



National Population Media Strategy

(2018 - 2022)

المملكة الأردنية الهاشمية

رقم الإيداع لدى دائرة المكتبة الوطنية

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يتحمل المؤلف كامل المسؤولية القانونية عن محتوى مصنفه ولا يعبر
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National Population Media Strategy

(2018 - 2022)

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Population indicators indicate that Jordan is on the threshold of a demographic transition that carries with it a demographic dividend. The investment of this opportunity will have many social and economic advantages for society which will lead to the prosperity of Jordanian citizens in all fields.

The Higher Population Council is mandated with all population issues and information relevant to development, and contributes to setting policies, strategies and action plans in addition to following them up and assessing their implementation. It moreover works on advocacy and awareness-raising on these policies, strategies and action plans while enhancing national capacities in this field in coordination with the partners and relevant stakeholders. It aims to address population challenges and utilizing the demographic dividend that is expected in 2040. In view of its belief in the important and effective role of the media in supporting the efforts exerted in addressing population challenges, the Higher Population Council is pleased to issue the National Population Media Strategy for the years 2018-2022, aimed at organizing and intensifying media efforts following clear objectives and a specific timeline to support population issues and policies.

The strategy was developed based on a comprehensive participatory and academic approach. It aims to create a media agenda that supports national efforts aimed at utilizing and achieving the demographic dividend by building specialized and professional media capacities in the areas of development and population. It also aims to provide high quality population information and enabling the media professionals to access it, as well as developing the role of the media in creating a political, institutional and legislative environment that supports the demographic dividend and activating the role of the media and its functions in raising individual and community awareness to adopt attitudes that support population issues.

The strategy highlights the importance of coordinating the efforts of relevant national institutions to provide the necessary population information and data to the media professionals so that they may undertake their important role in supporting population policies. The main fields of the media content strategy serve the utilization of the demographic dividend and its compliance with the economic and social developments, alongside the hot population topics in the years of implementing this strategy, most notably: reproductive health and the small family, Jordanian youth empowerment, enhancing equity and equal opportunities for both genders and the empowerment of women and girls, and international migration and refugees.

In conclusion, I would like to express my deep thanks and appreciation to HRH Princess Basma Bint Talal for her effective and ongoing role in support of the Council. I would further like to thank everyone who contributed to the drafting of this strategy, specifically the Jordan Media Institute, the team of media and research experts, Jordan Communication, Advocacy and Policy Activity, funded by USAID, and the team of the Higher Population Council, for their distinguished efforts.

We pray to God Almighty to enable us to serve our homeland, under the leadership of His Majesty King Abdullah II Bin Al Hussein, May God preserve him and his family.

Secretary General



Eng. Maysoon Al Zoubi

This is the first national strategy in the field of population media, strategies and documents have already been developed in the area of population communication in general, in which media was mentioned as one of the tools of communication.

The strategy is intended to: a set of organized and planned efforts that guide Jordanian public and private media in the areas of information provision, raising the level of knowledge and awareness in the field of population, influencing the attitudes, beliefs and behaviors of the Jordanian public in all its components and age levels, influencing priorities of general policy makers serving the aims of Jordan population policy and in accordance with the requirements of sustainable economic and social development, and improving the quality of life of the Jordanian citizen.

This strategy was developed according to an integrated scientific methodology implemented by a group of experts on the principle of expanding the base of participation and consultations with partner institutions, media and media professionals. After a comprehensive review of the previous scientific and professional efforts in the areas of communication, population media and international expertise that succeeded in using the media in supporting population policies.

The importance of this strategy is further enhanced with the public perception of declining role of the media in supporting population policies. Jordan is witnessing a very sensitive stage in the population problem. It is expected that Jordan will soon enter the demographic transition in the age structure of the population known as the “Demographic dividend” the proportion of the working-age population between (15-64) age group will increase more than the dependent group (under 15 years and over 64 years); which requires appropriate policies in education, training, employment, health, resource allocation, etc.

In the past five years, Jordan has witnessed a massive forced increase in the population as a result of the instability in the Arab region, which has led to waves of refugees, Syrian asylum being on top. According to General Population and Housing Census of 2015, nearly half of the population is concentrated in the capital, indicating the gravity of the poor geographical distribution of the population.

This strategy is designed for five years to come, in which most of the current demographic features are expected to continue, the strategic vision has been defined in line with the philosophy of national population policy. The overall goal of the strategy is to build a national media agenda supportive of development and population issues. Four sub-goals have been set

for this purpose: revolve around developing the capabilities of Jordanian media professionals and creating a critical mass of leading and distinctive media professionals specialized in the field of population media with a role to lead the change in the performance of the Jordanian media in favor of building a media agenda supportive of population priorities.

The specific goals also handled developing the media in spreading awareness of population issues and developing the role of media in changing the perceptions, attitudes and behaviors of individuals and influencing general policy makers to serve the national demographic goals.

Key areas of the media content strategy reflect the philosophy of demographic dividend and its adaptation to economic and social developments as well as hot population issues in the years of implementation of this strategy. Four basic areas: reproductive health and the small family, empowerment of Jordanian youth, promotion of equality and equal opportunities for both genders, empowerment of women and girls and international migration and refugees.

The strategy addressed a basic mapping of the roles of strategic partners, illustrating the roles of institutions supporting population media. The strategy also divides the target audience into three lines. The first target line is media and media professionals so that this line can reach the second line which is supporting institutions, policy and decision makers, and then the third, broader and more inclusive line which is society.

The matrix of trends, priorities and areas includes strategy implementation mechanism and the transformation of the objectives into actionable programs and activities according to the implementation plan that will be part of this strategy. This Matrix also clarifies executive partners and supporting partners according to each trend.

Population media in Jordan needs a strong impetus in presence and positive engagement with various national development engines, and needs to benefit from and build on successful experiences in the world to serve the national development goals. It also needs to develop tools and content in line with the great transformations in media, national population and development priorities transformations.

In the last two decades, Jordan has witnessed rapid social and population developments, together with what the next stage of demographic dividend promises; profound social and economic transformations that may leave positive or negative effects according to the community and official response. Which emphasizes the importance of dealing rationally with the means of communication and media in the service of the national population policy's objectives; specifically, in the field of achieving the objectives of the national policy on the demographic dividend and high rates of population growth.

On this basis, the initiative of the Higher Population Council, Jordan Communication, Advocacy and Policy Activity (JCAP) and the Jordan Media Institute, in cooperation with other partners, aims to develop the national population media strategy document to reach a road map about the role of media in population issues for the next five years.

In previous decades, Jordan has presented one of the most important models of success in developing countries in using media for development goals. Since the United Nations Declaration of the 1960s, for the first time, on the development decade until the end of the 1980s, radio and television in Jordan have played an important role in motivating the achievement of development goals and contributing to the provision of an incubating environment through awareness, building trends and influence on behavior leading to positive social and cultural change. With the rapid growth of the Jordanian media sector and the diversity and multitude of actors that coincided with the decline of media attention regarding population issues, the planning of this sector is increasingly important in line with the objectives of population policies.

This strategy is concerned specifically with population media, not with population communication in general, which serves in developing a participatory national vision on the desired objectives of the role of Jordanian media in population issues and the opportunities and challenges involved. The work will be followed by the development of a national strategy for population communication that includes all elements of communication, including media, in a way that serves the objectives of the demographic dividend.

This strategy was developed by a team of experts with multidisciplinary; the strategy team adopted three methodological tools in its work, which are:

First: Review and evaluate previous situations, which include the review of previous literature and surveys, population documents and other relevant documents.

Second: participation and broadening the base of consultations: based on an expanded team from multiple backgrounds. A first workshop was held with the participation of a number of experts and representatives from the relevant authorities during this workshop, the main strategic trends were developed. Another workshop was conducted to develop monitoring and evaluation tools and their indicators.

Third: Using the quadrant analysis tool to analyze the internal and external environments and then moving to using the Delphi tool in developing complementary goals, areas and ideas.

In light of that, the studies conducted in the last two decades were reviewed to reveal the relationship between population policies and the role of communication, media and population education in achieving the objectives of population policies in Jordan, review and evaluate population communication projects during the past 10 years, and review the roles of ministries, governmental and public institutions and agencies in population media and communication field, reviewing the role of civil society institutions and the private sector, setting priorities and objectives, and analyzing gaps and the status quo in the light of population policy.

The general principles taken into account in the development of the population media strategy are:

First, adaptation with the objectives plans of the Jordanian population policy, first and foremost the policy of demographic dividend.

Second, taking into account the socio-economic development of the Jordanian society and its characteristics, diversity, needs and problems.

Third, taking into consideration the transitions witnessed in communication and population media in the world, and reflect lessons learned

Fourth, Inclusiveness and integration in the perspective and methodology through which the strategy will be built, whether in subjects or target audience or means, techniques and methods.

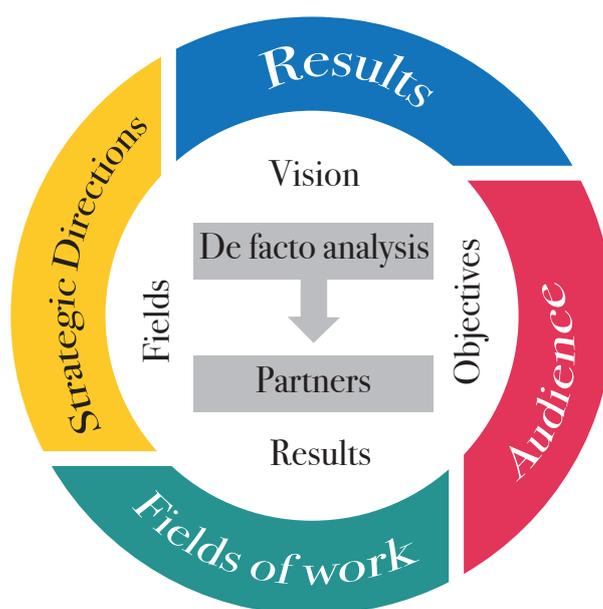
This strategy is concerned with population media, not population communication in general. It is specialized in the role of mass media which is considered essential partner in the implementation and realization of the national population strategy for its objectives. It is an effective and influential driver in population issues. Its importance cannot be underestimated in promoting awareness and education on population issues, national policies towards them, and enhancing the partnership between them and those concerned with the population sector; many Jordanian efforts made in previous years to raise awareness and education in the field of population have been largely dependent on the use of different forms of personal communication. Despite the importance of this type of population communication, this strategy will focus on mass and digital media due to the power of its influence in modern societies.

The mass media and the new media play a positive role in addressing several developmental issues related to the problem of increasing population growth and the various dimensions of the demographic dividend. The media is keen to provide the public with correct information on reproductive health and family planning and to correct some misconceptions about the family planning methods and its side effects.

Media perspective that supports development has developed significantly over the past three decades. There are experiences from around the world on how media can support and achieve policies related to demographic dividend. These experiences point to the significant development in the role of media in supporting economic development and in introducing young people to new opportunities, the importance of innovation and leadership in the new economy, support women's empowerment, bridge the gender gap and contribute to spreading awareness of changing patterns of education, training and alternative livelihoods.

Media efforts in recent years have not been sufficient enough, in spite its importance, to the extent that they can influence the trends of the community individuals towards building a friendly to quality-of-life culture, so attention must be paid to raising media awareness to population issues so as to adopt positive trends towards the quality of life of individuals.

Figure 1: Features of the National Population Media Strategy.



Analysis of Current Situation

Population status in Jordan: key indicators and core issues

The status of population in Jordan has undergone many changes since the establishment of the modern state of Jordan, while the last three decades witnessed an arbitrary and unprecedented increase because of the transitions and conflicts witnessed in the region, which peaked in the last five years.

The sixth census was implemented in Jordan at the end of 2015, under difficult regional conditions that have had a wide impact on the population status. The results of this census indicate that the population of Jordan in 2015 was 9,531,712 people⁽¹⁾, where the population doubled since the early 1960s more than ten times, in 55 years; the biggest increase was over the past five years⁽²⁾.

(1) Department of Statistics Dos.gov.jo/about-us

(2) Department of Statistics, main results: General Population and Housing Census, 2015.

The results of the sixth census, 2015 indicate that the Jordanian population reached 6,613,587 people, or 69% of the total population of the Kingdom, while the non-Jordanian population constituted about 30% of the population, half of them was Syrians, with more than four million people concentrated in the capital, while the average size of the Jordanian family was 4.8 persons. The number of families reached was about 2 million. The percentage of children enrolled in primary education of both sexes was about 95%, and about 70% of Jordanians enrolled in secondary education. While half of Jordanian children do not attend early education “4-5”.

According to the results of this census, the percentage of illiteracy among the population in Jordan was about 9.1%, 6.7% among the Jordanian population, and 14.5 among non-Jordanians. The percentage of those suffering from acute or absolute employment difficulties “disabilities” was about 2.7%.⁽³⁾

In the area of economic characteristics of the population, the rate of economically active males was about 71%, and 21% of the females⁽⁴⁾, and the unemployment rate among Jordanians in the first quarter of 2016 was about 15.8%.⁽⁵⁾

These recent indicators lead to review of the most salient current population issues that determine how to deal with the future of development and the quality of life of Jordanians in the next few decades, in particular:

First, population increase, the population has doubled more than 10 times since the beginning of the 1960s, a rare increase in the modern world. The annual population growth rate of Jordan’s total population during the period 2004-2015 was about 5.3%⁽⁶⁾, this high rate is due to migrations, including forced migrations and asylum in Jordan. The annual growth rate was 18% for non-Jordanians. For Jordanians, the population growth rate was 3.1% annually, which is high compared to prevailing fertility rates according to General Population and Housing Census 2015. This rate is still high for global and average rates at the Arab level.

The natural increase of population as well as forced migration and asylum, represent a major development challenge and a threat to limited national resources, as this increase is negatively reflected on various social and economic indicators.

(3) Department of Statistics, main results: General Population and Housing Census, 2015.

(4) Department of Statistics, main results: General Population and Housing Census, 2015.

(5) Department of Statistics, report.

(6) Jordan in numbers.

Second, the demographic dividend is the third stage of the four stages of demographic transition that societies undergo. At this stage, the fertility rate begins to decline, leading to less population growth and change in the age structure. Where the age structure changes from a young structure to a structure that tends to favor the productive category of the population “15-64”. Individuals tend to save, the dependency rate decreases, and economic growth opportunities increases with the increase in the size of the labor force.

The experiences of other societies indicate that this stage may be a blessing or a curse leading to further economic, social and political imbalances if not accompanied by policies supportive of this demographic transition that ensure continued decline in reproduction, and adoption of appropriate social and economic policies with focus on youth and women’s productivity⁽⁷⁾.

Jordanian society is expected to reach the peak of demographic dividend by 2040, achieving high rates of economically active population; leading to shrink age dependency ratio to a minimum and reaching high rates of the economically active population through: Achieving learning environment conducive to education, scientific research and innovation. A business environment conducive to work, investment and entrepreneurship, increased demand for professional, technical and entrepreneurial work and self-employment, and the continued rise in women’s economic participation.

The effective preparation of the demographic dividend and post-peak stage is achieved through the continuous expansion and improvement of services and health insurance, social development and security services provided to citizens, and the realization of infrastructure suitable for the requirements of sustainable development.⁽⁸⁾

Third, the situation of Syrian refugees: The Syrian refugee situation poses a major challenge to population status and to existing and future population policies, making it a key issue when discussing the status of the population for at least five years.

According to the official results of the General Population and Housing Census 2015 issued by the Department of Statistics, the number of Syrian refugees according to official figures is about 1.265 million, and the number of registered Syrian refugees reached 655 thousand as of September 2016.

