



A proud partnership for the development
of Jordanian people



THE UNITED NATIONS POPULATION FUND | JORDAN

Our Mission

UNFPA, the United Nations Population Fund, is an international development agency that promotes the right of every woman, man and child to enjoy a life of health and equal opportunity. UNFPA supports countries in using population data for policies and programmes to reduce poverty and to ensure that every pregnancy is wanted, every birth is safe, every young person is free of HIV/AIDS, and every girl and woman is treated with dignity and respect.

UNFPA - because everyone counts



Meeting Development Goals

UNFPA seeks to improve the lives and expand the choices of individuals and couples. Over time, the reproductive choices they make, multiplied across communities and countries, alter population structures and trends.

UNFPA helps governments, at their request, to formulate policies and strategies to reduce poverty and support sustainable development. The Fund also assists countries to collect and analyse population data that can help them understand population trends. And it encourages governments to take into account the needs of future generations, as well as those alive today.

The close links between sustainable development and reproductive health and gender equality, the other main areas of UNFPA's work, were affirmed at the 1994 International Conference on Population and Development (ICPD) in Cairo. UNFPA is guided in its work by the Programme of Action adopted there. At the conference, 179 countries agreed that meeting needs for education and health, including reproductive health, is a prerequisite for sustainable development over the longer term. They also agreed on a roadmap for progress with the following goals:

- Universal access to reproductive health services by 2015.
- Universal primary education and closing the gender gap in education by 2015.
- Reducing maternal mortality by 75 per cent by 2015.
- Reducing infant mortality.
- Increasing life expectancy.
- Reducing HIV infection rates.

Reaching the goals of the Programme of Action is also essential for achieving the Millennium Development Goals. These eight goals, which are fully aligned with the ICPD roadmap, have the overarching aim of reducing extreme poverty by half by 2015. UNFPA brings its special expertise in reproductive health and population issues to the worldwide collaborative effort of meeting the Millennium Development Goals.

Improving Reproductive Health

The critical importance of reproductive health to achieving international development goals was affirmed at the highest level at the 2005 World Summit. Reproductive health is also a human right. Yet, reproductive health conditions are the leading cause of death and illness in women of childbearing age worldwide, and at least 200 million women want to plan their families or space their children, but lack access to safe and effective contraception.

UNFPA promotes a holistic approach to reproductive health care that includes:

- Universal access to accurate information, a range of safe and affordable contraceptive methods, and sensitive counseling.
- Ensuring that quality obstetric and antenatal care is available to all pregnant women.
- Prevention and management of sexually transmitted infections, including HIV.

Making Motherhood Safer

Every minute, a woman in the developing world dies from treatable complications of pregnancy or childbirth. Every minute, a family is devastated. The lives of surviving children are put at risk. Communities suffer. And for every woman who dies, as many as 10 others are seriously harmed by fistula or other injuries of childbearing.

UNFPA's strategy for preventing maternal mortality includes:

- Family planning to reduce unintended pregnancies.
- Skilled care at all births.
- Timely emergency obstetric care for all women who develop complications.

UNFPA also advocates at many levels for the right of mothers to give birth safely. It spearheads the global Campaign to End Fistula, a collaborative initiative to prevent this devastating injury of childbirth and to restore the health and dignity of those who have been living with its consequences. And it is working to address the shortage of skilled midwives in much of the developing world.

Supporting Adolescents and Youth

Almost 1.4 billion people are between 10 and 19 years old. Almost half of young people live in poverty. Yet traditional youth programmes are not reaching those most in need, especially marginalized adolescent girls. Addressing the critical challenges facing the largest youth generation in history is an urgent priority if social and economic development efforts are to succeed and the AIDS pandemic is to be reversed.

UNFPA's 'four keys' to opening up opportunities for young people include incorporating youth issues into national development and poverty reduction strategies; expanding access to gender-sensitive, life skills-based sexual and reproductive health education; promoting a core package of health services for young people; and encouraging young people's leadership and participation.





Preventing HIV/AIDS

The AIDS epidemic is a global catastrophe responsible for over 20 million deaths worldwide, tens of millions of children left orphaned, and some 33 million people living with HIV. Although global HIV prevalence has levelled off, AIDS is among the leading causes of death globally and remains the primary cause of death in Africa.

Recent evidence shows that sustained, intensive programmes in diverse settings are reducing HIV incidence through behaviour changes.

