



KING HUSSEIN CANCER FOUNDATION  
KING HUSSEIN CANCER CENTER

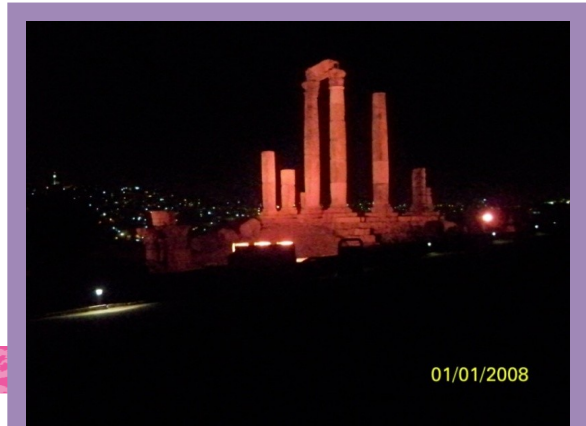


Karolinska  
Institutet

# A Bottom-Up Model for Strengthening Breast Cancer Early Detection Services in Jordan

**Hana Taha MPH**

**Head of Monitoring and Evaluation Department  
Jordan Breast Cancer Program (JBCP), King Hussein Cancer Foundation  
Doctoral student, Division of Global Health, Karolinska Institutet**



01/01/2008



# Outline

- Background
- Inception and Governance of JBCP
- JBCP's Strategic Vision and Work Methodology
- Summary of Achievements



# Global overview

## Breast cancer

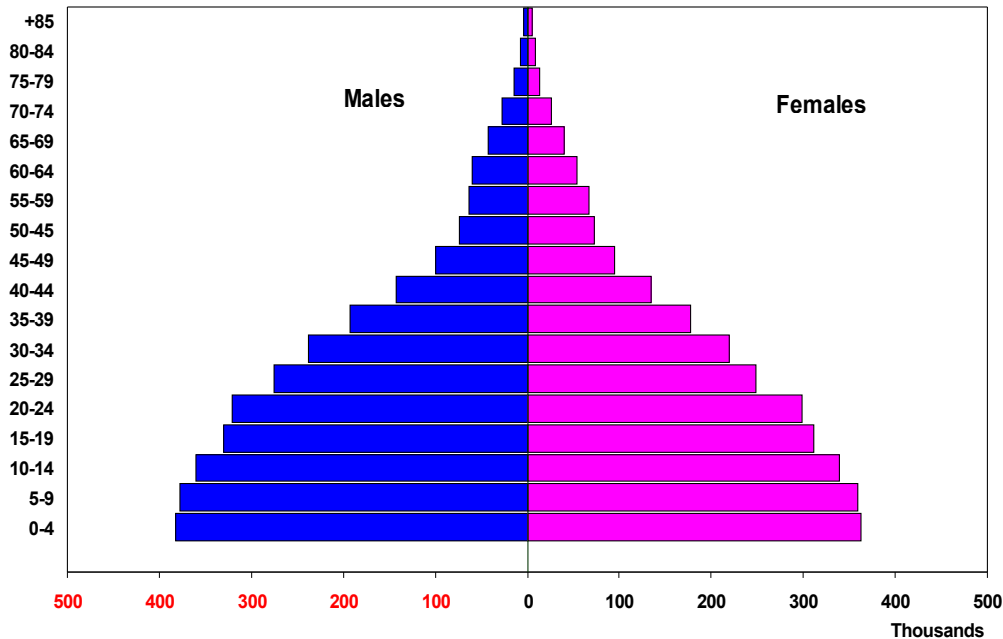
- Most common cancer and leading cause of cancer deaths in women.
- 23% (1.38 million) of all women cancers and 14% (458, 400) of cancer deaths.
- Almost 50% of the cases and 60% of the deaths occur in low- and middle-income countries.

Jemal A, Bray F, Center MM, Ferlay J, Ward E, Forman D: Global cancer statistics. *CA Cancer J Clin* 2011, 61(2):69-90.

Bray F, McCarron P, Parkin DM: The changing global patterns of female breast cancer incidence and mortality. *Breast Cancer Res.* 2004, 6(6):229-39

# Setting

Jordan is a lower middle income country with a population of 6 million .