The Syrian refugees have added new burdens on Jordan’s resources when and after their asylum. Their numbers continue to increase even if they stopped entering Jordan. Their

(7) Higher Population Council, the Population opportunity in Jordan, policies document, 2009.

(8) Higher Population Council, the first periodic report to monitor and follow the progress in achieving and investing the population opportunity.

annual births are estimated at about 40,000, or about one-fifth of Jordanian births. 30 per 1,000 inhabitants according to official statistics therefore they should be included in population media activities.⁽⁹⁾

Fourth: the imbalance in the geographical distribution of the population map in Jordan; about half of Jordan's population huddles in the capital, Amman, this demographic imbalance casts serious shadows on development and modernization efforts and press firmly on the resources and infrastructure. In return, creating a large development gap in the provinces that suffered from population migration towards Amman for decades.

Although the population problem in Jordan has not posed a serious threat to state resources as it is today, development and economic policies still do not give priority to this problem, as evidenced by many planning documents and policies issued in recent years.⁽¹⁰⁾

Evaluation of the performance of population media: Review of previous studies

The Jordanian media contributed to the provision of population information to the public and to raising awareness about population issues and drawing attention to its importance, especially the issues of reproductive health and family planning, by publishing reports on these issues. However, these media efforts were not based on a clear national strategic vision with a set of specific goals in covering population issues. Instead was limited to dealing with them in the form of news and reports on population events and facts, and sometimes without adherence to professional media standards.

A review of literature reports and surveys conducted in the last two decades on the Jordanian media coverage of population issues showed that the media did not give it the attention it deserved; that media did not contribute to making the population problem a priority within national priorities. Therefore, the weight of the population problem was not reflected on different sectoral policies.

Historically at the level of printed daily press, the share of content devoted to population issues has declined since the early 1990s; these issues accounted for 4.5% of the total press coverage of the Jordanian daily press during 1994, and dropped to 3.5% in 1997. It also dropped to 2.9% of the total area in the daily newspapers in 2000. While percentage of the area allocated to population and reproductive health issues in the Jordanian daily press was

(9) Department of Statistics Dos.gov.jo/about-us

(10) Among these documents and policies: Jordan document 2005 – “a vision and national strategy”, economic and social council reports, governmental data to gain trust in parliament.

14.5% of total population and health issues in 1994 and rose to 25.9% of total population and health coverage in 1997, and declined to 19.4% in 2000.

Regarding sources of supply in of population and reproductive health issues coverage, non-governmental organizations were the main source of supply.⁽¹¹⁾

In a study conducted by the Higher Population Council in 2008, a significant percentage decrease in the coverage of population and reproductive health issues in Jordanian newspapers was shown. This percentage did not exceed 1.2% of the newspaper area analyzed. The second study conducted by the Council after two years of the first study to determine the improvement in the coverage of journalists on population issues after attending training courses in population media showed that there was an increase in the coverage of population issues. The Council attributed this to the efforts made by training these journalists.⁽¹²⁾

Regarding visual media coverage, the results of studies and surveys showed that Jordanian television ranked first in introducing Jordanian public to population issues, especially family planning. Evaluation reports of media campaigns carried out by Higher Population Council and its partners over the past two decades showed that television was the most persuading media intervention with a role in persuading viewers to adapt to messages addressed to them on population issues, which were mostly related to family planning.⁽¹³⁾

A number of recent surveys and qualitative studies indicate that the concept of family planning in Jordan has become somewhat acceptable, while the current challenges facing population policies, particularly communication and media, are linked to cultural and social concepts around family size and male preference. A study indicates “exploring gender criteria and family planning in Jordan: qualitative study” conducted by JCAP in Jordan shows that social behaviors and deeply rooted traditions have a significant impact on gender norms and reproductive behavior, specifically family size and gender of newborn male or female.

The results of the study highlighted the traditional preference for male offspring. The study confirmed that the ideal number of children among Jordanian families is about four children. This desired number of children is linked to increased awareness of family planning and improved contraceptive practice and use. In addition, the study revealed that increasing living

(11) Mohammed Alsaraira, Ali Alnajadat, Hatem Alawneh, Mohammed Alsharedah and Amjad Alqadi population and reproductive issues in daily Jordanian press. Analytical tracking study through 1994 – 1997 - 2000.

(12) Atia, Salma, Mohammed Almaddan and Saleh Artima “2014”: status evaluation report related to production management and population communication in one of the media channels Higher Population Council.

(13) Previous reference.

costs and financial burdens affect the size of the smaller family, particularly among families living in urban areas and in Amman. The ideal number for children was higher outside the capital. Unmarried young males and females indicated that the optimal number was more than five children, reflecting the strong influence of social traditions that favor large numbers of children and how they are perceived as a source of social pride “izwah”.⁽¹⁴⁾

In a survey conducted in 2015 titled “Knowledge, Attitudes and Practices towards family planning and Reproductive Health among Married Women in Reproductive Age in Selected Districts in Jordan”, the final survey sample included married women of reproductive age, 81% Jordanians and 19% Syrian women. Concerns about side effects and contraceptive safety are still prevalent. One-third of respondents do not believe that modern contraceptives methods are more effective than conventional methods. The desire to have more children and larger families continues to be the social norm. The desire to have larger families remains the largest dominant social base. More than half of respondents (61%) wanted four or more children. While the male child remains a strong social preference. Although the majority of respondents “71%” refused to prefer the sex of the child, about half of them “45%” indicated that they would continue to have children until they have a son. Most respondents (83%) have knowledge of a family planning method, most of whom know where to get the service.⁽¹⁵⁾

The results of the field survey of the “Hayati Ahla” campaign, carried out within the Family Health Media Partners Program in 2012, showed that 90% of respondents indicated that television is the most popular mean of receiving family planning media messages. Another study conducted by the council in 2013 entitled “Ways of Communication with Youth” that Jordan TV is the most watched by the respondents “previous reference”.⁽¹⁶⁾

Jordan Communication, Advocacy and Policy Activity (JCAP) conducted a survey of target audience feedback on a population awareness campaign using SMS as an innovative way to provide real-time monitoring of public responses to a campaign “Plan your Pregnancies - Ease your Burden”. The highest response rate was from men 82% who are the least responsive category to traditional population communication messages.

(14) J-cap: Jordan Communication, Advocacy and Policy Activity (2015), Exploring Gender Norms and Family Planning in Jordan: A Qualitative Study.

(15) J-cap (2012): Jordan Communication, Advocacy and Policy Activity, Knowledge, Attitudes, and Practices toward Family Planning and Reproductive Health among Married Women of Reproductive Age in Selected Districts in Jordan.

(16) Previous reference.

The survey targeted three main categories: first, engaged and newly married without children; second, married with a child or two; third, the complete families.

The survey revealed that the campaign reached 54% of all one way or another, television was the most popular “27%” followed by public events “21%”, then radio and written press. The survey showed that the level of admiration exceeded 75% for the basic messages addressed to newly married “After marriage we would like to wait before we have children.” Active pregnancy “We would like to build our lives step by step and distance between pregnancies”. Complete families “we would like to build our lives step by step and distance between pregnancies”.⁽¹⁷⁾

This important role for television was confirmed by that study conducted by Ipsos Stat on the order of the most followed media mean by Jordanian for 2012. Of course, there is a decline in the percentage of Jordanians watching Jordanian TV but it still ranks first in terms of viewership followed by the radio.⁽¹⁸⁾

Given the central role of youth in population media and communication policies, regarding the concept of “demographic dividend”, 32% of Jordanian youth watch television for entertainment, 23% rely on television as a source of news, while 71% rely on the Internet as a source of news. 13% of youth rely on television for educational opportunities and 9% rely on television for job opportunities.⁽¹⁹⁾ While Jordanian youth “12 to 29 years” spend 6 hours a day on digital means between Internet and smart phones, Internet access in 2017 reached 83% of the population.

By reviewing many of the major national planning documents that the country has witnessed over the past decade, shows the lack of interest in the population dimension in its majority, or the inaccuracy and contradiction of its population information, which indicates the priority of targeting population media the elites and policymakers. Many strategies in a number of sectors have not explicitly addressed the demographic dimension as well as in the “National Agenda 2007” and in “Jordan Vision 2025” document⁽²⁰⁾.

In 2011, the “National Media Strategy” was issued, which aims at developing the performance of the Jordanian media and improving its professionalism. Although the strategy recognized

(17) Jordan Communication Advocacy and Policy Activity (JCAP)(2016) SMS Survey of Opinions and Reactions to JCAP’s “Plan your Pregnancies - Ease your Burden” Communication Campaign in Jordan.

(18) Ipsos Stat for surveys and market research 2012 - 2013.

(19) UNICCO, Net-med youth, , Jordan youth media perception survey ages 18- 29,(2015).

(20) Higher Population Council, J-CAP and policies, legislations and strategies related to family planning in Jordan, analysis review and recommendations 2014 - 2015.

the declining confidence of Jordanian citizens in the performance of the official media, and pointed to the importance of activating the role of the media in development and social and economic change. It did not clarify the mechanisms and possible tools to build the role of media in development and did not mention the population media and communication clearly⁽²¹⁾. In a study conducted by the Higher Population Council, covered 25 strategies, plans or development programs. Jordan's Vision 2025 was selected as a national strategy for its novelty and representation of most national strategies, the study included 7 sectoral strategies and 14 strategic plans for government institutions, all of which were selected as strategies or work plans during 2014-2015. Three development programs were selected for the governorates of the capital, Irbid and Aqaba to represent the three regions. Because the development programs for the governorates were prepared in one format. The study concluded that failure to adopt more than half of the strategies for the population dimension in the early stages of preparation and the implications of that on the next stages in defining the strategic objectives and programs of these plans means the need for more awareness of the importance of integrating population variables into development planning in Jordan. The main findings of the study showed that of the 25 strategies addressed by the study, the demographic dividend was integrated into only five strategies⁽²²⁾.

Although Syrian refugees make up about 13% of the population, coverage of their affairs remains limited. According to a media coverage study conducted between 5 December 2013 and 5 January 2014, media coverage focusing on refugee issues was only 5% of media content. In another study in December 2014, the coverage of refugee issues was within 8% of media content⁽²³⁾.

There is no radio or television broadcast directed to refugees that takes into account the large population dimension and provides awareness of population issues. Radio and television broadcasts did not allocate special broadcasts for refugees, while some local radio stations attempted to launch limited programs. Despite the magnitude of media coverage of the refugee impact, to this time there is no deep understanding among many officials to the importance of including refugee issues in population policies and the need to use population communication tools to address refugees.

The first major conclusion of the review of the reality of population media in Jordan, as available from qualitative and survey studies, policies, strategies and different documents,

(21) Media strategy 2011 – 2015 http://www.jrtv.jo/page.aspx?page_key=key_strategy&lang=ar

(22) Ghaleb Allzzah, analytical study of population issues supportive policies environment: integrating population changes in strategies, plans and development programs, Higher Population Council, 2015.

(23) Phenix Center for Economics & Informatics Studies, Syrians in daily Jordanian press, 2013.

illustrates the urgent need to work towards building an efficient and professional population media. An important aspect of the current population problem is linked to community awareness. Important part of the current population problem related to the social awareness, Jordanian society still does not see the population challenge as a challenge for Jordan. 72% of Jordanians believe that economic conditions, unemployment and poverty are the challenge facing Jordan without linking these and other challenges to the demographic dimension⁽²⁴⁾. The population problem does not take its place among elites and policymakers, which is reflected in policies and strategies in many sectors.

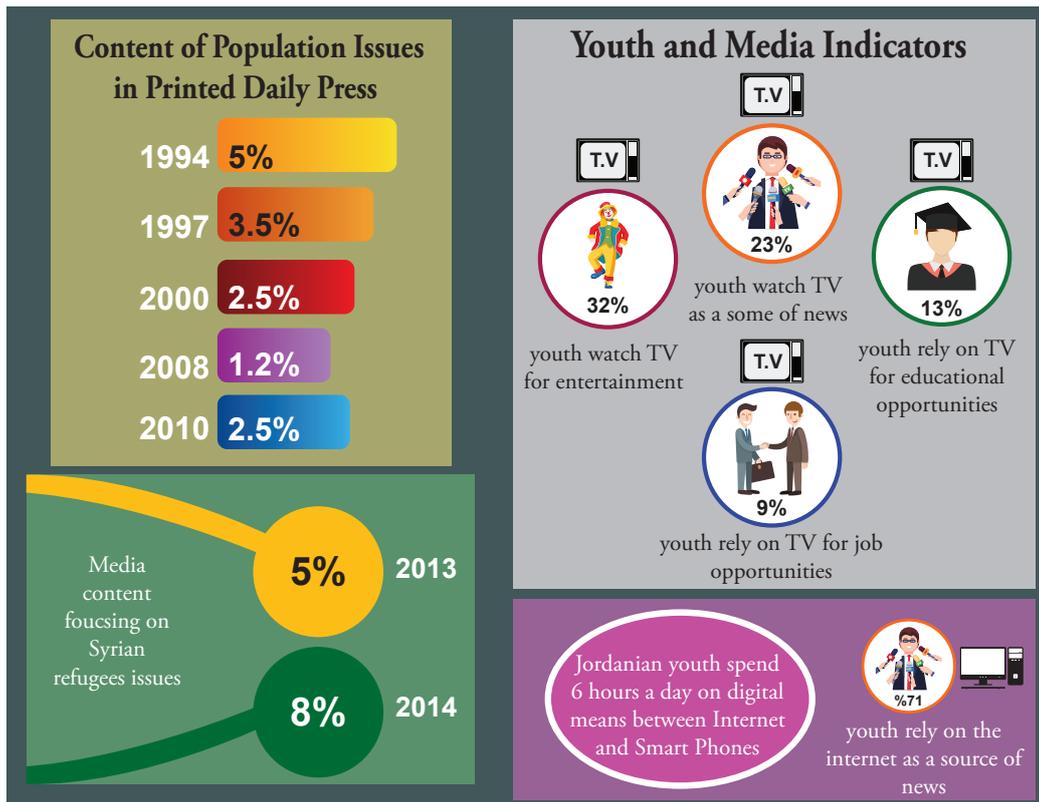
The second conclusion is that Jordanian social consciousness surpassed understanding the concept of “family planning.” However, the major challenge facing communication and media population plans and awareness efforts is the strong impact of cultural and social traditions and their negative impact on spreading awareness of the small family and male preference.

The third conclusion is that despite scarcity of studies addressing population communication and media and demographic dividend, media’s attention to population issues related to demographic dividend is still far from what is needed and has not yet succeeded in transforming the concept of demographic dividend and its themes into society and state priorities.

The fourth conclusion is represented in the importance of considering the Syrian refugees in the plans of population communication and media. The few studies that dealt with refugees’ awareness of population concepts indicate that there are negative population trends that often exceed those of the Jordanian society. In addition, what these population categories, that represent 13% of the population, have witnessed of difficult conditions reflected on their health and social conditions.

(24) Center for Strategic Studies, public opinion poll on current national and regional issues, 2014 <http://css.ju.edu.jo/Photos/635478413205219966.pdf>

Figure (2) essential indicators about population media and issues



Strategic Supporters of Population Media

Prime Ministry

In addition to the central position of the Prime Ministry as the first public policy maker. In 2014, the Government established a new position for a governmental human rights coordinator to increase coordination of government efforts, increase cooperation, and governmental liaison with the National Center for Human Rights and human rights community institutions.

This unit has devoted part of its mission to discuss reproductive health issues and some population issues and the importance of seizing the demographic dividend in order to promote human rights in Jordan, which included an item in the Comprehensive National Plan for Human Rights in Jordan 2016-2025⁽²⁵⁾, it is included at the pillar of economic and social rights. The second objective of this pillar; is the right to promote health, which emphasized the need to provide comprehensive health services, including reproductive health services.

