Higher Population Council - Jordan
HPC
المجلس الأعلى للسكان
المملكة الأردنية الهاشمية

Share-Net
Jordan
The Knowledge Platform on
Sexual and Reproductive Health
and Reproductive Rights

Communication strategy for sexual and reproductive health 2022 – 2024

www.share-net-jordan.org.jo

Acknowledgment

The Higher Population Council (HPC) and Share-Net Jordan Hub(SN-JO), in cooperation with all partners of Governmental and Non- governmental Organizations, civil society organizations and the private sector, are pleased to launch the Communication strategy for sexual and reproductive health - Share-Net Jordan Hub for the years of (2022-2024). The strategy was developed with the support of Share-Net International(SNI), where a desktop review was conducted for all relevant documents, after which the current status was analyzed, and the conceptual framework for the strategy, vision, mission and values of the strategy was developed in a participatory and interactive manner among all partner institutions.

We extend our sincere thanks and gratitude to the Share-Net International for their support in setting up the strategy, and special thanks and gratitude to all partners for efforts and interventions in preparing the strategy. SN-JO and HPC also extends its sincere thanks and appreciation to Dr. Ibrahim Aqel, the main advisor for his contributions in preparing and developing this strategy and facilitating the workshops and developing, setting up and reviewing the components of the strategy. SN-JO and HPC would like to thanks the technical staff for their dedication and outstanding efforts in reviewing the drafts strategy and following up on the process of preparing the strategy.

May God guide us all to serve our beloved country under the leadership of His Majesty King Abdullah II Bin Al Hussein.

Secretary-General

Dr. Abla Amawi

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Executive summary

In light of the continuous commitment of Share-Net Jordan to sexual and reproductive health knowledge sharing, it was necessary to develop a communication strategy for sexual and reproductive health issues to organize the process of internal and external communication and identify the means and tools of communication necessary for each of the target groups, as well as to bring about significant cultural change among the target audiences. The communication strategy on sexual and reproductive health issues for Share-Net Jordan will provide a conceptual framework that enables institutions and individuals to generate, disseminate and share knowledge about sexual and reproductive health in an innovative way using different tools. In addition, it will also provide advocacy tools through the strategic use of the media to support related initiatives and activities.

The situational analysis of the current status of communications related to sexual and reproductive health issues addressed the following gaps: the lack of communication strategy and policies about sexual and reproductive health, the absence of sustainable and specialized periodic media programs, the lack of adequate investment in the development of effective communication products and tools, the lack of platforms and means of communication about sexual and reproductive health, the lack of trained communication and media staff in the field of sexual and reproductive health, and the lack of adequate training programs in the field of sexual and reproductive health.

The Share-Net Jordan strategic conceptual framework for communication has been developed based on the WHO conceptual communication framework; where communication tools should provide understandable, accessible, actionable, credible, relevant, and timely information when needed by relevant stakeholders to improve the effectiveness of the internal and external communication. The vision of the communication strategy emphasized the comprehensive and adequate availability and accessibility of information, knowledge and research results on sexual and reproductive health. The mission also demonstrated the importance of strengthening and supporting Share-Net Jordan through improving internal and external communications to support successful and effective knowledge sharing and informed decision-making.

Share-Net Jordan communication strategy aims to facilitate the generation, dissemination and sharing of sexual and reproductive health knowledge to support and inform the decision-making process related to sexual and reproductive health. The strategy also included the internal communication matrix, the external communication matrix, and a detailed action plan linking communication objectives to relevant activities and tools, and key performance indicators to measure the effectiveness of communication.

Definitions :

Sexual and Reproductive Health[1]: The Program of Action of the International Conference on Population and Development for 1994 defined the sexual and reproductive health as: a state of complete physical, psychological and social integrity and not merely the absence of disease, dysfunction or infirmity in all issues related to the reproductive system, its functions and operations. Therefore, sex and reproductive health imply that people are able to have a satisfying and safe sex life and that they have the capability to reproduce and the freedom to decide if, when and how often to do so. Implicit in the last condition is the right of men and women to be informed and to have safe, effective, affordable and acceptable methods of family planning of their choice, as well as other methods of family planning , as well as access to appropriate health-care services, as the ability of women to go safely through pregnancy and childbirth could provide couples with the best chance of having a healthy infant.

Reproductive health does not mean health during the reproductive period only. It starts from childhood through adolescence to the age of childbearing and beyond the reproductive years for males and females. In addition to the holistic vision, the definition took into account the concepts of rights, equality, dignity and responsibility in relationships. The Conference clarified the components of reproductive and sexual health, which varied from providing information to providing service and enjoyment the rights such as services and information of family planning methods, antenatal care, premarital screening, safe delivery and postpartum care, reproductive and sexually transmitted diseases, infertility prevention treatment, reproductive system cancer detection, adolescent and youth health, gender, and family violence.

When planning reproductive health issues, a human rights-based approach must be taken that takes into account the application of the guiding principles considering the protection of human dignity, attention to the most vulnerable population groups, ensuring access to services, especially for the most vulnerable population groups, using a gender perspective, ensuring equality and the absence of discrimination, ensuring equality and justice in access to services and information, and the importance of reviewing the conceptual and legislative frameworks included in some public policies, in order to confirm the rights already recognized in international instruments such as the Convention on the Elimination of All Forms of Discrimination against Women 1979, the Convention on the Rights of the Child 1989, and the Convention on the Rights of Persons with Disabilities 2006.

[1] https://arabstates.unfpa.org/en/topics/sexualandreproductivehealth

Gender:

The concept of gender means the various roles, rights and responsibilities of women and men and the relationships between them. It includes the way their characteristics, behaviors and identities are determined through the course of coexistence and social interaction processes. Gender is generally associated with inequalities of power and access to choices and resources. The different roles of women and men are affected by historical, religious, economic and cultural realities, and these roles and responsibilities may change, and inevitably change over time.[2]

In general, gender refers to the roles, privileges, and rights of males and females that are shaped by the prevailing social culture in society, meaning that the differences in the status of males and females are not based on the biological difference between them, but rather on cultural visions and beliefs.

Accordingly, those roles, functions and privileges may vary according to different cultures, circumstances and times. In light of this concept, policies, legislations and education can bring about change in any society, including changing the roles and functions of women and men, and the relationship between them. Therefore, the ability of women to participate in various family decisions, including decisions related to marriage and childbearing, its frequency and organization, sexual relations, and the attitude towards various forms of violence to which they are exposed, will depend mainly on gender relations and what the prevailing social culture allows them to play in terms of roles, functions, rights, privileges, protection and empowerment, especially the resources and possessions they have, i.e. influence and power in their social positions in the family and public life.

Knowledge platform (Share-Net International):

A specialized international platform established in the Netherlands. It aims to generate, translate, publish, share and manage knowledge related to sexual and reproductive health. It is funded by the Dutch Ministry of Foreign Affairs and headquartered at the Royal Netherlands Institute (KIT).

Share-Net Jordan Secretariat:

The general secretariat of the knowledge platform for knowledge related to sexual and reproductive health& reproductive health. It coordinates and facilitates the activities of the knowledge platform in Jordan (Share-Net Jordan). It is responsible for developing annual plans and achieving the desired results, as well as issuing periodic reports in this regard. Share-Net Jordan Secretariat is headed by the HPC Secretary-General, Dr. Abla Amawi, Share-Net in Jordan hosted by the Higher Population Council.

[2] https://www.un.org/esa/sustdev/inter_agency/gender_water/resourceGuide_Arabic.pdf

Internal Communication:

It is the communication within Share-Net Jordan with its components (Share-Net Secretariat, the steering committee, the community of practitioners, Share-Net Jordan members) and between Share-Net Jordan and the Share-Net International. It aims to ensure the flow of information and ideas in two directions at the highest levels of efficiency and effectiveness.

External Communication:

The communication between Share-Net Jordan and its external surroundings with all partners and beneficiaries such as research and academic institutions, universities, decision makers and government agencies, civil society organizations, supporting agencies, donors, the private sector, the media, and society. This communication aims to providing an appropriate environment for transferring and dedicating knowledge and expertise to support successful and effective decision-making, in order to achieve communication between producers of information, knowledge, research, decision-makers, policy-makers, media, program developers and service providers.

Steering Committee:

The Steering Committee represents Share-Net Jordan before the concerned authorities. It is also concerned with developing and approving annual plans, directing decisions and policies for the purposes of approval, and ensuring their alignment with Share-Net Jordan's goals. It also coordinates with all partner agencies. The Steering Committee is chaired by Dr. Abla Amawi, HPC Secretary-General, and its membership includes government agencies, civil society organizations and the private sector.

Community of Practice (COP):

Share-Net Jordan creates, as needed, a community of practice from a group of individuals who have common interest on a specific topic in a particular field. Members of the community of practice learn effectively by sharing experiences and information. Share-Net established several communities of practice in the field of sexual and reproductive health in Jordan.

