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# Integrating Breast Cancer Screening into FP/RH Women's Outreach



## Private Sector Project for Women's Health Jordan 2005-2010

Funded by USAID  
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Task Order 802

# Private Sector Project for Women's Health:

## Hashemite Kingdom of Jordan



- Population 6.1 million
- GNI per capita \$5,530
- Literacy 91.1%
- TFR 3.6
- Modern CPR 42%

# Private Sector Project for Women's Health:

## Project Objectives

1. Increase demand for and use of modern contraception and related women's health services.
2. Improve private sector service quality and access.
3. Early detection of breast cancer.
4. Address violence against women.

# Private Sector Project for Women's Health:

## Outreach Across Jordan

- 1.1 million women age 15 – 60 (est 825,000 MWRA)
- 2-7 visits door to door by 140 NGO health workers
- Referral to all services - MOH, NGO's, RMS, UNRWA, pharmacies and network of private doctors and clinics
- Vouchers for high risk low income FP and breast cancer



## Registration, maternal risk, general health issues



- Discuss FP methods, referral points



# Private Sector Project for Women's Health:

## Service access: % referrals sent vs site acted upon:

Provider	% Family Planning by Provider	% Family Planning Acted Upon by Provider
MOH	58%	44.6%
JAFPP	10.8%	9.8%
Private Doctors	18.7%	15.6%
Pharmacy	2.4%	13%
UNRWA	8.8%	14.4%
RMS	1.4%	2.5%

# Private Sector Project for Women's Health:

## Improving Private Provider Services

- In-class & Clinical Training for CME
- FP counseling, IUD insertion, Pap smear, gyne ultrasound, clinical breast exam
- Quality assurance program for FP, RTI/STI's, Breast Cancer



# Private Sector Project for Women's Health:

## OUTREACH – Family Planning Achievements

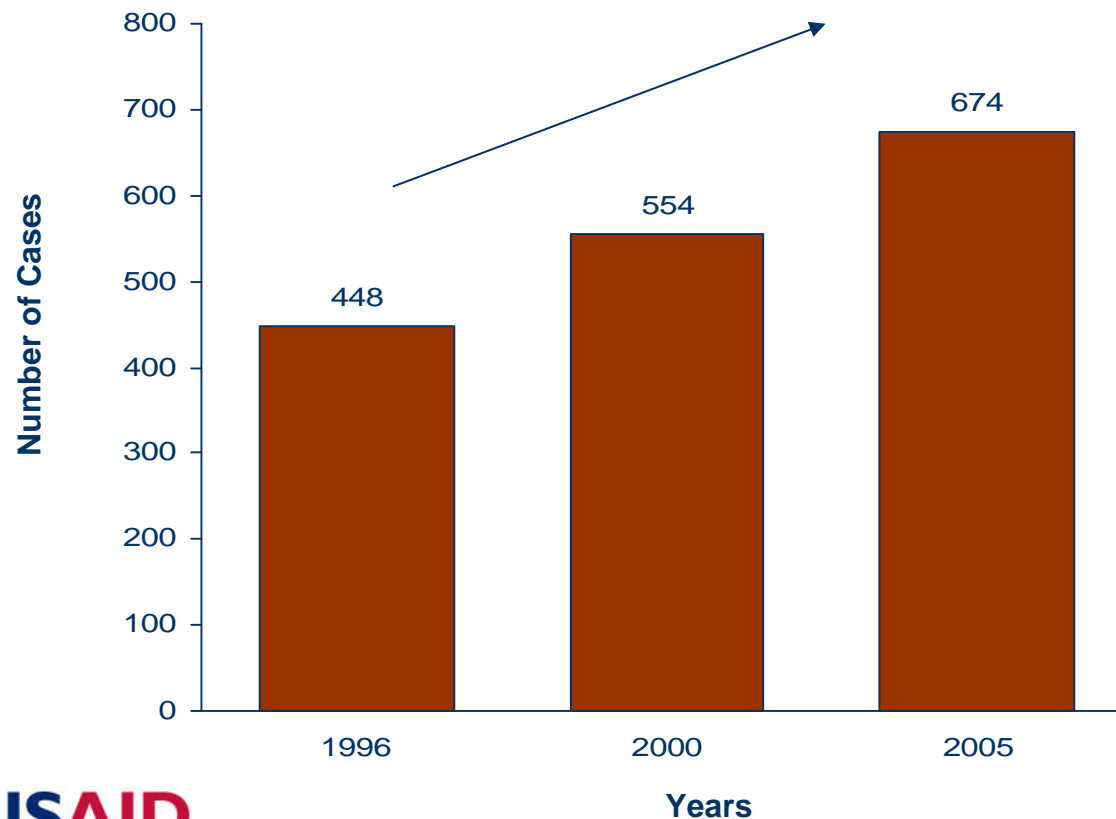
	Achieved	End of project Target
Total women reached	778,500	1,100,000
MWRA:	560,470	825,000
F.P referrals acted upon:	64%	
F.P vouchers acted upon:	53%	
Modern Method New Acceptors:	81,148 or 14.4% of MWRA visited	