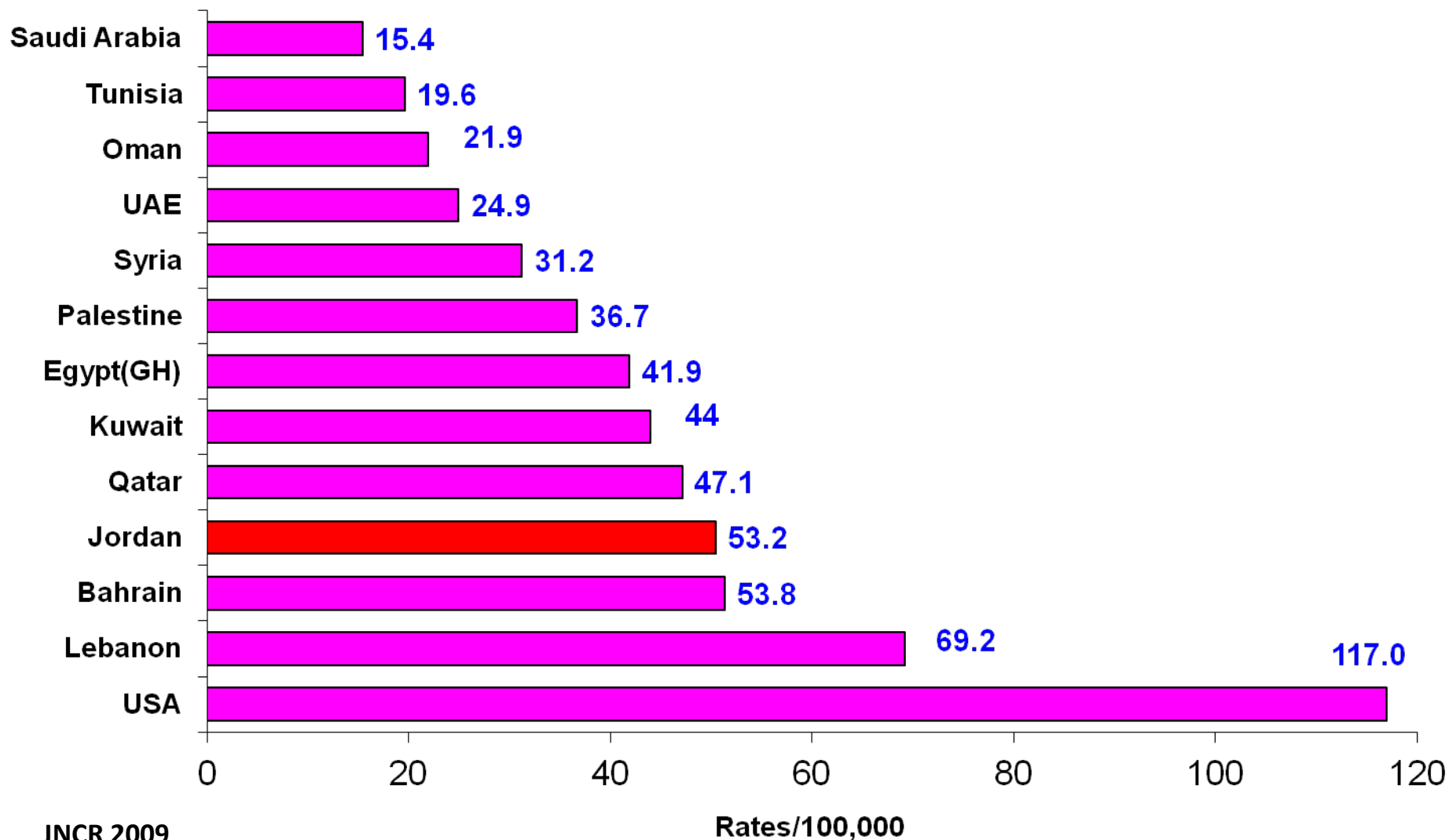
World bank country profile 2009  
 Jordan Cancer registry (JNCR) 2009



