



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society

ANNUAL REPORT
2014



RHAS strives to instill the best health practices in our children at an early age as the skills they develop in childhood and the knowledge they gain are the foundation for building healthy and happy families in the future.

Her Majesty
Queen Rania Al Abdullah

LETTER FROM THE DIRECTOR GENERAL

Every year, we tend to share with you our main accomplishments and success stories through which we were able to contribute to the health and wellbeing of our beloved country...Jordan! And because we believe that time can only be measured by achievements, we are extremely proud today, while we complete our ninth year, of all the successes and partnerships that contributed to the sustainability and expansion of our programs.

Since its establishment, the Royal Health Awareness Society (RHAS) was keen on implementing Her Majesty Queen Rania Al Abdullah's vision of empowering Jordanians to adopt healthy lifestyles and behaviors, which would reflect positively on their lives and on their children's lives as well.

As RHAS continues to expand its' outreach, we were able to include 315 schools in the Healthy Schools project, implemented in partnership with the Ministry of Education and Ministry of Health, empowering them to create a healthy and safe environment suitable for studying and work. So far, the project benefited 125,540 students, trained 950 teachers, health educators and directors. 25 schools in different governorates also implemented community based health initiatives, as part of their commitment and contribution to their local communities.

In 2009, RHAS launched the interactive injury prevention curricula, Think First, in cooperation with the Ministry of Education to raise awareness on injury prevention amongst children and their parents. We were able to witness a major reduction in injuries in 107 schools participating in this program. Around 1000 teachers and 20 education supervisors were trained and 53,000 students benefited from this program.

In 2011, we launched the "Shababna" project with the aim of creating a national network of volunteers and empowering them to play a leadership role in their communities. 680 volunteers from 9 universities participated in this program and were able to implement 40 health community based projects targeting 15,000 beneficiaries.

As we continue with the implementation of the Healthy Community Clinic project, in partnership with Ministry of Health, with the aim of empowering public health centers to provide better preventative services for patients with NCDS, we were able to reach out to 4000 patients and 20,000 families.

The success that the Society was able to achieve through its' programs would have not been possible without the distinguished commitment of our staff and partners from the private and public sectors. In addition to the continuous support of our international partners and donors.

The above mentioned achievements only demonstrate our commitment over the past 9 years to pursue our mission with dedication and sincerity. As 2015 will mark our 10th anniversary, we are determined to further expand our impact and grow our portfolio, through focusing on much needed areas within our interventions, such as: Children's nutrition in light of the increasing unhealthy dietary habits and lack of access to healthier options; as well as enhance drug awareness in schools in partnership with relevant stakeholders. The coming year will witness the launch of our marketing strategy and new partnerships that will support us in achieving our annual targets and continue to open opportunities for RHAS development and sustainability.

The team of RHAS, full of energy and optimism, looks forward to working with all partners, so that 2015 be yet another year of inspiring accomplishments towards a healthy and safe Jordan.

Enaam Al Barrishi

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

Towards a healthy and safe Jordan.

MISSION

Raise the health awareness of the Jordanian society through implementing preventative public health and safety programs based on the right to health for all.

CORE VALUES

Care: We believe in the right to health for all, and that every individual has the right to lead a healthy and safe lifestyle, we devote our utmost care to respond to the needs of our beneficiaries, according to the health priorities of the local communities, and in line with the best practices and quality standards.

Experience: RHAS enjoys extensive technical experience in the fields of public health and safety; supported by a professional team with a set of technical skills and knowledge. Reinforcing its leading role, RHAS adopts pioneering concepts in sustainable development to effectively influence behavioral change.

Work ethics: At RHAS, a comprehensive code of ethics leads our work. We interact according to a system built on trust, professionalism, integrity, transparency and credibility.

Volunteerism: We created a skill-based culture of volunteerism that enhances performance and contributes to achieving goals on the ground. We value the efforts of our volunteers who enable us to connect and interact with beneficiaries wherever they are.

Participation: We adopt a participatory approach that values the importance of cooperation with public and private sectors as well as civil society organizations to achieve goals. This participatory approach is extended to reach our beneficiaries linking us with them in a real bond that is based on active engagement and empowerment, motivating them to lead their new healthy lifestyles successfully.