# Private Sector Project for Women's Health:

**Breast Cancer - major cause of death in women in Jordan**

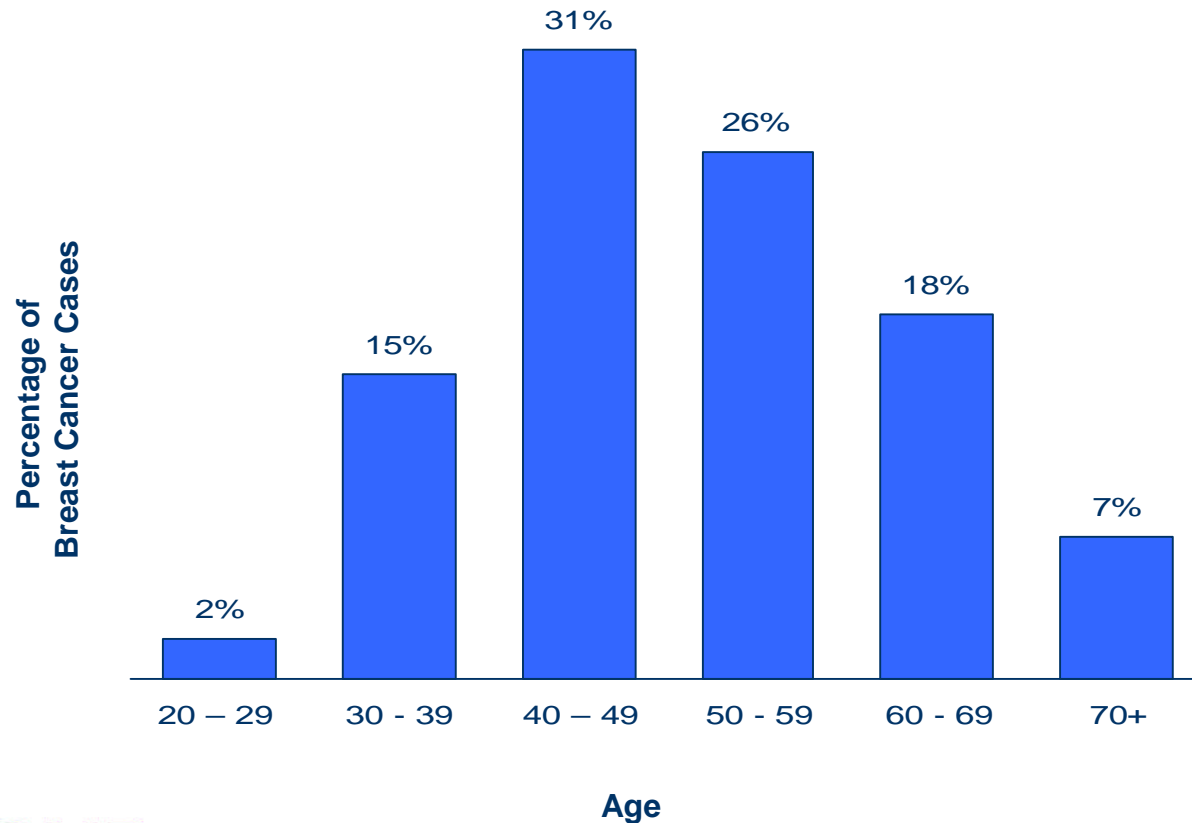
Reported New Cases of Breast Cancer



# Private Sector Project for Women's Health:

## Breast Cancer age is younger in Jordan

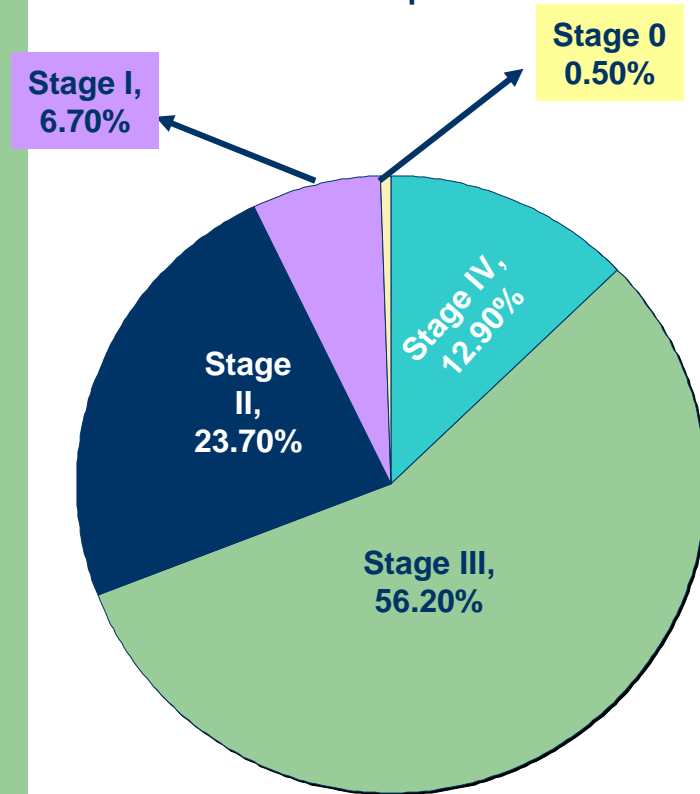
Distribution of Breast Cancer Cases Over Age



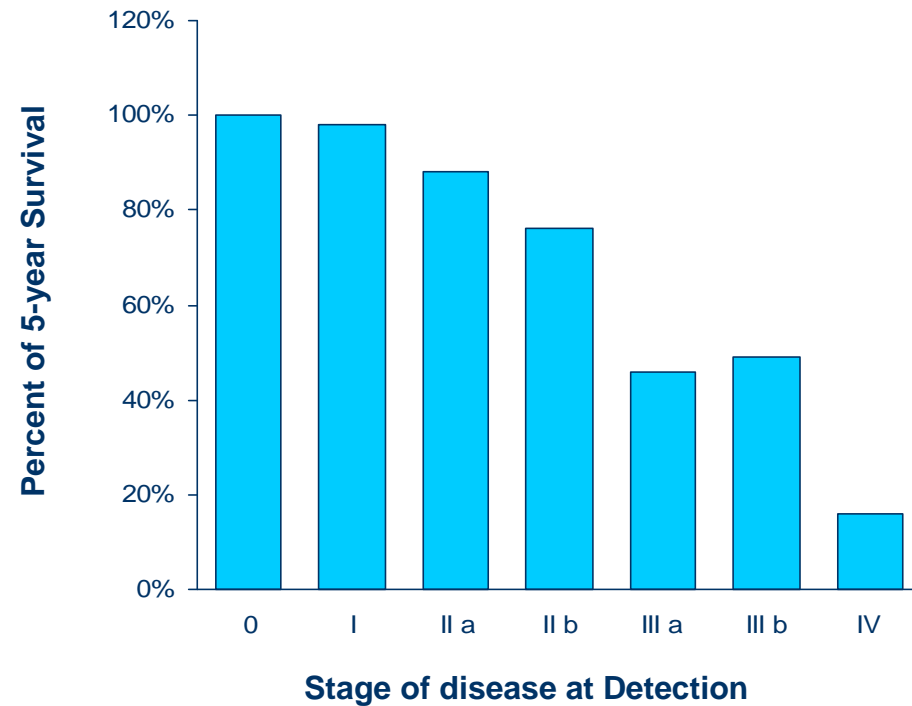
# Private Sector Project for Women's Health:

**70% found in late stages: high mortality rate**

Stages of Breast Cancer in Jordan based on KHCC Experience 2006



Correlation of Survival to Stage at Detection



# Private Sector Project for Women's Health:

## Early Detection programs

### “Downstaging”

- Finding symptomatic cases
- Education & awareness
- Self Breast Exam, Clinical Breast Exam
- Referring cases for diagnostic mammogram and biopsy

