



HCAC 2023
**7TH QUALITY HEALTH CARE
CONFERENCE AND EXHIBITION**

Nov 13th-15th 2023

**Globalization Toward Quality & Patient Safety
A Future Perspective**

الجودة من منظور عالمي - تطلعات مستقبلية

**Real-Life Model from Jordan on Active Community
Engagement in Improving Maternal, Infant, and
Young Child Nutrition Health Outcomes**

Ms. Doris Youngs – Chief of Party of the
USAID Community Health and Nutrition
Activity – FHI 360



COMMUNITY HEALTH AND NUTRITION ACTIVITY

CHN Overview

- **Project Duration:** 6 years (2020- 2026)
- **USAID Implementing Partner:** FHI 360
- **Project Strategic Partner:** Jordan Ministry of Health - Primary Health Directorates (HCAD, WCHD, NCDs - Nutrition Department)
- **Project Consortium:** Health Care Accreditation Council, Institute of Family Health (King Hussein Foundation.) Royal Health Awareness



Achieve Measurable Improvement in 6 Key Practices:

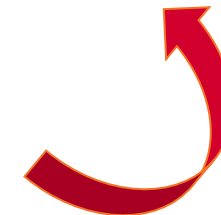
- Enhanced dietary diversity during pregnancy
- Immediate breastfeeding (BF)
- Exclusive BF through 6 months and continued BF through 2 years
- Timely introduction of appropriate complementary foods
- Use of modern contraceptive methods (MCM) postpartum
- Healthy family diets

