



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society

ANNUAL REPORT

2023



www.rhas.org.jo





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 pleased and honored to meet with you once again to present The Royal Health Awareness Society's Annual Report for the year 2023. This is an occasion for us to reflect on our achievements throughout the year, highlight the most significant milestones we have reached, draw lessons from our experiences, and determine our next steps with a solid and firm foundation.

The year 2023 was exceptional on many fronts. It began with a return to the fundamentals of health awareness, focusing on them after we had fully recovered from the impacts of the COVID-19 pandemic. The year ended with the aggression against the Gaza Strip in our beloved Palestine, which cast its shadow on all aspects of life in the region. Despite the challenges, RHAS continued to implement its vision of "To Healthy and Safe Society" through our diverse initiatives aimed at promoting health awareness and public health across the Kingdom. Our programs continued to achieve the desired outcomes and results.

For example, The Healthy Schools Program, now in its 15th year, we had 763 schools participate with 130 health community initiatives implemented, benefiting over 420,000 students. Additionally, 1,960 teachers and principals were trained. This program aims to create a school environment that promotes

health, positively impacting students' physical, social, and academic growth.

In the field of early childhood development, we continued our program in cooperation with the Ministry of Health, which aims to empower parents to create home environments that respond to children's needs, contributing to their physical, cognitive, social, and emotional growth. This year, the program included 2,015 caregivers and 2,000 children.

We also saw great success in the "Tahseen" initiative, which was implemented by RHAS in cooperation with the Ministry of Education and Ministry of Health, the Anti-Narcotics Department, and in partnership with Mentor Arabia and other youth organizations. The initiative aims to build the capacities of young people and develop their social and life skills. Thousands of youth and children across the Kingdom participated in this initiative.

As for the "Our Youth" Program, we continued to build a national network of young volunteers, with more than 5,000 young men and women participating in our programs. We implemented 110 youth health initiatives, indirectly benefiting 35,000 community members. Through our Healthy Kitchen Program, we continued to provide healthy meals to school students through our partnership with the Ministry of Education, the

Ministry of Health, and the World Food Program. We produced 4.8 million healthy meals in 11 kitchens, benefiting more than 90,000 students and creating 466 job opportunities, the majority of which were for women.

We also continued providing services through the Community Health Clinic program, which embodies everything we aspire to achieve from the perspective of the beneficiaries. This program directly benefited 150,000 people and indirectly benefited 750,000 people through various awareness and training activities carried out in 190 health centers across Jordan.

One of the most significant accomplishments this year was the training project for graduates of journalism and media in the field of health media, implemented by the Society in collaboration with the Ministry of Government Communication. This project provided training opportunities for 41 journalism and media graduates, combining theoretical and practical training over six months in 12 media institutions. The project resulted in important outcomes, with a quarter of the graduates being employed in various media institutions, and 352 health-related media materials being produced across various formats, including visual, written, audio, and digital. We are proud



Amal Ireifij
Director General

of the partnerships that contributed to the success of this project, including the Jordan Media Institute, donors like World Diabetes Foundation, UNICEF, Radio Netherlands Worldwide, and the International Relief Committee.

I am also pleased to highlight the signing of several partnership agreements and memorandum of understanding that have strengthened cooperation and coordination with various local and international institutions, such as the cooperation agreement with the Waldorf School in Amman, the memorandum of understanding with the Middle East Network for Community Health, the cooperation agreement with the Jordan Chamber of Industry, and the memorandum of understanding with the International Federation of Medical Students' Associations – Jordan.

Finally, I would like to express my deep pride in the efforts made by our team and partners over the past year. The achievements we have made are a testament to our shared commitment to realizing RHAS's vision and our ultimate goal of enhancing the health and well-being of the Jordanian society. We hope to continue working together to achieve even more success and progress in the years to come.

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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.