Share-Net Jordan members:

They are all members registered on Share-Net Jordan knowledge platform, whether individuals or institutions, who are interested in sexual and reproductive health issues.

Introduction

The Demographic Research Database website (PROMISE) was established in 2010. It aims at providing a comprehensive database on studies and research In Arabic and English in the fields of population, development and reproductive health / family planning. This website was created in its new form as a knowledge platform for sexual and reproductive health in Jordan. It is funded by Share-Net International in the Netherlands, an institution established by the Dutch Ministry of Foreign Affairs as a knowledge base, which combines the expertise of Dutch organizations, Southern partner countries and international organizations working in the area of reproductive health for the purposes of strengthening the role of knowledge in building evidence-based policies and practices, and ensuring the strategic optimal utilization of resources to benefit from them locally and internationally to create platform to support reproductive health research, to be more interactive by linking it directly with research centers in academic and research institutions. Through the knowledge platform, the Higher Population Council seeks to provide experts, researchers and decision makers with a comprehensive base for studies and research related to reproductive health issues, proceeding from its belief in the need to rely on scientific facts and evidence when proposing and adopting policies and decisions related thereto, and when developing programs for reproductive health issues in Jordan. The knowledge platform aims to keep researchers, decision makers, policy makers, program developers, service providers and research bodies informed and aware of latest updates at the local and international levels in this field.

In 2015, the Higher Population Council and the Information and Research Center at King Hussein Foundation prepared a report on “Reviewing the studies related to reproductive health and identifying the gaps and research priorities in them” funded and coordinated with Share-Net international . The report recommended that the Higher Population Council be the point of contact with Share-Net to implement its activities in Jordan through local partners, and to conduct more qualitative studies regarding the reproductive health component, in addition to developing the Demographic Research Database (PROMISE) to become more interactive and to be linked directly with research centers in academic and research institutions, and reproductive health service providers. On 21/10/2015, the Higher Population Council held a meeting for the concerned authorities to share the results of the report, with the participation of the Steering Committee for Research in the Higher Population Council and in the presence of concerned parties from Share-Net, to obtain the approval of the authorities on the results of the report.

Share-Net Jordan’s work started at the beginning of 2016. Share-Net Jordan project aims to create online interactive platform to support researches related to reproductive health with the participation of concerned partners in different sectors, to facilitate the building and dissemination of knowledge about reproductive health and reproductive rights issues, whether through online participation or through non-electronic communication. It also aims at building the capacity of key partners to identify the knowledge gaps identified on reproductive health and reproductive rights issues in Jordan. Share-Net Jordan’s vision is that “people have the right to access high-quality health services and the ability to make informed decisions about their sexual and reproductive health,” while its mission is to “strengthen the link between research, policy and practice through the generation, sharing, translation, and promotion of the use of knowledge for developing better policies and practices in sexual and reproductive health and reproductive rights.

Share-Net Jordan intends to achieve the following goals:

1. Generate knowledge on sexual and reproductive health and reproductive rights by addressing priority knowledge gaps through research and further analysis and synthesis of existing data.
2. Translate knowledge on sexual and reproductive health and reproductive rights by providing evidence in appropriate formats to the target audience so that it can be accessed, understood and used by advocates, policy makers, program administrators, practitioners, private sector, users, media and researchers.
3. Dissemination and sharing of knowledge on sexual and reproductive health and reproductive rights through dissemination by a wide range of channels and tools of new and existing knowledge, as the results of available research are often unknown to those who should use them, and through the development and alignment of networks: creating national communities of practice (CoPs) and links with global level (partners); align the needs of some members with the services provided by our partners (i.e., between our members and the private sector and between young researchers and non-government organizations (NGOS) who need researches, build and strengthen new national and regional collaborations and partnerships, and encourage organizations, universities, ministries and registered individuals as members of Share – Net International.
4. Manage knowledge of sexual and reproductive health and reproductive rights by encouraging policy makers and practitioners to use knowledge products and forms to improve policies and practices.
5. Support the decision-making process related to sexual and reproductive health.

To translate Share-Net Jordan's vision and mission and institutionalize the process of providing, disseminating and sharing knowledge related to sexual and reproductive health, it was necessary to develop a communication strategy specialized in sexual and reproductive health issues, which coordinates and organizes the process of internal and external communication and identifies the means and tools for communication necessary for each of the target groups to link them with the communication goals.

Communication and its strategic importance for Share-Net

Communication is a social process that plays an important and effective role in understanding and transferring knowledge and information. A group or organization cannot be established and maintained without a process of communication between its internal and external members. Communication in most cases targets more than one purpose. For example, it may seek to communicate information or experiences from one person to another. This means performing an educational function, or it may seek to provoke and stir emotions or talk about some hidden feelings, where it performs a psychological function or broadcasts and disseminates information to several parties in different places at the same time. This means setting up a regulatory function.

Strategic communication aims at policy making and direction for consistent information activity within an organization and between organizations through systematic planning and achieving information and communication flow. It also aims to convey elaborated messages through the most appropriate means of communication and media to the target audience at the right time to contribute to and achieve the desired long-term impact. The objectives of communication may be directive, educational, entertaining, administrative or social depending on their purpose, the nature of communication and the audience targeted by communication.

Communication is closely and directly linked with media. The media is of the most important and influential tools of communication. Communication and media have several functions that differ according to the type of communication used and its purpose. These functions include orientation, forming attitudes and trends, increasing culture and information, developing inter-relations and increasing social cohesion, entertainment and providing means of entertainment and leisure, advertising and publicity.

Share-Net Jordan's strategic communication will provide a conceptual umbrella that enables organizations and individuals to provide, disseminate, and share knowledge on sexual and reproductive health in innovative ways despite their differences in style, purpose and tools. It will also provide tools for advocacy through strategic use of media, litigation, marketing, and immediate action to support related initiatives and activities. Share-Net Jordan communication strategy aims to facilitate the provision, dissemination and sharing of sexual and reproductive health knowledge for researchers, research bodies, decision-makers, policy-makers, media, program developers and service providers in a manner that supports and guides the decision-making process related to sexual and reproductive health.

Work methodology and steps

Share-Net Jordan followed a methodology based on analyzing the existing communication situation and determining the Orientations and priorities of the communication strategy on sexual and reproductive health issues to determine the vision, mission and objectives of the strategy, its activities, and the communication means and tools used.

Below is a description of the steps of this methodology:

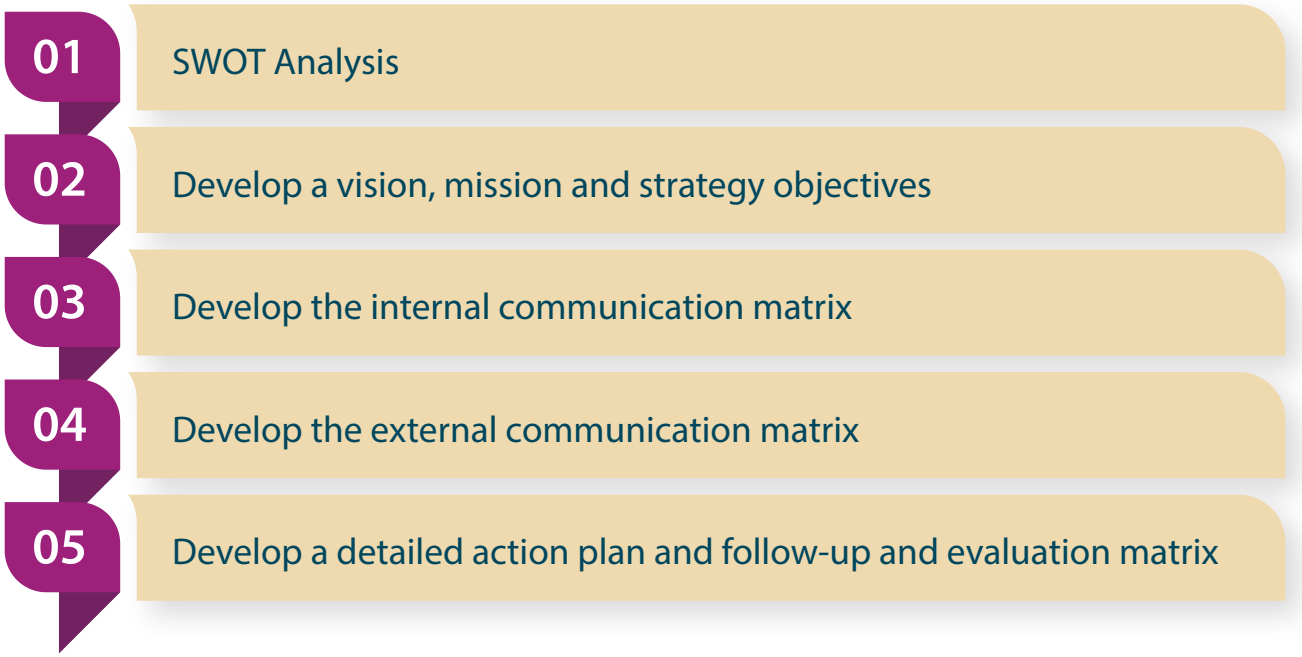
- SWOT Analysis, through:

- Reviewing and analyzing the existing communication situation with the Higher Population Council and Share-Net Jordan project as the “contact person” with regard to sexual and reproductive health, and what is related to developing this strategy and supervising its implementation in cooperation with partners and relevant authorities.

