



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society

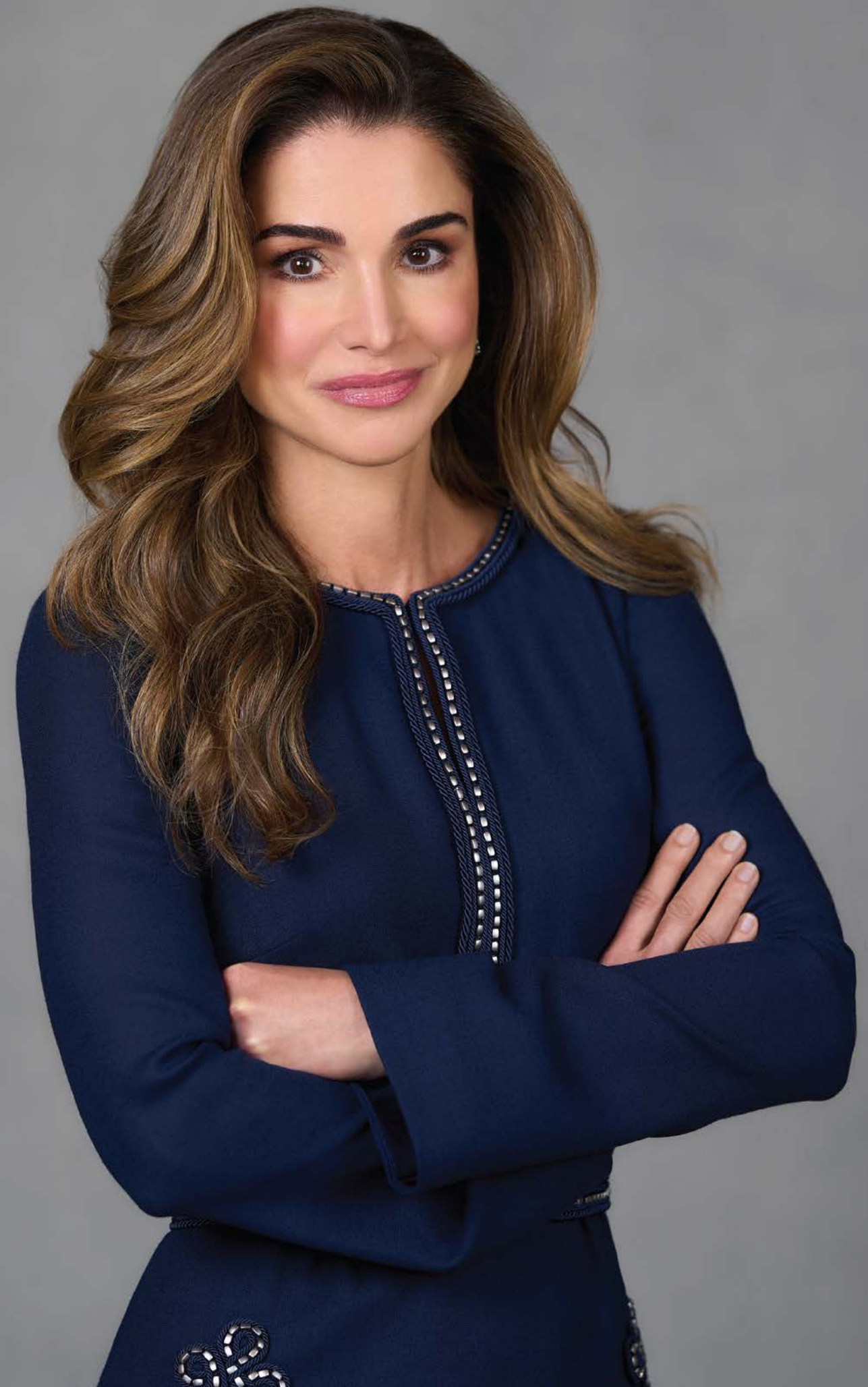
ANNUAL REPORT





The Royal Health Awareness Society continues to empower individuals to embrace healthier lifestyles, fostering a generation that values disease prevention, and places health and wellbeing at the forefront.