Values

Care



Voluntarism



Credibility



Equity



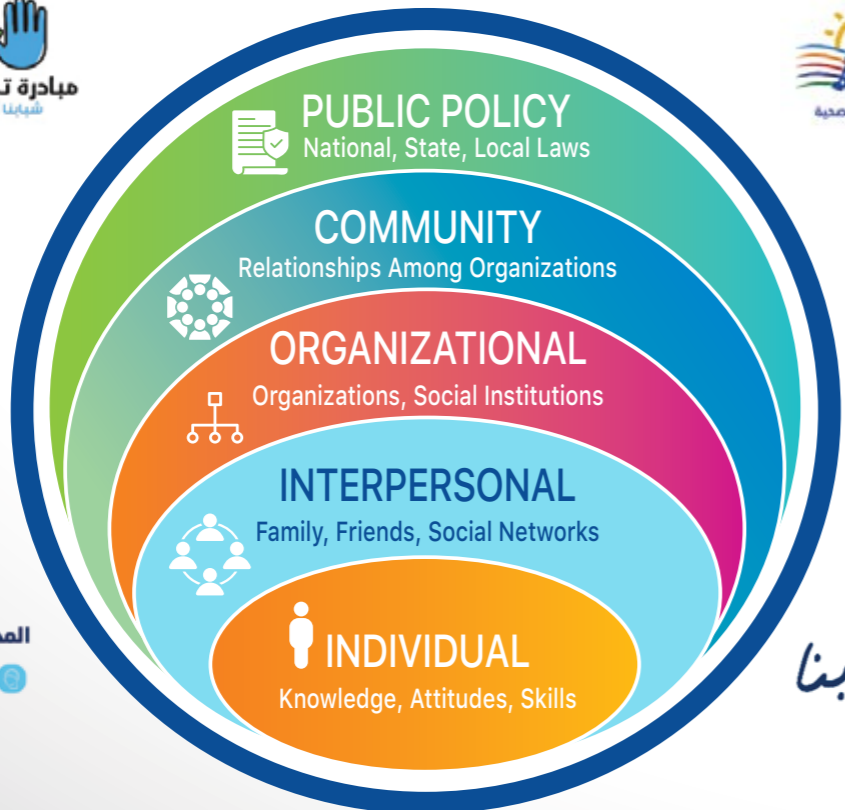
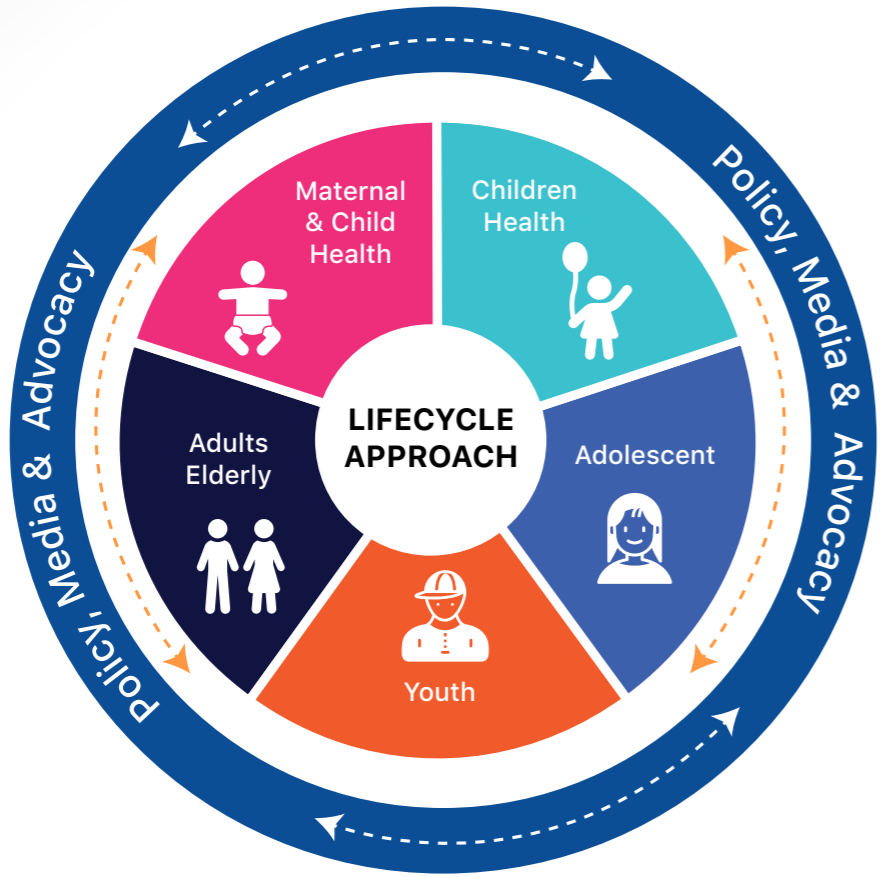
Cooperation



