



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society



ANNUAL REPORT 2021

RISING STRONG



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*



RISING STRONG

The year 2021 was the year that delivered a return to normalcy, balancing the scales between caution and opportunity. This year taught us that with patience and fortitude all things fall into place at the right time and that preparedness is key toward Rising Strong.

The year 2021 may have had its challenges, but RHAS never ceased to work tirelessly toward achieving its goals.



MESSAGE FROM THE DIRECTOR GENERAL

While the world entered a recovery period following the Covid-19 pandemic, our collective team at the Royal Health Awareness Society, was Rising Strong. Our dedicated and resilient staff at RHAS, volunteers, partners, and stakeholders all came together despite the challenges, to support RHAS' mission toward supporting one another and achieving a healthy and safe Jordan.

In 2021, RHAS celebrated long-lasting partnerships with government, local and international organizations along with the community at large by launching the "Partners of NCD Response Project" funded by the Novo Nordisk Foundation and the World Diabetes Foundation. The Project operates on a multi-sectoral level to address non communicable diseases (NCDs) among Jordanians and refugees, and scales up institutional performance of RHAS working across departments that target youth, health centres and schools.

In collaboration with Plan International, RHAS also launched the Early Childhood

Development (ECD) programme. Through implementation of the First Step, Big Steps initiative, the ECD programme aims to empower parents and caregivers through a community-based approach to create a discrimination-free environment, by ensuring that ECD services and activities are accessible through the Ministry of Health. These efforts while initial were fruitful and resulted in RHAS being awarded the "Child friendly Institute" Award for the year 2021. The award was in recognition of RHAS' efforts in promoting children's health through the diverse intervention of programmes implemented in Jordan. Staff members also undertook a social behavioural change course offered by the Insead School of Business allowing them to put theory into practice. This resulted in attaining the Award following jury assessment for best application of social behavioural change communication.

The year 2021 continued to be a positive one for RHAS. In collaboration with the World Food Programme, we resumed the school feeding project that targeted 30 schools across three governorates, and in tandem

with women-led, community based local kitchens in Madaba and Shouneh.

RHAS also continued its efforts in community engagement and risk communication by supporting the Ministry of Health campaign "Elak o Feed" on Covid 19 vaccine uptake and conducting community dialogue and awareness sessions about the COVID-19 vaccine. With respect to this effort, it cannot be stressed enough the important role our youth volunteers played in implementing the activities and reaching out to beneficiaries within the local community.

As it is our mission to achieve improved health and a better future overall for our community, RHAS has collaborated with five additional universities through the 'Shababna Programme' with the key goal of educating and increasing health awareness among our youth and their peers, reaching 10'000 students and adolescents across Jordan.

While working tirelessly to successfully



Dima Jweihan
Director General

implement our projects across Jordan and targeting various age-groups and demographics in the process, RHAS continues to develop internally and institutionally. We have adopted policies and procedures internally to ensure we meet government and donor practices and expectations. We also continue to cultivate new, and nurture existing, partners and donors with the goal to launch new projects in 2022 that serve early childhood, school student and youth beneficiaries.

Ending on the same note with which I started this letter; all our achievements and efforts, and much more, would not have been made possible without the support and dedication of the remarkable staff, board members and partners at RHAS. Our valued team is the heart and soul of all we do, and the engine behind our efforts in serving Her Majesty Queen Rania's vision toward a healthy and safe Jordan.

It is with the utmost pleasure that I present to you the tremendous work of RHAS presented in the 2021 Annual Report.

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OUR VISION

Towards a healthy and safe Jordan.

