

## Accelerating Cervical Cancer Elimination in Jordan

### Project Information

- ◆ Department: Public Health Programs
- ◆ Unit: Health Protection and Promotion

### OBJECTIVES

- 1) To advocate for formulation of cervical cancer prevention coalition and building an enabling environment.
- 2) To increase knowledge around cervical cancer and Human Papilloma Virus (HPV) in Jordan and create demand for prevention services.
- 3) To advocate for integration of cervical cancer prevention in national programs.

### REGIONS OF WORK

The project will be implemented in Jordan.

### PROJECT DESCRIPTION

“Accelerating Cervical Cancer Elimination in Jordan” is a one-year project that aims to enhance HPV elimination in Jordan through focusing on advocacy and policy as a driver to health equity. The project will achieve its goal of increasing knowledge and awareness around the prevention of HPV through two dimensions: the first one is raising awareness around HPV and cervical cancer prevention methods through developing culturally acceptable, informative, and attractive awareness messages to the public helping them make informed decisions around their health. The second dimension is developing and promoting policies that improve health equity through generating evidence. The project aims to mobilize political will, motivate civil society, and engage the general population in eliminating cervical cancer.

### BENEFICIARIES

The beneficiaries of this project are females above 18 years, parents, policy makers, and health professionals.

### PROJECT PHASES

The project involves three phases:

Phase I – Initiation of the communication with the project-related stakeholders and conducting a stakeholder mapping activity.

Phase II – Conducting advocacy meetings with the identified stakeholders followed by a four-month awareness campaign targeting the general population.

Phase III – Conducting a post-campaign evaluation, developing a policy brief based on the findings, and organizing a dissemination event to share the outcomes and findings of the campaign.

<b>Project Start and End Date</b>	<b>November 2022 - November 2023</b>
<b>Partner Organizations</b>	<b>Ministry of Health (MoH)</b>
<b>Funded by</b>	<b>Merck Sharp &amp; Dohme IDEA GmbH (MSD)</b>

### Currently . . .

Cervical cancer is one of the leading causes of mortality in women which is caused by HPV infection. Although cervical cancer is highly preventable, it contributes to the death of 260,000 women worldwide each year. In Jordan, cervical cancer ranks the 11<sup>th</sup> most frequent cancer among women and the 10<sup>th</sup> most frequent cancer among women between the ages of 15 - 44.

### What's next . . .

Implementing the different activities of this project will increase knowledge and awareness around HPV and will promote cervical cancer prevention (through vaccination) and early detection (through screening). This in return will enhance equity-oriented system, enable women enjoy healthy lives, and overcome health care treatment barriers. Ultimately, it will contribute to reducing mortality and morbidity and supporting the country in achieving Sustainable Development Goals (SDGs).

**GHD|EMPHNET Information:** Global Health Development (GHD) Eastern Mediterranean Public Health Network (EMPHNET) works at achieving its mission by responding to public health needs with deliberate efforts that allow for health promotion and disease prevention.

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