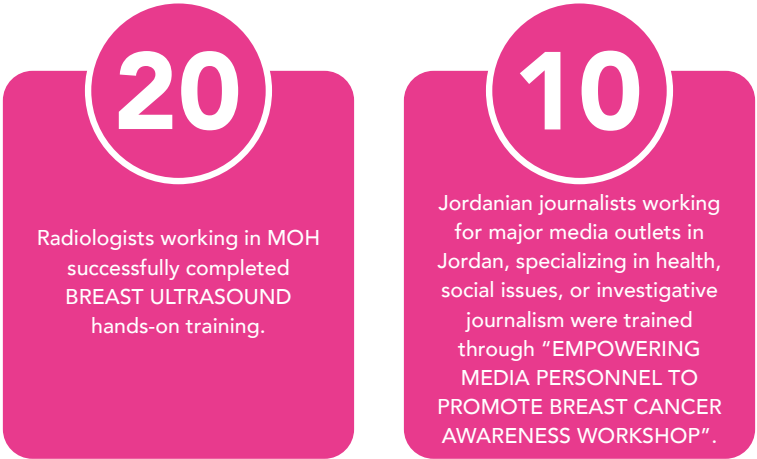




## 5.8 Pink Ribbon Partnership with Novartis: A Collaborative Approach to Early Breast Cancer Detection and Prevention (November 2024-November2025)

This project aims to improve breast cancer prevention outcomes in Jordan by addressing key challenges and implementing effective interventions to increase women’s uptake of early detection services. Through a comprehensive approach of awareness raising, accessibility enhancement, and sustainability assurance, the project empowers communities, strengthen healthcare systems, and ultimately save lives.

### Project Highlights:




### Next Steps:

The project will continue in **2025**, focusing on training HCPs with similar activities


## 5.9 Breast cancer survivors' advocacy program project: Empowering voices, shaping change in Jordan

The JBCP project, supported by **Teeba**, aims to empower breast cancer survivors across North, Central, and South Jordan as informed advocates for early detection and positive change. Through support groups, community events, and online platforms, survivors shared their stories to highlight the importance of early detection, dispel myths, and inspire hope among women.

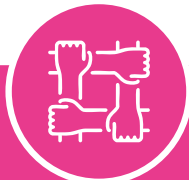
### Project Highlights:



Empower **60** breast cancer survivors with public speaking skills to actively participate in JBCP advocacy initiatives.



Implement **200** targeted advocacy activities to enhance breast cancer awareness and early detection.



Facilitate **3** networking events to foster collaboration and strengthen the breast cancer advocacy community.



**National Registry**

## 6. National Registry

The Mammography registry is one of JBCP's 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 2024, the JBCP successfully compiled a total of 42,412 records from mammograms conducted on both women and men. Most of these records, accounting for 36%, were from private healthcare facilities. The MOH healthcare units represented 23% of the records, while the JBCP's mobile units contributed 5%. The military healthcare units constituted 18% of the records, with the Educational and NGO affiliated facilities comprising the remainder.



### 6.1 A Decade of Progress: Results of 10-Year National Mammography Registry Report

In 2024, The JBCP presented the 10-Year National Mammography Registry Report, offering crucial insights into breast health outcomes. This comprehensive analysis of mammography data aids in identifying trends and disparities, guiding evidence-based decisions in healthcare policies and practices. The milestone underscores JBCP's commitment to advancing breast cancer screening in Jordan. Attendees engaged in insightful discussions on the Registry's journey, contributing valuable feedback for future initiatives.

### 6.2 Enhancing National Breast Cancer Registry Accuracy: National Database Training Sessions

Two comprehensive training sessions were conducted to enhancing the accuracy and efficiency of the national registry database for early breast cancer detection. The sessions were well attended, with a total of 100 radiographers participating.



### 6.3 Recognizing Excellence in BIU Performance: BIU Officer Recognition Ceremony

A recognition ceremony was held in collaboration with the Ministry of Health to honor the outstanding achievements of top-performing BIU. The event celebrated their excellence in data accuracy, workload management, and fieldwork contributions. Attended by 80 participants, it was an inspiring occasion that highlighted appreciation and acknowledgment for their efforts.



King Hussein Cancer Foundation  
King Hussein Cancer Center



# Jordan Breast Cancer Program

## **JBCP contact information**

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