



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society



ANNUAL REPORT 2020

A YEAR OF RESILIENCE



The Royal Health Awareness Society is Jordan's guide and conscience when it comes to **our health**. 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
Chairperson

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MESSAGE FROM THE DIRECTOR GENERAL

Sharing with you the Annual Report of 2020, gives me a different sense of gratitude and achievement. When I reflect on a year that was exceptional on all fronts, I feel truly proud of how the Royal Health Awareness Society was able to deliver on its mandate in supporting Jordan's health, amidst the most difficult of times, and the mounting challenges faced due to the COVID19 pandemic. This would have surely not been possible without the resilience of the people who believe in RHAS and its pivotal role in raising awareness and changing health behaviors. Starting from the vision and support of our Chairperson, Her Majesty Queen Rania, to the hardworking team, our partners, board members, and volunteers.

The challenges of the past year have been different in magnitude and nature, but the drive, passion and belief in our mission have also grown greater. We have lost a colleague, and many of us lost a parent, a relative or a friend. It has not been easy. It is with our solidarity, our team spirit, our commitment towards the greater change that we can do together, that we were able to march on. Our cooperative partners who lent us various forms of support enabled us to reach people in Jordan with life-saving health awareness and information regardless of where they are, or of lockdowns and restricting mobility. The work of RHAS at community level, continued to find its way through to the people it serves. We were more determined than ever to achieve, embrace the new demands and the 'new normal' with solutions, innovation, and capabilities.

In 2020, RHAS was at the forefront of the COVID19 response, shoulder to shoulder with the Ministry of Health and multinational partners to launch national risk communication and social behavior change campaigns to prevent the spread of the pandemic, fight infodemics, and increase the uptake of vaccines. RHAS with the support of its partners was able to distribute personal protective equipment to healthcare providers, NCDs patients and school aged children.

Moreover, our efforts focused on community engagement activities, and targeting vulnerable and at-risk groups who may suffer severe symptoms if they contract the virus, as well as specific messaging to tackle mental health issues resulting from the pandemic.

As business was 'not' as usual, and as nearly every aspect of RHAS operations had to adapt and change, we managed to adjust the modus operandi of our programs to ensure continuous reach and service. The Healthy Schools programs materials and training were using various IT solutions, multimedia, and social media platforms to reach the teachers, parents and students. We had at least 102 schools joining the Healthy Schools Program, and more than 550 teachers and principals received training on the accreditation criteria and health education including new prevention protocols related to COVID19.

That is not all; due to the fact that NCDs prevention and management is a long-standing priority for RHAS, online sessions and phone calls were conducted by our Healthy Community Clinic team to reach over 5000 patients during lockdown. A partnership with Edraak (a large Arabic online learning platform) was established to transform the way healthcare providers are trained on NCDs management, and another with Al Tibbi (a large teleconsultation provider) to better provide online counseling for patient centered lifestyle modifications and follow up on their progress.

Our advocacy efforts and taking part in global events also continued online. We seized the opportunity of people having to walk more often to mark the World Diabetes Day through launching a walking challenge mobile application. We also focused much of our advocacy efforts towards tobacco control, where the ban of smoking in public spaces was included as one of the government's main criteria enabling any institution to re-open its doors to the public.

While we could not provide children with healthy meals through the Healthy Kitchen program, we managed together with the Ministry of Education and its partners to shed light on the negative impact of the disruption of school feeding on the food intake and dietary behaviors of children during lockdown.

Our team has also managed more than 500 calls with parents (mothers) and conducted mini tele-sessions on early childhood development and healthy parenting, while spaces within 6 health centers were equipped to start the offline sessions with parents when possible.

Our focus on youth continued with having multiple volunteering and capacity building opportunities for more than 1000 youth, to support in COVID19 prevention activities, and support community members in the online registration process to receive their vaccines. We are proud to have launched alongside the Ministry of Youth and our partners, the Youth Innovation Hub: an award for youth led, community-based solutions, to health issues that have been adversely impacted by the pandemic. We have also managed to establish our second youth friendly clinic in one of Jordan's largest universities, providing health education on campus with a focus on reproductive health and GBV.

For the coming year, we will continue to navigate through the pandemic, and find the best ways to respond to the priorities of the coming phase, whether it be focusing on vaccination campaigns, continuing to build our capacity in risk communications, and making our services more accessible through IT innovation. The pandemic gave us the opportunity to revamp our internal systems and invest inwards in our infrastructure to meet the pressing demands. We intend to continue to proactively adjust our programs and projects plans, to ensure their successful implementation on the ground. The programs in the year of 2021 are designed to tackle issues of mental health, Type1 Diabetes, integration of NCDs within humanitarian response, SRH education, positive parenting, mother and child health and nutrition.

Partnerships remain a core element of our work, and without the generosity and support of our partners, we would not have been able to achieve much of what you are about to read in this report. Thus, on behalf of RHAS entire team, I want to extend our sincerest appreciation to our partners, donors, and supporters for choosing to continue and even expand their support, for choosing to walk the challenging road with us, and for taking part in our impact and co-created success.

Moreover, I am proud and humbled to have went through 2020 with an enormously passionate and resilient team. I am at awe for their tireless efforts that has always powered me to do more.

RHAS will continue to aspire and inspire, lead and serve, and transform challenging times into innovation and strength.

It is truly my pleasure to present you this exceptional annual report, dedicating it to our colleague Fares, our family members, friends and health workers who lost their lives fighting this pandemic. Wishing for better times and better health for all in the coming year.

Hanin Odeh

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RHAS IN A NUTSHELL



HOW WE MAKE A DIFFERENCE

Established in 2005 under the direction of Her Majesty Queen Rania Al-Abdullah, the Royal Health Awareness Society **creates community programs and health and safety awareness campaigns** for public health in partnership with public and private sectors, and civil society organizations.

RHAS's main goal is to improve health while promoting the power of Jordanians by **empowering the society** through acute understanding of a healthy lifestyle, and a behavior-change approach towards adopting it.

RHAS' community-based projects are implemented in accordance with the needs of the communities and revolve around the national health priorities.

VISION

Towards a healthy and safe Jordan.

MISSION

Empower the Jordanian community to adopt a healthy lifestyle through raising health awareness and enhancing an environment conducive to safe and healthy behaviors.

RHAS IN A NUTSHELL

OUR VALUES

Care
Voluntarism
Credibility
Equity
Cooperation



ASSERTIVE APPROACH

Offering preventative not curative services, coming from our firm belief that prevention is the best way to improve wellness and enable communities to live healthy.

Raising health awareness in local communities through planning programs that address national health priorities and meet beneficiaries' changing needs, while engaging the beneficiaries in the plan and implementation of health interventions.