During Pregnancy



6-24 Months Postpartum

0-6 Months Post-partum



USAID's Social and Behavior Change within Health System Strengthening Model

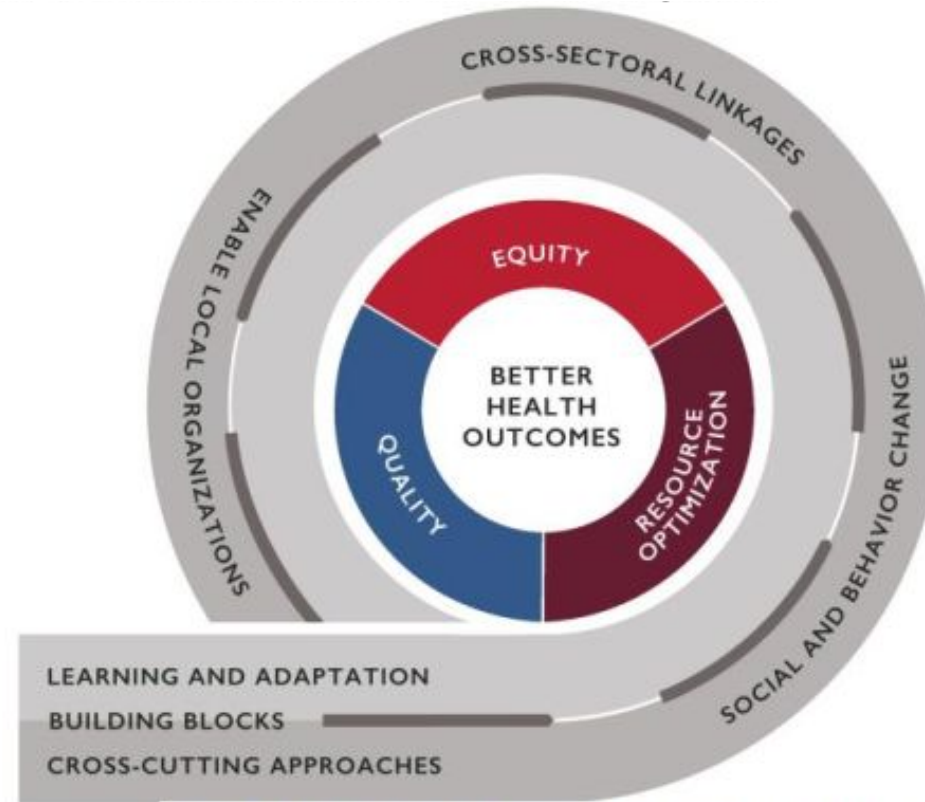
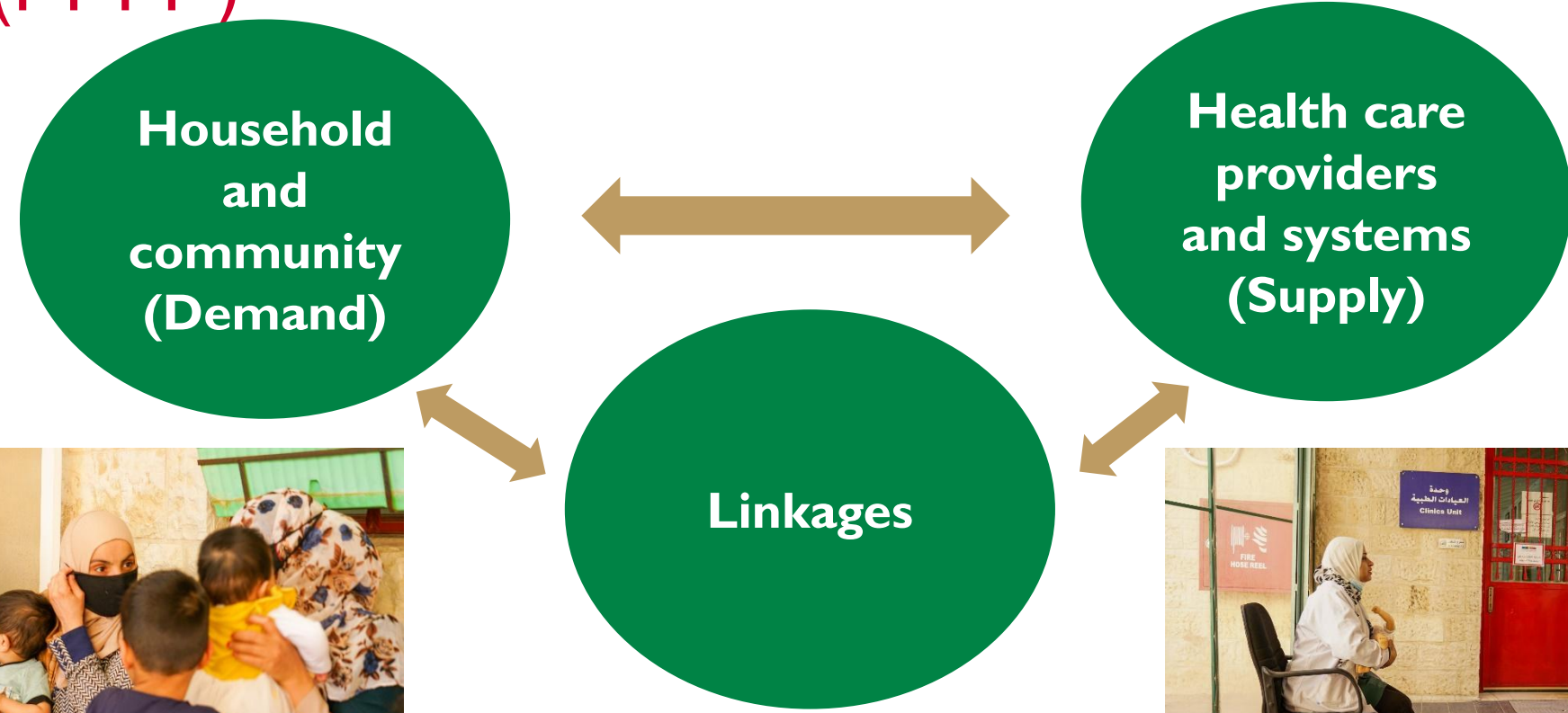


Figure 1: Social and Behavior Change within HSS

CHN's Approach for Optimal Maternal, Infant & Young Child Nutrition (MIYCN) and Post Partum Family Planning (PPFP)

