



الجمعية الملكية للتوعية الصحية  
Royal Health Awareness Society

ANNUAL REPORT

2015





If it takes twenty one days for behavior to become habit, can you imagine how much progress can be accomplished in ten years?

I'm proud of this initiative and I wish its team continued success in making healthy practices an integral part of our culture and identity.

The greatest gift we can give our children is the right environment to grow healthy bodies and minds.

Her Majesty  
**Queen Rania Al Abdullah**

## A MESSAGE FROM THE DIRECTOR GENERAL

It gives me a great pleasure to share with you this special edition of our annual report, marking the 10th anniversary of the Royal Health Awareness Society's journey. A journey full of achievements and success stories which we take pride in, and that sought to improve the wellbeing of so many, spanning over the entirety of the Kingdom. Throughout the ten years, RHAS has been so diligently working with various age groups, providing better access to health education, raising the awareness of thousands and touching their lives towards adopting healthier behaviors. During this eventful journey, we have always been inspired by Her Majesty Queen Rania Al Abdullah's vision for RHAS towards a healthy and safe Jordan.

The year 2015, was particularly special; for in it we had embarked on a number of new projects, such as the Healthy Kitchen project. The successful pilot project presented a model where a kitchen, run by women from the local community, was able to serve 2,400 students with daily nutritious meals in one of Jordan's poverty pockets.

During the last quarter of 2015, the Society launched a smartphone application in both Arabic and English with the primary purpose of encouraging Jordanians to embrace a healthier lifestyle, utilizing the power of technology and the high prevalence of smart phones in Jordan, to expand the outreach of our health messages. With the rising incidence of Non-Communicable Diseases (NCDs) globally and in low-middle income countries specifically such as Jordan, it is our plan for the coming year, to work more closely on risk factors of chronic diseases such as smoking and unhealthy diets, on multiple fronts: Continuing with our coordination efforts of the NGOs tobacco control group; working to prevent and protect children and adolescents from addiction to tobacco, drugs and alcohol; expanding the Healthy Kitchen project to ensure that more children have access to healthy meals and are able to follow healthier diets, through nutrition awareness.

Additionally, more focus will be directed towards the Healthy Community Clinic program to expand within the Ministry of Health comprehensive centers across Jordan, benefiting more citizens. In light of the Syrian refugee crisis, the program will operate within Syrian refugees host communities, and empower patients (vulnerable Jordanians and Syrian refugees alike) to manage their disease and reduce health complications as well as cost implications related to their health status, through providing preventative, educational and counseling health services.

These contributions would not and will not be ever possible without the unwavering commitment of our dedicated team and the strategic partnerships we have formed with the public and the private sectors along with NGOs, nationally and internationally. To them, we are always grateful as they continue to ignite us, inspire us, and support us towards creating expanding success and lasting impact.

Hanin Odeh

## ABOUT US

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.



## OUR APPROACH

- 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 **empowering and 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.





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# 10 TEN YEARS

## RHAS ACHIEVEMENTS

### The King Abdullah II Award for Physical Fitness Since 2005



- The Institutionalization of King Abdullah II Award with The Ministry of Education
- Reached more than **500,000** students



### Healthy Community Clinic Since 2011

- **30** Health Centers of the Ministry of Health implemented the program
- More than **5,000** patients have benefitted

### Think First Since 2009



- **109** schools have participated
- **77,000** students have benefitted
- **1,000** teachers were trained



### Shababna Since 2011

- **727** volunteers from **8** universities
- **16,500** beneficiaries from youth health initiatives

### Healthy Kitchen Since 2015



- **10** schools have participated
- **2,400** students have benefitted in the pilot



### Healthy Schools Since 2008

- **315** schools participated in the program
- **144,400** students have benefitted
- **1,030** principals and health teachers were trained
- More than **50** social school initiatives were executed



## HEALTHY SCHOOLS

**HEALTHY SCHOOLS** is a national accreditation program implemented since 2008 with the Ministries of Health and Education, with an aim 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. The program focuses on public and preventive health education, such as personal hygiene, oral hygiene, physical activity and healthy diets.

