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ACRONYMS AND ABBREVIATIONS

AMELP	Activity Monitoring, Evaluation, and Learning Plan
AWSO™	Arab Women Speak Out
BE	Behavioral Economics
BMS	Breast Milk Substitutes
CBSD	Community-Based Systems Dynamics Methodology
CITIES	Cities Implementing Transparent, Innovative, and Effective Solutions
CSO	Civil Society Organization
FP/RH	Family Planning and Reproductive Health
FWM	Flexible Working Model
FY	Fiscal Year
GI	Gender Integration
GOJ	Government of Jordan
HCAD	Health Communication and Awareness Directorate
HPC	Higher Population Council
HSDA	Health Service Delivery Activity
ICCS	Islamic Center Charity Society
IEC	Information, Education, and Communication
IFH	Institute for Family Health/Noor Al Hussein Foundation
INJAZ	“Accomplishment” (for the creation of economic opportunities for Jordanian youth)
IUD	Intrauterine Device
JCAP	Jordan Communication, Advocacy, and Policy Activity
JMI	Jordan Media Institute
JNC	Jordan Nursing Council
JOD	Jordanian Dinar
JPFHS	Jordan Population and Family Health Survey
M&E	Monitoring and Evaluation
MOH	Ministry of Health
MOL	Ministry of Labor
MWRA	Married Women of Reproductive Age
NGO	Nongovernmental Organization
PIL	Partnership Implementation Letter
RAFFAHIE	Recreation, Accommodation, Fitness, Food, Aspiration, Health, Income, and Education
RAPID	Resources for the Awareness of Population Impacts on Development
RME	Research, Monitoring, and Evaluation
RMNCH+	Reproductive, Maternal, Newborn, and Child Health including Nutrition
RMS	Royal Medical Services
SBCC	Social and Behavior Change Communication
SIGI	Sisterhood is Global Institute Jordan
TWCS	Tafilah Women Charitable Society
USAID	United States Agency for International Development
WCHD	Women and Child Health Directorate

ACTIVITY OVERVIEW

a. Activity Details

Abt Associates and its partners are implementing the United States Agency for International Development (USAID)/Jordan Communication, Advocacy, and Policy (JCAP) five-year Activity through Cooperative Agreement No. AID-278-A-14-00002, which started on August 1, 2014, and continues through July 31, 2019. JCAP supports the Jordan National Family Planning Strategy and contributes to USAID/Jordan's development objective of "Social Sector Quality Improved." The Activity's overall strategic objective is to increase the use and continuation of family planning and reproductive health (FP/RH) services as safe, effective, and acceptable ways to ensure a healthy family, build a sustainable community, and maintain a secure Jordan. JCAP works with its counterparts, the Ministry of Health (MOH) and the Higher Population Council (HPC), to strategize, implement, and monitor its activities.

From Fiscal Year 2015 (FY 15) through FY 17, JCAP's social and behavior change communication (SBCC) and advocacy and policy interventions addressed increasing demand for FP/RH services and establishing a policy environment supportive of family planning and changing social norms related to family size. Following USAID's strategic orientation, in the remaining two years, JCAP is maintaining its initial focus with an emphasis on increasing Government of Jordan (GOJ) leadership and civil society ownership of FP SBCC programs to sustain results beyond the life of the project. JCAP also collaborates with the GOJ to ensure that policy and planning at the national and governorate levels take into account population growth data and projections on resource needs. To respond to emerging needs related to reproductive, maternal, newborn, and child health, including nutrition (RMNCH+), JCAP planned and conducted an SBCC campaign about nutrition and anemia prevention among women of reproductive age and children under five during Q2/FY 18.

This report details JCAP's accomplishments during FY 18. FY 18, the fourth year of the Activity's term, covers the period October 1, 2017, through September 30, 2018. It builds on progress and lessons learned from previous implementation years and addresses USAID's strategic orientation to foster GOJ and civil society organization (CSO) technical capacity to lead Jordan's population and family planning agenda.

b. Executive Summary

In alignment with USAID/Jordan's strategic emphasis on GOJ leadership of FP SBCC programming, in FY 18 JCAP successfully increased efforts with the GOJ and other local institutions to foster technical and leadership capacity of national SBCC programming. In addition to this strategic adaptation initiated in Q3 of the previous fiscal year, in FY 18 JCAP continued to exceed program targets aligned with its initial focus on increasing FP/RH demand and establishing a supportive policy environment for increased access to and uptake of FP/RH services. A range of SBCC and policy advocacy activities were implemented in close collaboration with the MOH, HPC, and other stakeholders to achieve these results. The following are key achievements of FY 18.

- To support USAID Partner Government System (PGS) Award, JCAP collaborated with the MOH and eight CSO's to develop and implement an SBCC Systemic Capacity-Building Program. Eighteen MOH and governorate health directorate staff participated in the program, as well as

seven staff from participating CSOs. There was a 73% improvement among participants in acquired SBCC technical competencies. Initial capacity assessment results from this process were shared with all participating institutions so they could review and understand major technical and institutional gaps. JCAP has since initiated the development of the MOH five-year SBCC strategic plan, and handover packages of all SBCC kits and materials for both the MOH and participating CSOs.

- Using an integrated mix of communication channels and community-based activities, JCAP reached over 2.3 million people with the first wave of the National Anemia Prevention Campaign, *Ante Al Hayat*. This number represents an estimated 42% of the population over 19 years of age. The campaign promoted anemia prevention practices among pregnant women and children under five years of age. JCAP worked with the MOH to conduct community-based activities in 19 communities, including 56 edutainment sessions reaching 2,657 newlyweds, pregnant women, and mothers of children under five.
- In FY 18 JCAP developed, disseminated, and supported the implementation of multiple innovative SBCC toolkits through SBCC grants to CSOs. These tools included the revised Arab Women Speak Out (AWSO™) and the Recreation, Accommodation, Fitness, Food, Aspiration, Health, Expenditure, and Education (RAFFAHEE) toolkits. Using JCAP tools and grant funding, three CSOs reached over 1,500 engaged men and women, and married women of reproductive age (MWRA), including Syrian refugees in host communities, with messaging on population challenges in Jordan, family planning as a life-planning strategy, gender equity, and other topics to promote uptake of FP/RH services.
- In close collaboration with HPC and other stakeholders, JCAP finalized the first-ever GOJ strategy in the field of population and media, The National Population Media Strategy. JCAP disseminated the strategy during a high-profile event organized under the patronage of the Minister of State for Media Affairs.
- For the first time, JCAP and HPC succeeded in integrating demographic dividend performance indicators, objectives, and activities into ten governmental plans. This was the result of a series of targeted workshops attended by 126 government and non-government officials representing 81 institutions, that aimed to foster demographic dividend awareness and eventual integration into ministerial plans,
- JCAP and HPC succeeded in integrating demographic dividend policies in two governorates' local development plans following the completion of three awareness sessions and one planning workshop on demographic dividend policies targeting 75 Governorate and Executive Council members responsible for developing and approving local development plans. These efforts will continue in 2019 in partnership with other USAID-funded projects.
- HPC and JCAP designed and implemented an interactive youth training program on demographic dividend issues (*Shabab Al Fursa*) which trained 50 male and female youth between the ages of 18-29. The program resulted in the submissions of five entrepreneurial projects proposals from trainees for funding that addressed key barriers to achieving the demographic dividend in Jordan.
- In partnership with local institutions, JCAP conducted a five-day workshop for 23 media professionals to build media advocacy capacity related to the demographic dividend. Participants

developed 20 personal advocacy plans focused on promoting population policy issues which yielded six national radio messages, three articles published online, and three articles published in two major newspapers.

- FY 18 marked major headway for JCAP in advancing priority policy reforms including the Ministry of Labor (MOL) approval of the Flexible Working Model (FWM) bylaws, and the Cabinet approval of the instructions regulating the Marketing Breast Milk Substitutes (BMS). JCAP played a significant role in drafting both policies, coordinating negotiations, and evaluating the level of implementation and main challenges. JCAP also submitted the Midwifery Advocacy Report to the Jordan Nursing Council (JNC) to spur dialogue on midwifery policy changes in Jordan.

1.0 COMPONENT 1: FAMILY PLANNING SBCC SYSTEMIC CAPACITY-BUILDING AND RMNCH+ CAMPAIGN

Since its outset, JCAP has designed and implemented SBCC activities through two approaches:

- **Demand generation** targeting Married Women of Reproductive Age (MWRA) to increase their use of RMNCH+ services, including anemia screening and use of modern family planning methods
- **Social and behavior change** targeting variously women, men, engaged couples, unmarried youth, and community members to address social norms and beliefs that influence fertility choices and adoption of anemia prevention practices

Starting in FY 18, to support USAID Partner Government System (PGS) Award that aims to enhance the capacity of the Government of Jordan (GOJ), Ministry of Health, to provide quality family planning and immunization services to the population of Jordan; JCAP has focused on building the MOH and CSO's capacity to design and implement effective family planning SBCC plans, programs, and interventions.

1.1. SBCC Program Sustainability

In **FY 18**, JCAP developed an SBCC systemic capacity-building program in collaboration with the MOH's Health Communication and Awareness Directorate (HCAD) and Women and Child Health Directorate (WCHD), and eight selected CSOs including current and previous JCAP grantees, to prepare for the implementation of the USAID PGS Award. This program aims to sustain the public benefits of positive family planning behaviors by enhancing the GOJ and non-state actors' capabilities to develop and sustain SBCC programs in family planning.

During **FY 18**, JCAP completed the SBCC capacity assessment of the MOH/WCHD and HCAD and the selected CSOs. JCAP conducted the evaluation using a customized tool that it had adapted from the Health Communication Capacity Collaborative SBCC Capacity Ecosystem™ model, the PROGRES-SBCC tool designed by the Johns Hopkins University Center for Communication Programs, and the FHI 360 SBCC Capacity Assessment Tool. The assessment focused on four SBCC related domains: 1) leadership, 2) technical competencies and skills, 3) organizational structure, and 4) monitoring and evaluation.

Following the assessment, JCAP designed a tailored SBCC capacity-building program which included an SBCC technical training workshop with both theoretical and practical training and a workshop on SBCC grant and contract management. In Q4/FY 18, JCAP conducted the SBCC technical training workshop for 18 staff from the MOH/HCAD and WCHD and governorate health directorates and seven staff from the participating CSOs. The workshop evaluation showed 73 percent improvement among participants in acquired technical SBCC competencies. Details of the SBCC family planning sustainability plan are below.

1.1.1. MOH SBCC Sustainability

JCAP conducted assessment workshops for each directorate separately, including 10 participants in each workshop from the central directorate and governorate health directorates. As part of the assessment, JCAP reviewed and identified gaps in each directorate's organizational structure and related job descriptions. JCAP shared the assessment reports with the WCHD and HCAD for review and feedback.

Both directorates confirmed the assessment results and JCAP finalized the assessment reports accordingly. The MOH SBCC capacity assessment included the following four domains with a total score of 100 percent:¹

Domain	Weight
1. SBCC leadership	20%
2. SBCC technical competencies and skills	50%
3. SBCC organizational structure	15%
4. Monitoring and evaluation (M&E)	15%
Total	100%

Table 1: Main Findings of the SBCC Capacity Assessment for MOH/WCHD and HCAD, June 2018

WCHD		HCAD	
SBCC Domains	Score/ Domain	SBCC Domains	Score/ Domain
1) SBCC Leadership (20%)			
1. Strategic focus on access to quality FP/RH and child health care services 2. Scattered FP/RH SBCC activities: lecturing; information, education, and communication (IEC) materials; and celebration of International Health Day	6%	1. Strategic focus on health awareness 2. SBCC objectives limited to healthy lifestyles topics (smoking, physical exercise, and other) 3. No strategic SBCC plan 4. Insufficient MOH/HCAD budget, and mainly allocated for the anti-smoking program 5. Scattered and limited SBCC activities: lecturing, IEC materials, a celebration of International Health Day, and health messages on free media	11%
2) SBCC Technical Competencies (50%)			
1. Insufficient SBCC competencies to develop a communication strategy, design effective SBCC programs, create effective materials for behavior change, integrate gender, and use social media 2. Competencies ranging from apprentice to professional level in: <ul style="list-style-type: none"> Developing budgeted action plans 	26.97%	2. Insufficient SBCC competencies to develop strategic SBCC plans, design effective SBCC programs, create effective materials for behavior change, and engage in resource management and use of social media 3. Competencies ranging from apprentice to professional level in: <ul style="list-style-type: none"> Developing budgeted action plans Coordinating with partners and stakeholders Training Gender integration 	27.63%

¹ The assessment reports include the scoring calculation details.

WCHD		HCAD	
SBCC Domains	Score/ Domain	SBCC Domains	Score/ Domain
<ul style="list-style-type: none"> Coordinating with partners and stakeholders Training Resource management 3. Competency in interventions' implementation well acquired		4. Competency in interventions' implementation well acquired	
3) SBCC M&E (15%)			
1. M&E system functioning and confined to the national RMNCH+ indicators 2. Active supervision system 3. Sufficient general M&E staff competencies 4. No SBCC M&E plan, tools, or outcome indicators	8.91	1. Poor SBCC M&E system 2. Inconsistent, unstructured monitoring and supervision 3. Insufficient M&E staff competencies 4. No SBCC M&E plan, tools, outcome indicators, or data collection quality assurance and analysis	8.44%
4) SBCC Organizational Structure (15%)			
1. No SBCC job position or function 2. Cross-cutting SBCC task under all technical divisions job descriptions at WCHD central and health directorates	5.63	1. SBCC job functions present (Media and Communication and Community Awareness) 2. Job description of Media and Communication function covers all MOH media campaigns but has not been activated 3. Undefined SBCC technical skills or qualifications in job descriptions	5.63%
Total score (%)	47.5%	Total score (%)	52.69%

Following the training workshop on SBCC competencies and skills, JCAP initiated the development of the MOH five-year SBCC strategic plan. Concomitantly, JCAP is working on the handover package of all its SBCC communication kits and materials to deliver to the MOH/HCAD.

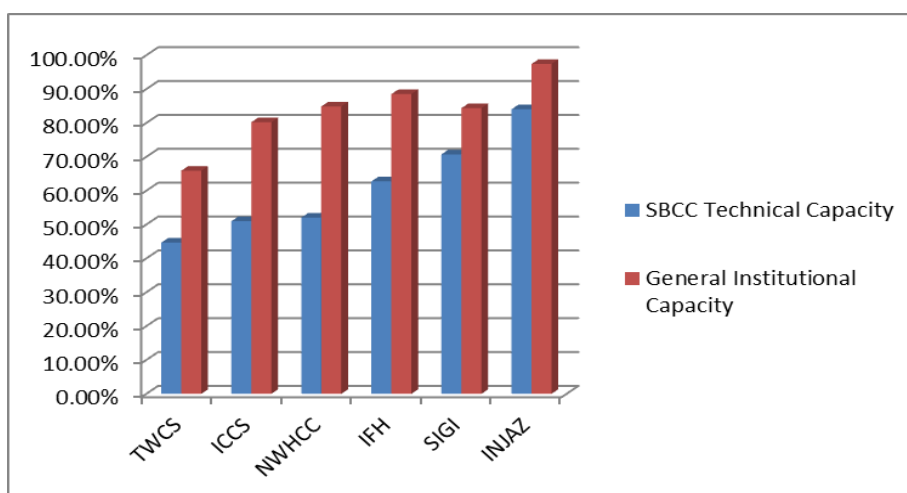
1.1.2. CSO SBCC Sustainability

JCAP enrolled the following grantees, who had expressed their interest and commitment to engage in JCAP's SBCC capacity-building program: Islamic Center Charity Society (ICCS), Sisterhood Is Global

Institute Jordan (SIGI), Institute for Family Health/Noor Al Hussein Foundation (IFH), Tafilah Women Charitable Society (TWCS), and INJAZ [“Accomplishment” (for the creation of economic opportunities for Jordanian youth)]. In addition, JCAP enrolled a grantee of the USAID Health Service Delivery Activity (HSDA) - the National Woman’s Health Care Center – that had also expressed interest in the program.

The CSOs’ capacity assessment focused on two components: 1) technical capacity to design SBCC programs and 2) general institutional capacity to manage and sustain SBCC programs. JCAP assessed each element separately out of a total score of 100 percent. Figure 1 below shows the assessment results.

Figure 1: Results of CSOs’ Systemic SBCC Capacity Assessment



The high scores (above 80 percent) in general institutional capacity for all CSOs except TWCS and ICCS show the CSOs’ organizational capacity to manage SBCC programs, assuming that technical capacity and financial resources are available. Following the completion of the assessment process, JCAP engaged the enrolled CSOs in the SBCC training workshop conducted in Q4/FY 18, along with the MOH/WCHD and HCAD, to build their in-house SBCC competencies. Following the training workshop, JCAP developed the handover package of all its SBCC communication kits and materials and delivered it to the enrolled CSOs.

I.2. Increase Demand for RMNCH+ Services

I.2.1. Anemia SBCC Campaign

In FY 18, JCAP completed the first wave of the National Anemia Prevention Campaign, *Ante Al Hayat* (You Are the Life), from January 14 to March 31, 2018. The campaign aims to increase knowledge, improve attitudes, and foster behaviors that will enhance anemia prevention. It highlights practices for pregnant women and children under five years such as testing for anemia, iron supplement intake,



immediate and exclusive breastfeeding, and the introduction of appropriate complementary foods for children after they reach six months.