Promoting Gender Equality

Women can and must play a powerful role in sustainable development and poverty eradication. When women are educated and healthy, their families, communities and countries benefit. Yet gender-based discrimination and violence pervade almost every aspect of life, undermining the opportunities of women and denying them the ability to fully exercise their basic human rights.

Gender equality is one of the eight Millennium Development Goals as well as a human right. Investments in gender equality can improve the lives of both men and women, with lasting benefits for the next generations. For more than 30 years, UNFPA has been in the forefront of bringing gender issues to wider attention, promoting legal and policy reforms and gender-sensitive data collection, and supporting projects that empower women economically.

Using Culturally Sensitive Approaches

UNFPA's activities touch on the most sensitive and intimate spheres of human existence, including reproductive health and rights, gender relations and population issues. Attitudes about these subjects vary widely between and among different cultures.

Changing deeply rooted attitudes, behaviours and laws-especially those dealing with gender relations and reproductive health-can be a long process that requires a culturally sensitive approach. The Fund respects cultural diversity. At the same time, it rejects those practices that endanger women and girls. It works closely and respectfully with communities to enlist their support in upholding the human rights of all its members.

Protecting Human Rights

All individuals are entitled to equal rights and protections. This idea is fundamental to UNFPA's mission and to its way of working.

A strong emphasis on the rights of individual women and men underpins the 1994 Cairo Consensus that guides UNFPA's work. This emphasis on human rights at the ICPD marked a shift in population policy and programmes away from a focus on human numbers and placed human lives front and centre.

Numerous international agreements affirm the human rights principles that underpin UNFPA's work in reproductive health, gender equality and population and development.

Securing Reproductive Health Supplies

Without essential commodities-from contraceptives to testing kits to equipment for emergency obstetric care-people cannot fully exercise the right to reproductive health. In many places, male and female condoms are urgently needed to prevent the further spread of HIV. UNFPA's mandate in this area is to provide the right quantities of the right products in the right condition in the right place at the right time for the right price. This complex logistical process involves many actors from both the public and private sectors. UNFPA takes a lead role in reproductive health commodity security, by forecasting needs, mobilizing support, building logistical capacity at the country level and coordinating the whole process.



Assisting in Emergencies

Humanitarian crises are reproductive health disasters. In times of upheaval, pregnancy-related deaths and sexual violence soar. Reproductive health services - including prenatal care, assisted delivery, and emergency obstetric care - often become unavailable. Young people become more vulnerable to HIV infection and sexual exploitation. And many women lose access to family planning services, exposing them to unwanted pregnancy in perilous conditions.

Within the coordinated, inter-agency response to disasters, UNFPA takes the lead in providing supplies and services to protect reproductive health, with an emphasis on the special needs and vulnerabilities of women and young people. Priority areas include safe motherhood; prevention of sexually transmitted infections, including HIV; adolescent health; and gender-based violence. The Fund also supports various data collection activities, including censuses to provide detailed information for planning and rapid health assessments to allow for appropriate, effective and efficient relief. UNFPA encourages the full participation of women and young people in efforts to rebuild their societies.

Building Support

As the world's leading multilateral agency on population, UNFPA is the most prominent international advocate for reproductive health and rights. Working in partnership with other United Nations agencies, governments, communities, NGOs, foundations and the private sector, the Fund raises awareness and mobilizes the support and resources needed to reach the targets set forth at the International Conference on Population and Development and in the Millennium Development Goals. In 2007, UNFPA received a record high in voluntary contributions for its core resources from 181 countries, also a record number.

UNFPA's Global Reach

UNFPA supports programmes in four regions: Arab States, Europe and Central Asia; Asia and the Pacific; Latin America and the Caribbean; and sub-Saharan Africa. UNFPA works in about 150 countries. Three-quarters of UNFPA staff work in the field.



UNFPA in Jordan:

UNFPA started its programmes of cooperation in Jordan in 1976. UNFPA supports five-year programme cycles which are developed between the Government of Jordan (represented by the Ministry of Planning and International Cooperation) and UNFPA. Each programme cycle is based on achievements and lessons learned in the preceding cycles and the evolving national development priorities.

UNFPA is currently supporting the Seventh Country Programme of Cooperation (2008-2012) which was developed within the overall framework of the United Nations Development Assistance Framework (UNDAF) and the Common Country Assessment (CCA). The process of developing the CCA and the UNDAF was jointly conducted by the Government and the UN system in Jordan.

