

Cancer Control Office's Achievements Report

2010 – 2016

Contents

Vision and Mission Statements	3
National Tobacco Control Planning	4
Developing and Launching Jordan’s National Tobacco Control Strategy (NTCS) 2016 – 2018.....	5
Strengthening National Tobacco Control (SNTC)	6
Perceptions of Lay Public regarding Anti-Tobacco Pictorial Warnings Post-Launch Assessment of Effectiveness	7
Perceptions of Lay Public regarding Anti-Tobacco Pictorial Warnings (PWL) Pre-launch Assessment of Effectiveness	8
Tobacco Dependence Treatment: Capacity Building Tools and Clinical Practice	9
Expand availability of tobacco dependence treatment services in the EMR through building sustainable evidence-based in-country training programs - Phase I	10
Regional Partner for Global Bridges	11
Delivering as World Health Organization (WHO) Collaborating Center	12
Jordan’s Guidelines for Tobacco Dependence Treatment (TDT) “Helping Smokers Quit”	13
Tobacco Dependence Treatment (TDT) Clinic	14
Distance Learning Online Module	15
Applied Research.....	16
The Effects of Chronic Waterpipe Tobacco Smoking (WTS) on Pulmonary Function and Exercise Capacity in Young Healthy Adults.....	17
The Effects of Acute Waterpipe Tobacco Smoking (WTS) on Pulmonary Function and Exercise Capacity in Young Healthy Adults.....	18
Promoting Cancer Prevention and Early Detection (CPED) in Primary Healthcare Clinics (PHC)	19
Perceptions of KHCC Patient Care Providers regarding Smoking Cessation and Cessation Counseling within the Context of Cancer Care (KAP).....	20
Regional Water Pipe Study: "Impact of water pipe on lungs' health and health related quality of life among university students in: Jordan, Oman, Morocco, Tunisia and Egypt."	21
Smoke-Free.....	22
Smoke-Free Zone Certification Program	23
King Abdullah II Award for Excellence (KAA)	24
Guide for Replicating the King Hussein Cancer Foundation and Center’s Smoke-free Zone Certificate Program.....	25
“Smoke-free in a Box” Toolkit	26
Prevention and Awareness.....	27
Awareness and Health Education.....	28
Prevention and Treatment of Tobacco Use among Adolescents and Young Adults: Developing and Implementing a Training Program for School Counselors.....	29
Media Strengthening and Monitoring	30
Strategic Alliances and Recognition.....	31
Publications and Global Presence.....	32

Vision and Mission Statements

Vision

The Cancer Control Office aims to be the regional pioneer in cancer control and the national partner to the Government of Jordan in managing the cancer burden.

Mission

We shall undertake comprehensive cancer control in Jordan and help people make informed decisions with respect to health.

National Tobacco Control Planning

Developing and Launching Jordan's National Tobacco Control Strategy (NTCS) 2016 – 2018

Funded by:



Timeframe: 2015 – 2016

Project description

Over the years, there have been several initiatives in Jordan to plan for and address tobacco control (TC). In 2001, the Ministry of Health (MoH) established the National Tobacco Control Committee (NTCC) to bring together stakeholders to develop a national strategy for TC. In 2004, Jordan ratified the Framework Convention on Tobacco Control (FCTC), and in 2008 the Public Health Law 47/2008 was passed including articles pertinent to TC. Yet, TC in Jordan continues to lag with respect to implementing obligations arising from the FCTC. As a result, the NTCS aims to build on the findings of the [Status Quo of Tobacco Control in Jordan](#) report to advance TC in Jordan.

Project aims

- Develop a comprehensive, phased, resourced, and time-bound NTCS that is endorsed and adopted by the Government of Jordan and other national and global stakeholders for 2016 – 2018
- Strengthen stakeholder engagement and high-level political commitment towards tobacco control in Jordan
- Establish a monitoring and review mechanism

Partners

- Ministry of Health (MoH)
- World Health Organization (WHO)

Achievements

- Developed the draft strategy and agreed on its high-level components with national stakeholders
- Held a national consultation meeting with stakeholders to publicize the process and strengthen engagement
- Finalized the roadmap for achieving the strategy and secured buy-in and commitment from Minister of Health and from stakeholders who will be responsible for implementing its components
- Disseminated the roadmap
- (Ongoing) Building and putting into action a mechanism to monitor and track progress against the milestones set in the roadmap

Timeframe: 2012 – 2014

Project description

Protection of the public is the main reason why tobacco control (TC) is pursued in any country, and citizens can contribute dramatically to the success of efforts to control tobacco. The project sought to mobilize various governmental and non-governmental stakeholders (including King Hussein Cancer Center (KHCC)) within Jordan, through advocacy, national meetings and dialogues, and international guidance, in order to augment the efforts of the Ministry of Health (MOH) in its efforts to control tobacco.

Project aims

- Generate a comprehensive report describing the situation of TC in Jordan (Phase I)
- Convene local stakeholders to set priorities and recommend actions for a strengthened TC across all components (Phase II)
- Bring together local stakeholders and international experts to provide a perspective on the conduciveness of proposed plans (Phase III)

Partners

Given their contribution and/or significance to tobacco control, the following partners were identified and engaged:

- Ministry of Health (MOH)
- Ministry of Interior (Rangers Unit)
- Greater Amman Municipality (GAM)
- The Jordanian Tobacco Control Alliance (JTCA)
- Jordan Against Indoor Smoking (JAIS)
- Petra University