The campaign slogan *Ante AlHayat*, focused on the role of mothers in securing the next generation's health by empowering themselves with the knowledge to prevent anemia for themselves and their children. The campaign logo is the poppy flower, "*dahnoon*," which is a national flower in Jordan with an intense red color that grows in the spring. The logo aimed to send happy feelings to the targeted audiences and to reflect lively, healthy pregnancies and children. JCAP implemented the campaign using an integrated mix of communication channels. They included mass media placements, online media (such as the Arabia Weather website and mobile application), community-based activities, and merchandising through the distribution of point-of-service materials (e.g., posters, brochures, and roll-ups). JCAP's Facebook page complemented the campaign and reinforced its messages. The campaign results are outlined below.

a. Mass media

The mass media plan included TV, radio, outdoor signs, mall indoor signs, and bus wraps i.e. ads on the sides of public transport buses. According to the media report of Ipsos, a global market research firm, the national mass media campaign (TV and radio channels) reached an estimated 2.3 million people over the age of 18, i.e., approximately 42 percent of the population above 19 years old. Table 2 shows the campaign's reach by media channel.

Table 2. Anemia Prevention Campaign Media Placement by Media Channel from January 15 to March 31, 2018

Mass Media	Ads	Channel	Reach
Television	1,107	Jordan TV and Ro'ya	1,377,510
Radio	1,004	Hayat FM, Hala FM, Rotana FM, and Amin FM	635,971
Print ads	11	Al Rai, Al Gad, and Addustour newspapers	523,137
Outdoor signs	163	Amman East and West networks, North and Middle governorates network, and South governorates network	NA
Mall indoor signs	5	Istiklal Mall, City Mall, Galleria Mall, Abdali Mall, and Irbid City Center Mall	NA
Bus wraps	16	Amman governorate network (east and west)	NA
Total reach ^[1] by mass media through TV and radio			2,329,330

Further, JCAP used online advertising through the Arabia Weather website (<http://jo.arabiaweather.com>) and its mobile application as a high-reach channel to direct people to the campaign. JCAP online advertisements reached 1,120,000 views, which confirms this channel's effectiveness. To reinforce the campaign messages by increasing the frequency of exposure to the campaign ads, JCAP ran a maintenance wave for its mass media campaign during the Holy Month of Ramadan from May 18 to June 9, 2018. Media placements focused on TV channels, due to their broad

^[1] Ipsos Mass Media Reach Report: Note that total reach is a unique number calculated based on the average reach per channel. It does not equal the sum of the channels' reach. This estimation is provided only for January and February, 2018.

reach. The campaign also included indoor signs at shopping malls to take advantage of the high volume of shopping traffic during Ramadan, especially the days before Eid Al-Fitr.

b. Public relations

To strengthen the campaign messages with in-depth information from credible sources, JCAP organized six TV and radio interviews (see [Annex 5](#) for more details) with MOH/WCHD and HCAD directors and section heads. The elaborated on prevention practices for anemia during pregnancy and among children under the age of five, and encouraged pregnant women and mothers to seek blood screening and counseling services for anemia for themselves and their children under five years.

c. Point-of-service materials (posters, brochures, and roll-up banners)

JCAP developed and produced IEC materials on anemia to complement and spread the campaign's messages. As shown in Table 3, JCAP distributed the materials to 400 MOH health centers, maternal and child health clinics of the United Nations Relief and Works Agency for Palestinian Refugees in the Near East (UNRWA), the Royal Medical Services (RMS), and the maternal and child health clinics of the Jordan Association for Family Planning and Protection (JAFPP). JCAP also distributed the materials to IFH, ICCS, the International Rescue Committee (IRC), private network doctors' clinics, and *Dawacom* private chain pharmacies. Furthermore, JCAP distributed the materials during the campaign's community-based activities and HSDA's outreach activities.



Pregnant women from Amman governorate participating in group exercise during session on pregnancy in anemia.

Table 3: Point-of-Service Materials Distributed in Q2/FY18

IEC	Quantities Distributed
Brochures for pregnancy anemia	587,500
Brochures for childhood anemia	587,500
Roll-ups	95
Posters	488
T-shirts printed with the campaign logo	400
Pins printed with the campaign logo	400
Campaign-branded mugs	400

Dawacom chain pharmacies (with more than 100 pharmacies across the Kingdom) contributed with the display of the campaign's IEC materials (84,000 fliers, 85 stands, and 15 rollups) in 85 *Dawacom* pharmacies, posting of the campaign's content on the *Dawacom* Facebook page, participation of *Dawacom* staff in the campaign's community-based activities, and display of the campaign logos on merchandizing bags. JCAP printed 70,000 bags and delivered them to *Dawacom* in mid-April 2018.

Community-based activities

In **FY 18**, JCAP, HSDA, and the MOH/HCAD selected 19 community health committees (CHCs) in JCAP implementation areas to conduct community-based activities focused on knowledge about anemia and anemia preventive practices among pregnant women and children under five. JCAP organized seminars, including preparatory meetings with CHCs in each governorate, and developed the master action plan for their activities.

These activities started on February 1st and ran through July 31, 2018. Additionally, JCAP collaborated with the MOH/WCHD to develop a customized communication kit for the campaign's community-based activities. JCAP supported the MOH/WCHD in conducting training workshops for WCHD division managers, supervisors from MOH governorate directorates, and midwives from the related health care centers, who delivered community anemia edutainment sessions. The workshops explored topics for anemia during pregnancy and in children under five and trained participants on using JCAP communication kit.

The community health committees, with JCAP technical and logistical support, conducted 26 edutainment sessions on anemia during pregnancy, reaching 965 newlyweds and pregnant women; 30 edutainment sessions for child anemia, reaching 1,692 mothers of children under five; and 11 family open days, reaching 6,863 family members. The edutainment sessions used an interactive approach with group discussion and practical exercises, replacing less-participatory lectures. Moreover, the family open days involved local government representatives, including health directors, health center managers, and community figures. The guests of honor delivered public speeches in support of healthy practices and behaviors that enhance anemia prevention practices.

These public events attracted local community members and families through a mix of edutainment activities, including campaign photo corners, kids' entertainment, booths for the local community to promote their homemade products, and free blood screening by private laboratories. JCAP also hired a popular Jordanian actor and his crew to perform a comedy play that supports anemia prevention practices.

Campaign effectiveness assessment

To monitor and evaluate the campaign effectiveness, JCAP used two types of assessment tools: a) one post campaign tracking survey conducted after completion of the first and the maintenance (Ramadan) waves, and b) pre- and post-tests among participants in edutainment sessions. The results of the campaign's post-tracking survey showed the campaign's success in achieving its objectives in term of recall rate, likeability, and impact, including seeking anemia testing as shown in Table 4. [Section 4.1.1](#) provides a summary of the campaign's overall likeability and effectiveness in changing attitudes and intentions among targeted groups.

Table 4: Anemia Campaign Post-Tracking Results

Objectives	Target	Pregnant Women	Mothers of Children under 5
Messages recalled	45%	76%	78%
Likeability	Not defined	98%	99%
Seeking anemia screening test (during pregnancy and for children under 5)	70% & 45%	72%	48%

Community-based activity outcomes: JCAP evaluated the behavioral effects of the edutainment sessions through pre- and post-questionnaires (before and after each session) to measure the percentage of increased knowledge and improved attitudes toward anemia prevention practices among participants as a result of exposure to the activities. The overall assessment of the edutainment sessions showed that the activities exceeded the target set for improving knowledge about anemia among more than 73 percent of pregnant women and 54 percent of mothers of children under five. Also, more than 85 percent of pregnant women and 75 percent of mothers of children under five reported improved attitudes towards anemia preventive measures, exclusive breastfeeding, and the introduction of complementary food for children after the age of six months. Moreover, JCAP distributed referrals for anemia testing and consultation at the MOH health centers for 204 interested pregnant women and 564 interested mothers. Out of these, 90 pregnant women (44 percent) and 200 mothers (35 percent) did the anemia-screening test.

1.3. Design and Implement Innovative SBCC Tools and Approaches

1.3.1. Arab Women Speak Out

In **Q2/ FY 18**, JCAP produced the revised Arab Women Speak Out (AWSO™) toolkit, including a training guide, communication skills guide, beneficiaries' booklet, and communication tools. JCAP started implementing the AWSO™ intervention in Q3/FY 18 through IFH as part of its Tranche 3 grant program to empower women in Jordan with knowledge and skills to make informed decisions related to their health and family. Refer to section [1.4.2.3](#) for more details about IFH AWSO™ activities.

1.3.2. Recreation, Accommodation, Fitness, Food, Aspiration, Health, Expenditure, and Education (RAFFAHIE) Tool

In **FY 18**, JCAP finalized the design of the Recreation, Accommodation, Fitness, Food, Aspiration, Health, Income, and Education (RAFFAHIE) toolkit printed materials; and the production of six videos related to engaged couples, newlyweds, future families, family welfare, women's empowerment, the demographic dividend, and the impact of high population growth on Jordan's development indicators.

RAFFAHIE is a multi-faceted community mobilization tool that combines different contents and formats. It includes motion graphic videos, tables, still images, interactive interfaces, storytelling, testimonials, discussions, presentations, and role-playing. RAFFAHIE also consists of a game-based exercise promoting small family size among youth.

JCAP integrated the RAFFAHIE tool through ICCS as part of its Tranche 3 grant program targeting engaged and newlywed couples. Refer to section [1.4.2.3](#) for more details about ICCS RAFFAHIE activities. Additionally, JCAP used RAFFAHIE to support youth in developing community advocacy initiatives promoting small family size and modern family planning through the Youth Leader Program ([see section 2.1.7](#)).

1.3.3. Behavioral Economics Intervention

Refer to section [4.1.2](#) for more details.

1.4. Design and Implement Family Planning SBCC Grants

1.4.1. Extended Tranche 1 Grants (Initiated FY 17)

1.4.1.1. ICCS Group Discussion Sessions for Women and Men

By December 31, 2017, ICCS had completed implementation of the SBCC activities under the extended Tranche 1 grant (Nov. 15, 2016–Jan 31, 2018). Pre- and post-tests of ICCS group discussion sessions on family planning showed improved knowledge about family planning and its benefits among 70 percent of participants. The sessions also showed increased agreement with the idea of equal access for males and females to social, economic, and political opportunities: more than 71 percent of participants agreed with this. Also, ICCS succeeded in increasing the intention of more than 97 percent of participants to discuss family planning use with their future partner during their engagement. Full behavioral and attitudinal outcome results are in [Annex 6](#). In addition to producing positive outcomes in their Tranche 1 grant activities, ICCS showed a high level of interest in integrating other JCAP SBCC modules, such as the counseling program for engaged couples and newlyweds, into its existing programs, positioning ICCS as an organization that could implement JCAP family planning modules beyond the life of the Activity.

1.4.2. Tranche 3 Grants

In **FY 17**, JCAP awarded grants to the following three CSOs to implement SBCC activities: ICCS, IFH, and TWCS. In **Q2/FY18**, JCAP conducted grant kick-off and orientation meetings with Tranche 3 grantees to clarify the scope of work, develop master action plans, set the M&E indicators, and ensure the correct understanding of M&E data requirements and reporting. Additionally, JCAP conducted Training of Educators for ICCS and TWCS on premarital counseling techniques and family planning follow-ups. JCAP worked with the three grantees on developing family planning referral vouchers to health centers; a referral system; and a follow-up protocol. In **Q3/FY 18**, JCAP conducted a Training of Educators for the IFH educators on the AWSO™ module, and ICCS educators on the RAFFAHIE toolkit, and orientation sessions for all grantees' health educators on family planning and the referral protocol.

1.4.2.1. ICCS Premarital Workshops and RAFFAHIE Events for Engaged and Newlywed Couples

ICCS grant covers the period from February 1, 2018, to January 31, 2019. ICCS started implementing premarital counseling workshops in July 2018. Table 5 below provides the details of ICCS achievements related to premarital counseling workshops through end September, despite challenges in identifying and recruiting male and female premarital educators, especially in the southern region districts due to high

social conservatism. The remaining of the premarital counseling activities will be completed in Q1 and Q2 /FY19. The workshops addressed the following topics: population challenges in Jordan, elements of a happy family, the importance of future and life planning, family planning as a life-planning strategy (including small family size, birth spacing, and the use of modern family planning), male engagement in family planning, and gender equity. ICCS will start implementing RAFFAHEE edutainment events in Q1/FY 19.

Table 5: ICCS Premarital counseling intervention outputs table from July to September 2018

Intervention	Activities	Total Number of Activities			Total Number of Beneficiaries		
		Planned (Feb. 1 – Jan. 31)	Actual	Percentage of Achievements	Planned (Feb. 1 – Jan. 31)	Actual	Percentage of Achievements
Premarital counseling workshops for engaged and newlywed men and women	Premarital counseling workshops for engaged females	40	29	73%	800	589	74%
	Premarital counseling workshops for engaged males	40	26	65%	600	372	62%

The behavioral outcomes of the ICCS premarital counseling workshops, measured through pre- and post-tests (before and after each workshop), showed ICCS's success in improving the knowledge of more than 90 percent of participants about family planning and its benefits and gender equality principles and women's rights. The outcomes from both men and women who participated in the workshops reflected achievements in improving attitudes among all participants (more than 70 percent) about delaying the birth of first child and the equal opportunities between males and females. In addition, the sessions achieved 44 percent improvement of attitudes about the ideal family size of three children or less exceeding its set target of 38%. Furthermore, almost 100 percent of participants reported their intentions to discuss FP use with their future partners during engagement before marriage. Full behavioral and attitudinal outcome results are in [Annex 7](#)

I.4.2.2. TWCS Premarital Counseling Workshops for Engaged and Newlywed Couples

TWCS grant covers the period from February 1 to December 31, 2018. TWCS started implementing its grant activities in June 2018, which include premarital counseling workshops and one theater play addressing family planning and future life planning issues, targeting engaged and newlywed couples in Tafilah governorate (Qasaba district). Table 6 below provides the details of ICCS achievements related to premarital counseling workshops through end September. TWCS will complete the remaining activities in Q1/FY19 including one men premarital counseling workshop and a theatrical performance on family planning. TWCS workshops cover similar topics to ICCS's.

Table 6: TWCS Premarital counseling intervention outputs table from June to September 2018

Intervention	Activities	Total Number of Activities			Total Number of Beneficiaries		
		Planned (Feb. 1 – Dec. 31)	Actual	Percentage of Achievements	Planned (Feb. 1 – Dec. 31)	Actual	Percentage of Achievements
Premarital counseling workshops for engaged and newlywed men and women	Premarital counseling workshops for engaged females	6	5	83%	90	79	88%
	Premarital counseling workshops for engaged males	6	6	100%	90	91	101%

The behavioral and attitude change outcomes of the TWCS premarital counselling workshops measured through pre- and post-tests (before and after each workshop) showed TWCS's success in improving knowledge of more than 70 percent of engaged and newlywed couples about family planning and its benefits, and increased agreement of 68 percent of participants with the concept that males and females should have equal access to social, economic and political opportunities. Moreover, TWCS succeeded in improving attitudes about future fertility behavior among newlywed and engaged couples and fostering the intention of all participants (100 percent) to discuss FP use with their future partner. Full behavioral and attitudinal outcome results are in [Annex 7](#)

I.4.2.3. IFH AWSO™

IFH grant covers the period from February 1, 2018, to January 31, 2019. IFH started implementing AWSO™ workshops in July 2018 targeting MWRA's, including Syrian refugees in host communities. Table 7 below provides the details of IFH achievements related to AWSO™ workshops through end September 2018, despite challenges in identifying family planning clinics in Aqaba district and Bani Kenanah districts. The remaining of the AWSO™ activities will be completed in Q1 and Q2 /FY19.

AWSO™ aims to empower women with knowledge and skills to make informed decisions related to their health and family and to encourage their active participation in community development. The program includes the following subjects: leadership skills, community participation, health education, future and family planning, men's participation, domestic violence, safe motherhood and childhood, and family health. Full behavioral and attitudinal outcome results are in [Annex 7](#)

Table 7: IFH AWSO™ intervention outputs table from July to September 2018

Intervention	Total Number of Activities			Total Number of Beneficiaries		
	Planned (Feb. 1 – Jan. 31)	Actual	Percentage of Achievements	Planned (Feb. 1 – Jan. 31)	Actual	Percentage of Achievements
AWSO™ workshops for MWRA	173	89	51%	4150	2136	51%

Outcomes from AWSO™ workshops reflect high achievements in improving knowledge, attitudes, and intentions about future fertility behaviors. Around 90 percent of respondents reported increased knowledge about family planning and its benefits. Also, 91 percent of participants demonstrated an “increased level of knowledge and understanding of gender equality principles and women’s rights”; and 71 percent of participants reported increased agreement with the concept that birth spacing contributes to a better life for parents and their children, thus having positive impacts on the family and society. Moreover, 68 percent of participants reported increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities and around 70% reported increased agreement on the safety of modern FP methods and its effectiveness compared to traditional methods

1.5. Support HPC’s Advocacy of Balanced Population Growth and Demographic Dividend ² through Media

1.5.1. Population Media Strategy with the Jordan Media Institute

In Q1/FY 18, JCAP in collaboration with HPC, Jordan Media Institute (JMI), and members of the strategy development team finalized the National Population Media Strategy and a one-year operational plan. The purpose of the strategy is to integrate population, development, and family planning issues into the Jordanian media landscape. The strategy also will ensure quality and sustainability of related broadcasts across mass, print, online, and social media. Eventually,



L-R: Dr. Mohammad Omari, Director of Petra News; Sameer Barhom, Director of Jordan Times; H.E. Ghassan Al Majali, Head of Diplomatic Institute; Dr. Basem Tweissi, JMI Dean; H.E. Mohammad Momani, Minister of State for Media Affairs; Eng. Maysoon AL Zoubi, HPC Secretary General; Daniel Sinclair, Director of USAID Population and Family Health Office; Rawan Qurashi, USAID Population and Family Health Office; Dr. Anwar Al Thaher, UNRWA.