Her Majesty Queen Rania Al Abdullah
Chairperson



MESSAGE FROM THE DIRECTOR GENERAL



As we reflect on 2024, I am filled with immense pride and gratitude for the Royal Health Awareness Society's continued journey toward a healthier, more informed Jordan. This year has been a testament to the power of collaboration, innovation, and unwavering commitment to community well-being.

At RHAS, we believe that health is not merely the absence of illness—it is a state of physical, mental, and social well-being that empowers individuals and communities to thrive. In 2024, we expanded our reach, deepened our impact, and strengthened our partnerships to ensure that health awareness and preventive care are accessible to all, especially the most vulnerable.

Our flagship Healthy Schools Program continued to flourish, reaching more than 438,000 students across 797 schools. Together with the Healthy Kitchen Project, which provided 4.8 million nutritious meals

for students across Jordan and created 430 job opportunities—many for women—while promoting better eating habits in schools; we are shaping environments where children can grow, learn, and lead healthier lives.

We also advanced initiatives like the Type 1 Diabetes Project, which empowered students, teachers, and healthcare providers to support children living with diabetes, and Ajyal Salima, which educated over 187,000 students on nutrition and physical activity. These programs are not just interventions—they are investments in the future of our youth.

Mental health, often overlooked, was brought to the forefront through the More Than Baby Blues project, tackling peripartum depression and stigma, we took a bold step toward integrating mental health into maternal care. Similarly, our Early Childhood Development and Expanded Immunization Programs

reached tens of thousands of caregivers and children, reinforcing the importance of early, holistic health education.

Youth engagement remained a cornerstone of our work. Through Shababna for Health, over 5,000 young people became health ambassadors in their communities. Programs like Najahna, Masarona, and Tahseen empowered youth, refugees, and caregivers with knowledge and skills to advocate for reproductive health, digital safety, and social inclusion.

Our Healthy Community Clinics served nearly 9,000 beneficiaries with preventive care and lifestyle counseling for non-communicable diseases. These clinics are changing lives—like Rabeeha Mustafa Khalil, who embraced healthier habits through our support within the program.

Behind every number is a story of change. Behind every initiative is a team of

dedicated professionals, volunteers, and partners who believe in our mission. I extend my heartfelt thanks to our Board of Trustees, our government, civil society, private sector, and international partners, and to every RHAS team member who made this year a success.

As we look ahead, we remain committed to innovation, equity, and impact. In 2025, we will expand our work in mental health, deepen digital health awareness among youth, and continue building inclusive community-based models of care.

Together, we will create a Jordan where every individual has the knowledge, resources, and support to lead a healthy, dignified life.

Thank you for being part of this journey.

Amal Ireifij

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الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society



OUR 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.

OUR VALUES

Care
Voluntarism
Credibility
Equity
Cooperation



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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 a health-promoting environment within schools, reflecting positively on students' physical and social growth, 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. The Healthy Schools program is a national

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The program focuses on public and preventive health education, such as personal hygiene, oral hygiene, physical activity, healthy diets, and drug prevention and tobacco control.

- ▶ **438,085** Students Benefited
- ▶ **797** Schools participated
- ▶ **137** Health Community Initiatives Implemented
- ▶ **2,033** Teachers and Principals Trained



DIABETES MELLITUS TYPE 1 DM1 PROJECT

Launched for the first time in Jordan, the project is implemented in partnership with the Ministry of Education and the Ministry of Health, with support from the World Diabetes Foundation (WDF). It aims to create a world where individuals with Type 1 diabetes can live free from stigma. By focusing on education and empowerment, the project strives to make a meaningful impact on the lives of school-aged children and their communities.

The project centers on dispelling myths and misconceptions about Type 1 diabetes. It equips teachers, parents, and healthcare providers with the knowledge and tools necessary to support students with this condition, fostering inclusive school environments where children can thrive with confidence.

