

**Royal Health Awareness Society  
A Year in Review 2009**





**“The Royal Health Awareness Society  
is Jordan’s guide and conscience  
when it comes to our health.”**

Her Majesty Queen Rania Al Abdullah

**It’s in your hands to make hearts smile**

## Letter from the General Director

We present between your hands a glimpse into The Royal Health Awareness Society's projects and programs. This annual report showcases our achievements and accomplishments in 2009 as part of our efforts to empower Jordanians to make healthy and safe decisions for life.

Under the vision and support of Her Majesty Queen Rania Al Abdullah, we managed to continue and expand our work particularly at schools that are mainly situated in less privileged areas, by ensuring safe, healthy and clean environment for students, teachers and the community as a whole. We have also expanded our outreach in 8 universities, to create a national network of youth volunteers, advocating for healthy and safe behaviors amongst their peers. Also, we launched our national health awareness campaign that addresses national health priorities and aims to raise community members' awareness and encourage them to adopt healthy lifestyles and behaviors.

In recent years, health has gained unprecedented prominence as a key driver of socio-economic progress. Poverty contributes to poor health, and poor health anchors large numbers of people in poverty. We believe that as we grow as an organization, we will be able to better serve our community and contribute to the wellbeing of Jordanians. With better health, people will be able to work their way out of poverty and become productive citizens, influencing positive behaviors in their communities.

2009 has been an active year with lots of success stories and challenges, which we were able to overcome by the distinguished efforts of our dedicated team and the continuous support of our volunteers and local and international partners.

We have much to be proud of and much left to do. 2010 will be an exciting, yet challenging year in which we aim to maximize our resources by expanding our network of supporters who believe in our cause. In this attempt, we have launched our "Friends of RHAS" campaign to raise funds to sustain our much needed programs and to keep our promise to the children and communities we serve.

This report will provide you with an in-depth insight into our programs and accomplishments in 2009. It is not only a privilege to be able to make a difference across the Jordanian community, but a great responsibility as well. We hope you will join us in our ongoing journey.



**Enaam Barrishi**



# Royal Health Awareness Society

## About RHAS

The Royal Health Awareness Society (RHAS) was established in 2005 under the direction of Her Majesty Queen Rania Al-Abdullah to promote health and to empower Jordanians to adopt healthy lifestyles and behaviors. RHAS' community based projects are implemented in accordance with the needs of the communities and revolve around the national health priorities.

## Vision & Mission

RHAS a Jordanian non-profit organization that aims to enhance the overall well being of the local community by raising health awareness and empowering Jordanians to embrace healthy lifestyles and behaviors. RHAS initiates and supports community – based health and safety interventions in partnership with public, private and civil society institutions.

## Objectives

1. Inform and educate towards a healthier and safer lifestyle.
2. Empower Jordanians to make healthy decisions.
3. Facilitate access to health information and knowledge.
4. Encourage active living – integrating physical activity into daily life.
5. Promote appropriate diets and proper nutrition.
6. Promote and maintain safer environments.



# Healthy Schools

Healthy Schools is an accreditation program that sets standards for schools to reach, in order to develop a healthy environment for living, learning, and working.

## Achievements

- 66 schools from all directorates, including schools participating in the Madrasati initiative, joined the program.
- A team of experts visited the participating schools to assess their performance, based on which 32 schools, out of 66 schools were accredited as Healthy Schools.
- An awarding ceremony was patronized by Her Majesty Queen Rania Al Abdullah in September, in which Her Majesty rewarded the accredited schools certificates and honored committee members who played a significant role in supervising the program and ensuring transparency of the process.
- A media campaign to showcase program winners and the Healthy Schools program was launched, including a documentary film about Healthy Schools.

## Impacts

- The participating schools witnessed many improvements in infrastructure, safety measurements and hygiene levels both on school and student level.
- Other improvements included more nutritious food sold in school canteens; improvement in medical services provided to them by local Health Centers; increased community participation and more parental involvement in school activities.
- Activities such as healthy breakfasts and physical exercise games took place, and there was positive feedback from community members and parents.
- Community members and the health committee in some cases became an integral part of the school, and their contributions helped the schools succeed in various initiatives, such as building ramps for physically disabled students.
- The media campaign achieved community awareness and recognition of the Healthy Schools program and its importance, and generated interest from other schools to participate.