Increases survival 17-20%

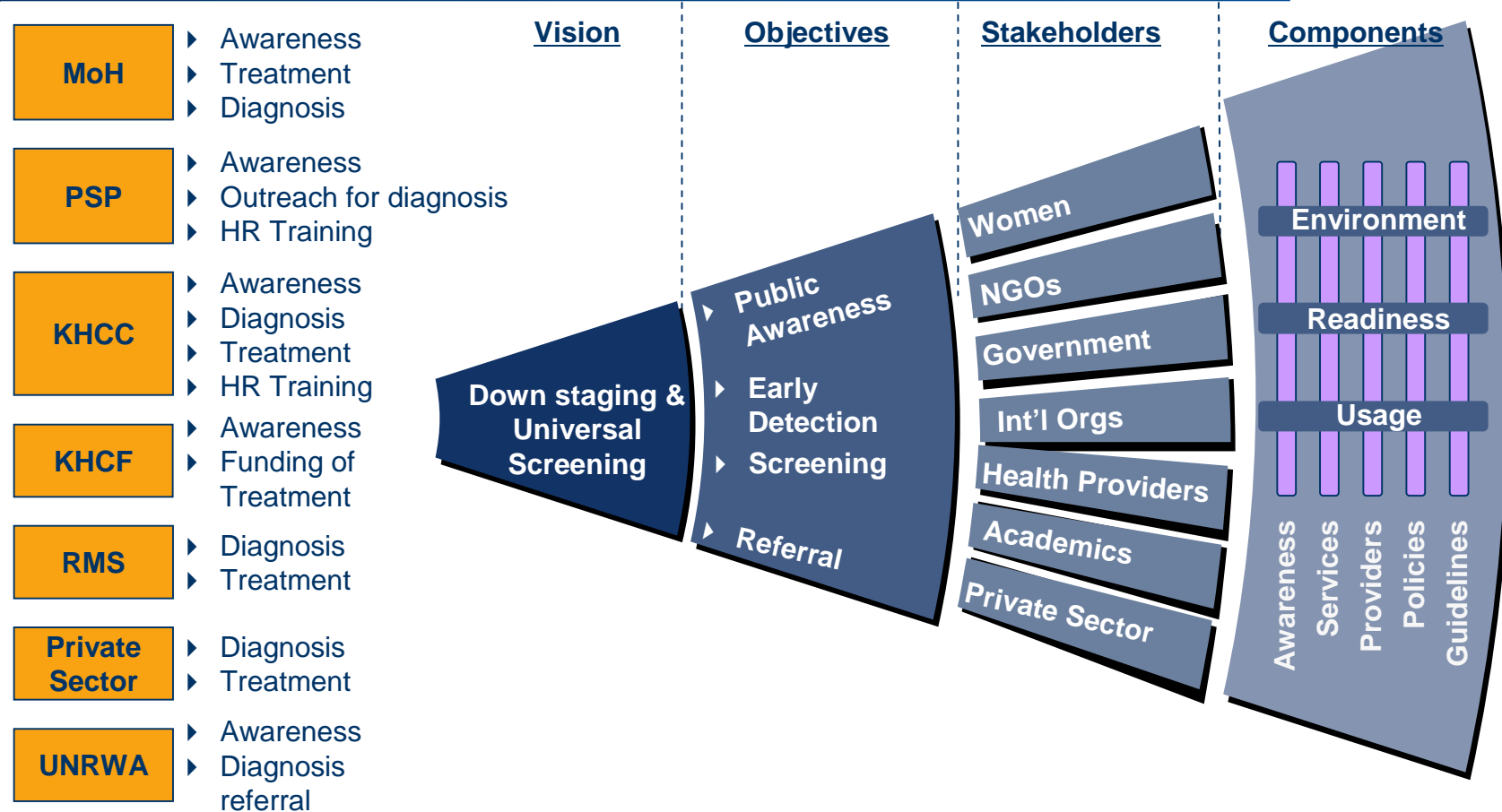
### “Screening”

- Finding cases stage 0 - II
- Mammogram – can find 3 years earlier than CBE
- Opportunistic or Universal
- Needs high quality referral system
- Policy guidelines: all women 40-59 ( for cost efficiency)