OUR MISSION

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

OUR VALUES





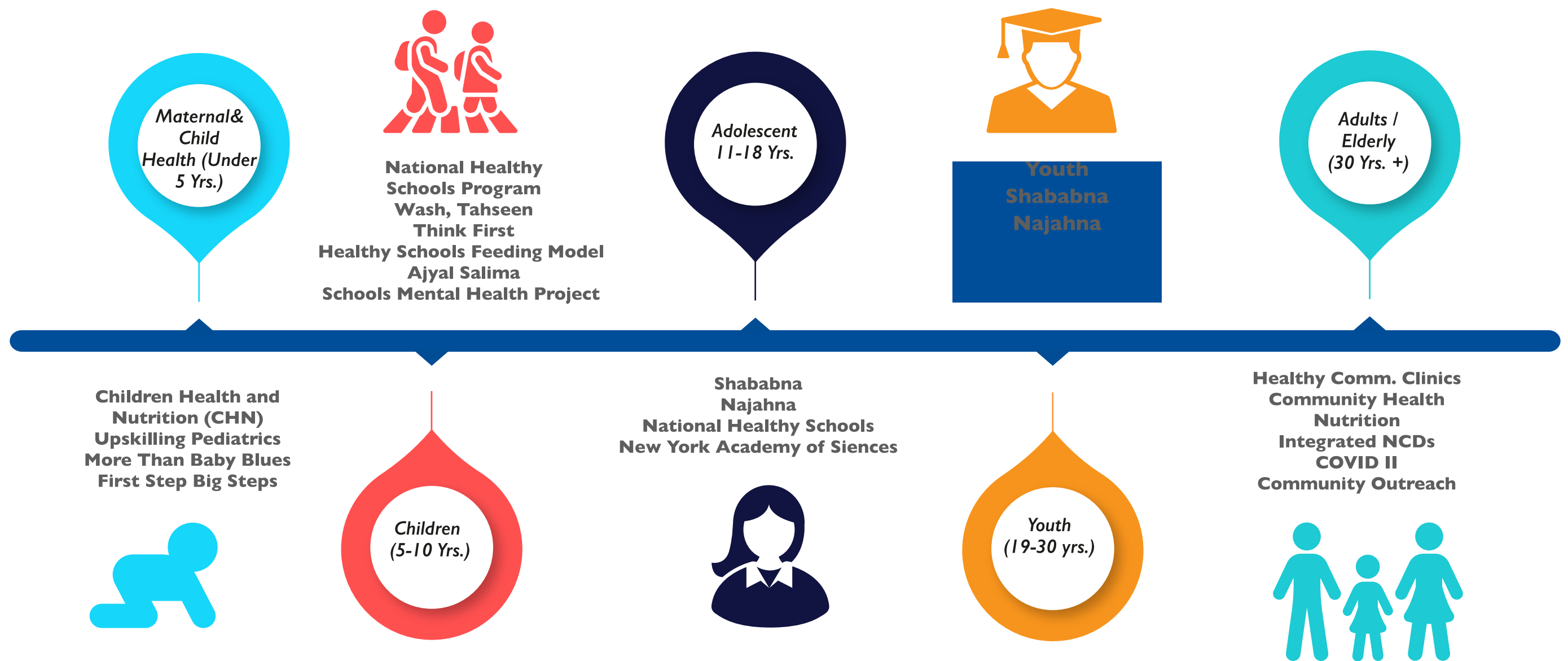
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Age Groups Targeted By RHAS Programs

RHAS targets all communities across Jordan:

Through a holistic lens and comprehensive approach, RHAS programming aims to empower Jordanians to adopt a healthy lifestyle. We have identified that the inclusion of all ages and communities must be targeted to ensure improved health status. From newborns to fully grown adults, our work aims targets all age groups with relevant interventions.



AGE GROUPS TARGETED BY RHAS PROGRAMS

Early Childhood Development (ECD) Project



The foundations of a healthy and productive life are set in childhood. Intellect, skills and personality of children are cultivated during their rapid brain development, which occurs during their first 5 years of life.

The Royal Health Awareness Society (RHAS) works with the partners on the First Steps Big Step project for early childhood development

and care within the Maternity and Childhood Centres in the Ministry of Health.