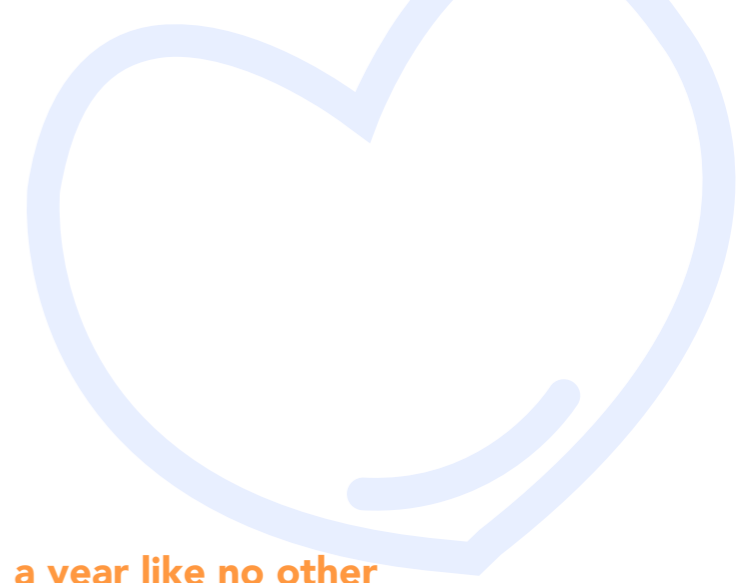
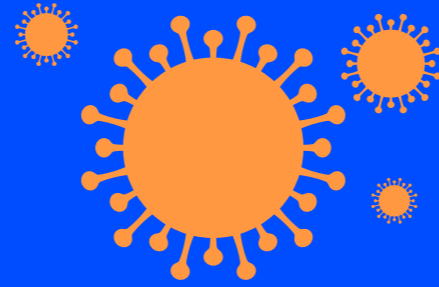
Building the capacities of beneficiaries to enable them to adopt healthy practices. RHAS works to build beneficiaries' experiences and practical skills so they can be agents of change in their communities, while strengthening existing systems through knowledge and skills transfer, to ensure sustainability and national roll out of its programs.

Improving beneficiaries' access to health knowledge, RHAS works to develop awareness material and tools on relevant health issues that build on best practice, yet are adapted and contextualized to suit the targeted communities.



Developing and implementing public health and safety awareness programs in partnership with public and private sectors, and civil society organizations. We strive to maintain open communication channels and sustain collaborative partnerships with renowned national, regional and international organizations in areas of grants development, and exchanging resources.

The governance structure of RHAS maintains high efficiency, transparency and audited reporting system to its various stakeholders. RHAS enjoys a strong monitoring and evaluation system with well defined outputs and indicators, supporting its data analysis and dissemination, and informing future decision-making regarding program development and implementation.



A Look Back into 2020

COVID-19 RESPONSE

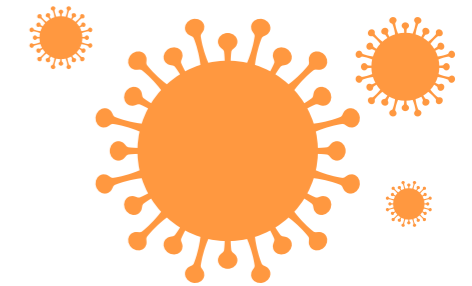


Action we took during a year like no other **AWARENESS PRODUCTS**

Interviews

8 Epidemiologist

1 Pediatrician



Videos

1 General Information

1 Myth Buster



COVID-19 RESPONSE

Articles and Blogs

24 Family Flavors

3 8 Blogs



Online Sessions

1 Sports

5 Nutrition



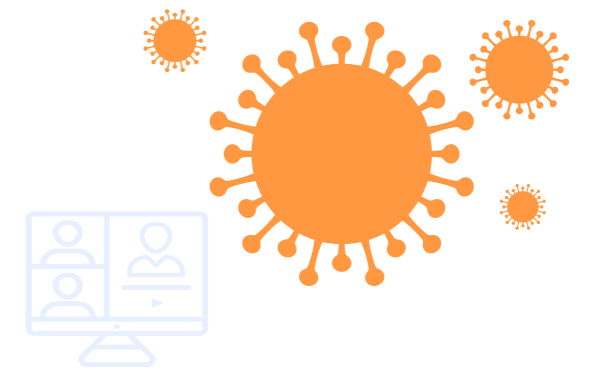
Action we took during a year like no other COVID-19 ONLINE TRAININGS

512

Trainees

25

Organizations



Official COVID-19 Website

www.corona.jo



3+ Million Visitors

COVID-19 RESPONSE

Application Development

Sehtak App

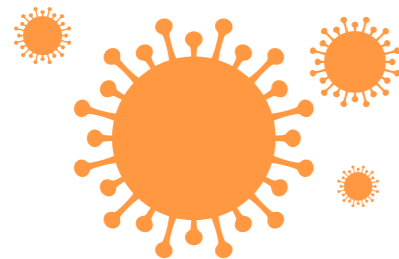
Key Features: Notifications, FAQ, COVID Updates, Guides, Video Bank
Partners: Ministry of Health, Jordan Paramedic Society.



Kazdoura App

An application that encourages physical activity and positive habits.

Kazdoura



AI Solutions

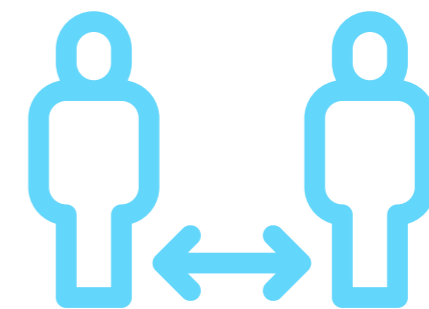
Whatsapp Number

General queries and information about COVID-19 (FAQs).



ChatBot

Developed in collaboration with Microsoft and the Centers for Disease Control and Prevention (CDC) to answer COVID-19 questions.



COVID-19 RESPONSE

Action we took during a year like no other NATIONAL CAMPAIGN FOR COVID-19 PREVENTION



The National Campaign for Coronavirus Awareness and Prevention; (Elak ou Feed) was launched in February 2020 by the Jordanian Ministry of Health and in partnership with the Royal Health Awareness Society, UNICEF, the World Health Organization and the National Council for Family Affairs.

Elak o Feed was launched as a response to the COVID-19 situation in Jordan to provide a strong base of reliable information.

The campaign aims to reduce COVID-19 risks on individuals, families, and society by enabling them to make sound decisions based on reliable information. It also strives to spread awareness and encourage proper and preventive behavior that helps limit the spread of the virus, in addition to promoting vaccination uptake.