# King Abdullah II Award for Physical Fitness

King Abdullah II Award for Physical Fitness is a school-based national initiative that aims at fostering behavior change and encouraging the youth to integrate physical activity within their daily life so they can lead healthier lifestyle.

## Achievements

- The program is currently entering its 5th year of implementation.
- 1511 schools participated in the program during the scholastic year 2008-2009 targeting 305,000 students.
- Pre-test performance levels are conducted prior to program initiation. Performance levels are measured by testing five fitness exercises carried out on all the students.
- The program engages students in sports activity for one hour a day, five days a week during a total of six consecutive weeks.
- Post- test performance levels are conducted after the six week implementation phase.
- A ceremony patronized by His Majesty King Abdullah II and Her Majesty Queen Rania Al Abdullah was held to reward the winners.
- A camp was set up for Gold level winners in partnership with the Jordan Olympic Committee. The camps link the winners with different sports clubs, providing students with a unique opportunity to build on their skills and be selected by one of the sports clubs. The sports clubs are also provided with the opportunity to meet and assess the finest young athletes in order to recruit them into their teams.

## Impacts

- A research conducted by the Queen Rania Center for Information and Education/MOE on the results of 2008-2009 shows that during the scholastic year 2008-2009, fitness levels improved by 11.2% amongst students participating in the program.
- The number of students who's BMI's were in the normal range, increased by 30%.
- The project has encouraged positive competition and personal challenges.
- Knowledge in sports health and nutrition amongst students, parents and teachers increased.
- Number of students participating in sports activities voluntarily on a regular basis was increased.
- Many male schools reported a decrease in the level of violence and problems created between students.
- Physical education teachers became more dedicated to conducting PE class in a more productive manner.







## KAFA For All

KAFA For All is a national media campaign that utilizes several media vehicles to raise traffic awareness to community members, leading to behavioral change.

### Achievements

- Two major media campaigns were launched, addressing speeding and pedestrian safety whereby all media vehicles were utilized including: TV, radio, outdoor ads, newspaper advertisements and flyers.
- An agreement was signed with the Central Traffic Department (CTD), where the CTD was responsible for supplying the proper information for media campaigns and providing training for ambassadors and any individuals involved in the program. KAFA and the CTD will continue to carry out joint awareness programs to ensure maximum impact.

### Impacts

- The collaboration between the private and public sector, Civil Society Organizations and the Central Traffic Department has resulted in decreasing the percentage of the deaths caused by traffic accidents by 12,9% for the first seven months of 2009, compared to same period of 2007, which was 31,9%.





## KAFA Kids

KAFA Kids aims to increase traffic awareness among schools students through the establishment of student traffic committees that implement activities utilizing art, music and other interactive tools to promote traffic awareness.

### Achievements

- A specialized kit was developed that includes students' booklets, teacher's guide, with a KAFA pin, armband and a bag.
- 23 schools were selected to form KAFA committees within the schools. Committees included one student from each classroom, as well as school principle and a teacher (club supervisor).
- A training session was conducted for MOE staff, schools principles, and club supervisors.
- The implementation of the program included the introduction of 6 different topics related to traffic, including pedestrian safety, safe play zones, bicycle safety, bus and car safety, traffic signs and crossings.
- Schools were evaluated for proper implementation of the program, and students were evaluated in accordance with their production of art material or other activities related to traffic.

### Impacts

- The program was implemented in 23 schools and targeted 15,000 students.
- In a primary evaluation, students reported increased awareness of traffic rules and safety, shared information and spread awareness amongst their families and siblings.
- Parents have become more involved in spreading awareness among their children and ensuring they adhere to proper traffic safety while crossing roads.
- Students and teachers have led their own initiatives, such as helping students cross the roads before and after school, and have taken an interest in traffic awareness and safety beyond the project requirements.



## KAFA Youth

KAFA Youth is a project that includes students from eight universities around the country who are empowered to develop initiatives that enhance traffic-related behavior change in their communities.

