

Project Title



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

Reporting Period: September 1, 2010 to August 31, 2010

Date Report is submitted October 10, 2010

Organization Name: Augusta Victoria Hospital, East Jerusalem

Author of the report: Siham Awwad, Project Technical Director

Section I: Organization General Information

Name of Organization	Augusta Victoria Hospital
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Organization's Contact Person	Siham Awwad
Grants Tracking Number	SGA-10-09
Title of Activity	Breast Cancer Palestine: "Early Discovery – The Road to Recovery"
Start Date of Reporting Period	September 1, 2010
End Date of Reporting Period	September 31, 2010
Date Report is Submitted	October 10, 2010

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)

Goal: 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 goal of the program, over the first year of operation, is to visit 35 clinics/villages in the northern West Bank (Nablus) area and 31 clinics/villages in the middle (Ramallah) region of the West Bank.

Strategy/Approach: The approach involves arrangement of a pre-clinic visit by the mobile mammography team to a village, UNRWA or PMoH clinic where women are taught about prevention, awareness and self-examination. Names, addresses, phone numbers and insurance information are collected from participants and appointments are scheduled for mammography and ultrasound scans for those women meeting criteria. Reasonably large numbers (40 or more) of women are accommodated in the educational/awareness and breast self-examination sessions and, therefore, these are conducted only 2 to 3 days per week. About 8 women can be accommodated for scans in the mobile mammography unit during each day of operation. Thus, it often takes 3 to

5 days to catch up with the appointment list from each awareness and educational session.

Results: Since the program started, the mobile mammography team has visited more than 44 villages in the Nablus region. These include: Askar camp, Nablus city, Al Masaken, Balata camp, Al Ein camp, Al Fara, Toobas, Jenin camp, Al-Zbedat, Kabatya, Houwarah, Sabastya, Beit Emreen, Jensenia, Burka, Al Nakoora, Yassed, Tallouza, Nos Jbail , Beit Eba, Boreen, Oreef, Aureeta, Al Zawyeh, Madama, Ain Yaboose, Youtma, Albathan, Bajariel, Assera Elshamalieh, Beit Foureek, Beit Dajan, Deir Elhatab, Salem, Rojeeb, Balata Al Balad, Anassarieh, Deir Sharaf, Qussrah, Aqrabah, Talfeet, Ain-Shibly, Dir-Hassan ... ext. after this month we will move our work to Ramallah so as to be able to reach our goals and visit remaining number of villages in west bank region.

In September, the number of women who attended educational/information sessions was 390 women, and the number who were scheduled for mammography scans were 134 and for ultrasound scans were 179.

Since the mobile mammography unit start to operate, 2612 women have attended educational/information sessions, 1082 have receive mammography scans and 1102 have had ultrasound scans.

The mobile mammography unit has continued operations all through the month of September. Problems of heat and celebrations surrounding Ramadan have affected attendance and punctuality of women attending visits of the mobile mammography unit. Ministry of Health clinics open late and close early during Ramadan (open at 10:00 a.m. and close at 2:00 p.m) and this affects the time available for the team to carry out work (no more than 6 women can be accommodated for mammography in any given day with the shortened work schedule). The heat can also lead to heavy drains on use of electricity in rural areas and often the electricity available is insufficient to run the equipment in the mobile mammography van. Consideration needs to be given to the unit purchasing its own generator to have available for such emergencies. . The technical coordinator had a very good meeting with Dr. Daoud Abdeen for the Palestinian Health Sector Reform and Development (Flagship) project and it is anticipated that some of the coordination problems in the past will be resolved as a result of this meeting.