# Breast cancer in Jordan

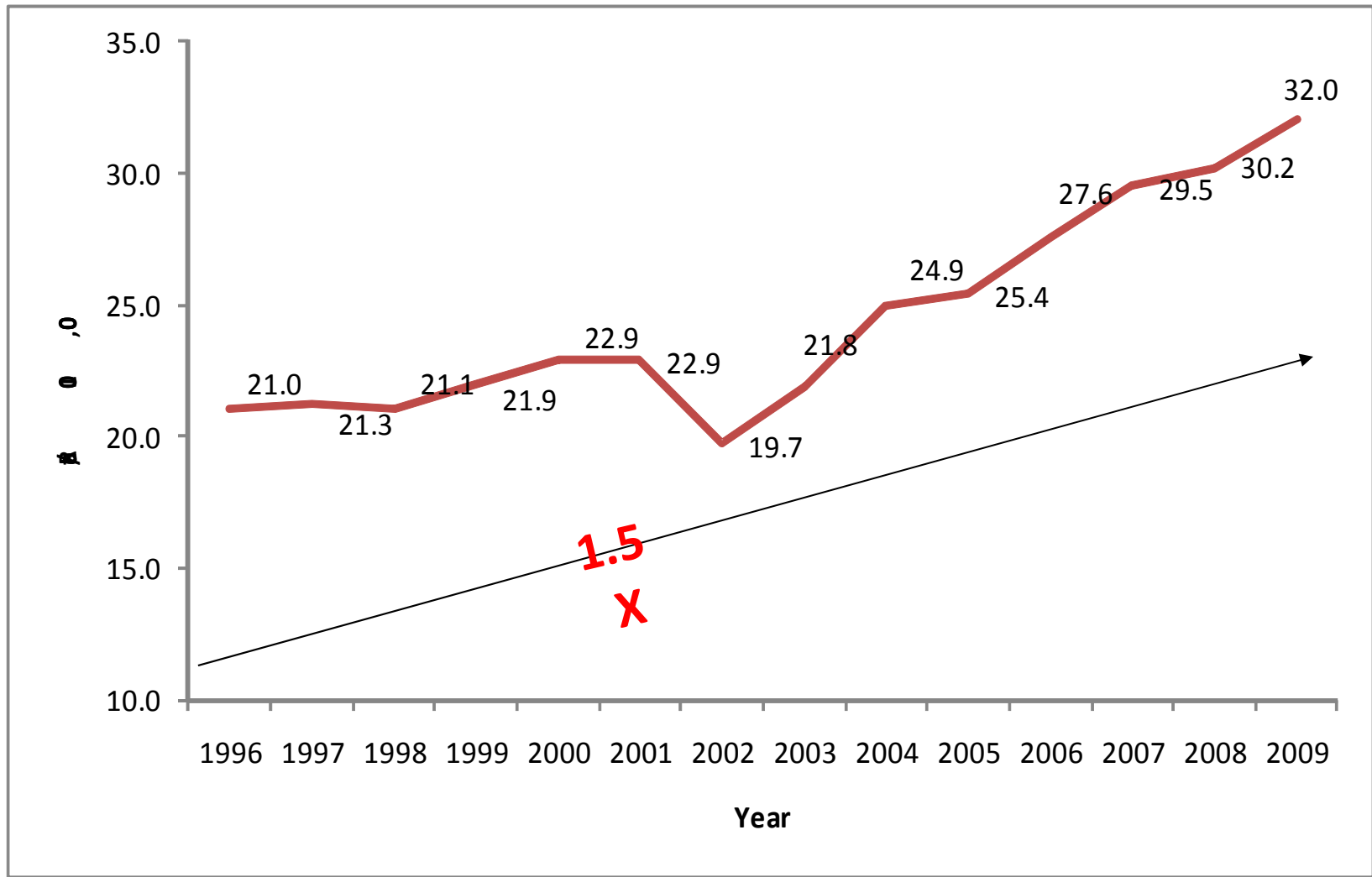
- Ten most common cancers among Jordanians ([5th grades](#)) 2009

## Age-Standardized Rate of Female breast cancer Jordan -2009- compared with other countries



JNCR 2009

## Trend of female breast cancer-CIR Jordan-1996-2009





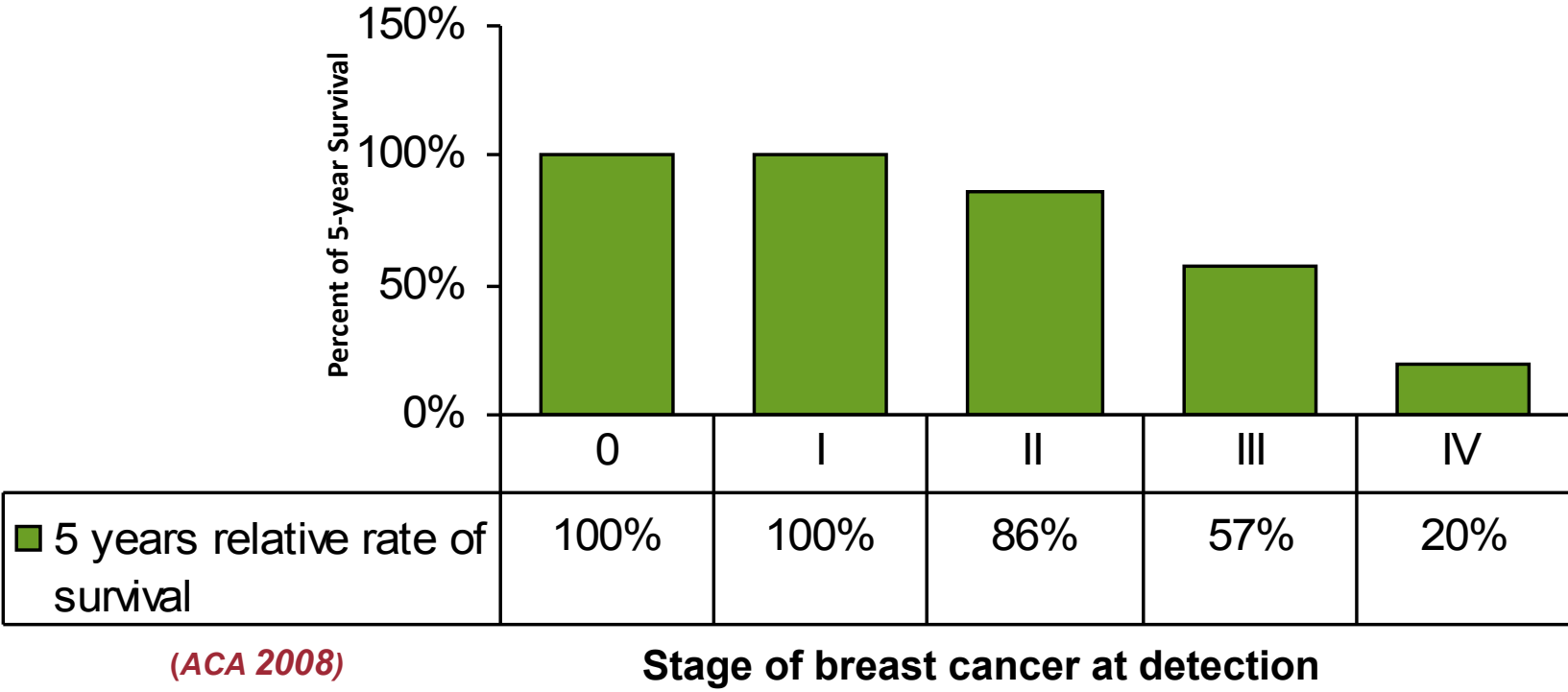
# Breast cancer claims the lives of women at a relatively young age