Additionally, the project is committed to empowering young people to become advocates for their peers. Through its youth volunteer component, it nurtures leadership skills and provides the resources needed to raise awareness and challenge stereotypes. These young changemakers play a vital role in building supportive communities for individuals

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- ▶ **91,578** Students Benefited
- ▶ **121** Schools participated
- ▶ **363** Teachers and Principals Trained
- ▶ **1,825** Teachers attended a practical training for emergency management for Diabetes
- ▶ **113** Diabetes supporting clubs established in schools
- ▶ **159** Health care provider trained on T1D care
- ▶ **54** Youth trained on delivering T1D awareness sessions in their communities
- ▶ **4,542** Direct peer reached through trained youth
- ▶ **12** Health Community Initiatives conducted by youth



AJYAL SALIMA PROJECT

Launched in 2015 in Jordan in collaboration with Nestlé and the American University of Beirut, this interactive program aimed to raise awareness among students about adopting a healthier and more active lifestyle. It focused on promoting better health habits by encouraging the consumption of a balanced and varied diet, emphasizing the importance of eating fruits and vegetables, ensuring adequate water intake, and supporting an increase in moderate physical activity. Initially Ajyal Salima 1 targeting children aged 9-10 years (Grade 4 and Grade 5), the program later extended in the 2022-2023 academic year to Ajyal Salima 2, focusing on children aged 11-12 years (Grade 5 and Grade 6), helping them understand the significance of making healthy food choices and fostering overall healthy habits.



- ▶ **50** new schools were included in Ajyal Salima 1 Program
- ▶ **50** new schools were included in Ajyal Salima 2
- ▶ **177,886+** students around Jordan implemented Ajyal Salima 1 and 9173+ students around Jordan implemented Ajyal Salima 2 since the start of each program
- ▶ **1,935** Teachers received training on Ajyal Salima 1 lessons and activity implementation and 460 Teachers received training on Ajyal Salima 2 lessons and activity implementation since the start of each program



HEALTHY SCHOOLS FEEDING MODEL



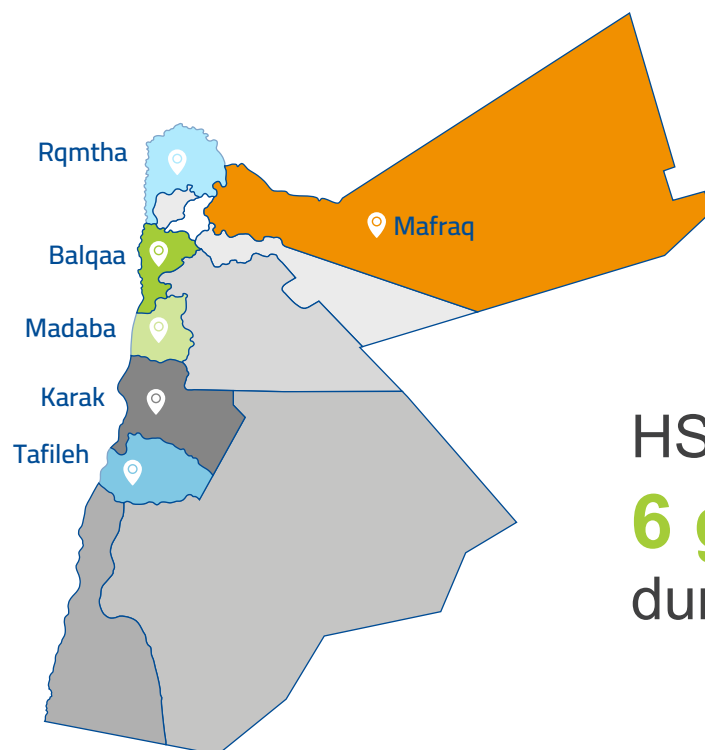
In partnership with the Ministry of Education, Ministry of Health and the World Food Program, the Healthy Kitchen Project (HKP) was launched in 2015, with the aim to provide healthy and nutritious food alternatives (meals) to school students, through linking schools to productive kitchens with community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



1,800 Gluten-free
meals
distributed



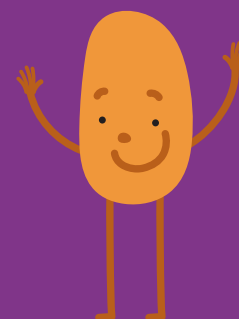
10 Kitchens Established
90,000 Students Benefited
4.8M Meals Produced
476 Schools Participated
430 Job Opportunities Created (mainly for women)