### 2015 ACHIEVEMENTS AND RESULTS

- 68 schools from various governorates including 6 private schools, joined the program for the academic year 2014/2015. Once assessed by the team of experts, 18, 15, 26 schools were accredited on the gold, silver and bronze levels, respectively.
- 134 health teachers and 78 principals from participating schools were trained on the accreditation requirements, and 10 health initiatives were implemented with the support of local community members, such as diabetes and blood pressure initiatives, fitness club project, nutrition, and personal hygiene awareness sessions.
- During the first semester of 2015/2016, 58 new schools joined the program, and training workshops for the teachers and principals were conducted.
- Project WET (Education for Teachers) which aims at educating teachers and students on the importance of water conservation, was implemented in 53 schools in cooperation with Nestle Waters. Based on a feedback session, the project guide was reviewed in participation with the relevant technical committee.

- Water, Sanitation, and Hygiene (WASH) project was implemented in cooperation with UNICEF in 12 public schools in the host communities of Syrian refugee in Amman. The program includes two components: renovation and rehabilitation of health facilities at 10 schools, and hygiene promotion at all targeted schools. The program focused, in addition to renovation works, on building the capacity of health teachers in schools; engaging the community through health committees in schools; and implementation of activities and lectures on topics related to hygiene and water conservation.
- The pilot phase of “Ajyal Salima” program, which is an interactive program developed by Nestle Foods in cooperation with the American University of Beirut, was launched in 10 schools in Madaba governorate. The program aims at raising awareness on healthy nutrition practices and promotes physical activity for students to 4<sup>th</sup> – 6<sup>th</sup> graders, in an effort to prevent obesity and chronic diseases amongst young generations.

**“Parents are aiming to register their children in our healthy school because it possesses all health standards and qualifications.”**

Ekram Al-Shelleh  
Healthy School Principal, Thahr Al-Sarou Secondary  
School for Girls

**“Students are now differentiating between what is right and wrong especially in choosing food items in the school’s canteen or from outside the school.”**

Dr. Zahrah Al-Shawaf  
School Doctor, Radwan Schools





## 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 7<sup>th</sup> 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.

### 2015 ACHIEVEMENTS AND RESULTS

- The program was launched in 50 new public schools for the academic year 2015/2016, where 25 of those schools are using the E-curriculum only, to compare the effectiveness of the e-curriculum vs. the printed version of the program, and decide on the best model for implementation in the future. Moreover, the Parents' Guide was developed electronically and uploaded on the EduWave system.
- The E-curriculum was uploaded on RHAS's website as an open source, where all lessons are accessible to any interested school.
- RHAS celebrated the 3<sup>rd</sup> UN Global Road Safety Week, through organizing an event for 150 students from 6 public schools, to raise awareness of the children, voice out their concerns about road safety to policy makers to take action for better road safety measures. The event was in collaboration WHO, Ministry of Health, Ministry of Education, Jordan Traffic Institute, and Greater Amman Municipality.

- Prior to the event, RHAS has also circulated the UN Declaration on Road Safety to policy makers, schools, parents, and teachers, to sign the declaration. RHAS was able to collect 10,181 signatures. RHAS efforts were recognized by Safe Kids Worldwide and received an award for “Excellence in Global Programs / Child Passenger and Safety 2015.”

