



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

**Empowering Together:
Engaging Communities for Better Outcomes**
The Experience of Jordan Breast Cancer Program

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Jordan Breast
Cancer Program
البرنامج الأردني لسرطان الثدي
A King Hussein Cancer Foundation and Center Program



Introduction

Community engagement is crucial in advancing breast cancer early detection, awareness, achieving universal health coverage goals, and bridging gaps especially in limited resource settings.

Mobile clinics, community health workers, and regular awareness sessions enable early diagnosis, enhancing treatment outcomes and reducing healthcare disparities.



Role of Community in Improving Healthcare



Accessible
Services



Advocacy for
Equity



Support
Networks



Collaborative
Efforts

JBCP at a Glance

A National Program established in 2007 led by KHCF/KHCC and MoH



The only holistic multi-disciplinary national program in the area of cancer prevention and early detection

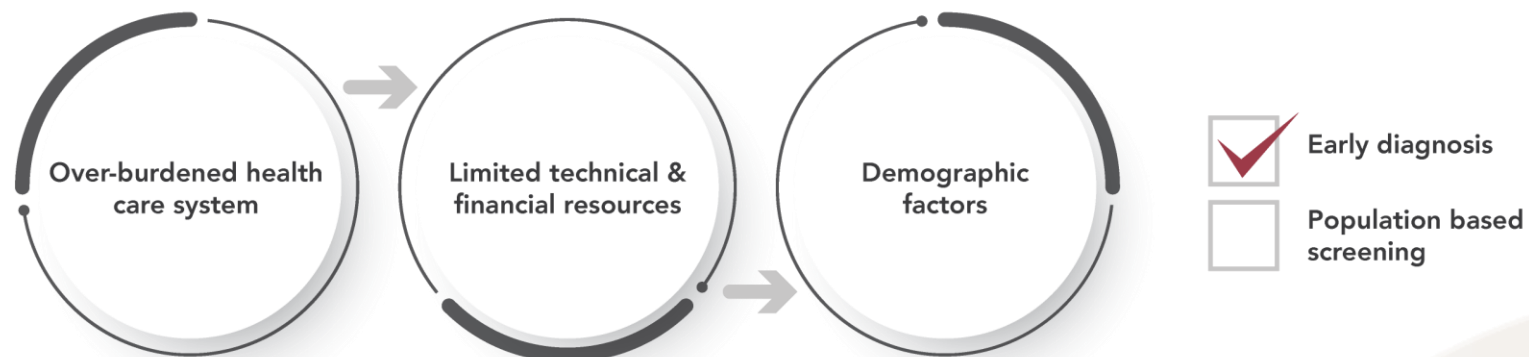


Aims to downstage breast cancer in Jordan from late stages to early stages



Cost-effective, self-sustaining local success story

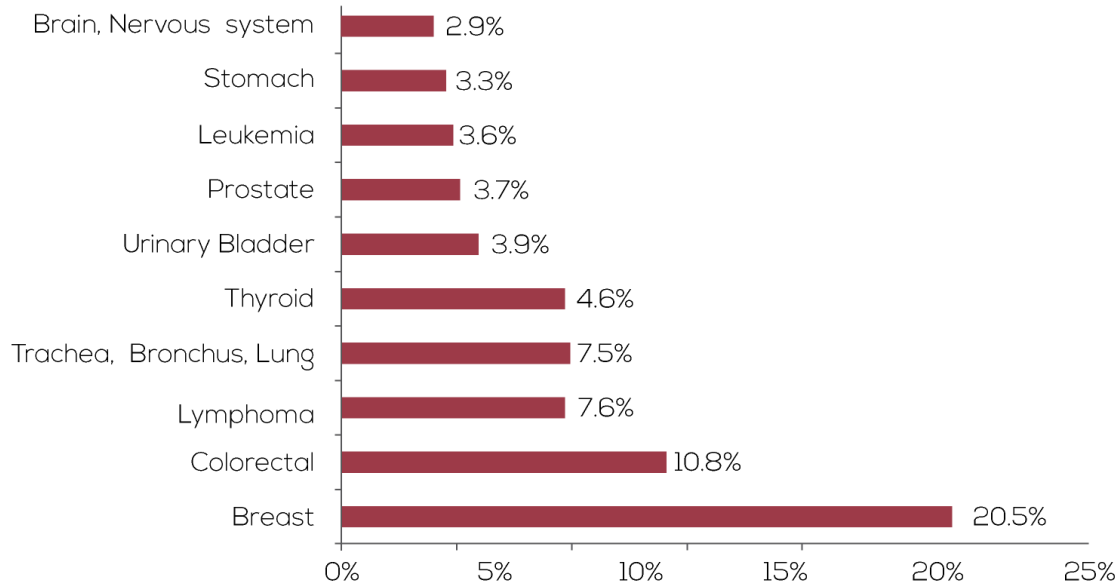
Jordan's Early Detection Strategy



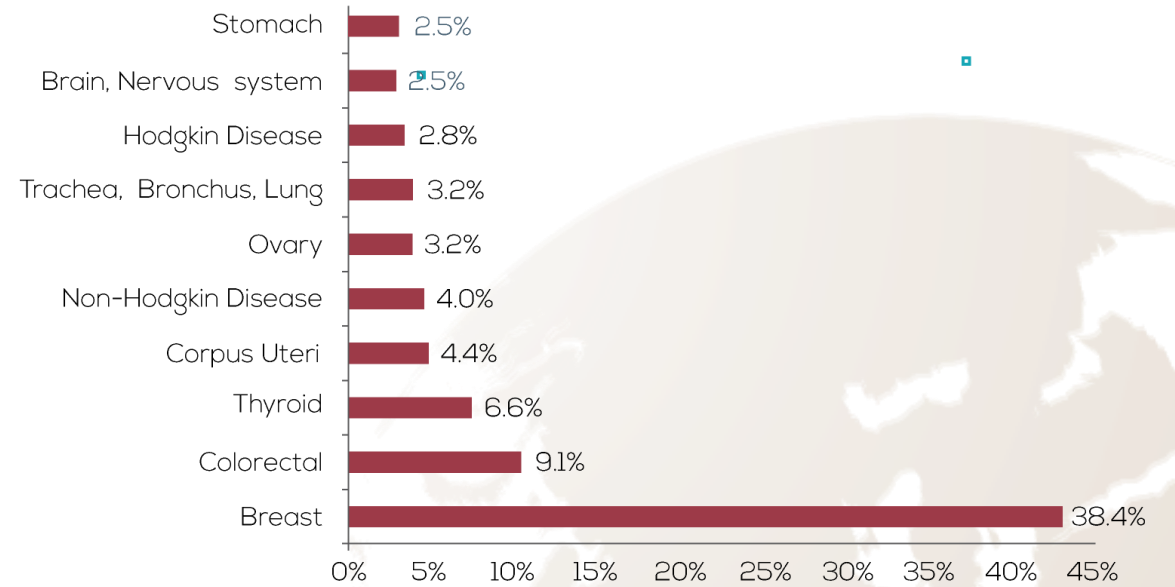
Operating in a limited resources setting Jordan planned its country action against breast cancer based on the "early diagnosis" approach

