



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society

ANNUAL REPORT 2022





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**

MESSAGE FROM THE DIRECTOR GENERAL

I am delighted to meet with you at year's end to present our Annual Report. This is a moment to celebrate our achievements, reflect on the experiences and challenges of the past year, learn from them, and identify strengths to build upon for our ongoing journey toward a healthy and safe Jordan.

This year has been particularly special for me, as I was honored to assume the position of Director General of the Royal Health Awareness Society after 12 years of joining the organization and contributing to its success in different capacities. This year has been a year of challenges and new opportunities, working closely with our dedicated team to address various issues with creative and effective responses.

Thanks to the collective efforts of everyone in society, we have achieved significant successes across multiple fields and strengthened partnerships with government agencies, local and international organizations, and community entities to serve the public interest and advance society's goals and programs.

Throughout this year, the Royal Health Awareness Society continued implementing programs across Jordan, targeting various age groups and population distributions.

Our work has been guided by internal policies and procedures to meet the requirements and expectations of the government and donors. We have also focused on forming new partnerships and strengthening existing ones to launch new projects in 2023 aimed at serving target groups from early childhood to schoolchildren and youth.

Our journey began with the Healthy Schools program, now in its fourteenth year, which continues to achieve remarkable results and expand its reach. In collaboration with partners such as the World Health Organization, UNICEF, Johns Hopkins University, and local government agencies, we implemented the program in 175 schools in 2022, directly benefiting over 88,000 students. This program not only creates a health-promoting environment in schools but also impacts the parents and the

community by encouraging the adoption of healthy behaviors.

The Community Health Clinics program introduced 61 new clinics in 2022 and trained over 430 health service providers to implement health programs, reaching over 36,000 beneficiaries. We are proud of our partnership with the Jordanian Caritas Society and the Family Health Care Institute to expand the program's reach to support Syrian refugees, with clinics benefiting over 7,000 Syrian individuals.

Our partnership with USAID in the Nutrition and Community Health Project supported 611 pregnant and nursing women, improving their nutrition and that of their children. Additionally, through the Healthy School Nutrition model, we provided over 7.7 million healthy meals for students in 424 public schools in poverty-stricken areas, enhancing their health awareness. An anti-obesity campaign in Amman and Zarqa schools reached over 38,000 students, educating them about obesity prevention.



Amal Ireifij
Director General

Our Youth Volunteering Project has also grown, engaging young volunteers across twenty-five districts in nine governorates and 70 schools as part of the Healthy Schools program. In November 2022, we organized the National Conference on Noncommunicable Diseases in collaboration with the Jordanian Ministry of Health the World Health Organisation, and the World Diabetes Foundation. This conference aimed to facilitate knowledge exchange and cooperation in the field of non-communicable diseases and promote their integration into primary health care in Jordan.

In closing, I am incredibly proud of our achievements this year and look forward to further development and growth in the years ahead. These achievements are a testament to the dedication of our board members, partners, and exceptional team, to whom I express my heartfelt gratitude for their tireless efforts and passion for every program and campaign we undertake.

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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.