**“I enjoyed Think First Program, especially when we watched the videos and solved the activities using the computer. I learned how to safely use my bicycle, how to play in the public parks while protecting myself from injuries, and how to give proper first aid in case of sunstrokes.”**

Abdullatif Nazzal  
3<sup>rd</sup> grade, Sweifieh Mixed Secondary School

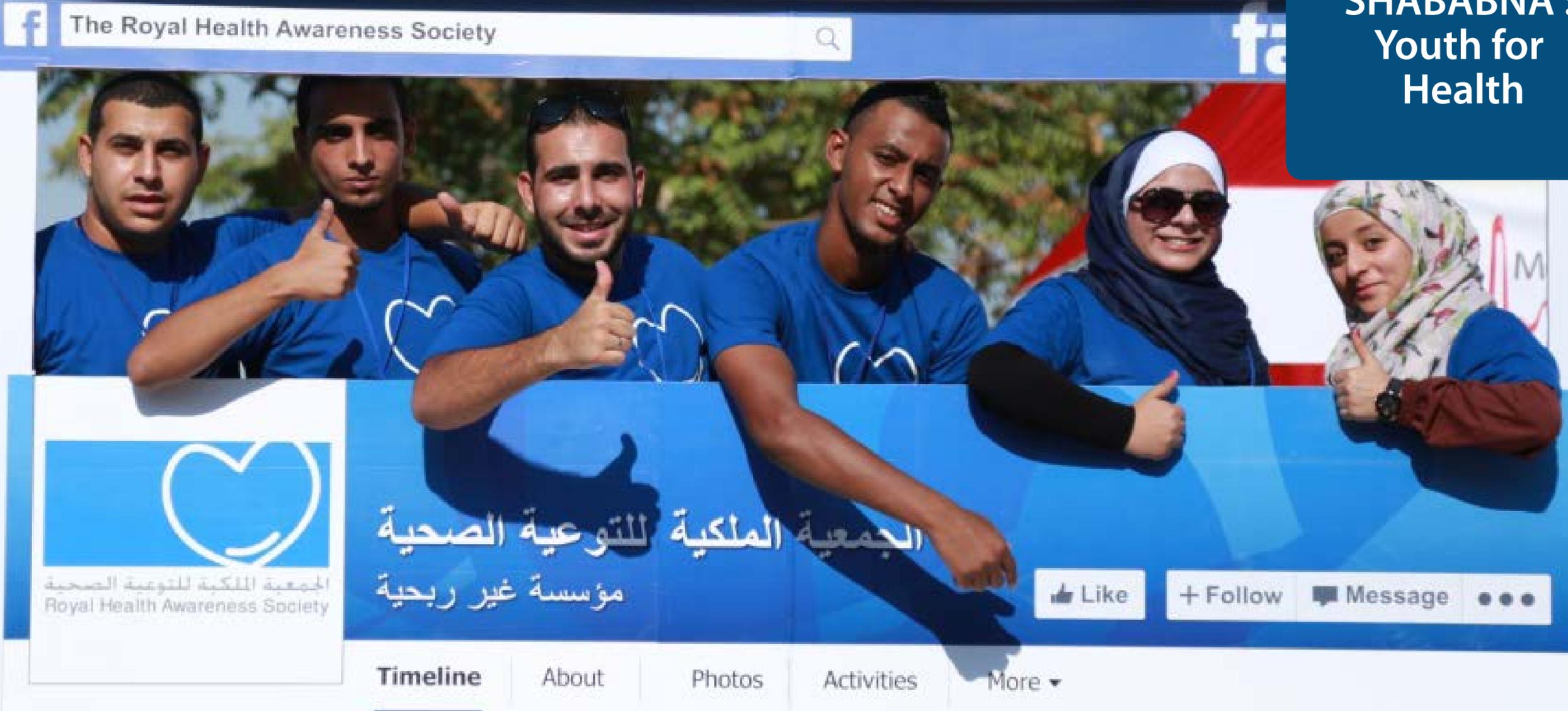


## SHABABNA : Youth for Health

**SHABABNA 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 education and awareness on national health priority topics and youth related health issues, and also receive training on leadership, communication and advocacy skills. 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 and activities, across the Kingdom.

