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

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Outline

- Background
- Inception and Governance of JBCP
- JBCP’s Strategic Vision and Work Methodology
- Summary of Achievements
Global overview

Breast cancer

· Most common cancer and leading cause of cancer deaths in women.

· 23% (1.38 million) of all women cancers and 14% (458,400) of cancer deaths.

· Almost 50% of the cases and 60% of the deaths occur in low- and middle-income countries.


Setting

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

World bank country profile 2009
Jordan Cancer registry (JNCR) 2009
Breast cancer in Jordan

- Ten most common cancers among Jordanians, 2009
Age-Standardized Rate of Female breast cancer
Jordan -2009- compared with other countries

- Saudi Arabia: 15.4
- Tunisia: 19.6
- Oman: 21.9
- UAE: 24.9
- Syria: 31.2
- Palestine: 36.7
- Egypt(GH): 41.9
- Kuwait: 44
- Qatar: 47.1
- Jordan: 53.2
- Bahrain: 53.8
- Lebanon: 69.2
- USA: 117.0

JNCR 2009
Trend of female breast cancer-CIR
Jordan-1996-2009
Breast cancer claims the lives of women at a relatively young age

- % of female breast cancer cases by age group in Jordan
  - Before JBCP
  - % of female breast cancer cases by age group in Jordan
  - After implementing JBCP
Breast cancer survival rates are directly linked to early detection

Breast cancer survival rates are directly linked to early detection. According to the American Cancer Society (ACA 2008), the 5-year relative rate of survival is highest for stage 0 (100%) and stage I (100%), and decreases as the stage increases to stage IV (20%).

(ACA 2008)

<table>
<thead>
<tr>
<th>Stage of breast cancer at detection</th>
<th>0</th>
<th>I</th>
<th>II</th>
<th>III</th>
<th>IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 years relative rate of survival</td>
<td>100%</td>
<td>100%</td>
<td>86%</td>
<td>57%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Inception and Governance of JBCP

National Steering Committee for Cancer
Chaired by Minister of Health

Breast Cancer Early Detection Committee

Honorary Chairperson
HRH Princess Dina Mired (KHCF)

Chairperson
Director General (KHCC)

Remarks
- The National Board governs the overall goals and approach of the Program and ensures participation of several stakeholders.
- The Executive Board manages the daily activities of the program, provides guidance to the team, and oversees funding and expenditure.

Members of the National Board form the Executive Board

Private Sector
PSP USAID
KAH
KHCC
MoH
WHO
UN-RWA
RMS
HU
JU
Jordan Breast Cancer Program (JBCP) strategic objectives and action plan

**Action Plan Charters**

- **Accessibility, Availability and Usability**
- **Developing Human Resources**
- **Public Awareness and Health Education**
- **Data and Information for Policy Decisions**

**Program Objectives**

- To improve availability and accessibility of screening services across Jordan, especially to less privileged.

- To increase the knowledge of the public on the benefits of breast cancer prevention and to change attitudes and behavior of target population to seek early detection services.

- To establish national unified protocols and guidelines that cover all processes of a comprehensive early detection and screening program including best practices & quality assurance guidelines.

- To improve healthcare personnel education and training.

- To evaluate the impact of the program by collecting data for surveillance and epidemiological analysis to record and measure success.
For each charter a set of projects has been planned and implemented

Charters

- Screening Services
  - Accessibility, Availability, Usability and Provision
- Quality Assurance
- Public Awareness and Health Education
- Networking for Sustainability
- Data and Information for Policy Decisions

Projects

- Infrastructure & Equipment
- Guidelines and SOPs
- Outreach
- Fundraising
- Monitoring and Evaluation of JBCP activities
- Human resources & Capacity Building
- Accreditation
- Training
- Advocacy
- Research and Studies
- Screening
- Mass awareness
- National Database
JBCP adopts a bottom up model

Bottom Up

1. Advocacy and Awareness
2. Development of Services
3. Capacity Building
4. Sustainability of Funding
5. Legislation – free early detection

National Target
Breast Cancer Early Detection and Screening

National guidelines
Quality assurance
JBCP orchestrates the national efforts

Role of JBCP

<table>
<thead>
<tr>
<th>Type of Initiatives</th>
<th>JBCP Supported</th>
<th>JBCP Sponsored</th>
<th>JBCP Owned Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public awareness campaigns</td>
<td>Not Involved</td>
<td>Not Involved</td>
<td>Not Involved</td>
</tr>
<tr>
<td>• Outreach to communities through existing groups</td>
<td>Support</td>
<td>Support</td>
<td>Support</td>
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<tr>
<td>• Activation of existing or development of new mammography services</td>
<td>Lead</td>
<td>Lead</td>
<td>Lead</td>
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<tr>
<td>• Development of guidelines, protocols &amp; SOPs</td>
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<tr>
<td>• Accessibility to mobile mammography services</td>
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Stages of Breast Cancer in Jordan

2005

- Stage III: 56.2%
- Stage II: 23.7%
- Stage IV: 12.9%
- Stage 0, 0.5%

2007

- Stage I: 13.5%
- Stage II: 30.5%
- Stage III: 20.4%
- Stage IV, 0.5%
- Stage 0: 2.9%

2009

- Stage I: 26%
- Stage II: 30%
- Stage III: 23%
- Stage IV, 10%
- Stage 0: 3%
Thank you
Jordan has chosen the local hatta pattern and turned it to pink in the form of a ribbon to represent the National Jordanian Symbol for Breast Cancer Awareness.