



EMPHNET

The Eastern Mediterranean
Public Health Network

NON- COMMUNICABLE DISEASES

► GHD | EMPHNET: working
together for better health



OUR APPROACH



Regional and International Collaboration

EMPHNET engages in regional and global initiatives to guide NCD priorities, build research capacity, develop management tools, and support policy and service delivery



Empowering Communities

We engage communities, especially in research and health promotion, to strengthen NCD prevention and control at the grassroots level



Life-course Approach

EMPHNET addresses NCDs from early life stages, prioritizing vulnerable groups such as refugees. It also focuses on the wellbeing of adults, particularly women and parents as caregivers, to ensure they remain healthy to support their children.



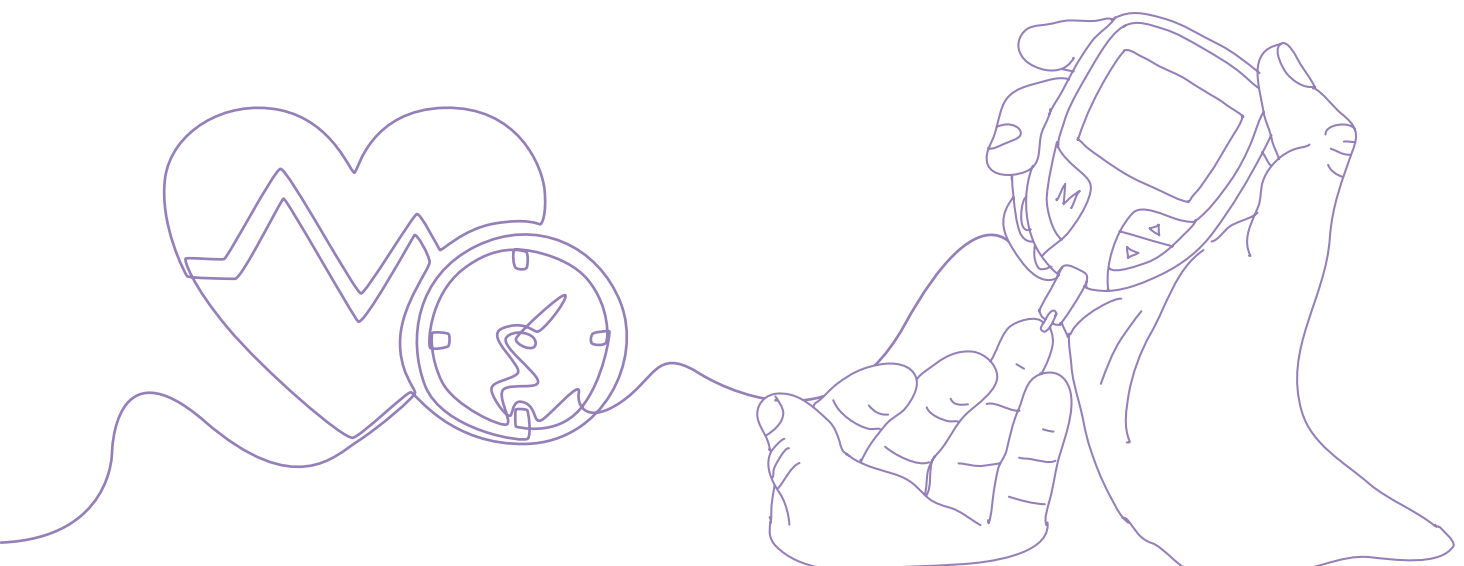
Focus on UHC

Recognizing NCDs as central to UHC, EMPHNET promotes innovative, primary care-driven models that enhance access, equity, and resilience in health systems



Focus on Evidence and Research

We generate data to understand the NCD landscape and conduct implementation research to test and scale cost-effective, context-relevant interventions





