



USAID
FROM THE AMERICAN PEOPLE

Private Sector Project for Women's Health

Proposed PSP Project Design Focusing on Violence against Women

Submitted to:

Dr. Salwa Bitar Qteit
Cognizant Technical Officer
USAID/Jordan

Submitted by:

Dr. Rita Leavell
Chief of Party
Private Sector Project for Women's Health
Abt Associates Inc.

Prepared By:

Samar Haj Hassan
Amanda Lane
O'Hanlon Health Consulting
May 22, 2006

The information contained in this document is considered CONFIDENTIAL and is intended for the recipient and their authorized representatives only. Any unauthorized distribution is strictly prohibited without the prior written consent of submitter.

Table of Contents

1.0 Background

- 1.1 Trip Origin and Objective
- 1.2 Methodology of Assessment
- 1.3 Overview of Report

2.0 General Background and National VAW Planning Concepts

- 2.1 VAW Situation in Jordan
- 2.2 Rationale support PSP linkages to VAW

3.0 Key Findings from Assessment

- 3.1 Overview of Key Players and Current VAW Activities in Jordan
- 3.2 Past PSP Work on VAW
- 3.3 Recommendations

4.0 Proposed Design

- 4.1 Overview of PSP VAW Strategy
- 4.2 Overarching Goals of VAW Strategy
- 4.3 Guiding Principles
- 4.4 Expected Results
- 4.5 Suggested Projects
 - 4.5.1 Support Ministry of Social Development's Efforts to Change Decision-Maker Attitudes towards VAW with the Aim of Paving the Way for Opening a National Women's Shelter
 - 4.5.2 Strengthen Private Health Care Providers' Capacity to Diagnose and Refer Victims of Abuse to Supporting Institutions and Institutionalize VAW Programs into Private Hospital Educational Programs
 - 4.5.3 Integrate VAW from a Health Perspective into PSP Existing Outreach Program
- 4.6 Implementation approach

5.0 Media Support

6.0 Next Steps to Launch PSP VAW Strategy

Tables

Table 1: Comparison between National Strategy Plan for Family Protection Against Family Violence and PSP-Violence Against Women strategy

Table 2: Log Frame for Project #1: Support Ministry of Social Development's Efforts to Change Decision-Maker Attitudes towards VAW

Table 3: Log Frame for Project #2: Strengthen Private Health Care Providers' Capacity to Diagnose and Refer Victims of Abuse to Supporting Institutions and Institutionalize VAW Programs into Private Hospital Educational Programs

Table 4: Log Frame for Project #3: Integrate VAW from a Health Perspective into PSP Existing Outreach Programs

Table 5: Implementation Timeline

Table 6: Overview of Activities to Launch VAW Strategy

Appendices

1. Consultancy Scope of Work
2. Meeting Minutes from Consultancy Visits
3. NGOs working in VAW
4. Youth Project
5. Recommended Local NGO's in Zarqa, Irbid, Mafraq and Shalaleh

Acronyms

CCA	Circassian Charity Association
GUVS	General Union of Voluntary Societies
HCY	Higher Council for Youth
MoH	Ministry of Health, Dept of Forensic Science
MoSD	Ministry of Social Development
NCFA	National Council for Family Affairs
PSP	Private Sector Project for Women's Health
VAW	Violence Against Women
WHO	World Health Organization
JMC	Jordan Medical Council
FPD	Family Protection Directorate
MOU	Memorandum of Understanding

Executive Summary

This report is the product of a consultancy visit for the Private Sector Project for Women's Health that took place in Amman, Jordan from April 25 to May 28, 2006 and subsequent discussions with USAID/Amman. The Scope of Work the consultants undertook included:

- i) meeting with groups in Jordan currently active in VAW provision for assessment purposes,
- ii) reviewing the relevant documents and national strategies on family protection,
- iii) reviewing PSP's current work with a view to finding ways in which to integrate VAW activities, and
- iv) recommending both a structure to implement VAW activities and ways in which to measure their impact.

The consultants read relevant VAW material pertaining to Jordan as well as visited a number of agencies working in VAW in the country to plan a strategy for PSP to address VAW. Included in the report is a general background of VAW in Jordan, information pertaining to PSP's prior work in VAW as part of a pilot project with the Family Guidance and Awareness Center in Zarqa and a synthesis of information gleaned from organizations and governmental bodies working in VAW Jordan for the purpose of identifying particular opportunities for PSP. A draft report with recommendations for four proposed projects for PSP was discussed with USAID/Amman, and the agreed activities were reduced to three focus areas.

This document now includes the overall strategy for PSP to address VAW in Jordan over the next three years. The activities conform to the available budget as well as fit into PSP's overall approach that focuses on women's health and well-being. Table 1 illustrates how these activities fit into the larger National Strategy Plan for Family Protection Against Family Violence and the relevant coordinating and implementing bodies.

The three recommended projects are:

Supporting the Ministry of Social Development's efforts to change decision-maker attitudes toward VAW with the aim of opening an official women's shelter

Strengthening private health care workers' capacity to diagnose and refer victims of abuse

Building the capacity of local NGOs to conduct outreach programs to raise awareness on VAW from a health perspective and providing support for female victims of violence

The three projects will work together to address awareness raising—both of Jordanian women and decision-makers - whose support will allow for the groundbreaking opening of an official women's shelter. Paving the way for better provision of protection is closely tied to PSP's awareness raising and outreach activities. Another project will concentrate on capacity building for local NGOs to better institute awareness raising activities and support services for victims. Lastly, private health care workers and their professional interactions with potential victims will be addressed and training on detection, communication skills and referral services for victims

will be provided and institutionalized through the Jordan Medical Council and private hospitals. These three projects are complementary in that they attempt to address the main gaps in VAW programming in the country—prevention, provision and training—and target populations with potential for change (decision-makers, health care providers, agencies for action and potential women victims.)

The three main goals of the suggested projects are

Decreasing the rate of acceptance of violence against women among Jordanian women and national and regional decision-makers;

Increasing the ability of private health workers to detect instances of violence and refer victims to rehabilitative services; and

Improving the quality and response of non-governmental institutions to family violence

The report details project activities along with sustainability and management mechanisms and lists recommendations to ensure success in project implementation. It concludes by suggesting the next steps for PSP to undertake in commencing implementation and emphasizes the importance of including stakeholders in all aspects of execution. Logframes for each project are included and the project timeline is summarized in Table 6.

Proposed Design for PSP Project Focusing on Violence against Women

1.0 Background

1.1 Trip Origin and Objective

In March 2006, the Private Sector Project for Women's Health (PSP) contracted two consultants, Samar Haj Hassan and Amanda Lane, through O'Hanlon Health Consulting in the interest of carrying out a consultancy that would produce a strategy for integrating a Violence Against Women (VAW) component into PSP's current activities. The VAW strategy would be implemented over the next 3 to 4 years. The team's scope of work included: i) meeting with groups in Jordan currently active in VAW provision for assessment purposes, ii) looking at the relevant documents and national strategies on family protection, iii) reviewing PSP's current work with a view to finding ways in which to integrate VAW activities, and iv) recommending both a structure to implement VAW activities and ways in which to measure their impact (For consultancy scope of work, see Appendix One.)

1.2 Methodology of Assessment

The team was comprised of local Jordanian expert in VAW and international expert in program design. Both consultants' have extensive experience working in Jordan as well as in-depth knowledge of various potential partners and actors in Jordan's VAW sector. In particular, Ms. Haj Hassan has many years of experience in VAW through her roles a key implementer of the National Project for Family Protection (2000-2005) and as the Deputy Secretary General of the National Council for Family Affairs (NCFA). In her later capacity, she was in charge of supervising the process for developing two policy documents: the National Strategic Plan for Family Protection and the National Framework for Family Protection.

Building on their knowledge of Jordan and VAW, the team developed a three step assessment process. First, before commencing their work in Jordan, they conducted a literature review of all the national documents pertaining to VAW provision and past work. In addition, they reviewed PSP's overall strategic documents. Second, they met with a number of organizations and governmental agencies working on VAW prevention and provision as well as with PSP team members and implementing agencies (See Appendix Two for all minutes taken from these meetings.) In all meetings, they attempted to glean as much information as possible regarding current activities while, at the same time, explore various linkages and avenues in which PSP can make a useful contribution to the VAW sector in Jordan. Third, the team synthesized the information gathered during the interviews and developed an initial framework for the PSP VAW strategy. Then they conducted preliminary meetings with PSP and USAID to determine the feasibility of the draft VAW strategy.

1.3 Overview of Report

As a result of the team's efforts, the consultants produced a report that presents the rationale supporting the PSP Strategy and proposes the activities needed to carry it out. The Report begins

with a general background of VAW activities and national planning concepts in Jordan in order to make a link between the groundwork that has already been laid in the country and PSP's endeavor to coordinate its future VAW work with the national effort. In Section Two, the key players in Jordan's VAW sector are introduced along with an overview of the findings gleaned from assessing current VAW activities as well as PSP's current outreach program and its past VAW pilot outreach work. Section Three offers recommendations for the PSP Project on a VAW Strategy and activities in light of the assessment. In the final section, the Report introduces four projects that meet the recommended criteria and fit requirements of maximum impact and institutionalization.

2.0 General Background and National VAW Planning Concepts

2.1 VAW Situation in Jordan

The phenomenon of violence against women occurs in all societies. Regardless of where it transpires, it is an intentional act employed by a perpetrator to assert power and authority over a victim. All too often, it is rooted in gender and class inequality and legitimized by a society's stereotypes of masculinity and femininity and the notion of what those roles entail. Societies differ in the way they perceive and respond to violence against women, and cultures that are characterized by social conservatism have often been found to be more hesitant to recognize and combat VAW aggressively on a public level.

This has been the case in Jordan up until recently. Jordan is a socially conservative country in which the family unit is considered the basis of society and is given huge importance both in societal and in national life. For this reason, all activities that occur in the home are generally considered part of the family domain and private—not to be scrutinized in public or remarked upon. As a result, violence against women occurring in the home is not spoken of except in very few cases, and statistics related to its occurrence are largely unavailable and incomplete, at best.

However, the limited studies that have been conducted in Jordan on family violence are a necessary tool to glean whatever information is currently known on the subject in the country. In general, they indicate that females are the primary victims: wives, daughters, mothers, and sisters, after whom come children of both sexes and the elderly. Perpetrators of family violence are overwhelmingly male, as well.

In 2005, the National Council for Family Affairs conducted a study regarding the perception of family violence nationwide. It indicates that 38.9% of the respondents believe that wives are the primary victims of family violence, followed by children of both sexes under the age of 12 (26.6%), and then grandparents (5.7%). The majority of the respondents (82%) believed that male family members are the main perpetrators, with husbands listed as the major offenders (43.3%), followed by fathers (31.3%) and then eldest sons (7.4%). Regarding potential causes of family violence, more than one-third of the respondents (37%) listed financial difficulties, poverty, and unemployment as its major reasons, with 16.9% pointing the finger at alcohol or drug consumption, 6.5% at divorce, and 4.0% due to a child's unacceptable or undisciplined behavior.

Studies carried out across the country are also extremely useful in giving one an idea of the acceptance level that people have concerning VAW. In the Department of Statistics' 2002 Family Survey, women were asked whether they believed wife beating is justified in cases in which females fail to perform their domestic duties. More than 80% of the women polled found wife beating acceptable and mentioned at least one reason for its justification. The number one reason given was in cases of extramarital affairs (83%), followed by burning the husband's food/dinner (60%), disobeying the husband (52%), and neglecting the children (37%). Surprisingly, only 0.2% of the women polled mentioned violation of religious codes of behavior or disrespect of in-laws as behavior justifying a beating.

Perhaps it is not surprising that rural, illiterate, jobless and younger women are more tolerant of violence than working, educated and urban women, despite the fact that both groups are subject to violence on a considerable scale. However, the Department of Statistics study illustrates that cultural values held by women across the country not only affirm the use of violence but also do not in any way create an atmosphere in which violence is an unthinkable act.

While violence against women is responsible for various social and economic ramifications on individuals, families and societies as a whole, it also has severe health consequences. The World Health Organization (WHO) has declared violence a health problem in the sense that it causes major psychological problems, such as trauma, anxiety and insecurity, that are, in turn, responsible for major health problems. In 2003, Jordan's National Council for Family Affairs (NCFA) developed the National Report on Violence and Health in cooperation with WHO to reframe violence as health issue. The Report also serves as a major background document to the National Strategic Plan for Protection against Family Violence.

The National Strategic Plan for Protection against Family Violence was authored by the National Council for Family Affairs and its partners. The National Council for Family Affairs (NCFA) is a national umbrella for organizations working in family issues that was established in 2001 and is presided over by Her Majesty Queen Rania. It is the national clearinghouse for developing strategies, plans and programs aiming to empower the Jordanian family and to guarantee its security and stability.

NCFA is responsible for creating the groundbreaking National Project for Family Protection (2000-2005), which aimed to protect families from family violence by strengthening the institutional resources of governmental and non-governmental organizations. The first of its kind in the region, the Family Protection Project's greatest achievements were breaking the silence surrounding family violence and anchoring the principle of partnership and collaboration among concerned organizations in order to offer their best services.

