



The role of Media and Communication in advocating and Raising Awareness of Sexual and Reproductive Health Issues

Fact Sheet





Share-Net
Jordan
The Knowledge Platform on
Sexual and Reproductive Health
and Reproductive Rights



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Introduction

The media plays a vital role in promoting personal and societal behavioral change, which paves the way for economic, social, and cultural changes, targeted by comprehensive development plans, of whatever field or level. The media has outstanding capabilities to promote positive values and behaviors in society to affect public opinion and attain support. This raises the need for effective and supportive media for the development process, through well-organized media works and messages to change the community values, beliefs, and trends. The objective is to create a positive behavioral change in line with the development findings, population, and reproductive health issues. This is called (The role of mass media in development or mass media development). Unfortunately, the mass media rarely gives priority to or reports precisely on sexual and reproductive health issues. The development, population, and sexual and reproductive health issues are not well reflected in the mass media, because its traditional instruments, i.e, TV, Radio Broadcasting, and newspapers always deal with the hot events and varieties that attract the public to obtain maximum views and more advertising.

Handling the sexual and reproductive health issue comes only from endeavors by internal parties directly involved therein, such as the civil society organizations, Ministry of Health, HPC, and programs raised by UN, Arab, local,

or international governmental organizations and NGOs or the EU. They appear in mass media only through nationally paid media campaigns, addressed to handle emergency issues intermittently.

Based upon the aforesaid, it is noticed that Jordan's mass media is lagging far behind in coping with or following up on the community's development issues. It is also incapable of adopting and advancing the development process or assuming its real and effective role. The population, sexual and reproductive health issues are not a priority by the mass media organizations, Journalists, or program makers because of being considered unattractive. The population media strategy, prepared by the HPC for the years (2018-2022) has, in reproductive health axle, confirmed that the mass media programs on population, sustainable, specialized, and modern reproductive health issues are weak and that no sufficient investment exists in developing effective products or contacts. The strategy has also noted the weakness and lack of enough platforms or communication on sexual and reproductive health, a lack of trained cadre on media and communication relevant to sexual and reproductive health, and weak training programs in the field of communication.

Therefore, this fact sheet was prepared to indicate Jordan's mass media reality to gain support and raise awareness of sexual and reproductive health issues.

Mass Media and Health Awareness Development Goals

The 1994 international conference on population and development defined reproductive health as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity in all matters relating to the reproductive system and its functions and processes. Reproductive health implies that people can have a satisfying and safe sexual life, the capacity to reproduce, and the freedom to decide if, when, and how often to do so. The last condition implies the right of men and women to be aware of how they can organize their families safely, efficiently, cost-effectively, and easily. They should also be informed about birth control and the right to obtain appropriate health care services to enable the woman to have safe pregnancy and birth, so that the couple may have the best chance for a healthy baby.

Reproductive health doesn't mean the reproduction period only, but it begins in childhood, passing by the teenage period to the reproduction and after reproduction for both genders, in addition to sexual health, as reproductive health is related to sexual health. However, important aspects of sexual health may be neglected if incorporated into or combined with reproductive health.

To raise awareness about the comprehensive good quality information about sexual health and reproductive health when programs are set for both (Including the availability of health services)

and research papers are prepared, the WHO has put a practical framework⁽¹⁾ to focus on sexual and reproductive health components, with the confirmation that they are co-related. It defined sexual health as a state of physical, emotional, mental, and social well-being concerning sexuality. It is not merely the absence of diseases, dysfunction, or infirmity. Sexual health and sexual relations require a positive and professional attitude and the possibility of having pleasurable and safe sexual relations, free of coercion, discrimination, or violence. The sexual rights of all persons should be protected and preserved.

According to the WHO, sexual health correlates with attaining and protecting human rights. It focused on reproductive health rights and sexual health rights, by confirming that their components are distinct but correlated.