- Reviewing related plans and strategies.
- View samples of press materials (news, reports, television and radio interviews, articles, investigations, caricatures) related to sexual and reproductive health.
- Holding workshops/dialogue sessions with various concerned parties to discuss the status quo and focus groups with Share-Net members, implementing parties, media professionals from different media means, and some of the target audience.

- Develop communication strategy in the light of SWOT analysis, including the vision, mission and communication objectives.
- Develop an internal communication matrix.
- Develop an external communication matrix.
- Develop the executive plan so that this plan includes all communication and media interventions and activities, advocacy and awareness-raising interventions and activities, which will be implemented during the first year and then the remaining years in order to translate the communication goals, the timeframe for these interventions and activities, the concerned parties, and the target audience groups.
- Develop a Follow-up and evaluation methodology for the strategy.

The figure below illustrates the work methodology and steps for developing a communication strategy for sexual and reproductive health issues - Share-Net Jordan platform:



SWOT Analysis, and assessment of communication performance on sexual and reproductive health issues

Reproductive and sexual health is one of the determinants that reflect the general health condition in societies and countries. It is not only a measure of the health of mothers and children; Therefore, the Eight Millennium Development Goals (2000 - 2015) and the third goal of the Sustainable Development Goals (2016 - 2030) on health included many targets and indicators for reproductive and sexual health, and became among the targets of relevant international and regional strategies.

The desktop review of studies, reports and strategies related to reproductive and sexual health[3] indicated that there are a set of challenges to achieving reproductive and sexual health goals in Jordan, including limited integration between sexual and reproductive health programs and primary health care programs in health centers and obstetrics and gynecology services in hospitals, lack and weakness in programs that assess the level of sexual and reproductive health services currently provided in the public and private sectors, the service providers compliance with the approved protocols and the beneficiaries' satisfaction with them, poor sexual and reproductive health services for Syrian refugees, financial, social, cultural and awareness barriers that prevent them from accessing these services, poor services directed to sexual health and sexually transmitted diseases and the health of adolescents and youth in government health centers, lack of integrated package of basic services related to sexual and reproductive health directed to these age groups, the absence of specialized and integrated sexual and reproductive health services (medical, psychological, social and family) directed to the most vulnerable groups such as people with special needs, victims of rape and sexual violence, AIDS patients and their contacts, shortage in the number of providers of sexual health and adolescent health, insufficient specialized training programs in sexual health addressed to the providers of these services, poor legislations and mechanisms leading to the implementation of a rights-based approach in providing sexual and reproductive health services, lack of coordination between international donor organizations that finance sexual and reproductive health and family planning programs and the absence of a unified official arm to coordinate and control the work of these organizations, limited specialized courses in the field of adolescent health and sexual and reproductive health in medical and health colleges in universities, school curricula need for educational programs covering the health of adolescents, including sexual and reproductive education with content and style commensurate with the social and religious culture prevailing in society, poor information systems related to sexual and reproductive health, poor funding, irregular availability of medicines and supplies for integrated sexual and reproductive health services, absence or weakness of awareness programs directed to fiancées and persons embarking on marriage related to sexual and reproductive health, poor participation of the private health sector in awareness programs on sexual and reproductive health services, and lack of sustainable periodic communication and information programs specialized in sexual and reproductive health.[4]

3 National Strategy for Reproductive and Sexual Health 2020-2030, Higher Population Council
4 National Strategy for Reproductive and Sexual Health 2020-2030, Higher Population Council

The review also included the population media strategy prepared by the Council for the years (2018-2022), as well as the analytical study of population and development issues in the printed and audio-visual media for the year 2019, and previous efforts in building the capacity of media professionals in this field, in addition to evaluating the knowledge platform (electronic library) at the Council, taking the views of Share-Net members and Steering Committee on the communication methods used by the Share-Net secretariat, their opinion of the quarterly bulletins, the way they are presented, their content and proposals for development, the media coverage of the periodic activities of Share-Net, committee meetings … etc. and the current forms of knowledge production.

The most important challenges facing sexual and reproductive health in Jordan

In light of reviewing the reports, studies, strategies and policy summaries related to sexual and reproductive health in Jordan to identify the related issues, the status of sexual and reproductive health in Jordan can be described among the following issues[5]:

At the level of information and services

- The absence of specialized and integrated sexual and reproductive health services (medical, psychological, social and family) directed to the most vulnerable groups such as people with special needs, victims of rape and sexual violence, AIDS patients and their contacts.
- Limited integration between sexual and reproductive health programs and primary health care programs in health centers and obstetrics and gynecology services in hospitals.
- Lack and weakness in programs that assess the level of sexual and reproductive health services currently provided in the public and private sectors, the service providers compliance with the approved protocols and the beneficiaries' satisfaction with them.
- Poor sexual and reproductive health services for Syrian refugees, financial, social, cultural and awareness barriers that prevent them from accessing these services.
- Poor services directed to sexual health and sexually transmitted diseases and the health of adolescents and youth in government health centers, lack of integrated package of basic services related to sexual and reproductive health directed to these age groups.
- Limited courses specialized in adolescent health and sexual and reproductive health in medical and health colleges in universities.

5 Study the priorities of sexual and reproductive health issues and studies based on the results of Population and family health survey 2017/2018, the Higher population Council

- The school curricula need educational programs that cover the health of adolescents and include sexual and reproductive culture, with content and style commensurate with the social and religious culture prevailing in society.
- Absence or weakness of awareness programs directed to fiancées and persons embarking on marriage related to sexual and reproductive health (reproductive education and rehabilitation before marriage).
- Poor participation of the private health sector in awareness programs on sexual and reproductive health services.
- Absence of sustainable periodic information programs specialized in sexual and reproductive health.
- There is a bias among reproductive service providers towards some modern family planning methods, especially permanent methods.
- Circulation of wrong information about the side effects of modern family planning methods and the weakness of informed information and education programs to counter this information.
- Weak coverage of private health insurance programs for family planning services and counseling related to sexual health.

At the level of human, financial and technical resources

- Shortage in the number of sexual health and adolescents health providers, and insufficient training programs specialized in sexual health directed at providers of these services.
- Lack of coordination between international donor organizations that finance sexual and reproductive health and family planning programs and the absence of a unified official arm to coordinate and control the work of these organizations, and the focus of these organizations on vertical programs.
- Poor information systems related to sexual and reproductive health.
- Poor funding and irregular availability of medicines and supplies for integrated sexual and reproductive health services.

At the level of legislations and laws

- Poor legislation and mechanisms leading to the implementation of a rights-based approach in the provision of sexual and reproductive health services.

Share-Net Jordan Strengths, Weaknesses Opportunities, and Threats Analysis

Strengths

- The first knowledge platform for sexual and reproductive health issues in Jordan and the Arab region.
- The presence of the platform in the Higher Population Council, which is the national authority concerned with population and development issues, including reproductive health / family planning, and the Council's support for this platform.
- Abundance of knowledge, studies and research in the field of sexual and reproductive health.
- Diversity of representation for the various sectors in the Steering Committee, as well as the Share-Net membership.
- Easy access to the target destinations.
- Having a website.
- Diversified communication means.

Weakness

- Nonexistence of documented communication strategy for issues of sexual and reproductive health and reproductive rights.
- Poor funding necessary to activate innovative communication means.
- Inadequate employment of the communication process by innovative means.
- The website of the Knowledge Platform needs to be developed to be more interactive and appropriate.
- Lack of staff specialized in communication in Share-Net Jordan.
- Poor utilization of some communication means such as social networking platforms and sites.
- Poor contribution of Share-Net members in activating the knowledge platform.
- Insufficient training programs in the field of communication with regard to sexual and reproductive health.

Opportunities

- The expertise and support of the Share- Net International.
- No similar platforms to translate and disseminate knowledge on sexual and reproductive health issues.
- The development of innovative communication means and tools globally.
- The possibility of activating multiple partnerships between the public and private sectors and non-governmental organizations.
- Existence of the national strategic plan for reproductive and sexual health.
- The existence of opportunities for the digital space in various fields in light of the Corona pandemic.