JBCP goal





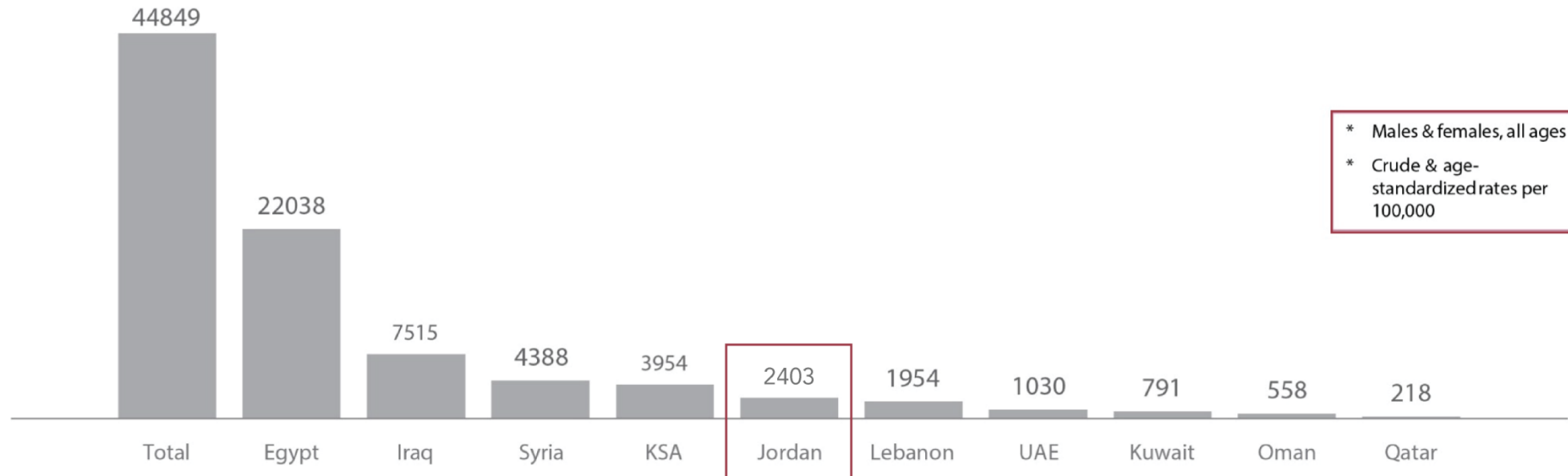
10 most common cancers among Jordanians (Both Genders) 2017



10 most common cancers among Jordanian Females, 2017

Breast cancer is the most commonly diagnosed cancer with more than 2.3 million women diagnosed globally in 2020 and 44,849 of new BC cases diagnosed in the Middle East in 2020³.

Estimated number of new BC cases in the Middle East, 2020*



- Cancer is a leading cause of deaths worldwide¹, with approximately 685,000 deaths of women from breast cancer in 2020²
- The majority of cases and deaths occur in low-and middle-income countries (LMICs), with significant disparities with high-income countries (HICs)²:
- Major global improvements in breast cancer, therefore, can result from implementing what we already know works²