Components of sexual health:

- Education and Comprehensive information.
- Protection against infections with human immune deficiency virus (HIV), sexually transmitted infections (STIs), and reproductive tract infections (RTIs).
- Protection against gender-based violence, support, and care.
- Sexual function and sexual psychological advice.

Components of reproductive health:

- Pregnancy care, before birth and after birth.
- To offer advice and provide contraceptive methods.
- Fertility care.
- Safe abortion care.

⁽¹⁾ WHO, 2019, sexual health relation with reproductive health, practical guide.

In addition to the comprehensive view, the definition has focused on the rights, equity, dignity, and responsibility related to the relations and focused on the most vulnerable population groups to ensure access to services. The social gender perspective has also been used to ensure equity, free of discrimination, and access the services and information. It is also important to revise the conceptual and legislative frameworks of some public policies to ensure the rights which have already been endorsed, such as the convention on the elimination of all forms of discrimination against women, adopted in 1979, convention on child rights 1989 and convention on the rights of people with disability, adopted in 2006 (The national strategy for sexual and reproductive health 2020-2030).

Accordingly, the sustainable development objectives have included comprehensive access to sexual and reproductive health, through sexual and reproductive health care, family organization, and education (goals 3.7 and 5.6) as they go in line with many sustainable development goals. There are also the eight-millennium development goals (2000-2015) and objectives of goal No. (3) of sustainable development (2016-2030), sexual and reproductive health strategy (The reproductive and sexual health. They became within the objectives of the local, regional and international strategies such as Jordan's sexual and reproductive health communication strategy (The reproductive and sexual health communication strategy 2022-2024).

Therefore, the different mass media has an essential and effective role to play through spreading and generalizing the sustainable development concept, active participation therein, handling the community issues and problems, gaining support for policymakers, and putting the population, sexual and reproductive health as a focal point of interest for the decision-makers and raise community awareness.

The development media is an instrument to raise awareness, and increase the information and knowledge about population issues, development, and sexual and reproductive health. It can be considered as a focus of attention to break the silence barrier and consolidate the efforts for the development goals in all fields. As health awareness is a fundamental right for each person in the community, mass communication, and media have a big role to play in the field of education, awareness, and attainment of support, especially in health or medical issues. The media may be considered an effective approach to motivate change and sustain newly adopted healthy behaviors.

The role of the media, health, and social organizations concerned with health awareness, such as the family, educational establishments, media organizations, social media platforms, and civil society institutions is important because reproductive and sexual health are closely correlated with human rights and development. Some people are highly sensitive,

so the Journalists, instead of being silent, should offer communicative and media content to deal with such matters responsibly and objectively so that they contribute to changing the community trends and breaking the silence.

It is, however, noted that the media organizations play an active and important role in health awareness, by raising the health awareness of the public and creating positive trends towards the different health issues. The media establishment's relation with health awareness in the field of reproductive and sexual health lies within the health and preventive media topics. Accordingly, the media relationship with the health institutions lies within two levels, namely, a cooperative level, whereby media produces health and awareness programs for educational and awareness purposes, whereas the second level is a functional one, related to the health institution that adopts the health awareness schemes. Health awareness is a basic and joint duty between health and media organizations to spread health info easily, in line with the nature of the targeted public. (Ben Lubdeh 2020).

Sexual and reproductive health issues are important, as they are closely related to the population. Therefore, the media contributes to spreading awareness and education, which in turn, would positively influence the individuals' reproductive behavior and their look to the diverse cultural, social, and economic variables to solve the following population issues:

- Marriage: Delayed marriage, celibacy, child marriage, marriage among relatives & polygamy.
- Pregnancy and birth, such as infertility and cesarean section.
- Family organization, birth spacing, using modern contraceptives, and unmet needs.
- Maternity health, Maternity mortality due to pregnancy and birth complications.
- Abortion.
- Sexually transmitted infections and HIV.
- Raising teenagers' and young people's awareness and meeting their health demands to be protected against diseases.