Threats

- Investment in communication and its tools is not a priority for most funders and donors.
- The speed of technological development requires continuous updating of the communication means and tools.
- Social misconceptions in dealing with sexual and reproductive health issues.
- Funding instability and donors' constant change of attitudes.

Internal communication targeted groups

1. Share-Net Jordan secretariat
2. Steering Committee
3. Community of Practice (COP)
4. Share-Net Jordan members

External communication targeted groups

1. Research and academic institutions and universities
2. Decision makers and government agencies
3. Service providers and developers of executive programs in all sectors
4. Civil society organizations
5. Supporters and donors
6. The private sector
7. Media
8. Society
9. Youths

The communication means currently used in Share-Net Jordan:

- Share - Net Jordan quarterly bulletins.
- Share-Net International quarterly bulletins (Share-Net Jordan shares its achievements in this bulletin).
- The website – Share- Net Jordan's electronic knowledge platform, and Share-Net knowledge platforms for other countries as their link available on Share- Net Jordan platform.
- Summaries of policies, studies, position papers, and others.
  Advocacy.
- News issued by Share Net Jordan in the media and social media.
- Radio and television interviews.
- E-mail.
- Social media roundtable meetings.
- Face-to-face and remote meetings.
- Workshops.
- Official books.
- Personal communications and meetings.
-

The most communication challenges related to sexual and reproductive health:

In light of the desktop review of the documents, the analysis of the current situation of sexual and reproductive health and SWOT analysis of Share-Net Jordan knowledge platform, the following communication challenges related to sexual and reproductive health become apparent:

Challenges at the strategic level:

- The absence of a communication strategy and policies in relation to sexual and reproductive health,

with the exception of the population media strategy for the years (2018-2022), which addressed the issue of reproductive health.

Technical challenges:

- Absence of sustainable and specialized periodic media programs on sexual and reproductive health.
- In spite of the abundance of knowledge, studies, research and policy summaries in the field of sexual and reproductive health, there is not enough investment in developing effective communication products and tools.
- Weakness and lack of platforms and communication means regarding sexual and reproductive health.

Financial challenges:

- Lack of budgets allocated for communication on sexual and reproductive health issues with the relevant authorities.
- Investment in communication and its tools is not a priority for most funders and donors.
- Funding instability and donors' constant change of attitudes.

Challenges at the level of human resources:

- Lack of trained resources in communication and information in the field of sexual and reproductive health.
- Lack of adequate training programs in the field of communication with regard to sexual and reproductive health.

Orientations and priorities of the communication strategy for sexual and reproductive health issues:

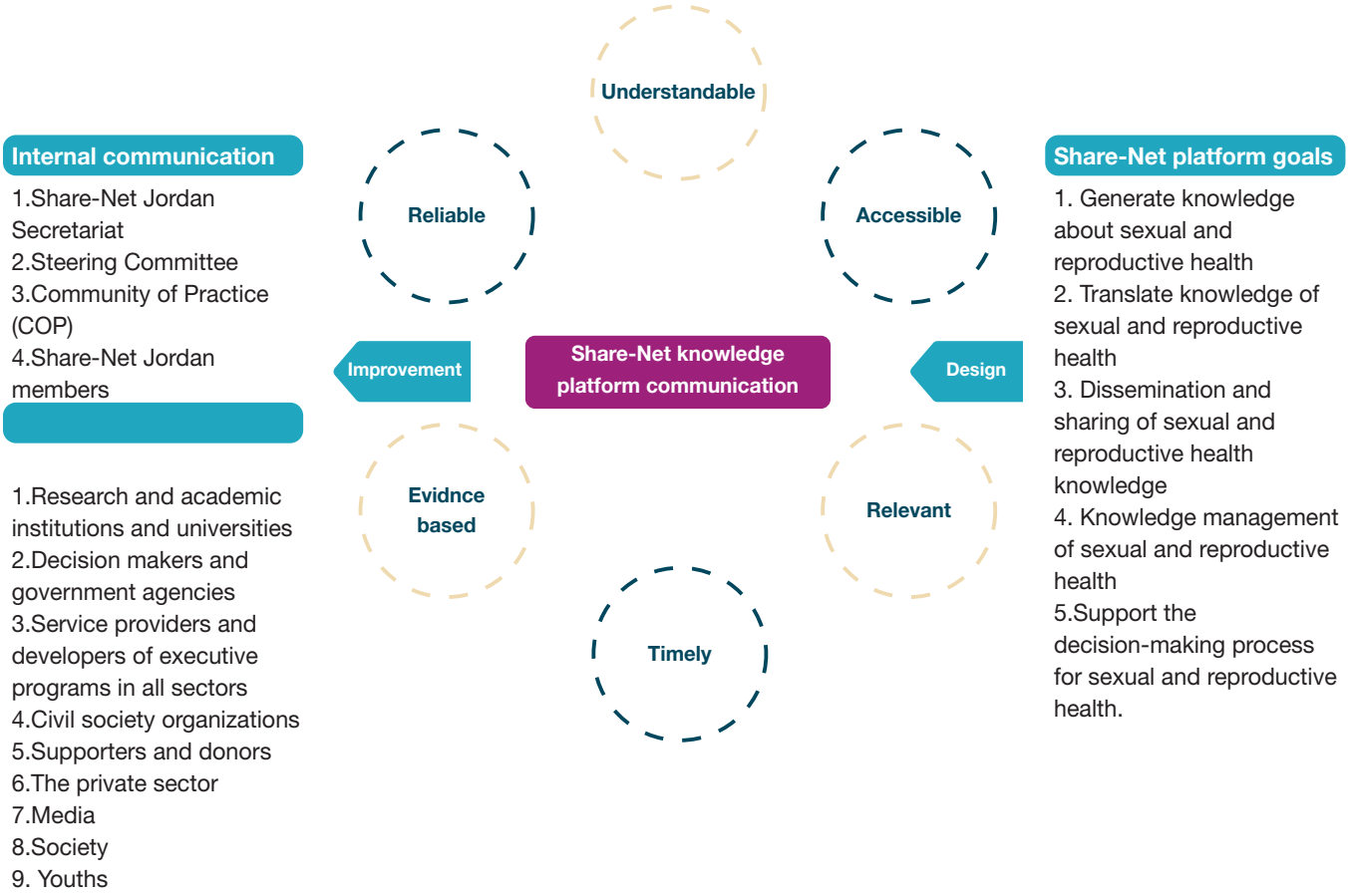
In light of the desktop review and analysis of the current situation, strengths, weaknesses, opportunities and threats, the following strategic communication orientations and priorities for communication on sexual and reproductive health issues emerge:

1. Institutionalizing the internal communication for Share-Net Jordan platform and developing an internal communication matrix explaining the communication policy and tools.
2. The necessity to define the objectives of external communication and the activities, tools and means that should be used with each relevant party.
3. The necessity of adequate employment of the communication process for sexual and reproductive health issues by innovative means.
4. Investing the availability of knowledge, studies and research in the field of sexual and reproductive health in developing effective communication products and tools.
5. The need to update and activate the website to become more dynamic and interactive with all target groups, while making it easier to search.
6. Invest some of the most interactive of communication means such as social media platforms and sites. Increasing Share-Net members' contribution to activating the knowledge platform.
7. Finding innovative and pioneering communication mechanisms to attract new members to Share-Net
8. Jordan, representing different sectors.
9. Activating communication with various media agencies.

Strategic conceptual framework for communication in Share-Net knowledge platform

The strategic conceptual framework for communication in Share-Net Jordan knowledge platform was based on the WHO Communication Conceptual Framework[6], which aims to improve the effectiveness of the internal communication process between Share-Net Jordan secretariat, the Steering Committee, the communities of practice, and Share-Net members. The strategic conceptual framework for communication in Share-Net Jordan knowledge platform also aims to improve the effectiveness of the external communication process between Share-Net Jordan secretariat and external parties such as research and academic institutions, universities, decision makers, government agencies, civil society organizations, supporting agencies, donors, the private sector, media and society. This strategic conceptual framework for communication has been developed to use communication tools and means that provide understandable, accessible (easy to access), relevant, reliable, evidence-based information and knowledge in a timely manner when needed by the relevant parties. The following model illustrates the strategic conceptual framework for communication in Share-Net Jordan knowledge platform:

Strategic conceptual framework for communication in Share-Net knowledge platform



[6] https://www.who.int/mediacentre/communication-framework.pdf

The strategy supports the following elements:

- **Vision and Mission:** They represent the theoretical and practical aspects of the ideal communicative situation that this strategy seeks to reach with regard to sexual and reproductive health.
- **Communication strategy values:** They are the main principles governing the behavior of those in charge of implementing this strategy, and all communication processes and procedures that are being worked on and developed in order to translate this strategy on the ground.
- **Communication goals:** Which include strategic goals related to the vision, and mission-related procedural goals.
- **Directed messages:** They include the main meanings and ideas to be conveyed to each category of the target audience in a way that meets the interests of each category.
- **Communication tools:** Distributed between effective and sustainable communication tools for all segments of the public at all times, and communication tools used in implementing qualitative activities, events and communication campaigns in order to deliver the required targeted messages and achieve impact.
- **Performance indicators:** Quantitative indicators mainly depend on base values and target values.
- **The executive plan:** It includes all communication interventions and activities that will be implemented during the years of the strategy, the timeframe for implementation, the communication tools used, the concerned parties, the target groups, the addressed messages, and the estimated cost of each intervention and activity of these interventions and activities.

