



Ta'ziz Tanzim al-Usra Project: Five Years of Private Sector Collaboration 2010 – 2015

Video Transcript

Jordan's rapid population growth, compounded by the influx of refugees continues to be a significant constraint on the country's national strategy to improve the health and well-being of Jordanian families. Stemming from this strategy, USAID is working to help Jordan achieve its goals, and it launched the Strengthening Family Planning Project known as *Ta'ziz Tanzim al Usra*, in 2010.

Ta'ziz is a five-year activity implemented by Abt Associates. It targets the private sector, which provides 56% of the modern family planning services in Jordan. It adopted a comprehensive approach, focusing on strengthening management and governance systems, increasing access to family planning services and improving their quality, and increasing the demand for modern family planning services.

Ta'ziz worked with the Jordanian Association for Family Planning and Protection (JAFPP) to restructure the administrative system, issue the delegation of authority and responsibility down from the board of directors to the executive management team, and provided technical support for business development.

To improve quality, *Ta'ziz* put in place a quality monitoring system for Islamic Charity Center (ICCS), Hussein Labor Clinics (HLC), Institute for Family Health (IFH), and the JAFPP based on select indicators, which raised the adherence to medical standards and client satisfaction. It administered a quality management training program at the clinical and managerial levels, and implemented a training package on counseling and modern family planning services stemming from the needs of the partners, targeting doctors, nurses, midwives, and social workers. It launched the evidence-based medicine program (EBM) through a national team consisting of leading doctors and academics in the field to research topics of concern, known as critically-appraised topics, and disseminate the results to the medical community through training workshops and visits to the doctors' clinics. *Ta'ziz* also liaised with universities to integrate the EBM approach into their medical school curriculum.

To increase access to family planning services, *Ta'ziz* acquired and renovated clinics for the NGOs providing the service and UNRWA. It also expanded the private doctor's network to 300 – now covering all of Jordan's governorates with trained family planning providers, while the Ministry of Health provided *Ta'ziz* with free family planning commodities for the doctors participating in the outreach program.

To complement the increased family planning provider capacity and quality, *Ta'ziz* launched initiatives to generate demand for modern family planning services. *Ta'ziz* also launched national

campaigns to promote the use of oral contraceptive pills and the IUD. Results showed a positive attitude and increased knowledge of modern family planning methods.

It collaborated with the General Union for Voluntary Societies and the Circassian Charity Association whose community health workers counseled over 426,000 women in their homes, and distributed over 110,000 free family planning services vouchers and referrals. Concurrently, the project launched the careline to follow up with the women after their visit by phone, answer additional questions, and encourage the use of the voucher. 58 percent of the women redeemed the voucher after receiving a phone call from careline.

With the support of USAID and the Ministry of Health, *Ta'ziz* increased service delivery points where clinics are properly equipped and renovated, assured that service quality in these areas is up to international standards, and increased demand through mass media campaigns and outreach, which caused an increase in modern family planning method adoption. These achievements are the results of our collaboration with our partners, and the diligent efforts of SHOPS team. Many thanks!