Partners



Numbers and Action

56 Organizations shared the campaign.

155 Social Media pages and groups shared the campaign content.

285+

Awareness posts, since March 2020



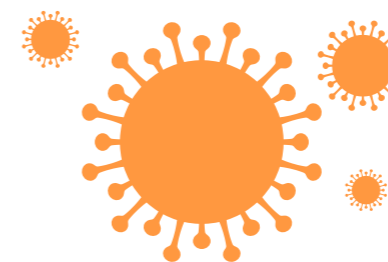
Channels

- Facebook
- Instagram
- Twitter
- Whatsapp
- SMS
- TV and Radio



Volunteers Engagement

10 Guides and Manuals



COVID-19 RESPONSE



111 Social Media influencers

4 TV stations

10 Radio stations

170 Screens

A plethora of Social Media posts were published, along with informative fact sheets and videos.

185 Focal points from different communities were trained on core information to disseminate to their communities and SMS messages were sent out to identified beneficiaries by UNICEF.

9 Trainings **185** Trainees



Elak ou Feed Value reached up to

1.17M

(in-Kind) based on Statics report.



Her Majesty Queen Rania's meeting with RHAS and Elak ou Feed partners.

A LOOK BACK INTO 2020

THE ASPIRATION

As we move towards the **“new norm”**, we seek to adjust to the new dynamic, both in terms of support and the way we operate. As a purpose-driven organization, our survival is crucial as **we serve the whole society** and its vulnerable people. We are hoping for full recovery from the crisis through hard work, experience, strategically-chosen partners, upgraded planning techniques, and a dedicated team.

THE INSPIRATION

It is time to adapt, and despite the pandemic, now is the right time to discover our demands and expectations in order to position our self for success in a constantly changing and adaptive environment.



THE ACCOMPLISHMENT

2020 has fundamentally changed the way we work, but despite a year like no other, we have showed determination through hard work and endured the unprecedented upheaval with an unwavering will.

- **We were immune to the virus.** In fact, we didn't only manage to survive, but we emerged stronger. As we worked tirelessly with several partners to produce resources, updates and educational material to keep everyone informed about the pandemic and current situation.
- **Despite the impact that the pandemic placed on our events and plans,** it was our highest priority to pursue different methods, and explore various options in order to meet our goals.
- **With the support of our partners,** we devoted our resources to help, educate, and save people throughout a harsh year.
- **We reimagined the organization** with a new norm, adjusted our programs and plans to save lives, jobs, and the society.



OUR PROGRAMS

Healthy Schools

WASH, SHINE, Youth Academy

Ajyal Salima

Generations Protected

Healthy Kitchen

Shababna

Healthy Community Clinic

The Community Health and Nutrition Project

Ahlan Simsim

شبابنا



HEALTHY SCHOOLS



THE PROJECT

Building a healthier society by educating the community, since 2008.

A national accreditation program implemented in collaboration with the Ministry of Health and the Ministry of Education.

Following national health standards, the program aims to create a healthy environment within schools, focusing on students' physical and social growth, and their academic performance.

The core of Healthy Schools Program focuses on public and preventive health education.

THE NUMBERS

Academic Year 2019/2020

102 Schools joined the Healthy Schools program on its two paths

76 on the Healthy Schools Path

26 on the Health-Promoting Schools path

1 private school

2 UNRWA Schools

5 Military schools.

HEALTHY SCHOOLS

155+
Health Teachers

102
Principals

Were trained from all participating schools, on **health standards**.

THE NUMBERS

First semester of 2020/2021 Academic Year

20 New schools joined the program
Bringing the **total of participating** schools on all levels to



122 Schools

305

Teachers & Principals of these schools were trained through **online workshops**.



ACHIEVEMENTS, GAINS, AND RESULTS

Gains through Hardships:

- The road to recovery is long and challenging amidst COVID-19 epidemic, but RHAS has long defined itself as a **society of determination**, the mindset helped RHAS adapt and adjust this program to befit the pandemic's requirements and precautionary measures by having a digital strategy through various online platforms in order to guarantee schools' plan implementation and engagement to reach the main objective "Towards Healthy and Safe Schools"; using Microsoft Team to share digital materials, engage schools, and connect with RHAS. In addition to using WhatsApp to provide technical support to teachers and principals and finally, creating an official Facebook group for the Healthy Schools, in order to deliver interactive messages according to the Program's strategy and the monthly thematic plan, for the teachers to share with their students.
- An official COVID-19 health protocol has been updated **in cooperation with the Ministry of Education**, which is the schools reference to keep its' community safe and healthy.
- The Healthy Messages Guide of the Program has been updated, and some were **digitized and shared** with the teachers through online platforms according to a monthly thematic plan.



HEALTHY SCHOOLS

During the online implementation phase of the Program, we noticed many creative ideas from our students and teachers in different governorates; some **recorded audio stories** and others **created cartoon videos** for educational content, and some schools supported talent such as **drawing** in order to provide artistic content to serve different age groups.

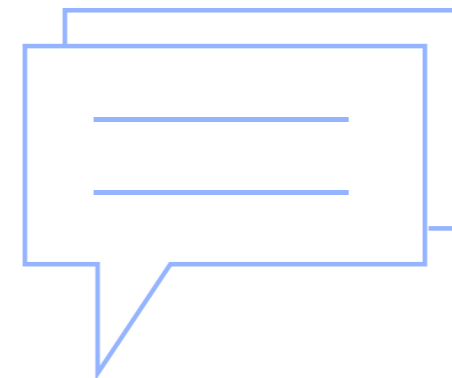


We noticed many creative ideas from our students and teachers



TESTIMONIALS

Teacher Fatheya AlKhawalda
Principal of Al Qadeseya Secondary School



This pandemic may have a negative impact on our work in the Healthy Schools program, and it has changed our plans... However, we do not deny that it had a positive impact on the program's content, as we are now looking for information more precisely, and we are keen to deliver it with interest. Moreover, we acquired better skills and expanded our cultural perception to cover the program's content accurately, and that made the work more fun, and information arrives with less time, effort, and cost as the use of papers is less than before.

Teacher Eman Shqairat
Principal of Hakama Secondary School

As our prophet Said (إذا قامت الساعة وفي يد أحدكم فسيلة فليغرسها), this is the hidden energy of every successful work, knowledge, and pursuit, despite difficult and harsh circumstances. By using various communication means; we gave our students health advices to enable them adjust and overcome the pandemic that has impacted the whole world.



HEALTHY SCHOOLS

WASH

Water, Sanitization, and Hygiene

Global WASH program provides expertise and interventions to save lives and reduce illness by improving global access to healthy and safe water, adequate sanitation, and improved hygiene.