Vision and impact

Comprehensive and effective availability of information, knowledge and research results related to sexual and reproductive health in order to achieve fruitful communication between researchers, research bodies, decision makers, program developers and service providers.

Mission

Develop communication tools to enhance and support the Share-Net Jordan knowledge platform through internal and external communication means and develop the same to achieve the principle of transparency and build an appropriate environment for the transfer, dissemination and sharing of knowledge and experiences and their dedication to support successful and effective decision-making and achieve communication between producers of information, knowledge and research and decision-makers, policy-makers, media and programs developers and service providers.

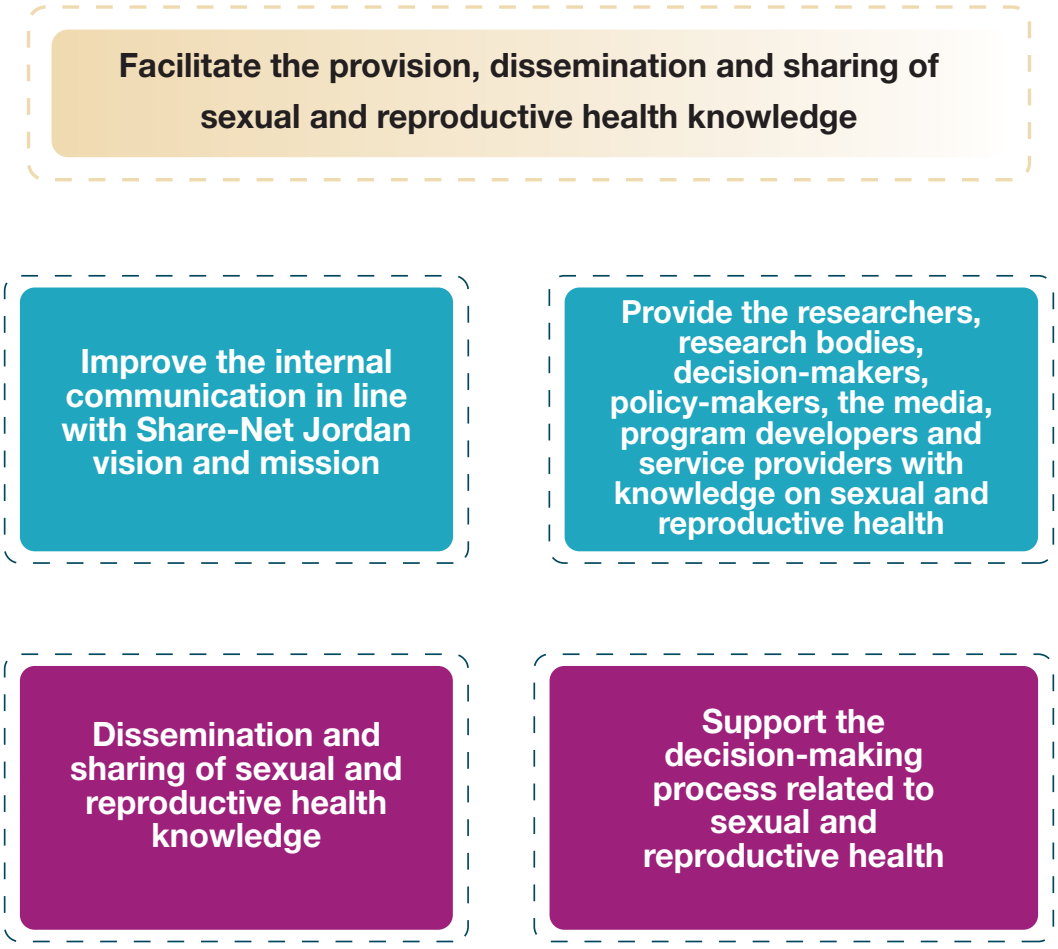
The overall goal of Share-Net Jordan platform communication strategy

Share-Net Jordan's communication strategy aims to facilitate the provision, dissemination and sharing of sexual and reproductive health knowledge for researchers, research bodies, decision-makers, policy-makers, media, program developers and service providers in a way that supports and guides the decision-making process related to sexual and reproductive health.

The goals of Share-Net Jordan communication strategy

1. Improve the internal communication in line with Share-Net Jordan vision and mission.
2. Provide the researchers, research bodies, decision-makers, policy-makers, the media, program developers and service providers with knowledge on sexual and reproductive health
3. Dissemination and sharing of sexual and reproductive health knowledge.
4. Support the decision-making process related to sexual and reproductive health.

The figure below shows how the goals of Share-Net Jordan communication strategy interact to achieve the overall goal:



The values and principles of the strategy

The communication strategy for sexual and reproductive health issues relied on a value system based on rights, participation, transparency, justice and equality-based approach as follows:

1. Respect the right to access information and knowledge on sexual and reproductive health as a human right.
2. Equality and non-discrimination in the dissemination and provision of information and knowledge related to sexual and reproductive health.
3. Active community participation in the dissemination and provision of information and knowledge related to sexual and reproductive health.
4. Evidence-based knowledge.
5. Transparency, clarity and accuracy in providing information and knowledge related to sexual and reproductive health.
6. The participatory approach and benefit from the human potentials and capabilities and innovations in communication.
7. Ethical responsibility and respect for the intellectual property of any party when benefiting from research or information.

The figure below shows how the values of communication interact to achieve the vision of the strategy:

Key assumptions for successful strategy work:

The strategy is based on the following assumptions to ensure the achievement of its objectives:

- The ability of the implementing parties, policy makers and decision makers to recognize the communicative reality as it is, even if it reflects the presence of weaknesses and challenges.
- Efficient coordination and communication between Share-Net Jordan Secretariat, the Steering Committee, Share-Net members and the related parties.
- The existence of an active role for civil society, the private sector and the media.
- The efficiency of the follow-up and evaluation system and linking it to the accountability system.
- Employing studies and practical researches in the areas of sexual and reproductive health.
- Collection and provision of data and information.
- Preparing for change at the institutional and service level to bring about the desired change among the target audience, and convince them of the ideas, judgments, attitudes and behaviors sought by the strategy.
- Compliance with the institutional and procedural frameworks emanating from the strategy once they are approved, circulated, developed, and build on them.
- Work within the participatory approach and non-duplication.
- The role of the Higher Population Council in supervising the implementation of the strategy and following it up in cooperation with all related parties.

The communication plan and the partners' roles in following up on the implementation of the strategy

The communication plan is based on the distribution of roles and responsibilities among the various partners after defining the nature of the partners and the roles they must perform. The table below shows the nature of potential partners and the roles they can play:

Party	Required roles
Government (Ministry of Health, Medical Services, Ministry of Youth, Ministry of Planning and International Cooperation, Ministry of Ministry of Awqaf and Islamic Affairs and Holy Places, Ministry of Education, Ministry of Higher Education and Scientific Research, Ministry of Social Development, Department of Statistics, Public Security and other related public sector institutions and ministries)	• Promote and disseminate information and knowledge on sexual and reproductive health and monitor budgets. • Allocate and direct the necessary interventions on information and knowledge related to sexual and reproductive health at the national and sectoral levels. • Contribute to generating knowledge about reproductive and sexual health, including conducting necessary studies and research on reproductive and sexual health issues and the most vulnerable groups such as refugees, adolescents and people with disabilities. • Incorporate messages and information related to reproductive and sexual health into their activities. • Use media messages and materials and communication programs that emphasize the importance of reproductive and sexual health.
Civil society organizations, NGOs and associations	• Develop and implement programs and activities to disseminate information and knowledge related to sexual and reproductive health. • Raise awareness and demand for reproductive and sexual health information and community mobilization.
Academic bodies (universities and research institutions)	• Generate knowledge about reproductive and sexual health, including conducting necessary studies and research on reproductive and sexual health issues and the most vulnerable groups such as refugees, adolescents and people with disabilities. • Cognitive translation of research findings to enhance the use of research findings. • Exchange and disseminate knowledge.
Media	• Raise awareness, knowledge and demand for reproductive and sexual health services and information. • Design, produce and present media and press programs related to reproductive and sexual health in an innovative and attractive manner, including child marriage and gender-based violence. • Employ social media to support reproductive and sexual health issues.