### Achievements

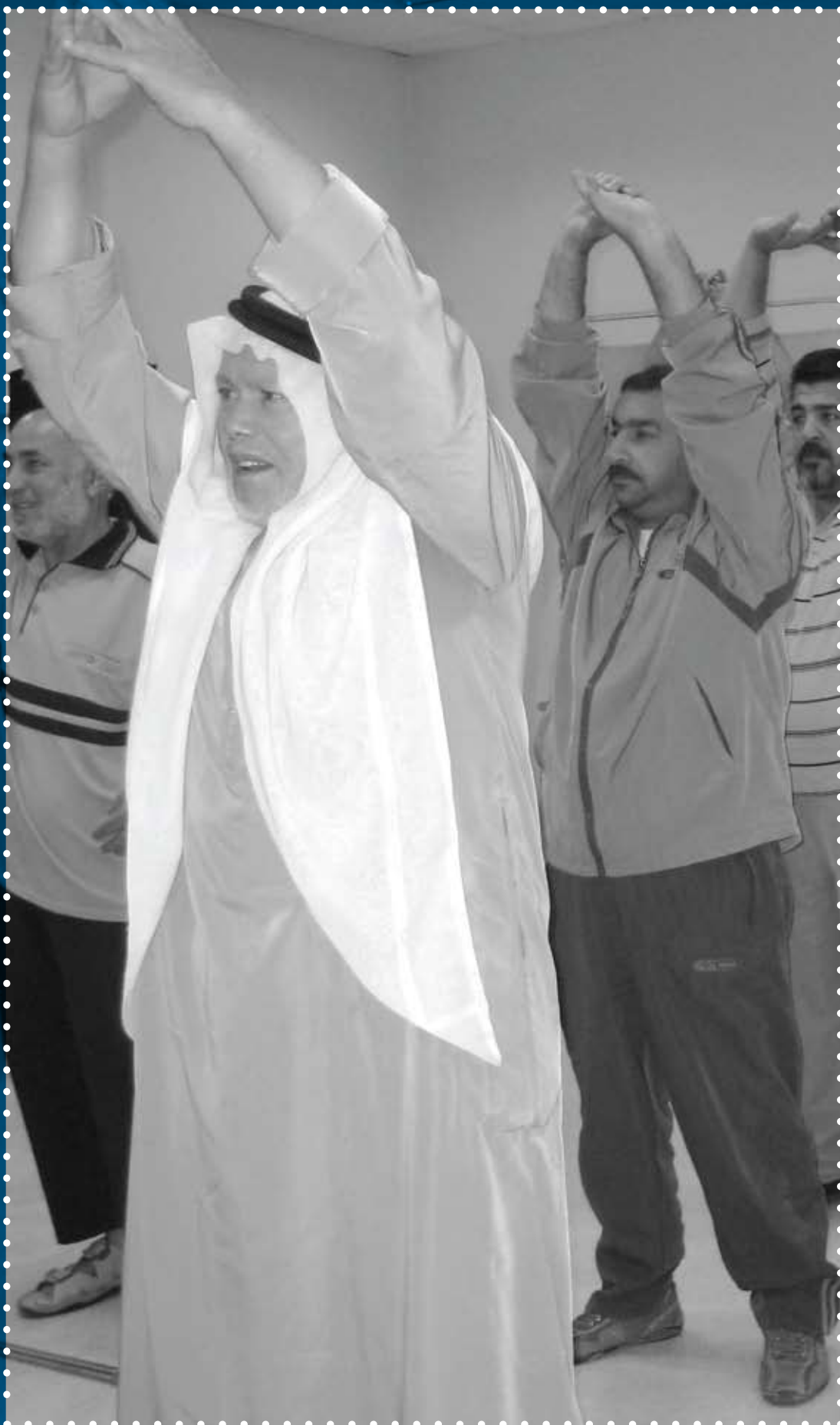
- The King Abdullah Fund for Development nominated a group of 50 university students to act as ambassadors
- A training workshop was conducted to train ambassadors on presentation skills, conducting needs assessment and the development of an action plan.
- Awareness campaigns were conducted in universities, malls, bus stops, and other public spaces. Activities included distributing posters and brochures and screening KAFA media clips.
- Conferences were held in various universities to present action plans, achievements and future plans.
- The ambassadors were evaluated on their achievements and the number of activities conducted.
- A ceremony for participating universities and students was held under the patronage of the Central Traffic Department.

### Impacts

- Increased awareness about Jordanian traffic laws amongst university students.
- Empowered youth, who took part in the national network of youth volunteers, to advocate for safe behaviors amongst their peers and communities.
- Improved knowledge in regard to safety procedures on the roads.
- Improved communication skills amongst the ambassadors; as they learned how to effectively communicate with other individuals and groups.