RHAS implements WASH in partnership with UNICEF, the Ministry of Education and the Ministry of Health, encouraging good practices for hygiene and environmental awareness through raising student's awareness from all age groups. Mainly, regarding the importance of **personal hygiene, menstrual hygiene, and operation and maintenance in schools.**



The program aims to create environmental clubs in schools to enable students to participate in various activities in order to gain practical understanding of the environmental situation in Jordan, and to promote positive behaviors. The environmental topics include climate change, solid waste management, and water efficiency.

THE NUMBERS

2019-2020 Academic Year

16 Schools
from 10 MOE-
directorates in
middle and
north regions

Targeting

6,892
Students

2020-2021 Academic Year

WASH expanded to **25 new schools** from 7 MOE- directorates in middle and south regions, in addition to, **16 school's** who had already implemented the program.

TESTIMONIALS

Maram Badran
Principle at Al Yusra Primary Mixed School

This project was one of the programs that influenced the students, which reflected on the school's cleanness. And schools staff perceived the change.

Shomoukh AlJbour
Student at Al Faisalyah Primary Mixed School

A very nice project that had a great impact on facilities, specially on the availability of soap and toilet paper.

HEALTHY SCHOOLS

SHINE



In partnership with the University of Liverpool, WHO, Ministry of Education and Ministry of Health. RHAS implements SHINE in order to strengthen the protection factors for students, **and enhance their mental health.**

Furthermore, SHINE helps in early detection of students suffering from mental health problems, along with changing their school experience in order to improve their academic achievement, increase satisfaction, and strengthen their relationship with teachers in addition to teaching students to express themselves and participate in social activities in schools, which enhances their bonding, social belonging and self-confidence.

THE NUMBERS

2

Schools were selected to implement the program in its **pilot version**



ACHIEVEMENTS, GAINS, AND RESULTS

SHINE has been adapted to address implementation challenges

Program materials were modified and adapted to the Jordanian context by the program's technical committee from the Ministry of Education and the Ministry of Health.

YOUTH ACADEMY

This Program aims to motivate, **empower, and support students** (15-17 years).

As RHAS works hard to impact vulnerable youth, this program is a great solution as it offers protective factors against isolation, failing at school, lack of motivation, use of drugs and alcohol and other destructive behavior by **strengthening self-esteem**, integration, inclusion, and empathy.

Youth Academy includes various life-skill sessions; (communication skills, conflict resolution, decision making, self-esteem, time management and CV writing), parent's sessions, career inspirational sessions, and developing initiatives by students to support their schools with tools and equipment needed to facilitate the implementation of activities.



HEALTHY SCHOOLS

THE NUMBERS

2 Schools in pilot version

250

Students from the 10th and 11th grades

ACHIEVEMENTS, GAINS, AND RESULTS

- **Materials were modified** and adapted by the Mentor Arabia Foundation in accordance with the current circumstances along with career inspirational sessions implementation by many specialists from different scientific backgrounds and professionals, and student initiatives were supported and implemented in participating schools.
- A knowledge and attitude survey was collected, and 3 FGDs were conducted and found that **75.5% of students** had better awareness of job and educational opportunities, decision-making competence, communication skills, improved self-esteem, and learned to form more relationships with friends and/or teachers. In addition to the high reported satisfaction level of the program during the FGDs among students, parents, and teachers.

75.5% of students had better awareness of job and educational opportunities

TESTIMONIALS

Ghaith Al Zubi
Counselor at Ibn Al Ameer Secondary School for Boys

The program has a good impact on students in making decisions and conflict resolutions. Students and parents' interaction was great, especially that the sessions were virtual.

Noor Al Din Mohammad
Student at Ibn Al Ameer Secondary School for Boys

This project was very helpful to learn many life skills especially in senior year, as we need a practical experience to be part of our knowledge.





AJYAL SALIMA



THE PROJECT

The wellbeing of the students of Jordan is our number one priority.

An interactive program, launched in 2010 in collaboration with Nestle, and the American University of Beirut to raise awareness among students aged 9-11 years on healthy habits and healthy food choices.

THE NUMBERS

Academic Year 2019/2020



50 New healthy schools were included

Targeting **21,500+**
Students around Jordan

180 Teachers received training on the program's lessons and activity implementation

GENERATIONS PROTECTED



THE PROJECT

A program with one goal; developing life skills and awareness that will help in breaking the intergenerational cycle of addiction.

In collaboration with the Ministry of Education, the Ministry of Health, and the Anti-Narcotics Department, and in partnership with Mentor Arabia, youth organization, and other relevant NGOs, RHAS implements the "Generations Protected" (Tahseen) initiative **with an unwavering will** to contribute to the healthy upbringing of future generation.

Working with an interactive and a participatory approach; The program's policy is **to build youth capacity** on social and life skills and motivate them to engage in productive activities in addition to raising their awareness and their parents' awareness towards harmful effects of addiction to smoking and drugs.



مبادرة تحصين
شبابنا أقوى

(Tahseen) initiative with an unwavering will to contribute to the healthy upbringing of future generation

GENERATIONS PROTECTED

THE NUMBERS

25 Educators from the Ministry of Youth were selected and trained to give sessions for their peers in **13** Directorates around Jordan

The training knowledge survey was collected and found that **68%** of educators had improved their knowledge of the topics covered in the training.



ACHIEVEMENTS, GAINS, AND RESULTS

The three main programs under Tahseen initiative for children, adolescents, and youth:

Unplugged Program

12 curricular and extracurricular sessions for adolescents in 7th-8th grades and 3 sessions for parents, conducted by trained counselors from the Ministry of Education.

The sessions focus on building adolescent's capacity in social and life skills such as: self-confidence, enhance their self-esteem and ability to handle peer pressure.

Anti-Smoking Ambassadors program

An interactive extracurricular activity for students in 4th - 6th grades which includes: drawing, drama and games in order to increase their awareness towards the harmful effects of smoking. Our efforts will not stop until we influence the youth and attain a culture where all young people reject smoking in all its forms.

Y-peer Program

A program that targets youth; 18+ years. Focusing on peer-to-peer education model through empowering youth educators on raising peers awareness on harmful effects of substance abuse, and building their social and life skills to prevent risky behaviors.

Program material was modified and adapted by the Mentor Arabia Foundation, to be implemented remotely and interactively in sync with the current circumstances.

HEALTHY KITCHEN



THE PROJECT

Providing valuable assistance, and working hard on ongoing campaigns for healthier food options.

Launched in 2015 in partnership with the World Food Program (WFP), and in collaboration with the Ministry of Education (MOE), Ministry of Health (MOH).