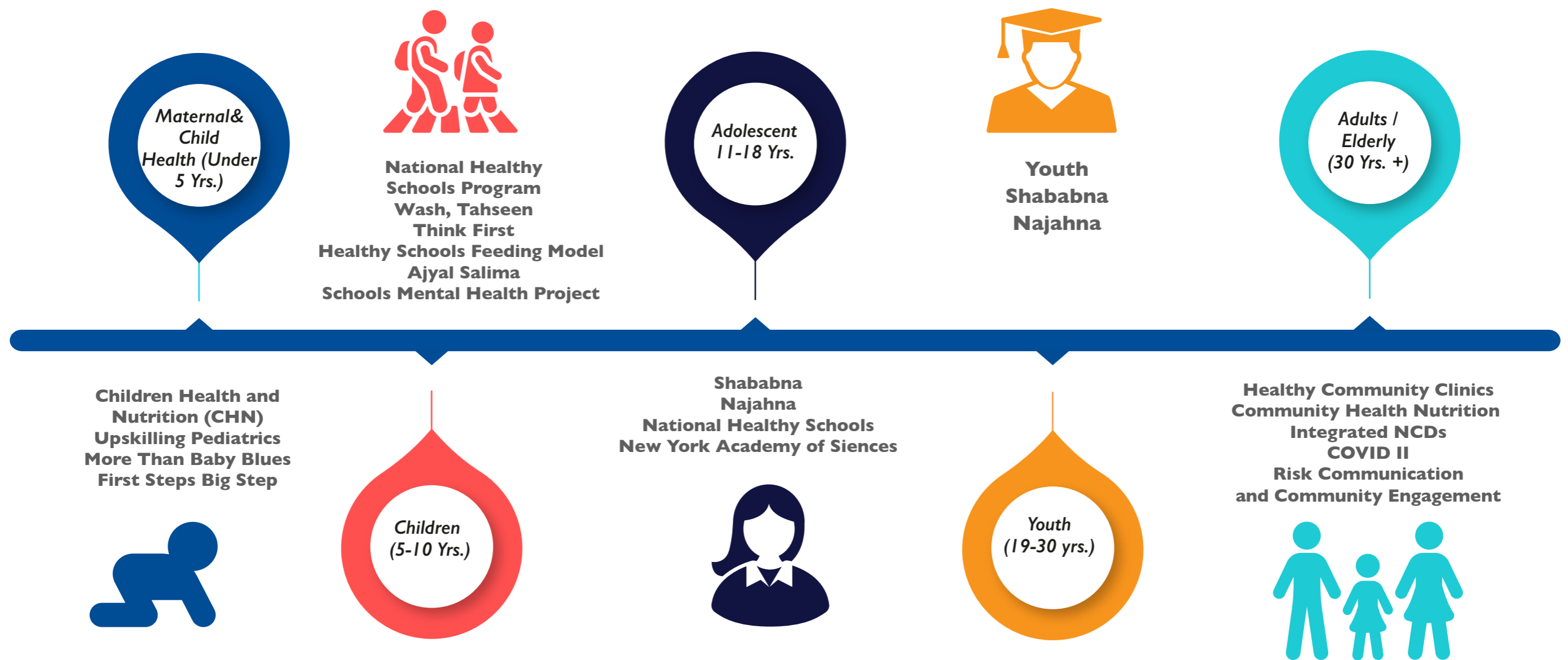
OUR VALUES



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



First steps big step

FSBS early childhood development project aims to empower parents and caregivers through a community-based approach to create a more enabling home environment in order to respond better to children's needs without gender discrimination or violence. The project targets parents of children aged 0-5, the project also aims at supporting ECD National Policy and integrating children services in the MOH

system and ensuring sustainability by working with MOH on expanding the services given in health centers for mothers and children through integrating parenting in the MCCs. The project is implemented inside Health centers, in partnership with the Ministry of Health (MOH), Plan International, PIJO, NCFA.

Upskilling Healthcare Providers in early child development (ECD) in Jordan

This Early Childhood Development (ECD) project was dedicated to raising public awareness and enhancing the practices of pediatricians in the field of early childhood development. By equipping pediatricians with the latest scientific knowledge and skills related to ECD, this project aimed to contribute to the healthy development of young children in our community.

ECD & Responding to the impact of the pandemic

This project was designed to raise general awareness on Early Childhood Development (ECD) Response to COVID-19 Crisis and its Social Impact Upon Children and Parents/Caregivers for development and care of early childhood, especially as the COVID-19 pandemic has negatively affected children in Jordan, where young and vulnerable children are most affected due to the spread of COVID-19 cases.