The health information provided by Jordan media is divided into two types:

- Specialized health information, offered within the health programs for awareness purposes. The people are provided with medical information and advice on unhealthy practices, by presenting examples and experiments to make them aware of how to deal with their health problems. This type of program or written content is available to Jordan media, such as newspapers Radio, and TV programs, like your health in the world, presented by Jordan TV, and the Seven Doctors Program, produced in two copies, one for Jordan TV and the other for "Ro'ya" Channel, in addition to many other health programs already produced during the past years and through Journalistic articles, news and health investigations on a daily or weekly basis at the daily newspapers.

- The health information presented in the audiovisual media or as part of various programs, such as the morning or evening programs, programs addressed to women and young people, such as the new day program on Jordan TV, oh world at Ro'ya Channel and caravan program at Ro'ya Channel addressed to the young people. These are unspecialized programs but offer health topics that interest the viewers, as part of the program's content. They provide health info about nutrition, some common diseases, and how to deal and co-exist with them. They also report on the latest achievements, hospitals in Jordan, and some media campaigns related to health topics. There is also a radio broadcasting program, implemented by the HPC in cooperation with Al-Balad radio, entitled "Population or Demographic opportunity Talk" whereby four episodes were broadcasted on reproductive health. Furthermore, there are drama radio series, such as "the homes are secrets" produced by the HPC and broadcasted on Jordan radio (2008) with episodes on family organization, reproductive health, and early marriage.

The Role of media and communication to attain support and raise awareness on sexual and reproductive health in the previous studies.

To focus on the media and communication's role in attaining support and raising awareness on sexual, and reproductive health issues and community mobilization in Jordan, many studies have been discussed. They showed that

the media is lagging in population, sexual, and reproductive health topics, many of which have been issued by the HPC, in addition to scientific research papers and theses. Following are some of the studies and strategies.

- A Study dealing with the population and development in the print and audiovisual media for the year (2019), launched by the HPC in (2020) The study aims to know how Jordan's print, visual and audio media is interested in population and development issues as well as population or demographic opportunity and sexual and reproductive health for the year (2019). Concerning the social gender perspective, the study has reached some results which indicated Jordan's print, visual and audio media's interest in population and development issues. Reproductive health has occupied the top rank in radio broadcasting media, while sexual health has occupied the top rank in satellite programs. However, the study has also shown that the media's role is lagging on population and development issues in general, including reproductive and sexual health. The newspapers have gained top rank in discussing population and development topics (51.5%), followed by Jordan satellite programs (27.7%) then radio broadcasting (20.8%). As regards reproductive health issues, the study showed that the radio programs occupied the top rank with (20.4%), whereas Jordan satellite programs gained the first rank with (20.4%) in sexual health topics while Jordan newspapers occupied the first

rank, with (21,9%) concerning the population policy matters.

The study has recommended that the HPC should be given a greater role as an effective force concerning publishing population and development-related topics. A supportive media team from all press and media organizations in the Hashemite Kingdom of Jordan should aid it in this endeavor, and increase the effectiveness of radio and satellite channels to cover population and development-related issues, with a special focus on the electronic press and social media networks. The media coverage should be varied with a focus on (Exploratory investigation, press investigation, news story news report, or caricature). The HPC should, for its part, regularly and continuously provide Jordan media with data, information, and facts related to the population and development to raise the public positive values, increase the focus on vocational and technical training issues and raise awareness through the multimedia, because they are important to achieve the population or demographic opportunity.

- **Al- Ma'ayteh Study, 2014, Jordan TV role in health education, a study on the program "Your health in the world" program, a Masters thesis, Middle East University.** The study objective is to get informed about Jordan TV's role in health education, by analyzing a sample of Jordanians who view the "Your health in the world" Program. The study has shown that (72.64%) of the sample view the program for

health education purposes. As the program deals with Jordanian issues and (76.71%) of the study sample benefit from the program, as the program hosts specialist doctors, so the citizens contact them to benefit from their experience. In fact (93.73%) of the sample consider that the program is effective in matters of education and health awareness level of Jordan Society, whereas (6.72%) of Jordan Public, the study sample, consider that the program plays an important role in health education of the Jordan Society. Also, (38.73%) of the sample consider the program as credible in health information.