Healthy Kitchen aims to provide healthy and nutritious food alternatives in the form of fresh meals for students in public schools by linking schools to productive kitchens located in community-based organizations (CBOs), who in return provide healthy meals to surrounding schools.

The project also raises health and nutrition awareness, encourages healthier eating habits and hygiene and self-care by providing comprehensive nutrition information and educational tools within school communities.

THE NUMBERS

57,000 Students benefitted from the program's fresh healthy meals.

285 Schools linked to 11 community-based kitchens in 7 governorates.

GENERATIONS PROTECTED

THE NUMBERS

325 Jobs were created in local community, mainly for women who received trainings on the Healthy Kitchen operations, and meal production standards.



FINDINGS

- 5 FGDs were conducted on 5 students from 5 schools in different locations to test food quality to find out that meals components were desirable by students.
- A survey was conducted for Healthy Kitchen Parents during school suspension in light of COVID-19 pandemic found out:

81% of parents depended on Healthy Kitchen's healthy meal to provide daily nutritional needs for their children, especially fruits.

50% reported that their children stopped consuming enough fruits after they stopped receiving healthy meals.

TESTIMONIALS

Nayef Al Oshoush
Principal of FIFA Secondary School for Boys – Aghwar Janobiah (Al-Karak).

Healthy kitchen meals have many positive effects on society. Such as; providing poor students with healthy meals, and spreading equality and motivation among students through eating Healthy Kitchen meals.

Emad Al Rashaydah
Al-Joufeh Secondary School for Boys Shuneh Janobiah (Balqa').

Providing students with Healthy Kitchen meals positively affected their mental activity, also reduced parents' expenses because students tended to save their daily allowance.

SHABABNA

شبابنا



THE PROJECT

Serving as a local resource to improve health care through practice improvement, education, and community engagement.

Shababna Program "Youth for Health" **rationale** is to raise awareness about Adolescents and Youth Sexual Reproductive Health, and to motivate young people to adopt and employ safe and healthy behaviors, and contribute to the development of health policies.

Shababna focuses on six main components:

- 1** Establishing a national network of young Jordanian volunteers to implement youth-led initiatives.
- 2** Establishing Youth Friendly Health Clinics in universities.
- 3** Educating school students in grades 5-10 about Adolescence Developmental Characteristics.

THE NUMBERS

115 Active Shababna
volunteers



55 Volunteers were recruited and attended a capacity building workshop on zero-cost initiatives and training on Youth Reproductive Health from 6 universities

SHABABNA

شبابنا

6,600+

Students implemented six online health-based initiatives.

4 Educating the youth in universities and colleges around Jordan about reproductive health.

THE NUMBERS

36

Faculty members from 6 universities and colleges attended an intensive training on interactive learning methods and the Health Promotion (HP) and Reproductive Health courses interactive toolkit.

7,749

Students attended Reproductive Health (RH) and Health Promotion (HP) elective courses during 2020.

30

Shabana members took a special training that educates them to conduct health sessions for their peers in universities and communities.



The training knowledge survey showed that 26.5% of trainees improved their knowledge in the topics covered by the training.

5 Building the capacity of health care providers through the Healthy Community Clinics Program to educate parents about Adolescents Sexual Reproductive Health.

6 Conducting trainings for nursing graduates, focusing on Adolescents Sexual Reproductive Health through the Continuous Professional Development Program in partnership with the Jordan Nursing Council.



SHABABNA

شبابنا



THE NUMBERS

In collaboration with the Ministry of Health

385 Parents attended 10 sessions on Adolescents Sexual and Reproductive Health conducted by trained health care providers from 8 Healthy Community Clinics.

264 Phone counseling sessions were conducted



93 Nurses and future health providers were trained by RHAS and Jordan Nursing Council.



4 Training courses were conducted by RHAS for Youth Coordinators at the Ministry of Youth on COVID-19, NCDs, Reproductive Health, Healthy Life Styles, and Life Skills.

2,791 were reached through awareness sessions held by coordinators in all governorates.



2M Parents were reached on 5 key messages; Puberty, Body Image, Gender-Based Violence, Cyber Harassment and Expressing Opinions, as part of the Parent-Child Sexual Health Dialogue campaign.

SHABABNA

شبابنا

ACHIEVEMENTS,
GAINS, AND RESULTS

- RHAS launched the **Youth Innovation Forum** which focused on generating innovative ideas on fighting COVID-19 in the fields of Mental Health, Reproductive Health, NCDs, Healthy Life Styles and COVID-19 Preventative Measures. The top three winners received an award of 12000 JOD to help implement their ideas.
- **A manual on the Adolescents Developmental Characteristics** for school students aged 10-15 years old was developed by a steering committee which consists of MoH, MoE, JU, UNFPA and RHAS. The manual will be piloted in 20 schools in 2021 by trained school counselors.
- **A Youth Friendly Health Clinic was established and fully equipped** in the Hashemite University, funded by the UNFPA with the aim to introduce interactive Youth Reproductive Health related sessions in addition to one-to-one counseling sessions for the university students.
- A Policy Brief was developed on Comprehensive Sexuality Education and Youth/ Adolescents Friendly Services after a series of webinars with local and regional experts and institutions, whereby an upcoming meeting will be arranged to discuss this further.



TESTIMONIALS

Lana Hamdan
Student at Al Zaytouneh University

When I enrolled, I did not expect when the Health Promotion course to expand my knowledge about some aspects related to reproductive health, and that helped me notice hormones irregularities that affect reproductive health, which improved my health.

Majd Krishan
A mother - Maan Governorate

When I heard from my daughter about a session on reproductive health I thought that there will be topics that are taboos or do not match our traditions and become an eye opener for our children, but when I attended the session with my daughter, I was impressed and wondered how no one has ever talked to us about such important information derived from our personal experiences.

HEALTHY COMMUNITY CLINIC



THE PROJECT

A clinic that connects to build.

HCC is a community-based MoH health program **launched in 2011**. The program seeks to build capacity in health centers to provide better preventative services in order to lower the incidence of chronic diseases, and reduce future complications.

HCC provides Interactive sessions to address health topics, such as cardiovascular disease, diabetes, blood pressure, asthma, allergies, reproductive health, obesity, the importance of healthy diet, physical activity and smoking.

THE NUMBERS

15,000

Beneficiaries were provided with chronic management packages via tele-consultations in partnership with Altibbi.

5,048

Beneficiaries were reachable during lockdown, as they joined 70 Whatsapp groups during the coronavirus outbreak.

232

MoH staff were trained on the HCC materials.