Upon the completion and evaluation stage of the project, NCFA, in cooperation with all its partners, developed the National Strategic Plan for Protection against Family Violence (2005-2009). It provides detailed annual plans along with monitoring and evaluation mechanisms that each institutional partner must develop in cooperation with NCFA. The Strategic Plan consists of the following five themes: prevention, protection, legislation and policies, partnership and collaboration and study and research.

NCFA and its partners, as well as other organizations working toward combating VAW in Jordan, have laid the groundwork for future work in the sector. However, there is still much to do, particularly in regard to approaching the issue from a health perspective.

2.2 Rationale support PSP linkages to VAW

The Private Sector Project for Women's Health (PSP) is a five-year project (2005-2010) in Jordan that aims to

- Raise the awareness of women in Jordan regarding their health in areas such as family planning, sexually transmitted infections, clinical breast exams and the management of menopause through an outreach program
- Build support for women's health by training doctors in the private sector and establish a system for breast cancer screening and the introduction of modern family planning methods
- Address violence against women

PSP conducts its activities in coordination with various organizations from the public and private sectors.

It is crucial that the integration of a VAW component into the current PSP project fits in with the objectives of the National Strategic Plan for Protection against Family Violence (2005-2009). The National Strategy lists prevention as the first of its number of themes. In general, VAW prevention programs aim to reinforce healthy behaviors within the family and to deal with social and cultural risk factors. Such an approach usually focuses on awareness, education, and training. The National Strategy's general objective concerning awareness is to "change attitudes and behaviors related to family violence by enhancing knowledge concerning violence, its risks and preventive methods."

By making reference to raising awareness and sensitivity among society in general as well as youth in particular, the National Strategy emphasizes the importance of targeting messages and activities to particular constituencies in order to achieve maximum impact. Similarly, it designates training as an important element in preventing VAW and makes specific references to the necessity of enhancing the skills of those who respond to family violence, such as legislators, judges, doctors, nurses, midwives, the police, school teachers, social workers and counselors.

There is much common ground to be found when taking PSP's approach to awareness-raising into consideration alongside the National Strategy's specific objectives for prevention through training and awareness raising. As PSP's mission is to encourage women's healthy lifestyles and raise their awareness on issues regarding their health, it is only natural that PSP address VAW from a health perspective. The link between violence and health is essential to both PSP's mission and the objectives of the National Strategic Plan. Similarly, PSP's focus on awareness raising through the outreach program and the training of private doctors is a natural fit with the National Strategy's prevention component. Thus, relating PSP's future activities and objectives to the National Strategy's themes can only be a positive step in further coordinating and institutionalizing the national effort to combat VAW. Below is table demonstrating how the proposed VAW strategy supports the National Strategic Plan for Family Protection Against Family Violence.

Table 1: Comparison between National Strategy Plan for Family Protection Against Family Violence and PSP-Violence Against Women strategy

National Strategy for Family Protection Against Family Violence ¹			PSP Violence Against Women Strategy	
Theme, Topic and Goal	Objectives	Strategies & Implementing Agencies	Objectives	Activities
<p>Prevention 1. Awareness <i>Changed attitudes and behaviors related to family violence by enhancing knowledge concerning violence, its risks, and preventive methods.</i></p> <p>2. Training <i>Enhanced human resources through training for those responding to family violence.</i></p>	<p>1. Enhance awareness and sensitivity of the Jordanian society about family violence, its socio-cultural context, and its impact on individuals, family, and the society.</p> <p>2. Improve access of those at risk to information relating to services and methods of protection and prevention.</p>	<p>Prepare publications and programs that provide information on: - Services provided on the national level, - Reporting methods, - Methods of securing the safety of reporters (<i>National Council for Family Affairs, Higher Council for Media</i>)</p>	<p>Support MoSD and NCFA efforts to change policymakers attitudes towards VAW</p>	<p>1. Design with MoSD and NCFA an advocacy strategy to reach national and local decision-makers 2. Implement strategy, including conducting high level forums, round-tables, lecture 3. Design and develop policy materials to educate on VAW and inform on appropriate responses</p>
	<p>1. Enhance the capabilities and skills of those responding to family violence, including legislators, judges, doctors, nurses, midwives, the police, school teacher, social workers, and counselors.</p> <p>2. Enhance the capabilities and skills of those concerned with communicating family violence concept to public, such as media workers, the clergy and preachers.</p>	<p>Design training programs and guides</p> <p>Organize workshops that provide training on variety of skills depending on target audience (see plan for different skill areas)</p> <p>Conduct training workshops in the multi-agency approach (<i>Depending on target audience- MoH, Medicine and Nursing Universities; The Ministry of Awqaf, Departments of Islamic Studies, the NCFA</i>)</p>	<p>Strengthen private health care workers capacity to detect and refer victims of abuse</p> <p>Support MoSD and NCFA efforts to change policymakers – including clergy - attitudes towards VAW</p>	<p>1. Link PSP counterpart JMC or other training facility with MOH-Dept of Forensic Medicine thru MOU 2. JMC or other training facility and MoH design and implement training programs 3. Create referral network between private providers & social services</p> <p>See activities # 1 – 3. They include educational activities targeted to influential groups such clergy, media, community leaders, etc</p>

¹ Please refer to *National Strategic Plan for Family Protection against Family violence 2005-2009* prepared by the National Council for Family Affairs Consultants Dr. Lucine Taminian, Dr. Muntaha Gharaybeh,

National Strategy for Family Protection Against Family Violence			PSP Violence Against Women Strategy	
Theme, Topic and Goal	Objectives	Strategies	Objectives	Activities
<p>Protection 1. Service Delivery <i>Improved quality and response of governmental and non-governmental institutions to family violence.</i></p> <p>2. Standards, Procedures, and Protocols <i>Developed standards, procedures and protocols for institutions and practitioners responding to family violence.</i></p>	<p>1. Promote services and programs that address the needs of victims, perpetrators, and their families.</p> <p>1. Develop standards of practice to ensure the efficiency of service provided. 2. Develop procedures and protocol for those responding to family violence. 3. Ensure the harmony and comprehensiveness of standards, procedures, and protocols for all types of services provided.</p>	<p>Health services on the levels of primary secondary and tertiary care including: 1) Early detection, 2) Awareness and education program on impacts of family violence, 3) Referral Services, 4) Medical treatment services for victims of violence, 5) Psychological treatment programs for victims, offenders, and their families and 5) Rehabilitation services. <i>(MoH, Royal Health Services, Private Sector and NGOs)</i></p> <p>Develop guides and procedures for service providers</p> <p>Prepare procedures, guides, and protocols for: - Judges and legislators, - Police Force - Doctors, nurses, midwives, - Instructors - Social workers and psychological specialists <i>(The NCFA and partners)</i></p>	<p>Build capacity of local NGOs to conduct outreach programs to communities to raise awareness and provide support</p> <p>Strengthen private health care workers capacity to detect and refer victims of abuse</p>	<p>1. Assess CCA, GUVS and other NGOs capacity to carry out VAW outreach 2. Develop with FPD the outreach model and messages 3. Create referral networks between NGOs and services 4. Id resource needs and conduct NGOs training 5. Provide TA to NGOs to roll out programs 6. Create referral network</p> <p>1. Link PSP counterpart JMC or other training facility with MOH-Dept of Forensic Medicine thru MOU 2. JMC or other training facility and MoH design and implement training programs. Training programs based on approved standards and protocols 3. Create referral network betwn private providers & social services. The referral network will help harmonize services.</p>
<p>Legislation, Policies, and Legal Issues <i>Increased governmental commitment to develop legislations and laws compatible with principles of prevention and protection against family violence.</i></p>	<p>1. Working towards enacting legislation related to family protection that deals with all family issues including juvenile problems.</p>	<p>Enact a special family law that compiles all articles concerned with family issues (Ministry of Justice, Judicial Council, NCFA, the national team for family protection)</p>	<p>Support MoSD and NCFA efforts to change policymakers attitudes towards VAW</p>	<p>1. Design with MoSD and NCFA an advocacy strategy to reach national and local decision-makers 2. Implement strategy, including conducting high level forums, round-tables, lecture 3. Design and develop policy materials to educate on VAW</p>

				and inform on appropriate legislative & policy responses
--	--	--	--	--

National Strategy for Family Protection Against Family Violence			PSP Violence Against Women Strategy	
Theme, Topic and Goal	Objectives	Strategies	Objectives	Activities
Partnership and Collaboration <i>Co-coordinated and compatible programs, policies and legislations and based on collaborative approach.</i>	<ol style="list-style-type: none"> 1. Reinforce and institutionalize partnership and coordination among institutions concerned with family violence 2. Enhance cooperation among all partners for the purposes of reporting, recording, responding to, and solving cases of family violence. 3. Reinforce communication between governmental and non-governmental organization with respect to procedures regarding prevention and protection against family violence. 	<p>Set up task forces in service-providing institutions responsible for coordination</p> <p>Sign national and international partnership agreements</p>	<p>Support NCFA efforts to change policymakers attitudes towards VAW</p>	<p>Strengthen NCFA coordinating role through: 1) enhancing skills to be a leader organization (ie, how to set agendas, facilitate meetings, conduct stakeholder analysis, carry out M&E, etc.) 2) provide TA during implementation processes for PSP-related activities to ensure all partners are integrated, 3) provide resources to cover local costs to carry out coordinating activities (ie, materials, meetings, etc)</p>

3.0 Key Findings from Assessment

3.1 Overview of Key Players and Current VAW Activities in Jordan

This section will discuss the official procedures that reported instances of VAW undergo in the response phase and the key agencies that are responsible for this work. Additionally, a listing of organizations catering to women's needs and focusing on VAW are listed along with particular organizations working in localities in which PSP will implement its VAW component.

In order to ensure that reported cases of VAW and family violence are subject to the most professional response possible, the National Council for Family Affairs has developed the National Framework document to identify and systematize the process for responding to victims of family violence. This document identifies a series of processes to respond to victims of violence as well as the roles of relevant organizations involved in this work. This process is detailed here in the report to illustrate the main bodies involved in VAW provision and the manner in which responders are expected to conduct their work.

Detection and Reporting

All professionals in the field, from governmental organizations to NGOs working in settings in which they come into contact with victims of violence, have a responsibility to recognize indicators that abuse may be occurring. These bodies are not limited to the following, but abuse is more likely to be detected through the services of the agencies below:

- Ministry of Health—through medical examinations. When violence is suspected, staff refers cases to the Family Protection Department.
- Ministry of Education—staff in schools may identify children who are subject to violence within the family and in such cases they refer these concerns to the Family Protection Department. Schools with trained staff are likely to observe changes in student behavior and often are able to make links between this behavior change and violence occurring in the home.
- NGOs—organizations working directly with families, and particularly women and children, are likely to hear from clients who have been abused or who tell them of others in their houses who have been victims of abuse.

Initial Assessment

At this point, the agencies below take part in a strategy meeting to plan the enquiries that must be undertaken to establish whether abuse has occurred or is likely to occur.

- Public Security Directorate—Police officers from the Family Protection Department participate in the discussion regarding concerns for the alleged victim's well-being and are responsible for coordinating the strategy meeting
- Social Workers from the Family Protection Directorate—as representatives of the Ministry of Social Development who work in the Family Protection Directorate, they undertake initial home visits and make contact with other professionals who may have information about the victim and her family

- Ministry of Health—the Forensic Medicine Department of the MoH undertakes medical examinations, researches medical histories and arranges clinical tests, among other activities

Initial Response Phase

During strategy meetings in which there are concerns about the safety of a potential victim, the group agrees on a plan to provide immediate protection. It should be noted that the ability to provide protection for child victims is much more available than that for women and easier to carry out. A number of organizations play a key role at this phase and are active in responding to victims, but this activity is generally uncoordinated and not systematic in the manner the National Framework lays out.

Social Services	<p>Ministry of Social Development</p> <ul style="list-style-type: none"> ▪ provides a safe place for victims of abuse ▪ provides support services to families <p>NGOs : provide a range of services for women victims and their families, such as counseling services and psychological support. There is only one shelter for women victims, however, and it is an unofficial shelter run by the Jordanian Women’s Union.</p>
Health Services	<p>Ministry of Health:</p> <ul style="list-style-type: none"> ▪ Diagnoses and treats victims ▪ Collects evidence ▪ Treats psychological aspects of abuse
Legal Services	<p>The Family Protection Directorate:</p> <ul style="list-style-type: none"> ▪ Investigates allegations of violence ▪ Takes statements from those interviewed ▪ Arranges for medical (forensic) examinations when appropriate ▪ Arranges for social services to undertake a social study of the family ▪ Establishes and maintains a database to provide accurate information on cases referred to them ▪ Transfers the case and evidence to the judiciary system

There is a substantial number of NGOs working with women in local communities and addressing VAW; however, their work is not systematic, in general, and they do not have excellent capacity to respond to female victims of violence. They do serve a vital role in local communities as a means to raise awareness and as safe havens, of sorts, in which women feel comfortable to openly discuss various topics outside of the home. Most of the NGOs (See Appendix Three for NGO names and contact information) conduct some awareness activities on VAW, but the bulk of their work related to VAW is in learning of individual cases of abuse from women who attend their activities.

The Family Guidance and Awareness Center in Zarqa, along with the Jordanian Women’s Union and MIZAN are all exceptions, though. These NGOs have the capacity to address VAW by responding to victims and providing rehabilitation, legal and counseling services.