Memberships & Alliances



RHAS Works Through Life Cycle Approach and Socio-Ecological Model



AGE GROUPS	PROGRAMS AND PROJECTS	POLICY AND ADVOCACY
MATERNAL AND CHILD HEALTH (UNDER 5 Yrs.)	<ul style="list-style-type: none"> Maternal Infant & Young Child Nutrition Positive Parenting Postpartum Depression 	ECD <ul style="list-style-type: none"> National Early Childhood Development Team
CHILDREN HEALTH (5th-10th Yrs.)	<ul style="list-style-type: none"> Personal Hygiene Mental Health Risky Behaviors (Drugs & Tobacco) Road Safety Environment 	
ADOLESCENT (11th - 18th Yrs.)	<ul style="list-style-type: none"> Communicable Diseases (COVID) Career Guidance SRHR Risky Behaviors (Drugs & Tobacco) 	Children & Adolescents <ul style="list-style-type: none"> Immunization and Vaccines Health Promoting Schools Schools Canteens Committee UN Working Group School Feeding Committee National Mental Health Working Group
YOUTH (19th-30th Yrs.)	<ul style="list-style-type: none"> Sexual Reproductive Health Risky Behaviors (Drugs & Tobacco) 	Youth <ul style="list-style-type: none"> Comprehensive Sexuality Education UN Working Group Financing NCDs Committee
ADULTS / ELDERLY (30th AND ABOVE)	<ul style="list-style-type: none"> Diabetes & Hypertension Job Creation Immunization 	Adults <ul style="list-style-type: none"> Promotion of Cessation Services Banning Smoking & Vaping Law in Public Spaces UN Working Group
	<ul style="list-style-type: none"> Healthy Comm. Clinics Community Health Nutrition Integrated NCDS COVID II Community Outreach 	Media & Advocacy <ul style="list-style-type: none"> Risk Communication and Community Engagement Health Journalism Training JNCDA



RHAS PROGRAMS

Healthy Schools 🏠

Early Childhood Development 🧒

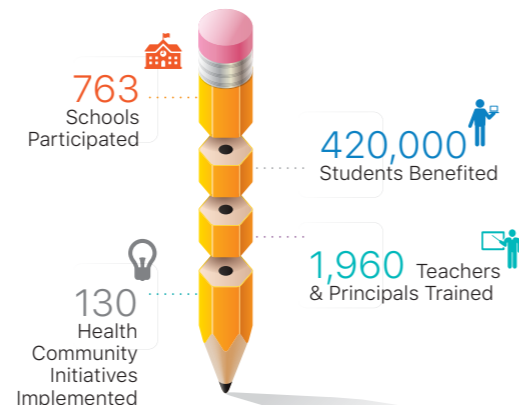
Generations Protected (Tahseen) 🧤

Shababna 👥

Healthy Kitchen 🍴

Healthy Community Clinic 🏥

Healthy Schools Program



The Healthy Schools program is a national accreditation program implemented in collaboration with the Ministry of Health and the Ministry of Education since 2008, with an aim to create health-promoting environment within schools, reflecting positively on students' physical and social growing, as well as their academic performance. The program is carried through national health standards which participating schools are trained and supervised on to implement successfully. The program focuses on public and preventive health education, such as personal hygiene, oral hygiene, physical activity, healthy diets, and drugs prevention and tobacco control.

Early Childhood Development

The Early Childhood Development in an evidence-based program implemented in collaboration with the ministry of health to empower parents to provide their children with a home environment that is better equipped to respond to children's needs, fostering their overall development and preparing them for a successful future. This program focuses on nurturing the physical, cognitive, social, and emotional development of children; laying the foundations for healthy and productive lives.