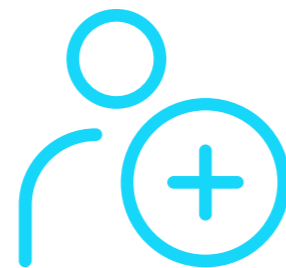
HEALTHY COMMUNITY CLINIC

THE NUMBERS

87 Online sessions were conducted for HCC team via Zoom applications to tackle NCDs and the pandemic.

78 People benefited from counseling sessions by RHAS nutritionists via phone calls.

5,421 Beneficiaries were reached through phone calls.



ACHIEVEMENTS, GAINS, AND RESULTS

Content digitalization, RHAS initiated the process of digitalization HCC materials through its partnership with Edraak to create massive open online courses to be launched on **Edraak platform**.

THE INSPIRATION

Wisal Ahmed, 53 years old, is **one of the beneficiaries of the Health Community Clinic** in Ain Al-Basha Health Center. She suffers from high blood sugar, obesity, and joints friction because of the extra weight.

Wisal has decided to contact an employee of the Royal Health Awareness Society to obtain a diet that suits her health condition and helps her lose weight.

Wisal was very interested in knowing the basics of following a healthy diet, as she repeatedly asked questions about low-fat food and how to cook and eat clean. Over the period of two months, **Wisal lost six kilograms**, and her daily consumption of vegetables improved as she indicated that salad had become an essential part of the dining table. She also **stopped eating fast and fat-rich foods**, and the results of the fasting sugar test showed great regularity and improvement.

A nutritionist at the Royal Health Awareness Society spoke with Wisal about **the importance of practicing physical activity to achieve better results**, specially in her case. After consulting the doctor, it was suggested to swim, and Wisal did commit to swimming once a week, which helped improve her fasting sugar readings, and it also helped her lose weight.



COMMUNITY HEALTH & NUTRITION



THE PROJECT

Dedicated to improving nutrition status in Jordan.

With the Community Health and Nutrition project (CHN), USAID/Jordan aims to improve the nutritional status of children under five and pregnant and lactating women (PLW) in specific areas.

CHN focuses on fulfilling this goal by achieving measurable improvement in infants and young children feeding practices (IYCF), optimal child spacing through postpartum family planning (PPFP) and continuation of modern contraception methods (MCM), and **improved family dietary practices.**

Moreover, CHN community outreach expertise were key to the Ministry of Health efforts during the pandemic to prevent the spread of COVID-19 through social messages. The national TV and radio campaign; (I Protect Them) focused on the proper way to wear a mask, physical distancing, avoiding social gatherings, and promoting social norms for social occasions.

THE NUMBERS

10 Ministries were engaged and joined national efforts for combating COVID-19

COMMUNITY HEALTH & NUTRITION



ACHIEVEMENTS, GAINS, AND RESULTS

The Community Health and Nutrition Project Supported the Ministry of Health (MoH) and Health Communication and Awareness Directorate (HCAD), worked to fulfill national needs to control the Covid-19 pandemic and reduce transmission through an effective **Social Behavior Change Campaign**, influencing behavior and change, by adopting precautionary practices.

Main campaign messages:

- Emphasizing the importance of committing to precautionary measures; wearing a mask, physical distancing , and avoiding gatherings.
- Emphasizing the importance of getting the right information from trusted and reliable sources.



- Stressing on the fact that adhering to precautionary measures protects you and your beloved ones, saves the economy and saves jobs.
- Correcting misconceptions, and fighting rumors.
- Promoting supportive social norms to adopt preventive measures.



THE INSPIRATION

“I protect them campaign” was a **great success story**, as it has been recognized as a unique national Covid-19 campaign that reflected on social behavior.

The **emotional** factor contributed to the uniqueness of the campaign, with its **main slogan**; “keep your beloved ones in mind” while performing daily activities. Creating an emotional itch to stay safe and most importantly keep their loved ones safe.



AHLAN SIMSIM

Early Childhood Development Program



THE PROJECT

Early Childhood Development Program.

This Program is implemented in collaboration with the **International Rescue Committee (IRC)**, it aims to promote early learning and well-being for children (aged 3-8) by encouraging fun and responsive interaction between parents and their children, improving parents' stress management skills, positive parenting practices, and strategies to support the physical, social-emotional, and **cognitive development of young children.**

THE NUMBERS

6 Health centers' rooms were furnished to be used for Ahlan SimSim face to face sessions.

790 Registered caregivers.

550 Total number of caregivers who finished all the sessions.



AHLAN SIMSIM



ACHIEVEMENTS, GAINS, AND RESULTS

- Volunteers were recruited and trained to do the registration and conduct the sessions with the caregivers.
- Volunteers knowledge about inclusion and gender equity improved by **23%** and **98.5%** of caregivers are satisfied with the program activities, and **100%** would recommend the program to their family and neighbors.

TESTIMONIALS

Taqwa Al-Hiari
A caregiver

I used to think that children don't feel the psychological pressure and the sadness that we as adults could feel. I didn't understand why my son, who is in the second grade, comes back from school sad, but after I had joined the Ahlan Simsim program, I learned that children feel pressure just like adults and we have to help them. This is what I did it with my children, after I learned the difference between pity and empathy, I began to practice empathy, and I noticed that my son started talking to me more and sharing his feeling, as he felt that I'm helping him during his difficult times.



Sanaa Adel
A caregiver

I never believed that my son, Mohammad, would ever learn how to manage his anger, at such a young age. But he did! Thank you for your help.

Sa'ada Al Qalqili
A volunteer

I feel that I am the one who is benefiting the most from the sessions; I need the positive energy that the caregivers give me. Witnessing the changes, they have made on their parenting job and how their relationships with their children have become more positive, is just refreshing and energizing.



ADVOCACY EFFORTS



2020 Advocacy Core

- Non-Communicable Diseases (NCDs) Prevention.
- Tobacco Control.
- Child and Adolescent Health.

TOWARDS A HEALTHY AND SAFE JORDAN



71

Advocacy Accomplishments

- RHAS was honored to receive the 2020 Award for prevention by the World Heart Federation for its efforts in preventing non-communicable diseases and heart disease.
- Marking World Breastfeeding Week, RHAS conducted several events and highlighted the stigma on discouraging breastfeeding continuation.
- In partnership with MoH and WHO, RHAS conducted online campaign on Tobacco and COVID-19 aiming to boost awareness around COVID-19 transmission methods especially those related to the use of tobacco, through various tools such as posts, videos, and live sessions.
- RHAS attended a number of national and international conferences and events that tackled NCD's:
 - The global NCD's Alliance Forum, Sharjah-UAE.
 - Wellness JO conference.
 - NCD Alliance Civil Society Briefing & Workshop in preparation for the 73rd World Health Assembly; discussed global advocacy and NCDs during COVID-19 policy response.
 - World Health Assembly (WHA 73) on COVID-19 response.