WHY EMPHNET IS INVOLVED

- In 2022, the region recorded the highest rate of premature mortality due to one of the four primary NCDs at 24.5%. This rate is notably higher than any other region within the World Health Organization's structure (World Bank Population Estimates).
- The EMR experienced higher age-standardized prevalence and mortality from hypertensive heart disease (HHD) compared to the global average in 2019 (An analysis of the Global Burden of Disease Study 2019)
- NCD deaths are projected to increase by 15% globally between 2010 and 2020. The greatest increases will be in Africa, the Eastern Mediterranean, and South-East Asia, where they will increase by over 20% (Global status report on noncommunicable diseases 2010)
- In regions such as the EMR, where NCDs disproportionately threaten economic development, their impact on productivity and healthcare expenditures highlights the critical intersection of health and economic policy (Ndubuisi, 2021).
- Tackling NCDs in the EMR requires a multisectoral approach, since the determinants of NCDs span various sectors beyond health (Ndubuisi, 2021).
- Obstacles such as insufficient financial resources, weak healthcare infrastructure, and political instability have hindered the effective implementation of NCD policies and programs (Elhadi, 2023).



GENERATING EVIDENCE FOR ACTION

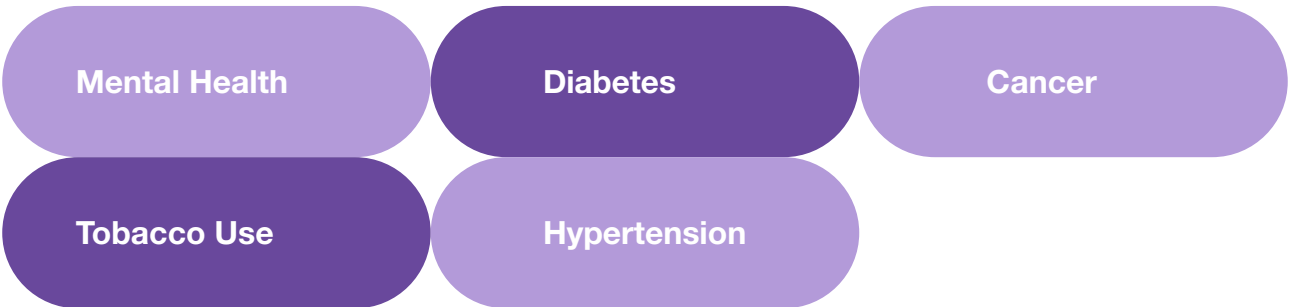
EMPHNET has advanced research to understand and address the region's NCD burden through studies, surveys, projections, and service readiness assessments. Beyond investigating causes, EMPHNET focuses on proposing cost-effective, evidence-based solutions for prevention and management. These efforts support both understanding and improved decision-making for impactful interventions.

WHAT WE RESEARCHED

Types of Research



Topics



HOW WE SUPPORT RESEARCHERS



Scientific Writing Workshops (Country & Regional Levels)