Increases survival 20-40%

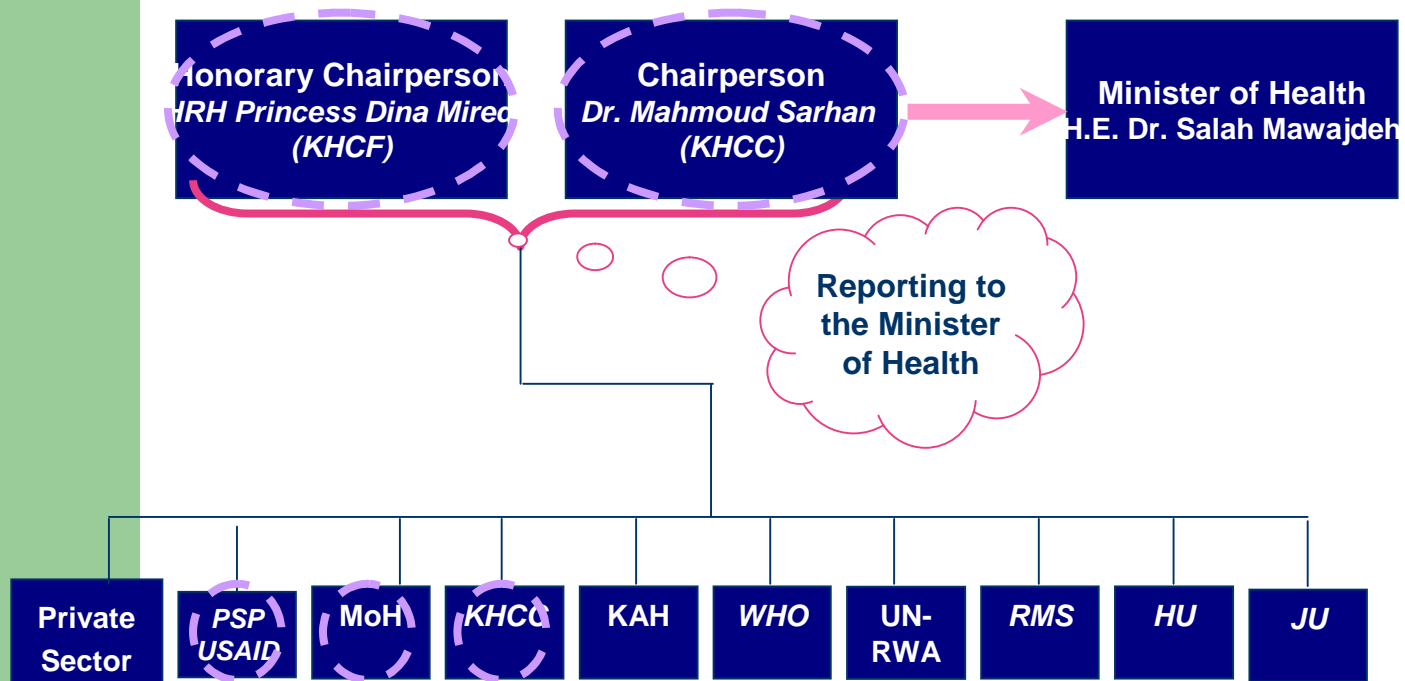
# Private Sector Project for Women's Health:

**Partnership: to detect 70% breast cancer in early stages**



# Private Sector Project for Women's Health:

## National Breast Cancer Committee



Remarks
<ul style="list-style-type: none"> <li>• The National Committee governs the overall goals and approach of the Program and ensures participation of stakeholders</li> <li>• The Executive Board manages the daily activities of the program, provides guidance to the team, and oversees funding and expenditure</li> </ul>

Members of the National Committee form the Executive Board



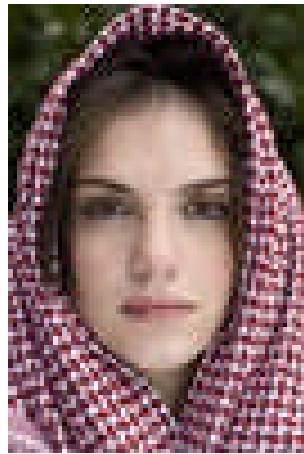
# Private Sector Project for Women's Health:

## PSP Breast Cancer Program

Outreach



1.1 million



Women with Symptoms  
free Vouchers

King Hussein  
Cancer Center  
King Abdullah  
Hospital

Women for Screening  
free & paid referrals

Ministry of  
Health  
RMS, UNRWA  
Private Centers  
PSP Network

# Private Sector Project for Women's Health:

## Teaching Breast Exam, Referrals for symptoms



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# Private Sector Project for Women's Health:

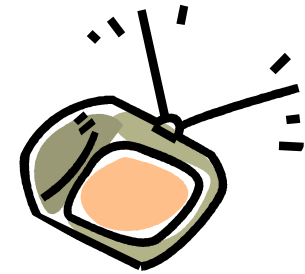
**Motivation to act early is key to survival**

## Research shows us ....

- Lack of Knowledge
- General public fear of “cancer”
- Denial and Fear of Loss
  - Of womanly image
  - Of husband’s support

# Private Sector Project for Women's Health:

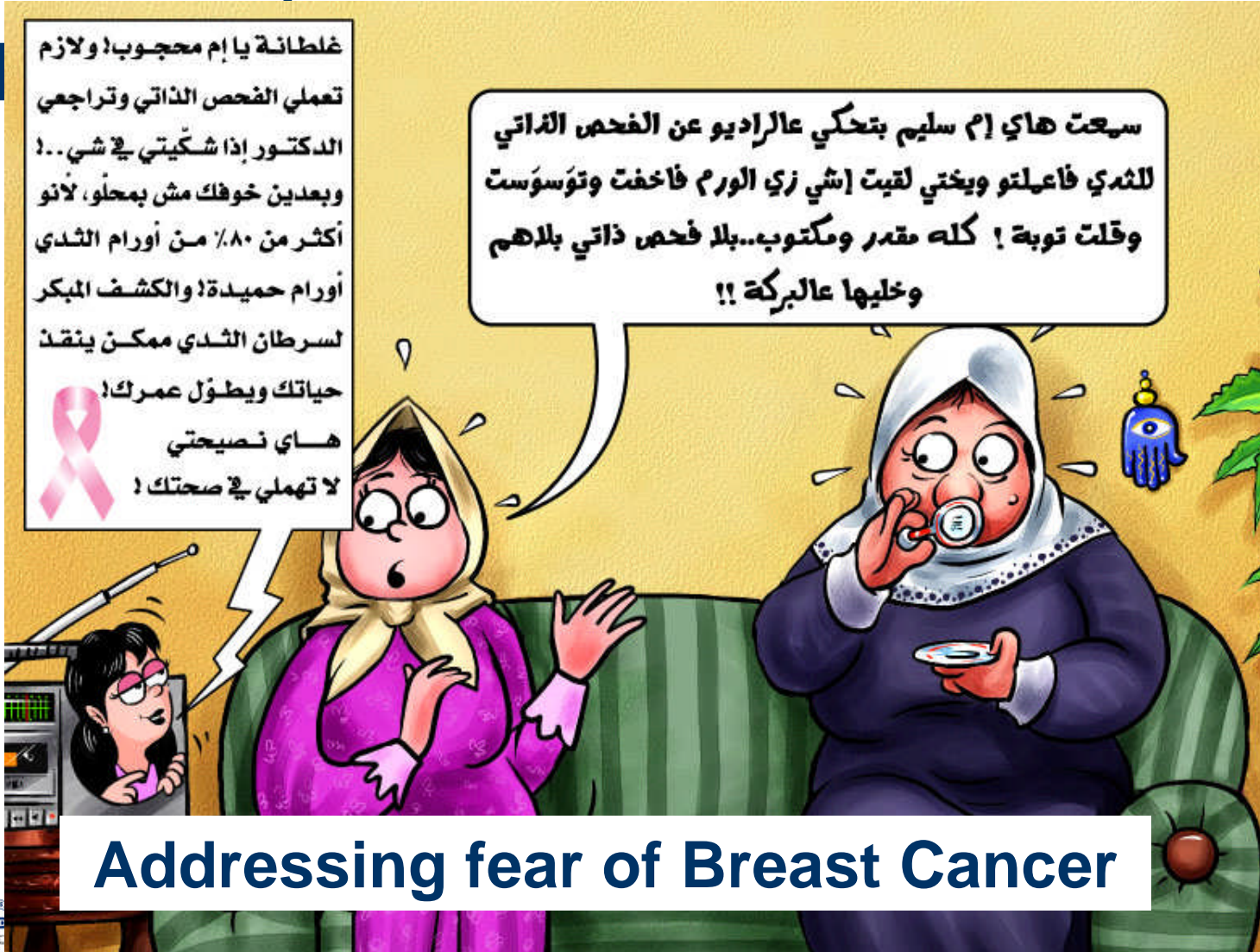
## Behavior Change Communication



- Early Detection
- Teaching Self Breast Exam
- Regular Screening
- Risk Factors
- Referral sites