3.2 Past PSP Work on VAW

The Family Guidance and Awareness Center in Zarqa, run by Nadia Bushnaq, is the former implementing agency on a PSP pilot project. Two years ago, the pilot project introduced VAW

awareness raising into home outreach visits with women. The Family Guidance and Awareness Center is one of a handful in Jordan that provides counseling services to victims of violence along with preventative activities. The Center's experience in carrying out home visits is particularly useful to this study since PSP's outreach program is one of its primary activities and a logical component to build upon when introducing VAW activities into the project's current undertakings.

The Team met with Center's Director and two former VAW outreach workers on the former PSP project. They were enthusiastic about the work that had been done and felt that the visits were particularly useful for those with whom they were able to develop personal relationships. However, the outreach workers often found that developing relationships with the women whom they visited was a challenge due to the very busy daily schedule they were required to fulfill (20 visits per day.) Out of necessity, a typical visit lasted for around 5-10 minutes, which did not have a good effect on its quality. Additionally, the high number requirements for visits often resulted in an administrative focus on managing the visits rather than on ensuring their quality.

The outreach workers from the Family Guidance and Awareness Center were the sole outreach workers discussing VAW during visits, but during the same time they carried out their activities, PSP partners The General Union of Voluntary Societies (GUVS) and the Circassian Charity Association (CCA) conducted outreach visits as part of PSP's family planning initiatives. Ms. Bushnaq mentioned that there was not a clear delineation of the locales in which each organization was working, so as a result there was quite a bit of overlap between her organization's work and that of CCA. As a result, the Family Guidance and Awareness Center moved the bulk of its work to East Amman from Zarqa in order to avoid duplication.

The former outreach workers also estimated that around 30% of the homes they attempted to visit refused to let them enter. It is unclear that this would be the case if a VAW outreach program were implemented in the current, more open, climate where people in general are more aware of family violence issues. The outreach workers stressed that if visit quality and approach is taken into account, though, that there is every reason to believe that the program will be a success.

The Family Guidance and Awareness Center is one of the very few in Jordan that responds to the needs of female victims of violence. As the Center has been very active in awareness raising activities as well as worked on outreach visits on VAW in the past, it represents a model center with which to explore raising the capacity of local NGOs to conduct awareness raising activities as well as respond to VAW victims.

3.2 Opportunities for PSP

Clearly, groundwork has been laid upon which future VAW work can build. Over the past five years, simply by virtue of media coverage and awareness raising activities, VAW is no longer considered as sensitive a topic to the extent that it was previous to the work of the Family Protection Project. Women around the country have also overcome prior taboos and are keen to learn more about their bodies and how to take care of themselves. Additionally, all agencies working in VAW in Jordan recognize that the Ministry of Religious Affairs is an indispensable

partner for any work they do in the sector in Jordan. This does not mean, however, that there is not much work to still be done to change attitudes towards the acceptance of violence.

There is much that PSP can do to improve attitudes. These opportunities include:

- Awareness raising with messages developed by the Ministry of Religious Affairs
- Targeting youth and decision-makers as particular constituencies whose attitudes can be changed to great effect
- Training private health care workers in detection and referral
- Furthering work in outreach by developing a VAW home visit program
- Working in close coordination with the National Council for Family Affairs and its partners, which have developed an excellent strategy for family protection in Jordan
- Capitalizing on PSP's health focus to raise awareness on VAW and its negative effects on individuals, families and society as a whole

To be sure, there is great opportunity to focus on awareness raising activities among particular constituencies who represent potential for impact. To date, a number of awareness activities have occurred around the country, but they have mostly been one-off activities or short-term project implementations that are neither part of sustainable programs nor target particular communities in order to successfully gauge impact.

Nearly every organization visited asserted that youth are a crucial constituency for any organization seeking to implement awareness raising activities. According to the 2000 Human Development Report on Jordan, youth constitute 54% of the population over 15 years old. Thus, they not only make up a large proportion of the country's population but they also represent a more effective opportunity to change attitudes and behavior towards women.

Similarly, there is consensus among those working in VAW that home visits offer a unique opportunity to interact with women who are not normally reached by awareness campaigns. Outreach in the home allows women to interact with confidantes and those visited rarely shy away from this opportunity. This presents an excellent environment in which to raise awareness—particularly when the subject is one not commonly spoken about in public—and to educate them about available services.

Both those active in Jordan's family protection sector and the PSP consultants identified a number of gaps in addressing VAW issues in Jordan. The biggest gap is the lack of services for victims. The National Strategy addresses the need for coordination among agencies in the government and NGO sector to better respond to family violence. It also addresses the need to build NGOs' capacity to provide intervention and protection services as well as a shelter for women victims of abuse. In Jordan there is only one unofficial shelter run by the Jordanian Women's Union, and the Ministry of Social Development is currently in the process of establishing a shelter to protect VAW victims.

There is still much to be done in terms of protecting victims, but the most crucial step in order for this to happen is to gain the support of national and local decision-makers. Due to Jordan's social conservatism, there is a general suspicion regarding the purpose of a shelter for women

victims that often equates a women's absence from the home as a threat to the family and an unhealthy attempt to break up the home. Before better out-of-home provision can be provided for women victims, this misperception must be actively addressed by those seeking to change attitudes on VAW.

One way in which PSP is positioned to make a difference in the prevailing attitudes concerning VAW is its overall approach which focuses on health. While many Jordanians often feel threatened by an emphasis on family violence and its existence in their communities, the subject of health—and VAW as a health issue—is one that concerns everyone and is less likely to undermine their typical notions of culture and tradition. Most organizations interviewed stated that too little has been done in Jordan to reframe VAW as health issue. They were enthusiastic about the positive results such work could achieve.

Additionally, all agencies interviewed who have been working on VAW in Jordan were characterized by a palpable sense of mission. In only five years, the Family Protection Project made great inroads in raising awareness and educating Jordanians on the negative impact of family violence and in setting up a network of non-governmental and governmental agencies to coordinate the work to eliminate family violence. As a result, there are a number of very committed people and agencies that believe that combating VAW is of the utmost importance. These organizations stressed that building upon their work and coordinating efforts with them is essential in the national effort to combat VAW.

Those working in VAW in Jordan also expressed the necessity of familiarizing health providers around the country with ways of detecting instances of violence. Throughout the country, the majority of health care providers are unaware of how to address these issues and do not have the basic knowledge of where to refer victims or information with which they can provide them. As PSP has a particular objective to work with private health providers, it is a logical step to look into providing this basic training to them. However, institutions associated with private health care provision are notoriously weak, with the exception of the Jordan Medical Council, and it appears that the best manner to approach such training in a sustainable manner is through the Jordan Medical Council and its collaboration with private hospitals.

Finally, a number of questions came up in meetings with VAW actors as well as in meetings with PSP outreach program staff regarding the qualitative nature of the outreach program. Most people interviewed agreed that home visits have great potential for furthering VAW awareness while at the same time questioned the current program's main goals. If PSP's main indicator is reaching a sizeable amount of the Jordanian population, many were skeptical of the quality the visits are able to deliver. This is particularly an issue when looking to begin outreach work on VAW and the sensitivities that must be taken into consideration when doing so.

3.3 Recommendations

The following are a series of recommendations that inform the proposed PSP VAW Strategy. They are organized around potential program areas for VAW activities given PSP's mandate and program focus. Lastly, the Report offers some guiding principles that should inform all PSP activities in the VAW arena.

Awareness raising

- Any work that PSP does in awareness raising should be bolstered by messages and support from the Ministry of Religious Affairs.
- As national bodies are slow to address gaps in VAW intervention and provision, PSP can achieve more impact by focusing on awareness raising and training activities.
- Targeting decision-makers in awareness raising activities is essential to bridge the gap in service provision. PSP is well positioned to run a successful project to focus on changing their attitudes and can most effectively do so from looking at VAW from a health perspective.

Training of providers

- PSP should train private health care providers in violence detection and referral, but only insofar as the training is institutionalized as part of a private hospital, clinic or organization.

Focusing on youth

- It is essential that PSP target youth in its awareness raising activities. They make up a substantial percentage of the population and are more likely to respond to attitude changing initiatives.

Home Visits

- Home visits offer a unique opportunity to reach women not usually contacted by typical awareness campaigns. PSP needs to develop qualitative measures for its VAW outreach program in order to ensure maximum impact and must evaluate quality on a regular basis.

Guiding principles

- All PSP future activities need to be in line with the National Strategic Plan for Protection against Family Violence and build on the activities already begun as part of the national effort led by the National Council for Family Affairs.
- PSP should continue to emphasize its health focus and conduct all VAW activities from this perspective.
- PSP should focus on activities that can be institutionalized and have measurable impact; this will set a precedent for VAW prevention activities in Jordan.
- The implementation of PSP's future VAW outreach work should not overemphasize quantitative—or bulk—provision. Outreach locations will be defined by high incidence of VAW and the project will mainly seek to deliver qualitative impact through building local NGOs' capacity to raise awareness and respond to victims.

4.0 Proposed Design

4.1 Overview of PSP VAW Strategy

The following is VAW Strategy—comprised of three complementary projects—is designed to easily fit into PSP's current portfolio. As Table 1 demonstrates, these projects have the added benefit of conforming to the National Strategic Plan and its partnering agencies' workplans, thus partnering agencies are keen to be actively involved in their implementation. Additionally, the three recommended projects take into consideration the work PSP has done to date as well as PSP's ability and credibility to employ a health focus for awareness raising and training activities. The three projects proposed are to:

- Support the Ministry of Social Development's efforts to change decision-maker attitudes toward VAW with the aim of opening an official women's shelter
- Strengthen private health care workers' capacity to diagnose and refer victims of abuse
- Build the Capacity of Local NGOs to conduct outreach programs to raise awareness on VAW from a health perspective and provide support for female victims of violence

Originally, PSP had approached USAID about a 4th project focused on Youth. Its objective was to *Incorporate a Healthy and Non-Violent Lifestyles program into Higher Council for Youth youth centers and annual activities*. After much discussion, USAID recommended PSP remove this activity from its VAW strategy because one of its other implementing agencies is working extensively with Youth. The Youth Project is included in the report in Appendix 4 with the understanding that PSP may in fact, work with the other USAID project to ensure that it includes VAW topics in its Youth related activities.

4.2 Overarching Goals of VAW Strategy

These projects have a number of indicators for measuring impact, but when looking at attitudes towards VAW in Jordan, there is neither a lot of reliable information nor an easy way to determine a baseline from which to evaluate impact. This will be remedied by the number of measurable indicators provided in the table of proposed activities for the purpose of gauging impact and ensuring project quality.

The three main goals of PSP's future VAW project work are to

Decrease the rate of acceptance of violence against women among Jordanian women and national and regional decision-makers

Increase the ability of private health providers to detect instances of violence and refer victims to rehabilitative services

Improve the quality and response of non-governmental institutions to family violence

4.3 Guiding Principles

Below is a list of the principles that guide and inform the PSP VAW Strategy.

Build on achievements of existing organizations and lessons learned

The National Project for Family Protection and its members have made great strides in laying the groundwork for future work in VAW. Building on their work and responding to lessons learned from the project (such as the vital importance of working closely with the Ministry of Religious Affairs) is crucial.

PSP work must link to and support the National Strategic Plan

The Plan has been designed by all the key partners working in VAW in Jordan and it is a clear and systematic roadmap for addressing Jordan's VAW issues. For PSP's work to be meaningful and to increase impact and capacity, conforming to the Strategic Plan is essential.

PSP's health approach that emphasizes concern for women's health

Notions of VAW are often threatening to Jordanians' conservative norms and traditions. As health is a key concern for everyone, addressing VAW from a health perspective more easily circumvents the difficulties encountered in looking at VAW as a social phenomenon. Additionally, PSP's great strength is in addressing women's health well-being.

Institutionalization

All too often, previous VAW initiatives have been one-off activities and efforts that lack sustainability. For any project to have real impact, it is necessary that institutionalization be a main factor in its design.

Prevention and changing public attitudes

There is still much to be done to raise Jordanians' awareness on the ill effects of VAW. Additionally, there are particular constituencies (youth, decision-makers) that offer a real opportunity to change attitudes and ensure that better provision is made available for female victims. PSP's experience in outreach and raising awareness raising programs makes it a good candidate for conducting such activities in VAW.

Quality over quantity

A key component for all projects is monitoring and evaluation. Maximum impact can only be achieved when quality is a main factor and when implementation is sufficiently contained to monitor quality and measure impact. Thus, the projects suggested will focus on targeted locales and will gradually expand according to feedback gleaned from continuous monitoring and annual evaluations.

4.4 Expected Results

If the three projects recommended are implemented, the following results can be expected:

Supporting Ministry of Social Development's efforts to change decision-maker attitudes toward VAW with the aim of opening an official women's shelter

- Greater awareness among Jordanian national and local decision-makers on violence against women and strategies to effectively respond to female victims of violence.
- Change attitudes among Jordanian decision-makers on VAW and increased willingness to support the opening of an official Jordanian women's shelter

Strengthening private health care workers' capacity to diagnose and refer victims of abuse

- Established training program on VAW detection and referral in select number of private hospitals and Jordan Medical Council
- Increased skills in the private sector to detect VAW and refer to supporting social services
- Increased awareness among private providers of VAW as a health issue

Building the capacity of local NGOs to conduct outreach programs to raise awareness on VAW from a health perspective and providing support for female victims of violence

- Increased capacity of local NGOs focusing on VAW to better raise awareness and provide support to violence victims
- Enhanced awareness among women about VAW impact on their personal health well-being and decreased acceptance level for violence occurring against them

4.5 Suggested Projects

Below is a description of projects supporting our proposed 4-pronged approach. Each section provides a rationale for the program; describes the activities, partners, and counterparts; suggest how and why this project will be sustainable; and concludes with a log-frame. This section concludes with a frank discussion on the opportunities and challenges to executing such an ambitious program of activities, including recommendations to manage and implement the VAW strategy.

