

Project Title



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

Reporting Period: May 1, 2010 to May 31, 2010

Date Report is submitted: June 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
Mailing Address	PO Box 19178 Mount of Olives, Jerusalem 91191 ISRAEL
Physical Location	Mount of Olives
Phone	972-02-6279-922
Fax	972-02-6279-959
Email	siham@avh.org
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	May 1, 2010
End Date of Reporting Period	May 30, 2010
Date Report is Submitted	June 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)

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 May (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 ,and Houwarah 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. In addition, 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. Also, the USAID team who work in Nablus

district--(Mrs Samera Al khateib, District Coordination Nurse, Yaman Maani, Field Community Supervisor, plus Gadeer Tawareeq, Community Coordinator Nurse,) helped to coordinate visits to MOH clinics Houwarah and Beit Foureek. .

In the Alfaraa Clinic (refugee camp), which has a population of 15,000 people (again 54% women), the clinic pre-visit was held on May 3rd with 73 women attending. Most of them were scheduled for mammogram screens to be carried out in 6 subsequent visits of the mobile mammography unit. Women participating urged the team to come back more frequently because there still are many more who want to participate in the early detection and screening program. So, another two sessions were held on 4th and 5th of May with another 77 women attending. Again most of them were scheduled for mammogram screens to be carried out on another 6 subsequent visits of the mobile mammography unit. . Accordingly, it will take about 12 visits of the mammography unit (8 patients per visit) to complete the mammography screening. The mobile unit is scheduled daily visits until probably May 15th for this task.

A visit was set up for Houwarah Clinic (MOH) (population 6,000, 54% women) for May 24, 2010. An invitation was sent to the nine surrounding villages--Boreen (population 3500, 52% women), Goreef (population 4000, 51% women), Alsawieh (population,2500,48% women), Aorata (population 6000, 50% women), Asserah AlKabalieh (population 2700, 49% women), Madama (population 2500, 50% women), Jamaen and Citah (population 9000, 60% women), Einabous (population 1500, 50% women), Yetma(population 4000, 52% women). 63 women attended the educational session in the pre-visit of Houwarah and all the surrounding villages(mentioned above). More than half of them were scheduled for mammogram screens, to be carried out during another 3 visits of the mammography unit to complete the mammography screening.

On May 17, 2010, Dr. Hala Hamdan, Manager of the Ibn Sena Center northwest of Nablus had invited women from Sabastiya and all the surrounding villages (mentioned in previous report), for the clinic pre-visit. 41 women attended the educational session. An interesting event was to have a young man sitting in the lecture room waiting for a chance to introduce his complaint. In the middle of the talk he came to me (Siham Awwad) and asked if it was possible to speak with me separately. I took him to a private room and he explained his problem. He had a small cyst in his breast and was referred later for surgery.

Educational sessions continued as planned on May for Askar, Alaen , Alfaraa , Sabastya, Houwara and Balata. The number attending ranged from 25 ---77 women per session. Thus the schedule for mammography screening has been crowded since April. This, in turn, affected the schedule in May so that the schedule in June is now fully scheduled for the women from the May clinics. Our plan for June 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 June is to have visits to ASSERA AL SHAMALIEH, ALAEN CAMP, ASKAR, 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 quotation for costs of the radio messages and *a copy will be 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, 73 women were waiting in the Al Faraae clinic to attend the education session and 63 women were waiting in Houwara clinic. About the same in Askar, AlEin , Balata, and Sabastya clinic 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 3rd 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. Virtually all of these women were over the age of 40 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 will be 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 will be sent to USAID-Flagship for input and approval	On schedule
3.	Mammogram Clinic Pre-Visits	Educational Visits have been initiated.	Visits were made to Askar, Balatta, Al Ein, Al Faraa , Sabastya ,Houwara which included 9 villages to the east and south of Nablus.	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
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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 :askar, Al-faraa, Al-aen, Sabastya, Houwara(boreen,oreef, Odala,Alsawieh,Ainabous) -74 visits in total.21visits in May
		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 - 438 women in May. 1133 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	- 1133 women in total. 438 women in May.
		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. Over-loaded schedule</p> <p>2. UNRWA staff were on strike two days in MAY</p>	<p>1. missing some scheduled women</p> <p>2. Had to reschedule two clinics</p>	<p>1. Working with specific target group for educational session.</p> <p>2. Reschedule clinic sessions as required</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)

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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 May31, 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 May 2010 has been 438 women in educational sessions;262 for ultrasound scans;and 202 for mammography scans	Nablus, West Bank and surrounding villages (Includes Askar, Balatta, Al Aen and Al-Faraa refugee camps) and the Ibn Sena center northwest of Nablus,plus Houwara and 5 villages surrounding as mention above

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***