## 2015 ACHIEVEMENTS AND RESULTS

- Two health education courses funded by the United Nations Population Fund (UNFPA) were conducted with the cooperation of the School of Nursing in Jordan University (JU). The courses included health awareness sessions over five weeks covering the following health topics: 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. 100 students graduated from the course with different specialties; 35 of which were chosen and intensively trained on leadership, team building, and team work skills where they implemented a health initiative: (Your Health Matters to Us), benefiting more than 2,000 university students.
- The interactive educational material for a health promotion course was reviewed and fully developed for students at JUST university, by a team of experts from the Faculty of Nursing at JUST, in cooperation with RHAS and UNFPA. The material has been adopted as an elective for students from all faculties at the university.
- The electronic survey (pre-post assessment) on the health knowledge of youth participants showed 17% increase on reproductive health topics including family planning and contraceptive methods; 20% improvement in the number of students



ABOUT



The Royal Health Awareness Society

6 hours ago · Edited

who know the proper steps if the blood-sugar level is too low; 98% of the students know about the role of healthy diet in preventing cancer; 20% increase in students' knowledge about the appropriate calorie intake for both male and female; 13% increase in understanding the negative impacts of smoking on the digestive system.

- The focus group discussions indicated that the youth highlighted the impact of the course on their skills; as they developed better communication with peers, and they improved their conflict resolution skills.
- The program expanded the outreach of RHAS and increased health awareness among youth in Jordan. They acknowledged the fact that some of the topics delivered will be very useful for their future, particularly regarding reproductive health and parenthood.

**"I thought that reproductive health concerns females only, but through this course, I learned that it impacts my life as well, and it also helps us look after the wellbeing of our society."**

Hassan Hijazi

21 years old, Mechanical Engineering – University of Jordan

**"Through participating in the program, I have overcome my isolation through participating with my colleagues in health events and activities, and making new friends."**

Zainab Al-Hadid

20 years old, Teacher - University of Jordan





## 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 prevent incidence of chronic disease for those at high risk, and empower patients to manage their diseases and reduce future complications. 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.

### 2015 ACHIEVEMENTS AND RESULTS

- The Healthy Community Clinic expanded in 6 new MoH health centers: in Sahab Comprehensive Health Center, Prince Hamza Mount Comprehensive Health Center, Karak Comprehensive Health Center, Al Rabbeh Comprehensive Health Center, Al Mazar Comprehensive Health Center and Al Marj Primary Health Center.
- 895 participants and patients benefitted from the various HCC services during 2015, and 30 medical practitioners from MoH received capacity building and training on the HCC program.
- The Micro-Clinic Project expanded in 29 health centers in 2015 in collaboration with Microclinic International and MoH, covering Amman, Madaba, Ramtha, Zarqa, Jerash, Al Balqaa, Al Karak, and Al Mafraq governorates; 29 nurses were trained on the project with the aim of empowering patients to manage their diabetes to prevent developing complications through following healthy lifestyles. During 2015, 2,554 participants joined the project and were able to benefit from the MCI model: "Good health is contagious" relying on group support to maximize the impact.

- 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.
- Two campaigns were conducted in Al-Ramtha and Madaba to screen for diabetes and diabetic retinopathy. More than 8,000 individuals were tested for random blood sugar and over 950 individuals were tested for diabetic retinopathy. Patients, who needed intervention, were referred to the nearest hospital, and all persons were offered to join the Healthy Community Clinic for follow up.
- Two focus group discussions were conducted in Ramtha and Mafraq comprehensive health centers to assess the impact of the Healthy Community Clinic services; the results of the focus groups showed the following:
  - The beneficiaries praised the HCC services and activities, confirmed the improvement of their health status and ability to better monitor and control their chronic diseases, to the extent that they were considered as role models by their families and friends, who were also following healthier diets.
  - The beneficiaries explained that the regular follow up by the HCC team to monitor their progress, helped them sustain the healthy diet and lifestyle.
  - All beneficiaries' experienced one or two of the following as a result of their enrollment in HCC program: Losing weight; Stabilizing heartbeats; Controlling blood sugar level; Stabilizing hypertension; Managing asthma; and raising awareness to sustain healthy life attitudes and behaviors (healthy diet, walking, negative impact of smoking, and taking medicine properly on time).