- % of Stages of Breast Cancer cases by Age group (1996-2009) before JBCP

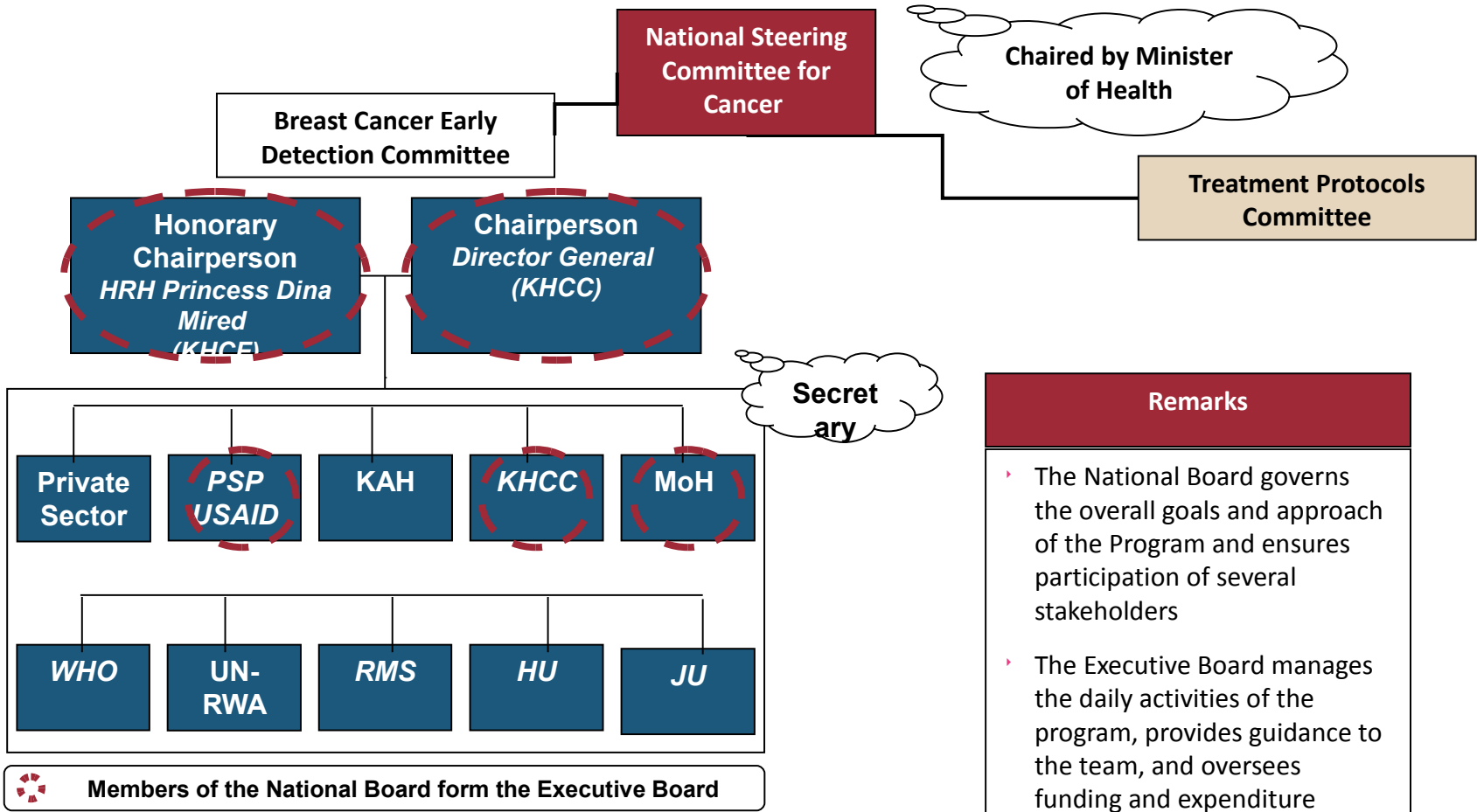




# Breast cancer survival rates are directly linked to early detection



# Inception and Governance of JBCP





# Jordan Breast Cancer Program (JBCP) strategic