The Framework:

The overall framework for UNFPA's support in Jordan builds on mutual agreement and the commitment of the Jordanian Government for the realization of the Millennium Development Goals (MDGs), the implementation of the recommendations of the Programme of Action of the International Conference on Population and Development (ICPD), and the United Nations conventions and summits, especially as they relate to UNFPA's three focus areas to which the Government of Jordan and UNFPA are committed to, which are:

- A. Population and Development
- B. Reproductive Health and Rights
- C. Gender Equality

In each of these focus areas/ programme components, UNFPA is committed to supporting the achievement of goals that will contribute to the well-being of Jordanian women and men.

UNFPA works by providing technical and financial support to national government and non governmental implementing partners.



A. Population and Development

Programme Objective 1:

National capacity to formulate, coordinate and monitor gender-sensitive population related strategies and plans are strengthened.

he Higher Population Council (HPC) and UNFPA will aim to achieve this by:

1. Establishing and implementing a monitoring and evaluation system to support the general secretariat of the HPC;
2. Building the capacity of the HPC secretariat in advocacy, policy dialogue and strategic planning;
3. Supporting the various sub-committees of the HPC secretariat in developing, implementing and monitoring annual work plans based on the National Population Strategy, the second Reproductive Health Action Plan, the National strategy on the Demographic Dividend, and other related national plans, policies and strategies.
4. Enhancing the coordination mechanisms between the HPC and other national councils and institutions.
5. Supporting the development of policy briefs, research and position papers on areas of priority in population and development and using them for advocacy, policy dialogue and programme development.
6. Supporting the HPC secretariat sub-committees to conduct high level advocacy at the national and sub-national level linked to international and national milestone events including preparation of national MDG reports, stocktaking of achievements related to international and national instruments, celebration of international days, e.g., World Population Day, World AIDS Day and others.



Programme objective 2

Disaggregated and gender-sensitive data and information on women, youth, vulnerable groups and the environment are collected, analyzed and disseminated.

The Department of statistics (DOS) and UNFPA will aim to achieve this by:

1. Building national capacities to conduct in depth analysis of the Demographic and Health Survey (DHS) and other surveys related to population, poverty and reproductive health.
2. Strengthening and supporting the coordination mechanisms between DOS, the Civil Status and Passport Department (CSPD) and the Migration Department in the Public Security Department
3. Identifying existing mechanisms and gaps in civil registration and migration data.
4. Building the capacity of above institutions to improve the quality and timeliness of population and migration data produced.
5. Supporting awareness raising campaigns targeting general population to address data gaps in civil registration.
6. Supporting action oriented research and studies especially in areas related to achieving the MDGs - in particular MDG goal 5.

B. The Reproductive Health

1- Programme Objective 1:

Increased awareness of, demand for and access to high-quality health services, with a focus on post-natal care and family planning services and with special attention given to vulnerable groups.

UNFPA will support two implementing partners in achieving this objective:

1. The Ministry of Health – Woman and Child Health Directorate.
2. The Queen Zein Al-Sharaf Institute for Development (ZENID).

To ensure protection and prevention of gender based violence/violence against women as an important component of quality reproductive health care, the Ministry of Health - Woman and Child Health Directorate and UNFPA will work on:

1. Institutionalizing a response system to combat violence against women in the public health sector within the overall National Family Protection Framework.
2. Supporting quantitative and qualitative research on the knowledge, attitude and practices among health service providers related to violence against women.
3. Developing guidelines, protocols, criteria and training manuals for health workers to integrate appropriate services to combat at violence against women in the public health sector.
4. Establishing a pool of trainers and resource persons in addressing violence against women in the Ministry of Health
5. Sensitizing and building the capacities of health service provider in detection, treatment, referral and counseling

related to violence against women, starting in selected governorates and expanding building on the experience and lessons learned.

6. Developing a monitoring system to document cases of violence against women within the health information system.

To increase demand for quality reproductive health care, the Queen Zein Al- Sharaf Institute for Development and UNFPA will work in five selected communities to:

1. Conduct community mapping and a baseline survey on key population and reproductive health issues in the selected communities.
2. Develop tool kits on reproductive health topics for local communities and Community Based Organizations (CBOs).
3. Establish a pool of community trainers, advocates and resource persons on reproductive health and gender issues.
4. Build the capacities of the CBOs on gender and human rights, focusing on reproductive health as a right.
5. Support the production of information material and interactive awareness raising sessions in the communities for men, women, and young people, on reproductive health and reproductive rights.
6. Provide support to CBOs and local community initiatives to raise demand for reproductive health.
7. Develop a network of CBOs in the 5 selected communities to share experiences and lessons learned.