(25) <https://goo.gl/ALvi1j-20>

Relevant Parliamentary Committees

Parliament plays important roles in supporting population media as one of the constitutional authorities concerned with public policies through law making and the monitoring of the performance of the executive power. The Parliament and the Senate usually carry out these roles through their permanent committees and the most prominent committees of the Parliament related to this strategy: Commission on Labor, Social Development and Population, it is entrusted with: studying laws and matters related to population, development, demographic dividend, general statistics and the like. Studying and reviewing the policies of labor market regulation and recruiting expatriate workers, in addition to the Women and Family Affairs Committee, Health and Environment Committee, the National Steering and Media Committee, the Youth and Sports Committee and the Education and Culture Committee.

Standing Committees of the Senate and the most relevant to this strategy includes: Health, Environment and Population Committee, Media and National Steering Committee, Labor and Social Development Committee, Women Committee and the Culture, Youth and Sports Committee.

Ministry of Planning and International Cooperation

The Ministry of Planning was established in 1984 as a successor to the National Planning Council and operates under Planning Law No. 68 of 1971. The ministry was renamed the Ministry of Planning and International Cooperation in 2003. The crucial role of the Ministry is to plan at the national medium and long-term level. It is the planning arm of the Government in comprehensive development programs at various economic, social and cultural levels. The Ministry has Department of Statistics. The Minister of Planning and International Cooperation is the President of the Higher Population Council, and the Ministry contributes to the support and funding of many population activities.

The Ministry of Planning is aware of the active and influential role of media in promoting its plans, programs and strategies. Therefore, it has created a special unit under the name of the “Media and Communication Unit”, which deals with the local and international media. It is responsible for the preparation and definition of the Ministry’s activities and has an up-to-date website.

In recognition of the role of media in population development issues, the Ministry of Planning has developed an important initiative in this field called “Khabar”⁽²⁶⁾ which is responsible

(26) <https://goo.gl/7jU8bo>---16-

for collecting and categorizing development news from all sectors in Jordan, so journalists, researchers and others can get them when necessary.

In fact, the Ministry of Planning is clearly involved in the population problem and contributes to the events and activities related to this problem. This is evident in the Ministry's strategy for 2014-2016 and in its Executive Development Program for the years 2016-2018. As we find that it devoted a section to talk about health care addressing the importance of expanding the provision of reproductive care by expanding the construction of health centers providing maternity and childhood services, and addressing the impact of Syrian asylum over the last five years. Among the challenges, facing the executive plan mentioned above is the high fertility rate. To list among its solutions the need to raise awareness of family planning, and linking it to providing more services to raise awareness of the importance of reproductive health and family planning, and increase its use by residents of the Kingdom, whether Jordanians, refugees or migrants.

Ministry of Health

The Ministry of Health is one of the oldest public service institutions in the state. The Ministry's vision states that it seeks "a healthy society through an integrated health system that works fairly, efficiently, with high quality and leadership at the regional level". In its strategy for the years 2013-2017⁽²⁷⁾, an important objective of its objectives is to emphasize the need to strengthen reproductive health services, family planning and child health. To achieve this goal and other goals, the Ministry established in the mid-1970s a health education department based primarily on media, as well as a reproductive health and family planning department in Women's and Children's Health Directorate where it provides services, provides information and data on reproductive health and family planning.

Ministry of Social Development

The first Government Department for social affairs was established in 1946 and its main task was to face internal population migration, that is, to reduce the migration of citizens from rural to urban areas. The Ministry of Social Development summarizes its contemporary vision, "a society that is safe rely on the family and enjoys social services of quality and community values" the Ministry always tries to increase the income of poor households and diversify their sources.

(27) <https://goo.gl/Ld60WU-19> -

The Ministry is concerned with maternal and child health and reproductive health issues through some of its affiliated associations. The Ministry is also actively seeking to reduce the number of families relying on the ministry to meet some of its needs to relieve pressure on it. The Ministry also implements society awareness programs through community education Directorate for local communities on social issues including population issues and reproductive health.

Ministry of Labor and Public Institution for Social Security

The Ministry of Labor was established in 1976. Its contemporary vision is to “reach the Jordanian labor market to the optimal stage of operation and organize the work affairs through the development and activation of its governing legislation in accordance with international best practices and standards.”

The Ministry is concerned with labor affairs, laborers, employment policies, expatriate labor, and Jordanian labor abroad. It is responsible for the implementation of the Jordanian Labor Law, which has regulated many issues related to population issues such as maternity leave, working women’s rights in taking care of their children and other rights.

With regard to the Social Security law, article 3 of the Social Security Act No. (1) Of 2014 stipulates the insurance included in this law, including work injury insurance, temporary disability due to illness, maternity, health insurance and unemployment insurance.

National Council for Family Affairs

The National Council for Family Affairs is one of the most prominent institutions to follow up and implement the national strategy of the Jordanian family, which focuses on supporting family health programs, especially reproductive health and family planning, to reduce the growing population growth and reduce fertility to fit population growth rates and economic conditions. And level of provided services in all domains. The strategy of the National Council for Family Affairs included an important focus on family, health and environmental status.

The National Council for Family has a clear strategy for the family, including special themes on reproductive health and family planning, which provide an important reference for media professionals interested in population issues. The Council also provides detailed data on the Jordanian social, economic, cultural and demographic situation.

Economic and Social Council

The Council was established in 2007 and constitutes an advisory arm of the Government in social and economic policies. The Council represents the voice of the community, stakeholders, laborers, employers and social forces.

The Jordanian National Commission for Women

The establishment of the Jordanian National Commission for Women as a quasi-governmental body on 12/3/1992 by a decision of the Prime Ministry and under the chairmanship of Her Royal Highness Princess Basma Bint Talal. The Committee's vision is to "continue systematic and organized work for the advancement of women and address their issues and empowerment in various fields, make positive and tangible changes in their situation and development, and to eliminate any form of discrimination against them in national legislation, policies, plans and national programs".

Civil Society Institutions

The Jordanian community, through Civil Society Institutions, preceded official institutions in education and population awareness. The first associations dealing with population issues were established in the 1960s. The first is the Jordanian Association for Family Planning and Protection (Alquds) with its local activities in population culture, and the first branch of the Jordanian Association for Family Planning and Protection in the Eastern Bank "Irbid", 1971. Today there are dozens of Civil Society Institutions in the form of associations or non-profit organizations that deal with awareness issues in the field of population and health and constitute an important national arm in this field. And the majority of its work is related to communication and media.

International Organizations and Institutions

The emergence and prosperity of population communication and media have been linked to projects and activities of international institutions and organizations in this field, the most important of which are United Nations organizations: UNFPA, UNRWA, UNDP, UN Women, UNICEF, World Health Organization and USAID.

These organizations, together with local institutions, have implemented important projects, such as the Health Systems Strengthening Project, JCAP, these organizations over the past decades have been a key partner in helping to plan and provide financial support for population communications programs.

Analysis of the Internal and External Environment of Population Media in Jordan (SWOT Analysis)

The analysis of the internal and external environments of population media aims at identifying the current reality in the areas of strategy and understanding the conditions affecting the performance of population media with quadrant analysis. To achieve this objective, the strategy team organized an interactive workshop with the concerned parties then connected with another group of beneficiaries then met with a group of media professionals and journalists.

Internal Environment Elements Analysis

Strength Elements

1. The existence of a diverse social responsible media.
2. Successful media experiences addressing reproductive health and family planning issues.
3. The existence of many active partners in reproductive health and family planning issues.
4. Previous experience in media institutions in the field of population media.
5. Ease and rapid exchange of information through different media channels.
6. Jordanian society with high access to tools and digital media.
7. The existence of a population issues database.
8. Training programs for media professionals on population issues.
9. The existence of many reproductive health and family planning communication materials that can be employed in the media.
10. Donors adopt population issues as a national priority.

Weakness Elements

1. Waning interest in population media, and low media coverage of population issues.
2. Low number of media professionals specialized in population issues.
3. Insufficient population media and the absence of specialized media institutional frameworks.
4. Social and cultural constraints represented in customs and traditions that impede the exercise of population media role in family planning and reproductive health.
5. Low confidence in the official media.

6. Weak creative experiences in producing attractive media content on population issues, reproductive health and family planning.
7. Society's Misconceptions about population issues, and some concepts of family planning.
8. The low appeal of media content dealing with population issues.

Elements of the External Environment

Opportunities

1. Rapid expansion and development of the Jordanian media sector.
2. Benefit from previous media experiences in population media, reproductive health and family planning.
3. Community acceptance of some of the concepts of family planning such as the healthy spacing of pregnancies and its legitimacy in Islam.
4. Continuous updating of information related to demographic dividend.
5. The widespread use of digital media by Jordanian youth.
6. Increasing of education percentage in the society and the possibility of accepting population concepts.
7. Experience in integrating population messages into public media content.
8. Taking advantage of donor programs and civil society networks in population media, reproductive health and family planning.

Challenges

1. Rapid demographic changes in Jordan.
2. The lack of clarity of population policies in Jordan in national priority and the link between population and development issues.
3. Decision-makers do not embrace population issues as a core issue and as a priority.
4. Community and cultural values that support preference for large family size and male preference.
5. The lack of attraction of the population issues themselves to the public, which prevents following it.
6. Limited employment of opinion leaders and role models in population issues.
7. Weak public confidence in society, and declining of social capital.

This strategy is the organized and planned efforts undertaken by the Jordanian public and private media in order to provide information, raise the level of knowledge in the field of population, and influence the trends, beliefs and behaviors of the Jordanian public in all its components and age levels. Influence public policy maker's priorities to serve Jordanian state population policy objectives. In accordance with the requirements of sustainable economic and social development, and to improve the quality of life of the Jordanian citizen.

Vision

Effective and influential Jordanian media in building societal trends and behaviors supportive of development and capable of creating positive impact in supporting population and development policies.

Mission

Enable the Jordanian community to access population information efficiently and to influence the attitudes and behaviors of the Jordanian public and public policies through professional media that helps in improving the quality of life.

General Objective of the Strategy

Building a supportive media agenda for national efforts aimed at reaching and investing in the demographic dividend.

Specific Objectives of the Strategy

1. Build professional media capabilities specialized in development and population field.
2. Provide high-quality population information and enable media professionals to access it.
3. Developing the role of the media in creating a political, institutional and legislative environment supportive of the demographic dividend.
4. Activating the role of the media and its functions in raising awareness of the individual and society to adopt supportive trends towards population issues.
5. Activating the media role in changing the behavior of individuals and society towards population issues.

Values and Principles

The National Population Media Strategy is based on the principles and values of Arab and Islamic culture, on the values of the Jordanian state, on the values of democracy, on the need to respect the rights of citizens and the consolidation of citizenship, as follows:

1. Islamic moderation.
2. Respect national Jordanian culture.
3. Respect diversity and versatility.
4. Respect human rights and dignity.
5. Fair citizenship.

Key Partners and Players

The implementation of this strategy depends on key partners and players. The following are the key partners and their key roles:

1. Higher Population Council (HPC)

The National Population Committee was established in 1973, and in 2002, the National Committee was restructured and renamed the Higher Population Council. The Council was reconstituted in 2008 under the chairmanship of the Prime Minister and then reconstituted in 2012 under the chairmanship of the Minister of Planning and International Cooperation. The Council consists of representatives of official institutions, most notably educational institutions, health care institutions, and vocational training institution, Radio and Television Corporation and The Jordanian Hashemite Fund.

The vision of the Council seeks to achieve “an effective presence in the formulation of policies and support population decisions to reach the well-being of the Jordanian citizen”. Higher Population Council has the legal power to propose the population policies of the State and submit them to the Council of Ministers for approvals. Directing efforts to implement them efficiently and effectively to contribute to the achievement of the objectives of comprehensive economic and social development plans, as well as proposing policies to raise awareness of population and development issues. Gain support through thoughtful media, education and communication programs and harnessing various media to promote public awareness

of population issues. The Council is the coordinating body for governmental, civil and international efforts related to population issues.

While the Council enjoys the power of law, accumulated experience and networks of relations, the Council's role in policy-making remains confined to providing advice and recommendations, which requires further political support.

As part of this strategy, the Council is the main body responsible for the implementation of this strategy as the national reference in population policy and the focal point for national efforts in the field of population. It plays its role in this strategy through:

- **Supervision of implementation and decision-making:** the Council is entrusted with the follow-up of the implementation of the strategy, and this strategy proposes to form a permanent committee representing all partners, chaired by the Council to serve as the permanent office of the strategy.
- **Follow work coordination with partners:** this includes follow work coordination with the key partners or strategic supporters referred to above earlier.
- **Information and Policy Reference:** the Council has databases and research in the areas of population issues and updates them periodically. This will help to develop media initiatives and activities that seek to exploit this information in media performance that serves the objectives of the strategy.
- **Monitoring and Evaluation:** the Council monitors and controls the implementation of the strategy, documenting and monitoring performance indicators.

2. International bodies and programs, most notably:

2.1 United Nations Population Fund (UNFPA): a United Nations organization, it is an international development agency, began its work in 1969. The Fund began its activities in support of population communication in Jordan in 1976. Jordan office works to achieve the Millennium Development Goals, most notably the fifth goal on reproductive health, making the Fund work a central concern of this strategy and a candidate to support its activities.

2.2 Jordan Communication, Advocacy and Policy Activity (JCAP): Jordan Communication, Advocacy and Policy Activity (JCAP), "Tawasol" funded by the United States Agency for International Development (USAID), for five-years (2014-2019), supports the national objectives set out in the National Reproductive Health/Family Planning Strategy 2013-2017.

The strategic objective of the project is to increase and continue use of family planning and reproductive health (FP/RH) services as effective, safe, and acceptable services for improved family health, prosperous society and a secure Jordan. JCAP works to improve and enable a

supportive policy environment for these services at the national level. This project can play its role in implementing this strategy through:

- **Transfer and exchange of experiences:** the project relies on supporting the capacities of partners by providing them with expertise and good practices in the area of population media.
- **Funding:** providing funding for key initiatives and activities as provided by the operational plan of the strategy.
- **Follow-up and evaluation:** contributing to follow-up and monitoring the implementation, and contributing to the evaluation of the results and impacts of the strategy, specifically in the field of reproductive health indicators.

3. Jordan Media Institute

An independent, non-profit organization established in Amman in 2006. It is a center of expertise in media, communication and media capacity building, and enjoys a distinguished local, regional and international reputation. The Institute seeks to improve the performance of the Jordanian media through education and training; it is nominated to play its role through:

- **Strategy development:** the Institute team of experts developed the strategy document, followed up the stages of discussion and reviews with all partners.
- **Contribution to implementation:** the Institute is represented in the Executive Office of the strategy and contributes to the business and follow-ups assigned to it through this office.
- **Training and capacity building:** the Institute provides training and capacity building according to the tracks proposed by the operational plan of this strategy.
- **Quality Control:** the Institute works through the preparation of studies and analysis of media content to prepare reports on the quality of media outputs and determine how close they are to the objectives of this strategy.

4. Jordanian Media

Jordan's media sector has grown in the past decade and has become more diverse and widespread. According to the pattern of ownership, the Jordanian media is divided into three categories: public ownership; specifically in public radio and television broadcasting. Private ownership; where the largest number of media, including daily and weekly newspapers, news sites on the Internet in addition to radio and television stations. Community ownership; where the means owned and managed by the community through civil institutions and organizations.

Based on the representation of the Jordanian media according to media sectors:

Daily Newspapers: There are seven daily newspapers in Amman six in Arabic and one in English. There are no daily newspapers in the provinces.