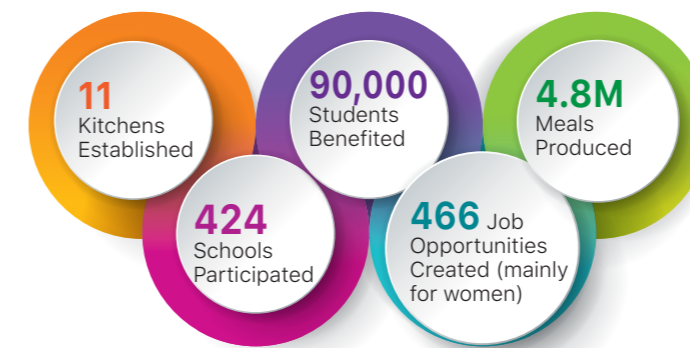
Generations Protected (Tahseen)

In collaboration with the Ministry of Education (MoE), the Ministry of Health (MoH), and the Anti-Narcotics Department, and in partnership with Mentor Arabia, youth organization, and other relevant NGOs, RHAS implements the initiative "Generations Protected" (Tahseen) initiative, which includes 3 programs that targets children, adolescents, and youth, to contribute to the healthy upbringing of the future generation and protect them from such risky behaviors. As the initiative's programs based on an interactive and participatory approach; it aims to build youth capacity on social and life skills.

Healthy Kitchen Program



In partnership with the Ministry of Education, Ministry of Health and the World Food Program, the Healthy Kitchen Project (HKP) was launched in 2015, with the aim to provide healthy and nutritious food alternatives (meals) to school students, through linking schools to productive kitchens with community based organizations, 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.