MEDIA AND COMMUNICATION

ANTI-TOBACCO CAMPAIGN

Taking part in WHO yearly celebration to raise awareness on the dangers of tobacco use. The campaign was held from 28/5/2020 – 13/6/2020. In order to talk about the harms of smoking with emphasis on COVID complication and implications on smokers, using awareness messages of shocking pictures along with facts about smoking, and how it makes people more vulnerable to COVID infection.

Numbers and Action

5 Awareness posts  **2** Videos

Shared widely on social media platforms and some on national TV.



1.5M

Views/Day on JRTV

1.5M

Views/Day on ROYA TV



Facebook posts on RHAS platform reached up to **1,152,491** people, with up to **28,607** engagement.



Instagram posts on RHAS platform reached up to **1,147** & **1,257** impressions, and engaged 51 people.



Tweets reached up to **15,501**, with up to **626** engagement.

4

Consecutive days of live interactive panel discussions, covering the link between COVID-19 and tobacco, ban on indoor smoking and shisha by law and as a preventive measure of COVID-19, protection from second-hand-smoking, and the general industry interference in Jordan.



MEDIA AND COMMUNICATION

WORLD HEART DAY

Cardiovascular diseases (CVDs) take the lives of 17.9 million people every year around the world, which makes 31% of all global deaths. Triggering these diseases – which manifest primarily as heart attacks and strokes – are tobacco use, unhealthy diet, physical inactivity and the harmful use of alcohol.

Through this project, RHAS has provided access to useful information and promoted healthy lifestyles in alignment with the current national COVID-19 response efforts.



NUMBERS AND ACTION

3 Live webinars were hosted on the occasion of World Heart Day, in the manner of Heart-to-Heart conversations with beneficiaries and experts from RHAS' network.

- RHAS celebrated the World Heart Day with a light show that took place at Amman Citadel, lighting it up in red along with the logo of WHF.
- A series of short videos were developed of people from Jordan defeating heart disease during COVID-19 pandemic outbreak with healthy practices and telling their stories to the public.
- 1 radio interview was conducted to raise awareness towards heart diseases in light of COVID. The interview estimated reach:

2% of the population **600K** on social media.

A series of social media posts were published with messages on how to prevent and manage heart disease, with an estimated reach of at least:

3,370 on every post.

MEDIA AND COMMUNICATION

YOUTH INNOVATION FORUM

Under the slogan "Health in the Light of Pandemics" The Third National Forum for Youth Entrepreneurs 2020 was launched to find pioneering projects to support the advancement of the national health level, and contributing to limit the effects of the COVID-19 pandemic, in addition to transforming the challenges into opportunities that support the efforts of government.



A special Boot Camp, consisted of:

- Market analysis and product's marketing.
- Developing entrepreneurial ideas.
- Building the business model.
- Financials and registration for startups.
- Pitching the projects.

NUMBERS AND ACTION

- Press release and social media coverage were conducted for competition announcement, criteria of participation, and links for submission.
- Short video for the criteria of participation and the deadline was produced and promoted on all SM channels
- Social media coverage plan was conducted to promote the competition.
- Radio interviews were conducted with the winners.
- Producing of short documentary video for the main achievements.



MEDIA AND COMMUNICATION

GGWCup

The **Global Goals World Cup (GGWCup)** is an alternative 5v5 global football tournament with alternative ideas to help people and the planet to flourish. GGWCup turned the United Nations 17 Global Goals into a sport and created the first women's activist football tournament.

The teams qualify to play in the GGWCup by advocating for one of the 17 Global Goals.

To join the Global Goals World Cup, the **World Food Programme (WFP)** and the Royal Health Awareness Society (RHAS) embarked on forming a joint team, and decided to play for the one of the 17 UN Global Goals, specifically Sustainable Development Goal (SDG) 2, 'Zero Hunger' to play and take action.



NUMBERS AND ACTION

- WFP and RHAS formed a joint team together with (MOE) and Madaba Healthy Kitchen; **Fruit Bowl**, to provoke debate and inspire positive, meaningful change in the way food is perceived, accessed, prepared, and consumed.
- Engaging Syrian Refugee Children, by selecting children to participate in a football match and other activities with the Fruit Bowl team to foster their team spirit, build their capacity and gain community support for the GGWCup Jordan.
- International Women's Day celebration, at the World Food Programme's (WFP) premises, advocating for the Fruit Bowl team's Global Goal 'Zero Hunger' (SDG 2) and played a game with WFP's employees.
- Fruit Bowl visited WFP's hydroponic farm that supplies vegetables to the Healthy Kitchen Project. The team members picked fresh vegetables, and played football with local farmers.
- The participation of the Fruit Bowl team was announced through extensive social media coverage, reach and engagement.
- Short videos were produced to raise awareness of the Healthy Kitchen Project to highlight their existing accomplishments and the local communities support for it.
- We had a live cooking day, to show the creativity of the Fruit Plate team and the children participating in this competition. Moreover, the event included some interactive activities such as food tasting and gifts.
- WFP and RHAS involved celebrities, football role models, social media influencers, local media and other relevant food stakeholders during this campaign.

MEDIA AND COMMUNICATION

Activities were documented and publicised on both WFP's and RHAS' websites, social media platforms (Facebook, Twitter, Instagram, etc.) and through local and live media coverage of the event.

85,000 Students are covered under Healthy Kitchen Project.

300+ Schools are linked to **17** Healthy Kitchens



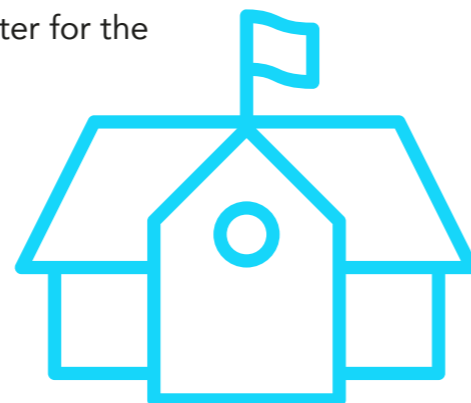
750 Job opportunities, created.

Nutritional awareness campaign and education sessions that accompanied the Healthy Kitchen Project resulted into:

10% increase of eating fruits and vegetables daily.

16% increase in healthy food knowledge and identification.

20% increase in knowledge of the importance of water for the body in relation to juice and soda.



Breastfeeding week



World Breastfeeding Week (WBFW) is a global campaign to raise awareness and galvanise action on themes related to breastfeeding.



Numbers and Action

- Released a Thank you message on the occasion of WBFW, through a video of children thanking their mothers for their immunity and good health.
- Social Media activities, polls, Instagram stories, and live sessions to highlight mothers experiences, and fathers role in Breast Feeding.
- Two panels discussed COVID-19 effect on breast feeding aspects, and the health System, workplace and community support.
- A TV Report discussed family role and support.