² Demographic Dividend is the economic growth potential that can result from shifts in a population's age structure, mainly when the share of the working-age population (15 to 64) is larger than the non-working-age share of the population (14 and younger, and 65 and older).

media will play an instrumental role in fostering societal awareness of population growth issues.

The National Population Media Strategy is the first GOJ strategy in the field of population and media. It provides a roadmap for HPC and other GOJ institutions to gain media support for achieving the demographic dividend. To facilitate the implementation of the strategy, JCAP included a detailed five-year framework with a defined set of outputs and outcomes, a list of related stakeholders, and performance indicators. In addition, JCAP developed a one-year operational plan specifying programs, interventions, and implementing media agencies for FY 18.

In **Q3/FY 18**, JCAP supported HPC in organizing a strategy dissemination gathering under the patronage of the Minister of State for Media Affairs. Government officials and prominent media representatives participated. The high-level endorsement during the event, in which the Minister expressed GOJ ownership of the strategy during his speech, emphasized its importance and novelty.

2.0 COMPONENT 2: INCREASING NATIONAL LEADERSHIP OF DEMOGRAPHIC DIVIDEND POLICIES AND PROGRAMS

Throughout FY18, JCAP advocacy and policy activities focused on fostering GOJ leadership on population growth and family planning programs and making the policy environment more conducive to population and RMNCH+ policies.

2.1. Fostering National Leadership of Demographic Dividend Policies and Programs

2.1.1. Qualitative Assessment of Policies to Achieve the Demographic Dividend

The primary objective is to understand the factors that promote national leadership on population policies and programs, and perceived barriers to attaining the demographic dividend at the national level. JCAP based the assessment methodology on interviews and focus group discussions with senior government members, including members of the National Committee on Demographic Dividend Policies. JCAP gathered perceptions from the national leadership about perceived barriers and success factors for attaining the demographic dividend.

In **FY 18**, JCAP linked the qualitative assessment of demographic dividend policies with quantitative data generated using the DemDiv modeling tool, as detailed in section [2.2.2](#). In doing so, JCAP strengthened HPC competencies in population and demographic tools, including Resources for the Awareness of Population Impacts on Development (RAPID).

The DemDiv modeling tool links age structure with social and economic development and enables policymakers to quantify the type of changes required to achieve the demographic dividend. The model is not limited to either population or economic inputs, but addresses the interplay between them, as affected by other social and development variables. Users can design multiple scenarios to show how the power of combined multi-sectoral policy investments can generate a demographic dividend more in line with Jordan's development goals.

2.1.2. Review of the National Reproductive Health/Family Planning Strategy (2013–2018)

In **Q1/ FY 18**, JCAP and HPC discussed the review methodology for the current National Reproductive Health/Family Planning (RH/FP) Strategy (2013–2017). The review aimed to serve as the basis for developing the 2019–2023 strategy. JCAP and HPC agreed to base this methodology on the preliminary results of the 2017 Jordan Population and Family Health Survey (JPFHS), which they expected the Department of Statistics to release in **Q2/ FY 18**. The review methodology included indicator analysis of JPFHS 2013–2017 data, a desk review of previous reports, interviews and a validation workshop with key stakeholders.

In **Q3/FY 18**, following a competitive process, JCAP selected a senior consultant to review the National RH/FP Strategy. The consultant started the review process in **Q4/FY 18**; this included interviews with HPC's steering committee members and liaison officers, a group discussion with 12–14 representatives of other organizations indirectly related to the implementation of the strategy, and a validation workshop to endorse the review findings and recommendation. By the end of **Q4/FY 18**, the report was finalized.

2.1.3. Jordan National Workshop on Achieving the Demographic Dividend

As mentioned above, JCAP has linked the qualitative assessment of demographic dividend policies followed by the National Workshop on Achieving the Demographic Dividend with quantitative data generated using the DemDiv modeling tool, as detailed in [section 2.2.2](#).

2.1.4. Develop the National Reproductive Health/Family Planning Strategy (2019–2023)

In August 2018, JCAP agreed with USAID to withdraw the development of the updated National Strategy on RH from the Activity's scope due to the following reasons. First, HPC has broadened the scope beyond JCAP's mandate to include sexual health education, adolescent sexual and reproductive health issues, early marriage, abortion/post-abortion care, antenatal care, neonatal health, and reproductive cancers. Thus, the strategy would be renamed 'National Strategy on Sexual and Reproductive Health.' Second, HPC has decided to postpone the design of the strategy until the 2017–2018 JPFHS results are released in January 2019. Third, the United Nations Population Fund (UNFPA) expressed interest in funding the new strategy.

2.1.5. Integrate Demographic Dividend Policies and Programs at the National Level

In November 2017, HPC issued the demographic dividend policy document, which is monitored by 43 governmental liaison officers in 43 governmental entities. During **FY 18**, JCAP and HPC have succeeded in integrating demographic dividend performance indicators objectives and activities in 10 governmental plans. Those indicators were based on HPC's demographic dividend M&E plan.

During the first phase of the Activity, JCAP helped HPC implement a dissemination plan to raise awareness of the Demographic Dividend Policy document using the national RAPID video. JCAP support included completing the production of the RAPID national video in English and Arabic, disseminating the videos to USAID's Implementing Partners and other stakeholders through the implementation of seven

demographic dividend prioritization workshops, and uploading these videos on the HPC resources database portal. The dissemination workshops' objective was to foster demographic dividend policies' integration into ministerial plans. JCAP divided these workshops into the following six themes according to the demographic dividend policy document: 1) social protection; 2) infrastructure; 3) migration; 4) investment and saving; 5) health and reproductive health policies; and 6) education, vocational training, and entrepreneurship.



Interface for National RAPID video.

A total of 87 officials from 59 governmental and non-governmental entities attended the workshops. The attendees represented ministries, public and private universities, and national and international nongovernmental organizations (NGOs). JCAP also conducted a separate workshop for demographic dividend sectoral focal points at all relevant ministries³ to discuss their challenges and priorities in implementing demographic dividend policies. Most participants' feedback indicated that they had had no previous orientation on the demographic dividend concepts and policies or the impact of population growth on development. The workshops concluded with a focused list of challenges, such as the need to enhance M&E skills, lack of coordination among liaison officers, internal difficulties in applying demographic dividend indicators, and lack of priorities. The priority issues to be discussed included specialized training for the liaison officers and enhanced communication with senior officials.

During the second phase of the project, JCAP and HPC organized two planning workshops on "Integrating Performance Indicators in 2019 National Strategies and Plans." The first and second workshop targeted 39 liaison officers and staff from the planning directorates in 22 government institutions that are directly concerned with the implementation of the demographic dividend M&E plan.

Additionally, JCAP and HPC held one awareness workshop targeting 35 liaison officers and staff from the planning directorates in 21 government institutions, which indirectly contribute to the implementation of the demographic dividend policy document. JCAP and HPC organized two follow-up workshops targeting 53 liaison officers and staff from the planning directorates in 33 ministries and government entities. Follow-up sessions aimed at ensuring that the liaison officers, in collaboration with planning directorate staff, apply what they have learned in their institutions, and present how they managed to integrate demographic dividend objectives, indicators, and activities in their respective

³ MOL, Ministry of Water and Irrigation, Ministry of Finance, Ministry of Transport, Ministry of Public Sector Development, Ministry of Municipality Affairs, Ministry of Public Works, Ministry of Communication and IT, Ministry of Awkaf (Religious Affairs), Ministry of Environment, Ministry of Planning and International Cooperation, Ministry of Education, Ministry of Energy, Ministry of Higher Education, Ministry of Social Development, MOH, Ministry of Industry and Commerce, Youth Council, Science and Technology Council, National Council for Family Affairs, Higher Council for the Affairs of Persons with Disabilities, Vocational Training Corporation, Jordan Enterprise Development Corporation, General Corporation for Housing and Urban Development, Social Security Corporation, Investment Commission, Land Transport Regulatory Authority, and Department of Statistics.

entities' plans. In **Q4/ FY 18**, and for the first time ever, JCAP and HPC succeeded in integrating demographic dividend performance indicators objectives and activities in 10 governmental plans as outlined in Table 8.

Table 8: Governmental Plans Integrating Demographic Dividends Indicators

Name of the Organization	Integrated Activity
The Ministry of Culture	Launched an initiative to build awareness and enhance knowledge of the demographic dividend through its programs and their affiliated institutions. Implementation will start from the beginning of 2019.
The Greater Amman Municipality	Adopted the awareness program on demographic knowledge and its benefits. The program focuses on women's reproductive health, the demand for vocational education, health care for citizens, birth control through the use of modern methods, women's economic participation, and the need for investment projects.
The National Aid Program	Adopted the supplementary support program for people living in poverty.
The Ministry of Social Development	Proposed a home-based program for older people in light of the social protection demographic dividend protection policies.
The Ministry of Interior	Adopted an initiative to involve young populations in local development programs, increasing their participation in identifying development needs. The Ministry will implement the plan in 2019.
The MOH	Adopted an initiative that did not exist in the Ministry's strategy, namely integration of men into reproductive health and family planning services, inclusion of family planning methods in the private sector insurance scheme, and family planning awareness-raising campaigns.
The Ministry of Labor (MOL)	Reviewed their indicator matrix, identified gaps, and proposed new indicators for adoption.
The Ministry of Communications and Information Technology	Adopted a partnership initiative with the private sector to create new jobs for the youth.
Ministry of Youth	Adopted programs in line with the demographic dividend and related to youth and health, youth and entrepreneurship, and youth and education.
Vocational Training Corporation	Adopted demographic indicators in its strategic plan, namely, the average size of the family and the population distribution index.

2.1.6. Support Governorate Councils' and Executive Councils' Use of Population Data in Governorates' Development Plans

JCAP supported HPC and the Ministry of Interior by building the capacity of governorate and executive councils and Ministry of Interior local development unit staff to integrate population indicators and demographic policies in local development plans. JCAP produced nine governorate RAPID videos that HPC approved and uploaded to the HPC resources database portal. JCAP met with the USAID-funded

Cities Implementing Transparent, Innovative, and Effective Solutions (CITIES) Activity to harmonize both Activities' interventions. The decision was that JCAP, in collaboration with HPC, will focus on developing the demographic section within the 2019 Madaba, Tafilah, and Ajloun governorates' strategic plans, while CITIES will continue working with executive and governorate councils to develop local development plans in the 12 governorates across the Kingdom. CITIES will incorporate the demographic section within local development plans in Madaba, Tafilah, and Ajloun.

In **Q2/FY 18**, JCAP in close collaboration with HPC completed three awareness sessions on demographic dividend policies and RAPID in Madaba, Ajloun, and Tafilah governorates. The three events targeted 75 governorate and executive council members responsible for developing and approving local development plans. The workshops introduced demographic policies to the governorate and executive councils and included sessions on the Demographic Dividend Policy Document, RAPID on the governorate level, and introduction to local planning processes.



Governorate and executive councils' members during awareness sessions on demographic dividend policies and RAPID at Madaba governorate.

In **Q3/FY 18**, JCAP conducted three planning workshops in the above-mentioned governorates to ensure that their local development plans integrate demographic policies. The participants in the three workshops approved the demographic objective "Ensuring a balance between demographics and resources." These objectives aim at developing programs related to the reduction of the governorate Total Fertility Rate based on RAPID data in the three governorates. Furthermore, JCAP and HPC conducted three follow-up sessions with governorate and executive council members to further the translation of the demographic objective into an action plan.

In **Q4/FY 18**, JCAP succeeded in integrating demographic sections in two governorates' local development plans. The local development plans of Ajloun and Tafilah included an awareness activity targeting youth on reproductive health and family planning. In FY19, JCAP will expand its planning workshops to include all governorates.

2.1.7. Youth Leaders Program

In **FY 18**, JCAP in collaboration with HPC developed a participatory and interactive training program called *Shabab Al Fursa* or "Youth of the Opportunity." The program uses existing JCAP modules, including RAFFAHIE. The training program aims enable youth to take part in national investment efforts in the demographic dividend by designing and executing entrepreneurial initiatives within their communities. The program's leadership consists of a steering committee comprising representatives from

"The Shabab Al Fursa program was a golden opportunity for me. The training helped us understand the links between population growth and development challenges that our country faces. Immediately after the training, I started sharing what I gained with my peers and colleagues." – Male youth participant.

to

HPC, the Ministry of Youth, the Crown Prince Foundation, the All Youth Jordan Commission, and JCAP.

In **Q3/FY 18**, JCAP and HPC trained 50 male and female youth aged 18–29 across the Kingdom on demographic dividend issues. Through two youth camps held in Aqaba governorate, the training addressed concepts related to population growth, women’s economic empowerment, and other issues associated with the demographic dividend policy document. Moreover, JCAP used the RAFFAHIE tool to expose the youth to the economic challenges of large families. The training also focused on building the capacity of youth in social entrepreneurial skills and equipped them with real-world experience to design and execute entrepreneurial initiatives within their communities.

Following the training, youth participants designed 19 entrepreneurial projects to address five areas of concern: population growth, women’s empowerment, unemployment, entrepreneurship, and water and energy. During this quarter, HPC and JCAP honored program participants in a ceremony under the patronage of Her Royal Highness Princess Basma Bint Talal. The Minister of Planning and International Cooperation, Secretary General of the Ministry of Awqaf and Islamic Affairs, Director of the National Human Development Center, and HPC officials, Crown Prince Foundation Representatives, and USAID representatives all attended.



Her Royal Highness Princess Basma, H.E. Minister of Planning and International Cooperation, and HPC Secretary General in center with Shabab AL Fursa Youth participants

Also in **Q3/ FY 18**, a jury including representatives of JCAP, HPC, and USAID identified five project ideas, based on pre-set criteria,⁴ as the most responsive, relevant, and feasible to invest in and support in future. These projects include: introducing hydroponic agriculture to women at home, developing a hiking trail in Maan, developing sketches on women’s empowerment and population growth, developing accessories from recycled materials, and introducing smart recycling separator bins to universities.

In **Q4/FY 18**, JCAP held one-to-one meetings with the eight youth who manage the five selected initiatives to support them in developing their proposals. Moreover, JCAP conducted one workshop on budgeting for the eight participants. By the end of **Q4/FY 18**, the youth members submitted their proposals for support.

Additionally, JCAP conducted training of facilitators’ workshop targeting 23 youth on RAFFAHEE. Consequently, youth have developed their plans to implement 66 RAFFAHEE sessions in their

⁴ The criteria included: 1. the business model, 2., the response to the need, 3., design and implementation, 4., the problem the initiative solves and the value added, 5., linkage to the demographic dividend, 6., the target group, 7., staffing, and 8., innovation.

communities. In FY 19, those youth are expected to target over 1,000 youth in nine governorates⁵ with their RAFFAHEE sessions.

2.2. HPC Systemic Capacity Building

2.2.1. HPC Advocacy Assessment and Capacity-Building Plan

In **FY 18**, JCAP assessed HPC advocacy capacities and produced a detailed report highlighting gaps in areas related to media and communications, coalition building, maintaining relationships with NGOs, capabilities in using population and family planning modeling tools, and creating sustainable government interest in population policies. The assessment result report indicated that the HPC is active in areas related to research and analysis, developing policies and legislation, and relations with governmental organizations. However, the report also revealed that HPC needed support in using the media for advocacy purposes, developing communication strategies, networking, and building national coalitions to promote population issues. Thus, to address those gaps, JCAP developed a capacity-building action plan that includes coalition building, facilitation skills, training skills, population and family planning modeling tools, using media for advocacy, and using social media outlets. This plan will be implemented in FY 19.

2.2.2. Strengthen HPC Competencies in Population and Demographic Tools, Including RAPID

In **Q1/FY 18**, JCAP conducted a market search to identify regional training centers to build HPC staff capacity on demographic policy modeling tools. JCAP approached five regional centers to seek their interest and assess their capacity to train HPC on using tools such as RAPID, DemDiv, IMPACT NOW, Costed Implementation Plan, and Family Planning Goals. During **Q2/FY 18**, JCAP's technical review committee assessed applications of the identified centers and concluded that the Cairo Demographic Center was the only center capable of conducting all of the five training courses and thus the only center of those eligible to receive the RFP. Subsequently, JCAP issued an RFP to the Cairo Demographic Center to implement training for HPC on using the modeling tools mentioned above. In **Q3/FY 18**, JCAP finalized the contracting procedure for the Cairo Demographic Center and submitted it for USAID review. The approval process at USAID encountered challenges due to the complexity of this contracting process, and the way forward is still under consideration with USAID.

2.2.3. Develop Media and Public Relations Capacity in Population Issues

In **Q1/FY 18**, JCAP submitted a concept note to USAID on building HPC media advocacy capacity related to the demographic dividend. USAID approved the concept note, and JCAP initiated its plans to design and implement the training in Q2/FY 18.

During **Q2/FY 18**, HPC organized a preparatory workshop for a core group of media professionals from the existing HPC media committee and new representatives to raise their awareness about the demographic dividend policy document, RAPID reports, refugees in Jordan, and the impact of population growth on development. Following these workshops, JCAP in partnership with JMI and HPC conducted

⁵ Ajlun, Jerash, Irbid, Amman, Madaba, Maan, Kerak, and Tafila.

a five-day workshop for 23 media professionals from different media outlets in Jordan. The workshop aimed at creating a pool of media professionals specialized in population issues, which could lead media advocacy on the demographic dividend. During the workshop, participants developed 20 personal advocacy plans that focus on promoting population policy issues.