objectives and action plan

## Action Plan Charters

Accessibility,  
Availability and  
Usability

Developing  
Human  
Resources

Public  
Awareness  
and Health  
Education

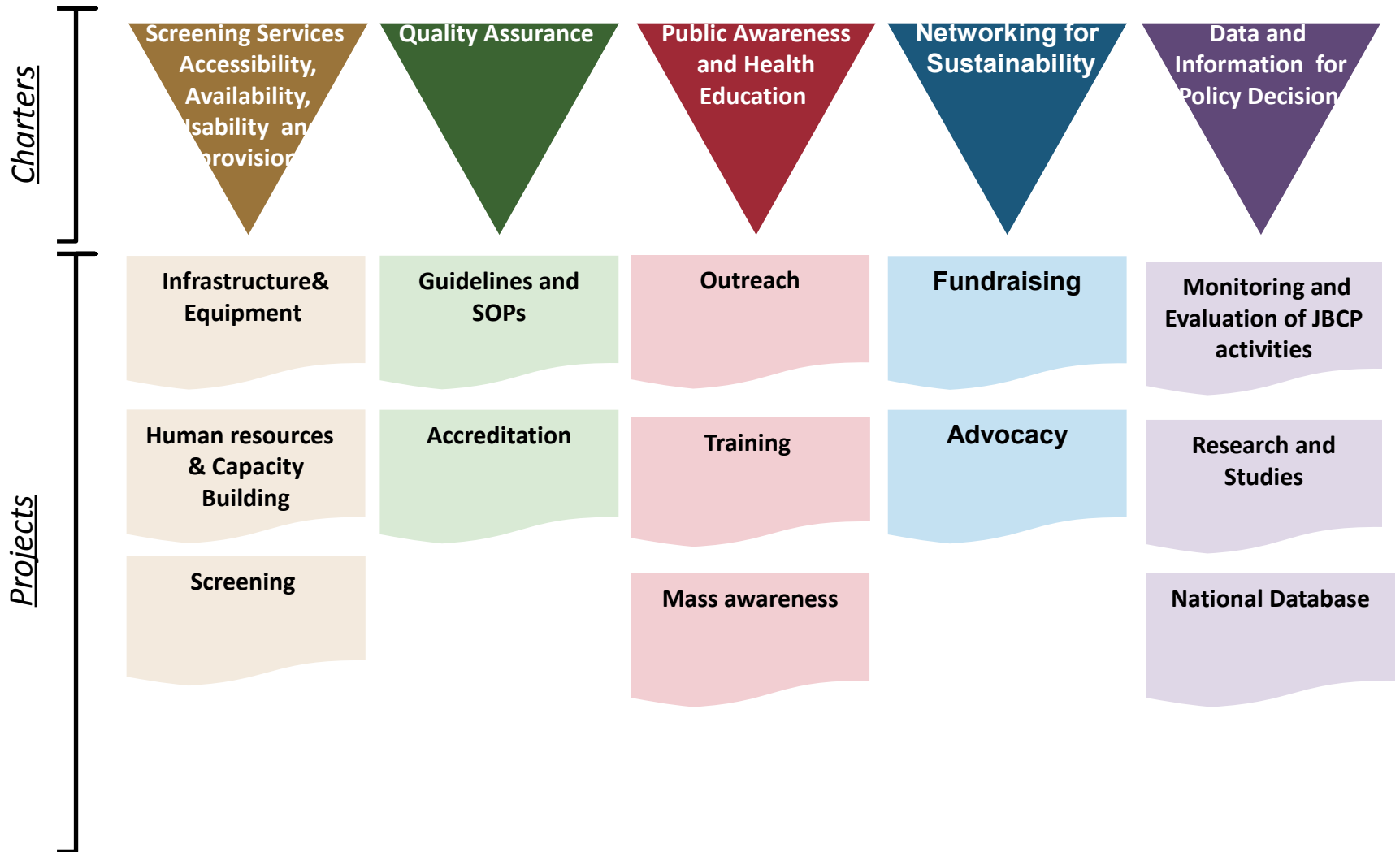
Data and  
Information for  
Policy Decisions