Radio stations: At the end of 2016, 40 radio stations were licensed. There are 13 stations owned by the public sector and 27 stations belonging to the private sector. Despite the clear concentration of the radio stations in the capital, the shift in the last ten years has gradually tended to spread of the radio stations in the provinces, specifically owned by semi-public institutions, municipalities or universities and provide local services.⁽²⁸⁾

TV Channels: The number of licensed satellite stations, television broadcasting and re-broadcasting to 78 stations, including many Arab stations not directed to the Jordanian public, in addition to the stations Slide Show, the actual broadcasting stations that provide media content directed to the Jordanian public does not exceed 12 stations.

Electronic news sites: The number of licensed e-news sites exceeded 170 sites.

The role of the media in implementing the activities and initiatives of this strategy is:

- Increase the volume of media content provided to the Jordanian public on population issues and improve its quality.
- Achieve greater response by media professionals and their institutions to the objectives and requirements of the strategy.

5. Official Spokespersons Network

There are more than 60 media spokespersons representing ministries and public institutions. The adoption of media spokespersons in ministries and governments started in 1992 and the idea became a network of media spokespersons in 2004, but the government did not succeed in passing legislation to control their work.

This strategy is directly involved in developing the performance of spokespersons and specifically in institutions related to population issues, increasing the effectiveness of their roles and engaging them directly in the activities and initiatives of this strategy through:

- The engagement of government media spokespersons with training programs and activities in the field of population media.

(28) Majd Alamd, media commission, categorizing Jordanian media, 2015.

- Make this category a habitat for population and development information needed by the media.
- To push this category to increase information supply in the areas of population and development issues, which may create demand for this type of information.

Target Audience

The target audience in this strategy is those bodies and individuals whose media and education messages will be channeled to them in relation to population, reproductive health and family planning issues in order to positively change their trends, beliefs and practices positively and in line with the overall objectives of the Strategy and the Higher Population Council. In order to align the strategic objectives with the different implementation mechanisms, the target audience of this strategy was divided into three levels, as follows:

First Line:

Journalists, media professionals and institutions as the main driver for directing and activating the role of media in building societal trends and behaviors supportive of development and capable of positive impact on population development policies through the development of media content addressing population issues, reproductive health and family planning in an attractive and influential manner.

- Journalists and media professionals: General managers, editors-in-chief, news and program managers, television and radio program producers, correspondents, program and news presenters, journalists and columnists, and digital and social media activists.
- Media institutions: “Radio - TV - Press - Websites” and the Jordan Press Association.

Direct Objectives:

- Build professional media capabilities specialized in development and population field
- Provide high-quality population information and enable media professionals to access it

Second Line:

Policy and decision makers, they are the influential people involved in public policy, work to implement it by amending legislation, providing support and financial resources. Special messages should be sent to them to increase their awareness of the population issue by providing them with information and data that illustrate the seriousness of the population reality and

its impact on development. To change their attitudes towards population growth and create new positive attitudes reflected on decisions, policies, legislation and strategic plans to include important axes that take into account the population issue.

Civil society institutions, civil society institutions concerned with population and development issues varies, and more than 150 institutions are active directly or indirectly in the areas of this strategy.

Objectives: To create a supportive political, institutional and legislative environment supportive of demographic dividend.

Third Line:

Society, society in its varied layers plays a key role in achieving the national population goals and maximizing the impact of the demographic dividend by adopting positive attitudes and behaviors that support the issues of population, reproductive health, and family planning. Therefore, it is necessary to develop attractive media materials that contribute to the following:

- Raising awareness of population issues and their impact on development in various fields.
- Raising awareness about reproductive health, its components and importance.
- Raising awareness about the importance of reproductive health and family planning and its benefits to mother, child, family and society and promoting it as a means of achieving demographic dividend.
- Correct misconceptions about family planning by providing correct information on reproductive health and family planning.
- Build positive attitudes on key population issues such as youth empowerment, women's empowerment, education, vocational training, self-employment, leadership and creativity.
- Building positive attitudes and behaviors on reproductive health and family planning concepts, such as adoption of a small family size, healthy spacing between pregnancies, scientific counseling, and the use of modern methods of family planning.

Family is a target group in the national population media strategy because it is primarily concerned with the process of procreation, education and socialization, and imparting its members with basic life skills. Therefore, it must be deliberately targeted to increase its awareness about population issues and their impact on family welfare and raise its awareness on health-related issues reproductive health and family planning, and correcting misconceptions about family planning and the positive impact of its reproductive orientation and objectives to adopt supportive behaviors for reproductive health and family planning, and population

priorities of youth empowerment, women empowerment, self-employment, vocational training, leadership and creativity.

Women and Men of Reproductive Age, Fertility in both sexes is associated with a specific age range; it decreases among women with age, the fertility of women is between the ages of 15 and 45 years. Men also have a low fertility rate linked to their age, which happens for men later than women do.

This age group of the population contributes to population growth through its reproductive behavior and therefore needs reproductive and family planning information. It also needs to understand that its progressive reproductive behavior contributes to high population growth, which in turn affects development socially and economically. To achieve that, this group needs awareness and education to create positive trends through special media messages addressed to it.

Youth, Population data for 2015 indicate that the percentage of youth under the age of 30 years in Jordanian society is 70% of the total population. Among those 22% aged 15-24, 48% are women. These young age groups are the most important target group for optimal utilization of the demographic dividend and they will contribute to reproductive process as soon as they enter the married group. It is therefore necessary to increase their awareness and create positive attitudes to adopt supportive behaviors in the areas of education, vocational training, self-employment, entrepreneurship, creativity, reproductive health and family planning.

Newlyweds, According to the Jordanian Statistical Yearbook 2015, issued by the Department of Statistics, the number of marriage contracts registered in Jordan during 2015 in the Sharia and ecclesiastical courts reached 81,373. The number of contracts in which the wife was between 15 and 18 years of age was 16,019 accounting for 19.7%. Breakdown of marriage contracts according to the various age groups of wives during 2016. The age group between 19-24 years was first, with 49.5%. Followed by the age group between "15-18 years" with 19.7%. Then the age group between "25-29 years" with 17.9%. Then the age group "30-34 years" by 6%. Then the age group between "35-39 years" with 3.3%. Then the age group between "40-44 years" with 2%. Then age group between "45-49 years" by 1% and finally the age group "50 and more" by 0.6%.

We note from the figures and statistics that most of newlywed are young of reproductive age. Therefore, the development of media programs on the topics of reproductive health and family planning for them will contribute to the creation of positive attitudes and behaviors towards adoption the concept of small family and delayed childbearing till after the first year of marriage and the demand for the use of modern methods of family planning.

Women, women are considered to be one of the main target groups of the national population media strategy. Employment opportunities have a significant impact on reproductive rates and the health status of children. Women are more likely to participate in the labor force because of low fertility and low household size. Low fertility rate also leads to a reduction in the number of years of primary caregiving for children, which contributes further in increasing opportunities of participation in the labor force and bridging the gap between their employment and male employment. The strategy also aims to increase the awareness of women and society about the concept of flexible working hours for women and to provide an enabling and supportive environment for women's work, taking into account their social and health conditions.

Men, there is no doubt that the concept of reproductive health is not limited to women alone, but it also include men in achieving this state of social well-being. Men have a special place within his family in the Arab society and have a strong role in making crucial decisions, such as education, health, reproduction and work. Men control the health of women and girls through their decision-making responsibilities on topics related to these issues, such as early marriage of girls, number of children, girls' education, and provision of economic resources for the family.

In fact, the percentage of men sharing in reproductive health and family planning issues in Jordanian society remains low, especially in rural remote areas and Bedouin communities, where the size of the family and number of children determine the status of men in society.

Clergy, clergy occupy a prominent social position in society and are important reference to a large number of people. These men need accurate and correct information and data on the concept of population problem, demographic dividend and the impact of reproductive health and family planning programs on population growth to contribute to spreading awareness, guidance and influence among audience.

Local community leaders, the opinion leaders in the community are one of the most important target groups in media awareness and education campaigns about population issues and demographic dividend. It is necessary to design special messages for them that are simple, clear and accurate so that they can transfer it to the rest of the community.

The aim of addressing this category is to be an intermediary between the media and community, which serves the method of communication and media in two stages; that is, media messages are transferred in the first stage of media to the opinion leaders and from the leaders of opinion to the public.

Objectives and General Messages

The objectives of related population media content

1. Build professional media capabilities specialized in development and population.
2. Provide high quality population information and enable media professionals to access it.
3. Develop the media role in creating a supportive political and legislative environment for the demographic dividend.
4. Activate the role of the media in raising individual and society awareness to adopt supportive attitudes towards population issues.
5. Activate the role of the media in changing individuals and society behavior towards population issues.

General media messages

1. A happy small Jordanian family, progress with gender equality.
2. Reproductive health for all - Reproductive health is everyone's responsibility.
3. Involved, productive, pioneer and innovative Jordanian youth.
4. The key to progress and prosperity of Jordanian society lies in the political, economic and social empowerment of women.
5. Refugees and expatriate workers are part of the population and have rights and duties.
6. Priority of population issues in development planning and policy.

Objectives	Media Messages	Channels and Basic Media
Policy and decision makers		
<ul style="list-style-type: none"> • Increase policy makers' awareness of the priority of population issues and dimensions in development planning and population policies. • Push policy and decision makers to allocate more resources to population issues in order to adapt positively with demographic dividend. • Address population dimensions in a holistic non-selective manner taking into account the fair distribution of development resources. • Consider the demographic dimension of refugees and expatriate workers as a population in the near and medium term. • Heed the dangers of population concentration in the capital and its environs. 	<ul style="list-style-type: none"> • Development is the population. • Successful development policies begin and end with populations. • Demographic dividend is the future of Jordan. • Demographic dividend is a historical shift in the age structure of the population towards the productive society. • Demographic dividend may be a blessing or a curse; it is policymakers who determine it. • Development plans and public policies should consider refugees and expatriate workers as population. • Equal distribution is the basis of successful development. • The concentration of population and resources in the capital is a source of danger and threat. • The responsibility of reproductive health rests with individuals male and female in all ages, societies, policies and governments at the same time. • There is a close link between development, population and reproductive health 	<ul style="list-style-type: none"> • General newsletters • Information reports • News reports • Influential writers' articles • Talk shows • Press interviews

Objectives	Media Messages	Channels and Basic Media
Civil Society Institutions		
<ul style="list-style-type: none"> • Raise the awareness of civil society activists about the importance and priority of population issues. • Place population issues on the Jordanian civil society agenda and its programs. • Areas of demographic dividend are a priority in the work programs of civil society institutions. • Contribute to the creation of a political and legislative environment supportive of the demographic dividend. 	<ul style="list-style-type: none"> • Population is a development priority. • New priorities for Jordanian woman (productivity, active participation, organized labor market). • Civil institutions supportive of demographic dividend issues. • Gain support for policies supportive of population issues. • The responsibility of reproductive health rests with individuals male and female in all ages, societies, policies and governments at the same time. • Reproductive health is for all, Reproductive health is the responsibility of everyone to let us demand it. 	<ul style="list-style-type: none"> • News reports • Investigative inquiry • In-depth reports • Writers essays • Press interviews

Objectives	Media Messages	Channels and Basic Media
Society		
<ul style="list-style-type: none"> • Raise awareness of population issues and their impact on the quality of Jordanians life. • Raise awareness, build positive attitudes and adjust behavior towards reproductive health and family planning issues. • Raise awareness of the importance of small family. • Correct misconceptions about family planning and spacing of loads. • Raise awareness of gender equality. • Add more social value and appreciation on education and vocational youth employment. 	<ul style="list-style-type: none"> • Reproductive health is everyone’s right, it is the foundation of healthy children, healthy relationships and happy families. • Reproductive health is not limited to women’s health related to pregnancy and childbearing, but to the health of men and women in its holistic sense to ensure healthy reproduction and the birth of healthy children and thus the building of a healthy societies • Equality and justice for men and women, to enable individuals to make free, informed and free from gender-based discrimination decisions in all fields of life. • Small family, happy family. • Modern family planning methods are safe, reliable and effective. • Three-year pregnancy spacing for a life of dignity, longevity and thriving family. • Boys and girls are equal. • Society cannot advance without the participation of women. • Vocational work means stability and security. • Leadership and innovation are the key to the future • Start your project 	<ul style="list-style-type: none"> • General newsletters • TV Drama • Talk shows • lifestyle content programs • Morning radio service programs. • Morning show. • vox pop

Objectives	Media Messages	Channels and Basic Media
Family		
<ul style="list-style-type: none"> • Increase family awareness of basic population issues. • Raise awareness, build positive attitudes and adjust behavior towards reproductive health and family planning issues. • Support the concept of small family and its role in improving the quality of life. • Correct some social and cultural misconceptions about family planning and gender preference. • Build positive trends on the issues of demographic dividend and the most important: the quality of education and training and the value of vocational work, leadership and self-operation. 	<ul style="list-style-type: none"> • Reproductive health is a major component of public health, at all stages of life, for both men and women. • Women and men have the right to make reproductive health decisions, including voluntary choice in marriage, family formation, number of children and spacing between them and the right to access information and means to do so. • Equality and justice for men and women, to enable individuals to make free, informed and free from gender-based discrimination decisions in all fields of life. • Happy small families progress with gender equality. • Modern family planning methods are safe, reliable and effective. • More dialogue within the family about the future of sons and daughters. • The three-year pregnancy spacing means a life of dignity, healing, and without suffering. • The girl and the boy are the most precious. • The girl is Izwah and Sanad. • Entrepreneurship is a solid foundation for family wealth building. • Vocational and technical education is a valuable opportunity for children. 	<ul style="list-style-type: none"> • Radio and TV mini-episode • Medical Drama⁽²⁹⁾ • TV Drama • Religious shows • Short videos • Press reports

(29) The medical drama is around a team of doctors who help patients who are involved in serious accidents or otherwise. The most common is the occurrence of an accident leads to calling doctors to help the injured. Most of them are usually based around the hospital

Objectives	Media Messages	Channels and Basic Media
Men and women in reproductive age		
<ul style="list-style-type: none"> • Raise awareness, build positive attitudes and adjust behavior towards reproductive health and family planning issues • Correct misconceptions about family planning and pregnancy spacing. • Increase knowledge of modern methods of family planning. • Encourage couples to have more dialogue to plan for their family. • Promote small family concept. 	<ul style="list-style-type: none"> • Reproductive health includes the health of both women and men and addresses their respective needs, roles and responsibilities • Chat for a happier family. • Modern family planning methods are safe, reliable and effective. • Chose together the appropriate mean of pregnancy spacing. • The girl is Izwah and Sanad. 	<ul style="list-style-type: none"> • Radio and TV mini-episode • Medical Drama • TV Drama • Religious shows • Press reports

Objectives	Media Messages	Channels and Basic Media
Women		
<ul style="list-style-type: none"> • Raise awareness, build positive attitudes and adjust behavior towards reproductive health and family planning issues. • Empower women economically and increase their involvement in the labor market. • Increase women's participation in public life. • Moving working women from the unorganized sector to the organized sector. • Face violence against women. 	<ul style="list-style-type: none"> • Reproductive health maintains women's health and their healthy relationship with their families and their role in the development of society. • Women have the right to access family planning services and choose the mean that suits them on the basis of adequate information. • Violence in all its forms against women is a serious health issue. • Spacing between pregnancies means women have a longer, healthier life without suffering. • There are several modern family planning means choose what suits you. • Modern family planning methods are safe, reliable and effective. • Productive and working women are family pillars. • Women are capable of making a difference in public life. • Do not waive your right to participate in social security. • Reporting violence against you will contribute to preventing violence against your daughters in the future. 	<ul style="list-style-type: none"> • General newsletters • Radio and TV mini-episode • Medical Drama • TV Drama • Religious shows. • Short videos • Press reports