The study has recommended that Jordan Public should be consulted concerning the issues to be discussed in the program, through a referendum whereby certain issues are proposed for discussion, then the issue that gains more votes should be chosen. The citizens' participation should also be increased through different contact methods, such as telephone, text message, and electronic mail to submit their inquiries and proposals. The ultimate aim thereof is to satisfy the viewers' needs and meet their wishes.

- **Al-Kiswani Study (2009), Jordan daily Newspapers role in health awareness, content analysis study, a Masters thesis, Middle East University,** the role of daily newspapers (Al-Ra'ee, Al-Ghad, and Al-Dostor) in health awareness. The study explored whether these dailies give priority to these matters and put a clear agenda for

health awareness. The sample included (60) issues of the three dailies, issued in the year (2007). The study showed that there is an increasing interest in health-related topics for these dailies after a campaign to protect against communicable and non-communicable diseases was launched. There was also an increase in topics related to reproductive health, woman and child health, food, and medicine. However, the Jordan dailies are lagging in matters related to health topics even though the preventive health topics have gained the largest coverage ratio, while Jordan News Agency (Petra) was lagging as a source for health awareness info, upon which the dailies can reckon, contrary to previous studies in this concern. As the Arab and international news agencies have occupied the first rank as a source for health awareness during the study year, Al-Ghad Newspaper had the lead over the other dailies, as it endeavors to publish a whole page on health topics in a form of an annex entitled (Our life). The study has recommended that the daily newspapers should give more attention to the health matters within their agenda, besides the political and economic topics, which occupy the first pages. At the same time, the study recommended including clear and well-organized media messages to promote safe health behaviors and create health awareness.

- **A study to evaluate the current situation of sexual and reproductive health programs and rights for teenagers and young people**

in Jordan, 2020, issued by HPC. This study has presented several results, the most important of which is that Jordan lacks a national, specialized, unified and sustainable program to be integrated within the strategic and programmatic plans of the institutions, intending to offer specialized awareness programs in the field of sexual and reproductive health and rights for the teenagers and young people. The awareness programs and activities, made by the national governmental and nongovernmental establishments do not include specialized themes in sexual and reproductive health awareness programs for teenagers and young people. The sexual and reproductive awareness programs were limited to safe maternity, adulthood, and sexually transmitted diseases. They lack an in-depth look at sexual and reproductive health and its correlation with reproductive rights. The targeted categories of teenagers and young people in this concern are the age group (12-24 years old) of males and females without discrimination in the discussion, taking into account the specificity of the sub-age group. The programs depend on short-term finance, whereas the scope of implementation limits the programs ability to achieve their goals or ensure continuity. Most of the awareness programs currently implemented in the field of sexual and reproductive health and rights for teenagers and young people lack a follow-up and evaluation system and performance indicators, as they are often implemented on the national level in all governorates of the

Kingdom, through active partnerships with the international organizations, programs, donor parties or civil society institutions, community committees in the Kingdom, youth centers, schools, universities and health centers. However, remote areas are often not targeted because it is difficult to reach. So, the focus is basically on the main cities in all governorates.

The study has also shown the most communication and media challenges facing the international organizations, programs, and donor parties in carrying out awareness programs on sexual, and reproductive health and rights of teenagers and young people. Following are the most important challenges:

- No media campaigns have been made to target all the community categories or consider the community specificity.
- No programs have been developed or updated to be in line with modern technology, the internet, and social media platforms.
- Difficulty in following up the training of qualified cadre to offer programs to the young people in general and in matters related to reproductive and sexual health to be in line with the updates.
- No comprehensive, unified, or approved national directory exists to cover all sexual, and reproductive health and rights for teenagers and young people to cope with the cultural context of Jordan society, even though there are some evidence that takes the local culture, religious and Islamic teachings into consideration, through citing verses from the Quran or Speeches by prophet Mohammad. Even though some establishments and programs have developed training/ guiding instructions exclusively in their currently implemented programs, this doesn't exclude the necessity to have a unified national directory.
- The instructional directory lacks the necessary plans and procedures for updating and evaluating its programs. The directories would become more relevant if their effectiveness is measured between time and time and if they are suitable for the targeted categories. A wide range of the age group (10-30 years old) may be covered by the content, without taking into consideration the sub-age categories.
- The challenges facing young people concerning the attainment of information concerning their sexual and reproductive health, because their families refuse to make their sons obtain such info during the teenage period and before marriage. This is due to a tradition that it is immoral or a shame for teenagers and young people to obtain such info or discuss it whether with the family or at school.
- There is an urgent need to have specialized awareness programs for young people on sexual and reproductive health, especially physical health during the teenage period, in addition to safe healthy patterns such as practicing physical activities and sport,

balanced nutrition, and keeping up an ideal weight and avoiding dangerous practices such as smoking, drugs, and dangerous sexual practices.

The most important result reached by the study related to the communication and media is that the success of the awareness programs on sexual and reproductive health targeting these young people depends upon using collaborative, nontraditional, and attractive methods for such age group, the shared interaction and young people's engagement in preparing and carrying out awareness activities. It also depends upon the submission of such programs by trained experts.

The study has made several recommendations, some of which are related to the media and communication. It recommended that strategies for contact and communication should be prepared on sexual and reproductive health for the young people, to change the social behavior in the field of sexual and reproductive health, with a focus on youth-related axes, with awareness messages for the community. The electronic sites should also be developed with smart and specialized applications to offer info and receive inquiries over sexual and reproductive health with keeping up the user's confidentiality.

- **A study by Ali, 2021, Facebook role in consolidating health awareness of the public** (A survey study from the point of view of Jordan Ministry of Health specialists. The study aimed to explore the most important

health topics, published on Facebook and how they affect the health awareness of browsers. The results of this study may also be considered as a guide to choosing the best methods for health info presentation over Facebook.

The most important result reached by the research is that the health info on Facebook is characterized by "Variation". It was also confirmed that the search for weight loss, fitness, and nutrition are the most important topics used by browsers. Facebook is also interested in other topics, such as food benefits, cosmetics, general health education, modern media discoveries, and Arab Medicine. It contributes to increasing health awareness, through increasing health education, interest in personal cleaning, acquisition of safe and healthy practices, early periodical check-up, cosmetic surgeries, first aid skills, consolidation of regular nutrition traditions, and abandoning bad health practices.

The study presented a series of recommendations such as the necessity for more attractive health topics to ensure continued follow-up by the public on Facebook, focus on the most common health problems in the society, and ensure the precision, credibility, and updating of the health info to gain the public's confidence, with more attention to the health awareness topics which should be a priority. New methods in discussing the health issues should be created while the content should be varied without relying only upon the government or international campaigns in the diseases field, so that a comprehensive,

integrated, and balanced health coverage may be attained on the different health issues. The culture of relying upon social media platforms, including Facebook, should be spread to obtain health info increase health awareness, and keep up contracts with the specialized media parties.

Given the aforesaid results and recommendations of the scientific studies on media, communications, population and development issues, and sexual and reproductive matters, we consider that there is a gap, i.e, no clear national strategy with certain goals and policies on communication and media concerning the population, sexual and reproductive health. A weakness has also been noted in the periodical, sustainable, specialized, and modern media programs because the media organizations don't cover them appropriately, as they handle them only as news and reports about the events and population issues and, sometimes, without abiding by the media professional criteria.