During **Q3/FY 18**, JCAP collaborated with JMI to monitor the implementation of the 20 advocacy plans that media professionals to promote population policy issues. Participants created 12 demographic dividend media productions, including media reports, TV spots, and radio interviews. The productions include six audio materials aired on national radio stations, three written articles published on online platforms, and three written articles published in two major newspapers in Jordan: *Aldustour* and *Alghad*. A list of media productions is in [Annex 8](#).

2.3. Advance the Priority Policy Reforms

2.3.1. Flexible Working Models

In **FY 18**, JCAP worked with HPC and the MOL to activate the **Flexible Working Model (FWM)** bylaws through the issuance and implementation of instructions. In **Q3/FY 18**, MOL, HPC, and USAID signed a Partnership Implementation Letter (PIL) that frames the relationship among the three parties intending to enhance women's participation in the labor market by ensuring the proper implementation of FWM bylaws. The PIL defines areas of collaboration, including

- a) develop and issue FWM implementation instructions;
- b) conduct a preliminary study targeting companies with more than 50 employees to assess compliance with the FWM bylaws, and disseminate the findings from this; and
- c) increase awareness of the FWM bylaws and foster instructions implementation in the private sector.

A press conference followed the PIL signing, where the MOL announced the issuance of FWM instructions on April 1, 2018.



L-R: HPC Secretary General, Minister of Labor, and USAID Acting Mission Director during the FWM PIL Signing Ceremony.

In **Q3/FY 18**, JCAP's implementing partner Sisterhood Is Global Institute (SIGI) completed a phone survey to assess the number of companies that have adopted some form of FWM. The phone survey targeted 303 companies representing major economic sectors that hire women; 114 companies responded to the survey, and 23 companies were found to implement FWM. Subsequently, SIGI completed an in-depth research study with the 23 companies performing FWM to assess the level of implementation and challenges.

In **Q4/FY 18**, the MOL, HPC, and JCAP technical teams finalized the draft report with the study findings that SIGI had submitted in June 2018. JCAP presented and approved the study findings from the MOL and HPC secretary generals, and started preparations for a dissemination event under the patronage of the MOL in October 2018 of Q1/ FY 19. The dissemination event will target entities working on

economic empowerment for women and large private sector companies. [Annex9](#) provides the main findings of the study.

2.3.2. Breastfeeding Policy

In **FY 18**, JCAP successfully supported the MOH in publishing the Instructions Regulating the Marketing Breast Milk Substitutes (BMS) in the Official Gazette. JCAP worked closely with the MOH/WHCD to implement the breastfeeding policy and bylaws for regulating the marketing of breastmilk substitutes in public and private hospitals.

During **Q1/FY 18**, as a result of JCAP advocacy, members of the MOH BMS monitoring committee approved the draft BMS instructions. The monitoring committee sent the approved instructions to the technical committee headed by the MOH Secretary General. However, the process of accepting the draft instructions was delayed due to travel commitments of key members and the engagement of senior MOH staff in attending to the influenza (H1N1) outbreak.

In **Q2/FY 18**, JCAP performed five workshops to orient different institutions on the breastfeeding policy, the BMS marketing bylaws, and the monitoring mechanism of the bylaws. Participants in the workshops were 154 representatives from MOH, the private sector, university hospitals, RMS, and others. The first two workshops targeted MOH staff, whereas the remaining three workshops targeted private and university hospitals, RMS, drug stores, milk companies, professional associations, NGOs, CBOs, relevant ministries, and some UN agencies.

In **Q4/ FY18**, the Cabinet approved the BMS instructions that the MOH subsequently adopted and the instructions were officially published at the official gazette. The Cabinet approval followed six months of USAID and JCAP continuous lobbying efforts.

2.3.3. Midwifery Law

Jordan Midwifery Law #7 of the year 1959 requires amendments to comply with international midwifery standards. Amendments include a bachelor degree as a mandatory prerequisite for practice and expanding the scope of practice to include family planning.

During **Q1/FY 18**, JCAP developed two studies: (1) A needs assessment on the implementation of the Midwifery Law #7 for the year 1959, conducted by consultant Dr. Sawsan Al Majali; and (2) A legal analysis of national legislative frameworks related to the midwifery profession in Jordan, done by consultant Ms. Noor Al Imam. The consultants presented the studies to the National Committee on the Promotion of the Midwifery Profession formed under the leadership of the Jordan Nursing Council (JNC). The members agreed to hold a national validation workshop for a larger constituency to endorse the recommendations for amendments to the law, which was held in **Q4**.

In **Q2/FY 18**, JCAP submitted a paper arguing for a Conditions Precedent to amend midwifery law #7 for the year 1959 that USAID endorsed. Subsequently, USAID met with the Minister of Health to foster MOH leadership in amending the Midwifery Law. The JNC sent a letter to the MOH to reconstruct the national Committee on the Promotion of the Midwifery Profession under the leadership of the Minister

of Health. Also, Advocate Noor Al Imam, JCAP's legal consultant, met with the Nursing and Midwifery Association to discuss the need to amend the midwifery law. The Association showed interest and willingness to support amending the midwifery law and conducting the national validation workshop.

In **Q3/FY 18**, the Minister of Health reconstructed the national Committee on the Promotion of the Midwifery Profession under his leadership, with the JNC Secretary General as vice-chair. The committee comprises representatives from the JNC, Jordanian Society of Obstetrics and Gynecology, MOH Nursing Directorate, Jordan Private Hospitals Association, RMS, Jordan Medical Council, public universities, and JCAP. At the first committee meeting, held on May 3, 2018, JCAP experts Dr. Sawsan Al Majali and Advocate Noor Imam discussed findings of the two studies mentioned above.

In **Q4/FY 18**, the committee held a national validation workshop in partnership with the MOH, JNC, and Jordan Nurses and Midwives Association, JCAP hosted a one-day national validation workshop under the patronage of the Minister of Health. The overall purpose of the workshop was to endorse the findings of the midwifery situation analysis study and to come up with solid recommendations to enhance the role of midwives at the national level. In total, 102 participants from various organizations attended the workshop; the workshop helped in bringing a national consensus on the need to amend the Midwifery Law and identify the articles of the Law that must be amended. By the end of **Q4/FY 18**, the JCAP legal consultant had submitted the first draft of the amended law to the committee for endorsement.

To support advocacy efforts, in **Q4/FY 18** JCAP submitted to the JNC the Midwifery Advocacy Report: Legislation and the Evidence. The report provides examples of various countries with supportive midwifery legislation. In addition, the report presents the impact of midwifery on sexual, reproductive, maternal, and newborn health outcomes globally. The findings of this report were used by JNC to foster dialogue about midwifery policy changes in Jordan.

Other activities during FY 18 included:

- JCAP submitted to the national committee a legal review of the applicability of the intrauterine device (IUD) insertion memo to the private sector. According to the Public Health Law #47 for the year 2008, the Minister of Health has the legal power and authority to issue decrees to regulate health services in both the public and private sectors. Additionally, the Minister of Health has a mandate to issue conditions and regulations associated with the practice of health professions, including midwifery.
- JCAP identified the absence of an accredited training program on IUD insertion for midwives as a barrier to applying the IUD insertion decree at the RMS and in the private sector. On June 3, 2018, JCAP, HSDA, and RMS agreed on organizing training for RMS midwives to insert IUDs as a collaboration with HSDA. Accordingly, JCAP and HSDA met with the RMS to seek their commitment in modifying the job description of RMS midwives to include IUD insertion, and their interest in conducting training on IUD insertion for RMS midwives. The RMS director approved both requests. Consequently, the RMS issued a decree modifying the job description of RMS midwives to include IUD insertion.

2.4. Complete Tranche I Advocacy and Policy Grant

2.4.1. Hiwar Al Ajial

On January 2018 of **Q2/ FY 18**, INJAZ completed the implementation of advocacy and policy activities under the extended Tranche I grant and submitted its end-of-project report. INJAZ conducted the remaining two Hiwar Al Ajial debate sessions of their grant, reaching 22 female and male youth as indicated in Table 9 below. During its grant period (Nov. 15, 2016–Jan 31, 2018) INJAZ overachieved its target sessions by 13 sessions. Full results of INJAZ grant’s behavioral and attitude outcomes are in [Annex 6](#).

Table 9. INJAZ Intervention Outputs, (Grant Duration Nov. 15, 2016–Jan. 31, 2018)

Activities	Total Planned for the Whole Grant		Total Achieved during (Jan. 1–31, 2018)		Cumulatively Achieved during the Grant Period (Nov. 15, 2016–Jan 31, 2018)	
	Sessions/ Activities	Target Participants Reach	Sessions/ Activities	Target Participants Reach	Sessions/ Activities	Target Participants Reach
Gender equality debate sessions	15 sessions	375 male and female youth	1 sessions	13 male and female youth	22 sessions	453 male and female youth
Importance of discussing family planning during engagement debate sessions	15 sessions	375 male and female youth	1 sessions	13 male and female youth	22 sessions	462 male and female youth
Total sessions for both topics	30 sessions	750 male and female youth	2 sessions	26 male and female youth	44 sessions	915 male and female youth

3.0 OVERARCHING INTERVENTIONS

3.1. Integrate Gender and Family Planning-Related Evidence into JCAP Programs

3.1.1. Dissemination of the Qualitative Gender Study Findings

During **Q2/FY18**, JCAP conducted two dissemination events to share findings of an “Exploring Gender Norms and Family Planning in Jordan” qualitative study with national stakeholders to foster greater gender sensitivity in national counterparts’ and partners’ current and future family planning-related programming. The study findings aimed to help national stakeholders understand the current situation in Jordan related to fertility, gender-power relationships in the household, son preference, family planning use, and desired family size. The dissemination tools included research brief, printed and electronic materials, and a creative presentation. JCAP also distributed electronic and printed copies of the tools

to gender focal points at ministries, other USAID projects, grantees, and other relevant CSOs (i.e., Jordanian National Commission for Women and National Council for Family Affairs, United Nations Population Fund, UN Women).

3.1.2. Dissemination of the Gender Family Planning Conceptual Framework/Model Findings

In Q3/FY 17, in partnership with IRIS Group International, JCAP developed the gender family planning conceptual framework, using the community-based systems dynamics methodology (CBSD) that described the relationships among gender-related predictors and family planning outcomes.

Gender norms play an important role in decisions about whether and how to use family planning in Jordan. JCAP's recent gender/FP integration assessment study found that materials and tools that articulate and demonstrate the pathways between gender norm inequalities and family planning outcomes would help advance the project's SBCC, advocacy, and policy efforts. To address barriers and seize opportunities related to gender roles and use of family planning, JCAP developed a gender/family planning conceptual framework that articulates the causal pathways between gender-related predictors (e.g., early marriage) and family planning outcomes (e.g., use of modern contraceptive methods).

In Q2/FY 18, JCAP developed tools to disseminate information on the conceptual framework, including printed materials and a creative presentation. JCAP also broadcast the framework through other mechanisms that included two events: one for USAID Mission gender focal points and a second one for implementing partners, government gender focal points, grantees, and other relevant CSOs.

To expand ownership and work toward sustainable family planning programming and policy development, in Q4/FY 18 JCAP conducted two customized capacity-building workshops under the GOJ capacity-building program. The intent was also to transfer skills and knowledge about the CBSD/Group Model Building (GMB) tool to a selected group of JCAP counterparts in the GOJ, HPC, grantee organizations, and other key stakeholders as JNCW and National Woman's Health Care Center who are interested in new, participatory approaches to family planning and gender work. Partnering with the IRIS group, JCAP developed an M&E plan to assess and track the influence of the CBSD workshops on JCAP partners through baseline, mid-line, and end-line surveys. JCAP collected and analyzed the baseline data during the workshops. At the participating CSOs request, during Q1/FY 19 JCAP will provide technical support and expert consultation with CBSD experts and will conduct the mid-line survey.

3.1.3. Dissemination of Gender Integration Efforts in JCAP Activity

Since the project's outset, the JCAP team has focused on integrating gender into its activities, policies, and media materials. Hence, the JCAP gender integration (GI) team will start the assessment of these efforts in Q1/FY 19, to capture the breadth and depth of the integration of gender aspects in the whole Activity. The goal will be to document and share key lessons learned, challenges faced, and motivational success stories achieved. JCAP will translate this information into accessible dissemination tools so that future projects can learn from and use GI activities that were successful for JCAP's team. These tools will include a briefing report, a short presentation, and social media messages. The tools will consist of a "Gender Transformative Moments" Timeline Infographic for

JCAP, and case studies that highlight particularly strong examples of GI result in JCAP grants/activities. JCAP will conduct a final GI assessment and prepare a report and presentation for the end of the project.

3.2. JCAP Social Media Platforms

During **FY 18**, the JCAP Facebook page continued to support the National Anemia Prevention Campaign's community-based activities and its maintenance wave during the Holy Month of Ramadan. The page reached more than six and a half million views (89 percent reached through paid advertisements because of the Facebook Edge Rank filtering algorithm, which enables users to see only 2 percent of unadvertised posts by pages they have liked in their newsfeed).

The total fan base on JCAP's Facebook page reached 29,016 fans, an increase of 22 percent from last year. The content posted during this year succeeded to engage on average 11 percent of its fan base, which is considered a good engagement rate according to Socialbakers.⁶ The majority of users who interacted on the page are women (63 percent) between the ages of 18 and 34, which matched the core audience of JCAP's anemia prevention campaign target of pregnant women and mothers of children under five years of age.

4.0 RESEARCH, MONITORING, AND EVALUATION

4.1. Research

4.1.1. RMNCH+ Campaign SBCC Indicators Measurement

During FY 18, JCAP hired Ipsos, a global research firm, to evaluate the effectiveness of the national SBCC campaign on anemia prevention. JCAP decided not to use a telephone survey, as originally planned, due to its limitation in measuring visual brand recall. The assessment methodology is thus a household post-tracking survey for an overall national sample of 2,000 respondents, from the RMNCH+ campaign's two sub-segments: 1) 1,000 MWRA (18–49) who are pregnant or recently married, and 2) 1,000 MWRA (18–49) who are mothers of children under five.

JCAP worked closely with Ipsos on all aspects related to the study timeline, implementation plan, sampling strategy,⁷ data security, enumerator training, and finalizing the survey questionnaire. Furthermore, JCAP contributed to the theoretical and practical parts of Ipsos enumerators training, which took place on May 28–31, 2018. The Activity also participated in pilot testing of the survey questionnaire. Pilot testing took place within the period May 30–June 7, 2018. Ipsos and JCAP revised the tools based on the results of the pilot testing to ensure that questions, response options, and skip

⁶ Socialbakers is a global social media analytics company offering a marketing software-as-a-service platform called Socialbakers Solutions, which sells data analytics and social media management to companies. According to Socialbakers, anything above 1% is considered a good engagement rate. Moreover, Facebook's engagement metric considers .29% as an average engagement rate for pages with a fan base of 20k to 50k.

⁷ The JCAP team further refined the sample design proposed by Ipsos, to provide more details on overall sample size calculations and the sampling methodology for each sub-segment, married women of reproductive age (18–49) who are pregnant or recently married and married women of reproductive age (18–49) who are mothers of children under five. JCAP sought input from an Abt home office statistician to ensure validity and rigor of power calculations and sampling methodology.

patterns were appropriate. Ipsos, under JCAP supervision, started official data collection on June 11, 2018.

JCAP also developed the M&E tools for the community-based activities (i.e., edutainment sessions) of the National Anemia Prevention Campaign, i.e., pre and post-tests, to assess whether the campaign succeeded in changing attitudes and behaviors of pregnant women and mothers of children under five. The Research, Monitoring, and Evaluation (RME) team also conducted quality-check visits during this quarter to ensure proper implementation of the pre- and post-tests during the edutainment sessions.

In **Q4/FY 18**, Ipsos completed data analysis, and JCAP shared the final report with USAID and its main partners for the campaign, i.e. the MOH and HSDA. JCAP aimed to use the findings to inform improvements in the design, content, and mass media placement of the campaign's second wave. Below is a summary of the campaign's overall likeability and effectiveness in changing attitudes and intentions among targeted groups:

- **Likeability:**
 - The evaluation results showed that the overwhelming majority of respondents (98%) liked the campaign, indicating successful ads' creative design. The top two reasons that respondents liked the ads were: 1) the ads gave them useful information, and 2) they found the ads appealing. In each respondent group, around 3 in 10 have talked about the anemia campaign, mainly with friends and families, followed by the spouse and health care provider in-person consultation about anemia.
- **Information sought for anemia:**
 - The campaign showed a significant difference in seeking information about anemia between the campaign-exposed group (37% for pregnant women and 39% for mothers of children under five) as opposed to the unexposed group (29% and 28%). This indicates a substantial impact of the campaign in changing peoples' attitudes and behaviors. Respondents sought information primarily from online sources such as websites (51%) and social media (36%), but also from doctors (35%).
- **Knowledge and perceptions:**
 - The campaign succeeded in increasing knowledge about all preventive measures for anemia in pregnancy, with a significant increase of 14% among the exposed group with regards to the perception of anemia-testing urgency,
 - The campaign succeeded in increasing knowledge about all preventive measures of child anemia, with a significant increase of 6% among the exposed with regards to adherence to doctors' instructions and taking children to health providers for anemia testing.
- **Seeking Anemia Screening Testing**
 - Seventy-two percent of exposed pregnant women sought anemia screening testing, as opposed to 63% of the unexposed group. Similarly, 48% of the campaign-exposed mothers of children under five sought anemia screening tests for their children, as opposed to 31% of the unexposed group.

4.1.2. Behavioral Economics Operational Research and Behavioral Determinants of Contraceptive Discontinuation in Jordan

In **FY 18**, JCAP, in agreement with USAID, re-initiated implementation of Behavioral Economics (BE) operational research. The study looked at the psychological, cognitive, social, and emotional factors underpinning providers' attitudes and biases concerning family planning and women's effectiveness in exercising their right to quality family planning services.