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HOW WE WORK

- RHAS offers **preventative not curative** services, believing in the principle that prevention is the best way to improve wellness and enable communities to live healthy.
- RHAS works on raising health awareness for local communities through designing programs that **address national health priorities** and meet beneficiaries' changing needs, while engaging the beneficiaries in the design and implementation of health interventions.
- RHAS aims at **building the capacities of beneficiaries** to enable them to adopt healthy and safe lifestyles. RHAS works to build beneficiaries' experiences and practical skills so they can be agents of change in their communities, while also **strengthening existing systems** through knowledge and skills transfer, to **ensure sustainability** and national roll out of its programs.
- To improve beneficiaries' access to health knowledge, RHAS works to develop awareness materials and tools on relevant health issues that **build on best practice** yet are adapted and **contextualized** to suit the targeted communities.
- RHAS develops and implements public health and safety awareness programs in partnership with the public and private sectors as well as 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.

HEALTHY SCHOOLS

"When I was first introduced to the program's standards, I found them difficult to implement. However, we believe in what this program can achieve towards our girls' health behaviors. I encouraged my students to use their imagination in implementing the activities and adopt healthy lifestyles. We were able to see impressive results after the first year. We are keen on continuing with this great program."

*Hanin Issa,
Health Teacher
Princess Rahma Elementary School for Girls*



HEALTHY SCHOOLS

HEALTHY SCHOOLS is a national accreditation program that has been implemented since 2008 with the Ministry of Health (MoH) and the Ministry of Education (MoE). The Accreditation program aims to create health promoting environments within Jordanian schools that reflect positively on student's physical and social growing, as well as on their academic performance. The program is carried through national health standards that participating schools are trained and supervised to implement successfully.

2014 ACHIEVEMENTS

- 63 schools from various directorates, including 6 private schools, joined the program for the academic year 2014/2013.
- 125 health teachers and 63 principals from participating schools were trained on implementing the accreditation requirements.
- A team of experts assessed the performance of the participating schools, where 43 out of 63 schools were accredited as Healthy Schools; 4, 17, 22 schools were accredited on the gold, silver and bronze levels, respectively.
- Awareness sessions on different health topics were conducted by health officials, such as nutritionists, dentists and the Civil Defense and Central Traffic Department employees, to raise students' awareness on important health issues. Extracurricular activities such as healthy breakfasts and physical exercise games also were conducted at schools.
- 25 health initiatives were implemented with the support of the community members and the school health committees in some cases became an integral part of the school, and their contributions helped the schools succeed in various health initiatives, such as diabetes and blood pressure initiatives and fitness club project, nutrition, and personal Hygiene.
- Project 'Water Education for Teachers' (WET) was implemented in 20 schools in cooperation with Nestle Waters, using the developed guide to be incorporated in RHAS health kit in the future. The project aims at educating teachers and students on the importance of water conservation.
- Wash, Water, Sanitation, and Hygiene (WASH) program was implemented in cooperation with World Vision International in 101 public schools and 8 child centers. The program promotes hygiene at the targeted schools and centers, especially in the host communities of Syrian refugees. The program focused on building the capacity of health teachers in schools and the staff of the centers; engaging the community through health committees in schools; and implementation of activities and lectures on topics related to hygiene and water conservation.

IMPACT

RHAS conducted an impact assessment to assess both the Healthy schools program impact on students' behaviors within intervention schools and compared them to 4 control school. A total of 2,103 students completed the questionnaire with %57 of them belonging to the intervention group. The study showed the following results:

- Students in accredited schools enjoy healthier eating habits than those in none accredited schools; %70 of students from the intervention schools proved to be learning about the importance of healthy nutrition. Around %95, %80 and %91 reported eating fruits, vegetables and drinking milk on daily basis over the last period of 30 days respectively.
- Students of accredited schools enjoy healthier and cleaner bathrooms than none accredited schools (%54 vs %24); they have more access for drinking water at school (%50 vs %25); and more designated sinks for hand washing.
- Not only %84 of students in healthy schools learned about the importance of hand washing but also that %86 of healthy schools students reported to always wash their hands with soap before eating .
- Students of accredited schools have positive attitude towards the physical activity; students practice more physical exercise (%50 vs %43), and have more access to physical education (%76 vs %62).



THINK FIRST

THINK FIRST is an interactive program implemented since 2009 with the Ministry of Education (MoE). The program aims to integrate injury prevention measures in the daily lives of children within Jordan. The program helps children practice the necessary safety habits which will minimize their risks of sustaining a brain or spinal cord injury over their lifetime, while developing skills in problem solving and critical thinking analysis. Think First curricula targets KG to 7th grade students, addressing the following topics: Brain and spinal cord injury prevention, vehicular and pedestrian safety, choking & suffocation hazards, safety around weapons, environment safety, and First aid.