**Health Promotion
For Early Detection**

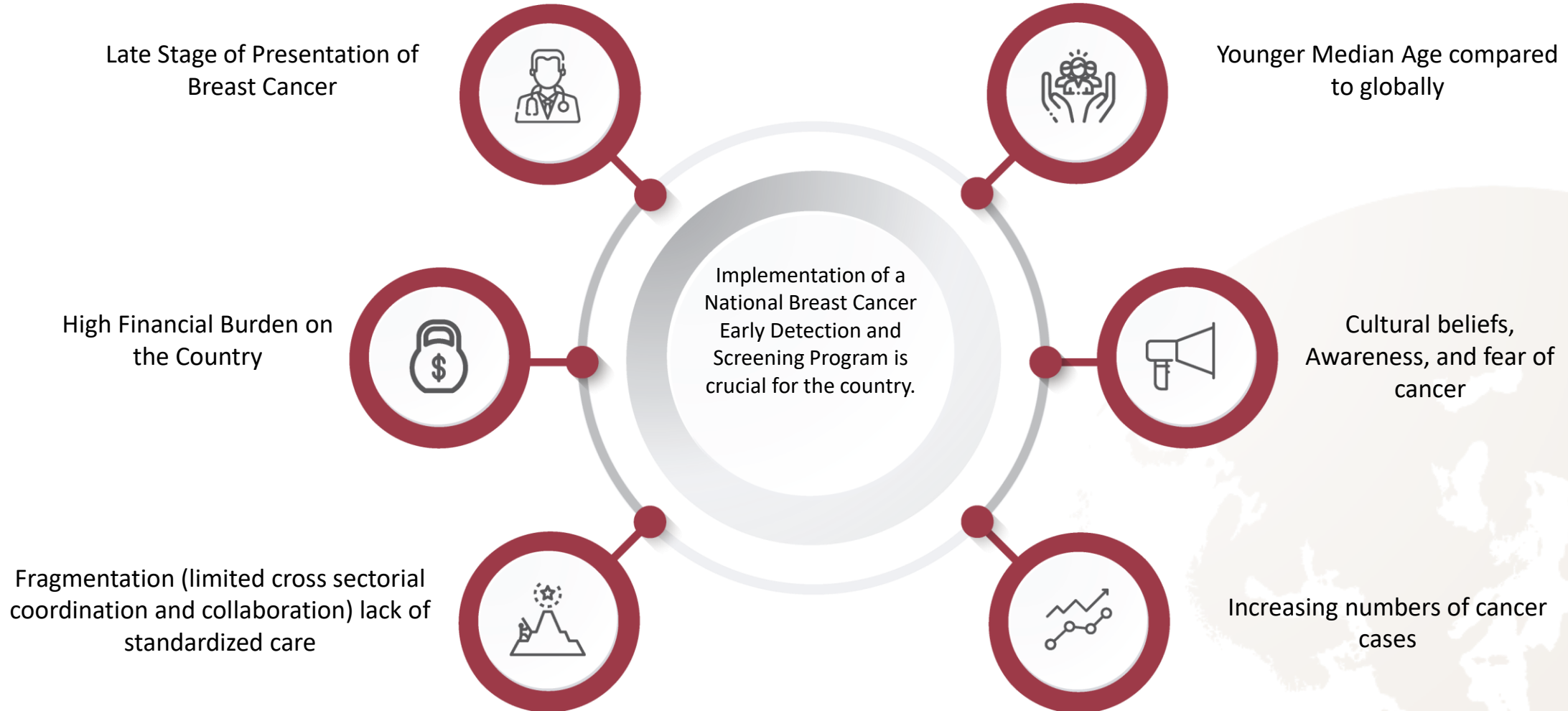


Timely Diagnosis



**Comprehensive Breast
Cancer Management**

The Need to Work Holistically and Nationally



Our Approach and Scope of Work

Breast Health **System Strengthening** to ensure **supply** and **access** to Quality Services

Service Delivery

Infrastructure and Equipment

HR and Capacity Building

Opportunistic Screening

Quality Management

Guidelines and SOPs

Accreditation

Increasing the demand through awareness and SBCC

Social Marketing and Health Education

Outreach

Mass Awareness campaigns

Training

Creating an enabling environment through advocacy and policy change and availability of data for decision making

Advocacy

Advocacy at the Community Level

Advocacy at the Policy level

Monitoring and Evaluation

Reporting and Progress management

Studies and Research

National Database

What distinguishes JBCP's Social Marketing and Community Engagement Approach?