Objectives	Media Messages	Channels and Basic Media
Men		
<ul style="list-style-type: none"> • Ensure men support the concept of small family. • Modify men's concept towards the gender of the child and male preference. • Increase support of men for women's issues and rights. • Raise awareness, build positive trends and adjust behavior towards reproductive health and family planning issues 	<ul style="list-style-type: none"> • Men are essential and important partners in taking decisions on reproductive health and family planning issues. • Reproductive health includes the health of both women and men and addresses their respective needs, roles and responsibilities. • A small family is a way to a prosperous future for sons and daughters. • The girl like the boy is Izwah and dignity. • Confidence in women's abilities and potential. 	<ul style="list-style-type: none"> • Newsletters • Radio and TV mini-episode • Medical Drama • TV Drama • Religious shows • Press reports and interviews • TV talk shows

Objectives	Media Messages	Channels and Basic Media
Youth		
<ul style="list-style-type: none"> • Increase young people awareness about the shift from the community of employees to the community of entrepreneurs. • Stimulate young people and add value and social appreciation to the work of young professionals and technicians. • Increase young people awareness and practice to participate in public life actively. • Reduce violence, drug abuse and extremism among young people. • Raise awareness, build positive trends and adjust behavior towards reproductive health and family planning issues 	<ul style="list-style-type: none"> • Youth have the right to access appropriate reproductive health services and sound health information. • Be a leader, start your project. • New innovators are ordinary youth thinking outside the box. • Vocational education leads to safety and stability. • Participation is the essence of citizenship. • Always look for a peaceful way to resolve differences. • Adopt verbal resolution in solving problems. • Plan for your future to succeed in all aspects. • Small family happy family. 	<ul style="list-style-type: none"> • Radio and TV mini-episode • Medical Drama • TV Drama • Drama and comedy shows. • Press reports • Talk show

Objectives	Media Messages	Channels and Basic Media
Newlyweds		
<ul style="list-style-type: none"> • Raise awareness, build positive attitudes and adjust behavior towards reproductive health and family planning issues. • Support the idea of delayed reproduction until after the first year of marriage. • The frequent use of modern family planning methods. • Support spacing pregnancies and small family concept. • Encourage dialogue between couples about the future of the family and reproductive health options and means. 	<ul style="list-style-type: none"> • Reproductive health includes the right of the couple to enjoy a satisfactory and safe sexual life, the ability to reproduce, to determine the date and number of children desired without coercion. • First year of marriage without children for a happy family. • Talk about the best way to space between pregnancies. • Young women need to consult with doctors and specialists about reproductive health options. More than older women. • Multiple family planning methods. • Modern family planning methods are safe, reliable and effective. 	<ul style="list-style-type: none"> • Lifestyle content shows. • Morning radio service shows. • Morning shows. • Radio and TV mini-episode • Medical Drama • TV Drama • Religious shows
Clergy		
<ul style="list-style-type: none"> • Promote the use of religious media content on reproductive health, family planning and pregnancy spacing. • Promote the use of religious content that honors women and females in general and limits the strength of traditions and culture that favor males over females. 	<ul style="list-style-type: none"> • Islam calls for and encourages family planning. • Islam honors women and elevates their status. • Gender discrimination in births is prohibited in Islam. • The responsibility of reproductive health rests with individuals male and female in all ages, societies, policies and governments at the same time. • Reproductive health is for all, Reproductive health is the responsibility of everyone to let us demand it 	<ul style="list-style-type: none"> • Information reports • Newsletters • Talk shows • Religious shows • Writer's articles • Press reports

Objectives	Media Messages	Channels and Basic Media
Opinion and social leaders		
<ul style="list-style-type: none"> • Increase family awareness of basic population issues. • Increase family awareness of the benefits of reproductive health and family planning • Support the concept of small family and its role in improving the quality of life. • Increase men's support for women's issues and rights. • Increase social value and appreciation for young people's professional work. 	<ul style="list-style-type: none"> • A small family is a way to a prosperous future for sons and daughters. • The girl like the boy Izwah and Dignity. • Confidence in women's abilities and potential • Vocational work provides safety and stability • The responsibility of reproductive health rests with individuals male and female in all ages, societies, policies and governments at the same time. • Reproductive health is for all, Reproductive health is the responsibility of everyone to let us demand it • There is a close connection between development, population and reproductive health 	<ul style="list-style-type: none"> • Information reports • Newsletters • Talk shows • Religious shows • Writer's articles • Press reports • TV and radio interviews.

National Strategic Directions and Priorities in Population Media

First Strategic direction: Build specialized media capacity in population media

Priorities	Areas and Means
<ol style="list-style-type: none"> 1. Form a core mass of journalists and media professionals specialized in population media whose task is to lead change. 2. Spread in building specialized media capacity in population media. 	<ol style="list-style-type: none"> 1. Training and capacity-building of a group of journalists and media professionals 2. Spread training and capacity-building in the areas of audio, visual and digital media 3. Issue specialized manuals on population issues for journalists and media professionals. 4. Develop the dialogue between development and population policy makers and media professionals.
Executive Partners	Supportive Partners
<ul style="list-style-type: none"> • Media means. • Higher Population Council. • Jordan Media Institute. • International programs and organizations. 	<ul style="list-style-type: none"> • Media commission • Jordan Press Association.

Second Strategic direction: Up-to-date and available population information for media professionals

Priorities	Areas and Means
<ol style="list-style-type: none"> 1. Accurate, up-to-date easy to access population information 	<ol style="list-style-type: none"> 1. Develop up-to-date and effective population databases 2. Provide up-to-date media material on population information
Executive Partners	Supportive Partners
<ul style="list-style-type: none"> • Higher Population Council. • Department of Statistics • Ministry of Planning 	<ul style="list-style-type: none"> • Jordan Media Institute. • International programs and organizations

Third Strategic direction: Develop media role in spreading population awareness

Areas and Means	Priorities
<p>Strategic areas to develop content</p> <p>1. Reproductive health:</p> <ul style="list-style-type: none"> Promote the concept of a small family, happy family. Early marriage. Expanding the base of beneficiaries of reproductive health services. Deliver reproductive health services to adolescents and youth. <p>2. Follow reproductive health indicators.</p> <ul style="list-style-type: none"> Youth empowerment: Unemployment and employment. Vocational training opportunities. Public participation. Quality of education. Violence and drugs. <p>3. Promote equality and empowerment of women and girls:</p> <ul style="list-style-type: none"> Economic empowerment of women. Training and capacity-building opportunities for women. The transition of women’s employment from informal to formal sector. New opportunities to increase women’s participation in the labor market. Women’s participation in public life. Address violence against women. Promote a culture of justice and non-gender discrimination in society. Give gender policy more attention in public policies. <p>4. International Migration and Refugees:</p> <ul style="list-style-type: none"> Syrian refugees status. Labor migration to Jordan. Replacement policies. 	<p>1. Double the volume of media content that addresses population issues by target population.</p> <p>2. Turn a range of population issues into public opinion issues.</p> <p>Executive Partners</p> <ul style="list-style-type: none"> Higher Population Council. Media means Jordan press association. Media commission. International programs, bodies and organizations. Ministry of Planning. Ministry of Labor. High Commissioner for Refugees <p>Supportive Partners</p> <ul style="list-style-type: none"> Prime ministry “General Human Rights Coordinator office”. Ministry of Planning. Ministry of Health. Jordan Medical Association. Ministry of Youth. National Council for Family Affairs.

Forth Strategic direction: Develop the role of the media in creating a legislative, political and institutional environment supportive of population issues

Priorities	Areas and Means
<ol style="list-style-type: none"> 1. Strengthen national political will on the importance of population issues. 2. Increase policy makers' understanding of important linkages between population and development. 3. Promote the involvement of all stakeholders at all levels in order to change policies, attitudes and behavior in favor of population priorities. 	<ol style="list-style-type: none"> 1. Create diverse platforms and opportunities for dialogue between media and population policy makers. 2. Presence of population issues in opinion matters and media analysis. 3. Population information quality. 4. Monitoring function of media in population issues.
Executive Partners	Supportive Partners
<ul style="list-style-type: none"> • Media means. • Prime Ministry. • Parliament. • Study centers and thinking groups. • Relevant Ministries and civil society institutions. • Higher Population Council. 	<ul style="list-style-type: none"> • National Council for Family Affairs. • Economic and Social Council. • International Organizations.

Fifth Strategic direction: Activate the role of media in changing the behavior of individuals and society towards population issues.

Priorities	Areas and Means
<ol style="list-style-type: none"> 1. Develop the appeal of media messages regarding population issues. 2. Media content leads to a change in lifestyle. 3. Media content leads to change in the quality of life 	<ol style="list-style-type: none"> 1. Media configuration for communication messages and lobbying efforts in population issues. 2. Presence in television and radio drama 3. Access to community media in the governorates. 4. Spread in the audio and visual media. 5. Access to digital and social media.
Executive Partners	Supportive Partners
<ul style="list-style-type: none"> • General media means • Audio and visual media means. • Local radio stations in the governorates. • Electronic news sites. • Social media activists. • Media commission. • Higher Population Council. 	<ul style="list-style-type: none"> • Prime ministry “General Human Rights Coordinator office”. • Ministry of Planning. • Ministry of Health. • Jordan Medical Association. • Ministry of Youth. • National Council for Family Affairs. • International organizations and bodies.

Building a supportive media agenda for national efforts aimed at reaching and investing in the demographic dividend.

Result 1: Specialized media capabilities in population media

Outputs	Inputs
<ol style="list-style-type: none"> 1. A core mass of journalists and media professionals specialized in population media whose mission is to lead change. 2. Expansion of training programs in the field of population media horizontally (in different media) and vertically (specialized in population media). 	<ol style="list-style-type: none"> A. Evaluation of population training needs of media professionals through focused working groups B. Designing a training package for media professionals on population issues. C. Develop and implement training programs, plans and capacity building for a group of journalists and media professionals in the field of population media as leaders of change (critical mass). D. Develop and implement plans and training programs to build the capacity of media professionals in the areas of audio, visual and journalistic media on population issues E. Develop and implement plans and training programs to build the capacity of media professionals in the areas of digital media on population issues

Result 2: Available, up-to-date and accessible population information for media professionals

Outputs	Inputs
<p>1. Up-to-date sectoral population databases</p>	<p>A. Evaluate the needs of population information for media professionals through focused working groups (see Introduction 1.a)</p> <p>B. Updating the sectoral population databases of institutions and sources of information continuously</p> <p>C. Hold periodic meetings with media professionals to inform them about the latest developments in population issues, policies and indicators</p>

Result 3: An effective media role in spreading population awareness

Outputs	Inputs
<p>1. Increase the volume of media content that addresses population issues by target population areas.</p> <p>2. The emergence of population issues as public opinion issues.</p>	<p>A. Dissemination and broadcasting of specialized media content on demographic dividend, reproductive health, family planning, youth empowerment, gender, empowerment of women and issues of international migration and refugees</p>

Result 4: An effective media role in creating a legislative, political and institutional environment supportive of population issues

Outputs	Inputs
<ol style="list-style-type: none"> 1. A national political will supportive of population issues. 2. A deeper and broader understanding by policy makers of important linkages between population and development. 	<ol style="list-style-type: none"> A. Create diverse and wide-ranging platforms and opportunities for dialogue between media professionals and population policy makers. B. Integrating population issues into opinion matters and media analysis. C. Activate the supervisory function of media in population issues.

Result 5: Effective media role in changing the behaviors of individuals and society towards population issues.

Outputs	Inputs
<ol style="list-style-type: none"> 1. Attractive and unconventional media messages in population issues. 2. Influential media content in creating positive attitudes and behaviors towards population issues and family planning. 3. Spread of population issues in community media. 4. 5, 6) Spread of addressing population issues in visual, audio and digital media. 	<ol style="list-style-type: none"> A. Initialization and support for lobbying efforts in population issues. Through fragmentation of concepts and including them within targeted media campaigns B. Integration of population issues and reproductive health/family planning into television and radio drama. C. Activate the community media in governorates regarding raising population issues. D. Integration of population issues and reproductive health/family planning into visual and audio media. E. Integration of population issues and reproductive health/family planning into journalism (printed press) F. Activate digital and electronic media in addressing population issues and use social media sites to address population issues.

Appendix (A): Table of Outputs, Inputs and Indicators

Results	Outputs	Inputs/Interventions	Potential partners	Indicators																	
				Number	Indicator	Targeted values				Data source		Number	Indicator	Targeted values				Data Source			
						2018	2019	2020	2021	2022	Source			Organization	2018	2019	2020	2021	2022	Source	Organization
Result(1)				Outputs						Inputs											
1)Specialized media capabilities in population media	1)core mass of journalists and media professionals specialized in population media whose mission is to lead change. (critical mass)	A) Evaluation of population training needs of media professionals through focused working groups	Higher Population Council, Jordan Media Institute, Media outlets, International organizations and programs	1	Number of media professionals participants in the mass of support (critical mass)	10	10 new members annually	list of trainees' names	Higher Population Council, Jordan Media Institute	A	Report on the population training needs of the media	1	0	0	0	0	Higher Population Council	Higher Population Council , Jordan Media Institute and Jordan Press Association			
		B) Designing a training package for media professionals on population issues, including training manuals											B	Training package in population media	1 (update)	0	0	0	0	Higher Population Council	Higher Population Council , Jordan Media Institute and Jordan Press Association
		C) Develop and implement training programs, plans and capacity building for a group of journalists and media professionals in the field of population media as leaders of change (critical mass)											C	The number of programs and training courses for media professionals participating in the critical mass	1	(1) one course for new members and (4) periodic meetings/a meeting every 4 months with the critical mass established previously	(1) one course for new members and (4) periodic meetings/a meeting every 4 months with the critical mass established previously	(1) one course for new members and (4) periodic meetings/a meeting every 4 months with the critical mass established previously	(1) one course for new members and (4) periodic meetings/a meeting every 4 months with the critical mass established previously	The number of programs and training courses for media professionals participating in the critical mass	Higher Population Council , Jordan Media Institute and Jordan Press Association
	2)Expanding training programs in the field of population media horizontally (in different media) and vertically (specialized in population media)	D) Develop and implement plans and training programs to build the capacity of media professionals in the areas of audio, visual and journalistic media on population issues											D	The number of courses and training programs specialized in building the capacity of the media professionals in the field of audio, visual and press on population issues	0	2	2	2	2	Courses reports and names of media professionals who have been trained	Higher Population Council , Jordan Media Institute, departments and training centers in media institutions
	E) Develop and implement plans and training programs to build the capacity of media professionals in the areas of digital media on population issues	E											The number of courses and training programs specialized in building the capabilities of media professionals in the field of digital media on population issues	0	2	2	2	2	Courses reports and names of media professionals who have been trained	Higher Population Council , Jordan Media Institute, departments and training centers in media institutions	
Result(2)				Outputs						Inputs											
2)Available, up-to-date and accessible population information for media professionals	1)Up-to-date sectoral population databases	A) Evaluate the needs of population information for media professionals through focused working groups (see Introduction 1.a)	Higher Population Council and Department of Statistics	1	Number of sectoral databases prepared to provide up-to-date population information for media professionals	(2) \ update population indicators base and population research base	Update	Update	Update	Update	Higher Population Council - Department of Statistics, Social Security Corporation – Ministry of Health – Ministry of Education – Ministry of labor – Ministry of Planning, National Commission For Women - Ministry of labor – Ministry of Youth	Higher Population Council	A	Report on the population needs for media professionals in relation to population information	1	0	0	0	0	Higher Population Council	Higher Population Council , Jordan Media Institute and Jordan Press Association
		B) Updating the sectoral population databases of institutions and sources of information continuously											B	Number of sectoral databases which have been prepared to provide media professionals with up-to-date population information	(2) \ update population indicators base and population research base	Update	Update	Update	Update	Higher Population Council - Department of Statistics, Social Security Corporation – Ministry of Health – Ministry of Education – Ministry of labor – Ministry of Planning, National Commission For Women - Ministry of labor – Ministry of Youth	Higher Population Council
		C) Hold periodic meetings with media professionals to inform them about the latest developments in population issues, policies and indicators.											C	Number of meetings with media professionals to inform them about the latest developments in population issues and indicators	1	2	2	2	2	Meetings reports and names of media professionals who attended the meeting	Higher Population Council
Result(3)				Outputs						Inputs											
3)Effective media role in spreading population awareness	1)Increase the volume of media content that addresses population issues by target population areas.	A) Dissemination and broadcasting of specialized media content on demographic dividend, reproductive health, family planning, youth empowerment, gender, empowerment of women and issues of international migration and refugees	Higher Population Council, Jordan Media Institute, media institutions, Jordanian Journalists' Association, International organizations and program	1	The percentage of increase in the volume of media content that deals with population and development issues in various media	Baseline (media content)	5% annual increase	5% annual increase	5% annual increase	5% annual increase	Content analysis study once a year	Higher Population Council, Jordan Media Institute, study centers	A	Number of specialized media programs on demographic dividend, reproductive health, family planning, youth empowerment, gender, empowerment of women and issues of international migration and refugees	0	Sum of indicator (5)results	Ipsos reports – media institutions – media professionals themselves – media content analysis study	Higher Population Council, Jordan Media Institute, media institutions, study centers			
	2)The emergence of population issues as public opinion issues												percentage of improvement in the attitudes of targeted audience towards population and development issues through annual study on a sample that represent all targeted audience categories to measure the improvement in their trends towards population issues and development	Baseline (public attitudes)	5% annual increase in public attitudes	5% annual increase in public attitudes	5% annual increase in public attitudes	5% annual increase in public attitudes	A survey of target audience that measures the degree of opinion (attitudes)on population issues and development	Higher Population Council, Jordan Media Institute, study centers	

