

# Project Title



## USAID FLAGSHIP PROGRAM FOR BREAST- CARE IN PALESTINE “EARLY DISCOVERY: THE ROAD TO RECOVERY”

Reporting Period: June 1, 2010 to June 30, 2010

Date Report is submitted: July 10, 2010

Organization Name: Augusta Victoria Hospital, East Jerusalem

Author of the report: Siham Awwad, Project Technical Director

## Section I: Organization General Information

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<b>Organization's Contact Person</b>	<b>Siham Awwad</b>
<b>Grants Tracking Number</b>	<b>SGA-10-09</b>
<b>Title of Activity</b>	<b>Breast Cancer Palestine: "Early Discovery – The Road to Recovery"</b>
<b>Start Date of Reporting Period</b>	<b>June 1, 2010</b>
<b>End Date of Reporting Period</b>	<b>June 30, 2010</b>
<b>Date Report is Submitted</b>	<b>July 10, 2010</b>

## Section II: Reporting Period Background

*(Please provide a brief summary on the reporting period including: background, a summary of planned activities, implementation location, number of beneficiaries, and the staff responsible for overseeing the implementation of each activity)*

In February 2010, Augusta Victoria Hospital (AVH) introduced a Mobile Mammography Unit, and team to pilot and implement an educational program for Palestinian women, explaining the importance of prevention, early detection and the methodology of breast cancer screening and to provide ultrasound and mammography scans for women in rural clinics and villages in the West Bank.

The program commenced its activities in February in Askar (UNRWA) clinic in Nablus. Interest in the mobile mammography clinic has been very high. Clinic schedules for the mammography and ultrasound scans were increased to five per week in the month of March. Large numbers of women are accommodated in the educational/awareness and breast self-examination sessions. These are conducted only 2 to 3 days per week. Those women meeting criteria are scheduled for mammography or ultrasound scans. Because of the time needed for each patient, only about 8 women can be accommodated for scans in the mobile mammography unit during each day of operation. Thus, it takes 3 to 5 days to catch up with the appointment list from each awareness and educational session.

In June (this reporting period), the mobile mammography unit and team has continued to conduct its program and to promote awareness about prevention and early detection of breast cancer in Askar, Balatta, Al Aen , Sabastya, Alfarae , Houwarah in addition to Asserah El-Shamalieh, Albethan, Tallouza, Yassed, Beit Imreen, Bazaria, Beit Foureek, Beit Dajan, plus other surrounding clinics. In terms of clinic pre-visits and visits by the mobile mammography unit, Dr. Khalid Shelbayeh, Senior Medical Officer for the Askar refugee camp, has helped to coordinate visits to all the refugee camps mentioned above, Dr. Hala Hamdan, manager of the Ibn Sena Center, northwest of Nablus, requested the mobile mammography unit

and team to visit in relation to the villages around the center. In addition this month we concentrate our coordination with, the USAID team who work in Nablus district--(Mrs Samera Al khateib, District Coordination Nurse, Yaman Maani, Field Community Supervisor introduce us to her colleague Em Hassan,(Field community Supervisor)were each of them work in different areas plus Gadeer Tawareeq,Ashraf Mletat, and Haneen Mletat( Community Coordinators) helped to coordinate visits to MOH clinics .

In Asserah Al-shamalieh Clinic (MOH Clinic), which has a population of 10,000 people (50% women), the clinic pre-visit was held on June 3<sup>rd</sup> with 131 women attending. Most of them were from Asserah ,Yassed (population of 2500), Tallouza (population 2600), Bazaria (population 2500), Sabastya, Alnaqourah ,Beit Imreen (population 3500), Jensenia and Albethan (population 4000 ) .because of having this large group we decide to divide them to three groups, so as to be able to follow our protocol .scheduled for mammogram screens was carried out in 6 subsequent visits of the mobile mammography unit. Women participating urged the team to come in their places, the team respond to that and they arranged the schedule to be held the visit of the mobile mammography in their places.

In June 10<sup>th</sup> the mobile mammography unit during their present in Asserah El-Shamalieh was out of order. many techniques was tried with no change .Company and, engineering was informed, but it was so difficult to be repaired quickly because the specialized engineering for this unit was out of the country, and no other one could fix it .this stayed till 29.6.10.thats mean all scheduled client for mammography screening was shifted .during this period we emphasized our work on pre visits and educational sessions.