HSFM reached
6 governorates
during 2024



SOCIAL BEHAVIORAL CHANGE COMMUNICATION (SBCC)



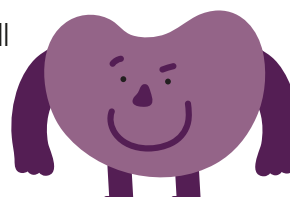
Through our Social Behavioral Change Communication (SBCC) program, we aim to alter habits and behaviors by means of gradual and consistent communication that will result in long-lasting improvements in people's health and life expectancy.

The implementation of effective training programs combined with the efforts of our hardworking staff, volunteers and peers, will help advance societal behaviors to hold more positive attitudes that can result in healthier families, groups, societies and communities.

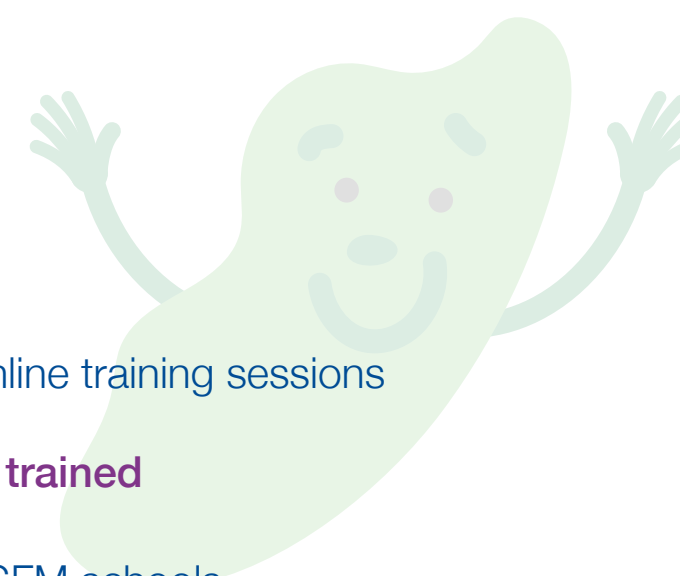
Throughout the month of March, RHAS successfully conducted 16 refresher online training sessions for 169 teachers in 100 SBCC-HSFM schools to enhance teachers' understanding of key health messages relating to the five food groups, healthy diets, and habits. The sessions utilized interactive teaching methods and tools such as whiteboards, which teachers reported were extremely helpful in engaging students and simplifying the

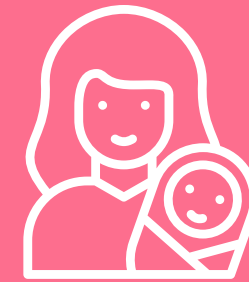
delivery of complex nutritional concepts. The favorite tools included My Plate, characters representing the five food groups, and educational games like Maze, which significantly improved student interaction. Feedback on the training manuals was overwhelmingly positive, highlighting their simplicity and effectiveness in guiding lesson delivery.

During the training sessions, we conducted a screening to identify the top-performing schools and have nominated 20 schools for their exceptional performance. These schools have shown their outstanding commitment to consistently and effectively delivering SBCC classes in innovative ways. Additionally, They have also successfully integrated interactive exercises and activities that help raise awareness about healthy messages, which has significantly enhanced student engagement and the overall effectiveness of the learning experience.



- ▶ **16** refresher online training sessions
- ▶ **169** teachers trained
- ▶ **100** SBCC-HSFM schools
- ▶ **20** nominated schools for exeptional performance





MORE THAN BABY BLUES (MTBB)

More than Baby Blues is an evidence based project implemented in collaboration with Ministry of health and Royal Medical services aiming to raise general awareness about peripartum depression, educate and empower mothers to seek support regarding their mental health, and their openness to seek help and discuss their symptoms with health care providers or the surrounding community (partners, mothers or mothers-in-law) and reduce the stigma on mental health and mothers. As well as providing support from the community and public health care

providers for mothers who suffer from or at risk of developing peripartum depression.