Party	Required roles
Donors	• Contribute to the dissemination of information and knowledge related to sexual and reproductive health. • Provide technical and financial support.
Parliament representatives, decision makers and policy makers	• Develop the necessary legislation in favor of reproductive and sexual health and amend existing laws. • Support programs organized by the government, non-governmental organizations and the private sector.
Private sector	• Contribute to the dissemination of information and knowledge related to sexual and reproductive health. • Expand corporate social responsibility initiatives and interventions to include reproductive and sexual health issues.

Internal communication matrix

First Objective: Improving the internal communication to achieve the vision and mission of Share-Net Jordan

	Contact point	The purpose of the contact	Used tools and means	Indicators	Contact timing
1	Share-Net Jordan secretariat	• Define tasks, responsibilities and powers • Coordination of work among Share-Net employees • Coordination of communication with Share-Net International • Facilitate the transfer and sharing of information • Coordinate communication with the Steering Committee and the Share-Net members • Inform the Steering Committee members and Share-Net members of the latest developments	• Personal contact • Telephone contact • E-mail • Face-to-face meetings • Remote meetings • What's up • Various social media applications and platforms • Official letters	• Minutes of meetings • Number of official letters • E-mail response rates within the specified time	Periodic and Permanent
2	Steering Committee	• Represent Share-Net Jordan before the relevant parties • Develop and approve annual operational plans • Direct decisions and policies for the purposes of their approval and ensuring their alignment with the objectives • Coordinate with the concerned parties	• E-mail • Face-to-face meetings • Remote Meetings • Official letters	• Minutes of meetings • Steering committee members meetings attendance	3 annual meeting at least
3	Community of Practice (COP)	• Develop and disseminate knowledge in the areas of COP specialization • Support knowledge platform (Share-Net) with the necessary expertise	• E-mail • Face-to-face meetings • Remote Meetings • Official letters	• Number of official letters • Minutes of meetings • COP members meetings attendance	As needed
4	Share-Net Jordan members	• Participation in setting Share-Net work priorities • View the latest developments related to the knowledge platform. • Facilitate access to necessary knowledge and relevant information • Benefit from Share-Net Jordan and Share-Net International services • Support and participate in Share-Net activities	• E-mail • Face-to-face meetings • Remote Meetings • Platform website • Knowledge Café[7].	• Minutes of meetings • Share-Net members meetings attendance • Share-Net members use of the platform's website	Once a year, and as needed

7 The Knowledge caf'e, also called the World is a type of meeting or workshop organized by organizations so that participants openly discuss and put forward ideas on a sommon topic without being bound by any specific protocols, in which participants exxhange knowledge products that have been produced

External communication matrix

Secound Opjective: Provide researchers, research bodies, decision-makers, policy-makers, the media, program developers and service providers with knowledge on sexual and reproductive health.

Third Opjective: Disseminate and share knowledge on sexual and reproductive health.

Fourth Opjective: Support the decision-making process related to sexual and reproductive health.

	Contact point	The purpose of the contact	Used tools and means	Indicators	Contact timing
1	Research and academic institutions and universities	• Sharing knowledge, studies and researches related to sexual and reproductive health • Identify and share studies and researches priorities on sexual and reproductive health • Contribute to the generation, translation and dissemination of knowledge, studies and researches on sexual and reproductive health	• Focus groups • Roundtable sessions • Policy summaries • Share-Net Jordan Quarterly Bulletin • Share-Net knowledge platform • Face-to-face and remote meetings • Workshops • Personal communications and meetings • Experiences exchange visits	• Number of focus groups • Number of Roundtable sessions • Number of face-to-face and remote meetings • Number of workshops • Number of grants and partnerships with research agencies and centers	Periodic and perma-nent
2	Decision makers and government agencies	• Provide decision makers with knowledge products and means about sexual and reproductive health • Support the decision-making and scientific evidence-based knowledge • Support decision makers in defining sexual and reproductive health priorities • Building capacities in the field of preparing policy briefs to link knowl-edge and practices	• Roundtable sessions • Policy summaries • Face-to-face and remote meetings • Official letters	• Number of roundtable sessions • Number of face-to-face and remote meetings • Number of policy summaries • Number of official letters • Number of policies identified from the proposed policies	As needed
3	Civil society organizations	• Participate in the development of necessary knowledge products on sexual and reproductive health • Advocacy for sexual and repro-ductive health priorities and issues • Disseminate awareness and knowledge about sexual and repro-ductive health and gender issues	• Policy summaries • Face-to-face and remote meetings • Workshops • Personal communication and meetings • Advocacy campaigns • Knowledge Fair	• Number of policy summaries • Number of face-to-face and remote meetings • Number of workshops • Number of advo-cacy campaigns • Number of community mobili-zation campaigns	Periodic and perma-nent
4	Supporters and donors	• Support priorities for the produc-tion of knowledge, studies and researches related to sexual and reproductive health • Identify and share priorities for studies and researches on sexual and reproductive health	• Policy summaries • Face-to-face and remote meetings • Workshops • Personal communication and meetings • Roundtable sessions	• Number of policy summaries • Number of meetings • Number of donor-supported studies • Number of workshops • Number of roundtable sessions	As needed

	Contact point	The purpose of the contact	Used tools and means	Indicators	Contact timing
5	Private sector	• Sharing knowledge, studies and researches related to sexual and reproductive health • Disseminate awareness and knowledge about sexual and reproductive health and gender issues	• Face-to-face and remote meetings • Workshops • Personal communications and meetings	• Number of face-to-face meetings • Number of workshops • Number of initiatives undertaken with the private sector	Periodic and permanent
6	Media and communications	• Providing products and means of knowledge about sexual and reproductive health • Disseminate awareness and knowledge about sexual and reproductive health and gender issues	• Face-to-face and remote meetings • Workshops • Personal communications and meetings • News and press releases issued by Share-Net Jordan in the media and social media • Radio and TV interviews • Infographics and indicators provided to the media • Articles provided to newspapers and posted on social media sites and the Council's website	• Number of face-to-face and remote meetings • Number of workshops • Number of radio and television interviews • Number of Articles • Number of press releases • Number of infographics	Periodic and permanent
7	Community	• Disseminate awareness and knowledge about sexual and reproductive health and gender issues • Advocacy for sexual and reproductive health priorities and issues	• Share-Net Jordan Quarterly Bulletin • Share-Net knowledge platform • Electronic knowledge platform for young people about reproductive and sexual health • News issued by Share-Net Jordan in the media and social media • Radio and TV interviews • Youth Camps • Interactive theater • Benefiting from religious communication means such as mosques pulpits through Friday sermons and churches.	• Number of website visits • Number of radio and television interviews • Number of youth camps • Number of interactive plays	Periodic and permanent

Action plan

Goals	Measurement indicators	Activities	Targeted group	Responsibility	Time	Estimated cost
First Goal : Improve the internal communication to achieve Share-Net Jordan vision and mission	• Number of Share-Net Jordan secretariat meetings • Share-Net Jordan's participation in Share-Net International meetings and gatherings • The Steering Committee members meetings attendance • Share-Net members meetings attendance • Share-Net members use of the platform's website • COP members meetings attendance	Holding Share-Net Jordan secretariat meetings	Share-Net Jordan secretariat	Share-Net Jordan secretariat coordinator	Monthly	-----
		Share-Net Jordan's participation in Share-Net International meetings	Share-Net Jordan secretariat and Steering Committee members	Share-Net Jordan secretariat coordinator	Annually and as needed	3000 Dinars
		Hold periodic steering committee meetings	Steering Committee	Share-Net Jordan secretariat	3 meetings annually	600 Dinars
		Hold COP meetings as needed	COP	Share-Net Jordan secretariat coordinator	As needed	400 Dinars
		Holding Share-Net annual meeting	Share-Net members	Share-Net Jordan secretariat coordinator	Annually	6000 Dinars
		Update the knowledge platform website	Share-Net members and all beneficiaries	Share-Net Jordan secretariat	As needed	7000 Dinars
		Permanent download of studies, researches and knowledge products	Share-Net members and all beneficiaries	Share-Net Jordan secretariat	As needed	-----
		Hold the Knowledge Café to encourage Share-Net members to share knowledge via the platform and use existing knowledge	Share-Net members	Share-Net Jordan secretariat	Annually	4000 Dinars