## Global Micro-Clinic Project (GMCP)

Global Micro-Clinic Project (GMCP) is a community-based health program that seeks to empower people to prevent and manage diabetes. The project works through the creation of micro-clinics.

### Achievements

- 290 Micro-Clinics were formed in two areas (Jabal Al-Naser and Ain Al-Basha), with a total number of 756 diabetic and pre-diabetic participants.
- Each Micro-Clinic consists of 2-5 members forming a "Support Group". This encourages patients to assist one another in regular exercise, diet plan maintenance and continuous monitoring of glucose levels.
- Patients are provided with information on different aspects of diabetes, including complications of diabetes, the importance of periodical blood glucose tests, diabetic foot care, oral medications and insulin administration, and healthy diet.
- A dietician established a nutrition plan for each patient depending on their BMI.
- Social activities take place to celebrate and award participants by distributing prizes to those who reached normal HbA1c levels.
- Due to the success of the first phase of the GMCP program, the International Diabetes Federation provided a grant to expand the project to other 3 communities in Jordan.

### Impacts

- There was a 62.9% improvement in HbA1c levels for participants.
- 25.3% of the patients reached normal levels of HbA1c.
- 71.3% of patients were able to lose weight.
- The majority of patients reported maintaining a healthy diet, increased their physical activity levels and took daily walks.
- Improvement in knowledge about the different aspects of diabetes.
- Patients were able to share the awareness of diabetes with their neighbors, families and friends.
- The Health Center team improved their communication skills with patients.



## Think First

Think First is an injury prevention program that was originally developed in Canada and the United States. The program aims to adopt educational material and techniques that encourage young people to embrace safer behavior and practices while developing skills in problem solving, critical thinking and analysis to help them make safe decisions. The project targets school students between grades KG to 7.

### Achievements

- E-lessons and printed material have been developed for students in grades KG to 7. Material includes a student activity book, teacher's guide and a parent's kit.
- Training for project core team at the MOE, including teachers and supervisors, was conducted.
- The pilot program was launched, and feedback was received from parents, teachers and students.
- The program will be ready to roll-out during the 2010 – 2011 academic year.

### Impacts

The program is being piloted this year. Impacts will be demonstrated in 2010.





## National Health Campaign (NHC)

National Health Campaign (NHC) is a media campaign that targets the local communities, aiming at raising awareness of several health related issues. Health messages are delivered through all media vehicles, using cartoon characters to spread the messages. The plot consists of a dialog among members of an imaginary Jordanian family; Abu Saleem family. The health messages are communicated through dialog among the characters, and are summarized by the character of the doctor.



عيلة

أبو سالم

### Achievements

- 12 health topics were chosen in accordance with the national health priorities identified by Ministry of Health and World Health Organization.
- One topic is broadcasted a month, with one health tip per week through various media outlets.
- Media vehicles include TV and radio spots, flyers, comic strips, and newspaper articles.

### Impacts

- A market survey was conducted to assess the impact of the campaign, and the study showed that:
  - 90% of participants agreed that the campaign made them want to adopt healthier behaviors.
  - 96% of participants liked the characters the messages and the dialogue.
  - 86% of participants felt that the campaign is relevant to them.
  - 81% of the participants considered the campaign as a unique one.
- A high recognition of the project has been achieved; where interviews with various TV and radio channels have taken place.
- The success that was gained through the Abu Saleem campaign led many private and public organizations to approach RHAS to conduct lectures on various health topics.



## Board Members

### Board of Trustees:

- Her Majesty Queen Rania Al Abdullah, Chairperson.
- Dr. Rami Farraj, Vice Chairperson. The private physician of His Majesty King Abdullah II.
- H.E Eng. Said Darwazeh, Chief Executive Officer – Al-Hikma.
- Dr. Issam Sakit, Consultant Obs. And Gynecology.
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- Dr. Nasri Houry, Consultant Neurosurgeon Director, Palestine Hospital.
- H.E. Sima Bahous, Deputy Secretary General for Social Development in the Arab League.
- Mr. Ali Bilbesi, Managing Director, Associated Services Agencies.

