Turning Fear into Hope
KHCF’s Model of Change

Nisreen Qatamish - Director General
Jordan
SECRECY
FEAR
SHAME
“Real victories are those that protect human life”

HM King Hussein Bin Talal
Changing Behaviors through INNOVATIVE SOCIAL MARKETING program

Creating an ENABLING ENVIRONMENT through ADVOCACY

Availability, accessibility & affordability of QUALITY SERVICES
KHCF’s Systematic Model for Change

Support KHCF fundraising programs
Adopt cancer screening and prevention practices
Create enabling policy environment
Desired social and policy makers behavior and actions

Diagonal approach (change behaviors through social marketing interventions at the grass root level and impacting policies through advocacy efforts)

Saving Lives
A BUSINESS WITH A HEART
Our approach was based on Aristotle Model of Persuasion

- **Ethos**
  - Credibility & trustworthiness

- **Logos**
  - Logic and reasoning in the message

- **Pathos**
  - Emotional dimension

Defined Cause supported with evidences

Position KHCF as a leading voice
Our governance model:
Standalone organization governed by an independent law **free of:**
- Governmental bureaucracy
- Commercial conflict of interest
- Industry hidden agendas
Reverse Brain Drain and Invest in Human Resources Capacity

Accreditation and Systems to ensure Quality of Services

Total Medical Staff

Oncologists & Consultants > 200

Nurses 607

International accreditation

Joint Commission International Clinical Care Program Accreditation

The only cancer center outside the United States to be awarded with such accreditation for its Oncology Program

College of American Pathologists Accreditation

The only center in Jordan and the region with such accreditation
Burden of the disease

Evidence based interventions design and implementation

Sharing Success Stories of survivors and beneficiaries
Targeted audience research and analysis

Improved early detection rates
Emotional hook

- Corporate rebranding.
- Patients speak-out

Break Social Denial

- Hope as the core
- Customized to the local context and audience
- Call for action
- Reinforces personal value and gain

Rephrased our messages
Engaged wide range of trustworthy messengers

- Our big supporter HM king Abdullah II

- Celebrities

- Religious leaders.
Our channels of communication

1. Grassroots outreach programs
   - Home visits
   - One on one SBCC
   - Lectures, roadshows and open days

2. Extensive media and social media campaigns
   - Engagement of Media professionals
   - Public awareness campaigns
Pillar of change
THANK YOU