Preparatory work continued in **Q2/FY 18** with the study's main partners, MOH and HSDA, and BE consultant Ms. Elizabeth Long. The work included revising the original study protocol, modifying the data collection tools, and selecting the national study co-researcher. JCAP received approvals from the MOH Ethical Review Board and Abt's Institutional Review Board to ensure the protection of human subjects and security of data in this study. Additionally, JCAP held meetings with the HSDA team and the MOH/WCHD to update them on the progress of study preparations and to finalize the list of participating MOH health centers to include.

During **Q3/ FY 18**, JCAP, in collaboration with HSDA, selected and obtained consent from six MOH Comprehensive Health Centers in Amman to participate in the study. JCAP prepared a checklist to document general information about the centers, including family planning service provision schedules (e.g., peak hours); key family planning providers (general practitioners/ gynecologists/ midwives) available and willing to take part in the study; and availability of a private space within the facility or nearby community-based organizations to conduct the interviews. Moreover, the study team, which included members from JCAP's RME and SBCC team, set criteria for study eligibility among health center clients. The study team decided to include several groups of MWRA, summarized in Table 10.

Table 10: Groups of MWRA Targeted in the BE Study

Group	Visitation Type/ FP Service	FP Counseling Topic	Visit Outcome	Past Family Planning Use
Group I	First visit	Postponing pregnancy/birth spacing	Did not adopt modern family planning method	Never used modern family planning method
Group II	First visit	Postponing pregnancy/birth spacing	Adopted modern family planning method	Never used modern family planning method
Group III	Returning	Postponing pregnancy/birth spacing	Either adopted or did not adopt a modern family planning method	Used modern family planning method in past

Data collection also started in **Q3/FY 18**, through 60 semi-structured interviews (48 MWRA and 12 family planning service providers) and observation of 12 client-provider interactions. Data collection continued, together with a gradual synthesis of the data generated, until July 2018. JCAP explored key insights generated from data analysis with clients and providers in a co-design phase. In **Q4/ FY 18**, JCAP concluded the BE study and shared the final report with USAID and key stakeholders. Below is a summary of the study's key insights.

Facility insights found are:

- MCH clinics are open and public spaces that make intimate conversations about sensitive topics like family planning difficult. Although most facilities do have private areas for counseling, they do not manage the space available to ensure client privacy.
- Clients were not active participants during observed counseling sessions.
- The structure and efficiency of clinics vary widely, but a consistent element across clinics is that client flow is uneven throughout the day.

Provider insights found are:

- Providers have intrinsic motivation and see themselves as champions of family planning.
- Some providers have their mental models (biases) around methods.
- Providers sometimes worry about a woman's method choice because they know false information is shared and that some women may lack authority within their family.
- Providers face a very uneven workload throughout each day.

Client insights found are:

- Clients have varied mental models about what makes an information source valuable.
- There is a mismatch between information sources currently provided to clients and clients feeling informed.
- Clients reported that providers do not always provide detailed information on side effects of specific methods.
- The majority of clients who are going into the clinic to adopt a modern family planning method have the intention to adopt a specific method.
- Some clients are not pre-planning for the counseling session with the provider and are not active participants during the sessions.
- There is a cycle occurring in some sessions that is difficult for traditional counseling to break—clients are going into a busy clinic having sometimes already made a decision on a method, thus not necessarily wanting or feeling they need to ask questions, whereas time-scarce providers expect that a client has already made her decision and may not want to learn about other methods.

Recommendations:

- **Method counseling card:** This A5 sized card is designed to prompt an interactive and dynamic discussion during the client-provider session in which (1) the client and the provider share the responsibility for counseling, (2) the client is facilitated and empowered to ask specific questions, (3) side effects are made salient for the client, and (4) the client can understand the different degrees and duration of side effects and write them in her own words.
- **Free phone hotline:** The high frequency with which women are deciding about family planning methods outside of health facilities creates a need to tailor information and counseling to the context of women's lives. Therefore a phone hotline is recommended so that information is available on demand, from trained and certified family planning providers, and offering the same counseling range as is available through in-person sessions with providers. It is crucial to note

that the hotline is not meant to be a substitute for an in-person encounter with a provider, but rather to give the first round of information to clients before they meet in person with a provider; the hotline also provides triaging concerning questions and issues. Moreover, it would be available for any follow-up questions the client might have after the clinic visit.

- **On-demand provider training:** Service providers are experts in their field, yet they can benefit from training in client-centered counseling related explicitly to rights-based counseling. Changing family planning methods and a lack of personal experience with some methods can make it difficult for service providers to adequately counsel clients on all methods. Hands-on training, especially on insertion for Implanon, is crucial, while refresher training can help reinforce knowledge and provide more confidence around the details of a method. Therefore, providers would learn about (1) rights-based counseling techniques that are client-centered; (2) new methods or method changes when they do not feel comfortable with a method, including before full hands-on training; and (3) a method even if they are not qualified to insert it.
- **Revised BCC materials:** Revised BCC materials that reflect how women talk and learn from individuals they trust are recommended. This material should (1) include actual user testimonials or user personas that women can relate to, (2) tell stories that cover the experience women commonly have, including doubts and hesitations plus possible strategies to deal with or overcome them, (3) be accessible for clients to read or watch on their own by finding them online, (4) be possible for providers to use in counseling sessions with clients, and (5) be branded by a trusted source such as the MOH. The materials would ideally be both print and short videos.

4.2. M&E

4.2.1. JCAP M&E Systems

Activity Monitoring, Evaluation, and Learning Plan (AMELP) revision

JCAP revised its FY 18 Performance Indicators Tracking Table and modified the Activity's performance indicators to fit the changes of the Activity's strategic direction at USAID's request. The table now includes broader RMNCH+ service demand generation, such as the anemia prevention SBCC campaign, in addition to JCAP's original FP/RH focus. JCAP worked with the USAID-funded Monitoring and Evaluation Support Activity, USAID's M&E team, on drafting the final AMELP and finalizing the theory of change and results framework.

During **Q3/FY 18** USAID approved the revised JCAP results framework and theory of change to encompass the change in the Activity's strategic direction. In addition to JCAP's original FP/RH focus, the revised JCAP results framework includes demand generation for RMNCH+ services, such as anemia prevention. In **Q4/FY 18**, JCAP updated the AMELP document reflecting those changes to indicators; which USAID approved. Moreover, some indicators were archived for FY 18 and 19, but will be used during the End of Project Evaluation, to measure the Activity performance during years of implementation.

Throughout FY 18, JCAP has provided complete, accurate, and timely submission of data and documentation. The RME team has continuously updated information and performance results by all

required M&E mechanisms including Quarterly/Annual Reports; the FY 18 Work Plan; DevResults; Data Quality Assurance; TraiNet; and GIS.

M&E comprehensive database

In FY 18, JCAP developed a comprehensive database that documents JCAP's results, including data on the outputs and outcomes levels, which were generated throughout JCAP years of implementation. The database also contains dashboards that visually summarize achievements per segment, sex, age, marital status, nationality, and geographic residence. It also includes a list of research studies conducted by JCAP, and links to JCAP's final research reports in the USAID Jordan Knowledge Management Portal (KaMP).

4.2.2. Champions Program Reach

Media surveys (e.g., Ipsos's National Media Analysis Survey⁸) measure Champions' message reach through statistics that estimate audience size and composition based on broadcast channels, popularity of shows, and broadcast timing. In Q2/FY 17, JCAP hired an agency to monitor the reach of the Champions' program using Ipsos Statistics. In FY 18, the agency provided reach estimates for activities that 14 National Champions had conducted.⁹

4.2.3. Grant Program

During FY 18, JCAP worked with Tranche 3 grantees on setting their M&E indicators and ensuring that their teams understand M&E requirements for quality data collection for complete and timely reporting on indicators. JCAP engaged M&E focal points in multiple training sessions that covered a detailed review of all grantee indicators, tools, and reporting formats; M&E activities at the field level; verification; and submission of complete and timely data. JCAP designed, shared, and reviewed concise data collection tools and data entry formats for each grantee.

JCAP efforts ensured grantee data quality and solved problems that grantees encountered during field administration. JCAP filled out the data templates and completed the pre- and post-assessment tools. JCAP team also conducted quality and spot check visits to selected interventions to ensure proper collection of M&E data and to observe M&E processes. These visits helped JCAP identify and resolve issues related to quality of data collection, entry, storage, and use.

4.2.4. JCAP Performance Indicators

A comparison of actual values to targets for FY 18 shows that JCAP exceeded or met 56% of its annual targets with respect to AMELP indicators. The JCAP Performance Indicator Tracking Table ([Annex I](#)) provides further detail on the results summarized below:

⁸ The National Media Analysis Survey is in an Ipsos survey conducted biannually. It is a combination of three surveys: 1) The Telemetry Survey, measuring TV viewership, 2) The Radiometry Survey, measuring radio listenership, and 3) The National Readership Survey, measuring the daily, weekly, and monthly press readership. The National Media Analysis Survey aims at providing a comprehensive understanding of the media landscape, and delves into the attitudes, behaviors, and important media metrics of Jordanian adults (aged 15 and above). It looks into media consumption habits and measures the key penetration figures of media audiences.

⁹ The agency receives data biannually.

Indicators that exceeded annual targets:

- **Indicator (d.):** Percentage of newlywed and pregnant women who sought anemia consultation/screening after exposure to the campaign messages reached 72% for the year, compared with the target of 70%.
- **Indicator (e.):** Percentage of women with children under five who sought anemia consultation/screening for their children after exposure to the campaign messages reached 48% for the year, compared with the target of 45%.
- **Indicator (1.e.):** Percentage of pregnant or newlywed women who intend to visit a health provider for anemia screening reached 90% for the year, compared with the target of 80%.
- **Indicator (1.f.):** Percentage of mothers of children under five who report intending to visit a health provider for anemia screening for their children reached 90% for the year, compared with the target of 80%.
- **Indicator (c.):** Percentage of target audiences who believe that birth spacing will contribute to better opportunities for parents and children reached 71% (407/570) for the year, compared to the target of 67%.
- **Indicator (1.2.g.):** Percentage of women reached demonstrating improved knowledge of anemia during pregnancy reached 73% for the year, compared with the target of 70%.
- **Indicator (1.2.h.):** Percentage of women with children under five demonstrating improved knowledge of anemia in children reached 54% for the year, compared to the target of 45%

Indicators that met annual targets:

- **Indicator (1.2.a.):** Number of CSOs implementing SBCC and/or household outreach activities with JCAP support. JCAP's target was to work with three Grantees in Tranche 3. JCAP met the target, as IFH, TWCS, and ICCS did the implementation.
- **Indicator (2.b.):** Number of laws/policies/regulations in stages of development (analysis, drafting, and consultation, legislative review, approval, implementation) as a result of USG assistance (PMP 3.1.2.2.b). JCAP's target for FY 18 was for two policies to reach the final stage. JCAP met the target with the Breast Milk Substitute policy and the FWM completion.
- **Indicator (2.1.b.):** Number of population advocacy initiatives conducted by JCAP-supported Youth Leaders. Youth leaders conducted five initiatives, as targeted.
- **Indicator (2.2.c.):** Number of MOH technical staff who have acquired SBCC core competencies. Fifteen of the participants in the SBCC training program from the MOH acquired SBCC core competences based on their post-test, which also was the target for the year.
- **Indicator (XC2.):** Number of research studies supported by JCAP providing evidence on population and RMNCH+ issues. JCAP conducted three studies during FY 18 as targeted: the Behavioral Economics Operational Study, the RMNCH+ Post-tracking Survey, and the Application of Flexible Working Models in Jordan "Investigative Study."

Gender and youth indicators that exceeded annual targets:

FP/RH awareness-raising/capacity-building interventions resulted in the following positive changes in beneficiaries' **knowledge, attitudes, intention to act, and behavior:**

- **Indicator (GXC2):** 75% (2,751/3,668) of participants in ICCS Group Discussion Sessions + ICCS Premarital Counseling workshops + INJAZ Hiwar Al Ajial Debate Sessions + IFH AWSO + TWCS Premarital Counseling workshops exposed to gender concepts reported an “increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities,” compared with a target of 65%.
- **Indicator (1.2.e):** 71% (1,080/1,521) of males reached through ICCS Group Discussion Sessions + ICCS Premarital Counseling workshops + INJAZ Hiwar Al Ajial Debate Sessions + TWCS Premarital Counseling workshops reporting increased agreement that “husband should participate in decisions and practices related to family planning,” compared with a target of 65%.

Gender and youth indicators that met annual targets:

- **Indicator (YXC1):** 96% (1,007/1,043) of youth reached through ICCS Group Discussion Sessions + ICCS Premarital Counseling workshops + INJAZ Hiwar Al Ajial Debate Sessions + TWCS Premarital Counseling workshops expressed their “intention to discuss family-planning use with their partner, during engagement before marriage,” which met the target for the year of 97%.

5.0 COORDINATION, COOPERATION, AND COLLABORATION WITH USAID ACTIVITIES

HSDA: JCAP and HSDA teams closely collaborated in the implementation of community-based activities in support of Ante Alhayat campaign. The collaboration areas covered the selection of the CHCs in JCAP working areas, the design of the community-based activities including the training and communication materials and the integration of the campaign community-based activities within overall CHCs annual plans. JCAP and HSDA teams also cooperated in the preparations for the Behavioral Economics study, where HSDA team helped identify six MOH comprehensive health centers, and mobilize health center teams to participate in the study. JCAP collaborated with HSDA to support the RMS in modifying midwives’ job description allowing for IUD insertion. HSDA has organized training on IUD insertion for RMS midwives which served as an impetus for the RMS director to issue a decree modifying midwives’ job description allowing for IUD insertion.

CITIES: JCAP coordinated with the Jordan Cities Implementing Transparent, Innovative, and Effective Solutions (CITIES) to integrate demographic dividend policies in governorates’ Local Development plans. Both Activities agreed on a joint methodology and timeline. JCAP shared with CITIES the demographic sections developed with Ajloun and Tafilah governorates executive councils, and CITIES ensured that it they were integrated into the local development plans of both governorates.

6.0 ADMINISTRATION AND LOGISTICS

6.1. Staffing

The JCAP staffing structure comprises 26 full-time employees, as presented in the updated organizational chart in [Annex 4](#). Following the staffing changes that occurred throughout FY 18:

Finance and Administration:

- JCAP driver Mr. Khaled Al Masri resigned and completed his work with JCAP on October 26, 2017. Mr. Mahmoud Heraz was hired to replace him on October 22, 2017.
- JCAP receptionist Ms. Reem Darwish completed her work with JCAP on July 12, 2018. Ms. Batoul Fanatseh was hired to replace her on July 1, 2018.

SBCC Component:

- Ms. Dalal Al Masalha joined on December 27, 2017 as SBCC specialist.
- Mr. Ahmad Nofal joined on January 7, 2018, as Senior SBCC Specialist.
- Ms. Nisreen El Tell, Community Marketing Specialist, completed her work with JCAP on August 31, 2018.

Advocacy and Policy Component:

- Ms. Zein Al Majali resigned from the position and completed her work with JCAP in May 2018. Ms. Raya Omari was hired to replace her on July 1, 2018, as Advocacy and Policy Program Coordinator.

6.2. Administration

JCAP received multiple modifications to its Cooperative Agreement throughout FY 18:

- On April 22, 2018 Modification #8 was received to provide incremental funding in the amount of \$4,000,000, bringing the total obligated funding to \$27,942,535. This modification also included amended Cost Share language to revise the reporting requirements for Abt's \$237,077 "Partnership Contribution." It will be reported as a program contribution line item under Cost Share.
- On April 25, 2018, JCAP received USAID Agreement Officer approval to revise the activities under Module 3 and obligate the full \$3,000,000 into the Cooperative Agreement.
- On August 14, 2018, JCAP received Modification #9 to its Cooperative Agreement to incorporate changes to the regulation governing employees of U.S. NGOs.
- On September 18, 2018, Modification #10 obligated additional funding in the amount of \$2,057,333, thereby fully funding the Cooperative Agreement.

6.3. Grants and Subagreements

The purpose of the JCAP grants program is to enable the Jordanian CSOs to actively engage in social and behavior change to increase the use of FP/RH and to foster a more enabling policy environment at the local, governorate, and national levels.

During Q1/FY 18, JCAP prepared for close-out of two grants under JCAP Tranche 1: INJAZ and ICCS. JCAP's total awarded grants through that period were US\$1,176,642. During Q2/FY 18, JCAP closed out two of these two grant agreements (as of January 31, 2018), and on February 15, 2018, awarded three new awards under Tranche 3 to the following recipients:

- 1) IFH, with an amount of JOD214,141 (US\$302,459)
- 2) ICCS, with an amount of JOD130,315 (US\$184,061)
- 3) TWCS, with an amount of JOD 23,896 (US\$33,751);

Throughout Q3 and Q4/FY 18, grants orientation and training was held, and implementation began for the grantees above. Grants awarded under JCAP total JOD 1,201,414 (US \$1,696,913) through Q4.

JCAP issued five fixed-price sub-agreements with a total value of US \$1,290,300 to support the implementation of activities planned under the two main components, Advocacy and Policy, and SBCC, in addition to RME.