Results	Outputs	Inputs/Interventions	Potential partners	Indicators																		
				Number	Indicator	Targeted values					Data source		Number	Indicator	Targeted values					Data Source		
						2018	2019	2020	2021	2022	Source	Organization			2018	2019	2020	2021	2022	Source	Organization	
Result(4)				Outputs								Inputs										
4)Effective media role in creating a legislative, political and institutional environment supportive of population issues.	1) A national political will supportive of population issues	A) Create diverse and wide-ranging platforms and opportunities for dialogue between media professionals and population policy makers..	Higher Population Council, Media commission, Media outlets, Jordanian Journalists' Association, International organizations and program	1	Number of legislation and laws that support population and development issues and demographic dividend directions	2 -3 policies during the implementation of the strategy					Annual Review of Public Policy Documents/Official Gazette	Higher Population Council	A	Number of interviews and media coverages hosting population policies makers	In official occasions related to population and development such as women's day and world population day	A TV spot, 4 radio spots and a spot on social media platforms and an article in daily newspapers every month and in official occasions related to population and development such as Women's Day World Population Day	Once a week	Once a week	Once a week	Ipsos – media institutions – the media professionals	Higher Population Council - Jordan media Institute, media institutions	
	2)A deeper and broader understanding by policy makers of important linkages between population and development.t.	B) Integrating population issues into opinion matters and media analysis.		2	Improvement percentage (cumulative) in trends among decision makers towards population and development issues through an annual study on a representative sample of legislative and executive authority to identify their trends towards population and development issues	Baseline	35% Improvement in trends of decision makers towards population and development issues	50% improvement in trends of decision makers towards population and development issues	60% improvement in trends of decision makers towards population and development issues	70% improvement in trends of decision makers towards population and development issues	Study of trend analysis of decision makers on population issues	Higher Population Council, Jordan Media Institute, study centers	B	Number of opinion materials and media analysis, which dealt withthe population dimension with interest and attributed to causes and results to it	In official occasions related to population and development such as women's day and world population day	Twice a month and in official occasions related to population and development such as woman's day and world population day	Once a week	a daily article, or a paragraph	a daily article, or a paragraph	Ipsos – media institutions –media professionals themselves	Higher Population Council - Jordan media Institute, media institutions	
		C) Activate the supervisory function of media in population issues.											C	Number of interviews and media coverage, which exercised a supervisory role and dealt with the population dimension with interest	In official occasions related to population and development such as women's day and world population day	Twice a month and in official occasions related to population and development such as woman's day and world population day	Once a week	a daily article, or a paragraph	a daily article, or a paragraph	Ipsos – media institutions –media professionals themselves	Higher Population Council - Jordan media Institute, media institutions	
Result(5)				Outputs								Inputs										
5)Effective media role in changing the behaviours of individuals and society towards population issues	1) Attractive and unconventional media messages in population issues.	A) Initialization and support for lobbying efforts in population issues. Through fragmentation of concepts and including them within targeted media campaigns	Media outlets in general, audio-visual media, community radio, electronic news websites	1	1. Number of media views of content related to population issues by type of media 2. Number of media interactions to content related to population issues by type of media	Baseline	5% annual increase	10% annual increase	15% annual increase	20% annual increase	Content analysis study	Higher Population Council - Jordan Media Institute, media institutions, study centers	A	Number of media, press and electronic materials on population and development issues associated with lobbying campaigns	0	A diverse daily media material supporting the lobbying campaign's goals implemented throughout the lobbying campaign	A diverse daily media material supporting the lobbying campaign's goals implemented throughout the lobbying campaign	A diverse daily media material supporting the lobbying campaign's goals implemented throughout the lobbying campaign	A diverse daily media material supporting the lobbying campaign's goals implemented throughout the lobbying campaign	Ipsos– media institutions – media professionals themselves – media content study	Higher Population Council , Jordan Media Institute, media institutions, study centers	
	2) Influential media content in creating positive trends and behaviors towards population issues and family planning	B) Integration of population issues and reproductive health/family planning into television and radio drama		2	Percentage of improvement (cumulative) in the trends and positive behaviors of the target population towards population and family planning issues.	Baseline	5% annual increase in public attitudes	Targeted public surveys towards population issues, reproductive health to identify improvement in their attitudes and behaviours and directions	Higher Population Council - Jordan Media Institute, studies centers	B	1.The number of series or drama sketches that deal with population and development issues in the program cycle weekly or daily 2.Number of messages within the content	0	One radio drama and one television drama annually	One radio drama and one television drama annually	One radio drama and one television drama annually	One radio drama and one television drama annually	Ipsos– media institutions – media professionals themselves – media content study	Higher Population Council , Jordan Media Institute, media institutions, study centers				
	3) Spread of population issues in community media	C) Activate the community media in governorates regarding raising population issues.		3.C	Number of programs, disclaimers and broadcast period of media content dealing with population and development issues through community media (community radio)	0	Daily disclaimers and a spot weekly within a daily program and a weekly program in more than one community radio specialized in population and development issues	Daily disclaimers and a spot weekly within a daily program and a weekly program in more than one community radio specialized in population and development issues	Daily disclaimers and a spot weekly within a daily program and a weekly program in more than one community radio specialized in population and development issues	Daily disclaimers and a spot weekly within a daily program and a weekly program in more than one community radio specialized in population and development issues	Ipsos– media institutions – media professionals themselves – media content study	Higher Population Council , Jordan Media Institute, media institutions, study centers										
	4) Spread of addressing population issues in visual and audio media.	D) Integration of population issues and reproductive health/family planning into visual and audio media.		4.D	Number of programs, disclaimers and broadcast period of media content dealing with population and development issues through audio and visual media	0	Daily disclaimers and a weekly program specialized in population and development issues and talk shows episodes	Daily disclaimers and a weekly program specialized in population and development issues and talk shows episodes	Daily disclaimers and a weekly program specialized in population and development issues and talk shows episodes	Daily disclaimers and a weekly program specialized in population and development issues and talk shows episodes	Ipsos– media institutions – media professionals themselves – media content study	Higher Population Council , Jordan Media Institute, media institutions, study centers										
	5) Spread of addressing population issues in printed press	E) Integration of population issues and reproductive health/family planning into journalism (printed press)		5.E	Number of printed press media materials dealing with population and development issues	0	press investigation every 3 months and a weekly article	press investigation monthly and a weekly article	press investigation monthly and a weekly article	press investigation monthly and a weekly article	Ipsos– media institutions – media professionals themselves – media content study	Higher Population Council , Jordan Media Institute, media institutions, study centers										
	6)Spread of addressing population issues in digital media	F) Activate digital and electronic media in addressing population issues and use social media sites to address population issues.		6.F	The size of what was broadcasted by digital media of news and information on population and development issues	0	1. Disclaimers, articles and weekly news Published on websites 2. Social media activists adopt population and development issues	1. Disclaimers, articles and weekly news Published on websites 2. Social media activists adopt population and development issues	1. Disclaimers, articles and weekly news Published on websites 2. Social media activists adopt population and development issues	1. Disclaimers, articles and weekly news Published on websites 2. Social media activists adopt population and development issues	Ipsos– media institutions – media professionals themselves – media content study	Higher Population Council , Jordan Media Institute, media institutions, study centers										

Appendix (B): Reference Cards for Indicators

Reference card for indicator					
Indicator's reference and number	Indicator's name	1.1) Number of media professionals participants in the mass of support (critical mass)			
Result reference (1) Specialized media capabilities in population media.	Definition	Number of media professionals and journalists working in audio and visual media, paper and electronic press, and social media activists who have received training and will form the critical mass. Their mission is to provide support for population and development issues			
	Measurement unit	Number of media professionals participating in the support mass, taking into account their specializations as presenter – program producer - scenarist - journalist etc.			
Outputs: (1) A core mass of journalists and media professionals specialized in population media whose mission is to lead change (critical mass)	Indicator's type	Quantitative			
	Data source	Higher Population Council and Jordan Media Institute through trainees' names.			
	Responsible entity/entities	Higher population council and Jordan Media Institute			
	Measurement periodicity	Annually			
	Current value (2017)	4 members of the media Committee of the Higher Population Council			
	Target value	2018	2019	2020	2021
	10	10 new members annually	10 new members annually	10 new members annually	10 new members annually

Reference card for Indicator

Indicator's reference and number	Indicator's name	1.2) Number of media professionals who have received training in population issues				
Result reference (1)	Definition	Number of media professionals and journalists working in audio and visual media, paper and electronic press, and social media activists who have received training in population issues area.				
Specialized media capabilities in population media.	Measurement unit	Number of media professionals.				
Outputs: 2) Expansion of training programs in the field of population media horizontally (in different media) and vertically (specialized in population media).	Indicator's type	Quantitative				
	Data source	Higher Population Council and Jordan Media Institute through number of courses and trainees' names.				
	Responsible entity/entities	Higher population council, Jordan Media Institute and media training institutions.				
	Measurement periodicity	Annually				
	Current value (2017)	48 media professionals were trained previously by the Higher Population Council.				
	Target value	2018	2019	2020	2021	2022
	0	20 new members annually	20 new members annually	20 new members annually	20 new members annually	

Reference card for Indicator

Indicator's reference and number	Indicator's name	1.A) A report on the population training needs of the media				
Result reference (1) Specialized media capabilities in population media.	Definition	A report on the needs of population training for media professionals Which is determined through holding focused working groups with a sample of media professionals and journalists working in the audio and visual media, the printed and electronic press, social media activists.				
	Measurement unit	Number of reports on the needs of population training for media professionals.				
	Indicator's type	Quantitative				
Inputs: A) Designing a training kit containing training manuals.	Data source	Higher Population Council through focused working groups.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute and Jordan Press Association.				
	Measurement periodicity	Once in 2018.				
	Current value (2017)	None				
	Target value	2018	2019	2020	2021	2022
	1	0	0	0	0	

Reference card for Indicator

Indicator's reference and number	Indicator's name	1.B) Training package in population media				
Result reference (1) Specialized media capabilities in population media.	Definition	The training package containing the training manual on population issues, which includes information on the most important indicators of population and social, economic and political variables affecting the demographic dividend and examples on how to address them in a creative way.				
	Measurement unit	Number of prepared packages.				
	Indicator's type	Quantitative.				
Inputs: B) Design a training package containing training manuals.	Data source	Number of produced packages.				
	Responsible entity/entities	Higher Population Council and Jordan Media Institute.				
	Measurement periodicity	Annually.				
	Current value (2017)	Higher Population Council's media training package.				
	Target value	2018	2019	2020	2021	2022
	1. Update and develop the current package of the Higher Population Council					

Reference card for Indicator

Indicator's reference and number	Indicator's name	1.C) The number of programs and training courses for media professionals participating in the critical mass				
Result reference (1) Specialized media capabilities in population media.	Definition	Courses and training programs for members of the critical mass of media professionals specialized in population issues, including information on the most important population indicators and social, economic and political variables affecting the demographic dividend and examples on how to deal with media.				
	Measurement unit	The number of programs and training courses for media professionals participating in the critical mass.				
	Indicator's type	Quantitative.				
Inputs: C) Develop and implement training plans, programs, and capacity building for a group of journalists and media professionals in the field of population media as leaders of change.	Data source	Higher Population Council and Jordan Media Institute.				
	Responsible entity/entities	Higher Population Council and Jordan Media Institute.				
	Measurement periodicity	Annually.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	1	(1) one course for new members and (4) periodic meetings/a meeting every 4 months with the critical mass established previously	(1) one course for new members and (4) periodic meetings/a meeting every 4 months with the critical mass established previously	(1) one course for new members and (4) periodic meetings/a meeting every 4 months with the critical mass established previously	(1) one course for new members and (4) periodic meetings/a meeting every 4 months with the critical mass established previously	

Reference card for Indicator

Indicator's reference and number	Indicator's name	1.D) The number of courses and training programs specialized in building the capacity of the media professionals in the field of audio, visual and press on population issues				
Result reference (1) Specialized media capabilities in population media.	Definition	Courses and training programs in the fields of audio, visual and journalistic media and on population issues, which include information on the most important indicators of population and social, economic and political variables affecting the demographic dividend and examples on how to address it media.				
	Measurement unit	The number of programs and training courses for media professionals in the field of audio, visual and journalistic media on population issues.				
	Indicator's type	Quantitative.				
Inputs: D) Develop and implement training plans and programs to build the capacity of media professionals in the field of audio and visual media on population issues.	Data source	Courses reports and names of media professionals who have been trained.				
	Responsible entity/entities	Higher Population Council and Jordan Media Institute Departments and training centers in media institutions.				
	Measurement periodicity	Annually.				
	Current value (2017)	(3) three training courses through the Higher Population Council : (2) / 2014 and (1) / 2015.				
	Target value	2018	2019	2020	2021	2022
	0	2	2	2	2	

Reference card for Indicator

Indicator's reference and number	Indicator's name	1.E) The number of courses and training programs specialized in building the capabilities of media professionals in the field of digital media on population issues				
Result reference (1) Specialized media capabilities in population media.	Definition	Courses and training programs in the fields of digital media and on population issues, which include information on the most important indicators of population and social, economic and political variables affecting the demographic dividend and examples on how to address it media.				
	Measurement unit	The number of programs and training courses for media professionals in the field of digital media on population issues.				
	Indicator's type	Quantitative.				
Inputs: E) Develop and implement training plans and programs to build the capacity of media professionals in digital media fields on population issues	Data source	Courses reports and names of media professionals who have been trained.				
	Responsible entity/entities	Higher Population Council and Jordan Media Institute. Departments and training centers in media institutions.				
	Measurement periodicity	Annually.				
	Current value (2017)	Number of media professionals from digital media fields who have been trained previously by the Higher Population Council.				
	Target value	2018	2019	2020	2021	2022
	0	2	2	2	2	