2014 ACHIEVEMENTS

- The program has been implemented in 109 schools since its launch, within Amman, Al- Balqa and Madaba governorates reaching approximately 76,000 students.
- 1000 Ministry of Education teachers received training to build their capacity of implementing the program within their schools.
- The program was implemented at the participating schools and followed up by relevant committees. The educational materials were heavily accessed using the (Eduwave) website.
- An interactive workshop introducing innovative approaches on integrating injury prevention and Think First methods was conducted for 30 teachers from Jordan and the Arab world during the "Teachers Skills Forum" which was held by Queen Rania Teachers Academy at the Dead Sea - Jordan.
- A TOT guide was developed and approved to train the trainers within the Ministry of Education on how to implement the program and ensure efficient expansion in future years.

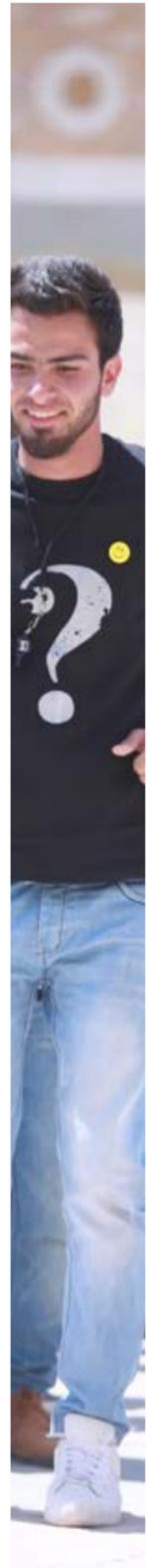
IMPACT

- The curricula has become more appealing to students and school staff as well as parents, as the system of (Eduwave) registered the highest number of visitors checking the e-curricula on the Internet.
- RHAS conducted an impact assessment in cooperation with EMPHNET – a public health research institution- to assess the Think First program impact on students' behaviors with 9 intervention schools and compared them to 4 control schools. A pretest survey was done in 2010 as a baseline study. The study included practices related to Think First topics such as: bullying, practices during playing, physical assault and violence, and physical injuries practices in schools. Key findings reported the following:
 - In 2010 a surveillance study conducted by RHAS showed a significant decrease in Injuries by %24.2 in several schools implementing the program.
 - In 2014, the study showed that %79 of respondents in Think First schools reported they were never bullied in the last 30 days.
 - %46 of respondents reported attending lessons on avoiding physical violence and fights over the last year.
 - About %37 of respondents only reported being exposed to serious injuries over the last year.

THINK FIRST

"The program is very useful at two levels: First, the way the material is presented to students is very interesting and interactive by using multimedia. Second, the content itself is scientific and useful for raising children's awareness. The project has clearly contributed to the decrease in the number of injuries and to the increased awareness of students on how to play in school premises and particularly on how to avoid injuries while using the stairs "

*Lubna Hamdan -Teacher
Bint Odai Mixed High School*



SHABABNA

"I consider the program to be the starting point of my success. I was able to change my negative behaviors, such as being angry and anti social and the program helped me make new friends. One of the life changing experiences for me was when our Shababna initiative received the UN prize for youth voluntary work in the Middle East in 2014. Today, we are still continuing with our initiative "

Obai Barakat - 21 years – Volunteer

SHABABNA

SHABABNA is a youth program launched during the final quarter of 2011. The program aims to establish a national network of Jordanian youth volunteers that play a significant role in educating their peers and encouraging healthy lifestyles and behaviors. Youth volunteers receive training on various national health priority topics, leadership skills, communication skills and advocacy. By significantly building their capacity, youth volunteers contribute to the implementation of various health awareness based projects and initiatives in their local communities or universities, and volunteer with RHAS's various programs, across the Kingdom.