Repositions
breast health as
a community
priority

Engages
community
members at all
level

Based on
reliable
Scientific,
evidence

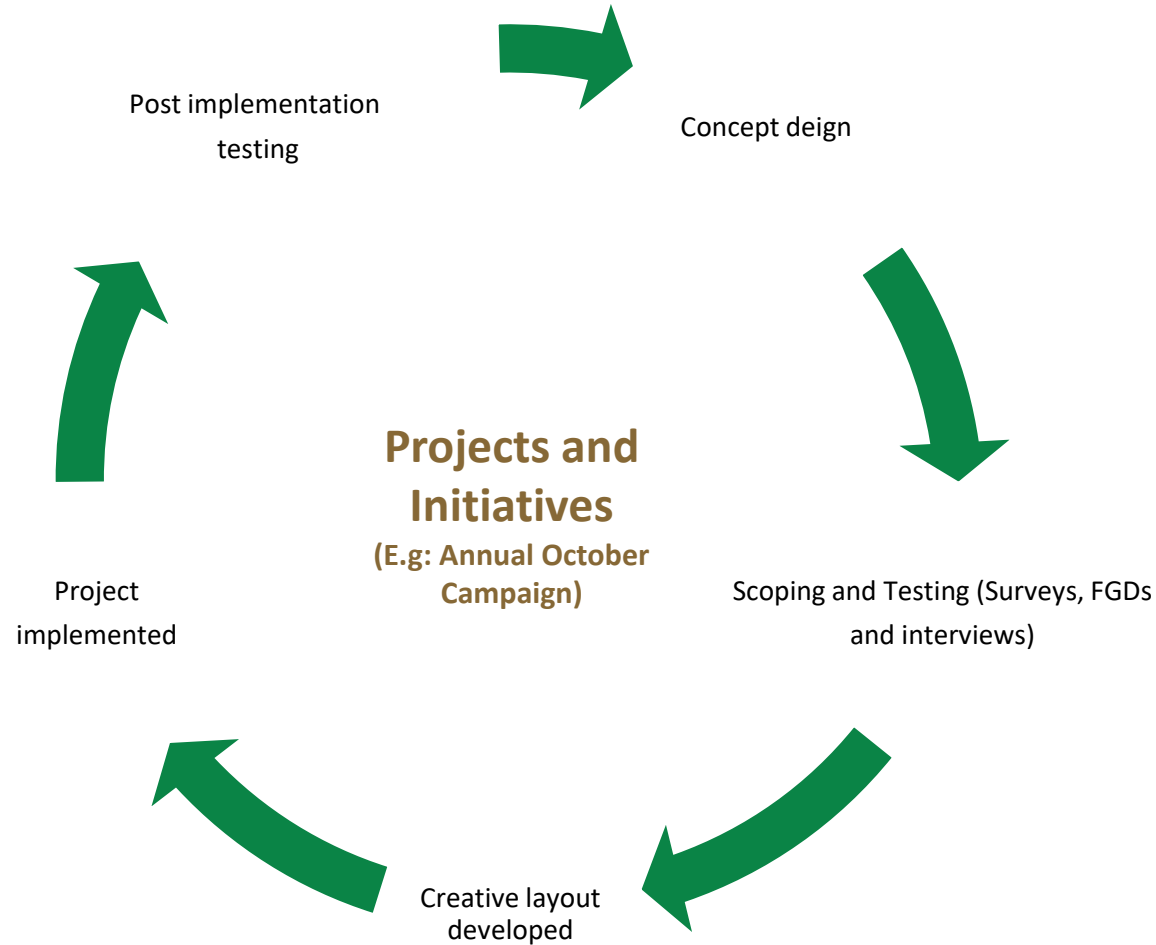
Utilizes diverse
and wide
ranging
channels of
communication

Examples of JBCP's Social Marketing and Community Engagement Approach

JBCP's **Think Pink**, a community engagement and mobilization initiative, is an invitation to the general public to join the social movement and support breast cancer early detection.

فكر بالو ردى
Think  ink !