**"Attending the awareness sessions, helped me understand and implement the program better than watching some TV health programs, as I can have my questions answered immediately."**

Abdullah Hasan Bawa'neh  
59 years old, Al Mafraq Health Center

**" My blood sugar was 270 when I started the program, while last reading was 140."**

Umm Mohammad  
45 years old, Al Mafraq Health Center, Syrian Refugee

**"I lost 17 KGs and my blood pressure now is 120/60 after being 150/90 most of the time. This was achieved by cutting my salt intake."**

Um Ahmad  
40 years old, Al Ramtha Comprehensive Health Center





## HEALTHY KITCHEN

In partnership with MoE, MoH and WFP, the Healthy Kitchen Project was launched with an aim to provide healthy and nutritious food alternatives (meals) to school students, through linking schools to productive kitchens within Community Based Organizations (CBOs), who in turn provide these healthy meals to surrounding schools. The project also aims to raise health and nutrition awareness and healthier eating patterns through providing comprehensive nutrition information and educational resources within the schools community.

### 2015 ACHIEVEMENTS AND RESULTS

- The project was implemented in 10 schools within Madaba, providing meals to 2,400 students on daily basis.
- Healthier eating patterns and nutrition awareness sessions were conducted, in the participating schools for the students, teachers and parents.
- 20 job opportunities were created to the local community, mainly for women, who received training on healthy kitchen operations and basic financial literacy.

- In a project impact assessment through a pre and post Knowledge, Attitude and Practice(KAP) survey, results showed:
  - 11-25% fewer students buy from school canteen since benefiting from this feeding program.
  - 10% increase in students responses to always washing their hands before and after the meals.
  - 20% increase in students' knowledge regarding the importance of water for human body.
  - Almost all the students recognize the importance of including vegetables and fruits in their meals and recognize the importance of Physical Education for human wellbeing.

**"My work in Healthy kitchen was like a lifeline opportunity for me, I'm now making money and stopped being dependent on others."**

Maisa' Ali Zeydan  
Healthy Kitchen worker, Madaba

**"I reduced my intake of junk food, like chips, chocolates and fizzy drinks and replaced them with healthier items, like cheese, fruits and vegetables."**

Zahra Rabaa  
9 years old, Al Ma'monyeh Gharbiyeh Secondary School



## EVENTS OF 2015



**10<sup>th</sup> Anniversary Celebration**



**New Think Festival**

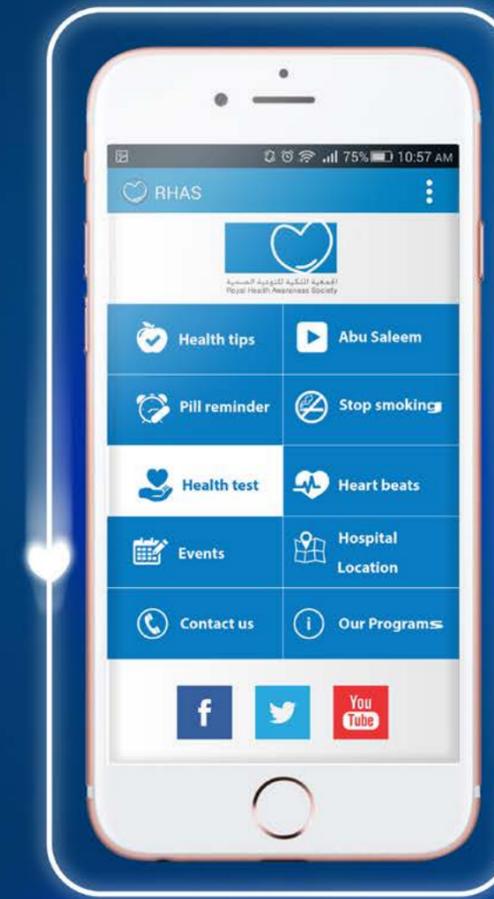


**Global Road Safety Day**



**World Physical Activity Day**

## OUR APPLICATION



**To start a healthy life style..**  
Download our application from Apple and Android stores!

The Royal Health Awareness Society has recently launched a unique smartphone application in both Arabic and English. The trending app has the primary purpose of encouraging Jordanians to adopt a healthier lifestyle. Compatible with both Android and Apple, the application offers daily health tips and a section on the best ways to quit smoking. The application further includes how to take medical prescriptions as well as provides the exact locations of hospitals operating around the Kingdom