# Private Sector Project for Women's Health:



Addressing fear of Breast Cancer



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# Private Sector Project for Women's Health:

## Setting up the referral system

### Private Sector

- Screening Guidelines
- Training and quality assurance standards
- Include breast exam with FP services
- Pilot Network of 7 private mammogram facilities
- Training technicians

### Ministry of Health

- Policy for clinical breast exams and referrals.
- Training doctors, nurses & midwives
- Adding 21 mammograms, plus technicians
- Training, quality controls

# Private Sector Project for Women's Health:

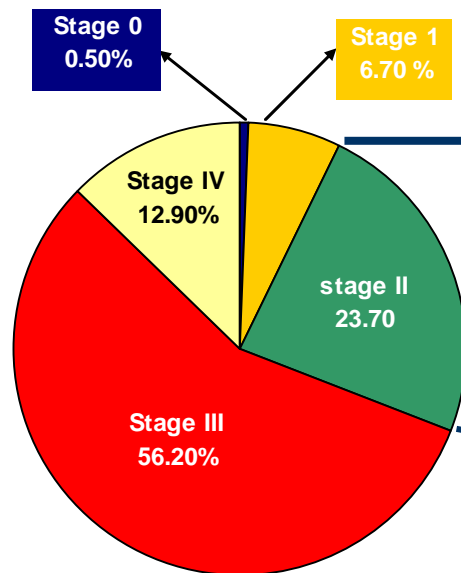
## Breast Cancer Program results to date

- Total women reached with teaching self breast exam and referral: 778,500 age 15-60
- Breast symptom referrals: 8500, 59% acted upon
- New cases of breast cancer detected: 121 out of 4500 referral visits
- Establishment of National Early Detection Program, development of national guidelines and policies in process

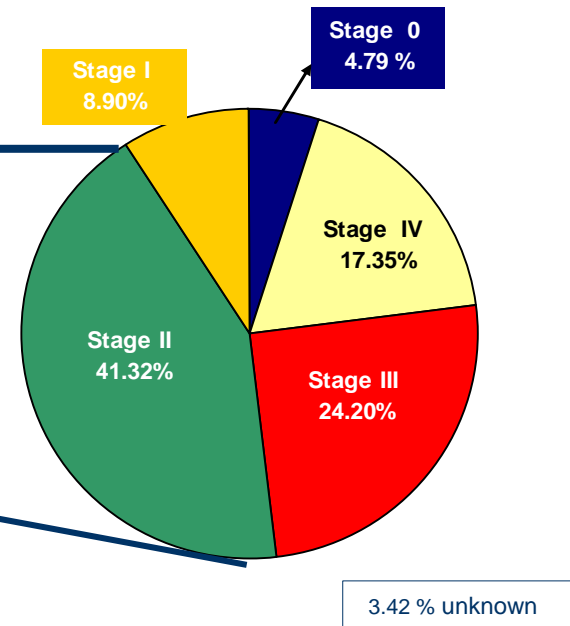
# Private Sector Project for Women's Health:

## Early Signs of Success in Downstaging

Stages of breast Cancer in Jordan based on KHCC Experience 2005/2006



Stages of breast Cancer in Jordan based on KHCC Experience 2006/2007



# Private Sector Project for Women's Health:

## Lessons and Challenges

- Outreach in homes can educate and stimulate demand for services – both FP and breast cancer
- Women are interested in holistic approach - improves effectiveness of FP/RH messages
- Breast cancer can be integrated into FP outreach efficiently and effectively

***High quality referral system is absolutely key !***

# Private Sector Project for Women's Health:

For more information:

- On PSP Jordan project:  
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- On Early Breast Cancer Detection:  
“Breast Health Global Initiative”