ANNEX I: JCAP PERFORMANCE INDICATOR TRACKING TABLE

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
JCAP GOAL: INCREASE USE AND CONTINUATION OF RMNCH+ SERVICES AS SAFE, EFFECTIVE AND ACCEPTABLE WAY TO ENSURE A HEALTHY FAMILY, BUILD A SUSTAINABLE COMMUNITY AND MAINTAIN A SECURE JORDAN											
d. % of newlywed and pregnant women who sought anemia consultation/screening after exposure to the campaign messages	JCAP project records	0	70%	NA	NA	NA	72% (380/526)	NA	NA	NA	Post-tracking Survey
e. % of women with children under 5 who sought anemia consultation/screening for their children after exposure to the campaign messages	JCAP project records	0	45%	NA	NA	NA	48% (188/389)	NA	NA	NA	Post-tracking Survey
a. Twelve month contraceptive discontinuation rate (M-PMP 3.1.1.d)	JPFHS 2012	47.8%								NA	Removed
b. # of acceptors of modern contraceptive methods generated among MWRA reached through household visits	SHOPS Data FY 2014	39,885	NA	NA	NA	NA	NA	31,561	32,444	29,139	Archived
Result 1: Demand for RMNCH+ services increased											

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
I.e % of pregnant or newlywed women who intend to visit health provider for anemia screening	JCAP project records	0	80%	NA	NA	NA	90% (475/526))	NA	NA	NA	Post-tracking Survey
I.f % of mothers of children under 5 who report intending to visit health provider for anemia screening for their children	JCAP project records	0	80%	NA	NA	NA	90% (351/389)	NA	NA	NA	Post-tracking Survey
I.a % of MWRA reached in household visits who acted on an FP voucher received with JCAP support	SHOPS Data FY 2014	58%	NA	NA	NA	NA	NA	NA	64%	59%	Archived
Sub-result 1.2: Improved awareness, knowledge, and attitudes related to RMNCH+											
c. % of target audiences who believe that birth spacing will contribute to better opportunities for parents and children ¹⁰	Pre- and post-tests	0%	67%	NA	NA	NA	71% (407/570)	NA	NA	NA	Pre and Post tests

¹⁰ FY18 actuals covered the data received through July (activities through communities) which matches JCAP FY18 report on DevResult

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
I.c. % of target audiences who recall hearing or seeing specific USG-supported RMNCH+ messages (HL 7.2-1)	Jordan Health Communication Partnership 'Hayati Ahla' Campaign 2010	30%	43% JCAP anemia prevention post-tracking survey	NA	NA	NA	41% (829/2005)	NA	39% JCAP FP/RH campaign – post-tracking survey	NA	Post-tracking Survey
I.d % of target audiences who report an ideal family size of 3 children or fewer	Pre- and post-tests	0%	38%				22% (240/1104)	NA	NA	NA	Pre and Post Tests
I.2.a. # of CSOs implementing SBCC and/or household outreach activities with JCAP support	SHOPS records FY 2015, JCAP records 2014–2017	2	3	NA	3 (carry over)	3 (carry over)	3 (carry over)	8	8	5	CSO reports, JCAP records
I.2.e. % of males reached reporting increased agreement that “Husband should participate in decisions and practices related to family planning”	Pre- and post-tests	0	65%	72% (1009/1408)	NA	NA	63% (71/113)	64%	NA	NA	Pre and Post Tests
I.2.f. # of CSO technical staff who	Pre- and post-tests	0	6	NA	NA	NA	4	NA	NA	NA	Pre and Post Tests

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
have acquired SBCC core competencies											
1.2.g. % of women reached demonstrating improved knowledge of anemia during pregnancy	Pre- and post-tests	0	70%	NA	NA	NA	73% (190/259)	NA	NA	NA	Pre and Post Tests
1.2.h. % of women with children under 5 reached demonstrating improved knowledge of anemia in children	Pre- and post-tests	0%	45%	NA	NA	NA	54% (349/652)	NA	NA	NA	Pre and Post Tests
1.b % of MWRA who have discussed use of FP methods with their spouse in the last 6 months (M-PMP 3.1.3.b)	JCAP _____ Knowledge, Attitudes and Practices Baseline Survey June 2015	51%									Removed
1.2.b # of counseling visits for FP/RH as a result of USG assistance (M-PMP 3.1.1.1.c)	SHOPS data FY 2014	550,470	NA	NA	NA	NA	NA	408,456	413,704	466,961	Archived

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
1.2.c % of MWRA able to demonstrate knowledge of the benefits of FP	JCAP KAP _____ Kno wledge, Attitudes and Practices Baseline Survey June 2015	50%									Removed
1.1.a # of multi-channel communication campaign waves supported by JCAP	NA	0						1	1	1	Archived
Result 2: Enabling Environment for RMNCH+ Improved											
2.b. # of laws/policies/regulations in stages of development (analysis, drafting and consultation, legislative review, approval, implementation) as a result of USG assistance (PMP 3.1.2.2.b)	0	0		2	2	2	2 Stage 1:1 Stage 2:0 Stage 3:0 Stage 4:1 Stage 5:1	3	10	10	JCAP records, policy documents

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
2.c. # of national annual plans that include Demographic Dividend Policies and Programs	JCAP records	0	NA	NA	NA	NA	NA	NA	NA	NA	National annual plans, JCAP records
2.d. # of governorate-led annual development plans that include population data	JCAP records	0	3	NA	NA	NA	2	NA	NA	NA	Annual development plans, JCAP records
2.a Family Planning Effort (FPE) Index Policy sub-component score	2015 Avenir Health Brief: FPE scores in 2014: Jordan	Mean FPE Policy Score for Jordan 62.2									Removed
Sub-Result 2.1: Enhanced capacity of key audiences to advocate for population issues											
2.1.a. # of public activities conducted by JCAP-supported Champions	JCAP records	0	35	0	0	14	0	34	35	8	JCAP records, Champion reports, media products
2.1.b. # of population advocacy initiatives conducted by JCAP-supported Youth	JCAP records	0	5	NA	NA	NA	5	NA	NA	NA	JCAP records

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
Leaders											
Sub-Result 2.2: Strengthened capacity of HPC and MOH to implement FP/RH SBCC, advocacy, and policy initiatives											
2.2.c. # of MOH technical staff who have acquired SBCC core competencies	Pre- and post-tests	0	15	NA	NA	NA	15	NA	NA	NA	Pre and Post Tests
2.2.e # of Population and Family Planning modelling tools used at HPC	JCAP Records	0	NA	NA	NA	NA	NA	NA	NA	NA	JCAP records, HPC reports
2.2.a. # of CSOs receiving USG assistance engaged in health advocacy	NA	NA	NA	NA	NA	NA	NA	5	4 (3 carried over and 1 new)	3	Archived
2.2.b. # of evidence-based advocacy presentations supported by JCAP delivered to stakeholders	NA	NA	NA	NA	NA	NA	NA	0	13	2	Archived
Gender and Youth Cross-Cutting											
GXCI. % of participants with an increased level of	Pre- and post-tests	0	94%	0	0	0	90%	94%	26%	68%	Pre and Post Tests

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
knowledge and understanding of gender equality principles and women's rights as a result of USG interventions (M-PMP 4.1.a)							(1298/1435)				
GXC2. % of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities (M-PMP 4.b) (F-GNDR-4)	Pre- and post-tests	0	65%	78% (1711/2186)	0	0	70% (1040/1482)	64%	51%	NA	Pre and Post Tests
YXC1. % of youth reached who intend to discuss FP use with their partner during engagement before marriage	NA	0	97%	96% (615/647)	NA	NA	99% (392/396)	975	92%	NA	Pre and Post Tests

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
YXC2. % of youth reached who have actively supported FP or gender discussions with peers or community	NA	0	NA					NA	88%	0	Removed
Cross-Cutting											
XC1. # of trainings, workshops, awareness raising or events conducted with JCAP support to increase knowledge/skills	NA	0	600	105	0	48	74	1052	796	92	JCAP records
XC2. # of research studies supported by JCAP providing evidence on population and RMNCH+ issues	NA	0	3	0	0	1	3	2	5	5	Final research reports and other products (PPTs, datasets)
XC3. # of partnerships established by JCAP with governmental, public or private sector organizations, or groups to promote	0	0	NA					2	3	8	Archived

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
FP/RH											
XC4. # of communication and advocacy materials created with JCAP support.	0	0	NA					NA	84	15	Archived
XC5. # of news stories or media presentations linked to JCAP efforts	0	0	NA					14	73	32	Archived
Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
JCAP GOAL: INCREASE USE AND CONTINUATION OF RMNCH+ SERVICES AS SAFE, EFFECTIVE AND ACCEPTABLE WAY TO ENSURE A HEALTHY FAMILY, BUILD A SUSTAINABLE COMMUNITY AND MAINTAIN A SECURE JORDAN											
d. % of newlywed and pregnant women who sought anemia consultation/screening after exposure to the campaign messages	JCAP project records	0	70%	NA	NA	NA	72% (380/526)	NA	NA	NA	Post-tracking Survey

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
e. % of women with children under 5 who sought anemia consultation/screening for their children after exposure to the campaign messages	JCAP project records	0	45%	NA	NA	NA	48% (188/389)	NA	NA	NA	Post-tracking Survey
a. Twelve month contraceptive discontinuation rate (M-PMP 3.1.1.d)	JPFHS 2012	47.8%								NA	Removed
b. # of acceptors of modern contraceptive methods generated among MWRA reached through household visits	SHOPS Data FY 2014	39,885	NA	NA	NA	NA	NA	31,561	32,444	29,139	Archived
Result 1: Demand for RMNCH+ services increased											
l.e % of pregnant or newlywed women who intend to visit health provider for anemia screening	JCAP project records	0	80%	NA	NA	NA	90% (475/526))	NA	NA	NA	Post-tracking Survey

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
I.f % of mothers of children under 5 who report intending to visit health provider for anemia screening for their children	JCAP project records	0	80%	NA	NA	NA	90% (351/389)	NA	NA	NA	Post-tracking Survey
I.a % of MWRA reached in household visits who acted on an FP voucher received with JCAP support	SHOPS Data FY 2014	58%	NA	NA	NA	NA	NA	NA	64%	59%	Archived
Sub-result 1.2: Improved awareness, knowledge, and attitudes related to RMNCH+											
c. % of target audiences who believe that birth spacing will contribute to better opportunities for parents and children	Pre- and post-tests	0%	67%	NA	NA	NA	71% (407/570)	NA	NA	NA	Pre and Post tests
I.c. % of target audiences who recall hearing or seeing specific USG-supported RMNCH+ messages (HL 7.2-1)	Jordan Health Communication Partnership 'Hayati Ahla' Campaign 2010	30%	43% JCAP anemia prevention post-tracking survey	NA	NA	NA	41% (829/2005)	NA	39% JCAP FP/RH campaign – post-tracking survey	NA	Post-tracking Survey

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
1.d % of target audiences who report an ideal family size of 3 children or fewer	Pre- and post-tests	0%	38%				22% (240/1104)	NA	NA	NA	Pre and Post Tests
1.2.a. # of CSOs implementing SBCC and/or household outreach activities with JCAP support	SHOPS records FY 2015, JCAP records 2014–2017	2	3	NA	3 (carry over)	3 (carry over)	3 (carry over)	8	8	5	CSO reports, JCAP records
1.2.e. % of males reached reporting increased agreement that “Husband should participate in decisions and practices related to family planning”	Pre- and post-tests	0	65%	72% (1009/1408)	NA	NA	63% (71/113)	64%	NA	NA	Pre and Post Tests
1.2.f. # of CSO technical staff who have acquired SBCC core competencies	Pre- and post-tests	0	6	NA	NA	NA	4	NA	NA	NA	Pre and Post Tests
1.2.g. % of women reached demonstrating improved knowledge of anemia during pregnancy	Pre- and post-tests	0	70%	NA	NA	NA	73% (190/259)	NA	NA	NA	Pre and Post Tests

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
1.2.h. % of women with children under 5 reached demonstrating improved knowledge of anemia in children	Pre- and post-tests	0%	45%	NA	NA	NA	54% (349/652)	NA	NA	NA	Pre and Post Tests
1.b % of MWRA who have discussed use of FP methods with their spouse in the last 6 months (M-PMP 3.1.3.b)	JCAP _____ Knowledge, Attitudes and Practices Baseline Survey June 2015	51%									Removed
1.2.b # of counseling visits for FP/RH as a result of USG assistance (M-PMP 3.1.1.1.c)	SHOPS data FY 2014	550,470	NA	NA	NA	NA	NA	408,456	413,704	466,961	Archived
1.2.c % of MWRA able to demonstrate knowledge of the benefits of FP	JCAP KAP _____ Knowledge, Attitudes and Practices	50%									Removed

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
	Baseline Survey June 2015										
1.1.a # of multi-channel communication campaign waves supported by JCAP	NA	0						1	1	1	Archived
Result 2: Enabling Environment for RMNCH+ Improved											
2.b. # of laws/policies/regulations in stages of development (analysis, drafting and consultation, legislative review, approval, implementation) as a result of USG assistance (PMP 3.1.2.2.b)	0	0		2	2	2	2 Stage 1:1 Stage 2:0 Stage 3:0 Stage 4:1 Stage 5:1	3	10	10	JCAP records, policy documents
2.c. # of national annual plans that include Demographic Dividend Policies and Programs	JCAP records	0	NA	NA	NA	NA	NA	NA	NA	NA	National annual plans, JCAP records
2.d. # of governorate-led annual development plans that include	JCAP records	0	3	NA	NA	NA	2	NA	NA	NA	Annual development plans, JCAP

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
population data											records
2.a Family Planning Effort (FPE) Index Policy sub-component score	2015 Avenir Health Brief: <i>FPE scores in 2014: Jordan</i>	Mean FPE Policy Score for Jordan 62.2									Removed
Sub-Result 2.1: Enhanced capacity of key audiences to advocate for population issues											
2.1.a. # of public activities conducted by JCAP-supported Champions	JCAP records	0	35	0	0	14	0	34	35	8	JCAP records, Champion reports, media products
2.1.b. # of population advocacy initiatives conducted by JCAP-supported Youth Leaders	JCAP records	0	5	NA	NA	NA	5	NA	NA	NA	JCAP records
Sub-Result 2.2: Strengthened capacity of HPC and MOH to implement FP/RH SBCC, advocacy, and policy initiatives											
2.2.c. # of MOH technical staff who have acquired SBCC	Pre- and post-tests	0	15	NA	NA	NA	15	NA	NA	NA	Pre and Post Tests

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
core competencies											
2.2.e # of Population and Family Planning modelling tools used at HPC	JCAP Records	0	NA	NA	NA	NA	NA	NA	NA	NA	JCAP records, HPC reports
2.2.a. # of CSOs receiving USG assistance engaged in health advocacy	NA	NA	NA	NA	NA	NA	NA	5	4 (3 carried over and 1 new)	3	Archived
2.2.b. # of evidence-based advocacy presentations supported by JCAP delivered to stakeholders	NA	NA	NA	NA	NA	NA	NA	0	13	2	Archived
Gender and Youth Cross-Cutting											
GXCI. % of participants with an increased level of knowledge and understanding of gender equality principles and women's rights as a result of USG interventions (M-	Pre- and post-tests	0	94%	0	0	0	90% (1298/1435)	94%	26%	68%	Pre and Post Tests

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
PMP 4.1.a)											
GXC2. % of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities (M-PMP 4.b) (F-GNDR-4)	Pre- and post-tests	0	65%	78% (1711/2186)	0	0	70% (1040/1482)	64%	51%	NA	Pre and Post Tests
YXC1. % of youth reached who intend to discuss FP use with their partner during engagement before marriage	NA	0	97%	96% (615/647)	NA	NA	99% (392/396)	975	92%	NA	Pre and Post Tests
YXC2. % of youth reached who have actively supported FP or gender discussions with peers or community	NA	0	NA					NA	88%	0	Removed
Cross-Cutting											
XC1. # of trainings, workshops, awareness	NA	0	600	105	0	48	74	1052	796	92	JCAP

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				
raising or events conducted with JCAP support to increase knowledge/skills											records
XC2. # of research studies supported by JCAP providing evidence on population and RMNCH+ issues	NA	0	3	0	0	1	3	2	5	5	Final research reports and other products (PPTs, datasets)
XC3. # of partnerships established by JCAP with governmental, public or private sector organizations, or groups to promote FP/RH	0	0	NA					2	3	8	Archived
XC4. # of communication and advocacy materials created with JCAP support.	0	0	NA					NA	84	15	Archived
XC5. # of news stories or media presentations linked to JCAP efforts	0	0	NA					14	73	32	Archived

Indicator	Baseline Source & Date	Baseline Value	FY 18 Target	FY 18 Actuals				FY 17 Actual	FY 16 Actual	FY 15 Actual	Data Source
				Q1	Q2	Q3	Q4				

ANNEX 2: QUARTERLY MILESTONES TABLE

Planned Outputs	FY 18 Quarter 4	Progress to date	Next steps	Comments
I. COMPONENT 1: FP SBCC SYSTEMIC CAPACITY BUILDING AND RMNCH+ CAMPAIGN				
I.1 SBCC programs sustainability				
Systemic capacity building program designed and implemented	SBCC systemic capacity building workshops implemented (Q3)	Completed		
	JCAP SBCC modules and tools handover packages developed and transferred (Q3)	Delayed		Content reviewed and design initiated. Handover is expected to be completed by Q1/FY 19
	Mentoring program initiated	Delayed		JCAP will agree with HCAD new director on the final mentoring plan by early October, 2018
	HCAD OS reviewed and modification suggested	Completed		
I.1.2. SBCC capacity of CSOs				
CSOs SBCC systemic capacity building program designed and implemented	SBCC systemic capacity building workshops implemented (Q3)	Completed		
	JCAP SBCC modules and			

Planned Outputs	FY 18 Quarter 4	Progress to date	Next steps	Comments
	tools handover packages transferred (Q3) CSOs OS reviewed and modification suggested Mentoring program initiated	Delayed Completed Canceled		
I.2. Increase demand for RMNCH+ services				
I.2.1. RMNCH+ SBCC campaign				
Mass media first wave implemented	Wave one evaluation research implemented	Completed		
Community based activities implemented	One-month implemented	Completed		
Mass media second wave implemented (FY 19)				
I.3. Design and implement innovative SBCC tools and activities				
I.3.1. AWSO™ toolkit				
I.3.1. RAFFAHIE tool				
I.3.1. Behavioral Economics (BE) intervention				
Behavioral Economics (BE) analysis completed and intervention implemented	BE Research final report approved	Completed		Refer to 4.1.2.
I.4. Design and implement FP SBCC grants				
I.4.1. Extended tranche I grant				

Planned Outputs	FY 18 Quarter 4	Progress to date	Next steps	Comments
1.4.1.1 ICCS Group Discussion for Women and Men				
1.4.2. Tranche 3 grants				
ICCS Premarital counseling workshops and RAFFAHIE events implemented	Quarter 2 activities implemented	Completed		
TWCS premarital counseling activity implemented	Quarter 2 activities implemented	Completed		
IFH AWSO™ activity implemented	Quarter 2 activities implemented	Completed		
1.5. Support HPC to advocate for balanced population growth and demographic opportunity through media				
1.5.1. Population media strategy with JMI				
2. COMPONENT 2: INCREASING NATIONAL LEADERSHIP OVER DEMOGRAPHIC dividend policies and programs				
2.1. Fostering national leadership over Demographic Dividend Policies and Programs				
2.1.1. Review the national RH/FP strategy				
Qualitative assessment of policies to achieve the Demographic Dividend	Assessment consultant recruited(Q1)	Delayed		Change in process: FP Costed Implementation Plan will be developed in collaboration with HFG.
	Seven interviews conducted (Q2)	Modified		
	Six focus group discussions conducted	Modified		

Planned Outputs	FY 18 Quarter 4	Progress to date	Next steps	Comments
	(Q2) Assessment report finalized (Q3)	Modified		
Review of the National RH/FP Strategy	Desk review and indicators' analysis completed (Q3) Validation workshop conducted Assessment report delivered	Completed Completed Delayed		
2.1.2. Jordan national workshop on achieving the Demographic Dividend				
National workshop implemented	Preparation steps completed (Q3) National workshop conducted Workshop report finalized	Modified Modified Modified		Linked 2.1.1.
2.1.3. Develop National RH strategy (2019-2023)				
National RH strategy produced	Scope of work finalized (Q3) Consultant hired (Q3) Workshop with main stakeholders to agree on	Canceled		Linked to 2.1.1. United Nations Population Fund is taking over this activity.