Achievements

- Conducted a comprehensive situation analysis of the [Status Quo of Tobacco Control in Jordan](#) in Arabic (to be made available in English) through the following:
 - Mapped stakeholders to identify any entities that have a stake in TC efforts in Jordan
 - Performed secondary research on TC to better understand gaps in data availability and accordingly guide subsequent research and data collection
 - Conducted a survey on a sample of the lay public to understand public perceptions with regards to TC in the country, and to present findings that can assist future lobbying, educational, and outreach efforts (survey findings have been published in the following publication: "[Public support for smoke-free policies in Jordan, a high tobacco burden country with weak implementation of policies: Status, opportunities, and challenges](#)" and "[Rethinking Anti-tobacco Education in Jordan, an Eastern Mediterranean Country with Growing Tobacco Use](#)")
 - Undertook a legal review to identify all laws, regulations, instructions and decisions which relate to TC, to propose mechanisms to strengthen Jordan's anti-tobacco regulatory framework
- Organized a series of workshops to discuss efforts and analyze findings, and established a set of recommendations for enhanced compliance with TC measures
- Formed an International Committee of local, regional and international TC experts and organized an International Advisory Workshop to share collective feedback on generated report, and to advise the National Tobacco Control Committee (NTCC) using gathered data

Perceptions of Lay Public regarding Anti-Tobacco Pictorial Warnings Post-Launch Assessment of Effectiveness

Funded by:



Timeframe: 2014 – 2015

Project description

To date, there has been no rigorous and in-depth evaluation of Pictorial Warning Labels (PWL) on cigarette packs in Jordan. A need exists to understand the effectiveness of PWLs that are currently in the market, and build an information base with regards to future public perceptions of PWLs in order to know which PWLs show potential for effect. This information can facilitate future PWL modifications and updates, which must occur if Jordan is to effectively implement Framework Convention on Tobacco Control (FCTC) article 11. The research project is particularly timely given the lapse of approximately three years since the four currently used PWLs were released in the market, where the study comes as a [follow up to the work conducted in 2010](#). The conclusion of the World Health Organization's (WHO) recent summary report that Jordan is still missing some important elements pertaining to the use of health warning labels.

Project aims

- Avail data with regards to how Jordanian respondents perceive and react to warning labels currently in the market
- Confirm the need to change the current circulating warning labels
- Generate evidence to help inform policy makers of the most effective themes for health warning labels

Achievements

- Produced a report on the effectiveness of the PWL currently in the market with comparison to the effectiveness of the old pictorial warning as assessed in 2010 and recommendations for upcoming action (publication in progress)
- Produced a qualitative report highlighting important elements to guide the development and release of a new set of relevant and effective health warning labels to replace the currently circulating ones (a manuscript has been submitted for peer review)

Perceptions of Lay Public regarding Anti-Tobacco Pictorial Warnings (PWL) Pre-launch Assessment of Effectiveness

Funded by:



World Health
Organization

Timeframe: 2010

Project description

Article 11 of the Framework Convention on Tobacco Control (FCTC), the first international public health treaty, provides important guidelines regarding health warnings on cigarette packages. Consistent with research indicating greater effectiveness of warnings combining both pictures and text compared to text-only warnings, the FCTC guidelines emphasize the need for the health warnings on cigarette packages to contain both text and pictures.

A cross-sectional survey was conducted on a convenience sample of youth aged 17-26, to assess their perceptions towards four pictorial warnings prior to launching them into the Jordanian market.

Project aims

- Gauge the immediate perceptions of young Jordanian adults towards four pictorials and compare these perceptions to those of the pictorial currently being used in the country
- Enhance compliance with FCTC guidelines
- Assess the long-term effects of PWL currently in use in the Jordanian market

Partners

- Ministry of Health (MoH)

Achievements

- Generated a baseline on [perceptions of the lay public regarding the PWLs](#) in order to evaluate and compare to future studies on perceptions of the lay public.

Tobacco Dependence Treatment: Capacity Building Tools and Clinical Practice



Expand availability of tobacco dependence treatment services in the Eastern Mediterranean Region (EMR) through building sustainable evidence-based in-country training programs - Phase I

Timeframe: 2014 – 2017

Project description

Despite the proven value of tobacco dependence treatment (TDT) services, the situation in the Eastern Mediterranean Region (EMR) indicates that while a substantial number of smokers are interested in quitting, the availability of TDT services continues to be limited and marginally growing from year to year. Given the shortage of TDT training opportunities in the region both as part of health professions education programs and continuing education programs, this project builds on the evidence of the role of training as a key factor in growing the availability of services. This project builds on KHCC's experience in training and on previously fostered relationships to ultimately increase the number of trained healthcare providers (HCPs) in the EMR who can integrate TDT into their practice.

Project aims

- Establish four self-sustaining training hubs across the region (in addition to the incumbent hub at King Hussein Cancer Center (KHCC) in Jordan)
- Avail TDT curricula and content in the three used languages; Arabic, English, and French

Partners

In addition to KHCC from Jordan, the project engages the following host organizations who serve as in-country counterparts throughout the project including housing the established training hubs:

- Sultan Qaboos University – College of Medicine and Health Sciences (SQU; Muscat – Oman)
- Ain Shams University- Institute of Psychiatry (Cairo – Egypt)
- Ministry of Health (MoH; Tunis – Tunisia)
- Sidi Mohamed Ben Abdellah University – Faculty of Medicine – Centre Hospitalier Universitaire Hassan II (CHU Hassan II; Fez – Morocco)

Achievements

- Developed a self-sustaining TDT training hub in each of the participating countries through defining target audiences and designing pertinent training programs, developing training curricula, and building capacity of training faculty
- Availed evidence-based TDT training curricula in Arabic, English, and French
- Created a network of 76 TDT trainers who reported the following as a result of the capacity building component of the project:
 - Enhanced TDT-specific competencies
 - Enhanced confidence in ability to treat and train
 - Desirable post-training intentions including intent to engage in TDT service offering and training, transfer knowledge to others, engage in tobacco control and TDT advocacy, and engage in TDT-related research
- Provided in-country faculty with opportunities to meet, interact, and highlight priorities to act on to advance TDT in their pertinent countries
- Hubs to date have delivered the following:
 - The team in Egypt has participated in three events and delivered some content on TDT
 - The team in Oman has delivered one TDT training workshop engaging 20 participants
 - The team in Morocco has delivered two workshops each engaging 25 participants
 - The team in Tunisia is preparing for a workshop during the first quarter of 2017
- Presented [outcomes](#) to date at Mayo Clinic's Tobacco Dependence Treatment Summit 2016
- (Ongoing) Conducting a follow-up advanced training of trainer's component in each of the participating countries.