## Program Objectives

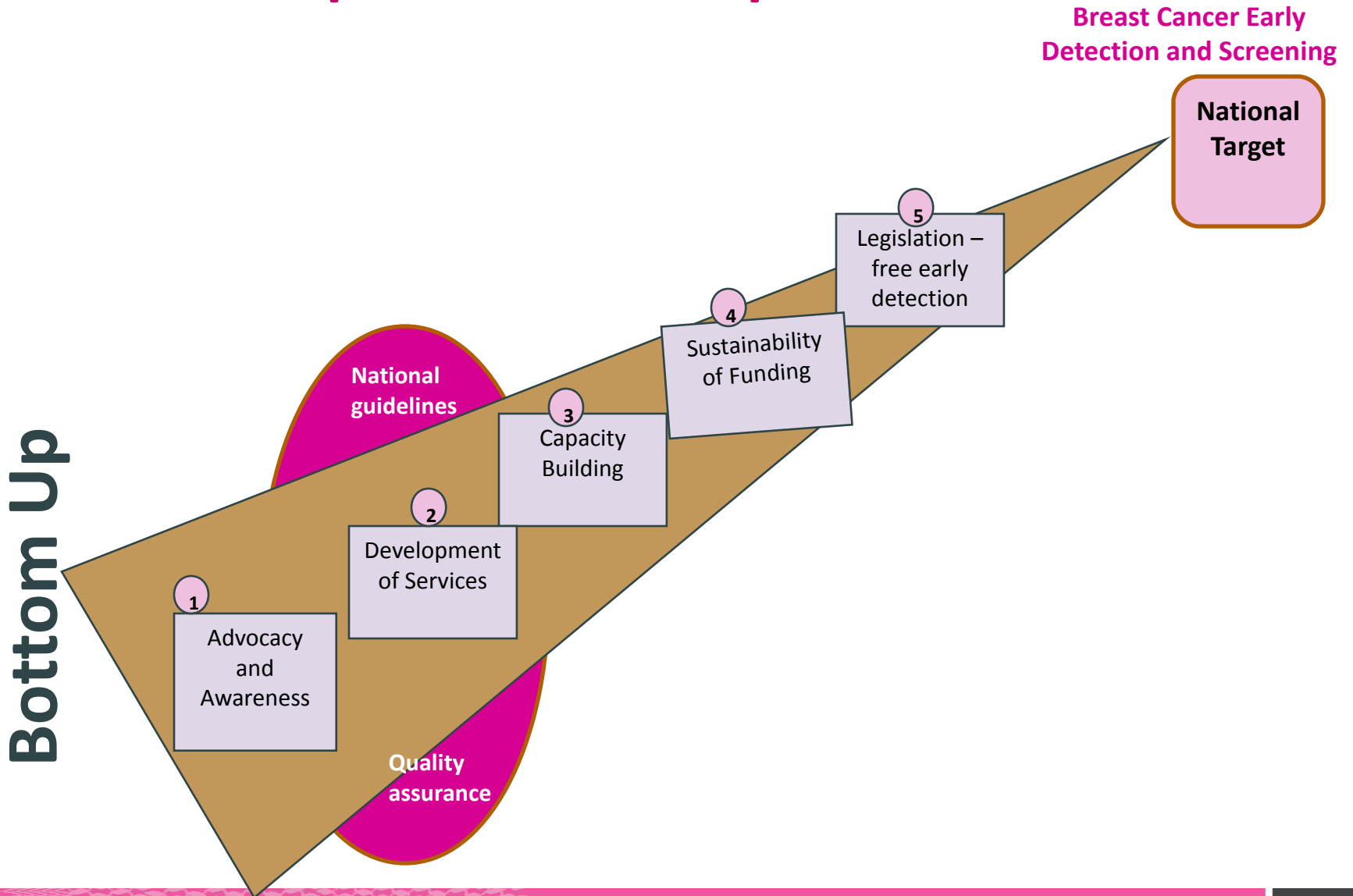
- To improve availability and accessibility of screening services across Jordan, especially to less privileged.
- To increase the knowledge of the public on the benefits of breast cancer prevention and to change attitudes and behavior of target population to seek early detection services.
- To establish national unified protocols and guidelines that cover all processes of a comprehensive early detection and screening program including best practices & quality assurance guidelines.
- To improve healthcare personnel education and training.
- To evaluate the impact of the program by collecting data for surveillance and epidemiological analysis to record and measure success.