A visit was set up for Beit - Foureek Clinic (MOH) (population 11,000, 54% women) for June 17, 2010.three weeks ago thru Mrs Yaman (Field community Supervisor) were she inform the clinic to send An invitation to all surrounding villages—Beit Dajan,Salem, Rojeeb, Aasmout, Der Elhatab, Akraha.by the time we arrived few women were waiting . Ashraf and Haneen (community coordinator) inform us that they inform the community and they speak in the mosque also. So we asked them to call now again, then by the time reached 10.15 am women start to come so we start our educational session with 35 women attending .as we understand from the attending women that nobody inform them they just now hear from the speaker women who attend was only from Beit Foureek and Beit Dajan .the team in the clinic urged to come back and promise that the coordination will be better and they still too many women whom want to attend so an appointment was given to them on 22.6.2010 and unfortunately we found only 18 women and faced same attitude.

On June 21, 2010, Em Hassan (Field community supervisor) in Nablus area called up by Yaman her Colleague to confirm Tallouza visit in the presence of the team two days before 19.6.2010, assured that everything prepared and the team are waiting for us. we went to Tallouza as Em Hassan told us we introduce ourselves to the team in the clinic and unfortunately the team don't know anything about us ,nothing arranged community not informed, we met there Fidae Assad one of the team in the clinic she apologized and tried to solve this event by calling the women thru the Mosque .within one hour 37 women were in the clinic attending the educational session .they apologize again and ask us to come back soon so we gave them appointment by 23.6.2010 again they promise that the number of attending women will be more but again nobody arranged ,no women attend .

Dr. Hala Hamdan, Manager of the Ibn Sena Center northwest of Nablus coordinate for us thru PRCS coordinator nurse called Fayzeh a pre-visit to Bazarieh and Yassed on 24+26.6.2010. 34—56 women attend the educational session. All women were scheduled for mammography scan in Sabastya due to the

structure of the village (mountain) finding suitable place to the unit for set up .so the team from the PRCS arrange a bus to the women to send them to Sabastya. The schedule for mammography screening has been crowded since April. This, in turn, affected the schedule in May, June, July. Our plan for July is to continue education sessions as scheduled, but to work on the specific age group from age 20 to 39 (education sessions and self-breast exam) so as to able to catch up the back-log .

The plan for July is to have visits to ASSERA AL SHAMALIEH, Bazaria, Askar CAMP, Tallouza, Albethan, Beit Dajan, and BEIT FOUREEK plus the surrounding villages

### Section III: Outputs Achieved during this Reporting Period

*(Please provide a detailed account of each output achieved during this reporting period)*

- Output 1: Radio Awareness Campaign. We have two quotations for costs of the radio messages and *a copy was sent to USAID-flagship for input and approval.*
- Output 2: Personalized Information Booklet and Referral Guide. The booklet is completed. A printed copy will be sent to USAID-Flagship for review, input and approval
- Output 3: Pre—Mammography Clinic Visits: During this reporting period, besides the Askar Clinic in Nablus, visits were made to Balatta, Al Ein , Al Faraa , Sabastya , Houwara and all surrounding villages mentioned above (Boreen , Madama , etc). The first thing done was to introduce ourselves, to explain the goal of the program, the funding provided by USAID-Flagship, and the concept of the program Breast Cancer Palestine: Early Discovery-Road to Recovery. It was made clear that the target group was all women, 20 years old and greater, and that all women in surrounding villages were invited to participate. During the pre-visit, the suitability of the site to house the Mobile Mammography Unit was checked and the feasibility of holding sessions at the clinic was confirmed. We asked the clinic to prepare a list of the women who would attend sessions including their name, age, and ID #, type of insurance, insurance #, address and telephone. It was explained that this was necessary for successful follow up. As outlined in the previous section, 131 women were waiting in Beit-Foureek clinic to attend the education session and 56 women were waiting in Bazaria clinic. And from 18---35 women in the remaining villages visited. They heard a presentation on breast cancer awareness and the importance of early detection. Breast awareness and breast self examination were done for each woman. The fact that cancers detected early have a far greater chance than those whose detection is delayed was emphasized. Passing this message from woman to woman was encouraged. Breast examinations were performed by the team for each woman and then the women were encouraged to do the examination on them. In this way, breast self-examinations were taught to each client. It was explained that now she would be able to teach her friends and daughters the technique and pass this information out into the community (the TOT, “Training of Trainees” approach). Similar approaches were used in other clinics.
- Output 4: Mammography and Ultrasound Scans. These scans were carried out on available days according to appointments arranged in the pre-clinic visits. Coverage was active.

- Output 5: Number of CDs produced. All mammogram scans completed in May were recorded on 30 CDs.