Project description

To address the shortage of TDT services, Global Bridges – an international TDT healthcare alliance– was co-founded by the Mayo Clinic, the American Cancer Society, and the University of Arizona. The ultimate objective of the alliance is to help countries fulfill Article 14 of the Framework Convention on Tobacco Control (FCTC).

Starting 2011, King Hussein Cancer Center (KHCC) has been the regional host for Global Bridges in the Eastern Mediterranean Region (EMR). KHCC developed, implemented, and evaluated a TDT training program in the EMR that was structured to improve HCP knowledge, competence, and confidence as precursors of performance.

Project aims

- Create and mobilize a network of tobacco dependence treatment practitioners and tobacco control advocates in the EMR

Partners

- Global Bridges

Achievements

- Conducted 34 TDT training workshops and events (from 2011 and 2016) engaging and training more than 2000 participants from the EMR
- Held two TDT-specific enrichment conferences in the EMR with global participation and audience
- Presented at five health forums in the region
- Engaged individuals from 19 EMR countries and representing various sectors including the public health sector, private practice, military health services, academia, and others
- Enhanced trainees’ confidence to counsel and prescribe medications, as well as an average improvement of 23% against key competencies ranging from diagnosis of dependence to applying treatment techniques
- Produced a publication “[Advancing tobacco dependence treatment services in the Eastern Mediterranean Region: international collaboration for training and capacity-building](#)” describing TDT in the region and the value of this collaborative project; and another publication “[Influencing readiness and intentions to offer tobacco dependence treatment through training: King Hussein Cancer Center and Global Bridges promoting an underutilized specialty in the Eastern Mediterranean Region](#)” describing the impact of the TDT training conducted
- Submitted to the Association for Treatment of Tobacco Use and Dependence (ATTUD) to accredit our program for training Tobacco Treatment Specialists (TTS)

Delivering as World Health Organization (WHO) Collaborating Center

Timeframe: 2014

Project description

A regional workshop organized jointly by World Health Organization (WHO) and King Hussein Cancer Center (KHCC) to train participants from the Eastern Mediterranean Region (EMR) on implementation of the WHO Frame Convention on Tobacco Control (FCTC) Guidelines on Treating Tobacco Dependence (TDT).

Project aims

- Analyze treating tobacco dependence status in countries of the region
- Identify cessation needs in light of situation analyses of treating tobacco dependence status
- Enhance countries' understanding of the FCTC guidelines and strengthen its implementation at national level
- Train participants on treating tobacco dependence using the WHO training module
- Develop a way forward for treating tobacco dependence in the Region

Partners

- World Health Organization (WHO)

Achievements

- Engaged 18 participants from 13 countries: Oman, Bahrain, Lebanon, Egypt, Palestine, Morocco, Yemen, Sudan, Iran, Djibouti, UAE, Kuwait, and Pakistan
- Engaged 23 participants from Jordan: Ministry of Health, UNRWA, University of Jordan, Doctors without Borders (MSF)
- Engaged 10 speakers/trainers: Jordan, EMR, Global

Jordan’s Guidelines for Tobacco Dependence Treatment (TDT) “Helping Smokers Quit”

Timeframe: 2013 – 2018

Project description

In recent years, Jordan has recognized tobacco as a major health problem and has taken various steps to address tobacco control (TC). However, statistics indicate that Jordan’s tobacco problem, in comparison to other countries in the region, ranks high. In 2014, Jordan’s Guidelines for TDT were developed to support integration of TDT services into the national healthcare system.

Project aims

- Provide an easily accessible and wide-reaching tool to provide guidance to educators and health professionals (nurses, physicians, dentists, pharmacists, midwives) to identify smokers, and provide them with the appropriate management and treatment for their tobacco dependence

Partners

- Ministry of Health (MOH)
- World Health Organization (WHO)
- Global Bridges (GB)

Achievements

- Developed Jordan’s Guidelines for TDT in [Arabic](#) and [English](#) languages
 - The published manuscript “[Jordan tobacco dependence treatment guidelines: rationale and development](#)” describes the mechanism by which the guidelines were developed.
- (Ongoing) Disseminating the Guidelines to the healthcare providers (HCPs) and educators
- Evaluating the effect of dissemination efforts on reaching the HCPs and educators and motivating them to use the guidelines

Tobacco Dependence Treatment Clinic

Timeframe: 2008 – Ongoing

Project description

Due to the substantial harms that continued tobacco use causes to cancer patients both during and after their treatment, smoking cessation treatment is now an established component of comprehensive cancer care. The Cancer Control Office has supported King Hussein Cancer Center's (KHCC) smoking cessation clinic since 2010, by developing and utilizing a unique clinical and patient-reported database to generate valuable research with regards to the factors that are associated with better or worse smoking cessation outcomes.

Project aims

- Reducing the cancer burden by providing the Jordanian public with necessary support in quitting smoking through effective tobacco dependence treatment
- Reduce the likelihoods of developing tobacco-related diseases in cancer patients, employees and non-cancer patients, so that over time the risk becomes equivalent to that of non-smokers

Achievements

- Enhanced services to operate four clinics per week with three doctors providing counseling and brief interventions
- A total of 1,491 patients have enrolled to date
- Improved service and reduced patients' wait-time from 6-8 weeks down to 2 weeks
- Expanded services in 2012 by launching an in-patient service
- Developed a better understanding of the clinic's patients, and the factors needed to be considered when providing treatment
- An ongoing mechanism has been established to evaluate within the clinic both the process of care and health outcomes achieved; accordingly information is continuously being generated to improve the process and outcomes of care in the clinic.
- Published the first study "[Smoking abstinence rates and reasons for failure to quit smoking in cancer patients in Jordan](#)" that provides insight on the outcomes of TDT in cancer patients in Jordan, followed by a second study "[Smoking cessation treatment and outcomes in medium to heavy cigarette smokers being treated for cancer in Jordan](#)" on the outcomes of TDT in heavy smokers

Distance Learning Online Module

Timeframe: 2013 – 2016

Project description

73% of our tobacco dependence treatment (TDT) trainees have reported that it is suitable to present TDT material via online training tools, and as a result the Distance Learning Online Module was developed to cover different topics that focus on the tobacco dependence treatment and ultimately function as an educational guide.