A key success story of the project is its discussing peripartum depression within the community through the Ministry of health, Royal medical services, and community health workers. MTBB project represents a significant step toward institutionalization of peripartum depression within the Health system and community through the addition of peripartum depression to the updated women file used by Health care providers within MOH facilities.



- ▶ **3** Governorates Involved
- ▶ **2** Training kits developed
- ▶ **90** Caregivers trained



Two specialized training guides—one for healthcare professionals and another for community health workers—were developed to enhance knowledge, screening skills, and behavioral change toward perinatal depression. These guides, officially endorsed by the Minister of Health, now serve as a national reference for early detection and intervention.



First Steps' Big Step II

EARLY CHILDHOOD DEVELOPMENT (ECD)

EARLY CHILDHOOD DEVELOPMENT

The Early Childhood Development is 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.

► **3,540** Caregivers Involved

► **2,000** Children Reached



EXPANDED PROGRAM ON IMMUNIZATION (WHO-EPI)

EXPANDED PROGRAM ON IMMUNIZATION



Integrating immunization awareness related activities within centers, schools, and youth community outreach. The main objective is to enhance knowledge, attitudes, and self-efficacy regarding vaccination practices across all Jordanian governorates by implementing community-based, health facility-based, and school-based interventions outlined in the national immunization communication strategy.

► **86,558** Benefited from parents and communities

► **4,702** Interactive sessions conducted

► **71,200** Beneficiaries including children and parents

► **150** Schools involved



شبابنا

SHABABNA FOR HEALTH PROGRAM



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.

► **5,150** Youth participated

► **14** Universities included

► **123** Youth initiatives implemented

► **47,404** Indirect beneficiaries reached

“Today’s session on Sexual and Reproductive Health and Rights (SRHR) was rich with valuable information and deeply resonated with me. For the first time, I felt my emotions and mind were truly addressed. This experience marks an important beginning, and I’m grateful to Rawan Farhan, Celine, and Aisha Othman for making it inclusive and impactful. I’m eager to apply and share what I’ve learned in SRHR”

Hadeel Jumaa
Beneficiary





SHABABNA FOR HEALTH NAJAHUNA

Najahna aims to empower 48,000 Syrian refugees and conflict-affected youth in Jordan to become economic and socially viable actors in an inclusive, healthy, protective, and gender-responsive environment. Funded by Novo Nordisk Foundation and implemented by a consortium of Plan International, Norwegian Refugee Council, Confederation of Danish Industry, Royal Health Awareness Society, and a research partner, the program looks to increase access to quality education, bolster pathways to meaningful employment, including self-employment, and provide equal opportunities for young people between the ages of 12 and 24 with a specific focus on adolescent girls and young women.



- ▶ **60** Nurses (MoH) trained
- ▶ **75** Counselors (MoE) trained
- ▶ **85** Youth educators (Communities) trained
- ▶ **2,929** Parents educated in health centers and communities



Success Story

COFFEE TALKS INITIATIVE

The "Coffee Talk" initiative has successfully enhanced community engagement by fostering open discussions on sexual and reproductive health rights. Inspired by traditional Arab coffee gatherings, volunteer Bushra launched the program in Za'atari, hosting informal evening sessions for women in her home.

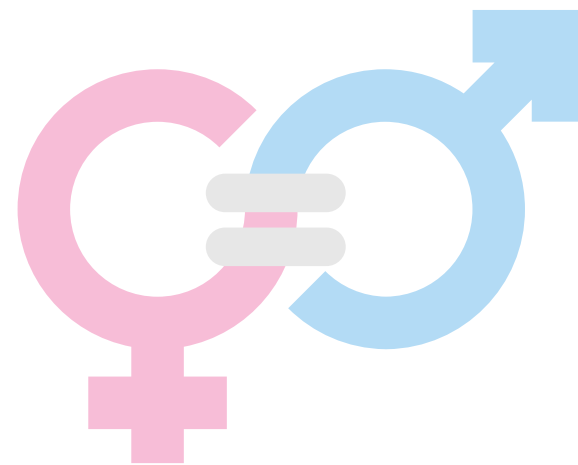
The initiative's success led to its expansion in Zarqa through a local partnership, reaching underserved women over 30. By prioritizing meaningful discussions over logistical incentives, the sessions deepened participants' understanding and commitment. Bushra's ongoing efforts highlight the power of creative, localized approaches in strengthening community programs.