2014 ACHIEVEMENTS

- Two health education courses funded by the United Nations Population Fund (UNFPA) was conducted with the cooperation of the School of Nursing in the Jordanian University of Science and Technology (JUST). The courses included health awareness sessions over five weeks covering ten health topics, which are: Smoking, Obesity, Cancer, Diabetes, Mental Health, Family Planning, Biological and Psychological Changes for Adolescents, Safe Maternity and Motherhood, Premarital Planning and Preparation, and Gender issues. 70 students graduated from the course with different specialties; 30 of which were chosen and intensively trained on leadership, team building, and team work skills where they implemented a health initiative under the name of (A Healthy Half an Hour). More than 1000 university students benefited from the initiative that covered health awareness topics in a creative and innovative manner. The educational health material was developed for the youth health kit, in cooperation between RHAS and the UNFPA.
- A partnership was established with the School of Nursing at the University of Mu'ta as a pilot to support the implementation of the Healthy Community Clinic program in the comprehensive health center of "Ghor el Mazra'a" within proximate location from the university. Training was conducted for 9 professors and 30 students from the School of Nursing on health topics related to the Health Community Clinic program, and in turn, the students and professors of the university conducted health awareness sessions for a number of patients enrolled in the Healthy Community Clinic program at Ghor Al Maz-ra'a center.



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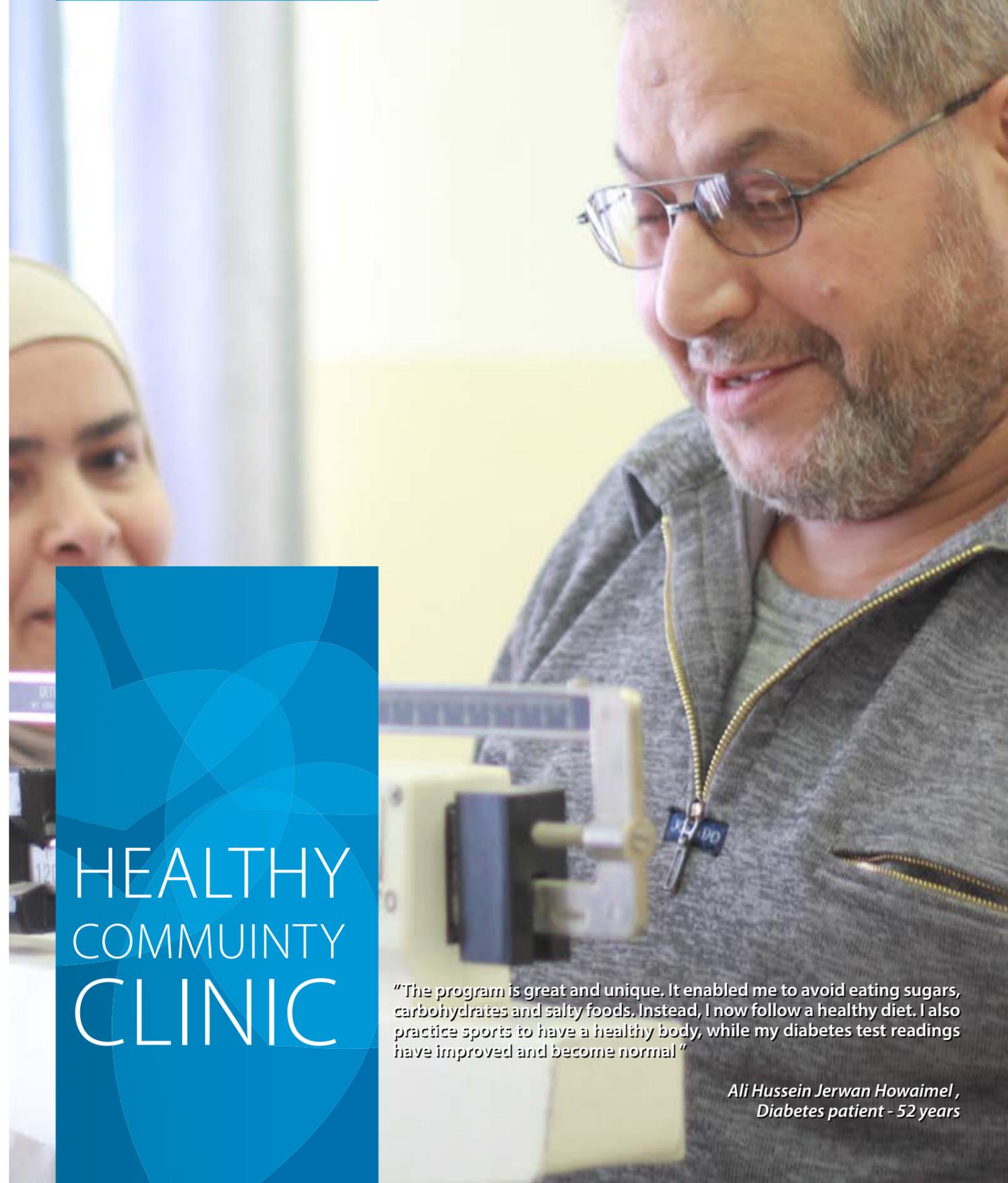
SHABABNA