Project aims

- Provide an easily accessible and wide-reaching tool to help healthcare providers gain basic understanding of tobacco use and dependence and of pertinent treatment options

Partners

- Global Bridges (GB)
- Centre for Addiction and Mental Health (CAMH)
- InterAmerican Heart Foundation

Achievements

- Developed a functioning module which involved translating the content of the online module to Arabic language then testing the scientific content by a number of healthcare providers (HCPs) from the region, and managing the technical issues
- (Ongoing) Disseminating the module with the HCPs and use as a resource on KHCC's website

Applied Research

The Effects of Chronic Waterpipe Tobacco Smoking (WTS) on Pulmonary Function and Exercise Capacity in Young Healthy Adults

Funded by:



Timeframe: August 2013 – December 2015

Project description

While research continues to expand on the health-related outcomes of waterpipe use, no studies have evaluated the early onset effects of regular waterpipe smoking. Given its growing popularity, particularly among youth, it is important to assess the early damage associated with regular waterpipe use in young populations. Such research is in line with the call for more efforts to elucidate the harmful nature of waterpipe smoking, and builds on research previously conducted by the Cancer Control Office (CCO) ([Acute effects of waterpipe tobacco smoking, 2010-2012](#)).

Project aims

- Assess the cumulative effects of chronic WTS on cardiopulmonary function by comparing healthy young (between the ages of 18 – 24) males who smoked waterpipe regularly (three or more times a week for the past three years at least) to healthy young males who did not use any form of tobacco

Achievements

- Findings indicate that regular waterpipe use in young seemingly healthy individuals is associated with a greater burden of respiratory symptoms and impaired exercise capacity. Our findings are now available through a published manuscript "[The effect of regular waterpipe tobacco smoking on pulmonary function and exercise capacity in young healthy males: a pilot study](#)".

The Effects of Acute Waterpipe Tobacco Smoking (WTS) on Pulmonary Function and Exercise Capacity in Young Healthy Adults

Funded by:



Timeframe: 2010 – 2012

Project description

Few studies have investigated the extent to which waterpipe tobacco smoking (WTS) is associated with the degradation of lung function and exercise capacity that is the hallmark of cigarette-caused pulmonary disease; and, perhaps most importantly, no study has focused exclusively on the effects of WTS in the population that is driving the epidemic today: young adults.

Project aims

- Assess in an in-depth manner the acute effects of WTS on lung function and exercise in 24 young healthy males

Achievements

- Findings confirmed that a single a 45-min WTS session appeared to induce impairment in lung function and exercise capacity. However, larger studies would be needed to further characterize the nature and extent of such impairment. Our findings have been described in a published manuscript "[The acute effects of waterpipe smoking on lung function and exercise capacity in a pilot study of healthy participants](#)".

Promoting Cancer Prevention and Early Detection (CPED) in Primary Healthcare Clinics (PHC)

Timeframe: 2014 – Ongoing

Project description

Jordan faces a growing burden of non-communicable diseases such as cardiovascular disease, diabetes, and cancer; and public health interventions to combat and preferably prevent these diseases are needed. With regards to cancer in particular, Jordan's Ministry of Health (MoH) is trying to pursue efforts to address the burden of disease, but must select interventions to do so judiciously, given the limited resources the country faces.

One feasible and cost-effective intervention being considered is integration of cancer prevention and early detection (CPED) patient education and counseling within existing MoH's clinic services. This falls in line with evidence suggesting that Jordanians' knowledge, attitudes and practices as they pertain to cancer control require improvement. However, in order to provide such an intervention, a preliminary analysis of the current situation in the MoH's primary healthcare clinics was needed to help identify barriers to the provision of care (e.g. providers' knowledge and perceptions; healthcare system barriers; administrative barriers; patient-related barriers). The findings of such an analysis would inform subsequent efforts to promote CPED patient education, and ensure proposed interventions are made within the appropriate context and contain relevant content.

Project aims

- Conduct an analysis that will identify barriers to the provision of CPED patient education in MoH clinics, such as knowledge gaps, healthcare system challenges, and negative perceptions
- Use the findings of the analysis to propose feasible CPED education projects that can fit well within MoH clinics

Partners

- Ministry of Health (MoH)

Achievements

- Findings confirmed gaps in knowledge and practices of primary healthcare providers, but also provide a means of directing educational and training efforts to enhance the role of primary care providers in cancer prevention and timely detection and referral.
- Two manuscripts have been generated describing the above findings, "[The Jordanian primary healthcare practitioner in cancer control](#)" is currently in press, and the "[Primary healthcare clinics in Jordan: shortcomings in cancer prevention and community health](#)" publication is currently under review.

Perceptions of KHCC Patient Care Providers regarding Smoking Cessation and Cessation Counseling within the Context of Cancer Care (KAP)

Timeframe: 2014 – 2015

Project description

Given the clear and well-documented detrimental effects of continued smoking on cancer management and post-treatment survival, the provision of at least brief smoking cessation counseling with referral to specialized care (e.g. smoking cessation clinic) should be key aspects of practice for all oncology providers. Accordingly, in 2008, a smoking cessation clinic was established at KHCC.

Since its establishment, it has become evident that KHCC's smoking cessation clinic has not reached its intended scope (namely all cancer patients who smoke). Low proportions of cancer patients who smoke are seen at the clinic, and this observation raises concerns with regards to whether or not patients are being counseled appropriately to smoking cessation, and whether or not they are being offered the tools needed (namely KHCC's cessation clinic) to quit. The project thus aimed to characterize factors – as reported by healthcare providers – that influenced cancer patients' access to KHCC's smoking cessation clinic.