Examples of JBCP's Social Marketing and Community Engagement Approach



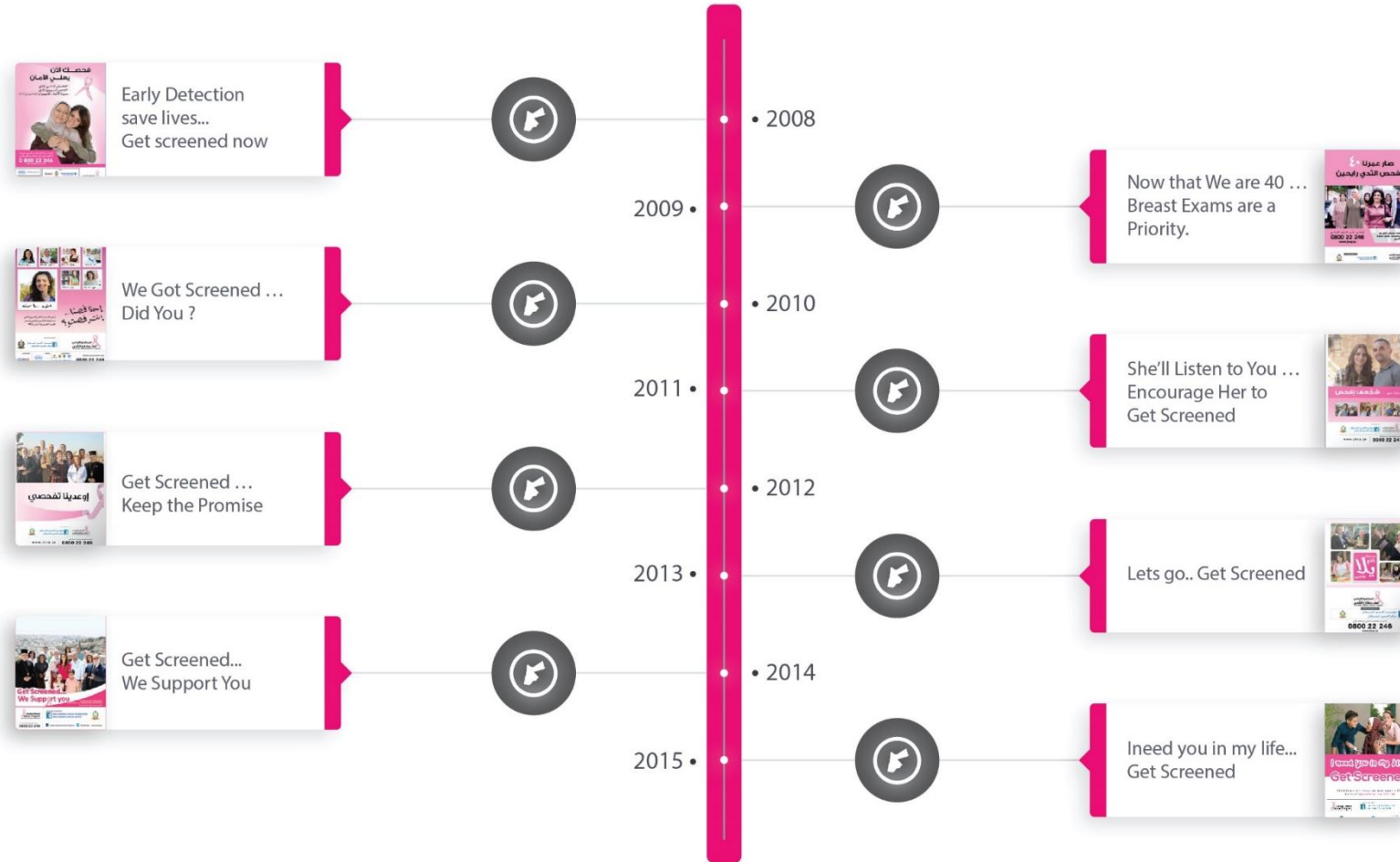
JBCP conducts a thorough **analyses** **soliciting feedback/input** of target audience to build its campaign and outreach activities based on solid scientific evidence.

Our health communication approach... Divers and wild range channels

- Conventional media employed in our campaigns for maximum diffusion of the early detection message (audio/visual or written)
- Digital media presence
- Health awareness enabled by year-round grassroots outreach intensified during October campaign (one-to-one and one-to-group)
- Edutaining activities introduced (theatre and stand-up comedy)
- One to one behavior change communication through home visits



National Campaigns started since 2008





Reassure Us and
Get Screened



Don't wait for symptoms...
Get Screened Now



Have you scheduled
your mammogram?



2017 •



2019 •



2021 •



• 2016



You Are Our Everything ...
Reassure Us and
Get Screened



• 2018



Early Detection is Life
Early Detection is Strength
Early Detection is Hope



• 2020



1,200
 Jordanian women receive news of their
diagnosis of breast cancer yearly
 Behind each of these numbers is a story, a
face, a life.
 Support Early Detection



• 2022



An Image For Life..
Get Tested



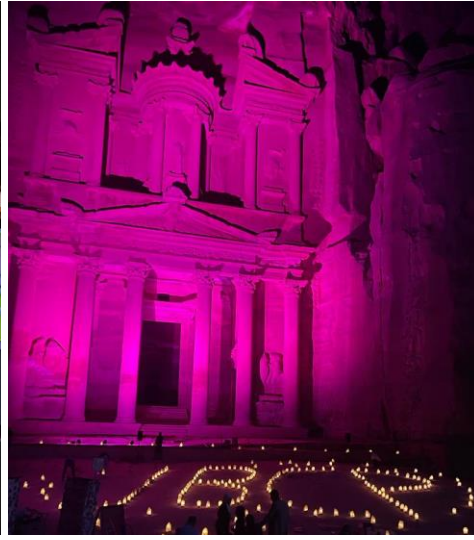
October Arab Campaign

Reaching people of the Arab world with a unified message, speaking to all women and encouraging them to do breast cancer early detection tests