Goals	Measurement indicators	Activities	Targeted group	Responsibility	Time	Estimated cost
Secound Goal : Provide researchers, research bodies, the media, program developers and service providers with knowledge on sexual and reproductive health.	• Number of policy summaries • Number of focus groups • Number of roundtable sessions • Number of workshops • Number of website visits • Number of meetings with research agencies, media, program developers and service providers	Develop policy summaries for researches and studies on sexual and reproductive health	Decision makers and policy makers	Share-Net Jordan secretariat and research bodies	2022-2024	9000 Dinars
		Holding workshops, face-to-face and remote meetings with research agencies, media, program developers, service providers and the private sector.	Research agencies, media, program developers, service providers, and the private sector	Share-Net Jordan secretariat	2 work-shops 4 remote meetings	4000 Dinars
		Activate personal communications and meetings with research agencies, the media, program developers, and the private sector.	Research agencies, media, program developers, and the private sector	Share-Net Jordan secretariat	6 meetings	_____
		Expand links with local, regional and international research bases	Research agencies, media, program developers, and the private sector	Share-Net Jordan secretariat	Ongoing	_____
		Sharing information about research opportunities and funding proposals for studies and knowledge products to Share-Net members, research bodies, and NGOs	Share-Net members, research agencies, and NGOs	Share-Net Jordan secretariat	Ongoing	_____
Third Goal : Dissemination and sharing of sexual and reproductive health knowledge	• Number of policy summaries • Number of focus groups • Number of roundtable sessions • Number of face-to-face and remote meetings • Number of workshops • Number of advocacy campaigns • Number of website visits • Number of radio and television interviews • Number of youth camps • Number of interactive plays • Number of trained media professionals	Issuance of Share Net Jordan quarterly bulletin	Share-Net members and all beneficiaries	Share-Net Jordan secretariat	Quarterly	2400 Dinars
		Updating Share-Net knowledge platform website	Share-Net members and all beneficiaries	Share-Net Jordan secretariat	As needed	_____
		Hold the Knowledge Fair for research bodies, NGOs, policy makers, media, program developers and donors.	Research bodies, NGOs, policy makers, media and donors	Share-Net Jordan secretariat and Steering Committee	Once 2023	6000 Dinars

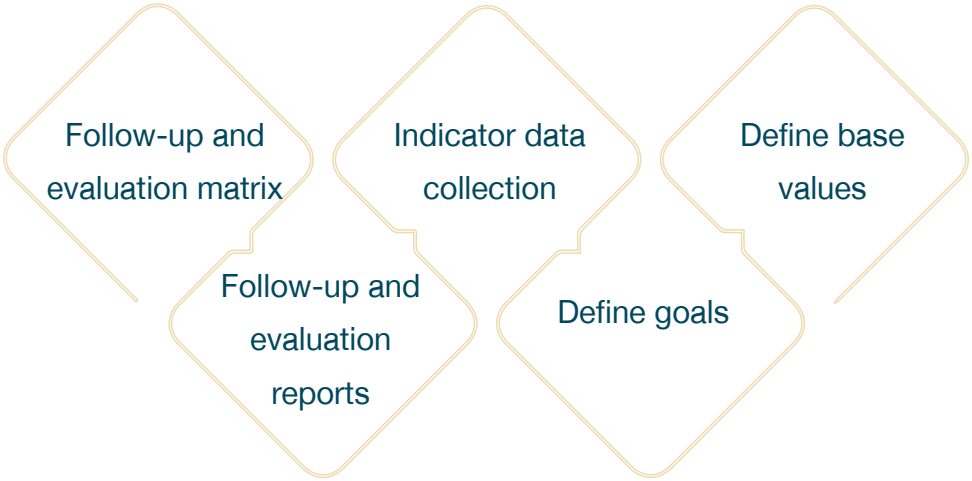
Goals	Measurement indicators	Activities	Targeted group	Responsibility	Time	Estimated cost
		Hold focus groups and roundtables with research bodies, decision-makers, policy-makers, the media, program developers and service providers, as needed	Research bodies, NGOs, policy makers and the media	Share-Net Jordan secretariat	Four focus groups and roundtables during 2021-2023	1000 Dinar
		Train media professionals on communication in reproductive and sexual health issues	Media professionals	Share-Net Jordan secretariat	Three training courses, one course per year	6000 Dinars
		Hold workshop for Share-Net partners to develop sexual and reproductive health communication messages for different groups and partners	Government agencies, research agencies, NGOs, policy makers, the media, and donors	Share-Net Jordan secretariat	Once 2022	1000 Dinar
		Organize youth camps, interactive plays, and launch community initiatives to spread knowledge of sexual and reproductive health Activate and maintain electronic knowledge platform for young people on reproductive and sexual health	Associations, youth centers and NGOs	Share-Net Jordan Secretariat and the Hashemite Fund for Human Development	Two youth camps Six interactive theaters Two community initiatives on sexual and reproductive health	12000 Dinars
Fourth Goal : Support the decision-making process related to sexual and reproductive health	• Number of policy summaries • Number of focus groups • Number of roundtable sessions • Number of face-to-face and remote meetings • Number of workshops • Number of advocacy campaigns • Number of website visits • Number of radio and television interviews • Number of official correspondences and letters addressed to decision-makers and policy-makers	Hold workshops, face-to-face meetings and remote meetings with decision-makers and policy-makers.	Research bodies, NGOs, policy makers and the media	Share-Net Jordan secretariat and Steering Committee	Two workshops Four remote meetings	2000 Dinars
		Hold focus groups and roundtables with decision-makers and policy-makers.	Decision makers and policy makers	Share-Net Jordan secretariat and Steering Committee	Two focus groups and roundtables during 2022-2024	600 Dinars

Goals	Measurement indicators	Activities	Targeted group	Responsibility	Time	Estimated cost
		Presentation and publication of policy summaries of research and studies on sexual and reproductive health for decision-makers and policy-makers	Decision makers and policy makers	Share-Net Jordan secretariat	Ongoing	-----
		Holding radio and television meetings between research bodies, decision-makers and policy-makers	Decision makers, policy makers and society	Share-Net Jordan secretariat and Steering Committee	Three radio and TV interviews	-----

Monitoring and Evaluation Methodology

The monitoring and evaluation methodology for the strategy was developed to allow Share-Net Jordan monitoring process to evaluate the effectiveness of the communication means used in identifying and defining progress in achieving the goals, which contributes to developing and sustaining the impact of these means and tools. The monitoring and evaluation methodology is based on linking communication goals with activities, means and tools through performance indicators for each goal, including following up on progress in indicators, and determining base values and targets.

The figure below shows the working mechanism and the steps followed by the monitoring and evaluation methodology:



According to the above methodology, Share-Net Jordan will :

1. Determine the indicators baseline values.
2. Determine the targets for each indicator.
3. Collect indicators data on a quarterly basis.
4. Issue the annual report.

Follow-up and evaluation matrix

Goals	Activities	Measurement indicators	Baseline value	Targeted value
First Goal : Improve internal communication to achieve Share-Net Jordan's vision and mission	Hold Share-Net Jordan secretariat meetings	Number of Share-Net Jordan secretariat meetings	-----	36
	Share-Net Jordan's participation in the Share-Net International meetings	Share-Net Jordan's participation in Share-Net International meetings and gatherings	-----	3
	Hold periodic Steering Committee meetings	Steering Committee members meetings attendance	4	12
	Hold COP meetings as needed	Number of COP meetings	-----	8
	Hold Share-Net members annual meeting	Share-Net members meetings attendance	-----	50%
	Update the knowledge platform website	The website is updated	No	Yes
	Permanently download studies, research and knowledge products	Number of research and knowledge products uploaded	-----	-----
	Hold the Knowledge Café to encourage Share-Net members to share knowledge via the platform and use existing knowledge	Number of Knowledge Café activities held	0	3
		Share-Net Jordan members' participation in Knowledge Café activities	0	50%

Goals	Activities	Measurement indicators	Baseline value	Targeted value
Secound Goal : Provide researchers, research bodies, the media, program developers and service providers with knowledge of sexual and reproductive health.	Develop policy summaries for research and studies on sexual and reproductive health	Number of developed policy summaries	0	6
	Hold workshops, face-to-face and remote meetings with research agencies, media, program developers, service providers and the private sector.	Number of workshops	0	6
		Number of roundtable sessions	0	3
		Number of remote meetings	0	6
		Number of website visits	-----	To be determined
	Activate personal communications and meetings with research agencies, media, program developers, and the private sector.	Number of meetings and meetings with research agencies, media, program developers and service providers	0	3
	Expand links with local, regional and global research bases	Number of local, regional and global research bases that have been linked to	0	To be determined
	Train media professionals on communication in reproductive and sexual health issues	Number of trained media professionals	-----	60
	Sharing information about research opportunities and funding proposals for studies and knowledge products to Share-Net members, research bodies, and NGOs	Number of research opportunities and funding proposals shared	0	To be determined
		Number of website visits	-----	To be determined
Third Goal : Dissemination and sharing of sexual and reproductive health knowledge	Issuance of Share Net Jordan quarterly bulletin	Number of Share-Net Jordan issued quarterly bulletins	-----	12
	Updating the Share-Net e-knowledge platform website	The website is updated	No	Yes
		Number of website visits	-----	To be determined
	Hold the Knowledge Fair for research bodies, NGOs, policy makers, media, program developers and donors.	Number of held knowledge fair activities	0	3
		Share-Net Jordan members' participation in knowledge fair activities	0	50%
	Hold focus groups and roundtables with research bodies, decision-makers, policy-makers, the media, program developers and service providers, as needed	number of focus groups	0	3
		Number of roundtable sessions	0	3