Therefore, there is an urgent need for preparing specialized strategies in population media to handle sexual and reproductive health issues. Based upon the aforesaid, the HPC has prepared the following national strategies:

- **The national strategy for the population media (2018-2020)** aimed to build a supportive media agenda to sustain the national efforts to reach the population or demographic opportunity, through building professional

and specialized media channels in the population and development field, availing high-quality info, enable the Journalists to have access thereto, developing the media role in preparing the political, institutional and legislative environment to support the population or demographic opportunity and activating the media role to increase the individual and community awareness to adopt supportive trends for the population issues and changing the individuals and community behavior towards the population matters.

- **The communication strategy on sexual and reproductive health (Share-Net Jordan) (Sexual and reproductive health) (2022-2024).** Its objective is to facilitate the availability, spread, and sharing the info on sexual and reproductive health among researchers, local parties, decision and policymakers, the media, program perpetrators, and service providers to support and guide the decision-making process on sexual and reproductive health.

The reality of Jordan media and communication on sexual and reproductive health:

It is evident through reviewing the studies and national strategies on population media, sexual and reproductive health, that Jordan media and communication on sexual and reproductive health is characterized by the following:

1. The media organizations are lagging in the population media in general, while the specialized media and institutional

frameworks are absent. This has become evident when administrative units were canceled from Jordan Radio and TV administrative structure. These units were engaged in the production of awareness programs and documentaries on population, sexual and reproductive health topics, and family organization, such as the development media department which collaborated with the UN Population Fund and HPC, as it was transferred into a section for production and population communication, which, itself, has been canceled while the personnel working there have joined the programs department. So, there is a weak interest in the production of specialized programs on population and development matters, while the media coverage of this concern has considerably been reduced. Furthermore, no periodical, sustainable and specialized programs exist on sexual and reproduction health issues.

2. There is not enough investment to develop products, platforms, and effective communication methods on sexual and reproductive health topics.
3. The limited number of specialized Journalists on population issues, with a limited trained communications and media cadre on sexual and reproductive health. This would create false info to be circulated on the side effects of modern contraceptives to organize the family with limited media and education programs to counter such claims.
4. Weakness in creative experiences to produce attractive media content on population and family organization issues. So, the media

and messages on population, and sexual and reproductive health are often unattractive.

5. Weak training programs in the field of communication on sexual and reproductive health.
6. Weakness in integrating sexual and reproductive health concepts within the school curricula and subjects on teenagers, sexual and reproductive health at medical colleges at the universities in a manner commensurate with the dominant religious and social culture of the society.
7. Absence or weakness of awareness programs addressed to those engaged in marriage over sexual and reproductive health issues (reproductive education and qualification before marriage).
8. Weak participation by the private sector in awareness programs, and sexual and reproductive health services.
9. The social and cultural constraints and traditions that hinder the communication and population media to practice its role in the field of sexual and reproductive health.
10. The citizens' have low confidence in the official media.

To handle the aforesaid obstacles, the national population media strategy for the years (2018-2022) related to communication, sexual and reproductive health, share- Net Jordan (The Knowledge platform for sexual and reproductive health) for the years (2022-2024) have put plans and programs to improve the population and communication media and handle the sexual and reproductive health issues at the different

multimedia, in cooperation with partners from the public and private sector.


The most important question to ask is: What is the destiny of these studies, strategies, and recommendations? Shall they be carried out and followed up or will they remain only paperwork?

The implementation and follow-up are axial for the success of plans and programs related to the national strategies. Therefore, the party in charge of implementation, evaluation, and follow-up has an important role in working with the relevant partners to follow up on the strategy's implementation on the part of the organization, universities, Ministries, and individuals.

Mechanisms to activate attainment of support to raise awareness on sexual and reproductive health matters.