Arabic Partners Logos for October Campaign 2021





المسيرة الوردية للتوعية حول سرطان الثدي

📅 يوم الأربعاء ٢٠ أكتوبر ٢٠٢١

🕒 تبدأ الفعالية ٧:٣٠ مساءً

🕒 انطلاق المشي ٨:٠٠ مساءً

📍 في مسار عبدون

تتضمن:

- شرح مبسط عن أهمية إجراء فحوصات الكشف المبكر عن سرطان الثدي
- توزيع المواد التثقيفية
- أكشاك للتصوير وبيع أصناف لجمع التبرعات





Achievements



734319 Jordanian Women Received Health Education Counseling



45127 Women Got Free Screening Through JBCP Units



1,870 Healthcare Providers Trained on Early Detection and Breast Imaging



90 Breast Imaging Units Providing Early Detection Services Across Jordan Available



62 BIUs Upgraded and **37** BIUs Accredited



15 National and Regional Campaigns Reaching to Millions of Women



15000 Public Engagement and Awareness-Raising Events




Hotline to Assist Women Established



The Impact

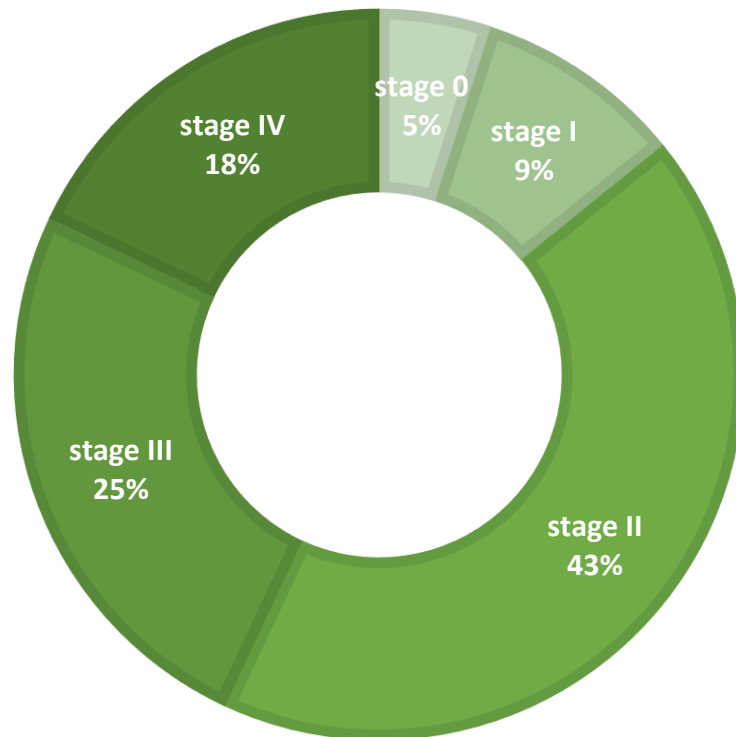
From rural to urban areas, community-driven efforts have led to increased screening rates, improved treatment outcomes, and reduced breast cancer mortality



The Impact

STAGES OF BREAST CANCER

■ stage 0 ■ stage I ■ stage II ■ stage III ■ stage IV



Stages of Breast Cancer in Jordan based on KHCC's Experience **after JBCP**

Conclusion

Improving cancer care involves a **comprehensive** approach.

The role of community in that is invaluable. Their collaborative efforts, alongside healthcare providers, researchers, and policymakers, exemplify **the transformative power of multidisciplinary multisectoral collaboration.**

Together, we can continue to drive progress, provide support, eliminate barriers, bring hope to those affected by cancer, and contribute to a world where everyone receives the care they need equitably and with high quality.



THANK YOU