# For each charter a set of projects has been planned and implemented



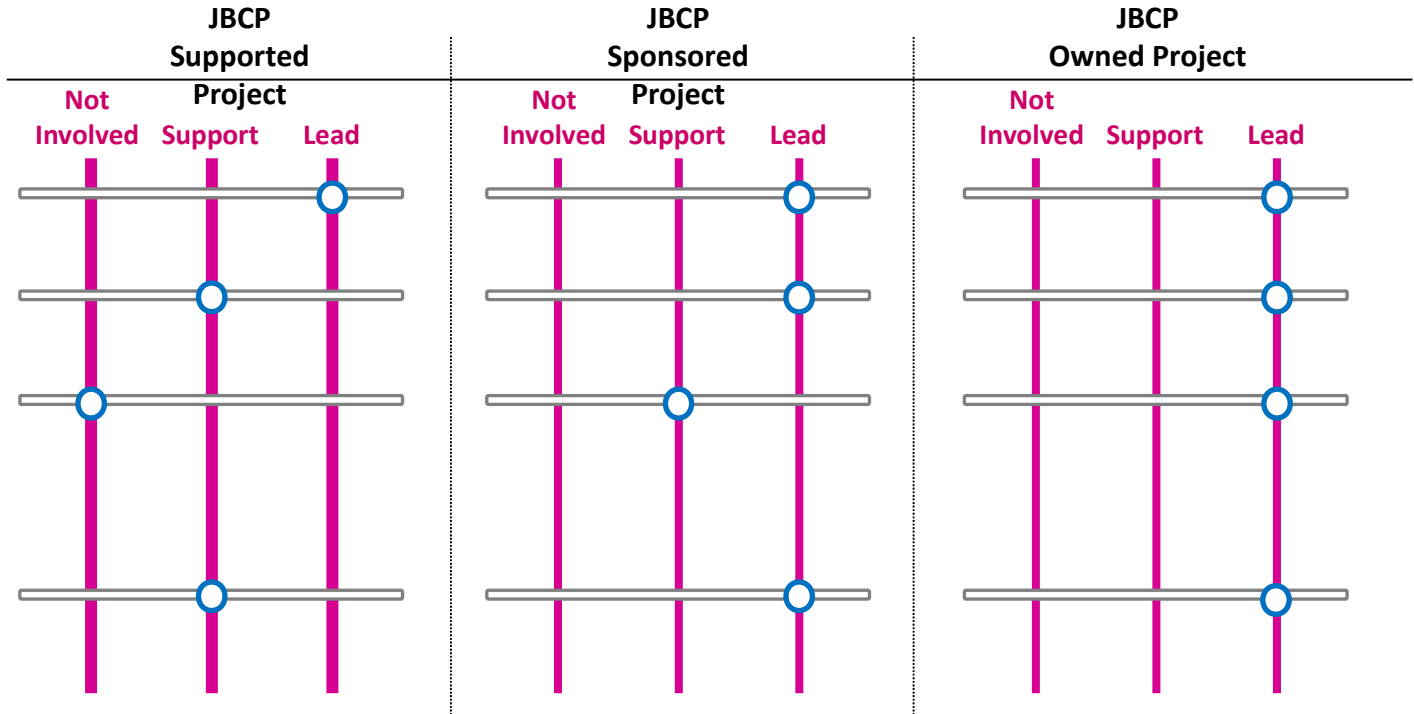
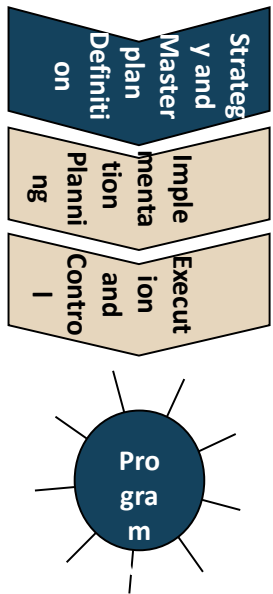
# JBCP adopts a bottom up model





# JBCP orchestrates the national efforts

## Role of JBCP



### Type of Initiatives

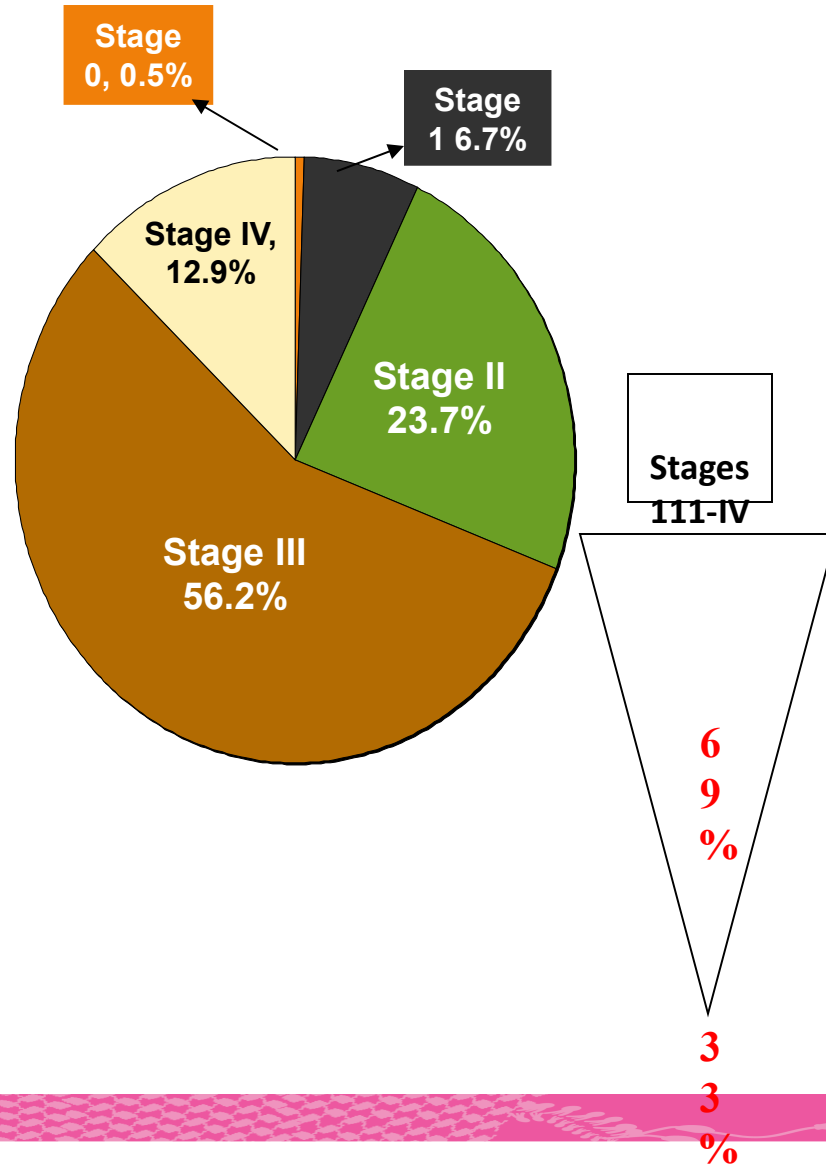
- Public awareness campaigns
- Outreach to communities through existing groups