The First Steps Big Step' project aims to implement a holistic program, that scales up existing parenting services in health centres to support national policy change to empower parents through community-based approaches to learning to create a more enabling home environment in order to respond better to children's needs without gender discrimination or violence.

The program is implemented by giving early childhood sessions to caregivers of children under five years of age in conjunction with sessions and activities for their parents, in addition to specialized sessions for community members whose topics vary according to their needs and preferences.

In 2021, we achieved significant success by improving parenting practices and behaviours, raising community awareness, and training and improving the capabilities of healthcare workers throughout eight health centres in six governorates, reaching 1,663 caregivers.

Healthy Schools Programme

Healthy Schools program is a national accreditation-based initiative conducted in partnership with both the Ministry of Health and the Ministry of Education since 2008.

The program aims to create health-promoting environments at schools that reflect positively on students' physical and social growth as well as on their academic performance. The Healthy Schools program is carried through several health standards that participating schools are trained and supported to adopt and implement successfully.

International standards were adopted and modified to meet the Jordanian context, standards were defined by RHAS in partnership with the WHO, UNICEF, Johns Hopkins University, Jordan Health Communication Partnership (JHCP), MOE, and MOH.

In 2021, the program was implemented in 151 schools in all governorates where the total number of beneficiaries' students reached almost 83,070 and around 302 teachers represent the total number of direct beneficiaries, every teacher in each school and students' parents are considered indirect beneficiaries since they will be impacted by the overall awareness and outcomes of the program. This year made the total number of accredited schools around 650 schools since the beginning of the program.



AGE GROUPS TARGETED BY RHAS PROGRAMS

Youth for Health Programme 'Shababna'

Advocating for change, the Community Health Volunteers Programme 'Shababna' invests in youth leadership to respond to the local health challenges through youth-led and designed interventions.

Shababna volunteers continuously work to raise awareness on multiple health issues including sexual and reproductive health, and non-communicable diseases, among others to motivate their peers and their communities to adopt healthy behaviours.

In 2021, we made significant strides in twenty-five districts across the nine governorates of Amman, Karak, Zarqa, Irbid, Aqaba, Maan, Ajloun, Al-Biqaa and Al-Mafraq reaching a total of 20 schools implementing developmental characteristics under the Healthy Schools Program, 1,500 students in schools attended the developmental characteristics sessions, 921 parents by the adolescent SRHR module under the HCC program, 7,898 students who attended the RH and HP elective courses in 11 universities, 60 new trained Shababna network volunteers on SRHR modules, 200 trained nursing graduates in SRHR training, 315 students who received health sessions within the Youth Friendly Health Clinics.



Healthy Community Clinic (HCC)



Healthy Community Clinic program, funded by NNF-NCDs and co-founded by AECID, aims to promote health and increase awareness about non-communicable diseases (NCDs).

In 2021, HCC was newly-established in 58 health centers, and reactivated in 24 health centers where 45,000 beneficiaries were reached and 400 healthcare providers were trained to conduct the HCC activities. Furthermore, Caritas and IFH adopted HCC model to address Syrian refugees.

HCC MOOCs were launched on Edraak platform as a reference to train health care providers reaching 2,900 beneficiaries from KSA, Egypt, Jordan, Yemen, and Algeria. HCC manuals were developed to guide healthcare providers in conducting interactive awareness sessions and 600 beneficiaries were provided with blood glucose and blood pressure monitoring devices to enable controlling their diseases.

AGE GROUPS TARGETED BY RHAS PROGRAMS

Adolescents Reproductive Health



RHAS in Jordan is working toward improving and enhancing community awareness on Adolescent and Youth Sexual Reproductive Health (SRH) issues and enabling them to adopt healthy lifestyles, via promoting Comprehensive Sexuality Education (CSE) from a socio-ecological model, realizing that change should be a mix of bottom and top-down approaches. Therefore, the Shababna Programs focuses on four main key levels:

First, The Individual Level - by designing programs to raise adolescents and youth knowledge around CSE through training and awareness sessions to empower them to lead peer-to-peer learning, and create youth-led initiatives.