Planning (PPFP)

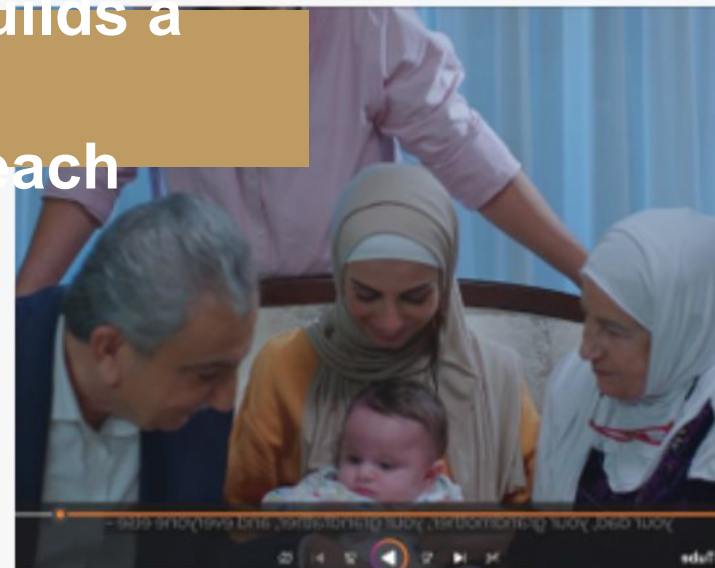
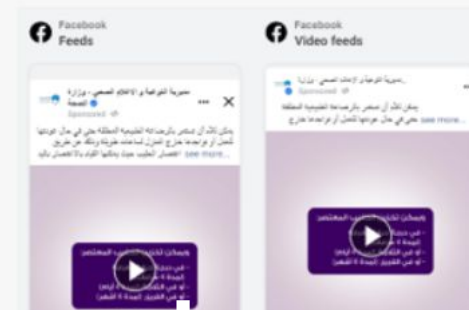


CHN'S
INTERVENTIONS
FOR BETTER
MIYCN-PPFP
OUTCOMES IN
JORDAN

Evidence-Based Interventions



DEMAND
GENERATION TO
IMPROVE
MIYCN-PPFP
PRACTICES



National Mass Media Campaign on
EFE
Slogan: 6 Months Builds a
Lifetime
10 million views/reach





Mid-Media Events

Community Health Committees-led Activities Reaching 4,000 Community Members



Community Led Activities to Adopt Optimal MIYCN-PPFP Practices

Grants Awarded to Community-Based Organizations to:

Implement interpersonal communication targeting pregnant and lactating women and their influencers through:



Community dialogue sessions



Peer support groups

Advance a social movement to empower communities to demand quality MIYCN-PPFP services through:

- Virtual townhall meetings on priority MIYCN-PPFP topics
- Youth innovation hub to incubate university students' ideas to enhance adoption of MIYCN practices



Community-led Interpersonal Communication

Community Dialogue Sessions: 13,800 participants
Peer Support Groups: 1,600 participants