Shababna

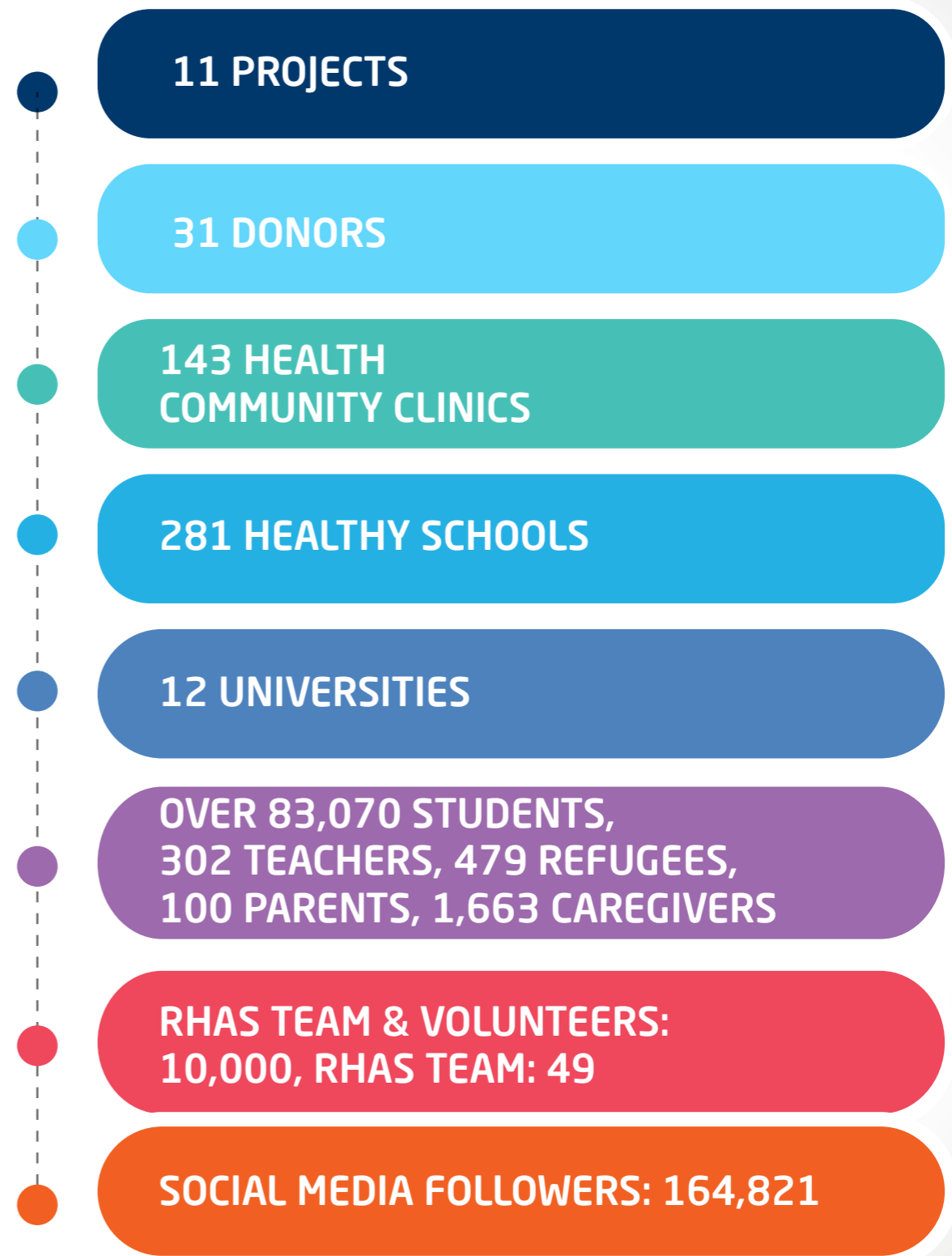
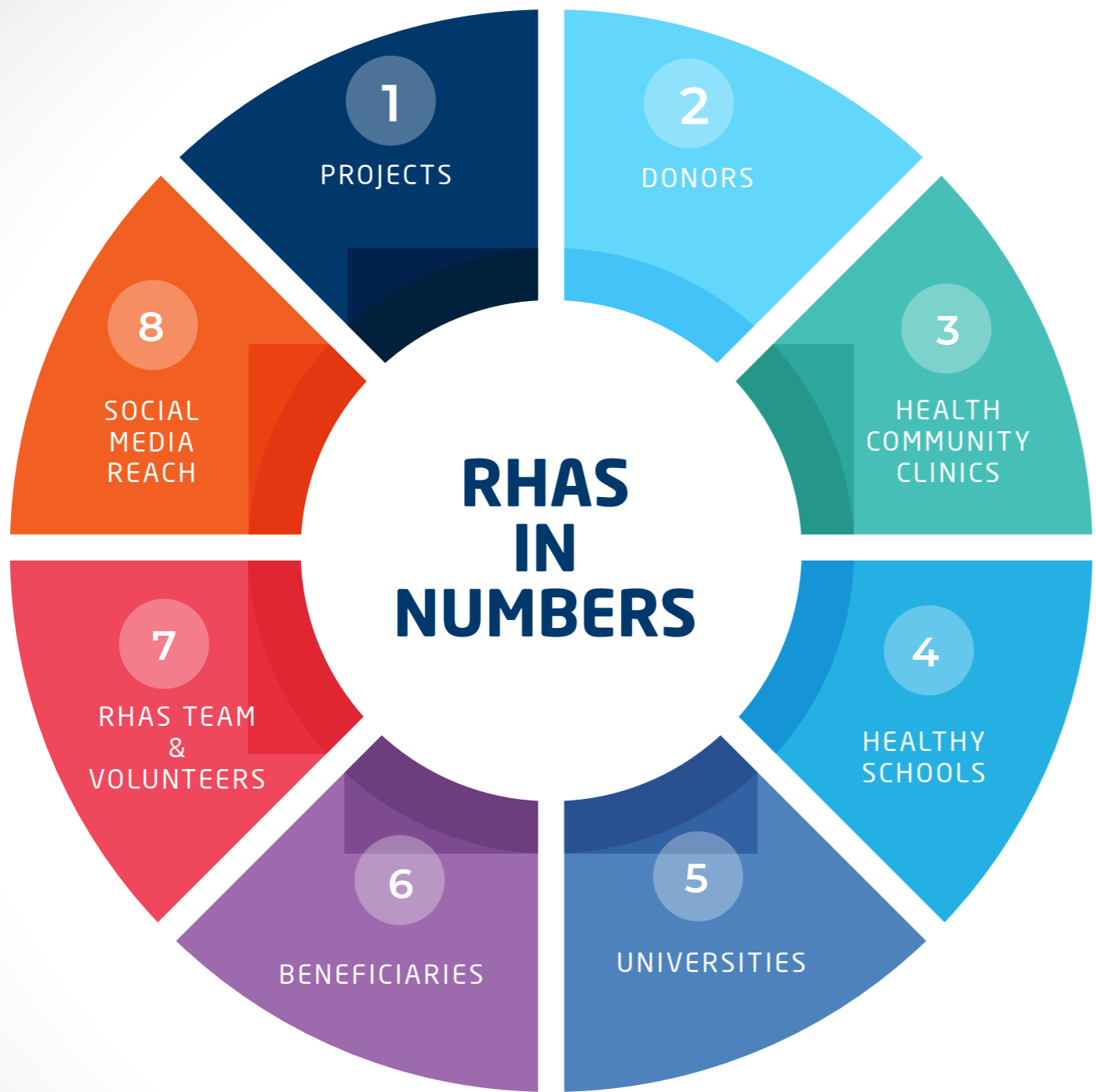
Shababna aims to establish a national network of Jordanian youth volunteers who play a significant role in educating their peers and encouraging healthy lifestyles and behaviors. Youth participants receive education and awareness on youth related health issues, in addition to leadership, communication, and advocacy skills. By building their capacity, youth contribute to the implementation of various health awareness based projects and initiatives in their local communities or universities, and also volunteer with RHAS's various programs and activities across the Kingdom.