Second, The Interpersonal Level- building the capacity of parents to learn more about adolescents' transitional period and parent-child communication related to SRH and Gender Based Violence.

Third, The Organizational Level - This level intersects with the interpersonal component, by working on creating systematic CSE interventions within existing structures and programs. This is being achieved through creating reproductive health elective courses in universities, integrating Adolescents Youth SRH in the Ministry of Health Centers via their existing healthy community clinics program supported by RHAS, piloting the Adolescents Development and Characteristics module in schools with Ministry of Education, launching accredited course for nurses in Jordan via the Jordan Nursing Council and invest in piloting of Youth Friendly health services that are linked to awareness programming.

Fourth, The Public Policy Level - Investing in public policy through RHAS's work with state and non-state actors in developing the CSE Policy Brief which started in 2021. This level includes participating in conferences, forums, and bilateral meetings.

TOWARDS ONE GOAL;

A MISSION TO CHANGE BEHAVIOR

Behaviours can shape health and habits pave the path to wellbeing. We have one mission at RHAS; to empower the Jordanian community to adopt a healthy lifestyle. And we believe that behavioural change is key!

How each programme changed behavior:

Social Behavioural Change Communication (SBCC)



Through our Social Behavioural Change Communication (SBCC) we aim to alter habits and behaviours by means of gradual and consistent

'Elak o Feed' Campaign

The 'Elak o Feed' campaign, a collaboration between the ministry of health, RHAS, UNICEF, WHO, and others, emerged as a result of our effort to both raise awareness and create behavioural change in order to prevent and limit the spread of COVID. The campaign was able to reach millions of people in Jordan in order to promote behaviours protective of COVID.



First Step, Big Steps Initiative

First Step, Big Steps is an initiative that aims to empower parents and caregivers of children aged 0 to 5 through a community-based approach to adopt behaviours that support early childhood development.



RHAS was awarded the "Child-friendly Institute" award for the year 2021 in recognition of its efforts in promoting children's health through the different interventions and programs implemented. The Award was given by the Arab League via the Ministry of Social Development



Obesity Campaign

RHAS launched an awareness campaign encouraging Jordanian citizens to choose a healthier lifestyle and raise awareness on the dangers of obesity. This campaign was launched across various media channels such as social media, TV and radio broadcast and outdoor media (screens and bridges) across all governorates in Jordan. The campaign reached over 6 million beneficiaries.



Jordan Community Health and Nutrition (CHN)

Jordan's Community Health and Nutrition (CHN) is a USAID-funded programme that promotes health and raises awareness throughout pregnancy about the importance of health and a nutrient-based lifestyle during pregnancy, lactation and postpartum. This programme provides effective intervention and behavioural change that seeks to achieve an optimal level of health from pregnancy to children under the age of two years.



In 2021, we made significant strides in four districts across the three governorates of Amman, Karak and Zarqa, reaching a total of 1,500 mothers, 1,500 pregnant women, 1,500 lactating