Planned Outputs	FY 18 Quarter 4	Progress to date	Next steps	Comments
	strategy development process (Q3) Strategy development support team formed Orientation meeting for support team conducted Strategic planning workshop conducted Steering committee formed			
2.1.4 Integrate Demographic Dividend Policies and Programs on the National Level				
National plans (government and semi government) include Demographic Dividend Policies and Programs	Seven training workshops on population analysis and planning implemented	Completed	JCAP to follow-up with Ministries on integration of demographic indicators within Ministerial plans	Based on HPC recommendation five workshops will be held instead of seven with demographic dividend liaison officers to develop ministerial plans according to DD monitoring framework. Outcomes: ten Ministerial plans integrating DD indicators

ANNEX 5: JCAP MEDIA COVERAGE FOR FY 18

Brief Description	Date Released	Channel	Direct Mention of USAID	Language	Links
Radio Interviews in Support of the National Anemia Prevention Campaign					
Dr. Haddel Al SAeh, Head of Child Health Section at MOH/WCHD	February 15, 2018	Rotana FM	Yes	Arabic	NA
Interview conducted with Dr. Hanan Al Najmi, Head of Mother Health Section	February 19, 2018	Hala FM	Yes	Arabic	NA
Interview conducted with Dr. Fatimah Khalifa, Director of MOH/HCAD	February 19, 2018	Amen FM	Yes	Arabic	NA
Dr. Randa Baqaeen, Media and Communication Section Head at MOH/HCAD	February 21, 2018	Hayat FM	Yes	Arabic	NA
TV interviews in Support of the National Anemia Prevention Campaign (MOH)					
Dr. Randa Baqaeen, Media and Communication Section Head at MOH/HCAD	February 19, 2018	Ro'ya TV	Yes	Arabic	https://bit.ly/2FfXONp
Dr. Fatima Khalifa, Director of MOH/HCAD	February 23, 2018	JRTV	Yes	Arabic	https://bit.ly/2qXpQcm
Press releases covering the HPC Training Workshop for Journalists on Population Issues					

The press release covers the Training workshop on population and media for journalists conducted in partnership with HPC	February 27, 2018	Petra, Madina News, Madar Al Sa'a	No	Arabic	https://bit.ly/2Fgxjr8 https://bit.ly/2Hvs0WV https://bit.ly/2jsjEQb
Press Release Covering HPC Workshops for Integrating Demographic Dividend Policies in Development Plans					
The releases cover the HPC series of workshops in integrating demographic indicators in local development plans	March 13, 2018	Madar Al Sa'a	No	Arabic	https://bit.ly/2HrAyCf
	March 20, 2018	Al Rai			https://bit.ly/2FfD5JC
	March 26, 2018	Petra			https://bit.ly/2qYMznn
Press release covering the issuance of Flexible Working Models Instructions					
A press release covering HPC board meeting in which HPC highlighted its upcoming activities including the work on FWM	March 31, 2018	Al Rai	Yes	Arabic	https://bit.ly/2FiHwDK
Press releases covering the PIL Signing Ceremony for FWM bylaws					
The press releases cover the PIL Signing between USAID, MOL, and HPC to activate the Flexible Working Model bylaws regulations	From April 1 through April 6, 2018	Petra, AlGhad, AlRai, assabeel, ammon news, addostour	Yes	Arabic	https://bit.ly/2LMHWtg https://bit.ly/2AjhG5c https://bit.ly/2LXpxXz https://bit.ly/2LXUs62 https://bit.ly/2KM2IoD
TV reportage about FWM bylaws PIL signing ceremony					
The reportage featured USAID Acting Mission Director, Minister of Labor, and HPC Secretary General during the	19 April, 2018	Ro'ya TV	Yes	Arabic	https://youtu.be/Nw3aon58GY0

signing ceremony and interviewed both the Minister and HPC Secretary General					
Radio interviews discussed the demographic dividend, and the FP/RH National Strategy					
Eng. Maysoon Al Zoubi, HPC Secretary General and Dr. Sawsan Daaja, HPC Programs Manager	5 May, 2018	Radio Jordan	No	Arabic	Not available
Radio interviews discussed the Dem-Div and the important role of journalism in promoting and increasing awareness of demographic dividend					
Dr. Sawsan Daaja, HPC Programs Manager, and Dr. Basim Altweissi, Dean of the Jordan Media Institute	Sawt AlKarak Radio	28 June, 2018	No	Arabic	Not available
Press Release Covers the Launching of National Population Media Strategy					
	Jordan Times, AlRai, Al Ghad, Petra, Addustour	13 May, 2018			https://bit.ly/2uY3GbJ https://bit.ly/2k1LbO0 https://bit.ly/2Lz7f2H https://bit.ly/2AgxrKg https://bit.ly/2NOSWTG

ANNEX 6: TRANCHE I EXTENDED GRANTS BEHAVIORAL AND ADVOCACY OUTCOMES AND RESULTS (END OF PROJECT)

INJAZ End of Grant Cumulative Results *Hiwar Al Ajyal – Gender Equality*

INJAZ conducted 22 gender equality debate sessions from May 2017 through January 2018 through its Hiwar Al Ajyal program. The sessions reached 173 males and 280 females. Demographic details and results for participants¹¹ who completed the pre- and post-test questionnaires are in the following table:

Demographic Details		Number	%
Sex	Male	135	40%
	Female	200	60%
Age Groups	10-17	2	1%
	18-29	324	97%
	30-49	7	2%
	50+	2	1%
Nationality	Jordanian	329	98%
	Syrian	4	1%
	Other	2	1%

Knowledge Change:

- 49% (133/269) of participants reported improved post-lecture knowledge about family planning and its benefits

Attitude Change:

- 42% (86/207) of participants shifted their preference from four children or more to three children or less
- 70% (209/299) of participants reported increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities
- 62% (163/263) of participants reported increased agreement that expanding flexible work models contributes to women's increased participation in the labor force
- 65% (151/233) of participants reported increased agreement that establishing nurseries at public and private sector workplaces would increase participation of women in the labor force

¹¹ Results apply only to participants with potential to improve their scores as per their pre-test responses. Those who had the same responses for pre- and post-tests are not included in results.

- 60% (141/236) of participants reported increased agreement with the concept “A smaller family size gives the parents the opportunity to provide sufficient time and care to children compared to a larger family size”
- 68% (147/217) of participants reported increased agreement with the concept that family planning contributes to increasing the individual's share of natural resources, including water and energy
- 65% (138/211) of participants reported increased agreement with the concept that family planning contributes to higher efficiency of education and health services

Intentions:

- 76% (229/301) of participants reported their intention to participate in advocacy campaigns addressing adoption of flexible work models for women
- 72% (218/304) of participants reported their intention to participate in advocacy campaigns addressing Labor Law Article 72, which mandates establishment of nurseries in public and private workplaces

Hiwar Al Ajyal – Family Planning

INJAZ conducted 22 family planning debate sessions from May 2017 through January 2018 through its Hiwar Al Ajyal program. The sessions reached 281 females and 181 males. Demographic details and results for participants¹² who completed the pre- and post-test questionnaires are in the following table:

Demographic Details		Number	%
Sex	Male	148	41%
	Female	209	59%
Age Groups	10-17	0	0%
	18-29	352	99%
	30-49	5	1%
	50+	0	0%
Nationality	Jordanian	341	96%
	Syrian	12	3%
	Other	4	1%

¹² Results apply only to participants with potential to improve their scores as per their pre-test responses. Those who had the same responses for pre- and post-tests are not included in results.

Knowledge Change:

- 65% (187/287) of participants reported improved post-lecture knowledge about family planning and its benefits

Attitude Change:

- 26% (62/240) of participants shifted their preference from four children or more to three children or less
- 53% (101/190) of participants reported increased agreement with the concept that spacing births by at least two years contributes to a better life for parents and their children, thus have positive impacts on the family and society
- 60% (159/264) of participants reported increased agreement that family planning should start during a couple's engagement – discussing number of children, birth spacing, and time of delivery of first child
- 62% (150/243) of participants reported increased agreement with the positive implications of delaying the birth of the first child
- 55% (122/223) of participants reported increased agreement that the decision to have children should be a joint decision by couples
- 57% (51/90) of male participants reported increased agreement that the husband has to take part in family planning decisions and practices
- 58% (139/239) of participants reported increased agreement with the concept, "Smaller family size gives the parents the opportunity to provide sufficient time and care to children compared to larger family size"
- 56% (130/234) of participants reported increased agreement that family planning contributes to increasing the individual's share of natural resources (water and energy)
- 58% (111/190) of participants reported increased agreement that family planning contributes to increased efficiency of education and health services

Intentions:

- 95% (296/311) of youth participants reported their intention to discuss family planning use with their future partner during engagement
- 96% (313/327) of participants reported their intention to plan for their lives and future family

ICCS End of Grant Cumulative Results

ICCS conducted 323 group discussions on family planning from February through December 2017. 191 sessions reached 5,107 males, and 132 sessions reached 3,761 females. Demographic details and results for participants¹³ who completed the pre- and post-test questionnaires are in the following table:

Demographic details		Number	%
Sex	Females	3204	40%
	Males	4714	60%
Age Groups	17_10	724	9%
	18-29	2240	28%
	30-49	3822	48%
	50+	1132	14%
Nationality	Jordanian	5781	73%
	Syrian	2032	26%
	Other	105	1%

Knowledge Self Rating:

- 70% (5007/7099) of participants reported improved post-lecture knowledge regarding family planning and its benefits

Attitude Change:

- 38% (2659/6910) of participants shifted their preference from four children or more to three children or less
- 64% (4513/7049) of respondents reported increased agreement on the concept that modern family planning methods are more effective than traditional ones
- 66% (4821/7247) of respondents reported increased agreement on that modern family planning methods can be used safely
- 67% (2566/3797) of male respondents reported increased agreement that the husband has to take part in family planning decisions and practices
- 65% (865/1331) of participants reported increased agreement with the concept that spacing births by at least two years contributes to better life for parents and their children, thus have positive impacts on the family and society
- 71% (5577/7833) of participants reported increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities

¹³ Results apply only to participants with potential to improve their scores as per their pre-test responses. Those who had the same responses for pre- and post-tests are not included in results.

Intention to Act:

- 97% (1524/1574) of participants reported their intention to discuss family planning use with their future partner during engagement
- 90% (1905/2116) of participants reported their intention to consult a health service provider to adopt a modern family planning method

ANNEX 7: TRANCHE 3 GRANTS BEHAVIORAL OUTCOMES AND RESULTS

Islamic Center Charity Society (ICCS)

Premarital Counseling Workshops (July – Sep 2018):

ICCS conducted 55 premarital counseling workshops (29 for females and 26 for males) from July through September, 2018 reaching a total of 961 participants (589 females and 372 males). Below are the demographic details and results¹⁴ for participants with full pre and post answers:

Demographic Details- Females		Number	%
Sex	Females	568	62%
	Males	349	38%
Age Groups	10-17	54	6%
	18-29	812	89%
	30-49	50	5%
	50+	1	0%
Nationality	Jordanian	741	81%
	Syrian	145	16%
	Other	31	3%

Knowledge Self Rating:

- 90% (832/929) of participants reported improved post-lecture knowledge about family planning and its benefits
- 92% (859/932) of participants exposed to gender concepts demonstrated an “increased level of knowledge and understanding of gender equality principles and women’s rights”.

Attitude Change:

- 44% (327/748) of participants shifted their preference from four children or more to three children or less
- 71% (424/600) of participants reported increased agreement with the concept planning for the future is required in all aspects of life, such as planning for education, profession, and the future family.
- 72% (246/342) of female participants reported increased agreement with the concept that birth spacing contributes to a better life for parents and their children, thus having positive impacts on the family and society.

¹⁴ Results apply only to participants with potential to improve their scores as per their pre-test responses.

- 70% (537/762) of participants reported increased agreement with the positive implications of delaying the birth of the first child.
- 76% (649/858) of participants reported increased agreement on effectiveness of modern family planning methods compared with traditional ones
- 76% (681/894) of participants reported increased agreement on safe use of modern family planning methods
- 62% (171/276) of male participants reported increased agreement with the concept that the husband has to take part in family planning decisions and practices.
- 76% (716/943) of participants reported increased agreement with the concept that males and females should have equal access to social, economic and political opportunities

Intentions:ⁱ

- 98% (787/806) of participants reported their intention to discuss FP use with their future partner, during engagement before marriage.

Tafilah Women Charitable Association (TWCS) Premarital Counseling Workshops (End of grant results Jun-Oct 2018):

TWCS conducted 12 premarital counseling workshops (6 for females and 6 for males) from June through Oct, 2018 reaching a total of 182 participants (91 females and 91 males). Below are the demographic details and results¹⁵ for participants with full pre and post answers:

Demographic Details- Females		Number	%
Sex	Females	91	50%
	Males	91	50%
Age Groups	10-17	0	0%
	18-29	181	99%
	30-49	1	1%
	50+	0	0%
Nationality	Jordanian	182	100%
	Syrian	0	0%
	Other	0	0%

¹⁵ Results apply only to participants with potential to improve their scores as per their pre-test responses.

Knowledge Self Rating:

- 77% (126/163) of participants self-reported increased knowledge about the family Planning topic and its benefits.
- 79% (125/158) of participants exposed to gender concepts demonstrated an “increased level of knowledge and understanding of gender equality principles and women’s rights”.

Attitude Change:

- 10% (9/94) of participants shifted their preference from four children or more to three children or less
- 55% (68/123) of participants reported increased agreement with the concept planning for the future is required in all aspects of life, such as planning for education, profession, and the future family.
- 64% (28/44) of female participants reported increased agreement with the concept that birth spacing contributes to a better life for parents and their children, thus having positive impacts on the family and society.
- 60% (86/144) of participants reported increased agreement with the positive implications of delaying the birth of the first child.
- 38% (26/68) of male participants reported increased agreement with the concept that the husband has to take part in family planning decisions and practices.
- 66% (109/165) of participants reported increased agreement on effectiveness of modern family planning methods compared with traditional ones
- 62% (107/173) of participants reported increased agreement on safe use of modern family planning methods
- 68% (120/176) of participants reported increased agreement with the concept that males and females should have equal access to social, economic and political opportunities

Intentions:ⁱⁱ

- 100% (161/161) of participants reported their intention to discuss FP use with their future partner, during engagement before marriage.

Institute for Family Health (IFH)

Arab Women Speak Out workshops (AWSO®) (Jul – Sep 2018):

IFH conducted 89 Arab Women Speak Out workshops from July through September 2018 reaching a total of 2136 MWRAAs. Below are the demographic details and results 16 for participants with full pre and post answers:

Demographic Details- Females		Number	%
Sex	Females	2123	100%
Age Groups	10-17	6	0%
	18-29	481	23%
	30-49	1636	77%
	50+	0	0%
Nationality	Jordanian	1837	87%
	Syrian	242	11%
	Other	44	2%

Knowledge Self Rating:

- 90% (1689/1873) of participants self-reported increased knowledge about the family Planning topic and its benefits.
- 93% (1861/2000) of participants exposed to gender concepts demonstrated an “increased level of knowledge and understanding of gender equality principles and women’s rights”.