- Activation of existing or development of new mammography services

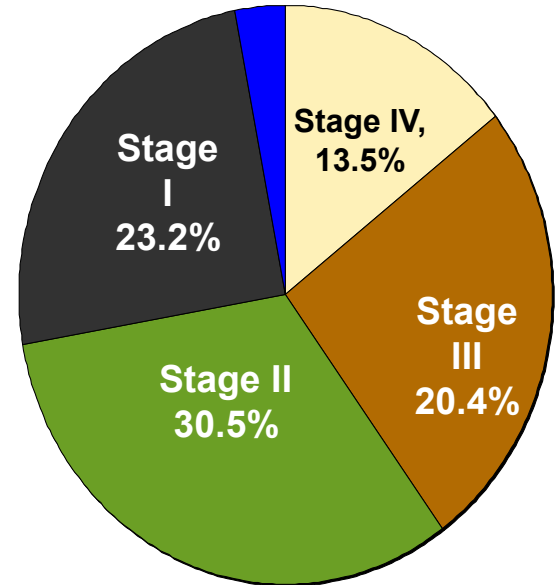
- Development of guidelines, protocols & SOPs
- Accessibility to mobile mammography services

Key Role  
 Varying Role

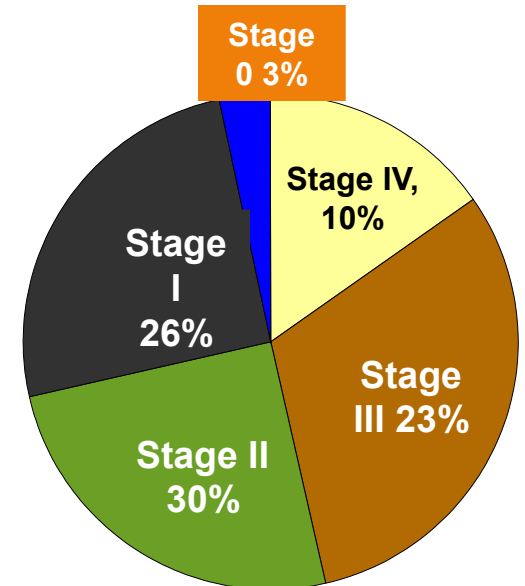
# Stages of Breast Cancer in Jordan



**2007**



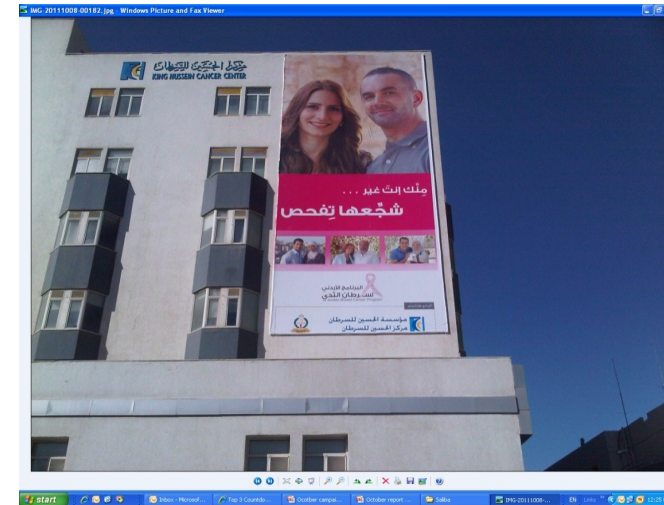
**2009**







# Thank you





Jordan has chosen the local hatta pattern and turned it to pink in the form of a ribbon to represent the *National Jordanian Symbol for Breast Cancer Awareness*