4.5.1

Support Ministry of Social Development's Efforts to Change Decision-Maker Attitudes towards VAW

Justification

The four projects suggested as a result of this consultancy seek to target the Jordanian public as a whole in order to ensure that Jordanians are less likely to accept violence against women, that health care providers can better detect and respond to violence and, also very importantly, that female victims receive the rehabilitative services they need. Currently, there is a palpable sense of stagnation among those working in the VAW sector due to lack of an official women's shelter in the country. The opening of an official shelter sends a very important message to the Jordanian public about the dangers of VAW and the crucial need to respond to it. While the Ministry of Social Development has made nearly all of the necessary preparations for opening the shelter, the shelter has yet to open.

The main reason the shelter has not opened is because of the lack of support among parliamentarians and other national and local decision-makers. This is due to the prevailing notion that offering women a place to stay outside of the family home is a catalyst for breaking up families.

The Ministry of Social Development is keen to begin work to change the opinions of decision-makers and encourage their support for their endeavor to open the women's shelter. It has been working on a preliminary plan to target decision-makers with the aim of opening the shelter the soonest possible. Implementing such a plan will involve much work to provide public opportunities to discuss the subject and encourage national and local leaders to support such an effort.

Getting the official shelter up and running is a key event that will reinvigorate VAW provision across the country. Once it is opened, it will serve as a model for NGO-run shelters across Jordan and will enable new shelters to be made available to the population as a whole. It will also be symbolic of the nation's acceptance that victims deserve to be treated and recognized.

Project Description

This project will target local and national decision-makers by organizing round-tables, lectures, debates and other forums for discussion in order to build support for better provision for female victims of violence. Events will be organized every other month throughout the project's three-year timeframe (6 activities occurring per year) in Jordan's four directorates. Each event will occur in a particular directorate and will target 100 national and local decision-makers residing in the directorate.

Additionally, at the end of Year 2 of VAW activities, a two-day regional meeting will be held in Amman for 200 Jordanian decision-makers and 50 regional VAW service providers to discuss regional successes in VAW provision and lessons learned. Key to the success of this activity is the active participation of a number of influential Jordanian decision-makers to moderate sessions, voice their support for a women's shelter and provision in general and speak about their ideas and

INSERT EXCELL SPREAD SHEET OF PROJECT #1 LOGFRAME

goals for better Jordanian rehabilitative services. This meeting will be an environment in which decision-makers will be further influenced to support better provision for female victims—particularly a women’s shelter.

Moreover, PSP Jordan will work the NCFA to strengthen its leadership and coordinating role by providing technical assistance on how to organize and lead a coalition of different private and public entities as well as provide resources for it to implement its coordinating activities, such as meetings, conferences, communication materials, etc.

Sustainability

This project is sustainable in that it establishes groups of advocates among decision-makers, strengthens collaboration between the Ministry of Social Development and NGOs working in VAW and gathers people and agencies from around the region working in VAW provision to share their experiences with the Ministry of Social Development, local communities and decision-makers.

Recommendations for Project Implementation

- Advocacy activities should include NGOs and institutions working in VAW to support their projects’ efforts and to add relevant perspectives, especially the Ministry of Religious Affairs and the Ministry of Health.
- In order to ensure success, this project must focus on both a health and religious perspectives.
- MoSD owns the project and needs to take up the responsibility of implementing it.
- PSP must ensure successful implementation of project by requiring regular monitoring reports
- Project management must coordinate and in fact, support NCFA’s role as the national umbrella to ensure support of the National Strategic Plan
- It is important to involve the local NGOs PSP is working with in its VAW outreach to further help them to build capacity
- During the 2-day regional meeting, it is important to include those involved in shelter provision from other regional countries to share experiences

4.5.2

Strengthen Private Health Care Workers’ Capacity to Diagnose and Refer Victims of Abuse

Justification

As more women become aware of their rights and are less likely to accept violence against them, female victims are more likely to approach health care providers in their search for help and protection. Training has begun through the Ministry of Health to educate public sector doctors on how to detect instances of abuse, communication skills for dealing with victims and where to go for help. To date, there has been no training for private health care providers on these skills, and as private health workers, just as government-employed workers, encounter instances of violence in their practice, they must be trained on the proper manner in which to detect and respond to victims.

The Ministry of Health's Forensic Medicine Department and the Family Protection Directorate have excellent training resources that can be readily made available to undertake the training of private health care providers and private hospital staff dealing with female patients (such as nurses, midwives, etc.), and as PSP's work focuses on private medical provision, this represents a tremendous opportunity.

In order to ensure that this training becomes part of participating private hospitals' annual educational programs, the project will ensure that hospital staff is trained to lead out the training to their colleagues and that training is monitored by the Jordan Medical Council and institutionalized through a Memorandum of Understanding between the Jordan Medical Council, the Ministry of Health and participating private hospitals.

Project Description

The project will commence by collecting the available training resources of the Ministry of Health-Forensic Medicine Department and the Family Protection Directorate. The Forensic Medicine Department will then design and conduct training for private hospital trainers and health providers on detecting abuse, communication skills and referral.

Each year, six private hospitals will conduct trainings for 50 members of their staff, and participating hospitals will sign a Memorandum of Understanding with the Ministry of Health and the Jordan Medical Council to institutionalize the trainings on an ongoing annual basis.

Sustainability

This project is sustainable in that it creates a mechanism for which the Jordan Medical Council owns and administers a training program on VAW violence detection, communication skills and referral information for private hospital health care providers. The Jordan Medical Council will sign a Memorandum of Understanding with the Ministry of Health's Committee on Family Protection and participating private hospitals to implement trainings on an annual basis. At the project's end, it will also offer trainings annually for a fee to private health care workers around the country. Additionally, the tangible results listed in the section below add to the project's sustainability.

Recommendations for Project Implementation:

- Project should be linked to the Ministry of Health's recently developed Strategic Plan to Address Family Violence (which is based on the National Strategic Plan for Family Protection); this plan addresses the training of private health care providers.
- The Jordan Medical Council or other training facility should coordinate with Dr. Mo'men Hadidi at the Ministry of Health (Head of Forensic Medicine and Head of Committee on Family Protection at MoH) to select private hospitals and mechanism for implementing training, with potential involvement of the Family Protection Directorate as needed. The Jordan Medical Council should develop a Memorandum of Understanding in coordination with PSP, Dr. Mo'men Hadidi and representatives of private hospitals.
- *JMC or other training facility should take the lead in managing the project and coordinating with PSP in an agreed manner. The Ministry of Health should take the lead in training. They can also provide locations in which to train (as per the Head of Forensic Medicine).*

INSERT EXCELL SPREAD SHEET OF PROJECT #2 LOGFRAME

- It is important that private hospitals from around the country be included in the project, and not just those in Amman. PSP can include the 60 doctors from its family planning program in the training in agreement with participating hospitals or separately.

4.5.3

Build the Capacity of Local NGOs to Conduct Outreach Programs to Raise Awareness on VAW from a Health Perspective and Provide Support for Female Victims of Violence

Justification

At the consultancy's commencement, one of the main ideas put forth from PSP was the need to explore the possible opportunity of building upon PSP's current outreach program with the Circassian Charity Association (CCA) and the General Union of Voluntary Societies (GUVS). As Section 3.2 illustrates, the consultants met with the Family Guidance and Awareness Center, which ran a pilot VAW outreach program for PSP, and gathered information on the pilot project; additionally, the consultants spoke to Sahar Izzat, the Field Manager for CCA's outreach work, and PSP's in-house Outreach Program Supervisor (see Appendix Two.) As a result of these meetings, a number of questions were raised regarding PSP's ability to add on a VAW component to its current work due to the already heavy load outreach workers carry and the project's long-term sustainability, as CCA and GUVS workers are paid by PSP and will likely suspend their activities at PSP's completion.

CCA and GUVS are already providing an essential service by distributing VAW awareness-raising brochures during home visits, and as both organizations reach a substantial number of women, this activity has merit and is a great opportunity that should not be abandoned. What is not clear, however, is just how able CCA and GUVS are to restructure their current outreach programs to deliver VAW awareness raising visits in a quality manner, due to the requirements both organizations are under as part of their health awareness raising activities.

The consultancy team has identified four areas of the country (Zarqa, Irbid, Mafraq and Shalaleh in Aqaba) in which PSP already works or will be working in the near future. These locales represent areas of higher than average incidence of VAW due to poverty and population density, and all four areas were recommended by a number of organizations working in VAW. Moreover, in each area, there exists an NGO that already works on VAW activities and can benefit from capacity building activities to institute support services for female victims as well as implement awareness raising activities in their communities to educate women on the unacceptable nature of VAW (For a listing of the recommended NGO's in Zarqa, Irbid, Mafraq and Shalaleh, see Appendix Three.) Because these organizations are already working closely with women in these localities and they offer a more sustainable alternative in which to work on VAW in a more in-depth manner in these communities, the consultancy team recommends that the bulk of this project's outreach and support services on VAW focus on them.

Home visits offer an excellent opportunity to reach women who are otherwise under the radar screen for standard awareness raising activities. As violence against women is a relatively sensitive topic on which public discussions rarely occur, home visits have an added benefit of offering a level of comfort that few women are able to replicate outside of the home. Thus, it is recommended that CCA and GUVS carry on their VAW outreach activities in the four areas in which PSP is focusing its VAW outreach and refer potential cases of violence to the NGO partners in these locations. In order to determine whether CCA and GUVS are able to upgrade their VAW awareness raising, the project will also undertake a needs assessment to determine these organizations' future level of involvement (Also see the two Recommendations sections at the end of the project description for more specific information on integrating CCA and GUVS to support services.)

As there is truly a need to better provide support services to female victims around the country and as more women become aware of the unacceptable nature of VAW, it is essential that PSP focus on helping to provide better services for women who wish to receive counseling and rehabilitation. By working intensively over a three-year period with the four local NGOs in the targeted areas, PSP will be able to make a real impact in service provision in these localities.

Project Description

This project contains two components: 1) supporting local NGOs to institute home outreach programs to raise awareness on VAW and 2) building the capacity of local NGOs working in PSP outreach areas to better support female victims of violence.

Beginning activities will involve developing a program to build the capacity of the four NGOs from PSP's targeted areas to conduct home visits to raise awareness on VAW. This will occur in coordination with CCA and GUVS, as a needs assessment for the NGOs, CCA and GUVS will determine the level of involvement CCA and GUVS are able to offer to the project. In Year 2 of VAW activities, outreach visits will begin, and participating NGOs will undertake further capacity building training to better conduct home visits as well as to better respond to female victims. This training will continue during Year 3 of VAW activities.

Six staff members from each participating organization will participate in all training activities, of which there will be 6 workshops in Year 1 of VAW activities, 4 workshops in Year 2 and 3 workshops in Year 3 of VAW activities.

Implementation of home outreach visits will begin in all targeted areas in Year 2 of VAW activities and will continue over the life of the project (with outreach visits and methodology to be institutionalized into each NGO's activities.) In Year 2, NGOs will also begin to have the capacity to better respond to VAW victims. The two proposed components will work together to further the support for female victims in PSP target areas.

Sustainability

This project is sustainable in that it contributes to raising awareness of VAW and protecting women from violence as well as strengthens service delivery for victims as specified in the

INSERT EXCELL SPREAD SHEET OF PROJECT #3 LOGFRAME

National Strategic Plan. By collaborating with the Family Protection Directorate to adopt the training component, the project provides the FPD with the resources to disseminate the training for the purpose of building the capacity of other NGOs in Jordan. The FPD has an expansion plan for Jordan's different directorates as well as a collaboration strategy with NGOs to support the system of providing protection for women victims of abuse. The deliverables listed below also contribute to the project's sustainability.

Recommendations for Project Implementation:

- In order to best determine CCA and GUVS' level of involvement on the VAW component, the needs assessment undertaken on this project should assess the number of victims and at-risk women the current outreach program typically detects, as well as the nature of the VAW information they are currently providing, past VAW training and current needs. This way the project can further develop CCA and GUVS VAW work if they are able to take on the responsibility
- If CCA and GUVS continue (and possibly develop) their current VAW outreach activities, it is essential that a system be developed in which outreach workers encountering victims report victims to their supervisors, who then report to the local NGOs providing support. This mechanism must be established and agreed on by the 4 participating NGOs and GUVS and CCA.
- Awareness messages and materials should be disseminated as part of the outreach program
- It is recommended that counselors who are trained and do the outreach program are representatives from the local NGOs
- The training manual for the outreach program should address VAW from a religious and a health perspective, primarily
- The training manual to raise capacity of NGOs to respond to victims should be developed with the support of NGOs such as the Family Guidance and Awareness Center, MIZAN, the Jordanian Women's Union, the Dept. of Forensic Medicine and the Family Protection Directorate
- It is recommended that Family Protection Directorate is supported to take the lead in developing the training manuals and conducting the training. As a result, it will have ownership and responsibility for future training as it already has the capacity to provide training and is currently conducting training for professionals in different fields
- It is important to ensure that qualitative measures are designed to monitor outreach work. Variables such as outreach worker retention, visit quality, feedback from visitors, outreach worker evaluations, outreach worker peer evaluations, etc., should be taken into consideration

4.6 Project Management and Implementation

The need to prioritize

This report outlines an ambitious scope of work for the PSP-Jordan team to implement in support of VAW. The first consideration in prioritizing should be cost. As part of the exercise, the consultants and PSP-Jordan team estimated the cost for the four projects outlined in this strategy. They determined that in fact, there is sufficient funding to implement all four projects. Additional criteria to help prioritize are: a) necessity, b) degree of difficulty and c) likelihood of

success and impact. Below is a discussion of each project to help guide the reader in thinking through on whether to implement all four or to prioritize and eliminate a project(s).