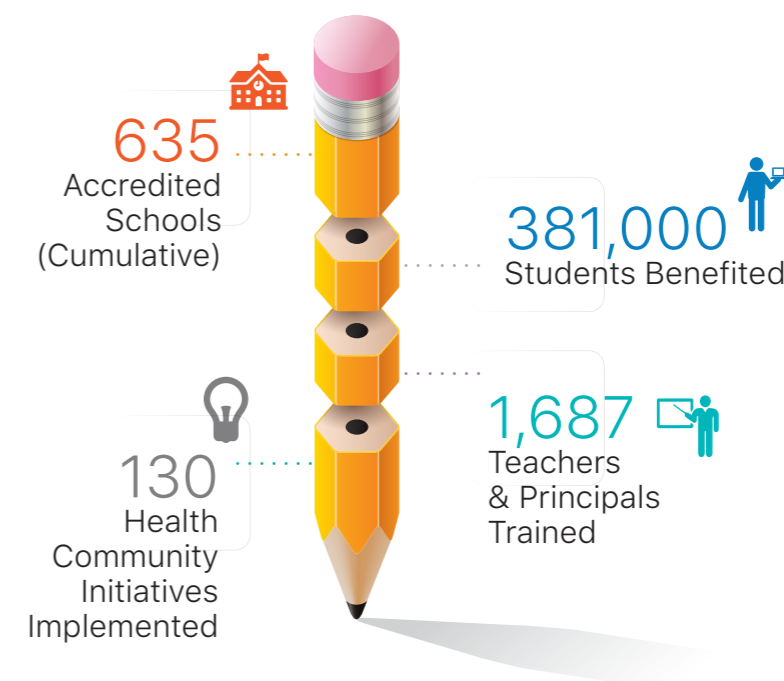


Healthy Schools Programme



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 2022, the program was implemented in 175 schools in all governates where the total

number of beneficiaries' students reached almost 381,000, and around 1,687 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 634 schools since the beginning of the program.



AGE GROUPS TARGETED BY RHAS PROGRAMS

Youth for Health Programme 'Shababna'

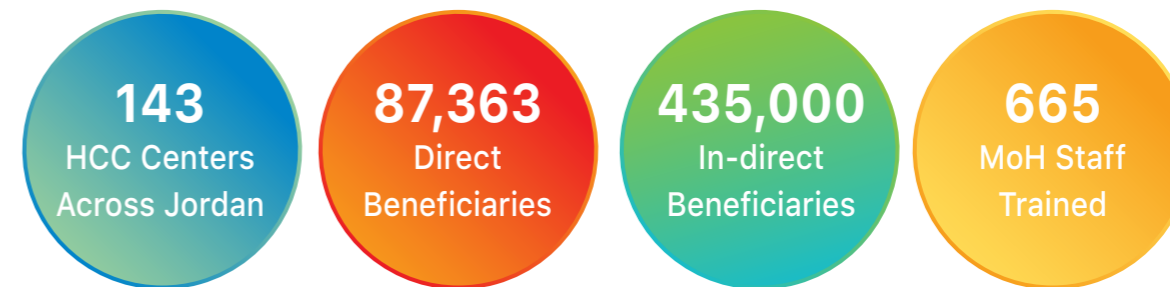
Advocating for change, the Community Health Volunteers Programme 'Shababna' invest in youth leadership to respond to the local health challenges through youth-led and designed interventions. Shababna volunteers continuously work to raise awareness on multiple health issues including sexual and reproductive health, and non-communicable diseases, among others to motivate their peers and their communities to adopt healthy behaviours.



In 2022, 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 70 schools implementing developmental characteristics under the Healthy Schools Program, 3,500 students in schools attended the developmental characteristics sessions, 1,200 parents by the adolescent SRHR module under the HCC program, 9,598 students who attended the RH and HP elective courses in 13 universities, 60 new trained Shababna network volunteers on SRHR modules, 267 trained nursing graduates in SRHR training, 303 students who received health sessions within the YFHC.



Healthy Community Clinic (HCC)



In 2022, a total of 61 new Healthy Community Clinics (HCC) were established, increasing the overall clinic count to 143 across 14 health directorates. Throughout the year, 435 healthcare providers were trained to conduct the HCC activities, aiming to enhance public health awareness regarding Non-Communicable Diseases (NCDs) through



group awareness sessions and one to one counseling. 36,211 beneficiaries reached the clinic activities. To ensure the long-term sustainability of the clinics, a core team, comprising 28 NCDs focal points from each health directorate, received training of trainers to take on the responsibility of future Ministry of Health staff trainings. Through partnerships with Caritas and IFH, the program expanded its reach to support Syrian refugees. The HCC programme was implemented in 5 IFH clinics and 11 Caritas clinics, positively impacting 7,524 Syrian beneficiaries and 3,628 Jordanian beneficiaries. In addition to clinic-based efforts, the programme conducted further outreach by visiting households, reaching a total of 4,500 individuals through collaboration with IFH during 2022.