IMPACT

To assess the impact of health education courses on the knowledge of youth participants, a pre and post assessment through an electronic survey and focus group discussions were conducted. The results showed the following:

- The percentage of students who answered questions on health knowledge correctly after taking the course, increased by 50%, while the percentage of those who did not know the answer of the mentioned health topic decreased to 0%.
- The focus group discussion indicated that:
 - While youth are becoming more aware about health risks, and able to make healthier decisions that impact their lives, they highly valued the soft skills training and the hands on initiatives they went through. They considered this element of the training a motivation to participate in the program and a vital component to spread health awareness and maximize the impact of RHAS interventions.
 - RHAS network of volunteers and the Shababna Program is effective and a powerful means for enhancing the outreach of the organization, and increasing health awareness of the youth population; these students will act as RHAS ambassadors and true advocates for health issues in their communities.



HEALTHY COMMUNITY CLINIC

"The program is great and unique. It enabled me to avoid eating sugars, carbohydrates and salty foods. Instead, I now follow a healthy diet. I also practice sports to have a healthy body, while my diabetes test readings have improved and become normal"

*Ali Hussein Jerwan Howaimel,
Diabetes patient - 52 years*



HEALTHY COMMUNITY CLINIC

- **HEALTHY COMMUNITY CLINIC** is a community-based health program launched within the final quarter of 2011 in partnership with the Ministry of Health (MoH). The program aims to build the capacity of participating Health Centers to provide better preventative services to empower patients to manage their diseases and reduce future complications. The Healthy Community Clinic, established within existing MoH facilities, provides medical practitioners with the training and resources necessary to implement management and prevention based care to patients in underserved communities. Activities in the HCC centers include interactive lectures which address health topics of priority such as cardiovascular diseases, diabetes, blood pressure, asthma, allergies, reproductive health, obesity, and the importance of healthy diet, physical activity and smoking cessation.

2014 ACHIEVEMENTS

- The Healthy Community Clinic expanded in four new MoH health centers: in Ghor Al- Mazra, Bayader Wadi Al- Seer, in addition to Al- Mafraq, Al- Ramtha centers, located in Syrian refugees host communities.
- 1280 participants and patients benefitted from the various HCC activities during 2014.
- Periodic tests including monthly tests, quarterly tests and bi-annual tests were conducted for patients depending on their needs, to closely monitor their health condition and improvements throughout the program's duration.
- The HCC program has involved students and doctors from the Nursing Faculty of Mu'ta University in order to provide its services more comprehensively by reaching out to a higher number of patients in Ghor Al Mazraa comprehensive health center, and overcoming the challenge of shortage of nursing staff needed to conduct the awareness sessions and project activities within the center.
- The Global Micro-Clinic Project (GMCP) expanded in 10 new centers in 2014 in collaboration with Microclinic International and MoH, covering Zarqa, Jerash and Al Balqaa governorates. The aim of the project is to spread awareness on diabetes particularly among patients in MoH centers, teach them how to self manage the disease and reduce diabetes complications. During ,2014 400 participants joined the project and were able to benefit from the MCI model: "Good health is contagious" relying on group support to maximize impact.



IMPACT

Medical analysis was conducted in Al- Ramtha and Al- Mafraq comprehensive health centers; where patients had pre and post tests, including BMI, HbA1c, and Blood pressure. The preliminary results demonstrated the following:

- A consistent reduction in weight that was sustained over a year due to life style changes.
- A consistent reduction in HbA1c and blood pressure levels.
- Patients showed increased exercise levels and are following healthier diet plans.



PARTNERS & DONORS FOR 2014

The Royal Health Awareness Society strongly believes in the power of partnership to achieve desired outcomes. It is with the support of many partners from the public, private and NGOs sectors, in Jordan and abroad, that we were able to reach out to thousands of beneficiaries, impact their behaviors and lifestyles, and support them to adopt a healthy living.

To us, those are not just donors, but strategic partners who demonstrate an example of social responsibility, and setting the health of our citizens as a priority to their social investments. This logo display is a simple token of appreciation to their kind support to our various projects and programs during the past year.

With their contribution, our promise will remain to continue with our mission and touch the lives of many others towards a healthy and safe Jordan.

OUR PARTNERS



* Logos are displayed according to alphabetical order of organizations' names.

OUR PARTNERS



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