Expert Meetings and Roundtables



NCD-Focused Minigrant Initiative



Presentation Opportunities at Emphnet's Regional Conference

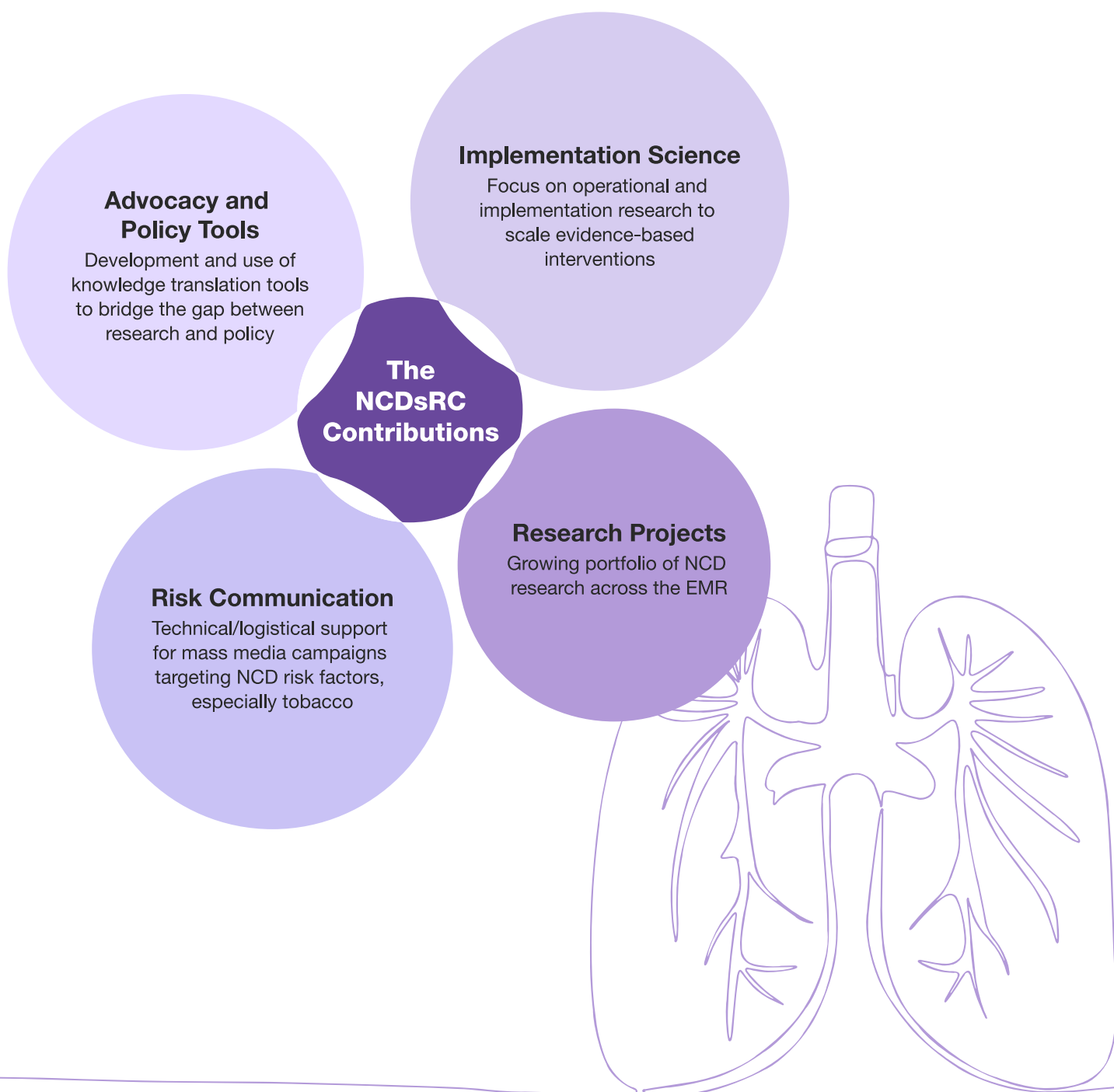


NCD-related courses



THE EASTERN MEDITERRANEAN NCDS RESEARCH CENTER: A 3 IN 1 APPROACH

EMPHNET established the Eastern Mediterranean Non-Communicable Disease Research and Prevention Center (NCDsRC) to achieve higher levels of NCDs prevention and control in the EMR through multi-sectorial, multi-disciplinary collaboration in the areas of research, training, and informed decision-making.