RHAS NATIONAL COVERAGE

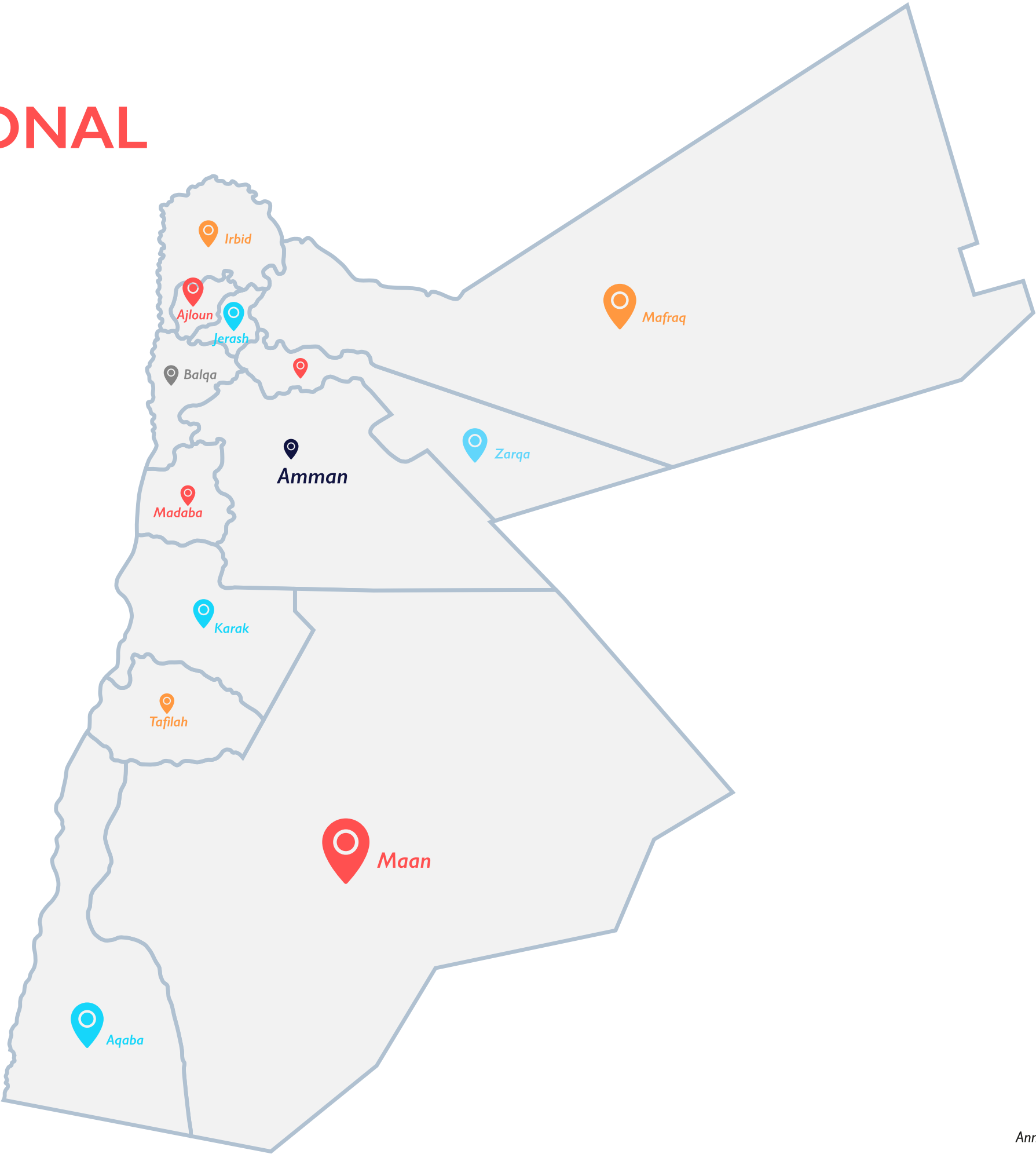
Schools **665**

Clinics **82**

Universities **11**


CBOs & CSOs **100**

Volunteers **900**




TESTIMONIALS

Healthy Schools Programme

 A programme focused on changing lifestyle, practices and behaviour of students.

Smayes Abu Yabes
Al-Rusaifah Secondary
School for Girls

 The program is great as it helps create a healthcare community that benefits individuals and has a positive impact on society.


Amal Al Smadi
Ballas High School for Girls

The School Mental Health Programme

 The training material is realistic and touches ground with schools reality.


Abdullah Abdelhaq
Arafa Primary School for Boys

WASH Programme

 One of the best programmes raising awareness in schools and boosts health education. I have noticed the change in my students' awareness of personal hygiene.


Suha Omran
Health teacher, Fatemah bin Talyaman School

WASH Programme

 The environmental sanitation project is a project that we are proud to work on because it has a positive role on students in terms of health and psychology and on their environment.