Project aims

- Provide an overall description of the current state of practices and general perceptions as they pertain to smoking cessation counseling at KHCC
- Use the findings of the analysis to propose educational interventions at KHCC that will target knowledge, attitudinal and system-level barriers to provision of appropriate smoking cessation counseling and care

Achievements

- Findings confirmed gaps in knowledge, misconceptions with regards to smoking cessation in the context of cancer care; and revealed system-level barriers which can be addressed to improve access to smoking cessation support. Accordingly, more rigorous educational interventions which address specific knowledge gaps and misperceptions are being planned for practitioners at KHCC.
- Our findings are now available through two published manuscripts; "[Smoking cessation support among oncology practitioners in a regional cancer center in the Middle East – improving a critical service for cancer care](#)" and "[Educational needs of oncology practitioners in a regional cancer center in the Middle East – improving the content of smoking cessation training programs](#)".

Regional Water Pipe Study: "Impact of water pipe on lungs' health and health related quality of life among university students in: Jordan, Oman, Morocco, Tunisia and Egypt"

Funded by:



Timeframe: August 2016 – ongoing

Project description

Building on the CCO's continuing efforts to elucidate the harms of waterpipe use, the CCO has embarked on a new study which harnesses its collaborative potential with various regional healthcare entities. The study is a cross-sectional one that aims confirm the detrimental effects of water pipe smoking on the health of the lungs and the health related quality of life of university students between ages 18 and 26 across four countries: Oman, Morocco, Tunisia and Egypt.

Project aims

- Evaluate the detrimental effects of water pipe smoking on lung health.
- Evaluate the impact of water pipe smoking on the health related quality of life.
- Comparing study outcomes (lung health and health related quality of life) across three groups: exclusive water pipe smokers, exclusive cigarette smokers, and never smokers.
- Creating warning messages that resonate with young adults and are relevant in their everyday lives to dissuade them from water pipe smoking.
- Foster fruitful regional research collaborations.

Achievements

- Project received a provisional approval from King Hussein Cancer Center (KHCC) Institutional Review Board (IRB) and is still in the piloting phase.

Smoke-Free

Smoke-Free Zone Certification Program

Timeframe: 2014 – Ongoing

Program description

Results from 2011 indicate that 44% of adult Jordanians are exposed to tobacco smoke at home, 30% are exposed at the workplace, and 83% are exposed during social occasions and events. As for adolescents, 54% are exposed at home and 51% are exposed in public places. In general, 61% of Jordanian households have at least one smoker, and in 94% of these households have individuals that smoke inside the house. No Cognizant authorities to date have been able to identify an acceptable level of exposure to tobacco smoke, and that there are no expectations that further research will identify such a level, according to the Guidelines on Protection from Exposure to Tobacco Smoke issued by the World Health Organization (WHO) and the Position Document on Environmental Tobacco Smoke issued by the American Society of Heating, Refrigerating, and Air-Conditioning Engineers society (ASHRAE).

Jordanians continue to be exposed due to the weak enforcement of the smoking ban stipulated by the Public Health Law 47/2008. However, the past few years have witnessed growing interest and demand from the civil society and the public for enforcement of smoke-free laws and smoking bans.

Program aims

- Create motivation among institutions to enforce smoking bans
- Create a network of institutions to be considered as advocates for enforcing the law
- Educate the public about the importance of the banning smoking by using the most effective methods
- Enforce the smoking ban stipulated by the Public Health Law 47/2008
- Promote the smoke-free culture throughout the Kingdom

Partners

- Ministry of Education (MOE)
- International Federation of Medical Students Associations (IFMSA)

Achievements

- Program's reach is 418 applicants in the 2014-2016 round, and more than half of them were certified (total 244 certified entities; 126 educational institutes, 100 corporates, 8 health care institutions and 10 restaurants and cafés)
- Applicants for 2017 round reached 212 applicants
- Handed out 80 Smoke-Free Zone certificates in 2015
- Held a [massive ceremony](#) under the patronage of HRH Princess Ghida Talal, Chairperson of the Board of Trustees of KHCF/KHCC, and the attendance of HRH Princess Dina Mired, former Director General of KHCF; over 1,000 guests attended, and publicized the certificate through various media outlets
- The certificate encouraged entities to spread awareness about the harms of smoking for their employees, including key establishments such as the Royal Academy of Culinary Arts (RACA) and Trainers Gym.



HRH Princess Ghida Talal presenting the founder of Reach 2.0, Ali Dahmash, with the Smoke-Free Zone Certificate during the ceremony

King Abdullah II Award for Excellence (KAA)

Timeframe: 2012 – Ongoing

Project description

Recognizing the lag in enforcing smoke-free policies in government institutions, KHCF/KHCC lobbied successfully in 2012 for the inclusion of a smoke-free component under the criteria for the King Abdullah II Award for Excellence (KAA), the most prestigious national award for the public sector. Building on the proven system for training and assessment that had been employed by KAA for a decade, KHCF/KHCC partnered with the management of KAA to include smoke-free requirements under the leadership criterion. Since then, KAA has succeeded in highlighting smoke-free policies as an attractive and achievable organizational improvement capable of putting an institution ahead of its competition.

Project aims

- Promote the smoke-free environment as a key component for leadership excellence, by means of introducing smoke-free requirements into KAA criteria

Partners

- King Abdullah II Center for Excellence (KACE)

Achievements

- Included the smoke-free implementation as part of the KAA excellence criteria starting with the 2012-2013 round

Guide for Replicating the King Hussein Cancer Foundation and Center's (KHCF/KHCC) Smoke-free Zone Certificate Program

Funded by:



Timeframe: 2015 – 2016

Project description

The idea behind this project is to document the success story of the Smoke-free Zone Certification Program, launched in Jordan in 2014, into a guide format primarily to assist other countries or jurisdictions that seek to replicate the program.

Under this program, organizations apply for smoke-free certification and are physically inspected for compliance using a compliance mechanism developed by KHCC, starting with self-assessment of organizations, throughout physical inspection of premises to confirm their status and finally issuing certificates. In addition to creating an incentive for organizations to go smoke-free, the program aims to enlist them as advocates for better enforcement of smoke-free laws, and educate the public about the importance of protection. The project's ultimate goal is to support implementation of Article 8 of the Framework Convention on Tobacco Control (FCTC): protection from exposure to tobacco smoke.