Healthy Community Clinic

The Healthy Community Clinic (HCC) is a community-based MoH health program launched in 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 lower the incidence of chronic disease and reduce future complications. Activities in the HCC include interactive sessions addressing health topics of priority, such as cardiovascular disease, diabetes, blood pressure, asthma, allergies, reproductive health, obesity, the importance of healthy diet, physical activity and smoking cessation.





RHAS National Coverage

Schools **665**

Clinics **82**

Universities **11**

CBOs & CSOs **100**

Volunteers **900**



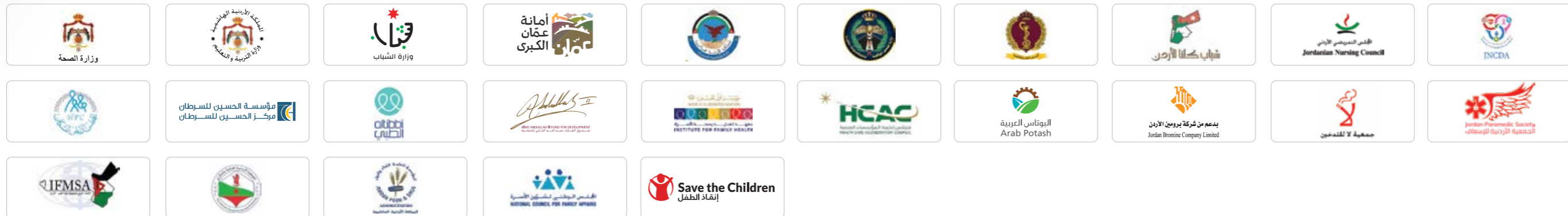
2023 Activities RHAS in Pictures



RHAS International Partners



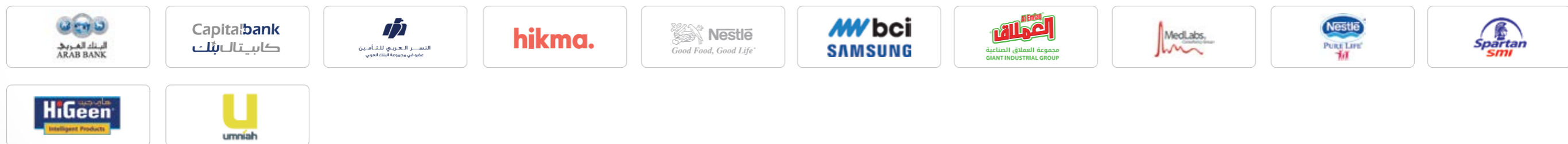
Government and Local Partners



Universities and Academic Partners



Private Sector Partners



Media Partners





Sustainability

Multisectoral Approach

Private Sector Engagement

Institutionalization

Volunteer Mobilization

Digitalization

Regional Knowledge Transfer

Health Journalism