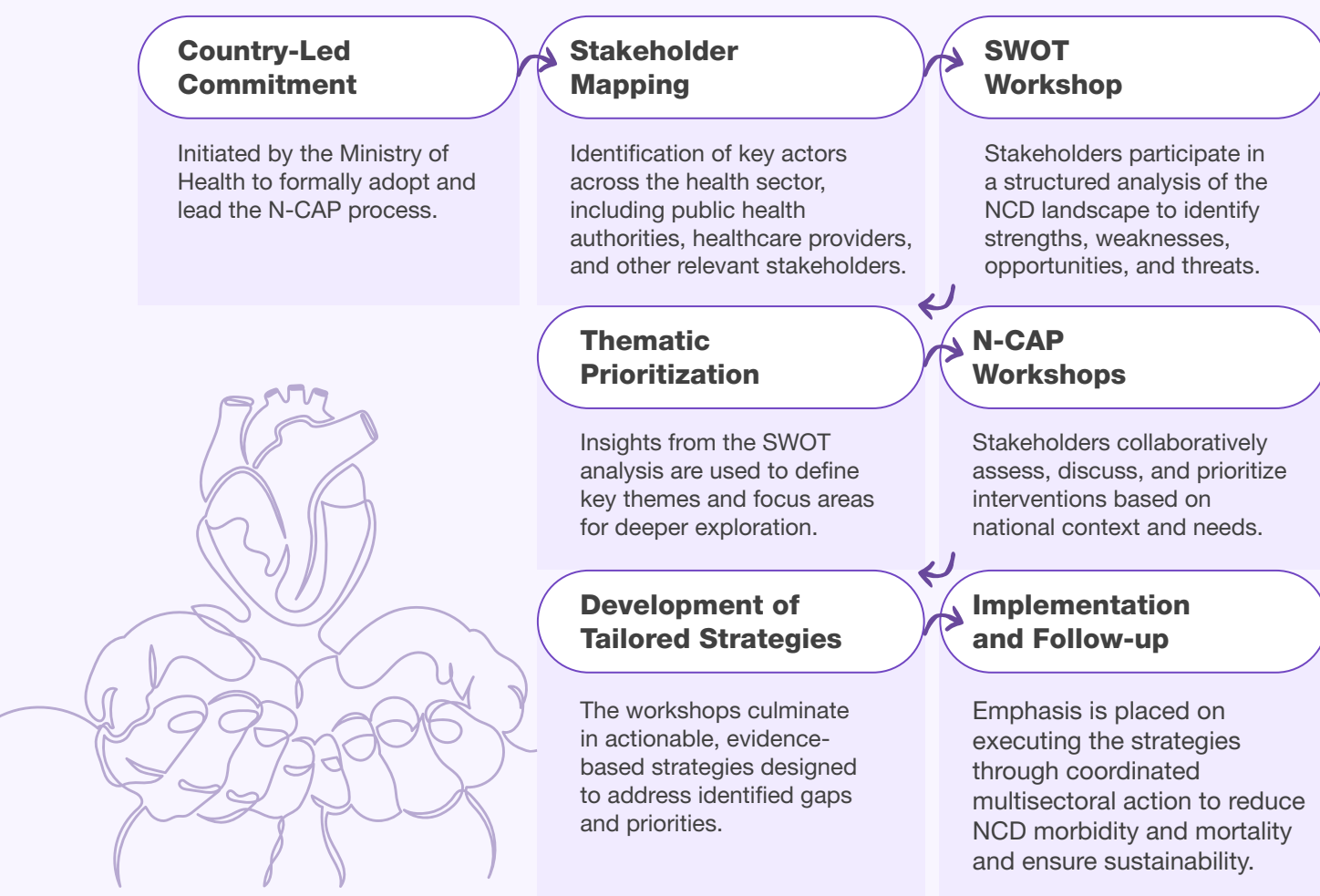
GOVERNANCE AND POLICY

EMPHNET works to strengthen the governance of NCDs by supporting the development and implementation of national policies, strategies, and action plans; fostering multisectoral coordination and interventions; promoting the use of common results frameworks and monitoring systems; ensuring policy coherence; advocating for adequate funding; and encouraging strong political leadership.

THE N-CAP PROCESS IN THE EMR: EMPHNET'S COLLABORATIVE WORK TO STRENGTHEN GOVERNANCE FOR NCDs

EMPHNET, in collaboration with the Global Health System Strengthening Team at the US Centers for Disease Control (US CDC) and the International Association of National Public Health Institutes (IANPHI), developed the Noncommunicable Disease Capacity Assessment and Planning (N-CAP) Process to help governmental and non-governmental stakeholders, to assess, prioritize, and plan how to enhance public health functions to enable countries to more effectively respond to the NCDs epidemic.