Project aims

- To assist other countries or jurisdictions seeking to establish the Smoke-free Zone Certificate Program, through providing clear guidance that allows them to replicate the experience and introduce necessary changes based on their special circumstances
- To serve as an incentive for jurisdictions that may have thought a smoke-free certificate program was not feasible
- Countries aiming to strengthen law enforcement may benefit from certain components, specifically those pertinent to training of inspectors and conducting actual inspections.
- Tobacco control advocates aiming to strengthen enforcement within a specific sector may also benefit from the mechanisms and tools presented in this guide.

Partners

- Global Smoke-free Worksite Challenge

Achievements

- Produced a [Smoke-free Zone Certification Program Guide](#) that presents a framework for understanding the status quo, the evidence behind selection of certification criteria, the principles underlying development of compliance verification methods, and certification process and necessary tools

“Smoke-free in a Box” Toolkit

Timeframe: 2010 – 2011

Project description

There are many positive impacts for smoke-free policies on workplaces. The most important impact of these policies is that on the health of employees, where they can protect the health and save the lives of all employees both smokers and non-smokers.

However, effectively eliminating exposure to secondhand smoke can only be achieved by implementing comprehensive smoke-free laws, by creating 100% smoke-free indoor workplaces to encourage workplace wellness.

Project aims

- Support design and implementation of a smoke-free workplace, where the toolkit draws from the experience of workplaces around the world to provide the basic elements of an effective smoke-free plan and implementation

Partners

- Global Smoke-free Partnership

Achievements

- Translated the “[Smoke-free in a Box](#)” toolkit into Arabic and customized by introducing cases from Jordan

Prevention and Awareness

Awareness and Health Education

Timeframe: 2010 – Ongoing

Project description

In Jordan, research has shown that there will be an increase of 56.6% in cancer patients by 2020, and about 40% of the common types of cancer could be prevented by managing risk factors (tobacco use, unhealthy eating, obesity and physical inactivity).

Project aims

- Conduct evidence-based awareness sessions to promote and instill healthy lifestyles for different audience types within different sectors based on demand

Partners

- Ministry of Education (MOE)
- Royal Health Awareness Society (RHAS)

Achievements

- Conducted 159 awareness sessions to date, in addition to mass events reaching a cumulative audience of about 20,300 on the following topics: healthy lifestyle and non-communicable diseases (NCDs) prevention, tobacco control, nutrition and physical activity for cancer control,
- Outreach and awareness sessions were held in both private and governmental institutions, including schools and universities, healthcare institutions, culinary establishments, cultural and social events on a national scale
- Established long-term partnership with RHAS on prevention of NCDs through the National Healthy Schools Accreditation Program; developed content on prevention of NCDs, and trained teachers and advocates on Prevention of NCDs through Healthy Lifestyles (2012 and 2013)
- Designed, piloted, and evaluated a school-based cancer-prevention education program targeted at 6th graders (10 sessions across 4 schools within Jordan)



Athletes from the Jordan National Basketball team promoting smoke-free lifestyles during a successful anti-smoking awareness event at Trainer's Gym



Prevention and Treatment of Tobacco Use among Adolescents and Young Adults: Developing and Implementing a Training Program for School Counselors

Timeframe: 2016

Project description

The Ministry of Public Health in Qatar (MoPH) is interested in establishing a sustainable effort that aims to build the capacity of school counselors in addressing tobacco use among adolescents and young adults. Accordingly, the MoPH contracted the Cancer Control Office (CCO) to develop and test a training program that addresses this purpose, and to follow that with developing trainer material to be used by trained MoPH staff to expand the reach within Qatar.

Project aims

- Develop, pilot, and document trainer material that aims to equip school counselors and social workers with the necessary skills and knowledge to:
 - Design and implement school-based prevention programs targeting adolescents and the extended school community
 - Provide basic tobacco dependence treatment to members of the school community

Partners

- The Ministry of Public Health (MoPH) - Qatar

Achievements

- Designed and developed Arabic training content that covers an introduction to tobacco products, factors influencing tobacco use, health effects of tobacco use, the role of schools in preventing tobacco use among adolescents, and the principles of tobacco dependence treatment
- Delivered a training workshop in Doha to test materials and delivery methods engaging 50 counselors and social workers in addition to future trainers from MoPH staff, and generated feedback and recommendations for improvement
- Revised and refined training content as per the generated recommendations and complemented that with preparing a trainer's guide to assist MoPH staff in conducting the workshop across Qatar



Group photo post-training workshop with MoPH staff members

Media Strengthening and Monitoring

Timeframe: 2011 – Ongoing

Project description

Article 12 of Framework Convention on Tobacco Control (FCTC) demands the use of all available communication tools including earned media (i.e. unpaid news media) to strengthen tobacco control (TC) awareness. Low- and middle-income countries including Jordan, can benefit from news media (NM) to shape public opinion on TC, and contribute to norm change. The Cancer Control Office (CCO) monitors media (print papers, online news, TV, radio, in addition to social media) to track trends in TC coverage, and continues to engage media channels through various methods.

The CCO conducts workshops on principles of TC (builds capacities), holds press conferences and shares press releases (pushes news), creates communication channels (builds relationships), runs an annual media award (creates incentives), engages media in the [National Tobacco Control Strategy](#) project seeking to strengthen TC in Jordan (strengthens ownership).