- Support Ministry of Social Development's Efforts to Change Decision-Maker Attitudes towards VAW with the Aim of Opening an Official Women's Shelter: Although much progress has been made on raising awareness on and "de-stigmatizing" VAW, there is still a lot of work to be done, particularly in with decision-makers. PSP, along with the Ministry of Social Development, bring considerable skills and expertise to this activity. On the one hand, the Ministry has the contacts, relations and understanding of the target audiences needed to be influence. Moreover, they have experience in bringing all the critical stakeholders to the table to work on common issues and actions. On the other hand, PSP has skills and capacity in forming policy messages, carrying out communication and media campaigns. With a well-designed advocacy campaign, the collaboration between Ministry of Social Development, PSP and other important stakeholders could help influence attitudes and perceptions. Although the Ministry would take the lead and could offer some resources (ie. staff time, venues, etc) towards implementing the advocacy strategy, this activity would require PSP staff members to both manage and monitor the activity and to provide technical assistance in communication and material development. This activity would require more PSP level of effort compared to the Youth/HCY activity.
- Strengthen Private Health Care Workers' Capacity to Diagnose and Refer Victims of Abuse: Given the status of VAW in the public domain, there are few health care workers trained to detect and refer victims of violence. Some groundwork is required along with training health care providers. VAW as a health problem will be a key message of the advocacy initiative but the VAW strategy also needs to reach out to the health community to convey the same message. PSP, with technical collaboration with Head of Forensic Medicine and Head of Committee on Family Protection at MoH, are well positioned to carry out this activity. PSP communication staff can lead the communication campaign. For the medical training, PSP can implement this activity through their long- standing counterpart the Jordan Medical Society who has access and legitimacy with the target group, requiring limited level of effort from their part. The more challenging aspect of this strategy will be motivating private hospitals and physicians to take the time to participate in this activity – both the provision of training and establishment of referrals.
- Build the Capacity of Local NGOs to Conduct Outreach Programs to Raise Awareness on VAW from a Health Perspective and Provide Support for Female Victims of Violence: Reaching women with information and support is critical. Despite this clear need to work at the community level to reach women, this activity will be the most difficult to implement and will present the most risk. There are many NGOs working with women and working on health but few working on VAW. Indeed, the team identified NGOs in critical communities to participate in this activity. But there are few NGOs with VAW experience and expertise. Therefore, this activity will require building capacity with either existing PSP collaborating NGOs - Circassian Charity Association (CCA) and the General Union of Voluntary Societies (GUVS) – or with new partner NGOs. Clearly, it would be easier to work with CCA and GUV and integrate this activity into their current community outreach activities. CCA and GUVs would receive training to add knowledge and skills in VAW. But PSP would have to

also change these NGO's performance indicators to allow them to dedicate time and staff to this activity. Working with new NGOs would be more difficult for all the obvious reasons of starting a new relation, training unknown staff, etc.

Other factors contributing to technical difficulties and management burden are: a) it will be difficult to initiative a new activity with four new partners in four different locations simultaneously; b) MOU for capacity building: the best way to support the NGOs outreach programs would be through a small MOU process, adding another layer of financial and administrative burden to the PSP staff; and c) the outreach program on VAW will require technical expertise outside of the PSP staff.

The need for outside help to manage and obtain specific technical expertise

The prior discussion highlights staffing needs in two areas: a) technical areas and b) management. Projects 1 and 3 will require PSP hire –either a consultant or a firm – to provide technical expertise in the following areas: VAW advocacy and policy dialogue, VAW community outreach. Given the diversity of these skills, hiring a firm that has more than one staff who can offer all of these skills areas would be optimal. Given PSP expertise and current programs, they can manage and implement the provider training.

Additionally, managing all three activities will probably require one full-time equivalent at PSP to manage all the relations (counterparts, consultants, subcontractor), design and monitor annual workplan, staff the programs (through consultants, subcontract, etc), conduct yearly evaluations and provide technical oversight. PSP can either hire a new staff person or possibly contract out this function if they can locate a firm who can provide not only the required technical areas but also manage functions. PSP will need to retain all financial and administrative functions associated with these activities, adding further burden to existing F/A staff.

The need to phase implementation

It is unrealistic to launch all activities simultaneously. The Table 4 – Timeline - suggests how to phase implementation: Projects Two could be easily launched in the first two quarters in Year One of VAW activities. Project Two - provider training- could commence at the end of Year One/beginning of Year Two of VAW activities. The preparatory work to launch Project Three could be completed by the end of Year One for the objective of starting activities at the beginning of Year Two of VAW activities. The team, moreover, suggests phasing activities with the NGOs, starting with two NGOs and six months later, adding another two based on the success/failure of the initial NGOs.

INSERT EXCELL SPREAD SHEET OF PROJECT TIMELINE

5.0 Media Support

The four proposed projects work together as a whole to target the key constituencies in Jordan who will respond to attitude changing activities, provide better provision for VAW victims and further bolster the effort to raise awareness on VAW and decrease its acceptability around the country. A number of activities will occur as part of each project's implementation, and coordinated media efforts to cover these events offers an excellent opportunity to capitalize on their messages.

Large media campaigns not only require heavy funding but also encounter difficulties in measuring impact. Past efforts by organizations to raise awareness on family violence, such as that of the Jordan River Foundation, have made it clear that focusing on a single target population is more likely to yield more measurable impact. However, even running a more targeted campaign requires large amounts of funds that are better spent in activities involving the target population themselves, where participants can actively engage with the messages and adopt new skills to better deal with the subject. Additionally, it is not clear just how much large scale media campaigns devoid of coordinating activities are likely to change the population's opinion of such a private subject as family violence.

Media coverage of project participants actively discussing and grappling with the issues surrounding VAW, however, have much more potential to engage Jordanians and make it clear that there are many people around the country who are willing to denounce VAW and its ill effects on society. This can easily be done through consistent coverage of the activities occurring under PSP's VAW projects.

In general, all three projects should have very frequent newspaper coverage (in all the country's newspapers) of all events as well as radio and television coverage as much as possible. It is useful for project management to cultivate relationships with particular newspaper writers in order to ensure continuous and positive coverage and that events are covered in a timely manner. Project management will be responsible for ensuring that each project has media coverage of all events as well as a number of special features (newspaper, radio, TV) for each project. In addition to this general suggestion, a number of specific recommendations according to each particular project can be found below:

Influencing Decision-makers:

Excellent coverage—newspaper, radio, and TV—is a must for this project. As the goal is to change decision-maker opinion, the more decision-makers are shown participating in events, the more likely other decision-makers will be willing to acknowledge the subject. In addition, PSP can develop with the MoSD attractive policy briefs and other supporting materials to help inform and educate them on VAW issues and necessary legislative and policy response.

Training Private Health Workers:

Coverage of training activities is important to educate untrained health workers on the availability of training and female victims on the existence of such services. Ensuring coverage also aids the Jordan Medical Council to better publicize its future trainings. As part of the media

support, PSP can also develop attractive job-aides to help providers put into practice the training they receive on how to detect, council, treat and refer a victim of violence.

VAW Outreach and NGO Capacity Building:

This project will require sensitive coverage. However, a number of creative methods can be employed to further raise awareness among women about VAW, such as interviewing counselors and families visited. It is also crucial to cover the capacity building activities for local NGOs to better educate the public on services being provided for victims. Once again, PSP can play a critical role in developing culturally sensitive and literacy appropriate materials for the community to raise awareness on this topic and educate them on their options to seek help and treatment.

6.0 Next Steps to Launch PSP VAW Strategy

Now that the PSP team and USAID have reviewed the project options and determined what activities will be comprised in the PSP-VAW Strategy, PSP will distribute the final VAW project document widely among potential collaborators and counterparts. To follow up with the PSP's preliminary discussions with collaborators and counterparts, the PSP VAW coordinator should meet with the lead institutions of each project to revisit the suggested plan, and get feedback and contributions from them regarding the detailed activities and timing suggested. This will ensure buy-in and ownership by the lead institutions, laying the foundation for a collaborative working relationship between PSP and counterparts.

Second, the PSP should determine whether they will hire to meet the management needs or if they will contract out this function. Also, PSP needs to determine how they will obtain the technical expertise required. If PSP decides to work with a firm(s), they will have to initiative the competitive procurement process to identify and select one (many). Once the firm(s) has/have been selected, then PSP's VAW coordinator will fully discuss all aspects of the projects in order to guarantee that all project objectives and results are delivered and that active supervision of implementation is expected. The Coordinator will also establish the terms of the working relationship between PSP and said firm(s).

Third, with the staff, firm and partners in place, PSP should launch a formal planning process for each of the projects. By coordinating with project partners in all planning aspects, keeping them informed of project issues and successes and involving them as much as possible in the process, project management not only will be able to benefit from their valuable experience but also enable the projects to serve as models for the partners' own future work. PSP can be certain that the project partners suggested are very keen to be involved in the proposed work and to build their own capacity, so the proposed projects have every reason to succeed if managed properly. Additionally, when meeting with project stakeholders, it is important in every instance to make certain that all partners are agreed and well aware of which agency is the lead agency during project implementation.

Below is an overview of the next quarter timeline of activities to launch the project.

Table 6: Overview of Activities to Launch the VAW Strategy

Activity	Responsible staff	Sept	Oct	Nov	Dec
Management/Administration <ul style="list-style-type: none"> ▪ Recruit & Hire VAW Coordinator ▪ Distribute document widely with potential collaborators ▪ Hold on-one-one planning meetings with counterparts to design activities and agree on next year’s workplan 	PSP COP VAW Coordinator VAW Coordinator	X X X			
Project One: Change decision-makers attitudes toward VAW <ul style="list-style-type: none"> ▪ Draft Advocacy Framework and strategy ▪ Identify firms to carry out Advocacy Strategy ▪ Compete and award contract ▪ Conduct strategy meeting with new firm, VAW coordinator and counterparts (MoSD, NCFA) ▪ Launch activities 	O’Hanlon Health O’Hanlon Health PSP F/A VAW Coordinator VAW Coordinator & firm	X X	X	X X	X
Project Two: Strengthen private providers capacity to diagnose and refer abuse victims <ul style="list-style-type: none"> ▪ Set up meeting between MoH, JMC or other training facility and PSP to review project and design activities ▪ Establish MOU between JMC or other training facility and PSP to carry out activities ▪ Id and get approval to conduct trainings in private hospitals & facilities ▪ Adapt MoH training curriculum ▪ Work with MoH, NGOs and other social services to establish networks 	PSP Medical trainer, VAW Coordinator PSP F/A PSP Medical trainer, VAW Coordinator Consultant VAW Coordinator, consultant	X	X X	X X	X X
Project Three: Build NGO capacity <ul style="list-style-type: none"> ▪ Conduct assessment of NGOs to determine capacity and resource gaps (knowledge, skills, funds) ▪ Determine which NGOs to work with and design individual TA plans ▪ Establish MOU for NGO strengthening ▪ Issue and award MOU application ▪ Launch activities with 2 NGOs 	O’Hanlon Health PSP COP PSP F/A PSP F/A VAW Coordinator	X	X X	X	X
M&E Plan <ul style="list-style-type: none"> ▪ Develop and finalize M&E plan for VAW Strategy ▪ Integrate into PSP-Jordan PMP 	O’Hanlon Health PSP Jordan, PSP One		X	X	

Appendix One: Consultancy Scope of Work

Scope of Work for Local and International Consultants To Develop a Four Year Strategy for Reducing Violence Against Women in Jordan

Introduction

The Private Sector Project (PSP) for Women's Health in Jordan wishes to develop a program for advocacy and outreach related to raising awareness and reducing Violence Against Women (VAW or Gender-Based Violence GBV). USAID/Jordan has agreed that a small team of 2 - 3 consultants work together in April 2006 to develop a strategy and design a program of activities that PSP could implement using its current resources over the next 3-4 years. The activities should fit within the scope and capabilities of the overall PSP project, which includes outreach and media activities and improvement in private sector women's health services.

PSP is forming a team to carry out this activity. It is anticipated that one international consultant with expertise in program design and strategy development travel to Jordan to spend 2 weeks in Jordan. The international consultant will be complemented by one local expert in domestic and family violence issues specific to Jordan and have the contacts with organizations working in this field to facilitate the meeting and site visits. In addition, PSP Chief of Party, Dr. Rita Leavell, will support the team by orienting them to the PSP project and clearly outlining the project's expectation for the VAW strategy.

