



Health Sector PROJECT PROFILE

Private Sector Project For Women's Health

January 2011



Volunteer counselors have visited more than 1,283,527 women across Jordan in their homes to increase their awareness of family planning methods, cancer, domestic violence, and other female health issues. Many of these women were referred to health clinics and the Al-Hussein Cancer Center to address their health problems.

PROJECT SNAPSHOT

Implemented by: Abt Associates Inc.

Duration: 2005 – 2012

Total Funding: \$18.97 million

Beneficiaries: Jordanian women of reproductive age

Geographic Coverage: Nationwide

http://www.psp-one.com/section/taskorders/psp_jordan

BACKGROUND

Jordan's plateauing high fertility rate and associated high population growth places an enormous strain on its economic and natural resources. In response, the Government of Jordan has committed to a sustained effort to improve the quality and availability of family planning and other maternal child health and primary health care services. Despite these efforts there remains a significant unmet need amongst women in Jordan for high quality family planning, maternal and child health care services and information.

Through the Private Sector Project for Women's Health (PSP), USAID is helping to expand the role of the private and commercial sectors through the delivery of family planning and reproductive health (FP/RH) care products and services; and improvements for women's health in general. PSP is also helping to increase the demand for FP/RH through community outreach and promotion campaigns while improving private sector women's health care services.

ACTIVITIES

- Training medical professionals (physicians, pharmacists and medical technicians) on FP services and counseling
- Training physicians on other women's health issues such as breast cancer, hypertension, diabetes, sexually-transmitted diseases, obstetrical emergencies, osteoporosis and reproductive tract infections
- Conducting evidence based medicine seminars on hormonal contraceptives for private physicians
- Establishing a quality assurance/certification program for private general practitioners in FP/RH
- Increasing demand and referrals for FP/RH and early cancer detection through outreach to women in their homes
- Changing attitudes of women towards adopting modern methods of contraception

PROGRESS & ACHIEVEMENTS

- Trained over 1,148 private sector medical professionals in better quality FP/RH and women's health services, e.g., intrauterine device insertion, gynecological ultrasound, clinical breast examination, advanced contraceptive technology, management



Brochures, media campaigns and other communication materials complement the training of health service providers in the private sector to improve quality of reproductive health and family planning services. Special emphasis is given to female health care professionals, often preferred by Jordanian women.

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of diabetes mellitus, hypertension disorder and bleeding during pregnancy, and cervical cancer

- Trained over 928 pharmacists in family planning and breast cancer issues through the Jordan Pharmacists Association and other groups
- Reached 989,007 women of reproductive age through the community outreach's home visits
- Launched a joint campaign for early detection of breast cancer with the King Hussein Cancer Center, King Hussein Cancer Foundation and Ministry of Health (MOH)
- Developed a pilot study to assess the effectiveness of personal data assistance devices as a data collection tool for community health outreach workers
- Strengthened capacity of private hospitals to manage gender-based violence, conducted four training-of-trainer workshops and a three-day training seminar on presentation skills for 60 hospital staff; as a result 89 female victims of violence were detected and referred
- Made over 221,031 patient referrals through the community outreach program to private, MOH and other clinics, hospitals and pharmacies for FP services and breast cancer screening
- Produced and broadcast five public service announcements on television for the combined oral contraceptive pills

PARTNERS

- Abt Associates Inc.
- Ministry of Health
- Ministry of Planning and International Cooperation
- Ministry of Social Development
- Jordan Medical Council
- Banyan Global
- O'Hanlon Health Consulting
- Pharmacists' Association
- Multiple NGOs
- Private sector