Project aims

- Engage the media in tobacco control, to lobby and advocate for TC

Achievements

- Strengthened media's role in cancer prevention (and control) through holding a workshop to understand and address barriers, and initiate dialogue with media
- Contributed to establishing the King Hussein Cancer Foundation and Center Journalist Award in TC
- (Ongoing) Continuously engaging media and conducting media monitoring
- A manuscript "[Coverage of tobacco control in Jordanian newspapers: Implications for strengthening the role of news media](#)" that describes the findings of our media monitoring is currently in press.
- Engaged the media through interviews, radio spots and social media platforms:
 - 26 television interviews
 - 11 radio spots
 - 3 press conferences
 - 2 Facebook Live Q&A sessions

Strategic Alliances and Recognition

Local Collaboration

- Member of the National Cancer Control Strategic Planning Committee
- Member of the National Tobacco Control Committee (NTCC)
- CCO facilitated establishing the Jordanian Tobacco Control Alliance

Global Collaboration

- CCO/KHCC is the regional host for [Global Bridges](#) (a partnership between Mayo Clinic and the American Cancer Society (ACS) aiming to build and mobilize a global network of healthcare professionals to advance tobacco control and tobacco dependence treatment).
- CCO collaborates with the Global Smoke-free Worksite Challenge (along with the American Cancer Society, Mayo Clinic, Campaign for Tobacco-free Kids, World Heart Federation, Global Smoke-free Partnership, and others).

International Recognition

Dr Feras Hawari, Director of Cancer Control Office, has been chosen to receive the Campaign for Tobacco Free Kids' 2016 Judy Wilkenfeld Award for International Tobacco Control Excellence for his leadership in the fight against tobacco use in Jordan and throughout the Middle East.



Director of CCO, Dr Feras Hawari, accepting the Campaign for Tobacco Free Kids' 2016 Judy Wilkenfeld Award for International Tobacco Control Excellence from the President of the Campaign for Tobacco-Free Kids, Matthew L. Myers.

Publications and Global Presence

Presenting in International Forums 2011 – 2016

- *Memphis, USA, 2011, Cure4Kids*
- *Amsterdam, Netherlands, 2011, European Respiratory Society*
- *Canada, North America, 2012, World Cancer Congress (WCC)*
- *Dubai, UAE, 2012, World Congress of Cardiology*
- *Kuwait, 2012, ME Chronic Obstructive Pulmonary Disease Conference*
- *Singapore, 2012, World Conference Tobacco or Health (WCTOH)*
- *China, 2013, Technical Meeting on Cancer Treatment Prescription*
- *Oman, 2013, Oman Thoracic Society*
- *Costa Rica, 2014, 4th Latin American and Caribbean Conference Tobacco or Health*
- *USA, 2014, Tobacco Regulation*
- *Melbourne, Australia, 2014, World Cancer Congress (WCC)*
- *Denver, USA, 2015, American Thoracic Society (ATS)*
- *Abu Dhabi, UAE, 2015, World Conference Tobacco or Health (WCTOH)*
- *Dead Sea, Jordan, 2016, Jordan Thoracic Society Year in Review*
- *NY, USA, 2016, Global Tobacco Dependence Treatment Summit, Mayo Clinic*
- *Beirut, Lebanon, 2016, Mini American Thoracic Society (ATS)*
- *Paris, France, 2016, World Cancer Congress*
- *Vienna, Austria, 2016, Tobacco control in the Middle East, International Association for the Study of Lung Cancer (IASLC)*
- *Sharjah, UAE, 2016, My Health Conference*



Publications

In Press

1. Coverage of tobacco control in Jordanian newspapers: Implications for strengthening the role of news media. *Eastern Mediterranean Health Journal*. Bader RK, Shtaiwi AS, Shihab RA, Obeidat NA, Hawari FI.
2. The Jordanian primary healthcare practitioner in cancer control. *Primary Health Care Research & Development*. 2017. Obeidat NA, Hawari FI, Habashneh MA, Shihab RA

Under Review

1. Reclaiming the value of pictorial health warning labels in Jordan. 2017. Obeidat NA, Al-Hadid M, Hatoqai AA, Shihab RA, Hawari FI.
2. Primary healthcare clinics in Jordan: shortcomings in cancer prevention and community health. 2017. Obeidat NA, Habashneh MA, Shihab RA, Hawari FI.

Previous Publications

1. The effect of regular waterpipe tobacco smoking on pulmonary function and exercise capacity in young healthy males: a pilot study. 2016. Hawari FI, Obeidat NA, Ghonimat IM, Ayub HS, Dawahreh SS.
2. Influencing readiness and intentions to offer tobacco dependence treatment through training: King Hussein Cancer Center and Global Bridges promoting an underutilized specialty in the Eastern Mediterranean Region. *Journal of Smoking Cessation*. 2016. Hawari FI, Bader RK, Obeidat NA, Ayub HS, Ghonimat IM, Hays JT, Hurt RD.
3. Smoking cessation support among oncology practitioners in a regional cancer center in the Middle East – improving a critical service for cancer care. *Oncologist*. 2016. Obeidat NA, Ayub HS, Ammarin R, Altamimi B, Ghonimat I, AbuGhosh S, Hawari FI.
4. Educational needs of oncology practitioners in a regional cancer center in the Middle East – improving the content of smoking cessation training programs. *Journal of Cancer Education*. Obeidat NA, Hawari FI, Amarin R, Aburajab Altamimi B, Ghonimat IM.
5. Rethinking Anti-tobacco Education in Jordan, an Eastern Mediterranean Country with Growing Tobacco Use. *Asian Pac J Cancer Prev*. 2016. NA Obeidat, HS Ayub, AS Shtaiwi, FI Hawari.
6. Jordan tobacco dependence treatment guidelines: rationale and development. *East Mediterranean Health Journal*. 2016. Ayub H, Obeidat N, Leischow S, Glynn T, Hawari F.