Responsibilities and Tasks

The team will be responsible for designing a VAW strategy and set of program activities for PSP to implement over the next 4 years. The team will carry out the following tasks:

Prepare for assessment and program design

- Gather and collect all documentation on VAW in Jordan, literature, programs, policies
- Map out all the key actors and organizations that should be included in an assessment
- Arrange meetings and interviews for a two week period when international consultant arrives in Jordan
- Visit PSP offices to receive orientation and overview of project
- Gather and collect information on women's reproductive health status and family planning context
- Send information to international consultant prior to departure to Amman

Assess current environment on VAW

- Meet with groups and individuals currently active in Jordan in combating Violence Against Women to assess possible areas for progress and collaboration
- Review the national strategy and policies on Family Violence and consider any additions or revisions needed that PSP could provide

- Analyze national strategies and policies on women's affairs to determine if there is nexus between VAW, women's right and family planning
- If appropriate, visit some of the existing programs in VAW in and outside of Amman

Assess PSP project

- Meet with PSP staff on several occasions to review and understand PSP related activities such as outreach, communications (mass media, PR and print) and physician training
- Visit other FP and/or women's health organizations to determine what, if any, activities they are doing related to VAW
- Brainstorm with PSP staff on possible areas PSP program can "fit" and add value to National Family Violence affairs

Design Strategy and Program

- Write up results from assessment that will provide PSP with an overview of what is currently being done in the area of VAW, what needs to be done, and what makes sense given PSP's project mandate and technical activities
- Based on the assessment, recommend a 4 year strategy for raising awareness about "Gender-based Violence" in Jordan. Possible activities may include, but are not limited to, awareness raising campaigns to decrease acceptance of violence against women, recommendations to strengthen legal or national policy framework to prevent family/gender violence, looking for linkages with public and NGO FP services to train medical and counseling staff in how to detect violence, offer counseling and referrals where women can seek help.
- The strategy will also outline results to be expected in terms of annual and or end of project targets and possible means for (indicators) for measurement.
- Design a program of activities that will help PSP implement the VAW strategy and achieve the proposed results. The program design will have: goals, objectives, target population, activities.
- In addition, the program design will suggest how to implement the activities, including recommendations on number and technical profile of staff to manage the activities, if needed, MOUs to NGOs and/or subcontracts.
- Finally, the team will recommend what external technical assistance needed to support the PSP's staff implementation of the VAW strategy.

Debrief PSP staff and USAID

- Before the team disband and the international consultant returns to the States, the team will leave a draft outline of the strategy and program design
- Moreover, they will present the draft to the PSP Chief of Party for comment before finalizing it in a written report
- If requested, the team will debrief USAID/Amman on their findings and draft strategy before departing.

Appendix Two: Persons Contacted

Sisterhood is Global

Inaam Asha

25 April 2006

Our meeting focused on discussing Inaam's past work in VAW, PSP's current work in Jordan and gleaned information from her about how PSP might integrate VAW work into its current programming.

Inaam has vast experience in localities outside of Amman and is very well aware of the services provided to women that focus on VAW as well as their strengths and shortcomings.

She was very positive about the work she has done with PSP at the University of Jordan Community Service Office. The response by the students has been extremely enthusiastic and she feels that not only is there a great interest in continuing the training that has already begun, but that there is a real opportunity to expand these activities.

She spoke about PSP's work with GOVs and CCA and was not very enthusiastic about building VAW capabilities among current community outreach volunteers. She was surprised at the coverage numbers we quoted to her from PSP and was skeptical that outreach volunteers are spending more than cursory time meeting with women around the country. If PSP is to build a VAW component onto the community outreach program, it appears that current efforts should be rigorously measured according to their qualitative merits.

We were also joined by Lina, who is the Director of SIGI, and a discussion ensued on the importance of training doctors on detection of VAW, but from a health perspective. This, Lina said, is the only way to focus on work with doctors with regard to VAW—otherwise the topic is not taken sufficiently seriously.

They also talked about the shortcomings in women's health education and how most information currently available is geared to married women. There is a huge lack of availability of information for those women who are unmarried.

- Need to obtain evaluation re PSP work with University of Jordan Community Service Office to see if possibility to build on/continue work.

Department of Family Protection

Fadel Hmoud

25 April 2006

We talked with Fadel Hmoud on the already existing infrastructure that the Department of Family Protection along with the Ministry of Health and Social Development is part of. These entities not only have training capabilities, but they also have a number of years experience working in a directed manner in VAW awareness raising, detection, and intervention.

We discussed with him PSP's objective to work with the private sector and he brought up the notion that working with doctors in the private sector is an area that is lacking in the overall work against VAW in Jordan. He suggested the following as priorities for private sector doctors:

1. Training on detection signs
2. Training on what services are available around the Kingdom and how to refer patients to them
3. Raising awareness on the shelter which is planned to open through the Dept. of Social Development

He mentioned, as well, that nurses in private hospitals are also in need of training in detection.

We discussed with him the importance of ensuring that any training program initiated be sustainable, and he mentioned that the Higher Medical Council or Jordan Medical Council are bodies PSP could work with to do so.

Hmoud is also very keen on working with youth and believes that they are key to getting impact in awareness-raising activities. The Department of Family Protection will be working this summer with Higher Council for Youth youth camps around the country this summer as well as with the Prince Hassan award students.

* The Higher Council for Youth has a good national infrastructure as well as wide reach throughout the country. We would like to explore the possibility of working with the HCY as well as perhaps developing a program that couples university volunteers with awareness-raising activities as part of the HCY.

Ministry of Religious Affairs
Reem Al-Hassan, Director of Women's Affairs
26 April 2006

We visited the Ministry of Religious Affairs due to the importance of its involvement in any activities around the country focusing on VAW. The Ministry's involvement in a number of sensitive projects around the country has literally been the key to their success; certainly, this was the case with the Family Protection Project which was managed by the British Council as well as the family planning work that was done.

Currently, the Ministry is concentrating on training for religious preachers as well as capacity building in the Ministry to better spread awareness on family violence throughout the country.

Over 2000 male and 110 women religious teachers around the country have been trained on topics related to family violence through the Ministry, and Ms. Hassan stated that the Ministry ensured that these trainees adequately covered the entire Kingdom.

She believes that home visits discussing family violence are extremely difficult and even impossible if the topic is not raised by someone with religious status. Because religious men and women are part of their communities and already have the intimate confidence and respect of the community, they are the most effective and best people to lead awareness-raising activities in the home. Similarly, because they are part of the community and are continually available as confidantes through the local mosques, they are better able to further communicate on the subject with men and women in the community. She stressed the importance of ongoing support to families as well as ensuring that they are knowledgeable of places to refer victims (despite the primary importance of their work being to raise awareness.)

Reem suggested that the GOVS and CCA outreach workers partner throughout the country with a select number of religious teachers who have already been trained. She believes that the Ministry is interested in developing this relationship with PSP's partners.

If such a partnership were to begin, it is essential that the program focus solely on awareness raising. Otherwise, it will be difficult to enter into homes under the guise of speaking about family violence and the possibility of it occurring in the home visited. It is also important, she said, that the religious outreach workers receive in-depth training on how to properly deliver the message, communication skills in general, VAW, and ways in which to broach the subject during home visits. She mentioned that Questscope has done work with religious teachers in the past and trained them to visit homes to discuss issues related to children, such as neglect and sexual abuse and that they would be a good resource for PSP.

She was very enthusiastic about the prospects of work with PSP and feels that the Ministry will be easily positioned to do direct training of future religious teachers to be involved in this work.

We also discussed the Ministry's current and past involvement in past awareness-raising activities, and she mentioned that they are currently building capacity to better raise awareness around the country.

- * If we are to pursue work with the Ministry on PSP's outreach program, we must meet with the Minister of Islamic Affairs to ensure buy-in. In meeting, it is important for us to stress the skills-building that outreach workers will receive.
- * We need to get information from Questscope on their previous work training religious teachers
- * Important to get list of distribution of already-trained religious teachers from Reem.

Families Development Association

Muyessar Al-Sadi, Director

26 April 2006

Muyessar Al-Sadi has been working with women in local communities for over 20 years. We decided to visit her in order to glean useful information on the challenges and successful approaches in conducting awareness-raising activities at the grassroots level. Muyessar is particularly suited to give advice on how to deal with sensitive topics such as VAW at the community level.

She began by enumerating the numerous projects that the Families Development Association (FDA) has carried out over the past 8 years in Jebel Nuzha (in East Amman). She stressed that the majority of the organization's activities focus on economic opportunities, because she believes that economic development is one of the most effective means of working around and developing the local community's conservative and restrictive norms.

The Families Development Association has been training women and providing job placement for women in areas of housekeeping, babysitting, and cooking.

Some of the FDA's past and present activities include

1. Setting up a kitchen and training program for women that has developed into a catering service.
2. Providing English lessons
3. Providing training on working with the local community, which includes communications skills training and personal development training

4. Offering training on small project organization and assistance with securing financial assistance to begin projects
5. Originating a sewing and embroidery program that enables women to earn money for their handiwork
6. Setting up a program for children aged 3 to 5 to keep them off the street and to prepare them for schooling

Ms. Sadi spoke about her original reluctance to work in the area of family violence, simply because her past work has shown her there is an essential need to address women's economic difficulties and that this is a priority. However, she is currently pursuing funding to begin work directed at family protection, since she has encountered the manner in which women and children are victims not only of physical abuse but also psychological abuse. She now feels that in order to target women's economic challenges that their physical and emotional well-being precludes the success of any job training and placement services. Domestic violence is a big problem in the area in which she works, she said.

However, Muyessar was very clear about the approach her organization will take when addressing VAW. Over the 20 years in which she's worked with women, she claims that home visits are the least effective means of reaching out to them with the aim of awareness raising. All too often, she claims, women have their mother-in-laws or husbands in the house when a home visit occurs, and this fact makes it nearly impossible to communicate effectively. She has had numerous experiences in which her organization went to discuss work and training opportunities in women's homes, only to be contradicted and met with hostility by in-laws and spouses.

She also does not believe that brochures are an effective method. Most women do not read them and even when they do are reluctant to act.

For this reason, she finds that centers provide the best environment for women to begin to explore non-traditional and challenging activities. The freedom her centers give her women participants is a large factor in FDA's success. It should also be noted that after a few years of employment training and placement that FDA encountered resistance from local religious leaders. FDA took a proactive approach to lobbying local sheikhs—and it has paid off. The organization now has full support of local leaders and its highest enrollment to date.

When asked about potential work PSP could do on VAW, she mentioned that training for private doctors is not very relevant for the population her organization reaches. There is certainly a need to assist doctors in violence detection and knowledge of where to refer victims; however, women in her constituency go overwhelmingly to public doctors and cannot afford private care.

She mentioned that youth is a good target for awareness-raising activities, but cautioned against developing programs that blatantly advertise VAW activities. For a project to be successful, VAW activities will have to be rolled into a larger program that addresses family life.

Audiovisual Commission

Amal Jreisat

27 April 2006

The main reason for visiting Amal Jreisat is due to her extensive work as the coordinator of media affairs on the Family Protection Project. She is knowledgeable of the current state of media on the subject of family violence and has been very active in awareness-raising work throughout the country.

She stressed the importance of linking all awareness-raising activities with a health/religious perspective and we discussed Dr. Raida Kutub (Dept. Head University of Jordan Dept. of Public Health) past work as very useful to PSP in formulated future VAW media messages.

The Audiovisual Commission (which was formerly part of the now-defunct Ministry of Information) was responsible for large-scale journalist training around the country on subjects related to family violence. Training has focused on techniques for delivering messages on VAW, media messages on the subject in general, how to cover VAW stories, covering Family Protection Project events, and raising awareness on the Family Protection Department's activities, among other subjects.

Additionally, the Commission has also been involved in training male and female religious teachers on raise awareness as well as developing and implementing a program around the country to raise awareness among primary, secondary and university students. This program consisted mainly of running full 1-day sessions with entire student populations that discussed family violence from various perspectives (health, religious, social, cultural). Amal designed the entire program and is extremely enthusiastic about the activities that were carried out. She is keen to share this work with PSP for integration into future PSP awareness-raising activities.

She believes that future awareness-raising activities around the country with youth should involve "refresher" information as well as target those who work with youth (teachers, university faculty and leaders). She raved about the exhibition organized by Freedom House as a great way to raise awareness among youth and encourages PSP to take it on—as well as the Performing Arts Center play (which can be further insert health/religious messages on VAW).

She mentioned Dr. Munther at the Ministry of Religious Affairs as an excellent speaker and effective at raising awareness and emphasized the importance of bringing his Ministry onboard as a major partner.

Another issue she stressed is the necessity of including information on organizations and gov't bodies that aid and give advice to abuse victims. She said that during every awareness-raising activity she has participated in that victims have approached her and that

it is essential to be able to give them information about where they can get help, more info, etc.

- * Dr. Raida Kutub should be mentioned as a consultant for developing future VAW media messages.
- * Obtain Amal's awareness-raising program for university and younger students.
- * We are now thinking that Amal's work can easily be integrated into possible work with university students and the Higher Council for Youth and that she is a logical person with whom PSP can coordinate awareness-raising activities.
- * There is a good opportunity to connect Higher Council of Youth activities in awareness raising with university youth volunteers. Need to explore this.
- * There is a need to develop simple information for victims when conducting awareness-raising activities that will direct them to whatever help they need/are looking for.