STEPS IN THE N-CAP PROCESS

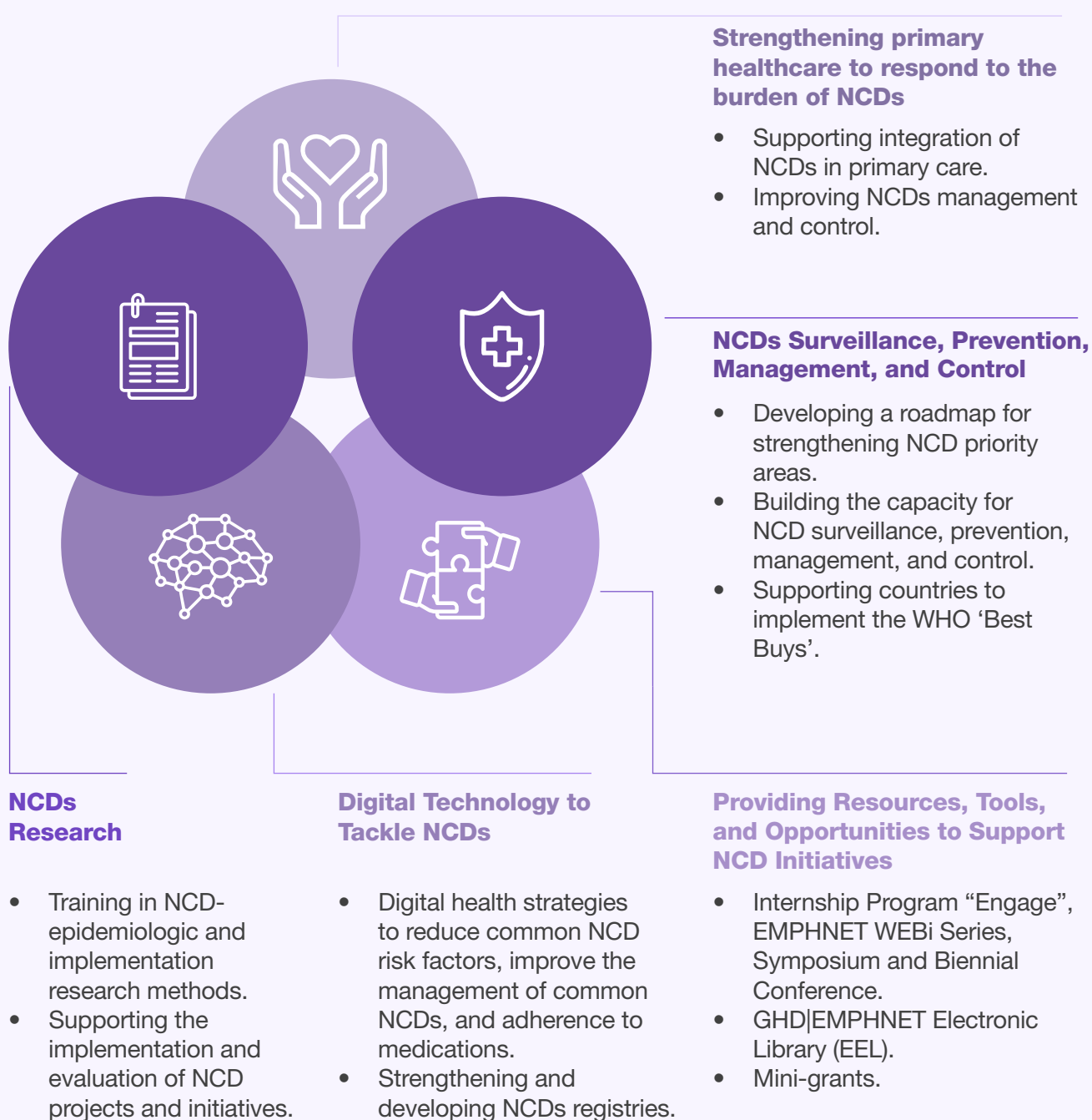




THE IMPLEMENTATION OF N-CAP IN THE EMR

Country	Jordan	Iraq	Pakistan
Thematic Area Chosen	NCD Data-To-Action	Coalition Strengthening	NCD Surveillance
Year	2021	2022	2023