Reference card for Indicator

Indicator's reference and number	Indicator's name	2. (1,B) Number of sectoral databases prepared to provide up-to-date population information for media professionals				
Result reference (2) Available and up-to-date population information and enable access for media professionals.	Definition	Sectoral information releases on population issues include accurate and up-to-date population information and data.				
	Measurement unit	Number of sectoral population databases.				
	Indicator's type	Quantitative.				
Inputs: 1, B) develop sector databases oriented for media professionals	Data source	Higher Population Council, Department of Statistics, Social Security Corporation, Ministry of Health, Ministry of Education, Ministry of Labor, Ministry of Planning, National Commission For Women, Ministry of Labor, Ministry of Youth.				
	Responsible entity/entities	Higher Population Council.				
	Measurement periodicity	Annually.				
	Current value (2017)	(2) / population indicators base + population research base of the Higher Population Council.				
	Target value	2018	2019	2020	2021	2022
	(2) / Update the population indicators base + population research base	Update	Update	Update	Update	

Reference card for Indicator

Indicator's reference and number	Indicator's name	2.A) Report on the population needs for media professionals in relation to population information				
Result reference (2) Available and up-to-date population information and enable access for media professionals.	Definition	A report on the population information needs of the media, which is determined through holding focused working groups with a sample of media professionals, journalists working in the media, print and electronic media, and social media activists.				
	Measurement unit	Number of population information needs reports for media professionals.				
	Indicator's type	Quantitative.				
Inputs: A) Assess the needs of population information for media professionals through focused working groups (within activity 1, A)	Data source	Higher Population Council through focused working groups.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute and Jordan Press Association.				
	Measurement periodicity	Once during 2018 (within 1.A activity).				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	1	0	0	0	0	

Reference card for Indicator

Indicator's reference and number	Indicator's name	2.C) Number of meetings with media professionals to inform them about the latest developments in population issues and indicators				
Result reference (2) Available and up-to-date population information and enable access for media professionals.	Definition	Hold meetings with media professionals to inform them about the latest developments in population issues and indicators.				
	Measurement unit	Hold meetings with media professionals.				
	Indicator's type	Quantitative.				
Inputs: C) Hold meetings with media professionals to inform them about the latest developments in population issues and indicators	Data source	Higher Population Council through meetings reports and the names of media professionals who attended the meeting.				
	Responsible entity/entities	Higher Population Council.				
	Measurement periodicity	Annually.				
	Current value (2017)	None.				
	Target value	2018	2019	2020	2021	2022
	1	2	2	2	2	

Reference card for Indicator

Indicator's reference and number	Indicator's name	1.3) The percentage of increase in the volume of media content that deals with population and development issues in various media				
Result reference (3) An effective media role in spreading population awareness	Definition	A large volume of media content dealing with population and development issues in various media compared to the years prior to the launch of the National Population Media Strategy.				
	Measurement unit	Increased percentage of media content dealing with population and development issues: 1. Dedicated content's space. 2. Dedicated content's time. 3. Kind of issues addressed by the content.				
	Indicator's type	Qualitative and Quantitative.				
Outputs: 1) Increase the volume of media content that addresses population issues by target population areas	Data source	Analytical study of the content once a year.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute and studies centers.				
	Measurement periodicity	Annually.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
		baseline	5% annual increase	5% annual increase	5% annual increase	5% annual increase

Reference card for Indicator

Indicator's reference and number	Indicator's name	2.3) The public's awareness of population and development issues according to different levels consistent with the media agenda and awareness messages				
Result reference (3) An effective media role in spreading population awareness	Definition	The extent of the success of the media in the making and directing public opinion towards population and development issues and the emergence of that in interactive programs that contribute to motivating the public to adopt positive ideas regarding population, development and the demographic dividend.				
	Measurement unit	Percentage of improvement in target population's trends towards population and development issues through an annual study on a representative sample of all target audience categories to measure improvements in their trends towards population and development issues.				
	Indicator's type	Qualitative and Quantitative.				
Outputs: 2) The emergence of population issues as public opinion issues.	Data source	Conduct a survey of target audience that measures the degree of opinion on population and development issues.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute and studies centers.				
	Measurement periodicity	Annually.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	baseline	5% improvement in population's trends	5% improvement in population's trends	5% improvement in population's trends	5% improvement in population's trends	

Reference card for Indicator

Indicator's reference and number	Indicator's name	3.A) Number of specialized media programs on demographic dividend, reproductive health, family planning, youth empowerment, gender, empowerment of women and issues of international migration and refugees				
Result reference (3) An effective media role in spreading population awareness	Definition	A large volume of specialized media programs in demographic dividend, reproductive health, family planning, youth empowerment, gender, empowerment of women and issues of international migration and refugees.				
	Measurement unit	Number of specialized media programs on demographic dividend, reproductive health, family planning, youth empowerment, gender, empowerment of women and issues of international migration and refugees.				
	Indicator's type	Qualitative and Quantitative.				
Inputs: A) Dissemination and broadcasting of specialized media content on demographic dividend, reproductive health, family planning, youth empowerment, gender, empowerment of women and issues of international migration and refugees	Data source	Ipsos reports, media institutions, media professionals and media content analysis study.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute and studies centers.				
	Measurement periodicity	Annually.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	0	Sum of indicator (5) results	Sum of indicator (5) results	Sum of indicator (5) results	Sum of indicator (5) results	

Reference card for Indicator

Indicator's reference and number	Indicator's name	1.4) Number of legislation and laws that support population and development issues and support demographic dividend trends				
Result reference (4) An effective media role in creating a legislative, political and institutional environment supportive of population issues.	Definition	A political will that deals with population and development issues through the issuance of resolutions and the approval of laws supporting them, which contributes to creating positive trends among the public in support of change in order to achieve achievements related to the demographic dividend.				
	Measurement unit	The number of legislations and laws supporting population and development issues that population media contributed to their development.				
	Indicator's type	Qualitative and Quantitative.				
Outputs: 1) A national political will supportive of population issues.	Data source	Annual Review of Public Policy Documents/Official Gazette - Higher Population Council - Committees on Woman and Human Rights.				
	Responsible entity/entities	Higher Population Council.				
	Measurement periodicity	Annually.				
	Current value (2017)	2 policies in Higher Population Council agenda.				
	Target value	2018	2019	2020	2021	2022
		2-3 policies on the duration of implementing the strategy				

Reference card for Indicator

Indicator's reference and number	Indicator's name	2.4) Improvement in decision makers trends towards population and development issues				
Result reference (4) An effective media role in creating a legislative, political and institutional environment supportive of population issues.	Definition	How successful the media is in guiding decision makers to embrace population and development issues.				
	Measurement unit	Improvement percentage (cumulative) in trends among decision makers towards population and development issues through an annual study on a representative sample of legislative and executive authority to identify their trends towards population and development issues.				
	Indicator's type	Qualitative and Quantitative.				
Outputs: 2) A deeper and broader understanding by policy makers of important linkages between population and development.	Data source	Study of trend analysis of decision makers on population issues.				
	Responsible entity/entities	Higher Population Council – Jordan Media Institute.				
	Measurement periodicity	Annually.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	baseline	35% Improvement in trends of decision makers towards population and development issues	50% Improvement in trends of decision makers towards population and development issues	60% Improvement in trends of decision makers towards population and development issues	70% Improvement in trends of decision makers towards population and development issues	

Reference card for Indicator

Indicator's reference and number	Indicator's name	4.A) Interviews and media coverage hosting population policy makers				
Result reference (4) An effective media role in creating a legislative, political and institutional environment supportive of population issues.	Definition	Media professionals communication with population policy makers through television and radio interviews, news and press coverage, and allocate space for them in all forms of media content.				
	Measurement unit	Number of interviews and media coverage hosting population policy makers.				
	Indicator's type	Qualitative and Quantitative.				
Inputs: A) Create diverse and wide-ranging platforms and opportunities for dialogue between media professionals and population policy makers.	Data source	Ipsos, media institutions, media professionals.				
	Responsible entity/entities	Higher Population Council, Media Institutions.				
	Measurement periodicity	Quarterly.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	In official occasions related to population and development such as Women's Day and World Population Day	A television spot, 4 radio spots and a spot on social media platforms and an article in daily newspapers every month and in official occasions related to population and development such as Women's Day World Population Day	Once a week	Once a week	Once a week	

Reference card for Indicator

Indicator's reference and number	Indicator's name	4.B) Opinion material and media analysis, dealing with the population dimension with interest and attributed the causes and results to it				
Result reference (4) An effective media role in creating a legislative, political and institutional environment supportive of population issues.	Definition	Dealing with the population and development variable as an intermediary variable affects most aspects of life when dealing with the media content of different issues and events and attempt to frame the idea to serve the population issue.				
	Measurement unit	Number of opinion material and media analysis, which dealt with the population dimension with interest and attributed the causes and results to it.				
	Indicator's type	Qualitative and Quantitative.				
Inputs: B) Integrating population issues into opinion matters and media analysis.	Data source	Ipsos, Media institutions and media professionals.				
	Responsible entity/entities	Higher Population Council, Media Institutions.				
	Measurement periodicity	Quarterly.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	In official occasions related to population and development such as Women's Day and World Population Day	A television spot, 4 radio spots and a spot on social media platforms and an article in daily newspapers every month and in official occasions related to population and development such as Women's Day World Population Day	Once a week	Once a week	Once a week	

Reference card for Indicator

Indicator's reference and number	Indicator's name	4.C) Interviews and media coverage, which exercised a supervisory role and dealt with the population dimension with interest				
Result reference (4) An effective media role in creating a legislative, political and institutional environment supportive of population issues.	Definition	The media practice of its role as a fourth power in monitoring and pressuring policy makers through the production of programs, news and critical press investigations.				
	Measurement unit	Number of interviews and media coverage, which exercised a supervisory role and dealt with the population dimension with interest.				
	Indicator's type	Qualitative and Quantitative.				
Inputs: C) Activate the supervisory function of media in population issues.	Data source	Media institutions and media professionals.				
	Responsible entity/entities	Higher Population Council, Media Institutions.				
	Measurement periodicity	Quarterly.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	In official occasions related to population and development such as Women's Day and World Population Day	A television spot, 4 radio spots and a spot on social media platforms and an article in daily newspapers every month and in official occasions related to population and development such as Women's Day World Population Day	Once a week	Once a week	Once a week	

Reference card for Indicator

Indicator's reference and number	Indicator's name	1.5) Number of views and interactions of media content related to population issues by type of media				
Result reference (5) An effective media role in changing the behavior of individuals and society towards population issues	Definition	Media programs and press content providing media messages on population and development issues must be characterized by creativity and innovation in the idea and image using modern directorial technics that appeal to the audience.				
	Measurement unit	1. Number of media views of content related to population issues by type of media. 2. Number of media interactions to content related to population issues by type of media.				
	Indicator's type	Quantitative.				
Outputs: Attractive and unconventional media messages in population issues.	Data source	Analytical study of the content.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute, media institutions and studies centers.				
	Measurement periodicity	Annually.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	baseline	5% Annual increase	10% Annual increase	15% Annual increase	20% Annual increase	

Reference card for Indicator

Indicator's reference and number	Indicator's name	2.5) Percentage of improvement in positive trends and behaviors among the target population towards population issues, reproductive health and family planning.				
Result reference (5) An effective media role in changing the behavior of individuals and society towards population issues	Definition	The success of media in the formulation and production of media content that deal with population issues in an appealing manner that contributes to the creation of positive trends and behaviors towards population issues, reproductive health and family planning.				
	Measurement unit	Percentage of improvement (cumulative) in the trends and positive behaviors of the target population towards population and family planning issues.				
	Indicator's type	Qualitative and Quantitative.				
Outputs: 2) Influential media content in creating positive trends and behaviors towards population issues and family planning	Data source	Conduct a survey of target audience that measures the degree of opinion on population and development issues.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute and studies centers.				
	Measurement periodicity	Annually.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	base-line	5% improvement in population's trends	5% improvement in population's trends	5% improvement in population's trends	5% improvement in population's trends	

Reference card for Indicator

Indicator's reference and number	Indicator's name	5.A) Number of media, press and electronic materials on population and development issues associated with lobbying campaigns				
Result reference (5) An effective media role in changing the behavior of individuals and society towards population issues	Definition	The space occupied by the content dealing with population and development issues out of the total number of broadcast hours, newspapers or websites and social media pages accompanying the lobbying efforts of population and development issues in order to create a supportive environment.				
	Measurement unit	Number of media, press and electronic materials on population and development issues associated with lobbying campaigns.				
	Indicator's type	Quantitative.				
Inputs: A) Initialization and support for lobbying efforts in population issues. Through fragmentation of concepts and including them within targeted media campaigns	Data source	Ipsos, Media institutions, media professionals and media content study.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute, Media Institutions and Studies Centers.				
	Measurement periodicity	Quarterly.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	0	A diverse daily media material supporting the lobbying campaign's goals implemented throughout the lobbying campaign	A diverse daily media material supporting the lobbying campaign's goals implemented throughout the lobbying campaign	A diverse daily media material supporting the lobbying campaign's goals implemented throughout the lobbying campaign	A diverse daily media material supporting the lobbying campaign's goals implemented throughout the lobbying campaign	

Reference card for Indicator

Indicator's reference and number	Indicator's name	5.B) The size of television and radio drama dealing with population and development issues				
Result reference (5) An effective media role in changing the behavior of individuals and society towards population issues	Definition	The volume of drama production, which deals with the concepts of population and development issues individually or in an integrated way through scenes or sketches.				
	Measurement unit	1. The number of series or drama sketches that deal with population and development issues in the program cycle weekly or daily. 2. Number of messages within the content.				
	Indicator's type	Quantitative and Qualitative.				
Inputs: B) Integration of population issues and reproductive health/family planning into television and radio drama.	Data source	Ipsos, Media institutions, media professionals and media content study.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute, Media Institutions and Studies Centers.				
	Measurement periodicity	Quarterly.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	0	One radio drama and one television drama annually	One radio drama and one television drama annually	One radio drama and one television drama annually	One radio drama and one television drama annually	

Reference card for Indicator

Indicator's reference and number	Indicator's name	5.(3.C) Number of programs, disclaimers and broadcast period of media content dealing with population and development issues through community media (community radio)				
Result reference (5) An effective media role in changing the behavior of individuals and society towards population issues	Definition	The size of what community media broadcast of news and information on population and development issues from websites and pages on social media platforms that represent the governorates and the community radio stations of the governorates, for example the Tafila radio station and the Voice of Aqaba and other community radio stations through awareness raising disclaimers, talk shows and special paragraphs in daily programs within daily programs in the station in addition to radio drama dealing with population issues.				
	Measurement unit	Number of programs, disclaimers and broadcast period of media content dealing with population and development issues through community media (community radio).				
	Indicator's type	Quantitative and Qualitative.				
Inputs: 3) Spread of population issues in community media	Data source	Ipsos, Media institutions, media professionals and media content study.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute, Media Institutions and Studies Centers.				
	Measurement periodicity	Every 4 months.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	0	Daily disclaimers and a spot weekly within a daily program and a weekly program in more than one community radio specialized in population and development issues	Daily disclaimers and a spot weekly within a daily program and a weekly program in more than one community radio specialized in population and development issues	Daily disclaimers and a spot weekly within a daily program and a weekly program in more than one community radio specialized in population and development issues	Daily disclaimers and a spot weekly within a daily program and a weekly program in more than one community radio specialized in population and development issues	