British Council
Azza Hammoudi, Deputy Director
27 April 2006

Azza is very knowledgeable about the VAW initiatives in Jordan and managed the DFID-funded Family Protection Project, which ran from 2000-2005. We wanted to visit her because of her grasp of the general situation affecting VAW provision in the country and knowledge of capacity issues, strengths and weakness in the stakeholders involved in realizing the National Strategy for Family Violence.

When we mentioned our discussion with Reem Al-Nasser on the subject of coordinating the outreach program with Ministry of Religious Affairs religious teachers, she asserted that it is an effective approach. However, she was concerned about the true impact that the outreach workers are able to attain. She remarked that covering 70% of Jordan's female population is not necessarily a qualitative indicator.

For this reason, she believes that in order to ensure impact and program quality, building a VAW component onto existing outreach activities must begin in a geographically focused area. By finding out information from the Department of Public Security with regard to domestic violence hotspots and then building a program that targets those limited areas, PSP will better be able to measure impact and ensure that the program is effective and accepted by the population.

She expressed uncertainty about the religious teachers' abilities to work actively with the outreach workers, simply because they are already quite busy with their current work. For one, they currently do not make home visits (it is not encouraged) and she believes that working with them most effectively is developing a series of talks for women targeted by outreach activities, perhaps on a weekly basis.

In order for a sustainable and effective outreach program to have impact, she believes it needs to have the Ministry of Health and the Ministry of Religious Affairs as partners. She asked about the sustainability of the outreach workers—how their work will continue once PSP’s work is finished in Jordan. If sustainability issues are not currently arranged for, she finds that the Ministry of Health’s involvement is the only way in which to ensure sustainability. This could be done by coupling MoH outreach workers with those from GOVS and CCA.

Another area to look at is engaging public health professionals (University of Jordan has an active Dept. of Public Health). Dept. head Dr. Raida Kutub is an excellent resource and she can be instrumental in directing research related to evaluation of the work PSP does in outreach.

UNICEF also has developed a strategy with the Ministry of Health that is related to family health. They are a good resource for PSP.

Azza stressed that if PSP is looking to approach VAW from a health perspective that it is vital to have a credible partner. The Ministry of Health is considered trustworthy by the public as a whole, as is the Ministry of Religious Affairs.

And if an outreach component is designed that will integrate female religious teachers into awareness-raising activities, PSP can easily ensure that instances in need of referral can be addressed by building on the Ministry of Religious Affairs’ male and female religious teachers’ knowledge of referral networks and experience in awareness-raising activities.

- * Get resources from University of Jordan awareness-raising activities with PSP.
- * Public health professionals’ involvement will help to bolster project. We now feel that any PSP work in VAW will need to emphasize both public health and religion.

Kamel Nabulsi
Consultant, UNICEF/Higher Council for Youth
29 April 2006

Amanda met with Kamel Nabulsi, with whom she has worked extensively on projects with the Higher Council for Youth in the past. He is an excellent resource on the current state of youth provision in the country as well as the ongoing activities run by the Higher Council for Youth.

If PSP is interested in working on a national level with youth, the Higher Council for Youth has an excellent infrastructure around the country, particularly through its youth centers. There is currently a network of around 65 youth centers in Jordan (both male and female centers) and they can be found in cities, town and rural locales.

As opposed to working with schools, the HCY has the advantage of being more flexible as well as offers the ability to integrate projects in a more substantial manner and a longer period of time. Go-ahead for project implementation can be given through the HCY itself and is generally an uninvolved affair.

The HCY also runs summer camps, which are an excellent way to reach youth as they are generally available for longer periods (the youth centers are mostly for after-school activities) and often focus on a particular theme. VAW and “healthy lifestyles” would easily fit into a potential camp theme.

Summer camps fall into three categories: those held in youth centers themselves, regional (North, Middle and South) and national.

Kamel and Amanda then brainstormed on possible programs that could integrate into the HCY youth centers and/or summer camps:

From their past experience, youth who attend youth centers and summer camps clearly can benefit from capacity building activities. Many youth already have decent facilitation skills and by giving them the opportunity to take on a leadership role in carrying out the project, the HCY has the potential both to raise impact as well as build capacity.

Kamel mentioned that he is currently involved in a project that runs a well-trafficked website regional called www.youthinheart.org. He said that he would happily post any materials developed as part of a PSP project and that he can then provide statistics on the number of hits it receives—one way of measuring impact for evaluation purposes.

They then discussed employing a youth-to-youth method of introducing awareness-raising activities in youth centers and youth camps that focus on VAW through the more general theme of “healthy lifestyles” or “non-violent culture.” As PSP is a health project, it will be necessary to look at the subject through a health lens, but there is much that can be done by running workshops that encourage critical thinking and creativity among youth attending HCY youth centers and camps.

A project that uses youth to facilitate these workshops and stresses critical thinking on violence not only can serve PSP’s VAW objectives, but youth centers can also greatly benefit from the topic and the fact that the approach will enable youth to take more of a leadership role in the centers/camps (something that has been lacking to date but has become more accepted over the last few years.)

One example of an activity that youth who participate in the training can do is to write in daily journals (Amanda and Kamel have employed this as a training tool before) and become researchers, of sorts, who identify violence, or violent acts, in their neighborhoods and the reactions they have to it. By looking at violence and its effects in their communities, they will be better able to make the connection to the harmful effects of VAW and their potential participation in it.

They also discussed the potential that the HCY offers for sustainability. In the past, Amanda and Kamel pushed for their work to be integrated into the HCY's annual plans for youth centers. Kamel informed Amanda that this has been very successful approach and that programs they developed in the past are still successfully running simply as a result of being integrated into the center's annual activities. This offers an excellent potential for sustainability (as the centers, frankly, are desperate for new and creative activities and enthusiastically take them on.)

Looking at universities, Kamel also mentioned that Hashemiyeh University runs the Queen Rania Institute for Child Protection and that it might be interested in becoming involved with university activities on VAW. They also discussed connecting university students with HCY work by taking volunteer(s) from the university centers and having them run monthly activities in the youth centers on VAW topics.

Kamel is an excellent person to work with on any HCY activities, as he is very aware of its employees' capabilities and the proper approaches for achieving maximum impact. He is keen to be involved in any kind of training design for HCY VAW activities.

Family Guidance and Awareness Center

Nadia Bushnaq, Director

1 May 2006

Nadia Bushnaq is an excellent resource for the PSP consultants as she is very active in grassroots provision for women in Zarqa. The Family Guidance and Awareness Center is offers community building workshops for women, human rights education, job training, counseling and job placement.

She talked about her organization's involvement with PSP's predecessor, the CMS project, and the Center's focus on VAW through home visits. She mentioned that the outreach activities had a detection/referral component and that CMS generally paid for referrals as well as took doctors into small communities that had no local doctor. Her relationship with Jerry, the recent PSP Chief of Party, was also discussed. She and Jerry had planned a number of pilot activities that ended up not being implemented and she is still keen to be involved with PSP.

She had a lot to say about her center's approach to family violence, and asserted that counseling is a very important tool that her employees use to encourage communication between husbands and wives and to prevent problems from arising in the family. Her employees' level of training is unclear and we did not have the chance to evaluate the counseling. Suffice it to say, though, that the center is very busy and that it is clear that many women are benefiting from its services. The center is one of the very few organizations that provide services for victims of VAW and they are currently in the process of opening a shelter for victims.

There are many areas that should be prioritized when looking to focus on VAW, Nadia stated. Usually, areas with population density and poverty have an above average problem with violence, and Nadia suggested the following places as having a particular need to VAW prevention and aid:

AQaba—Shallaleh (poor areas)

Zarqa—including small towns outside of city such as Dlail and Ruseifeh

Mafrag

She talked a bit about her work with PSP and her knowledge of the outreach program. Apparently, there was quite a bit of overlap between her organization's work and the work of CCA in Zarqa, which also led her organization to do the bulk of their work in East Amman to avoid duplication.

We met with a two former outreach workers who mentioned among other things that

- * Around 30% of the homes visited refused to let them enter (this was mostly in poorer areas)
- * Their visits were usually around 5-10 minutes long (and that the maximum time per visit was 30 minutes)
- * The more times a woman was visited the more personal the relationship developed between the outreach worker and her hostess
- * The requirement that outreach workers visit 20 homes per day made it difficult to ensure the visit's quality and that it was often difficult to manage

Additionally, a number of women working with the CCA decamped to work with Ms. Bushnaq's organization, with many of these leaving CCA due to complaints about their treatment by the CCA outreach administration.

Nadia mentioned that she believes that a few elements were important in helping their outreach workers to be effective as possible: 1) visits were made by a pair of, not only one, outreach workers and 2) outreach workers arrived in communities by the organization's bus (with logo and information painted on it) and that this helped to legitimize their activities.

In addition to their outreach work, the Family Guidance and Awareness Center also worked with VAW perpetrators as part of a larger community attending VAW activities and maintains a database on VAW cases that come into the center.

- * It is important to get an idea of the effectiveness of the outreach program as it currently exists and one indicator of this is to find out the turnover rate of outreach workers.

- * The questionnaires used on VAW home visits (which we received from Ms. Bushnaq) are a good resource for past work and helpful in building future programming.

PSP Outreach Field Manager

Sahar Izzat

2 May 2006

Amanda met with Sahar at the Irbid office to get a good idea of the outreach program implementation.

Sahar began by talking about outreach worker training and their distribution. There are currently around 103 outreach workers who are located in Irbid (30), Zarqa (40) and East Amman (30). Most of them have secondary education, and they are oriented to their work by spending one month in the field. After successfully completing the month-long orientation, they undertake a 7-day training on counseling, communication and technical skills. They then take a final examination and are evaluated by the project manager.

Sahar told us the following:

- Each community worker responds to ~1500-1700 women per year
- Workers working in Irbid visit 22 women/day; those in smaller locales visit 18-20/day
- Most women receive 2 to 4 visits on average
- Privacy is often an issue and workers attempt to speak to women alone. Many women live with their mother-in-laws, and workers make every effort to not involve them in their conversations with the younger women.
- Women with more difficult issues can receive more than 4 visits
- Visits last around 15 to 20 minutes on average

She believes that areas with a higher percentage of VAW issues are Zarqa, East Amman and the villages outlying Irbid.

Sahar continually stressed the vigorous management of the outreach workers. She mentioned that there is one supervisor for every 10 outreach workers and discussed the manner in which managers evaluate them. This involves a bi-monthly written examination as well as a quarterly evaluation by visiting women clients to gauge worker skill. All of this evaluation appears to focus on technical knowledge and there doesn't seem to be any emphasis on worker satisfaction, continuing skills development and evaluation of communication skills.

When asked what kind of obstacles workers face, Sahar replied that the cultural and traditional restrictions often made changing attitudes difficult. When Amanda suggested the possibility of longer home visits as a means to better build relationships with women

and confront these difficulties, Sahar stated that a lighter workload would be extremely helpful.

Sahar also stated that outreach worker turnover is not high. She could not provide figures, but said that her administrative staff has nearly 80% of the same workers as three years ago.

She also talked about the nature of PSP funding and that funding is dependent on CCA taking on 24,000 new visits every 2 months. This amounts to around 180,000 new women reached per year by 100 community outreach workers.

This workload is manageable, she declared, but she mentioned that workers had difficulty and complained about their load when breast cancer awareness was introduced. It seems that she spends a fair amount of time determining how workers can meet their targets and that the targets are the sole determiner of their manner in which they organize their work.

When Amanda discussed the idea of bringing on Ministry of Awkaf women religious preachers to further sustain the project as well as add to its impact, Sahar was wary of their abilities. She stressed the importance of working with women preachers who are committed to raising awareness on VAW and is unsure whether many women outside of the cities actually attend mosque lectures. She also suggested that female doctors from the network are good resources to link to VAW activities.

Amanda and Sahar then accompanied an outreach worker to 3 home visits. All three of the visits were visits made in a late stage (the 4th visit for all women.) Amanda noticed that the general comfort level was high in at least two, if not all, of the visits. However, some of the information exchanged played on the women's notions of hearsay. (For example, Sahar quoted a study that said that waiting longer to conceive made it more likely a woman would conceive a male.)

During the third visit, we encountered a live-in mother-in-law and neighbor who attended the meeting. Overall, this visit was rather unproductive and was more of a social visit. However, visit #2 seemed to illustrate outreach workers' positive influence. The hostess had adopted condom use as a result of PSP information and also discussed other things she had learned from the outreach worker.

It would have been nice to attend visits made at an earlier stage as well to gauge the relationship between worker and client at this stage.

Lastly, Amanda and Sahar discussed possible implementation of a VAW component integrated with the outreach program. Sahar talked about different options to make this possible. In her opinion, it would be more effective to bring in new outreach workers to focus on VAW who accompany current workers in the field, as current workers are already stretched in terms of workload. Another option is to add on the number of visits using the same workers. If this option is adopted, target numbers will likely have to be lowered. This will be necessary in order to ensure visit and program quality.

Sahar said that she will keep in touch with Amanda if she comes up with any other ideas or further ways in which the outreach program can be best supported to carry out its future VAW work.

- * Any VAW component built onto the current outreach program will have to take worker satisfaction, continuing skills development and evaluation of communication skills into consideration.
- * As outreach workers face difficulties in changing attitudes in Jordan's conservative and traditional communities, lightening visit workload will enable them to better build relationships with women and more likely achieve stronger impact.

