

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 program.

REGIONS OF WORK

The project was implemented in Jordan.

PROJECT DESCRIPTION

“Accelerating Cervical Cancer Elimination in Jordan” was implemented over 18 months to enhance HPV elimination in Jordan through focusing on advocacy and policy as a driver to health equity. The project has achieved its ultimate goal of increasing knowledge and awareness around the prevention of HPV through two dimensions; the first one was 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 was developing and promoting policies that improve health equity through generating evidence. The project aimed to mobilize political will, motivate civil society, and engage the general population in eliminating cervical cancer.

BENEFICIARIES

The project targeted females above 18 years, parents, policy makers, and health professionals.

PROJECT PHASES

The project was implemented through 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 and a conducting 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.

Project Start and End Date	November 2022 – May 2024
Partner Organizations	Ministry of Health (MoH)
Funded by	Merck Sharp & Dohme IDEA GmbH (MSD)

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 11th most frequent cancer among women and the 10th most frequent cancer among women between the age of 15 - 44.

What's next . . .

Implementing the different activities of this project has increased knowledge and awareness around HPV and promoted cervical cancer prevention (through vaccination) and early detection (through screening). This in return will enhance equity-orientated system, enable women enjoy healthy live, and overcome health care treatment barriers, reducing mortality and morbidity, and supporting the country in achieving Sustainable Development Goals (SDGs).

OUTCOMES BY NUMBERS

- **Advocacy Meetings:** Three meetings conducted: consultative workshop, Advocacy Workshop, Press/media Workshop.

- **Universities' Educational Sessions:** 12 sessions conducted targeted a representative group of medical students from seven different universities from public and private sector- an estimation of 800-1000 students and faculty members attended

- **Posters and Brochures:** A total of 2500 Posters and 2000 booklets were distributed to the primary health care centers

- **Social Media Component:** Six awareness videos, eight social media posts, and three recorded interviews were disseminated over 4 months through Facebook, Instagram, LinkedIn, Twitter reaching approximately 1.8 million

In total, the accumulative number of reaches, impressions, and engagement on social media from the start of the campaign are around 2.5 million, 3,8 million, and 127 thousand.

Policy Brief was developed and disseminated during the Close-out Ceremony

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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