Najahna
our success



SHABABNA FOR HEALTH MASARONA

This project aims to enhance the capacity of healthcare decision-makers on the implications of digital health advances in Jordan for data protection and digital rights, with a focus on reproductive health. In addition to, increase youth and youth engagement and awareness of reproductive health issues and create a network of trained young media practitioners in the field of health communication who are capable infomediaries on sexual and reproductive health and other health issues through theoretical and practical training opportunity.



- ▶ **96** Youth participated
- ▶ **106** Experts and professionals participated
- ▶ **6,528** Beneficiaries reached through social media campaign



مبادرة تحصين

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.



- ▶ **46** Participating schools
- ▶ **46** Trained counselors
- ▶ **7,821** Students benefited
- ▶ **1,980** Caregivers involved



HEALTHY COMMUNITY CLINIC (HCC)

The Healthy Community Clinic (HCC) is a community health center-based program conducted in collaboration with the Ministry of Health (MoH), Caritas Jordan and Save the Children Jordan. The program aims to build the capacity of partner's Health Centers to provide preventive services and to empower patients manage their diseases (Non-Communicable Diseases NCDs) and reduce future complications. HCC provides partners medical practitioners with the training and resources necessary to implement management and prevention-based care to patients targeting both Syrian refugees, as well as vulnerable

Jordanians in host communities in 12 governorates. Patients are given 'Preventive Prescriptions' by their doctors at the center, to attend a number of one-on-one patient counseling tackling various topics such as: Diabetes, Hypertension, Obesity, Cardiovascular diseases, Allergies, Smoking among others. Moreover, the sessions include awareness on healthier diets and encourage fitness and physical activity that are essential to patients with NCDs, and Identifying effective solutions tailored to each community to encourage physical activity and support adherence to a healthy diet.

Success Story

A HEALTHIER LIFE

Rabeeha Mustafa Khalil, a 66-year-old woman, was diagnosed with hypertension and diabetes. She joined the Healthy Community Clinic (HCC) program at a Comprehensive Health Center in North Madaba on April 14, 2024, at the start of the program, Rabeeha weighed 76 kg, consumed only one meal per day with just one serving of vegetables, and had minimal physical activity. After attending three one-on-one counseling sessions, she completed the program on June 14, 2024, achieving a weight of 73 kg. She adopted a balanced diet, now eating three meals a day with three servings of vegetables and increased her physical activity, walking 15 minutes daily, five days a week.



- ▶ **190** Active healthy clinics
- ▶ **224** MoH staff trained
- ▶ **8,933** Beneficiaries