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- Dr. Rami Farraj, Chairman of Board of Directors.
- H.E Eng. Said Darwazeh, Vice President of Board of Directors.
- Dr. Issam Al Saket, Secretary of Board of Directors.
- Ms. Lina Hundaileh, Treasurer of Board of Directors.
- Mr. Mustafa Tabbal, Member of Board of Directors.



## Partnerships

**One of the major pillars of RHAS' strategy is to foster local and international partnerships with the aim of joining efforts and building on other experiences in order to maximize impact and expand outreach. In this regard,**

- RHAS has signed a Memorandum of Understanding with WHO, in order to raise the Jordanian's community's awareness on priority health issues in Jordan.
- RHAS and Safe Kids Worldwide signed a Member Country Agreement, whereby RHAS has become the Jordanian chapter for Safe Kids. Both parties agreed to carry out projects within a comprehensive agenda in the area of preventative accidental childhood injury.
- RHAS and the Jordan Health Communication Partnership (JHCP)/Johns Hopkins University signed a Memorandum of Understanding, which aims at adopting JHCP's model of a Healthy Competent School and develop it with the aim of strengthening schools' capacity as a health setting for living, learning and working.
- RHAS is a strategic partner of the Madrasati Initiative, whereby RHAS conducts health awareness programs in schools under the Madrasati umbrella.
- RHAS and the Public Security Department signed a memorandum of understanding in which both parties agreed to undertake projects within a comprehensive framework in the area of traffic awareness.
- RHAS and All Jordan Youth Commission (AJYC) signed a Memorandum of Understanding, in which the AJYC will provide RHAS with the needed location and / or volunteers in order to conduct various health awareness workshops or activities.
- RHAS has signed a Memorandum of Understanding with 8 Jordanian Universities to implement the Health and Traffic Awareness.
- RHAS has signed a Memorandum of Understanding with Jordan Engineers Association whereby the Association is to deliver traffic awareness messages to all its members and will allocate a space in its website for Traffic Awareness messages.
- RHAS has signed a Memorandum of Understanding with the Agricultural Engineering Association whereby the Association has to publish electronic traffic awareness messages to all its members.
- RHAS is a committee member of the Global Anti Tobacco Day in Jordan, organized by the Anti Tobacco Department at the Ministry of Health.
- RHAS is a member of the National Steering Committee for Traffic Safety, headed by the Prime Minister.
- RHAS is a board member of Sesame Street; an educational program that aims to raise awareness on health and safety issues amongst children.
- RHAS is a member at the International Inspiration sports program at the British Council, the program aims to engage and inspire youth through sport.