#### Section IV: Summary of Major Accomplishments

*(Please provide a summary of major accomplishments during the quarter as well as unexpected or unplanned outputs/activities during this quarter)*

From the perspective of Awareness Promotion, the Mobile Mammography Unit participated in the Women’s Health Day sponsored by the USAID-Flagship program in Sabastiya on March 23, 2010. The team and the staff from AVH also participated in the International Health Day in Ramallah on April 6, 2010. On April 7, 2010, the team participated in the marathon walk in Nablus that was promoted by the Askar camp as part of International Health Day. All of these events gave good exposure to the unit.

In addition to establishment of the mobile mammography program in Askar, the unit also held clinic pre-visit sessions in Al Faraae camp on May 3<sup>rd</sup> where 73 women attended and 60 were scheduled for ultra sound or mammography screens. On May 24 a visit was made to the Houwara (MOH) clinic which represents 9 villages. 63 women attended the information session, of which more than a half of them received appointments for mammograms. Another clinic pre-visit for an additional 41 women was made at the IBN SENA CENTER (Sabastya) on MAY 17. on June 3<sup>rd</sup> a visit was made for Asserah El-shamalieh 131women attend more than half of them scheduled for mammogram. On 17<sup>th</sup> of June a visit was made to Beit Foureek 35 women attend, to Tallouza on the 21<sup>st</sup> June with 37 women attend.....ext . Virtually all of these women age between 20 to 70 and appointments were made for mammography screens. Several days of activity by the mobile mammography unit (which can only do about 8 mammograms per day) are required to catch up with the appointment list. The attendance at the information sessions is very good and, through word-of-mouth, enthusiasm for the program continues to grow.

During the mammogram screens women are being found with lesions and are being referred for follow-up and treatment.

#### Section V: Comparison of Actual vs. Planned Activities

*(Please compare actual work accomplish vs. planned activities, noting that any deviation between implementation and the agreement must be approved by Flagship Grants Manager)*

<i>Activity No.</i>	<i>Activity Title</i>	<i>Planned</i>	<i>Accomplished</i>	<i>Reason behind discrepancy</i>
1	Radio Awareness Campaign	Radio messages to be aired at regular intervals	Two quotations for cost have been received, and sent for approval.	Project is still in initial phase but on schedule
	Personalized Information Guide	The goal is to design and produce 5000 booklets	Booklet is complete. A printed copy sent to USAID-Flagship for input and approval	On schedule

3.	Mammogram Clinic Pre-Visits	Educational Visits have been initiated.	Visits were made to Assera el-Shamalieh, Beit –Foureek and surrounding villages, Bazaria, Tallouza, in addition to Askar, Balatta, Al Ein, Al Faraa , Sabastya and Houwara	On schedule
	Mobile Mammography Unit Visits	Many clinics will be visited in the ensuing year	Visits were made to the same clinics as above mentioned	On schedule
5	CD Records of Ultrasound and Mammography scans	Plans include 700 ultrasound and 500 mammogram scans	CDs are produced of the ultrasound and mammogram scans for each clinic visit	On schedule

Section VI: Monitoring and Evaluation Tracker

Objective	Result	Indicator	Output \Outcome	Data Source	Frequency	Responsible Person/ Team	Baseline Value and Date	Target Value and Date	Disaggregated by
1	Increase access to breast cancer detection service	Number of trip conducted by the mammography mobile clinic	Output	Project Technical Manager	Monthly	Project Technical Manager (Siham Awwad)	0	270 trips	-location :asserah El-shamalieh , Al-faraa ,Beit foureek,Sabastya, Tallouza, Albethan, Beit-Dajan , Yassed, Beit Imreen, Houwara(boreen,oreef, Odala,Alsawieh,Ainabous)  -84 visits in total.10 visits in June
		Number of women benefited from the mammography mobile clinic	Output	Project Technical Manager	Monthly	Project Technical Manager (Siham Awwad)	0	5,000 women	- Age group:20-70 - 413 women in June. - 1546 women in total

2	Increase awareness among women on the importance of breast cancer detection	Number of women attended the awareness lectures	Output	Project Technical Manager	Monthly	Project Technical Manager (Siham Awwad)	0	5,000	- 1546women in total. - 413 women in June.
		Number of messages aired by the radio	Output	Radio Station  Data and ratings	Monthly	Project Technical Manager (Siham Awwad)	0	Please Specify  The Annual Target	-Date
		Number of booklets distributed	Output	Project Technical Manager.	Monthly	Project Technical Manager (Siham Awwad)	0	5,000	-Date

