

Launch of the Jordan Noncommunicable Disease Alliance

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Under the Patronage of Her Royal Highness, Princess Ghida Talal, and with support from the Amman Chamber of Commerce, the Jordan Noncommunicable Disease Alliance (JNCDA) was officially launched on April 4, 2017.

The announcement was made at a launching ceremony, where the JNCDA was introduced as a collaborative effort bringing together non-profit and non-governmental organisations working towards NCD prevention and control in Jordan.

The alliance is built on a multi-sectoral partnership combining the efforts of EMPHNET, Jordan Health Aid Society, Lina and Green Hands Society, Al Waad Society for Advocacy and Survivorship, the Jordanian CSO Health Alliance, the Royal Health Awareness Society, and others to promote a healthier, more sustainable environment across the country.

In her opening speech, HRH Princess Ghida Talal highlighted the importance of this alliance as a significant step towards reducing the prevalence of NCDs in Jordan. She further confirmed that the King Hussein Cancer Foundation (KHCF) is keen on collaborating with all NGOs, non-profit organisations, and civil society organisations to find long-term solutions for combatting NCDs on both the national and regional levels.

In his remarks at the ceremony, Dr. Mahnnad Al-Nsour, Executive Director of EMPHNET (the hosting organisation of the Alliance and current head of the JNCDA) said:

“Today, we see the fruits of our collaboration with the Royal Health Awareness Society, Jordan Health Alliance, Alwaed Society for Advocacy and Survivorship, Lina & Green Hands Society, and Jordan Health Aid Society, come to life. From this day forward, we strive to work together to reduce the impact of NCD risk factors prevailing in the country, thus pooling our learned technical expertise together to create healthier communities”.

A representative of the Jordanian Minister of Health, Dr. Ahmad Qtaitat, stated that reducing the prevalence of NCDs is a priority and that achieving this goal should not only be the responsibility of the Jordanian Ministry of Health but of

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all sectors including educational institutions, municipalities, industry and trade entities, and non-profit organisations. He further affirmed that collaboration is needed to promote best practices for healthier lifestyles.

The JNCDA's goals echo global efforts made to reduce the prevalence of NCDs in communities. It will work to reduce the risk of premature mortality and encourage the participation of NGOs, the private sector, and the community at large.

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