Based upon the aforesaid, we consider that the success of efforts to design national plans and programs to attain support and raise awareness on population, sexual and reproductive health issues, requires effective steps and specially designed mechanisms to give a greater role to the multimedia on matters concerning the sexual and reproductive health in Jordan, such as:

1. Effective follow-up with the partners and media organizations to carry out and abide by the national population media strategy and communication strategy on sexual and reproductive health.
2. To form a block of media specialists on population, development, sexual and reproductive health issues and carry out media training programs to deal with reproductive health issues in a creative and nontraditional manner, such as the news story, the exploratory investigation, the caricature and articles at Newspapers and provide them with information and ideas to continue the discussion and brainstorm on matters and information which constitute a Journalistic and media content that may be invested in TV and radio programs and journalistic investigations. Also, the media coverage should be followed up, while the media organizations and communication programs should be directed to produce awareness messages and programs on population, development, and sexual and reproductive health.
3. To set up contact channels with the media units and departments of the partner establishments, such as the government (Ministry of Health, Royal Medical Services, Ministry of youth, Ministry of Planning and International Cooperation, Ministry of Religious Endowments, Ministry of Education, Ministry of Higher Education and Scientific Research, Ministry of Social Department, General Statistics Department, Public Security Directorate) and other Public Sector Departments, Relevant Ministries, Societies, civil society institutions, NGOs and academies (Universities and research establishments) and media for follow up and evaluation of the implemented programs and activities.

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4. To set up electronic media channels through varied social media platforms, such as You YouTube and Facebook, as studies have confirmed that Facebook contributes to increasing health awareness through the increase in health-related topics. As sexual and reproductive health targets a wide category, including the youth who actively interact on social media platforms, multimedia effectiveness depends upon using the appropriate method to influence and gain public support on matters concerning the sexual and reproductive health. The most appropriate method is the social media platforms, which became more attractive. Using social platforms has even become a basic part of the individuals daily contact and receipt of information. For example, Facebook has gained huge amounts of money, as it is considered as an ideal tool to spread the information, enhance the cooperation, education and moral support during the crises. Even when the traditional media organizations searched for their public, they found them there. Therefore, the social media platforms possess a huge quantity of data and interaction, due to the feedback from comments and the public direct interaction. They also offer varied content, so it is important to invest in social media platforms through pages and groups specialized in population, sexual, and reproductive health issues, to be published by the media organizations and relevant partners to implement the national strategies.
 5. To develop electronic sites, and specialized and smart applications to offer information and receive inquiries over sexual and reproductive health, along with keeping the user's confidentiality.
 6. To increase the health content in the different media and produce special TV and radio programs on population, development, sexual and reproductive health in a modern and creative method to attract the young people including featured reports, TV and radio drama and educational contests, as Jordan media, with the exception of caravan program presented by Ro'ya TV, lacks programs oriented to the young people.
 7. To specify a space on population, sexual and reproductive health issues in the religious programs and coordinate with the Ministry of Endowments to consolidate the usage of religious speeches so as to include matters related to family organization and birth spacing which gives more dignity to the women in general and limits the traditions, which prefer men rather than women.
 8. To build the main partners capabilities and define the knowledge gaps on sexual and reproductive health and rights and legislative rights in Jordan.
 9. To develop share-net platform to become more effective and easier to use and build and spread knowledge on sexual, reproductive health and rights, whether through online participation or traditional contact methods.

10. To hold agreements and memoranda of understanding with Jordan media organizations, such as Jordan Radio and TV Establishment, Jordan News Agency (Petra), Roy'a channel, and local and community radio broadcasting to allocate space for sexual and reproductive health issues, whether as programs, such as the daily morning programs (A New Day), (Good Morning) or (World oh World) in addition to the advertising, awareness and documentary films.

11. To raise awareness of sexual and reproductive health concepts and correct some of the errors committed by the people who consider them to be contrary to morals and traditions. The false information on the side effects of modern contraceptives regarding the family organization should also be corrected through media and contact content in the form of media and awareness programs addressed to the public and teenagers by using interactive and nontraditional contact methods to attract this age group.

