

March - Press Release

**King Hussein Cancer Foundation and Susan G. Komen for the Cure  
launch a community-based breast cancer outreach program**

Under the auspices of King Hussein Cancer Foundation (KHCF) and in collaboration with (KHCC), Susan G. Komen for the Cure<sup>®</sup>, MD Anderson Cancer Center, and the leadership of Jordan Breast Cancer Program (JBCP); Jordan is launching the Global Initiative for Breast Cancer Awareness in East Amman, Irbid and Zarqa. The Global Initiative aims to create a dynamic global network of dedicated activists with the skills, knowledge and vision to play a strategic role in shaping the country's response to the breast cancer crisis. At the core of the program is the *Course for the Cure*<sup>™</sup>, a series of training modules that are based on Komen for the Cure's experience in breast cancer awareness and advocacy. The modules cover five key topics: Community Profile, Volunteer and Organization Development, Awareness and Education, Fundraising, and Advocacy.

Susan G. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures for breast cancer. They have worked tirelessly over the past 25 years to become the U.S. leader in breast cancer awareness and advocacy.

Her Royal Highness Princess Dina Mir'ed, Director general of KHCF, emphasized the importance of this partnership: "...To take this journey, we cannot do it alone...as the fight against breast cancer needs all the support from the whole community....individuals, government, corporations, the media and our international friends, like Susan G. Komen for the Cure and MD Anderson Cancer Center, who have both agreed to share their expertise and successes in our fight against breast cancer"

The initiative is managed by the Institute of International Education (IIE) West Coast Center in San Francisco. It is one of the world's most experienced global higher education and professional exchange organizations. IIE has long worked to implement training programs, particularly through its close relationships with universities,

government agencies, and non-governmental organizations (NGOs) dedicated to human capacity development.

Realizing the facts that 70% of breast cancer cases are diagnosed at advanced stages in which survival rates are lowest, and that Jordanian women are afflicted with breast cancer at a relatively younger age (49 years) when they are still raising children, caring for their families and contributing to the development of society; (JBCP) adopted the initiative, which will result on building a network of dedicated, trained advocates, armed with the tools they need to improve breast cancer outcomes.

The first round of workshops on Module 1 and 2 took place in Zarqa during 24-26 March, followed by workshops in Irbid and then East Amman for a total of 75 diverse participants nominated from about 13 partner organizations and local entities.

Participants will be involved in community assessment activities for the creation of community profiles for the three pilot areas, which will play an integral part in establishing a foundation for a national strategy.