An end-line survey at the end of the cycle will measure change related to reproductive health knowledge and practices in the 5 selected communities.

2- Programme Objective 2:

Greater access to integrated health services and gender-sensitive information and skills, with a focus on maternal and reproductive health, promoting healthy lifestyles, and preventing HIV/AIDS and substance abuse.

UNFPA will support the following two implementing partners in achieving this objective:

1. The Higher Council for Youth.
2. The Ministry of Health, Awareness and Health Communication Directorate.

The Higher Council for Youth and UNFPA will support a number of innovative initiatives for youth aged 15-24, including:

1. The "Youth Knowledge Box" initiative to provide practical and simple answers to the questions raised by youth regarding their reproductive health and puberty.
2. "Healthy Kitchen" initiative to promote healthy nutrition and eating habits among youth highlighting the relation and importance of healthy nutrition to their reproductive health.
3. The "Healthy Camp" Initiative to provide a healthy comprehensive environment for Jordanians youth allowing them to practice basic life skills and healthy life styles supported by a qualified cadre of youth health workers.
4. Supporting the development of a manual for young people "A bundle of situations" to promote a positive relationship between parents and youth and increase awareness of youth of the different life stages and responsibilities their parents face, and in the process preparing them for their future role as parents.

5. Twinning between selected youth centers and health centers to enhance the role of the Ministry of Health and the Higher Council for Youth in providing youth friendly health services.

6. Supporting Y-peer networks and their activities.

UNFPA will also support the Higher Council for Youth in reviewing existing national strategies and their linkages to youth health, identifying appropriate mechanisms based on lessons learned in the implementation of the 2005-2009 National Youth Strategy.

The Ministry of Health - Awareness and Communication Health Directorate and UNFPA will:

1. Conduct desk reviews and qualitative research to identify young people's needs and preferences for youth friendly health services (YFHS).
2. Develop criteria and standards for YFHS.
3. Develop systems, protocols and guidelines within Ministry of Health to support providing youth health services.
4. Establish a pool of resource persons working in providing youth health services.
5. Build the capacities of health professionals in providing culturally appropriate youth friendly health services.
6. Provide institutional support for Youth Friendly Health Services.
7. Support documentation and lessons learnt from the programme implementation process.

C. Gender Equality

Programme Objective 1:

Strengthened capacity to monitor progress towards the national development agenda and the Millennium Development Goals aligned with the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), the Convention on the Rights of the Child (CRC), and other human rights conventions.

There will be two partners that will contribute to achieve this objective:

1. The Jordanian National Commission for Women (JNCW).
2. The Ministry of Planning and International Cooperation.

The Jordanian National Commission for Women and UNFPA will achieve this objective by:

1. Developing a monitoring and evaluation system in JNCW to follow-up on the national strategy for women and the CEDAW committee recommendations on Jordan's reports to the CEDAW committee.
2. Supporting JNCW sub-committees in developing, implementing and monitoring annual work plans based on the National Strategy for Women and other related national plans.
3. Supporting thematic position papers and policy briefs linked to priorities identified in the national strategy for women and the CEDAW committee's recommendations on Jordan's reports and using them in advocacy and policy dialogue for legislative change.
4. Advocating and supporting policies and programmes to combat violence against women and support joint UN programmes to combat violence against women.
5. Support the production of communication and media material targeting decision makers, media and parliamentarians on priority issues of concern in women's rights.
6. Provide technical and financial support to the preparation and submission of Jordan's fifth report to the CEDAW committee.
7. Supporting JNCW to conduct high level advocacy at the national and sub-national level linked to international and national milestone event including preparation of national MDG reports, stocktaking of achievements related to international and national instruments, celebration of international days, e.g. International Women's Day, 16 days of Activism to End Violence Against Women, and others.



The Ministry of Planning and International Cooperation and UNFPA will achieve this objective by:

1. Building national capacities in monitoring the MDGs.
2. Providing technical assistance for the preparation of research related to the preparation of Millennium Development Goals (MDG) reports at the national and governorate levels focusing on MDG goals 3, 5, and 6.
3. Strengthening the partnership and linkages between the JNCW and the Ministry of Planning and International Cooperation gender unit and M&E Directorate to ensure that gender and human rights are integrated in the development of annual governmental operational plans and in monitoring MDG achievements.
4. Supporting the production of IEC material related to research on the MDGs and gender.
5. Integrating population, reproductive health, and gender indicators and variables into national sectoral and selected local plans and monitoring mechanisms.

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