Jordan is a youthful society, as 60% of the population are young, so, their positive trends should be consolidated, with a special focus on shared interaction, through the establishment of an electronic and interactive platform for them and engaging them in preparation and implementation of awareness activities and TV and radio programs under the supervision of experienced experts and granting the youth an opportunity to keep up contact

with the public. The contact message is received positively if presented by individuals (broadcasters) who belong to the targeted category. Furthermore, media campaigns should be directed to the youth, with the aim of awakening and educating them on sexual and reproductive health issues through interactive programs, using entertainment as an educational method. This may be done through entertainment activities, such as interactive theatre, drawing, music, and voluntary work activities. Keeping young people healthy is essential for the whole society because a healthy youth means an increase in education and productivity and provides a guarantee for future generations to live in the most appropriate environment.

12. To train media specialists and Journalists to produce attractive media content that takes the general mood into account and goes in line with the updated production of TV and radio programs. The Jordanian drama content should include indirect awakening messages on sexual and reproductive health concepts.

13. To work with the Ministry of Education and Ministry of Higher Education and Scientific Research to integrate the sexual and reproductive health concepts in the school curricula and allocate university subjects, programs and activities to be directed to the student at schools and universities to raise awareness on sexual and reproductive health concept and offer support to the university students of Journalism, media

and art colleges to implement graduation research papers on population, sexual and reproductive health issues in a creative and modern method.

14. To coordinate with the Ministry of Higher Education and Scientific Research to invest the (Society Service) activities as a contact method with the students to engage them within the awareness process to spread the sexual and reproductive health concept at Jordan Universities. the process includes several activities and voluntary efforts to be implemented by the students and university personnel, whether individually or collectively inside or outside the campus, with the social establishments in the social, economic, political, educational, health, environmental, cultural, technical or sports fields. This may be done through the programs and projects which meet the actual needs of individuals or groups served by these establishments so that the social service would become an obligatory graduation requirement for the student at the university which should not impose any costs in this regard.

15. To avail and update the sexual and reproductive health databases for the Journalists, researchers, and professors and allocate personal and electronic contact platforms for networking and sharing with international organizations, programs, donor parties, civil society institutions, societal committees, youth centers, schools, universities and health centers at the remote areas.

16. To know international experiences on population media as a model to be reproduced to cope with Jordan's cultural and social context.


17. To design specialized training courses for the officials and decision-makers of the different media organizations to gain their support in adopting sexual and reproductive health-related topics.

18. To build cooperation links between the donors and the media organizations and offer financial and moral assistance to produce documentary programs and films on the population and sexual and reproductive health issues.

19. To continue the targeted media campaigns, as the awareness media campaigns have an important role to keep up with and cover the different aspects of a healthy life, design labels and signboards related to sexual and reproductive health to embody clear contact messages which can not be interpreted otherwise, in a manner commensurate with Jordan's social and cultural context.

Recommendations on a mechanism to handle specifically with the media organizations.

1. To observe the media and journalistic production related to the health content, media investigations, articles and news, radio and TV programs, and reports to obtain a clear outlook about the production and the publication size allocated to the population, sexual and reproductive health issues in Jordan.

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2. To implement public opinion surveys on the effectiveness of the media content allocated to the population, sexual and reproductive health issues, such as programs, news, articles, media investigations, and electronic and social media platforms.
 3. To activate the role of the liaison officers at the Ministries, establishments, civil society organizations, NGOs and academic intuitions, (Universities and research establishments) and the media to follow up and implement the national media and communication strategies–related activities.
 4. To increase the understanding of media policy and decision-makers, such as the Radio and TV Directors, Program Directors, and editors in chief about the important links between the population and development. This may be realized through holding in-depth training courses.
 5. To set up production and population communication units or sections belonging to the media and journalistic organizations.
 6. To increase the budgets allocated to the development and provision of program production requirements of the media.
 7. To enhance the conviction of the different media organizations' Directors and Editors in Chef to support the population and developmental issues through engaging the media organizations in agreements and projects with the donors to work as a partner and not as an implementation instrument. This would contribute to increasing their interaction and interest in population, sexual and reproductive health issues through integrating the sexual and reproductive health concepts within the media content in general.

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