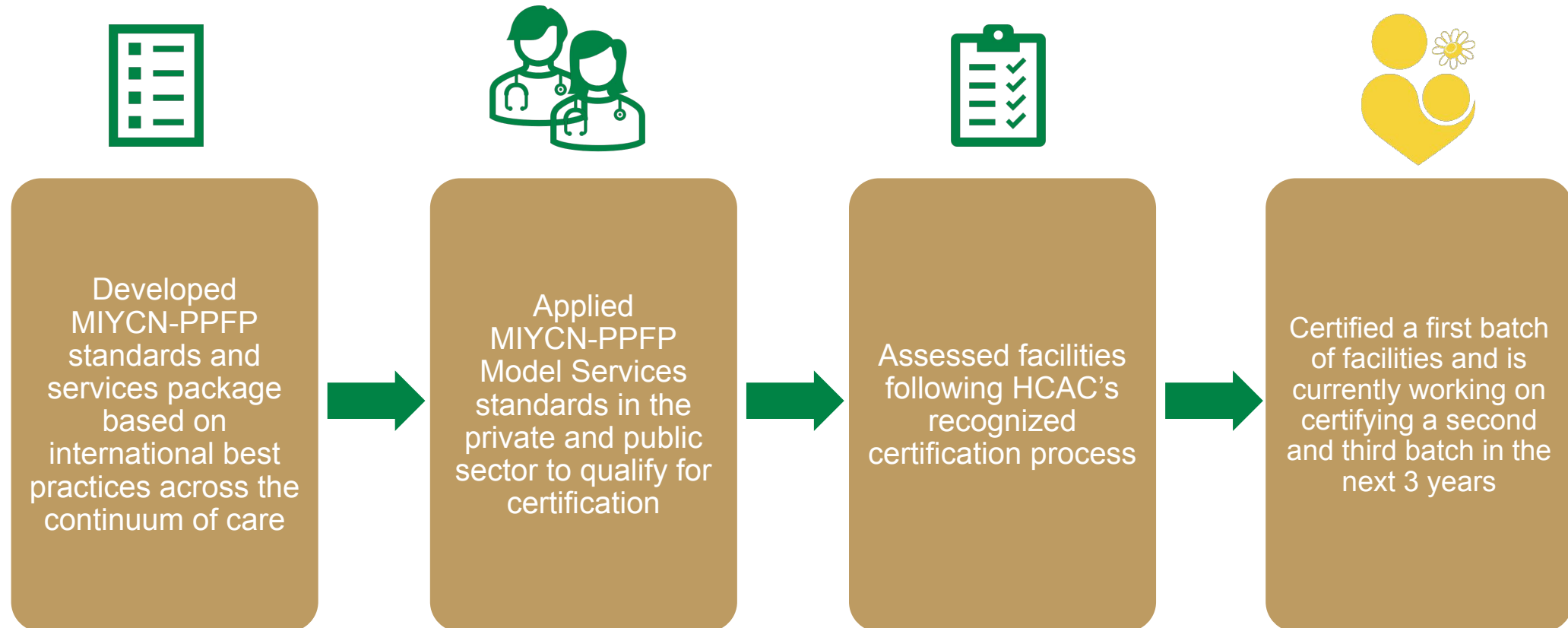
غرفة رضاعة

رعاية ما بعد الولادة
تبدأ فترة النفاس مباشرة بعد الولادة و
(ستة أسابيع) بعد ذلك
لاسمية هذه الفترة في المحافظة
على صحة الأم وطفلها يجب على
الرجوع للمركز الصحي مرتين:
الزيارة الأولى خلال 11 يوم من الولادة
والزيارة الثانية خلال الفترة ما بين 11 يوم
ورضاعة 11 يوم من الولادة
الرجوع للمركز الصحي أو
المستشفى
للمتابعة
للمتابعة

QUALITY MIYCN-PPFP SERVICES THROUGH HEALTH SYSTEM STRENGTHENING



Maternal, Infant and Young Child Nutrition – Postpartum Family Planning Model Services



Lactation Counselor Certification Program (LCCP)

Designed and implemented the first LC Certification Program

Didactical Training combined with Practicum

Certification Exam

CPD Hours from Medical Council (12), Nursing Council (8), and High Health Council (6)



Capacity Building MIYCN E-learning Course



Global

Supporting all UNICEF's learning opportunities wherever they may be.



Open

Open to all UNICEF staff, partners, and the general public.



Free

Register online for free for access anytime, anywhere.



Easy

Easy to use, with a clean and simple interface.



Flexible

Flexible interface with mobile and offline capabilities.



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تعريف عام بالتدريب



Linked to a MIYCN-PPFP classroom-based

Latest Global Evidence

First Time in Arabic

Customized to Jordan (60 hrs)

Global Platform

Serves the Health and Academic Community

SCAN THE CODE TO ACCESS THE
E-COURSE





THANK YOU