LAUNCHING THE EMPHNET TECHNICAL GUIDE ON NCDs: HIGHLIGHTING POTENTIAL CONTRIBUTIONS FOR TACKLING NCDs IN THE EMR

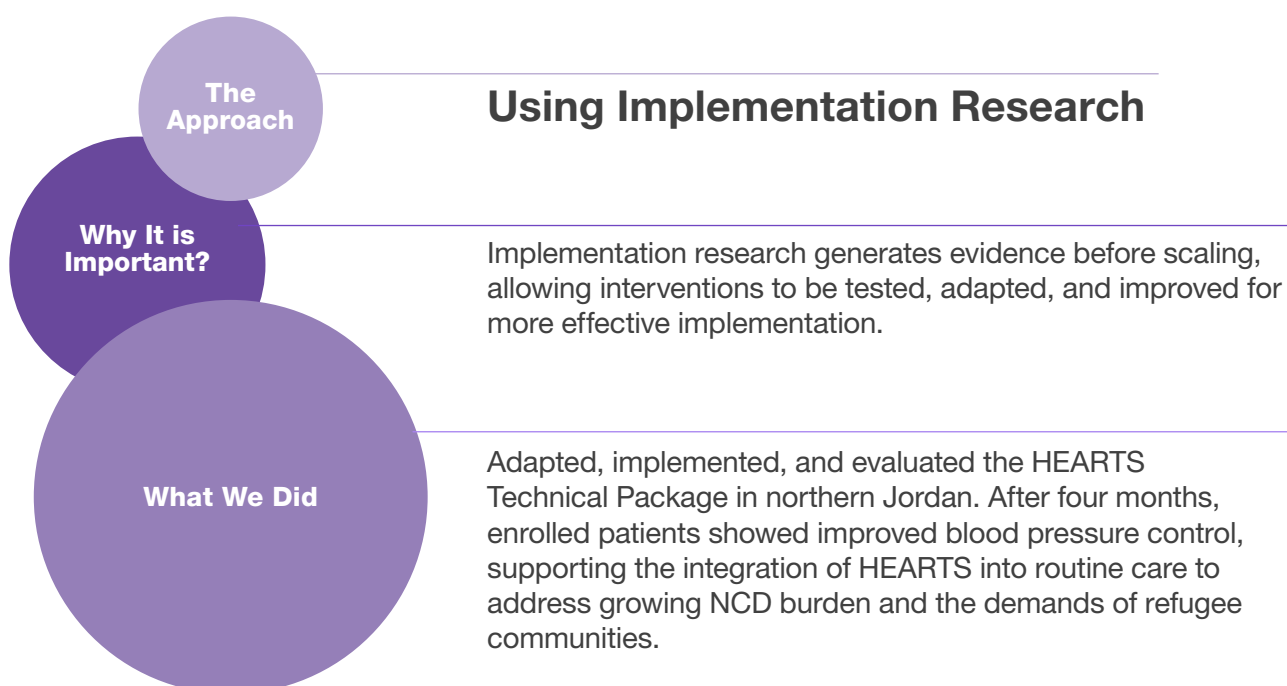




NCD MANAGEMENT

Recognizing the high burden of NCDs and limited resources in low- and middle-income countries (LMICs), EMPHNET supports the development of cost-effective and equitable strategies tailored to local contexts. Unlike high-income countries with extensive health systems, LMICs face different realities and cannot replicate high-income models directly. EMPHNET works to help these countries design and implement solutions that address their unique challenges and needs.

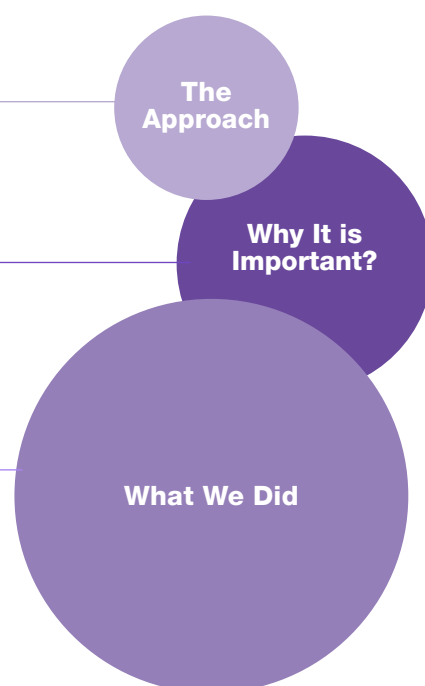
EMPHNET PROMOTES INNOVATIVE APPROACHES FOR NCD MANAGEMENT



PHC Strengthening

PHC is the foundation of Universal Health Coverage (UHC) and essential to achieving equitable access to NCD prevention and care.

Developed a roadmap for modernizing PHC services in Jordan using the Family Health Teams (FHT) approach, and created a scalable “Restrengthening PHC–EMPHNET Roadmap” for broader application.





SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)

What sets EMPHNET's SBCC apart is its rootedness in the communities it serves, placing them at the center of design and implementation. This close connection makes SBCC not just a campaign, but a continuous, sustainable process, one that becomes part of the system because it reflects the community's needs, values, and voices. It is from this perspective that every aspect of SBCC is applied effectively and with purpose.