# RHAS ON SOCIAL MEDIA FOR 2015



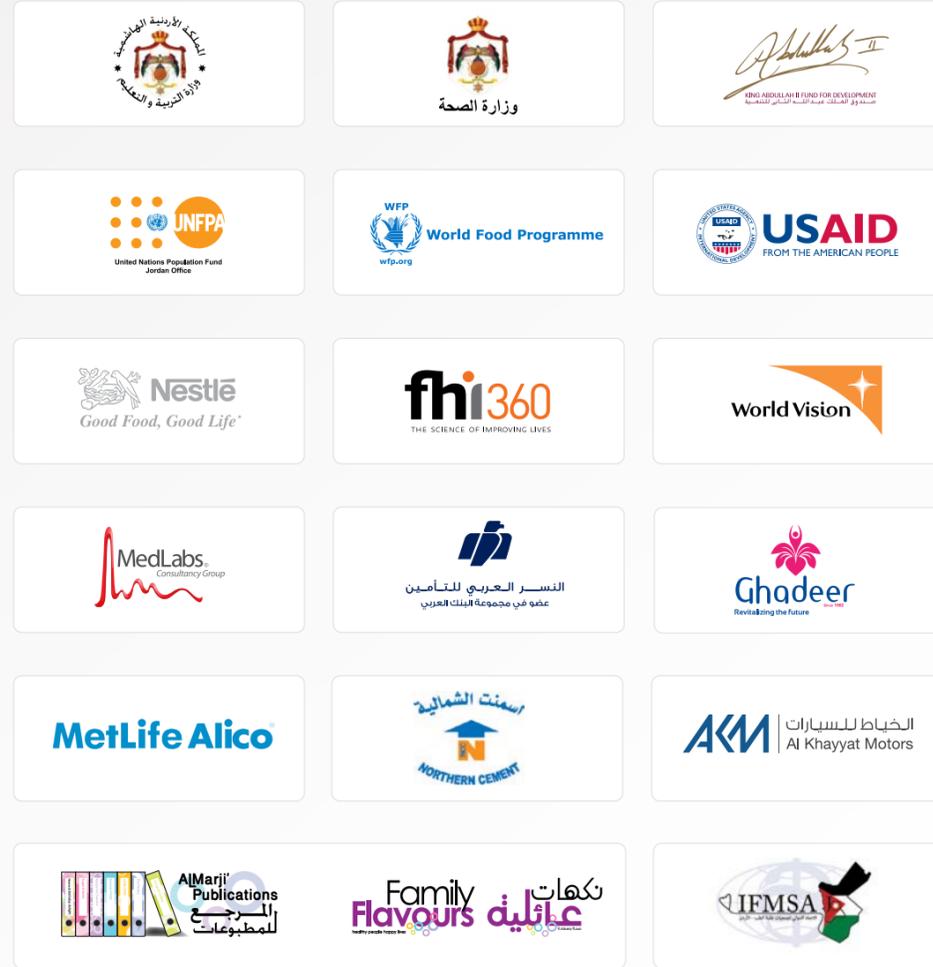
Growth	Total Engagements
35.9%	67,513



Growth	Total Engagements
42.9%	423,617



## OUR PARTNERS AND SUPPORTERS FOR 2015



Thank you for your continues support

## شركاؤنا وداعمونا لعام ٢٠١٥



شكرًا لدعمكم المتواصل