## Our Partners

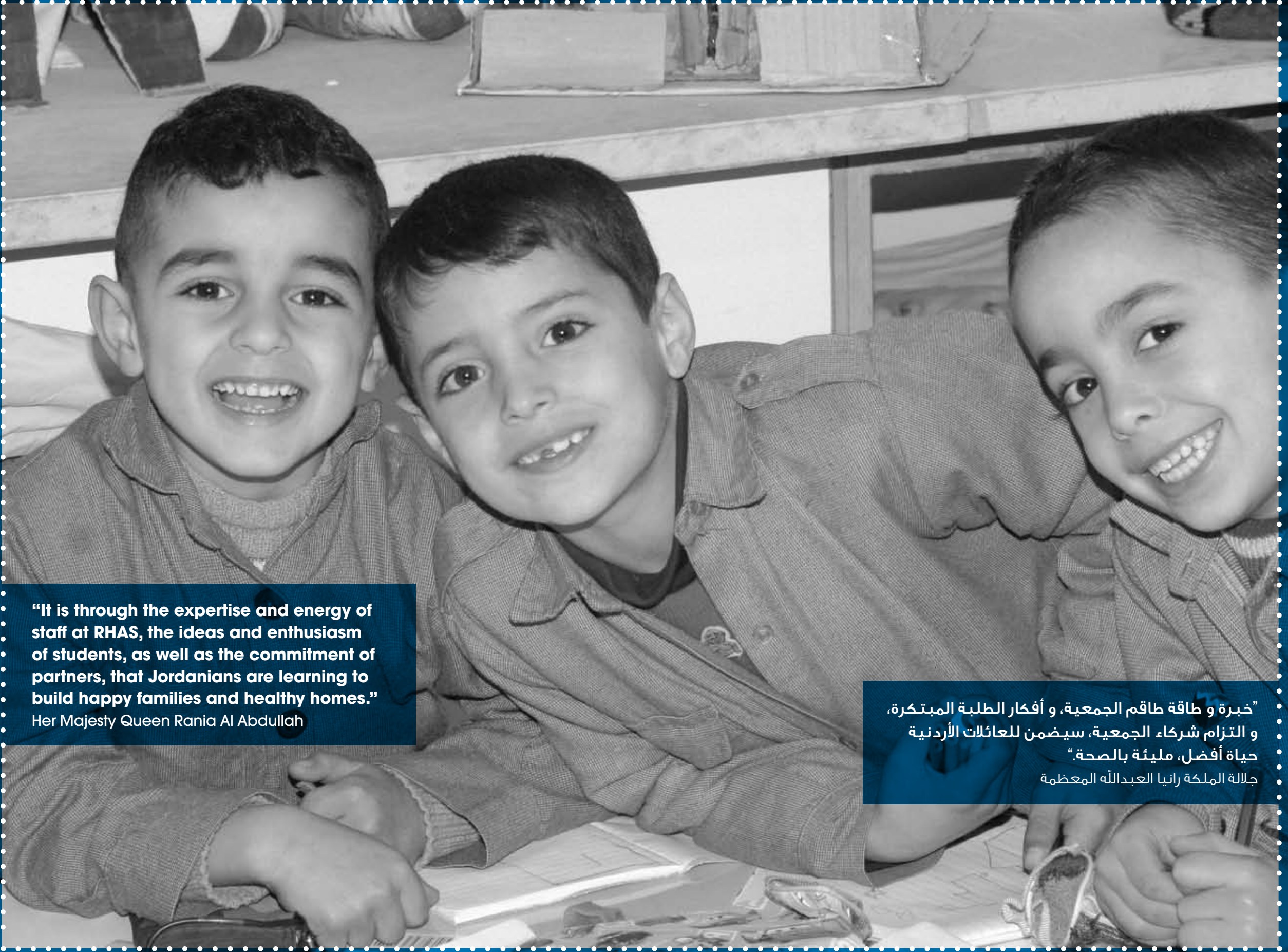
### Partners

Academy for Educational Development  
 Al-Bayt University  
 Al-Ahliyya Amman University  
 British Council  
 Central Traffic Department  
 Ein Al Basha Medical Center  
 Euro Arab Insurance  
 Ferring Pharmaceuticals  
 German Embassy  
 GMCP – Global Micro Clinic Project  
 Greater Amman Municipality  
 Hashemite University  
 Jabal Al Nasser Medical Center  
 Johns Hopkins University  
 Jordan Education Initiative  
 Jordan Football Association  
 Jordan Health Communication Partnership (JHCP)  
 Jordan Insurance Commission  
 Jordan Olympic Committee  
 King Abdullah II Fund For Development  
 Lina Creative & Development Group  
 Madrasati Initiative  
 Ministry of Education  
 Ministry of Health  
 Ministry of Interior  
 Ministry of Public Works  
 Mutah University  
 Nasser Ladies Society  
 Palestine Hospital  
 Philadelphia University  
 President Challenge Award  
 Prevention Routiere International  
 Public Security Directorate  
 Queen Rania Family and Child Center  
 Queen Rania Park  
 Roche Diagnostics  
 Safe kids International  
 The Children's Museum Jordan  
 The Jordan Federation for School Sport  
 The International Diabetes Federation  
 University of Jordan  
 University of Science and Technology  
 USAID  
 World Diabetes Foundation  
 World Health Organization  
 Yarmouk University

### Media Partners:

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 Jordan Times  
 Jordan TV  
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 Khaberni  
 Layalina Magazine  
 Living Well  
 Luxury Magazine  
 Mood  
 Nourmina  
 Petra News Agency  
 Play FM  
 PICASSO  
 Rotana  
 Sawt Al Ghad  
 Sawt Al Madina  
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**“It is through the expertise and energy of staff at RHAS, the ideas and enthusiasm of students, as well as the commitment of partners, that Jordanians are learning to build happy families and healthy homes.”**

Her Majesty Queen Rania Al Abdullah

“خبرة و طاقة طاقم الجمعية، و أفكار الطلبة المبتكرة،  
و التزام شركاء الجمعية، سيضمن للعائلات الأردنية  
حياة أفضل، مليئة بالصحة.”  
جلالة الملكة رانيا العبدالله المعظمة