Reference card for Indicator

Indicator's reference and number	Indicator's name	5.(4.D) The size of the audio and visual media, dealing with the issues of population, development and demographic dividend in general				
Result reference (5) An effective media role in changing the behavior of individuals and society towards population issues	Definition	The size of what was broadcasted by audio and visual media of news and information on population and development issues through awareness disclaimers, talk shows and special spots within daily programs in the station in addition to radio drama dealing with population issues.				
	Measurement unit	Number of programs, disclaimers and broadcast period of media content dealing with population and development issues through audio and visual media.				
	Indicator's type	Quantitative and Qualitative.				
Inputs: D) Integration of population issues and reproductive health/family planning into visual and audio media. Outputs: 4) Spread of addressing population issues in visual, audio media	Data source	Ipsos, Media institutions, media professionals and media content study.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute, Media Institutions and Studies Centers.				
	Measurement periodicity	Quarterly.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	0	Daily disclaimers and a weekly program specialized in population and development issues and talk shows episodes	Daily disclaimers and a weekly program specialized in population and development issues and talk shows episodes	Daily disclaimers and a weekly program specialized in population and development issues and talk shows episodes	Daily disclaimers and a weekly program specialized in population and development issues and talk shows episodes	

Reference card for Indicator

Indicator's reference and number	Indicator's name	5.(5.E) Number of printed press media materials dealing with population and development issues				
Result reference (5) An effective media role in changing the behavior of individuals and society towards population issues	Definition	The size of what was broadcasted by press media of news and information on population and development issues through articles and press investigations.				
	Measurement unit	Number of printed press media materials dealing with population and development issues.				
	Indicator's type	Quantitative and Qualitative.				
Inputs: E) Integration of population issues and reproductive health/family planning into journalism (printed press) Outputs: 3) Spread of addressing population issues printed press media	Data source	Ipsos, Media institutions, media professionals and media content study.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute, Media Institutions and Studies Centers.				
	Measurement periodicity	Quarterly.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	0	press investigation every 3 months and a weekly article	press investigation monthly and a weekly article	press investigation monthly and a weekly article	press investigation monthly and a weekly article	

Reference card for Indicator

Indicator's reference and number	Indicator's name	5.(6.F) The size of the digital media, dealing with the issues of population, development and demographic dividendin general				
Result reference (5) An effective media role in changing the behavior of individuals and society towards population issues	Definition	The size of what was broadcasted by digital media of news and information on population and development issues through blogs, news websites or establishing websites specialized in dealing with population and development issues and through networking with social media activists for adopting population issues and allocate space for debate.				
	Measurement unit	1.Number of disclaimers articles daily news and videos in digital media (websites, blogs and social media platforms) dealing with population and development issues 2.Number of followers.				
	Indicator's type	Quantitative and Qualitative.				
Inputs: F) Activate digital and electronic media in addressing population issues and use social media sites to address population issues. Outputs: 6) Spread of addressing population issues in digital media	Data source	Ipsos, Media institutions, media professionals and media content study.				
	Responsible entity/entities	Higher Population Council, Jordan Media Institute, Media Institutions and Studies Centers.				
	Measurement periodicity	Quarterly.				
	Current value (2017)	Unknown.				
	Target value	2018	2019	2020	2021	2022
	0	1. Disclaimers, articles and weekly news published on websites 2. Social media activists adopt population and development issues	1. Disclaimers, articles and weekly news published on websites 2. Social media activists adopt population and development issues	1. Disclaimers, articles and weekly news published on websites 2. Social media activists adopt population and development issues	1. Disclaimers, articles and weekly news published on websites 2. Social media activists adopt population and development issues	

Appendix (C): Population Media and Communication: Basic Concepts and Good Practices

Communication plays an essential part in the social, psychological and cultural processes related to everyday human life, as well as the activities of communities and societies. Communication has been actively invested in developing countries, where it is viewed seriously as one of the means to achieve rapid development in transition from Traditional Society to the Transitional Society and then Modern Society by influencing individuals' beliefs and changing their behavior. This change can be made in all aspects of life; health, education, production, agriculture, and labor...⁽³⁰⁾.

Population communication is one of the forms of developmental communication that aims to change the behavior of individuals and thus create social change through many activities and means, the most important of which are the contemporary means of communication and media⁽³¹⁾.

Population communication has been viewed extensively, with many activities related to population issues. Some researchers go on to distinguish between population communication and health communication in terms of the precise specialization of health communication as it focuses on one population issue.

In any case, developmental communication, population communication and health communication all aim at creating social change that serves the quality of human life, all of which use similar tools⁽³²⁾.

Population information is one of the forms of population communication, meaning that the latter concept is broader and more general. Population media is a specialized communication activity related to mass media, its messages and information in the area of population, and within the goals of media in news, education and entertainment.

(30) Badran, Badran and others, introduction to population communication, Yarmouk university, 1990.

(31) Badran, previous reference.

(32) Badran, previous reference.

According to this perception, population media focuses on information and that means production, distribution and exchange of population information on a wide range of audience, so the functions of population information are linked to the following:

- Provide a free and independent channel for the flow of information and news on population affairs.
- Provide a forum for public debate on population issues.
- Carry out the supervisory function on the overall performance of population issues.

The emergence of population communication and media was linked to the emergence of the population problem and the beginning of some countries' awareness of the effects of this problem, especially after the Second World War. In the early stages, the focus was on providing information on basic population issues and reproductive health⁽³³⁾.

The population communication and media services have changed over the last half century, and four phases can be distinguished: the clinic stage, which requires access to medical clinics; that is, the awareness is linked to the doctor through clinical advice. Then the field stage i.e. the approach that focuses on awareness and outreach to people in their communities, the provision of information, education and communication services (IEC). The social marketing phase that focuses on the concept of consumers, the supply and demand of reproductive health services and finally the communication and media strategies for behavioral change; where the focus is on the need to influence social norms, cultural traditions and political environments through means of communication and media to create social and cultural change⁽³⁴⁾.

There are many evidence from different parts of the world confirming the role of population communication and media in creating positive social and cultural change in behavior in favor of health and quality of life, most important of which⁽³⁵⁾:

1. Extensive expansion of communication means, media and mass consumption of information by individuals.
2. The power of influence of communication means, especially television, the picture and finally the digital media and social media.

(33) UNESCO, population communication, (Research, Mass media and Instructional materials) Bangkok, 1993.

(34) Phyllis Tilson Piotrow, Rimon//Alice Payne Merritt, Gary Saffit, advancing Health communication the pcs Experience in the field.

(35) population.

3. The role of communication and media in promoting the status of women in societies and creating a culture of gender justice. Increasing media focus on public health, communicable diseases and childhood.
4. The focus of population communication has shifted from IEC to BCC: Behavior Change Communication. This new perspective shifted from providing information and individual choice to focusing on concepts of social change, social norms and grassroots Mobilization, and from promoting and marketing to empower individuals and groups and build self-efficacy, from traditional education to entertainment, education, and education through entertainment.

There are many experiences and expertise from developing countries in the field of strategic planning for population communication and media. Lessons can be learned from these experiences and expertise. Many countries have published national strategies for population communication and media since the early 1990s such as Sri Lanka, Pakistan, Korea, Vietnam, India, Egypt and Malawi and other States.

One of the most prominent regional experiences in the use of population media in the service of development is the Egyptian experience, which dates back to the 1960s and was developed later. Population policies in this country, which suffers from an over-population increase, focused on the role of media in raising awareness on reproductive health, family planning and reproductive health. Nowadays the Central Informatics Organization (CIO) manages dozens of local centers in governorates, which are specialized in population media. The Indian experience in using population media is among the successful experiences. India's first national population communications and media strategy dates back to 1966. In the 1973 evaluation of this plan showed the success of bold public communication in creating broad public awareness about the need for a small family.

In Asia, the experience of the Philippines is also referred to in the strategic planning of population media and communication. Plans in the 1980s and 1990s focused on five target groups: women, couples, vulnerable groups, information providers and young unmarried minors. Three main topics and messages were identified in the strategy, namely, safe motherhood, child life, quality of life⁽³⁶⁾.

One of the most recent strategies in population communication and media is Malawi's experience "2012-2016", a country threatened with population increase if population growth continues at such a pace. The strategy focuses on ensuring political will to support population

(36) UNESCO(1994) , population Communication : Communication Theories , Development strategies.

programs⁽³⁷⁾. Malawi is one of the most populous African countries that has achieved sustainable economic growth over the last decade. The economy grew at an average annual rate of 6.5% between 2003 and 2014 and GDP from 7.3 billion USD in 2003 to 13.1 billion USD in 2014. Despite the country's sustained economic growth over the past decade, the economy was not able to generate decent and sufficient employment opportunities for the population, and the country remains classified as a low-income country. Malawi's 2012 population policy notes that the high burden of child support in this area is one of the major bottlenecks for sustainable social and economic development.

One of the most successful innovations in Malawi's population communication activities in recent years has been organized by the "Future Group" to develop resources for raising awareness of population impact on development RAPID. They are means designed to demonstrate the social and economic impacts of high fertility rates and rapid population growth in sectors such as labor force, education, health, urbanization, environment and agriculture. These resources and messages have been channeled to multiple levels of policy makers and implementers. The USAID-supported program contributed to intensification of communication and media messages on the weekend and activating the role of religious leaders in explaining these messages.

The plans of population communication and media have also contributed to the experiences of countries that have benefited from the demographic dividend, such as South Korea and Malaysia.

(37) The Ministry of Economic Planning and Development of Malawi, National Communication and Advocacy Strategy for Population and Development 2012–2016.

Appendix (D): Development of Population Communication and Media in Jordan

Historical development:

Media broadcasting of the public service in Jordan has historical experience in the media's practice of the development role. However, this experience has not experienced a qualitative development in the last two decades for various reasons. The Jordanian state turned to the population problem in the mid-seventies of the last century, and the emergence of the characteristics of population policies was in the early eighties, until that time, the population status was not a real threat to the various resources of the state.

Although population policies was late to appear in a clear and integrated manner, the efforts that have linked media and development issues date back to an early stage before population policies were clearly institutionalized. Even if these efforts have focused on social awareness and marketing aspects of reproductive health, family planning and safe childhood and did not pay attention to other population issues.

Media efforts towards the population problem have evolved and multiplied since the seventies, and have taken different aspects and dimensions commensurate the complexities that occurred on the same problem over the following years. However, these efforts were not based on a clear and specific vision of this problem at most stages it commensurate the nature of the problem and its complexities.

The stages of population media and media efforts that have been made in dealing with the population problem since the mid-1970s until now are divided as follows:

A. The stage of emergence and attention to the problem “1976 – 1985”:

Since its beginning, the official media paid attention to development issues represented by daily press and radio and TV broadcast institutions, in the 1970s primary population concepts have been incorporated into radio and television content. Population issues have been generally integrated with general development issues.

The contribution of the radio to development issues dates back to the early stage of the radio in the 1950s. In his book “Transcending Traditional Society,” Daniel Lerner referred to the

nature of the communication system prevailing in Jordan and its role in local development⁽³⁸⁾ at the time, specifically radio programs in illiteracy and education domains.

The most prominent event at this stage is the establishment of the “Training and Development Media Directorate” in 1976 within the structure of the Ministry of Information. It was assigned basic tasks including the training of media personnel directly, and the continuous informing of public on the economic, social and cultural development within national development plans⁽³⁹⁾.

Although no reference was made to the Directorate’s role in the population communication in the documents of the Directorate or in the Ministry of Information system, most of its production was actually in this area. Accordingly, its role in the area of population media cannot be bypassed or underestimated; it has carried out numerous training programs in the areas of media and development dealing with population and development issues.

The Directorate continued to play an active role in the area of population communication until it was canceled and its role was terminated from Radio and Television Corporation in 2004.

In the area of population communication, this phase witnessed the establishment of the Health Education Unit in the Ministry of Health in 1978, the establishment of the Population Culture Unit in the Ministry of Labor in 1979. The beginning of population service projects between the Government of Jordan and the United Nations Fund (UNFPA) which continued from 1976 to 1986. One important effort at this stage was the fertility surveys accompanying the census since 1979.

B. The startup stage”1986 – 2004”

This stage is the beginning of organized official efforts to deal with the population problem. The official bodies realized the seriousness of the problem and its repercussions due to the many changes that affected the demographic structure of the Jordanian society due to the repercussions of the first and second Gulf crisis in 1991 and 2003. Clear population policies begun to crystallize this phase saw intensive efforts to deal with this problem and its consequences. The project of population communication/Yarmouk University is one of the most prominent of these activities in the late 1980s. This phase included the implementation

(38) Daniel Lerner (1958) the passing of traditional society modernizing the Middle East, New York, free press.

(39) Al toaisi, Basem (2015). Evaluation study of production unit and population communication. Amman.

of three projects in population communication in cooperation with the Directorate of Development Information and the United Nations Population Fund between 1990 and 1999.

During this phase, the Higher Media Council was established in 2002. This council under the National Reproductive Health Strategy (2003-2007) was mandated to formulate the media policy of the official media institutions in the area of population. The Council continued its role in training, capacity-building and coordination in the field of population media as the official media representative until 2008; when it was canceled in that year⁽⁴⁰⁾. Despite its considerable role in population issues, the Council has not been able to formulate a specific media policy in population domain.

C. The multiplicity of actors in population communication and media “2004 - 2016”

The obvious feature of this stage is the multiplicity of bodies that provided communication services in the field of population, the diversity and variety of Jordanian media, and the absence of the traditional institutional framework that has been the framework of population media activities for three decades which is Development Media Directorate.

The activities and efforts exerted by the media, official bodies and various local and international organizations have contributed to the development of Jordanian public awareness of population issues, especially in the areas of reproductive health, family planning, youth issues, women and work.

The population status in Jordan at this stage has undergone major changes some of them were contradictory, including: the decline in mortality rates, the decline in the size of the family, and the unevenness and instability of population growth due to forced population movements and displacements from neighboring Arab countries like Syria and Iraq before. During this stage, two population censuses were carried out in 2004 and 2015, and the Demographic dividend policies started to emerge and its periodic revisions, the National Plan of Action for Reproductive Health and Family Planning for the years 2008-2012, and the National Reproductive Health/Family Planning Strategy 2013-2017.

These developments preceded the issuance of the audio and visual law of 2003, which opened the way for the private sector and the community to establish radio and television stations. These media began to appear after 2004, and many of these media outlets included population

(40) Al toaisi, Basem (2015). Evaluation study of production unit and population communication in Radio and TV Corporation. 2016.

issues in their media content, specifically community radio stations⁽⁴¹⁾ and local radio stations in the governorates⁽⁴²⁾ and lately some TV stations. The digital media industry also flourished and the ability of Jordanians to access the Internet increased by more than 83% in early 2017. The use of social media and communication sites was increased.

In the domain of population communication and lobbying for population policies, the official activities carried out by the Higher Population Council have varied during this stage. Several actors have emerged in support and implementation of population communication activities; primarily the USAID and UNFPA programs, multiple roles for civil society institutions were prominent.

The Population Production and Communication Unit of the Radio and Television Corporation was established in 2014 at the initiative of the Higher Population Council. Within the visual and audio component of the Council's policies, and because of the belief of main partners in the Radio and Television Corporation in the necessity a subsidiary institutional framework within this corporation concerned with the provision of media support to population policies, and to this time this unit has not assumed the role required of it.

Recently, population media and communication benefited more than the social media networks, especially in light of the wide spread of these networks among the youth and Jordanian families, the percentage of Jordanians with access to the internet in 2017 is about 83%. In the same year, about 4.8 million Jordanians have accounts On Facebook. Recent surveys show that Jordanian youth aged 12-29 years spend almost 4 hours a day on screens, specifically computer or smart phone screen⁽⁴³⁾.

(41) Several community radio stations have appeared in Jordan focusing on population issues, such as Radio Farah al-Nas (People's Radio), which has been very interested in youth issues.

(42) There are currently "2017" seven "7" radio stations in the governorates, for example, the radio "Voice of the South" in Maan was interested in women issues and reproductive health and family planning and broadcasted a series of programs in this area.

(43) UNESCO, Net-med youth, Jordan youth media perception survey ages 18- 29,(2015).



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