IN NUMBERS

11 PROJECTS

31 DONORS

192 HEALTH
COMMUNITY CLINICS

281 HEALTHY SCHOOLS

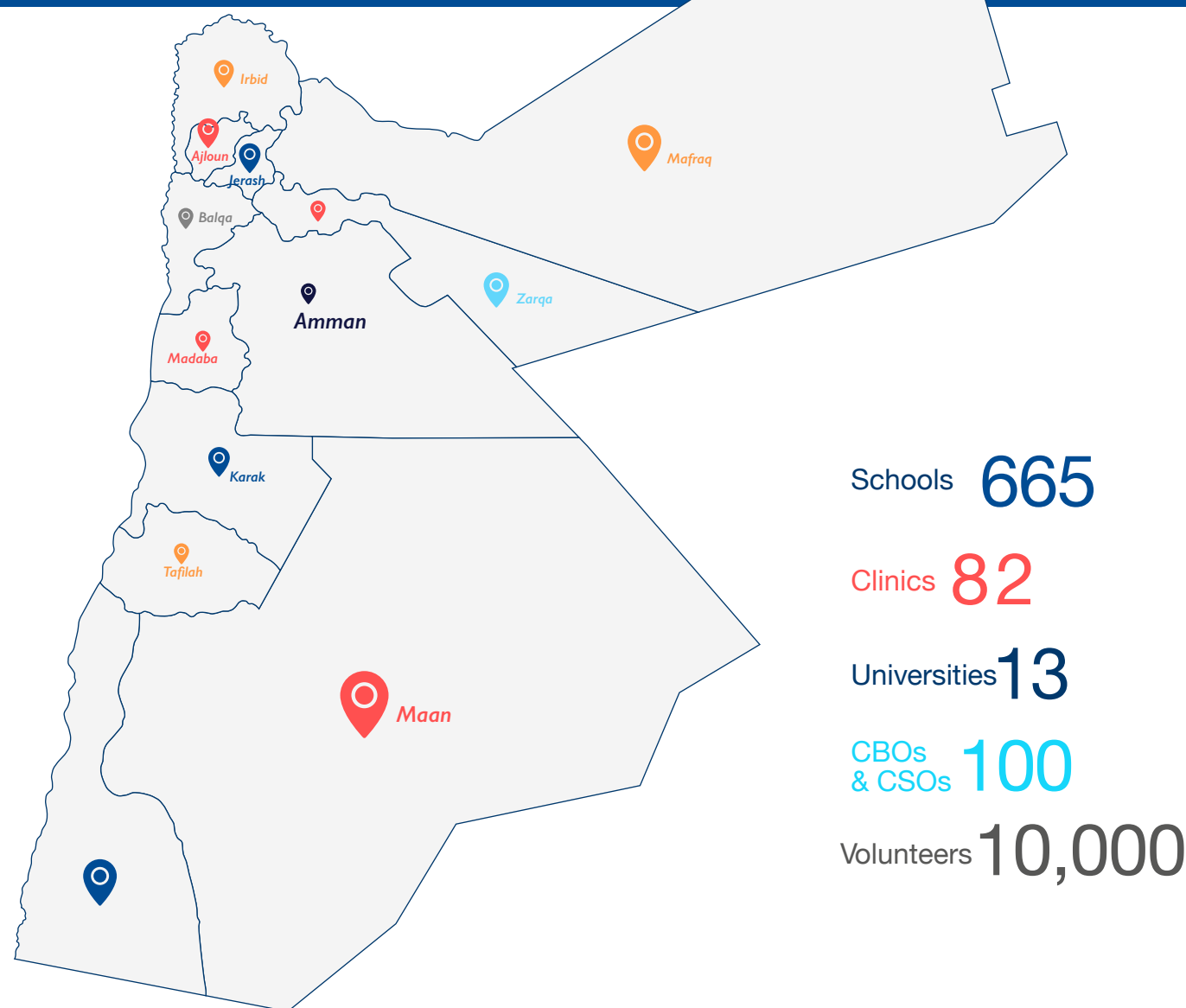
13 UNIVERSITIES

770,243 DIRECT AND IN-DIRECT
BENEFICIARIES

10,000 VOLUNTEERS:

184,799 SOCIAL MEDIA FOLLOWERS

RHAS NATIONAL COVERAGE





ACTIVITIES



Type 1 Diabetes Awareness Initiative



Launch of the Shababna App



Agreement Signing with Hakim



School Session: Protecting Students from Drugs



Agreement Signing with the Olympic Committee



SRHR Session – Najahna Program



World Diabetes Day Walking Event



International Youth Day Celebration



Digital Safety Workshop



Visit to Zaatari Camp Health Clinics



Type 1 Diabetes Project Trainings



Volunteer Appreciation Ceremony



School Painting Activity – Healthy Schools



Mental & Physical Activity – Healthy Schools



Reproductive Health Solutions Competition



MoU with Ministry of Social Development



Jordan Olympic Committee Staff Training



Visit under National School Feeding Program



World Breast Cancer Awareness Day



Arab Children's Day – First Step, Big Step Project



Children's Activities – First Step, Big Step Project



Agreement Signing with Save the Children



World Diabetes Day Event at Ministry of Health



Mothers' Session & Children's Play – ECD



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