**Section VII: Outstanding Issues and Solutions**

*(Please indicate any outstanding issues and implementations problems faced during the implementation periods and options for resolving these issues and problems)*

*(Please indicate how your organization plans on sustaining the efforts achieved during this project and the*

<b>Activity</b>	<b>Challenges/Issues/Problems</b>	<b>Factors that contributed to challenges/issues/problems</b>	<b>Possible Solutions</b>
<b>1. Radio Campaign</b>	None – discussions held, quotes are being received, on schedule		
<b>2. Personal Info Guide</b>	None- booklet complete and ready to send to USAID- Flagship for review, input and approval.		
<b>3. Mobile Mammography Unit</b>	<p><b>1. Over-loaded schedule</b></p> <p><b>2.machine out of order (Engineering out of country )</b></p> <p><b>3.unproper coordination</b></p>	<p><b>1. missing some scheduled women</b></p> <p><b>2.over-load schedule</b></p> <p><b>3. Wasting time.</b></p>	<p><b>1. Working with specific target group for educational session.</b></p> <p><b>2. Reschedule clinic sessions as required</b></p>

**Section VIII: Sustainability of Efforts**

*(Please indicate how your organization plans on sustaining the efforts achieve during this project and the Status towards achieving sustainability)*

*Status towards achieving sustainability)*

The mammography unit is functional and the team of professionals to conduct educational sessions, awareness campaigns and screening sessions is in place. With the kind support of USAID-Flagship, this project should be very successful. During March 2010, the number of clinic

visits in the Nablus area was increased from three per week to four per week to meet the demand and interest of women to participate in the program.

Discussions on sustainability for this important initiative are still ongoing but, in addition to support from UNRWA and PMoH, consideration has been given to the implementation of a small user fees for participants in order to cover costs of maintaining the mobile mammography unit and program.

**Section IX: Beneficiaries** - As of June30, 2010

*(Please use the below format to list direct beneficiaries)*

<i>Activity Title</i>	<i>Number of beneficiaries according to gender</i>	<i>Name of town, village, or refugee camp</i>
<i>Breast Care Palestine</i>	Primary beneficiaries in clinic visits in June 2010 has been 413 women in educational sessions;134 for ultrasound scans;and 104 for mammography scans	<b>Nablus, West Bank and surrounding villages  (Includes Assera El-shamalieh, Balatta, Beit Foureek and Al-Faraa refugee camps ) and the Ibn Sena center northwest of Nablus,plus Houwara and 5 villages surrounding as mention above</b>

**Section X: Impact on participants/beneficiaries**

*(Please assess the impact these implemented activities have had on the participants/beneficiaries and the tools used for their measurement.)*

Initial response has been overwhelmingly positive with more women coming to visits of the mobile mammography unit than expected. Increased clinic visits were implemented in March and further increases to five clinic visits per week are planned for April



### Section XI: Beneficiaries Reaction

*Please describe the reaction of beneficiaries and include quotes*

*Quote 1: “ Over 70 women, beyond our wildest dreams, attended the first visit of the team to the Al Fara clinic”*

*Name:*

*Quote 2: “I felt quite intimidated with all the women there, but they saw me in private, and it had a very happy ending for me.”*

*Name:* Ibrahim

### Section XIII: Impact Story Tracker

*(This tracker is to be used by the grantee staff to track potential written, video and multimedia impact stories that will show the positive affect that project interventions are having on our beneficiaries. This tracker should be submitted to the Flagship Project)*

<i>Project Activity</i>	<i>Story Description</i>	<i>Key Messages</i>	<i>Key Interviews/Contact information</i>	<i>Communication Tools (e.g. written success story, video, radio, press release, etc)</i>
Mobile Mammography Unit	The Good News Spreads	The mobile mammography unit has visited a new clinic in the Al Fara refugee camp and is extending to PMoH clinics in Hawara and Beit Foreek	Siham Awwad	Written Success Story (attached)
	Men Use the Mammography Clinic Too!	A young man with a problem visits the team in Sabastiya	Siham Awwad	Written Success Story (attached)

**Section XIII: Media Coverage**

*(Please include a summary of any press articles, radio, or TV interviews)*

**Annexes**

*(Please note that a minimum of five copies of any publication must be included, publications constitute books, brochures, newsletters, bulletins, video cassettes,; and single copies must be included for other products such as newspaper clippings, project announcement, and audited financial statements)*

**1. Trainer Reports**

- 2. *Training Manuals***
- 3. *Printed Material (ex: brochures, posters, flyers)***
- 4. *Pictures***
- 5. *News Paper Articles***
- 6. *Other : questionnaires, tools, etc***