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 has been sent to USAID-flagship for input and approval.*
- Output 2: Personalized Information Booklet and Referral Guide. The booklet is completed. A printed copy has been sent to USAID-Flagship for review, input and approval
- Output 3: Pre—Mammography Clinic Visits: the mobile mammography pre-visit was in September to ,Alnassarieh, Deir –Sharaf, Qossrah, Aqraba, Alnaqourah, Borqa, Youtma, Qaruatt, Deir Hassan Ain-Shibly Jreish, Al-tell , Qabalan , Aurreta, Betta, Boreen, .Number of women attending. the visit range between 12---59 women per visit.
- 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.134 mammography scans and 179 ultrasound scans were performed
- Output 5: Number of CDs produced. All mammogram scans completed to date were recorded on 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 July, the mobile mammography unit started to visit Ministry of Health clinics for the first time. Since the program was initiated, six months ago, over 44 villages have now been visited by the mobile mammography team. As of the end of September, 2612 women have attended the information/educational sessions and 1082 mammography scans and 1102 ultrasound scans have been performed.

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 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.	Al-tell, Betta, Alnassareih, Deir Sharaf, Qoussrah Aqraba, Borka, Alnaqourah, Youtma, Qaryuott, Deir-Hassan, Ain Shibly, Qabalan, Aurette, Jereish, Boreen, Villages/clinics visited in August	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 :Al tell ,Qaruett, Deir-Sharaf, Qabalan, Alnassareih, Asserah, Aoreeta-Qussrah, Aqraba, Alnaqorah, Borka, Youtma, Deir-Hassan (plus surrounding villages) -131 visits in total;17 visits in September.
		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 - 134women in September. - 1082 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	- 2612 women in total. - 390 women in August.
		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

Activity	Challenges/Issues/Problems	Factors that contributed to challenges/issues/problems	Possible Solutions
1. Radio Campaign	None – discussions held, quotes are being received, on schedule		
2. Personal Info Guide	None- booklet complete and ready to send to USAID- Flagship for review, input and approval.		
3. Mobile Mammography Unit	<p>1. Summer heat, Ramadan festivities</p> <p>2. Summer heat, drain on electricity supply in rural areas</p>	<p>1. attendance is down; mobile mammography team gets delayed</p> <p>2. Electricity supply not always adequate.</p>	<p>1. Try to use time available as best possible.</p> <p>2. Consider purchase of emergency generator for the unit</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 July 31, 2010

(Please use the below format to list direct beneficiaries)

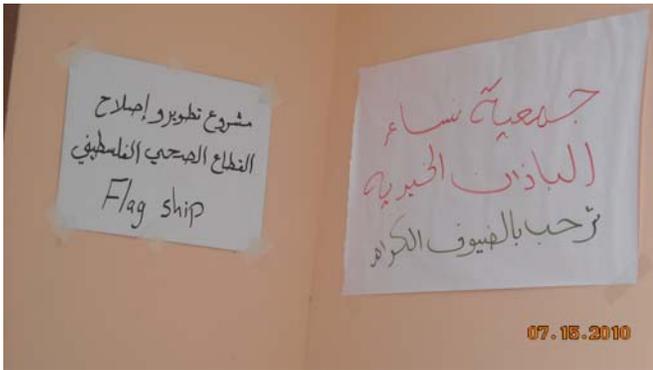
<i>Activity Title</i>	<i>Number of beneficiaries according to gender</i>	<i>Name of town, village, or refugee camp</i>
<i>Breast Care Palestine</i>	Primary beneficiaries in clinic visits in August 2010 has been 345 women in educational sessions; 183 for ultrasound scans; and 160 for mammography scans	Nablus, West Bank and surrounding villages (Includes: Alnassarieh, Asserah, Deir Sharaf, Qoussrah, Aqraba, Alnakoora, Bourka, Youtma Qaryuett Deir-Hassan , Ain Shibly, Qabalan , Al-tell, Boreen , Betta , Jereish ..ext)

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 visits to West Bank villages has continued through the first six months of operation. Over 45 villages have now been visited.

Section XI: Beneficiaries Reaction

Please describe the reaction of beneficiaries and include quotes



Quote 1: Meeting the goals at the half way point

Quote 2: Hungry.....ButHealthy

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)

Project Activity	Story Description	Key Messages	Key Interviews/Contact information	Communication Tools (e.g. written success story, video, radio, press release, etc)
Mobile Mammography Unit	1. Hungry...but...Healthy		Siham Awwad	Written Success Story (attached)
	2meeting our goals at the half way point ..			

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**