Attitude Change:

- 20% (325/1610) of participants shifted their preference from four children or more to three children or less
- 71% (603/843) of participants reported increased agreement with the concept that birth spacing contributes to a better life for parents and their children, thus having positive impacts on the family and society.
- 69% (1135/1640) of participants reported increased agreement on effectiveness of modern family planning methods compared with traditional ones
- 69% (1246/1818) of participants reported increased agreement on safe use of modern family planning methods
- 72% (1492/2070) of participants reported increased agreement with the concept that males and females should have equal access to social, economic and political opportunities

¹⁶ Results apply only to participants with potential to improve their scores as per their pre-test responses.

ANNEX 8: MEDIA PROFESSIONALS ADVOCACY PLANS

#	Organization	Participant	Plan
1	Alghad Newspaper	Samah Baibars	1. Will link the expected population of Syrian refugees in 2040 and 2050 and the demographic opportunity 2. Will analyze the level of education today, its outputs, and the need for reform in this sector in consideration of the demographic opportunity 2040.
2	Amen FM radio station	Yazan Almomani	3. Will develop a weekly radio program to talk about: <ul style="list-style-type: none"> • Population issues • Report from radio reporters in the governorates about the services presented to citizens and the effect of the services on the population • Family planning • Promoting investments in the governorates • Raising awareness about vocational work • Women participation
3	Abdulhafith Alhrouit	Madar Alsa'a news website	4. Will write an article in which he tackles a population issue such as: <ul style="list-style-type: none"> • The negative effects of population, especially on unemployment • Youth: The role in population planning
4	Rolla Hazeen	Social Media Influencer	5. Will focus on sending messages through social media targeting youth to raise their awareness about the demographic opportunity.
5	Ansam Saleh	Nisan News Website	6. Will focus on writing articles through a website targeting youth to raise their awareness about the demographic opportunity.
6	Abdullah Alkasasbeh	Sawt Alkarak Radio Station	7. Will focus on sending messages targeting youth to raise their awareness about the demographic opportunity.
7	Ayman Alshweiki	Hawa Amman Radio Station	8. Will dedicate a segment in his personal morning show to talk about population issues such as supporting subject matter experts' role in community development, especially from a population perspective.
8	Amjad Alkraimeen	Media College at Middle East University	9. Will send messages through his personal network for youth to raise their awareness about population issues.
9	Razan Almajali	Alrai newspaper	10. Will write in the Abwab Section about population issues such as the effect of Syrian refugees on the Jordanian community from different angles.
10	Kamal Zakarneh	Addostour Newspaper	11. Will write a complete plan on the effect of Syrian refugees on the demographic opportunity.
11	Mais Alhaj Ahmed	Almamlaka TV Chanel	12. Will prepare infographic about the marriage of minors.
12	Soliamn Alalaidi	Sawt Aljanoub	13. Will develop an infographic on the population issue to

#	Organization	Participant	Plan
		Radio Station	present on radio's social media channels such as Facebook and also interviews with relevant officials to broadcast on radio.
13	Maheer Alshraideh	Jordanian News Agency Petra	14. Will develop radio programs to talk about population issues and articles to publish on Petra News Agency and high profile news websites such as Amon and Saraya.
14	Yassin Alodat	Jordan Army Radio station	15. Will develop radio programs to talk about population issues and articles to publish on Petra News Agency and high profile news websites such as Amon and Saraya.
15	Arwa Alzubi	Jordan TV	16. Will continue her coverage on population issues through the Yom Jadeed TV program.
16	Yassin Alqaissi from included in	Jordan Radio Station	17. Will include developing radio episodes and radio reports about population issues.
17	Omar Hijawi	Farah Alnas Radio Station	18. Will include developing radio segments to broadcast by hosting guests or by developing programs specific to population issues.
18	Abdullah Also'ob	Sawt Alkarak Radio station	19. Will develop short flash videos that will send messages on population issues to share through the Facebook page of the station.
19	Samir Alzyod	Almamlaka TV Chanel	20. Will develop a video report about the health services in Jordan and their effects on population issues.

ANNEX 9: FWM STUDY MAIN FINDINGS

The “**Application of Flexible Working Models in Jordan Investigative Study**” indicated the following facts:

- **One in five** companies applies at least one form of flexible working models.
- **95%** of firms implementing flexible working models observed positive impact on their operations.
- **65%** of firms noted that the implementation of the flexible working models attracted highly qualified staff.
- **60%** of firms said that the implementation of the flexible working models increased the employability and retention of women in their work force.
- **70%** of firms confirmed that the implementation of the flexible working models increased work productivity.
- **100%** of firms indicated that employees benefiting from the implementation of the flexible working models have high job satisfaction.
- The most common forms of flexible working models were the compressed work week and flexible working hours

- Only **35%** of firms implementing flexible working model have written policies.
- **65%** of firms implement flexible working models on an ad hoc basis.

ANNEX 10: SUCCESS STORY

JCAP Training on Leadership in Social and Behavior Change Communication for Jordan Government and Civil Society Organizations: Towards Sustainable SBCC Programs for Family Planning

The Abt-led USAID Jordan Communication, Advocacy, and policy (JCAP) Activity successfully concluded its 10-day comprehensive training workshop on Social and Behavior Change Communication (SBCC) for the Jordan Ministry of Health (MOH) and Civil Society Organizations (CSOs) in Aqaba from August 5 to August 15, 2018. Eighteen staff from the MOH/Health Communication and Awareness Directorate (HCAD) and Women and Child Health Directorate (WCHD) attended the workshop, in addition to seven CSOs, including current and previous JCAP grantees.



Participants concluding the workshop with the presence of the MOH Secretary General Assistant for health care affairs and USAID/PFH office representative

In his opening remarks, the Secretary General Assistant for health care affairs Dr. Ayoub al Sayaydeh highlighted the importance of the training to respond to the Ministry's urgent priorities in building staff competencies to design, implement, and evaluate effective SBCC programs focusing on reproductive health and family planning (RH/FP). He underscored the value of the workshop in establishing a solid foundation for the MOH five-year SBCC strategic plan for FP that will be implemented by MOH/HCAD and WCHD through the upcoming USAID direct funding award.

The workshop walked the participants through the C-Model¹⁷ stages for SBCC programs including: understanding the situation, focusing and designing, creating, implementing and monitoring, evaluating and re-planning. The pre-post analysis of the workshop indicated that 78 % of participants improved knowledge on how to design SBCC programs using evidence and research, and developing communication materials in a creative manner,

MOH and CSOs' participants collaborated to develop an initial draft of the MOH five-year SBCC FP strategic plan, paving the way for potential partnerships to implement community-based interventions.

The MOH/WCHD and HCAD Directors praised the quality of the workshop's practical learning opportunity offered to both directorates to design evidence-based SBCC programs, apply behavioral

¹⁷ C-change model: Communication for Change <https://bit.ly/2I8PdPR>

science to the design of interventions and materials, effectively manage implementation, and use research consistently to monitor programs and measure outcomes.

From the CSOs' perspective, the Project Development and Fundraising Manager at Sisterhood is Global Institute Ms. Aroub Al Khateeb, a previous JCAP grantee, contended that bringing together CSOs and the MOH opens new possibilities for joint efforts to maximize cost-effectiveness and impact of social and behavior change efforts in FP.

Following the workshop, JCAP will support both MOH Directorates to finalize the MOH five-year SBCC FP strategic plan and will hand over all its SBCC communication kits and materials.

ANNEX 11: JCAP IMPLEMENTED ACTIVITIES FOR ACTIVITIES FOR FY18

JCAP Implemented Activities for October - December 31, 2017					
Day/Time	Event/Activity	Objective	Partners	Location	No. of Attendance
5 & 11 October, 2017 9:00 AM- 3:00 PM	HPC assessment on advocacy workshop	To administer advocacy assessment tool for HPC	HPC	JCAP	10
16 October, 2017 11:00 am – 5:00 pm	INJAZ Hiwar program champions and facilitators refresher meeting	To review and identify challenges in implementing Hiwar sessions and to present the modified policies and RAPID updated tools	INJAZ	JCAP	11
November 26 th , 2017 Sunday, 9:00 a.m. -3:00 p.m.	Consultative workshop on developing the instructions of FWM bylaws	To develop a draft instructions of FWM bylaws	MOL	Geneva Hotel	21
Nov. 28 & 29, 2017 Monday and Tuesday 9:30 a.m.-2:00p.m.	CHC RMNCH+ campaign orientation workshop	To develop joint action plan for community based activities related to RMNCH+ campaign in JCAP working areas	MOH/HCAD	Geneva Hotel	90
December 5 th , 2017 Tuesday 12:00-2:00p.m.	Validation and operational plan development workshop	To validate the National Population Strategy and develop jointly the operational plan	JMI	Landmark Hotel	49

January 17 th , 2018 11:00 AM- 1:00 PM	Dissemination of the Gender study: Exploring Gender Norms and Family Planning in Jordan	Disseminate the gender study findings among partners and stakeholders.	USAID	Geneva Hotel	38
January 23 , 2018 11:00 AM – 1:00 PM	Dissemination of the Gender study: Exploring Gender Norms and Family Planning in Jordan	Disseminate the gender study findings with in depth discussion among Gender focal points in Jordan	None	JCAP	12
January 11 th , 2018	Presentation of Anemia prevention campaign material	Present creative artwork, TVCs and Radio production for the RMNCH+ campaign to USAID	None	JCAP	Estimated 15
Feb 15, 2018 10:00 AM- 12:00 PM	Orientation meeting with social media influencers for Anemia campaign	Introduce Anemia campaign to selected social media influencers who known interested in motherhood and pregnancy issues and to gain their support for the campaign	None	JCAP	9
February 6 & 20, 2018 9:00 AM – 3:30 PM	Breast Milk Substitute awareness sessions	Raise awareness about bylaws regulating BMS	MOH	Geneva Hotel	Feb 6: 40 Feb 20: 42
February 11-13, 2018 9:30 AM-2:30 PM	MOH/WCHD training workshop for Anemia prevention campaign	Train MOH WCHD/ supervisors from governorate MOH directorate on facilitating Anemia prevention campaign community based activities.	MOH	Geneva Hotel	Feb 11: 56 Feb 12: 32 Feb 13: 31
February 26-27, 2018 9:30 AM-2:30 PM	Media Advocacy and Population Issues: Part I Theoretical	Create a pool of media professionals specialized in population issues leading media	HPC and JMI	HPC	Feb 26: 15 Feb 27: 15

	Background	advocacy on the Demographic Opportunity			
March 4 – 8, 2018 9:00 AM – 3:00 PM	Training workshop on population and media	Build the capacities of media professionals to advocate for population issues.	HPC, JMI	JMI	27
March 6/13/20, 2018 9:00 AM – 3:30 PM	BMS awareness sessions	Raise awareness about bylaws regulating BMS	MOH	Geneva Hotel	26
March 12, 2018 1:30 PM- 2:30 PM	Gender /family planning conceptual framework report results in premier presentation event	Premiere: Share results of the gender/family planning conceptual framework report with USAID mission gender focal points	Iris Group	USAID	Estimated: 15
March 12,14, 18, 2018 10:00 AM – 3:00 PM	Awareness workshop: integrating demographic indicators in local development plans	Raise the awareness of the governorate, executive councils, and local development directorates on demographic dividend policies and the governorates' RAPID indicators	HPC, MOI	Madaba- Governorate Hall (Mar. 12), Tafila, Johud center (Mar. 14), Ajlun- TBD (Mar. 18)	March 12: 28 March 18: 32
March 26, 2018: Health and reproductive health policies March 29, 2018: Education and vocational training 10:00 AM – 3:00 PM	Prioritization workshop: integrating demographic dividend policies in ministerial plans	Raise awareness of demographic dividend policies and define priority demographic dividend programs.	HPC	TBD	March 26: 44 March 29: 36
March 29, 2018 11:00 AM to 2:00 PM	Gender /family planning conceptual framework report results premier presentation event	Share results of the gender/family planning conceptual framework report with implementation partners	None	JCAP	25

		and government gender focal points			
April 2-3, 2018 10:00 AM– 4:00 PM	Training Workshop: Integrating Demographic Indicators in Local Development Plans	To build the capacity of the governorate and executive councils, and local development directorates on integrating demographic indicators in local development plans	HPC, MOI	Madaba- Governorate Hall	April 2: 31 April 3: 27
April 4, 2018 – Social Protection	Prioritization Workshop: Integrating Demographic Dividend Policies in Ministerial Plans	To raise awareness of demographic dividend policies and define priority demographic dividend programs	HPC	Geneva Hotel	29
April 11, 2018 - Infrastructure					18
April 25, 2018 – Migration					11
April 30, 2018 Investment and Saving					14
May 14, 2018 Demographic Dividend and Focal Point					39
April 9 -10, 2018 10:00 – 4:00 PM	Training Workshop: Integrating Demographic Indicators in Local Development Plans	Build the capacity of the governorate and executive councils, and local development directorates on integrating demographic indicators in local development plans	HPC, MOI Ajlun Gov	Ajlun- TBD	30
April 16-17,2018	Training Workshop: Integrating Demographic Indicators in Local Development Plans	Tafilah Gov	HPC, MOI	Aqaba / Mövenpick Hotels	26

April 19, 2018 10:00 AM – 11:00 AM	FWM PIL signing ceremony	Officially sign the PIL between USAID HPC and MOL	HPC, MOL	MOL	25
April 19 -23, 2018 9:00 AM-4:00 PM	Youth Leaders Program Camp # 1	Empower Jordanian youth to gain control over their life decisions and counter social pressure to form large families	HPC	Aqaba-General Security Hotel and Chalets	41
April 25 & 26, 2018 10:00AM – 3:00 PM	Assessment Workshop for MOH/WCHD	Assess WCHD SBCC capacities	MOH	MOH	12
April 29 &30, 2018 10:00 AM – 3:00 PM	Assessment Workshop for MOH/HCAD	Assess WCHD SBCC capacities	JCAP	JCAP	12
May 2- 7, 2018	Youth Leaders Program Camp # 2	To empower Jordanian youth to gain control over their life decisions and counter social pressure to form large families	HPC	Aqaba- General Security Hotel and Chalets	38
May 10, 2018	Mentoring meeting/local development plans	The consultant will work with the governorate and executive council to finalize the development of local development plans integrating population indicators	Ajlun governorate	Ajlun	25
May 13, 2018	Mentoring meeting/local development plans	The consultant will work with the governorate and executive council to finalize the development of local development plans integrating population indicators	Tafilah Gov	Tafilah	24

May 13, 2018 10:30 AM – 12:00 PM	Dissemination of the National Population Media Strategy	Disseminate the National Population Media Strategy (2018-2022)	HPC, JMI	Intercontinental hotel-Amman	78
May 14,2018	Mentoring meeting/local development plans	The consultant will work with the governorate and executive council to finalize the development of local development plans integrating population indicators	Madaba Gov	Amon Hotel / Amman	32
July 10-12, 2018 9:00 AM- 5:00 PM	Group model building GOJ capacity-building workshop/1	To build JCAP's partners (grantees, HPC, MOH, JNCW & MOL-Women Directorate) capacity for using the GMB tool	Iris group-JCAP gender partner	Geneva Hotel	13
July 15-17, 2018 9:00 AM- 5:00 PM	Group model building (GMB) GOJ capacity building workshop/2	To build JCAP's partners (grantees, HPC, MOH, JNCW & MOL-WD) capacity for using the GMB tool as part	Iris group- JCAP Gender partner	Geneva Hotel	13
August 1, 2018 9:00 AM- 3:00 PM	Validation Workshop: "A Situation Analysis of the Midwifery Profession in Jordan."	Validate the findings and recommendations of two studies 1. Situation Analysis of the Midwifery Profession in Jordan. 2. Legislative Framework of the Midwifery Profession in Jordan.	MOH, JNC, Nursing and Midwifery Syndicate	Geneva Hotel	53
August 5-15, 2018 9:00 AM- 4:00 PM	SBCC training workshop	As part of JCAP SBCC capacity building program to build in house capacities of MOH/HCAD & WHD and the selected grantees to design and	MOH/HCAD & WCHD Grantees/ICCS, INJAZ,IFH,TWCS,NWHCC and SIGI	Aqaba-kempenski Hotel	39

		implement effective SBCC programs			
September 4, 2018	Awareness workshop: Integration of Demographic Dividend Policies' Performance indicators in National Planning 2019.	To encourage organizations indirectly related to the demographic dividend to integrate demographic dividend programs in government plans	HPC	Geneva Hotel	42
September 12 & 13, 2018	Follow up workshop on the Integration of Demographic Dividend Policies for National Planning 2019.	To follow up on progress made in integrating demographic dividend programs in government plans	HPC	Geneva Hotel	45 each
September 27, 2018 11:00 a.m. – 1:00 p.m.	Recognition ceremony for the CHCs that participated in the National Anemia Prevention Campaign (Central districts)	To recognize the MOH staff and CHCs members who participated in the design and implementation of the campaign's community-based activities	<ul style="list-style-type: none"> - MOH/HCAD and WCHD - CHCs members in JCAP working areas - MOH health directorates/ health promotion and women and child health divisions 	MOH SG	94

ANNEX 12: ENVIRONMENTAL MITIGATION AND MONITORING PLAN

Per USAID's Environmental Threshold Decision dated June 23, 2013, the JCAP Activity qualified for a categorical exclusion. This indicates that JCAP interventions are not expected to have a significant adverse effect on the environment, and thus no environmental mitigation and monitoring plan will be required.

ANNEX 13: FAMILY PLANNING VERIFICATION OF COMPLIANCE

Verification of compliance: JCAP verifies that the Activity complies with federal statutory requirements related to family planning, including, but not limited to, the Tiahrt Amendment and USAID's Policy Determination 3 (PD-3) (September 1982).