An Obesity Campaign was conducted in Amman, Zarqa, and Tafleh schools, reaching over 38,000 students. The campaign encouraged students to adopt a healthier lifestyle by engaging them in 3 minutes of jumping during the morning queue and consuming 5 portions of fruits and vegetables daily. The campaign also included a TV commercial and posters.

The year concluded with the National NCDs Conference in November, providing a platform for knowledge exchange and collaboration in the field of non-communicable diseases.

AGE GROUPS TARGETED BY RHAS PROGRAMS

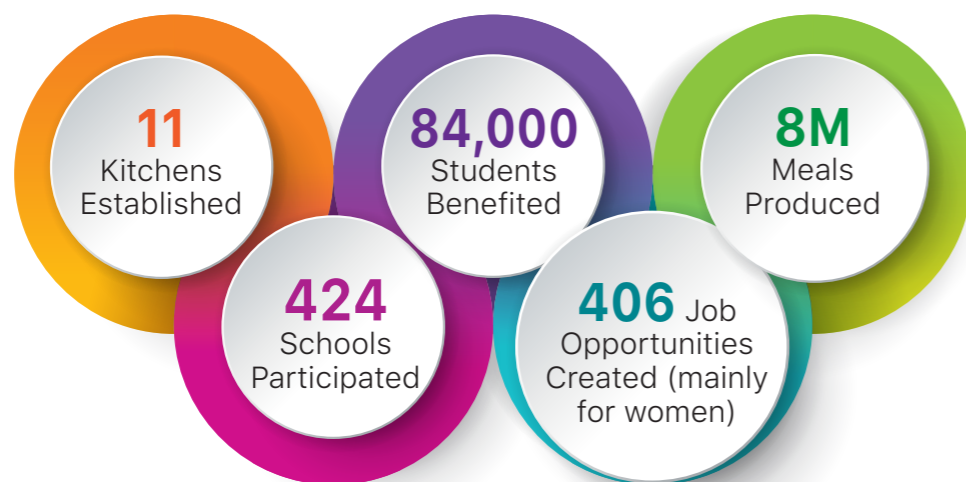
Healthy Schools Feeding Model



Healthy Schools Feeding Model (HSFM) was launched in 2015, in partnership with the World Food Program (WFP), and in collaboration with the Ministry of Education (MOE), and Ministry of Health (MOH), with the aim to provide healthy and nutritious fresh food alternatives (meals) to government school students in poverty pockets, through linking schools to productive kitchens located in community-based organizations (CBOs), who in turn provide these healthy meals to surrounding schools. The project also raises health and nutrition awareness, healthier eating patterns, hygiene, and self-care by providing comprehensive nutrition information and educational tools within school communities.

During this phase, the project was implemented in 424 schools covering the following governorates: Madaba, Ramtha in Irbid Governorate, Al-Mafraq

and Balama in Mafraq Governorate, Um Al-Jmal and Al-Dafyana in the northeastern Badia, Al-Shouna Al-Janobiyah in Balqa, and Ghour Al-Naqa' in Karak Governorate. Tafila and Basira in Tafila, where 7,709,031 meals were provided to students daily from kindergarten to sixth grade for 96 days during the 2022-2023 academic year.



Community Health and Nutrition



Jordan Community Health and Nutrition (CHN) is a USAID-funded project that aims to improve the nutritional status of pregnant and lactating women (PLW) and children under the age of two by achieving measurable improvements in six maternal, infant, and young child nutrition (MIYCN) and postpartum family planning (PPFP) behaviours. To

enhance uptake of these behaviours, the project address both supply and demand-related constraints to achieve improved household and community-level knowledge, skills, and support for adoption of optimal MIYCN-PPFP and healthy family dietary practices, Improved health care provider support for optimal infant and young child feeding (IYCF), family diet, and PPFP practices, and improved linkages between clinical services and community-based interventions for FP, IYCF, and maternal nutrition.