Rania Aljazi
Principle, Prince Rashed Primary School

Junior Academy

 I learned a lot of things that helped enhance my knowledge. I got the chance to meet team-mates who were friendly and helpful. I am happy that I got this chance and left with great knowledge and memories.


Jana Majed Mohammed Sous
Grade 9, Um Zwaitina School

Shababna Programme

 "Every time, I felt how much children need this as it is a comprehensive and integrated reference with activities and information that are simple.

Amani Momani
Counsellor

Healthy Community Clinic Programme

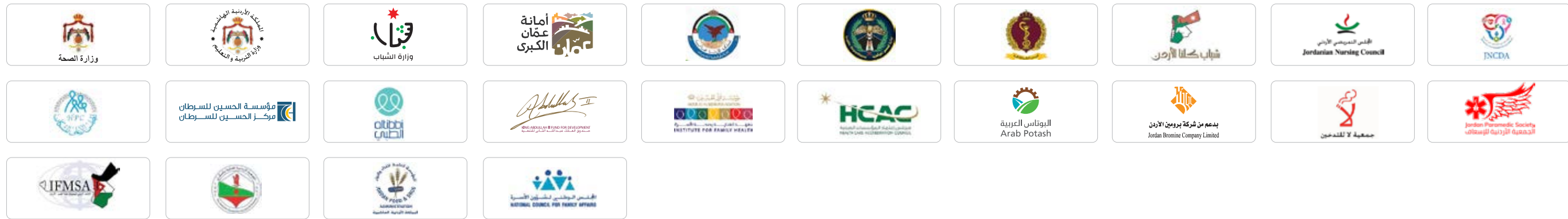
 "I'm 27 years old and I feel like I am older than my age because of my weight and insulin resistance. I didn't have the financial ability to visit a nutrition clinic, then a friend of mine who is a member of the Healthy Community Clinic gave me a number of RHAS to consult regarding my health. When I contacted them, I felt a great sense of ease and felt that they were a reliable source, especially since they were educating me and following up with me on nutrition with experienced health and nutrition specialists. My weight is slowly decreasing, but I am very happy with the significant change I made in my life, especially after I had lost hope of losing weight since everyone was saying that those with insulin resistance don't lose weight."

Rasha Mohammad
Beneficiary

RHAS International Partners



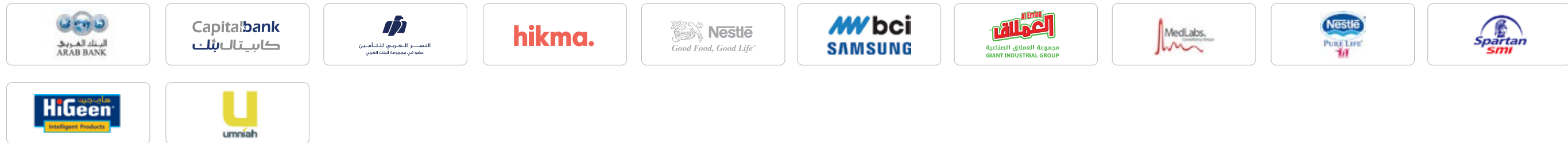
Government and Local Partners



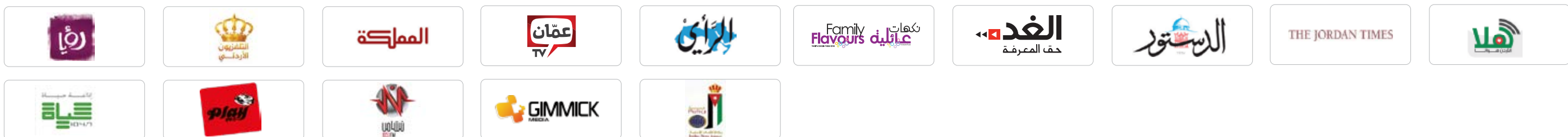
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