MEDIA AND COMMUNICATION

Kazder ou Sayter

Aqwa mn el Sukkari (Stronger than Diabetes) was launched on world diabetes day, consisting of 2 main parts:

1- Raising awareness through diabetes posts and conducting live sessions and panels with a variety of expertise including endocrinologists, foot specialists, dietitians and representatives from Ministry of health, NCD alliance and WDF.

2- Kazder w Sayter campaign (Take a Walk and Get in Control). The challenge was done through developing an online platform; "Kazdoura", which allows beneficiaries to monitor their daily steps, win tokens and redeem them for discounts.



Numbers and Activities

4 Live sessions were conducted.

630+ Application users, were actively using Kazdoura.

8 Informational posts were posted.

77,677 Campaign posts' and live sessions' reach.

Shoufou b Einhom

Parents are an important source of sexual and reproductive health (SRH) information, as the parent-child relationship is fundamental to shaping children's trajectories through adolescence and suggests considerable potential to improve youth SRH knowledge.

RHAS, UNFPA and Media Makers worked hard, hand in hand to launch a Parent-Child Sexual Health Dialogue campaign, aiming to target parents and promote Intergenerational messages for parents living in Jordan. The campaign took place on social media platforms in December 2020.

Numbers and Action

2M Reach for the 5 key messages; Puberty, Body Image, Gender-Based Violence, Cyber Harassment, Expressing Opinions.



760,000 Post engagement by the audience online.

Tens of billboards Advertised the campaign in Irbid, Mafraq, Al-Karak, and Al-Zarqa.

MEDIA AND COMMUNICATION

Sehtak Application

Stemming from the efforts and action plans taken to promote the timely dissemination of science-based information and prevent the spread of false information surrounding COVID-19. The Jordanian Ministry of Health, in cooperation with the Royal Health Awareness Society and the Jordanian Society for Ambulance, launched the comprehensive "Sehtak" app.

Through "Sehtak" people can be aware of all the updates and the correct information about the virus, knowing that it is coming from a reliable resource.

Sehtak application includes everything related to the epidemiological situation in Jordan, the latest news and updates, in addition to health advice and guidance, and a set of educational guides.

Numbers and Activities

77,461

Users until the end
of 2020.



Social Media, in Numbers

Pressing pause, is never an option... No matter what, we continue to grow



From **96,000** Followers in 2019 to **112,500**



From **1,754** Followers in 2019 to **5,900**



From **2,665** Followers in 2019 to **3,973**



From **950** Followers in 2019 to **1,590**



From **1,300** Subscribers in 2019 to **2,390**

MEDIA AND COMMUNICATION

Media Coverage, in Numbers

During a tough year we remained present and coherent, to make sure we meet our organizational goals, stay connected, and reach those communities we aim to represent.

20 TV Interviews / Coverage

140 Press Releases, online and offline



PARTNERSHIPS AND ACTIVITIES

Memorandum of Understanding

With Giant Group to support Healthy Schools with Hygiene equipment and work on different activities.



Public Awareness Activities



- RHAS team joined the school's first day at two Healthy Schools, to hold COVID-19 awareness sessions and distribute hand sanitizers, in collaboration with Giant Group.
- RHAS team joined the school's kindergarten first day to distribute hygiene kits and give health tips, in collaboration with Sukhtian Company.
- RHAS trained 120 volunteers of All Jordan Youth Commission from 3 regions on COVID-19 awareness sessions, which included COVID-19 introductions, implications, diagnosis, and precautionary measures.
- RHAS trained 35 trainers from All Jordan Youth Commission staff on the precautionary measures during elections in order to deliver the information and knowledge to other volunteers participating in elections.
- In cooperation with UNDP, RHAS conducted COVID-19 awareness sessions to 160 volunteers from rangers that participated in the elections.

PARTNERSHIPS AND ACTIVITIES

Shababna MOUs



**RHAS signed MoU
with the Ministry of Youth
to implement the
Youth Innovation Hub**

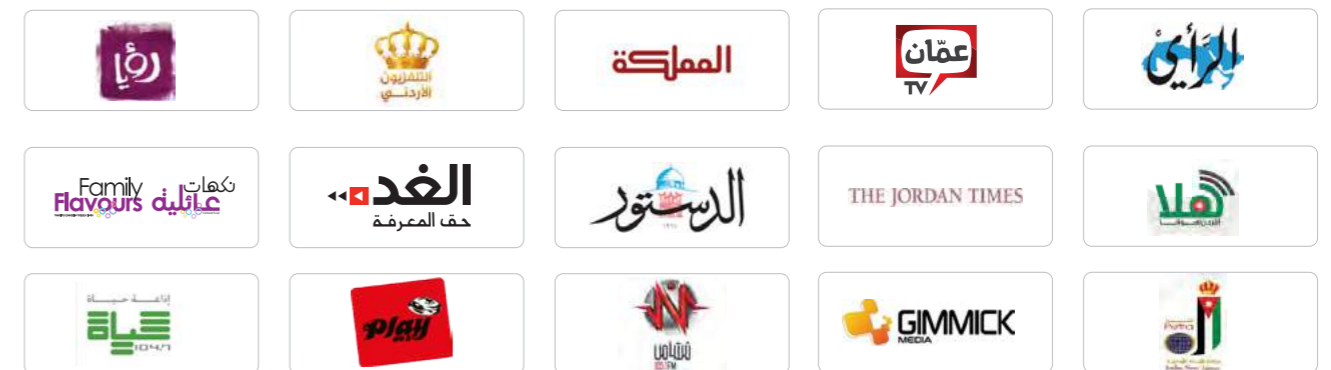


- RHAS signed MoU with the Ministry of Youth, to implement the Youth Innovation Hub "Health under epidemics" and to join forces on preparing youth to be peer educators in their governorates by conducting online youth awareness sessions on COVID-19, reproductive health, health life style, and non-communicable diseases.
- RHAS signed an MoU with the Jordan Nursing Council to equip nursing graduates with the required knowledge and skills with RHAS programs and to accredit adolescents-youth sexual reproductive health as part of the continuous professional development.
- RHAS signed three MoUs with different universities; Al-Zaytouneh University, Irbid Ahliyah University, and Princess Tharwat Community College in order to introduce reproductive health and health promotion elective courses and to recruit and train volunteers.

PARTNERS & SUPPORTERS



Media Partners



ANNUAL REPORT 2020

A YEAR OF RESILIENCE

Ultimately, we will keep plowing ahead..

And we are proud of what we have achieved
across a year like no other.