PSP Training and Outreach Coordinators **Tara and Iten** 2 May 2006

We decided at this point to find out more about the physician training and outreach programs at PSP, since if we are to design VAW work in conjunction with these programs, it is essential to have a good idea of the specific administration and monitoring mechanisms that are in place.

Iten began by telling us about the PSP's training work. We found out that

- Participating doctors are individuals doctors and not chosen for training as part of a private hospital-wide training
- There are generally 2 or 3 training sessions per month on different topics
- It is currently not compulsory for the 60 network doctors to attend training sessions but that PSP is looking into doing so; however, they estimated that 90% or more of the network doctors have attended family planning and breast cancer training

Iten and Tara also explained how the PSP voucher system works and mentioned that vouchers are typically given to poor and high risk women. They said that most of these women would not normally go to private doctors but that when given vouchers they do.

We then asked about the Jordan Medical Council and its relationship to private doctors around the country. If PSP should introduce training on VAW to private doctors, it is necessary to ensure that this work be sustainable. Iten mentioned that PSP is already looking at ways to work with JMC to make current training sustainable and has begun looking into charging fees for training and to institutionalize workshops as part of JMC's work. However, she was unsure whether JMC's mandate includes training, which also leaves a question mark as to how sustainable such work can be in the future.

Tara mentioned that she has learned that the regional directorates in general are more up-to-date on information on private doctors than JMC.

They also discussed the way in which PSP works in parallel with the HSS project, which focuses on Ministry of Health capacity building.

As of yet, PSP, they said, has not involved nurses in their training. Tara mentioned that the PHCI project previously worked with midwives.

We then looked at Tara's work, and she was very helpful in giving us a good idea of the ins and outs of the outreach work. Both CCA and GUVS may use different approaches in their home visits, but their follow-up and reporting systems are the same.

Some of the information we gleaned on the outreach program:

- PSP gives no preference for whether women who are visited receive assistance/services from private or public doctors
- Outreach workers are hired by CCA and GUVS, but they are paid solely by PSP; in the interest of sustainability, GUVS is in a better position to carry on the project after PSP work finishes, but its budget is very limited and it would likely only continue a very small portion of the work, if that
- Every outreach worker must visit around 20 women/day
- Visits last on average 15 minutes
- Visits are made by one outreach worker, every 6 to 8 weeks, with a minimum of 2 visits per woman

Tara stated that in general people are very accepting of the outreach workers and that the health perspective they use to discuss women's issues is respected.

She then talked about other initiatives by the Higher Population Council and the Ministry of Health to begin home visits to women. The MoH is also beginning a pilot project on a referral system.

We spoke about the breakdown of work, and Tara talked about the areas where both GUVS and CCA operate. Both organizations monitor their own work and the project teams have weekly meetings to discuss their concerns.

This led us to discuss ways in which she ensures the quality of the outreach. When asked about monitoring for quality, Tara replied that PSP has records and continuous information about the % of vouchers handed out, discontinuation rate, acceptors, % of referrals, and the % of regular breast exams. This data is gathered from the home visits and Tara stated that as of yet no outside monitoring and evaluation has been done on the program.

Tara mentioned that PSP has thought about developing a tool to measure the quality of communication among outreach workers and their clients and we also discussed the importance of measuring client satisfaction as well as outreach worker satisfaction. Tara

had mentioned earlier that she was aware of a high turnover rate among outreach workers and this is potentially indicative of a heavy workload or other difficulties in implementation.

- * We asked to meet again with Iten and Tara this week. Before the meeting, they will brainstorm ways in which they believe their programs can be further supported for work in the future. Iten, in particular, will think about sustainability issues and ways in which training might be institutionalized as part of PSP's work.

Minutes of Meeting
National Council for Family Affairs
2nd May 2006

Attendees:

Secretary General: Dr. Jameel Smadi

Family Protection Program Coordinator: Mohamad Mikdadi

PSP project consultant: Samar Haj Hassan

- A brief of the PSP project was presented to NCFA team.
- The relation between the VAW component of the PSP project and the National Strategic Plan (NSP) for family protection was highlighted by NCFA team. They expressed the importance of linking the VAW component to areas of the SP especially the prevention component of the NSP.
- They expressed the need for training of doctors at the private sector on the diagnosis of victims of abuse and the system available to respond to the cases of violence. They suggested the coordination with the Family Protection Directorate to conduct the training as they have the experience and the resources to conduct the training and are recognized the national center for training in the area of FP .
- They expressed that it is important to use the current network of the outreach program but made an important note that the messages that are delivered should be very well designed and agreed that it is important to link VAW to the general health of women especially that the NSP was developed based on the WHO report on violence and health as one of the resources and background for the development of the strategy.
- When briefed on some suggestions from other interviews like working with the youth, they expressed the need to have a good sustainable program to raise the awareness of the youth and found the higher council for youth as a good partner for implementation and sustainability. They suggested to learn from the experience of some of the FP team members who designed and supervised the implementation of raising awareness activities.
- NCFA are currently considering adding members to the national team for family protection to include new institutions that are involved in FP issues in Jordan.
- They agreed to hold a meeting to present the VAW strategy to the team members and appreciated our coordination with the NCFA especially that NCFA is

considered the national umbrella to coordinate between different institutions working in the FP.

- For sustainability purposes and to ensure that the VAW component of the PSP feeds into the national plan they suggested that NCFA can be contracted by PSP to manage and oversee the implementation of that component with the implementing organizations identified.

Higher Council for Youth
Moussa Odat, Manager of Youth Affairs
3 May 2006

Amanda met with Moussa to give him an idea about the PSP project and to talk about potential ways to integrate VAW programming into HCY youth centers and the summer camp system.

The Higher Council for Youth has a large infrastructure of youth centers and camps that serve youth around the country. For most communities outside of Amman, youth centers and camps are the sole provision for youth activities outside of the classroom.

Moussa spoke about work that the Family Protection Directorate will likely be beginning with the HCY in the coming year to raise awareness on family protection issues. However, this work is likely to be bulk, one-off activities that will not be implemented in the youth centers themselves.

The youth centers, in particular, offer an excellent opportunity for sustainability and impact measurement. This is mainly because youth centers are beginning to build better capacity and are keen to integrate new programs into their activities. Moussa is well aware of the importance of making programs sustainable by ensuring that youth center supervisors include particular activities as part of the annual plans they are required to submit each year. He assured Amanda that any work on VAW would be institutionalized into the youth center program on an annual basis.

Moussa and Amanda then discussed looking at VAW issues from a “healthy lifestyle” perspective which emphasizes non-violent behavior. They both decided that two programs should be designed—one for 12-14 year olds, and one for 15-18 year olds.

Youth have been taking more of a leadership role in the centers over the past 3 or 4 years, and Moussa is keen to have youth themselves run the program.

Moussa also suggested that any program design emphasize creative methods of introducing the subject, such as drama, computer programs, film, student exchanges/study visits, and TV and radio programs. It makes sense to look at the many creative options that can make the subject even more appealing.

He mentioned that it is important to begin the youth center work in a more contained fashion before spreading it to a large number of centers and that this will ensure the quality of the work as well as begin spreading the word among other youth centers so they are excited to become involved.

Amanda asked about what kind of administrative meetings should be done before agreeing on the project, and Moussa stated that he fully supports our ideas and that that is sufficient go-ahead from the HCY side. Before beginning implementation, Moussa and the project coordinator can send an outline to the Secretary General of the HCY and that will be adequate to begin.

**Appendix Three:
List of the NGOs and Other Agencies Currently
Addressing VAW in Jordan**

Organization	Tel #	Fax #
Jordanian Commission for Women	5825241	5827350
Young Women Christian Association	4655476	4652947
Jordanian's Women Union	5670325	5670325
Jordan River Foundation	4613081	4613083
Family Development Association	4612723	4612723
Community Centers Association	5355000	5355511
National Center for Human Rights	5931256	5930072
Queen Zein Sharaf Institute for Development	0777353092	
Jordanian Society for Protection from Family Violence	5689979	5689979
Family Guidance and Awareness Center/ Zarqa	054866910	054866910
MIZAN	5663793- 5534745	4623773
Jordanian Hashemite Fund for Human Development	5523579	5827350
Family Protection Society/Irbid	027250481	027250481
Al Afaf Society	5159399	5159399
Higher Council for Youth	5604701	
National Council for Family Affairs	4623491	4623490

Appendix Four: Youth Project to Incorporate Healthy and Non-Violent Lifestyles Program into Higher Council for Youth's Youth Centers and Annual Activities

Justification

Jordanian youth make up a substantial proportion of the country's population (according to the 2000 Human Development Report on Jordan, youth constitute 54% of the population over 15 years old) and are an ideal target population for activities seeking to change attitudes on subjects that are considered more sensitive among other Jordanian target populations. The Higher Council for Youth has an excellent infrastructure of youth service provision through its 65 youth centers around the country. Youth centers are located in both urban and rural areas and, in most cases, represent one of the few places where young adults can interact and participate in activities together in their communities. The vast majority of youth centers are found outside of Amman; thus, the HCY's youth center constituency consists mainly of youth from lower socio-economic strata that represent the vast majority of Jordan's population. In summer months, the Higher Council is very active in running summer camps, and it also runs national and local activities throughout the year—all of which are ideal vehicles for awareness raising endeavors.

Over the past few years, there has been a push at the HCY to offer activities in youth centers and in HCY activities throughout the year that better correspond to issues surrounding young people's everyday lives. Youth centers, in particular, are seeing an upswing in attendance levels as center supervisors receive more training on responding to youth interests and needs, and youth members are also beginning to take on leadership roles to lead and implement activities in the center. The Higher Council is keen to support this activity and is interested in ideas to bolster the centers' annual activities.

Designing a program for youth centers and summer camp/annual HCY activities that focuses on changing attitudes towards VAW and relating the importance of healthy lifestyles and non-violent behavior not only will help to build the capacity of the Higher Council for Youth but also will serve a national audience whose attitudes are greatly influenced by fun and relevant awareness raising activities.

Project Description

The project will begin with the design of training manuals focusing on healthy and non-violent lifestyles that target youth aged 10-14 and 15-18 attending youth centers around the county. These age groups have been chosen for two reasons: 1) age 10 marks a good time to begin focusing on VAW from a child development standpoint and 2) the 15-18 age group is much more developmentally able to tackle the subject in a more in-depth manner.

A total of 130 youth leaders, two from each of the HCY's 65 centers, will be trained by project's end to run one training workshop annually for each age group in their centers. Each year, around 45 youth leaders will be trained from approximately 22 youth centers and will begin running workshops in their home youth centers.

Beginning in Year 2 of VAW activities, a VAW awareness raising program for use in HCY summer camps and HCY activities will be designed and will be implemented four times per year.

This program will include the very successful interactive play on family violence performed by the National Performing Arts Center. The project will provide funds for the play's authors to re-work the play with an emphasis on VAW from a health perspective.

Lastly, the Higher Council for Youth will carry out an awareness raising program for the international 16 Days Campaign, which occurs at the end of every year. Youth from across the country will participate in defining messages about VAW and running awareness campaigns in their communities and on a national level. Jordan's Freedom House has previously been very active in running 16 Days Campaigns in the country and has provided PSP with many resources and publicity materials for campaign implementation.

Sustainability

Because the Higher Council for Youth is very interested in adding to the activities in youth centers, it has agreed in discussions that any VAW program developed for youth centers will be integrated into the annual plans that youth center supervisors are required to carry out in the centers. In order to ensure the sustainability of the 16 Days Campaign, cost-sharing with the HCY will be encouraged, as well. All the resources and tools developed as part of this project will be owned by the Higher Council for Youth.

Recommendations for Project Implementation

- HCY to be the owner of this project and lead implementer by Year 2 in VAW activities.
- The manuals and awareness program should address VAW from a health perspective as well as take advantage of this teaching moment to stress healthy lifestyle choices, including family planning.
- All activities should be done in coordination with NCFA as the national body to ensure contribution to the National Strategic Plan.
- Project management should make it very clear that all trainings in youth centers should be part of the centers' everyday after school activities; youth centers have a need to enhance their after school programming (thus, PSP offers no budget, just materials, for these workshops)
- As part of the workshops' activities, youth shall conduct annual informal studies among youth in the community regarding their perceptions and attitudes on VAW.
- In order to ensure training effectiveness and sustainability, all workshops occurring in youth centers will include 2 to 4 apprentice trainers. These trainers will be chosen on an annual basis and after participating in the 2 annual workshops, will be able to help lead future trainings. These youth should be aged 17-18.

Expected Outcomes

- VAW and health and non-violent lifestyles program established program at the Higher Council for Youth and part of national youth centers' annual activities.
- A better awareness among youth regarding the manifestation of violence in their communities and its impact on them as individuals and on their families and society in general
- A better understanding among youth of the connection between violence and personal health

Appendix Five: Suggested Local NGOs in Zarqa, Irbid, Mafraq and Shalaleh

Zarqa

Family Guidance and Counseling Center/ Zarqa

Tel : 054866910

Nadia Bushnaq

Irbid:

Young Women Christian Association, Al Husson,

Tel: 027010053

Mrs. Dumia Al Nimri

Mafraq:

Queen Zein Sharaf Institute for Development

Tel: 026234806

Mrs. Amheh Al Omari

Aqaba/Shalala

Community Centers Association

Tel : 5355000

Dr. Sari Nasser and Mrs. Firyal Al Saleh