7. Predictors of cigarette smoking across five countries: a cross sectional study. *Journal of Behavioral Health*. 2015. Abughosh S, Essien EJ, Hawari F, Peters RJ, Wang X, Almogbel Y, Yang M, Bhounsule P, Sansgiry S, Wu IH.
8. Public support for smoke-free policies in Jordan, a high tobacco burden country with weak implementation of policies: Status, opportunities, and challenges. *Global Public Health*. 2015. Obeidat NA, Ayub HS, Bader RK, Shtaiwi AS, Shihab RA, Habashneh MA, Hawari FI.
9. Advancing tobacco dependence treatment services in the Eastern Mediterranean Region: international collaboration for training and capacity-building. *Sultan Qaboos University Medical Journal*. 2014. Hawari FI, Bader RK.
10. Prescription of Cancer Treatment Modalities in Developing Countries: Results from a Multi-Centre Observational Study. *Journal of Cancer Therapy*. 2014. Rolando Camacho¹, Diogo Neves, Marion Piñeros, Eduardo Rosenblatt, Robert Burton, Yaima Galán, Feras Hawari, Saadettin Kilickap, Cláudia Naylor, Florian Nicula, Jesus Reno, Bhawna Sirohi, Tatiana Vidaurre, Kazem Zendehtdel.
11. Smoking cessation treatment and outcomes in medium to heavy cigarette smokers being treated for cancer in Jordan. *Asian Pacific Journal of Cancer Prevention*. 2013. Hawari FI, Obeidat NA, Ayub HS, Dawahrah SS, Hawari SF.
12. The acute effects of waterpipe smoking on lung function and exercise capacity in a pilot study of healthy participants. *Inhalation Toxicology*. 2013. Hawari FI, Obeidat NA, Ayub H, Ghonimat I, Eissenberg T, Dawahrah S, Beano H.
13. Beliefs in various smoking cessation interventions among Jordanian adult smokers. *Journal of Behavioural Health*. 2013. Abughosh S, Hawari F, Essien EJ, Peters RJ, Wu IH.
14. Ethnicity and waterpipe smoking among US students. *International Journal of Tuberculosis and Lung Disease*. 2012. Abughosh S, Wu IH, Peters RJ, Hawari F, Essien EJ.
15. Cigarette smoking among Jordanian adults. *Journal of Ethnicity in Substance Abuse*. 2012. Abughosh S, Wu IH, Hawari F, Peters RJ, Yang M, Crutchley R, Essien EJ.
16. Water-pipe smoking among Jordanian adults: predictors and correlates. *Journal of Behavioural Health*. 2012. Abughosh S, Yang M, Wu IH, Hawari F, Peters RJ, Essien EJ.
17. Smoking abstinence rates and reasons for failure to quit smoking in cancer patients in Jordan. *Respiration*. 2012. Hawari F, Obeidat N, Beano H, Dawahrah S, Al-Rimawi D, Ghonimat I.
18. Predictors of Intention to Quit Cigarette Smoking among Jordanian Adults. *Epidemiology*. 2011. Abughosh S, Wu IH, Hawari F, Peters RJ, Yang M, Crutchley R, Essien EJ.
19. Perceptions of young Jordanian adults to proposed anti-tobacco pictorial warning labels. *BMC Public Health*. 2011. Hawari FI, Bader RK, Beano HM, Obeidat NA, Ayub HS, Habashneh MA, Shtaiwi AS, Shihab RA, Madanat HN, Novotny TE.

Abstracts and Workshops

1. Establishing and implementing effective smoke-free worksite policies in the Middle East. World Conference on Tobacco or Health. 2015. Abu Dhabi – UAE.
2. Effect of tobacco dependence treatment training on competence and confidence: experience of King Hussein Cancer Center and Global Bridges, World Conference on Tobacco or Health. 2015. Abu Dhabi – UAE.
3. Media coverage of tobacco control in Jordan: an analysis of newspaper reporting, World Conference on Tobacco or Health. 2015. Abu Dhabi – UAE.
4. Evaluating smoking cessation practices in a specialized cancer hospital in Jordan. The 4th KHCC-AUBMC-MDACC joint Conference (King Hussein Cancer Center, American University of Beirut, MD Anderson Cancer Center). October 2015.
5. Evaluating smoking cessation practices in primary healthcare clinics in Jordan. The 4th KHCC-AUBMC-MDACC joint Conference (King Hussein Cancer Center, American University of Beirut, MD Anderson Cancer Center). October 2015.
6. Clinical and pulmonary effects of pure waterpipe smoking in young long-term users. *Am J Respi Crit Care Med*. 2015.
7. Training on tobacco dependence treatment in the Eastern Mediterranean Region: promoting an underutilized specialty amid unfavorable conditions. *Am J Respi Crit Care Med*. 2015.
8. Preliminary evidence of waterpipe effect on respiratory symptoms in young long-term users. World Conference on Tobacco or Health. March 2015.
9. Advancing tobacco dependence treatment services through training: King Hussein Cancer Center and Global Bridges spearheading change in the region. World Cancer Congress. 2014. Melbourne – Australia.
10. Strengthening national tobacco control in Jordan: stirring up momentum and engagement through creating forums for collaboration, communication, and sharing of information. World Cancer Congress. 2014. Melbourne – Australia.
11. Protection from SHS in Jordan: when civil society leads the way. 4th Latin American and Caribbean Conference Tobacco or Health. 2014. San Jose – Costa Rica.
12. Beliefs in effectiveness of various smoking cessation interventions among Jordanian adult smokers. ISPOR. 2013.
13. Partnerships in tobacco control: creating value locally and globally. World Cancer Congress. 2012. Montreal-Canada.
14. Building a cancer control office. World Cancer Congress. 2012. Montreal – Canada.
15. Smoke-free in a box: a practical guide to develop, implement, and enforce a smoke-free policy. Ancillary meeting to the World Congress of Cardiology. 2012. Dubai – UAE.

16. An overview of tobacco dependence treatment at King Hussein Cancer Center: translating evidence into practice. Rapid Oral presentation. UICC, World Cancer Congress. August 2012. Montreal –Canada.
17. Acute effects of waterpipe smoking on pulmonary function and cardio-pulmonary exercise capacity in healthy subjects. ERS. Amsterdam. 2011.
18. Cigarette smoking among Jordanian adults: predictors and correlates. 2011. Value in health. ISPOR 16th annual international meeting.
19. Waterpipe smoking among Jordanian adults: predictors and correlates. 2011. ISPOR 16th annual international meeting.
20. Cancer-related knowledge, attitudes and risk perception among 6th grade students in Jordan. Cancer Control Office, King Hussein Cancer Center. June 2011.
21. Smoking cessation in cancer patients: abstinence rates and reasons for failure. 2010. ATS. New Orleans.