Goals	Activities	Measurement indicators	Baseline value	Targeted value
	Hold workshop for Share-Net partners to develop sexual and reproductive health communication messages for different groups and partners Organize youth camps, interactive plays, and launch community initiatives to spread knowledge of sexual and reproductive health	Number of workshops	0	6
		Number of youth camps	0	3
		Number of interactive plays	0	3
Fourth Goal : Support the decision-making process related to sexual and reproductive health	Hold workshop, face-to-face meetings and remote meetings with decision-makers and policy-makers	Number of face-to-face meetings	0	6
		Number of remote meetings	0	3
		Number of workshops	0	3
		Number of official correspondences and letters addressed to decision makers	-----	To be determined
	Hold focus groups and roundtables with decision-makers and policy-makers.	Number of focus groups	0	3
		Number of roundtable sessions	0	3
	Presentation and publication of policy summaries of research and studies on sexual and reproductive health for decision-makers and policy-makers.	Number of policy summaries	0	6
		Number of advocacy campaigns	0	3
	Hold radio and television meetings between research bodies, decision-makers and policy-makers.	Number of radio and television interviews	0	9

Appendixes

Appendix No. (1) Share-Net Jordan Secretariat

Name	Position	Tasks
Dr. Abla Amawi	Share-Net Jordan Quality Assurance	Ensure the quality and effectiveness of Share-Net Jordan's outputs, create partnerships and strengthen the existing network in addition to raise funding and participating in the Share-Net International Steering Committee meetings.
Mr. Ali Al Mutlaq	Share Net Jordan Coordinator	Manage Share-Net Jordan, develop networks and partnership, advocacy, raise funding, prepare report, follow-up and evaluation.
Mr. Ghaleb Al-Azzeh	Senior researcher	The liaison officer with the Embassy of the Netherlands in Amman. He identifies the knowledge questions, work participatory approach, desktop review/literature review and/process mapping, and supervision of studies and policy summaries.
Ms. Manal Al-Ghzawi	Senior researcher in the field of reproductive health	Annual planning of the COP activities committees, follow-up their activities, supervise their work and its sustainability, support partners' knowledge management, communication, writing project documents, establish new partnerships, desktop review, literature review, process mapping, and supervision of studies and policy summaries.
Mrs. Worood Al-Batoush	Gender Resarcher	Facilitate gender mainstreaming in all program components and activities by ensuring gender mainstreaming in knowledge products, providing substantive technology and ensuring up-to-date information on all critical issues related to the implementation of gender equality commitments at regional and local levels.
Mrs. Razan Al-Azzeh	Gender researcher	Assist in the annual planning of the COP committees activities, follow-up and supervise their activities and the sustainability of their work, support knowledge management for partners, communications, writing project documents and establishing new partnerships, desktop review, literature review, process mapping, and supervision of studies and policy summaries
Mr. Mohammad Al-Hasban	Administrative employee	Contracting and procurement.
Mr. Mohammad Haboush	Accountant	Perform all accounting works of Share-Net Jordan.
Eng. Renad Ababneh	Share Net Jordan website and social media administrator	Social media, information and communication technology, and Share-Net website
Mr. Ahmad Ghrizat	Media coordinator	Newsletters and promotional materials; press releases and TV and radio hosting.

Appendix No. (2) Steering Committee List

Name	Title	Organization
Dr. Abla Amawi	Secretary General/ Head of the Steering Committee of Share-Net Jordan	Higher Population Council
Her Excellency Prof. Raeda Al-Qutob	Steering Committee	National Center for Epidemiology and Infectious Diseases
Dr. Sawsan Al-Majali	Independent expert	Private sector
Dr. Ibrahim Aqel	Steering Committee	Manager / Institute of Family Health Care - Noor Al Hussein Foundation
Dr. Aida Al Saeed	Steering Committee	Manager Information and Research Center - King Hussein Foundation
Dr. Lu'ay Al-Khatib	Steering Committee	Family health field officer / United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA)\Health Department\Jordanian Field Office
Prof. Dr. Fathia Abdullah Abu Moghli	Steering Committee	Professor / College of Nursing/University of Jordan
Mrs. Rawan Al-Maaytah	Steering Committee	Gender trainer / The Jordanian National Commission for Women
Dr. Hadeel Al-Sa'eh	Steering Committee	Woman and Childhood Director / Ministry of Health (MOH)
Mr. Islam Alqam	Steering Committee	Information management manager / The Jordanian Association for Family Planning and Protection (JAFPP)
Mrs. Lana Khoury	Steering Committee	Independent expert / Private sector
Mrs. Manal Al-Jrbi	Steering Committee	Statistic senior researcher / Department of Statistics
Dean Dr. Khloud Al-Ajarmeh	Steering Committee	Dean of college / Princess Muna College of Nursing/ Mutah University - Royal Medical Services (RMS)
Mr. Ali Al-Mutlaq	Steering Committee	Share-Net Jordan Coordinator and Manager of Studies and Policies Unit / Higher Population Council / Share-Net Jordan

Appendix No. (3) Lists of COP

COP Committee Study and Policy Brief "The Impact of COVID-19 Pandemic on Family Planning Services in Jordan"

Name	Party
Amal Mabrouk	Institute for Family Health
Luma Al-Majali	The Jordanian Association for Family Planning and Protection (JAFPP)
Ghada Ali Fares	Jordan Health Aid Society
Dr. Ghazi Faisal Sharkas	Ministry of Health
Dr. Hadeel Al-Sa'eh	
Dr. Randa Obeidat	
Dr. Ali Al-Zeitawi	
Mohammad Alnsour	UNHCR

COP Committee

Al al-Bayt University Students

Name	
Fares Ghalib Abdullah Ghabayen	College of Nursing Al al-Bayt University
Rana Bani Salameh	
Manal Amin Mahmoud Ghawanmeh	
Raneem Mahmoud Abdullah Albdour	
Bayan Rawhi Abed Tabanjah	
Rena Jamil Mahmoud Abdulaziz	
Naheel Khalid Samir Hamed	
Sjoud Youssef Ahmad Akour	
Abdullah Erheim	
Mohammad Shawaqfeh	
Dua'a Mohammad Jumah Mohammad Al-Ukour	
Aya Mohammad Hassan Al-Shdeifat	

COP Committee University of Jordan Students

Center for Women's Studies

Name	
Sarah Haitham Al-Halawani	Center for Women's Studies / University of Jordan
Sarah Essam Al-Omari	
Qais Fakhri Al-Jaber	
Aseel Khawaldeh	
Rawand Awad Issa Desa	
Dana Omar Masoud	
Duaa Abu Zureik	
Abeer Jwan Adawi	
Haya Suhail Shaaban	
Dima Naim Abu Sharkh	

COP Committee University of Jordan Students

School of Nursing

Name	
Rua'a Hassan Mohammad Al-Hassan	School of Nursing University of Jordan
Shahed Hatim Ahmad Al-Fau'ri	
Yasmine Khalil Ismael Al-Seirafi	
Esra "Mohammad Akram" Hamdi Hasouneh	
Muna Awad Ibrahim Al-Fareiyeh	
Wala' Saleem Saeed Al-Refai	
Razan Adel Mustapha Salah	
Aya Ahmad Ali Azboun	
Bara' Khalid Mohammad Abdul Haq	
Rashad Ghassan Deeb	
Hussam Edin Ahmad Ali Abu Ruman	
Aseel Hassan Ayed Al-Zu'bi	

COP Committee of Study and Brief of Policies

Effects of social and economic factors and gender dynamics on the sexual and reproductive health of women and girls in Jerash Governorate:

	Name	
1	Huda Rashid Al-Bawa'neh	Jerash Governorate
2	Dr. Mohammad Al-Tahan	Ministry of Health / Health Director
3	Ezdehar Abdulkarim Hussein	Ministry of Health / Maternity & child care supervisor
4	Faisal Ahmad Sayel Al-Hewari	Ministry of Education: Director of Education, Jerash Governorate
5	Mrs. Butheinah Mustapha Al-Athameen	Ministry of Social Development: Director of Social Development
6	Mrs. Hanada Hussein Al-Moumani	Ministry of Social Development: Gender researcher
7	Sabah Al-Adamat	Jordanian Hashemite Fund
8	Ala' Al-Hadidi	International Medical Corps
9	Dr. Maher Bader	UNRWA

Appendix No. (4)

Share-Net Jordan members

1. Members - Organizations (21)
2. Members - individuals (198)