WHY IS EMPHNET'S SBCC EFFECTIVE?



Community-Level Action



Institutional Support



Cost-effectiveness



System Integration



Data-Driven Models



Youth Engagement

DATA DRIVEN SMOKING AND COVID-19 RISK MESSAGING: CHANGE IN BEHAVIOR ACHIEVED



JORDAN

Visits to cessation clinics almost doubled during the campaign with 865 visits before compared to 1,392 throughout the campaign.



PALESTINE

The campaign also spurred Ramallah municipality to launch an effort to enforce a ban on tobacco sales to minors.



IRAQ

Many people, including policymakers, called for comprehensive and more stringent tobacco regulations, including smoke-free policies. In September 2022, the MoH asked the United Against Tobacco and COVID partners to extend the campaign to the Arba'een religious pilgrimage for three more days.



EGYPT

The MoHP reported an increase in the number of calls to the ministry's smoking cessation hotline during the campaign period.



A LIFE-COURSE APPROACH: A FOCUS ON ADOLESCENCE

EMPHNET adopts a life-course approach to health promotion, with a strategic focus on engaging young people early to shape healthier futures. Investing in prevention during this formative stage creates lasting impact: youth engagement fosters lifelong healthy habits and cultivates community health champions.

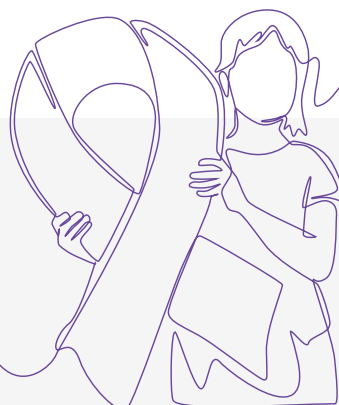
EXPANDING REACH THROUGH TARGETED SBCC FOR ADOLESCENTS AND YOUNG ADULTS

Salt Reduction (Jordan 2022)

- Awareness activities conducted at **15** government schools
- A competition held to test students' knowledge with an Official celebration in Amman held for contest winners
- **4000 posters distributed** in health centers and public and private schools in **5 governorates**: Ajloun, Amman, Ramtha, Karak, and Jarash

Cervical Cancer Social Media Campaign (Jordan 2022-2024)

- Meta Total Reach: **1,886,847**
- X (Previously Twitter) Views: **5,031**
- Meta and LinkedIn Impressions: **3,553,002**
- **1000** medical students attended in-person sessions who later engaged **5000+** viewers on social media





NETWORKING AND COLLABORATIONS

EMPHNET recognizes that the prevention and control of NCDs is a complex challenge that no single entity can address alone. It requires cross-sectoral collaboration, with each sector contributing its strengths. To this end, EMPHNET engages in strategic alliances and builds partnerships to drive coordinated, impactful action across the region.



IMPACT OF OUR COLLABORATIONS



Fostered innovation in disease prevention and management



Expanded regional contributions through technical and strategic support



Advanced community-based research and evidence generation



Enhanced access to care through culturally relevant interventions



WORKING TOGETHER FOR BETTER HEALTH.



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JOIN THE CONVERSATION



GHD|EMPHNET: Working Together for Better Health

The Eastern Mediterranean Public Health Network (EMPHNET) is a regional network that focuses on strengthening public health systems in the Eastern Mediterranean Region (EMR) and beyond. EMPHNET works in partnership with ministries of health, non-government organizations, international agencies, private sector, and relevant institutions from the region and the globe to promote public health and applied epidemiology. To advance the work of EMPHNET, Global Health Development (GHD) was initiated to build coordination mechanisms with partners and collaborators. Together, GHD|EMPHNET is dedicated to serving the region by supporting efforts to promote public health policies, strategic planning, sustainable financing, resource mobilization, public health programs, and other related areas.

► Shmeisani, Abdallah Ben Abbas Street, Building No 42,
P.O.Box: 963709, Postal Code: 11196 Amman, Jordan

► Tel: +962-6-5519962
Fax: +962-6-5519963

► www.emphnet.net
info@emphnet.net