The Royal Health Awareness Society role is mainly to support the implementation of community outreach interventions in Amman, Karak and Zarqa that aim to improve the PLW knowledge, skills, and adoption of optimal MIYCN-PPFP and healthy family dietary practices and increase the demand on the related clinical services.

In 2022, within the CHN's implementation areas that were reached with community level nutrition interventions, RHAS supported targeting directly 611 pregnant women between October and December.



RHAS NATIONAL COVERAGE

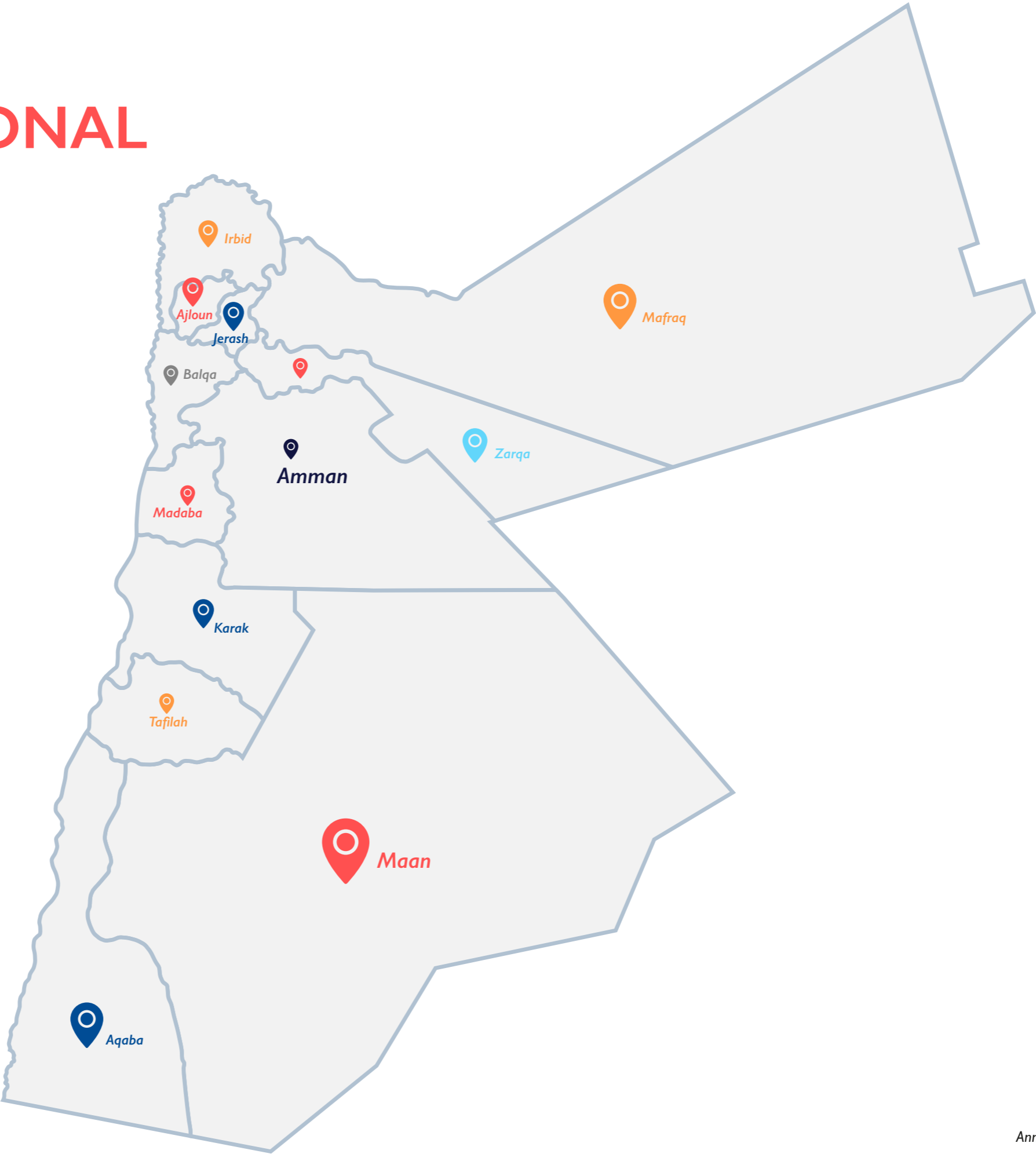
Schools **2,093**

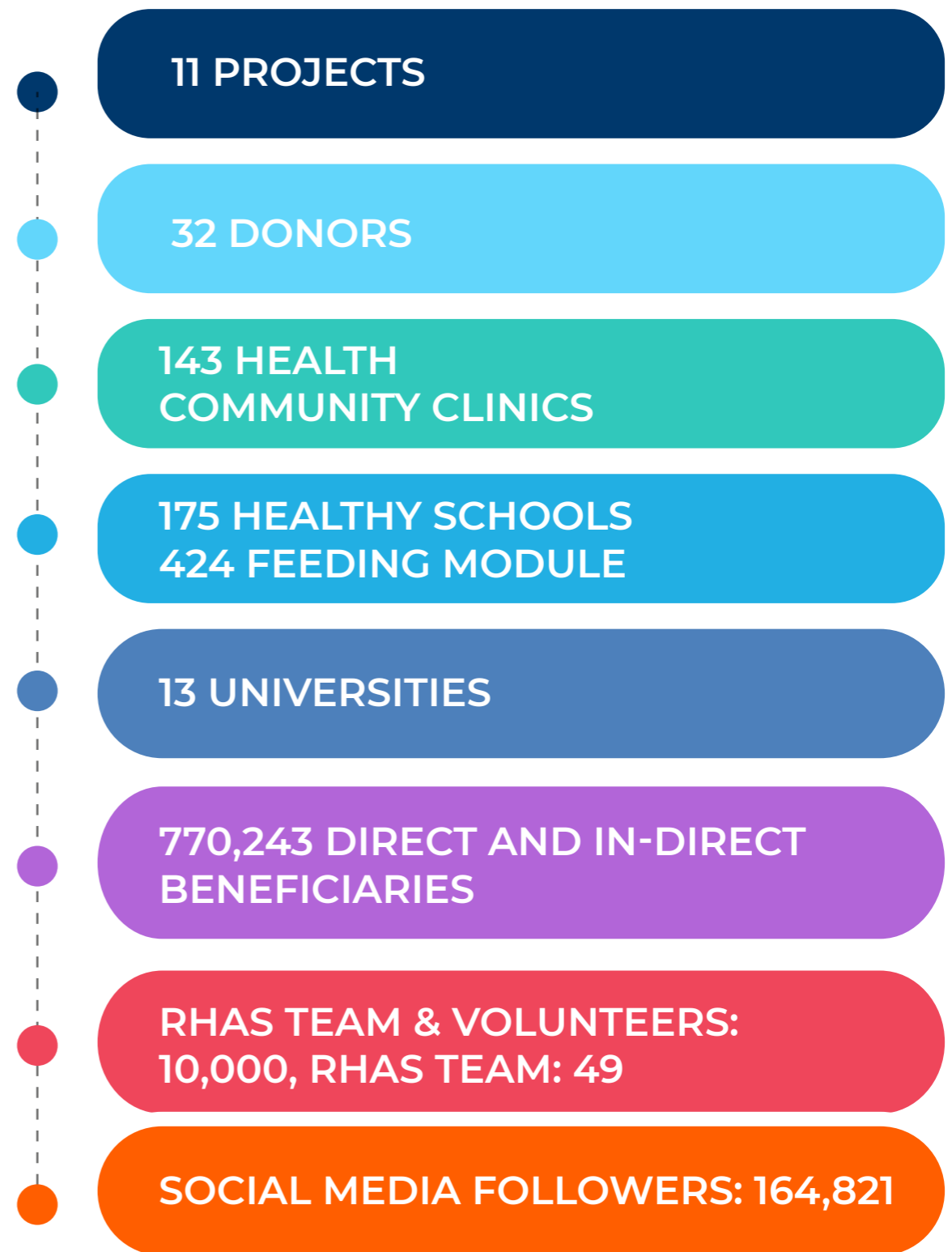
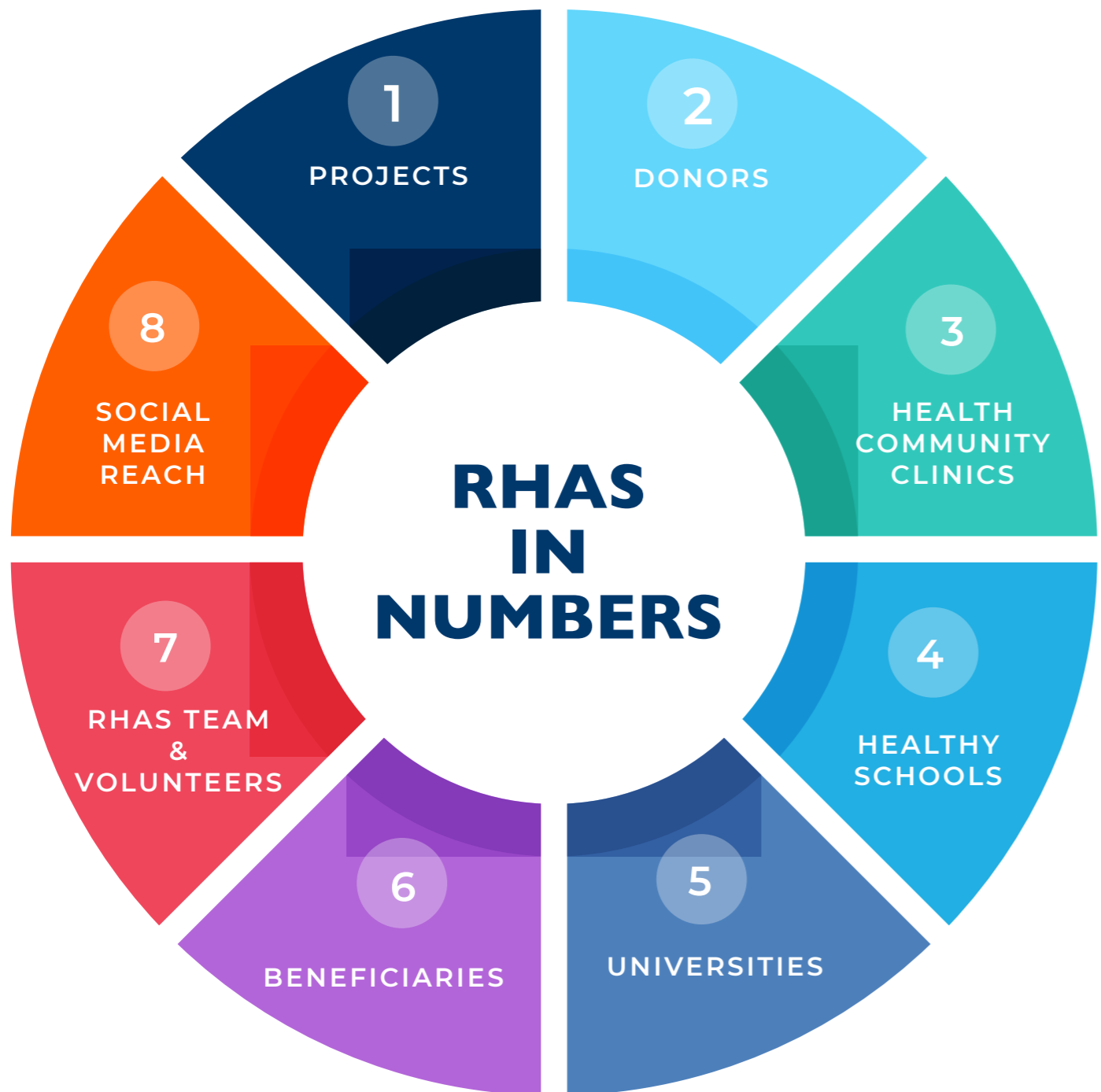
Clinics **143**

Universities **13**

CBOs & CSOs **100**

Volunteers **10,000**







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