A tobacco control advocacy project

Strengthening National Tobacco Control in Jordan

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Funding

Project funded by the American Cancer Society through the Meet the Targets’ Program which seeks to support national advocacy efforts in key priority countries to:

- Ensure national implementation of commitments made in the political declaration of the UN High-level Meeting on non-communicable diseases.
- Hold decision makers accountable to the ‘Global NCD targets’ established in 2012.
- Mobilize national networks in global advocacy with a view at influencing the next Millennium Development Goals (MDGs) to include NCDs.
Rationale: Jordan and the Eastern Mediterranean struggling with tobacco
Region plagued with tobacco use

Percent of Males Who Smoke Cigarettes (2010 or latest available)
The Tobacco Atlas, 4th edition
Young populations, yet substantial per capita consumption...

Annual Cigarette Consumption (per capita, 2009, total population)
The Tobacco Atlas, 4th edition
...with substantial prevalence among adolescents

Percent of Male Students Ages 13-15 Who Smoke Cigarettes
(2011 or latest available)
The Tobacco Atlas, 4th edition
Cigarettes highly affordable...

Cigarette Affordability (relative income price, 2009)
The Tobacco Atlas, 4th edition
... where governments invest in tobacco manufacturing...

The Tobacco Atlas, 4th edition
...while treatment is lacking or not covered...

Quitting Resources Available by Country (2010)
The Tobacco Atlas, 4th edition
... and health professionals are in need of help

Smoking Prevalence Among Health Professions Students (2010 or latest available)
The Tobacco Atlas, 4th edition
Project Aims

- Reaffirm political commitment to tobacco control (TC)
- Strengthen engagement of stakeholders
- Provide a roadmap for taking TC in Jordan to the next level
- Present Jordan as a successful regional model
Phase I: Assess status quo of tobacco control in Jordan
Engaged Partners

Governmental
• Ministry of Interior (Rangers unit)
• Greater Amman Municipality (GAM)

Civil Society
• The Jordanian Tobacco Control Alliance (JTCA)
• Jordan against Indoor Smoking (JAIS)

Academia
• Petra University
Tools

• Mapped stakeholders
• Developed assessment framework
• Collected data
• Surveyed public for opinions
• Reviewed legislation
Output

The first comprehensive *Report on Status Quo of Tobacco Control in Jordan*

• Gaps against international standards
• Scientific base to inform priorities & plans
• Reference helpful to any entity engaged in tobacco control in Jordan
Status Quo of Tobacco Control in Jordan
Phase II: Stakeholders identify priorities and set roadmap
Tools

• One plenary national workshop (June–2013)

• Set of workshops (MPOWER focused) to elaborate priorities and plans (Sept-2013)
Output

Priorities and recommendations under

- Taxation and pricing
- Protection from second-hand smoke
- Surveillance and monitoring
- Tobacco dependence treatment
- Awareness and advocacy
Phase III: Capturing value from global experience
Tools

• One plenary national workshop (June–2014) to address
  - Weak prioritization of tobacco control among national goals
  - Lack of industry monitoring
  - Fragmentation of laws

• One-day technical workshop bringing experts together with main partners
Output

- Engaged 105 stakeholders, raised awareness, and built commitment
- Established Jordan as worthy of global attention in the field of tobacco control
- Provided expert endorsement of national plans and priorities
- Provided documentation to encourage transparency, inform plans and research, and guide media advocacy
Continuing challenges

• Prioritizing TC on the National Agenda
• Maintaining momentum and engagement of stakeholders
• Securing collaboration and funds for fulfillment of roadmap
• Continuously updating the report
THANK YOU!