



The Private Sector Project for Women's Health (PSP) is a five-year project 2005 to 2010, funded by the United States Agency for International Development (USAID), with a mandate to improve the health of Jordanian women and families. The project aims to increase availability of quality private sector health care services, improve knowledge of how to self-manage illness, increase demand for modern contraception and related women's health services, increase early detection of breast cancer, and reduce domestic violence. The specific components include:

Outreach to women in their homes – PSP through its partners Circassian Charity Association (CCA) and General Union of Voluntary Societies (GUVS) recruits and trains women from local communities as Health Workers to provide important health information to women age 15 – 60 years old in towns and villages across Jordan. The Health Workers discuss women's health issues, including benefits of modern family planning methods and the importance of early detection of breast cancer, and also teach self-breast exam. Referrals for medical assistance are made to Ministry of Health and private and NGO providers, depending on the woman's economic status and preference. To date the project has reached over 690,000 out of the planned 1,100,000 women.

Communications for Behavior Change - PSP communications focus on the key topics of modern contraception, early detection of breast cancer and decreased violence against women. Messages are carefully tested among target audiences before sharing through TV and radio spots, TV talk shows, newspaper articles and print materials. Outreach workers, private doctors and Ministry of Health staff provide interpersonal motivation using the PSP materials. Partners include Abu Mahjoub Creations and Jordan Pioneers.

Training, Quality Assurance, & Continuing Medical Education (CME) for Private Physicians – Together with the Jordan Medical Council, Specialty Hospital, and University of Jordan, PSP provides training and continuous medical education for private physicians in topics related to women's health. In-class training covers 14 topics such as Basic and Advanced Family Planning and Counseling, Breast Cancer, Cervical Cancer, Obstetric Emergencies, Ante-natal and Post-Natal Care, and Diabetes. Clinical skills include Clinical Breast Exam, IUD Insertion, Ultrasound, and Pap Smear. A quality assurance system provides certificates of compliance for Family Planning, Clinical Breast Exam, Reproductive Tract Infections and Menopause. All courses receive official CME credit and PSP supports development of an official CME system for physicians in Jordan.

Private Provider Network – A network of 65 private women doctors across Jordan receive referrals for family planning and breast exam from the outreach program. Criteria for selection include meeting quality assurance requirements and providing services for agreed pricing. In return, PSP provides these doctors with contraceptive supplies, preference in CME courses and access to loans and business training to help expand their service capacity.

Private Contraceptive Market Access – Over 60% of family planning services are provided in the private sector, including private doctors, pharmacies and NGO's. PSP monitors contraceptive market growth and continued availability of low cost brands in the market and encourages active participation from pharmaceutical firms in promoting correct modern method information.

Breast Cancer Early Detection Program – In Jordan, over 70% of breast cancer is detected in the late stages, when survival rates are very low. PSP provides information about breast cancer and the value of early detection through outreach and mass media communications. Outreach workers give breast cancer brochures to women and teach self-breast exam. Women with breast symptoms are referred to clinics or in severe cases, to King Hussein Cancer Center or King Abdullah Hospital for diagnosis. Over 390 private doctors have been trained in clinical breast exam. In October 2006, PSP joined with King Hussein Cancer Foundation, King Hussein Cancer Center and the Ministry of Health to launch the Pink Ribbon in Jordan as the international symbol of breast cancer awareness and is a partner in the upcoming National Program for Breast Cancer Early Detection and Screening.

Violence Against Women – PSP has made a strong commitment along with lead national institutions to create a favorable environment for setting up a national system with compatible programs, policies and legislation to address violence against women. PSP's efforts include the following: One - "Advocacy and Awareness Raising" to establish the issue as a national priority among Jordanian policy and decision makers in partnership with the National Council for Family Affairs (NCFA). Two - "Strengthen Private Health Care Providers Capacity to Diagnose and Refer Women Victims of Violence" which is implemented together with the Institute for Family Health (IFH) of Noor Al Hussein Foundation (NHF). Three - "NGOs Capacity Building", implemented by The Queen Zein Al Sharaf Institute for Development (ZENID), working with 6 NGOs in the North, South and the Central regions of Jordan to upgrade their counseling and referral services and to develop rights-based awareness-raising activities. And finally, PSP outreach partner Circassian Charity Association will provide VAW awareness and counseling to over 42,000 women in selected areas and refer women victims of violence to the trained NGO's.

PSP is managed and implemented by Abt Associates with local Jordan partners as above and technical assistance US partners O'Hanlon Health and Banyon Global.