



“Caring for each family member is our responsibility towards our communities,
A cohesive family is best able to face the challenges of the times and achieve progress.”

Her Majesty Queen Rania Al Abdullah
Chairman of the Board of Trustees of the National Council for Family Affairs

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عاماً

من العطاء والإنجاز



Our Vision

An enhanced environment for the Jordanian family to achieve stability and well-being.



Our Mission

Contributing to formulating and steering policies and supporting efforts that aim to enhance the status of the Jordanian family, optimize its role and preserve its values and heritage.



Our Roles

- Policy Formulation.
- Advocacy.
- Coordination and Networking.
- Monitoring and Evaluation.
- Management of research and Data resources.
- Organizational and Development.



التأسيس

تأسس المجلس الوطني لشؤون الأسرة بإرادة ملكية سامية، وبقانون رقم (27) لعام 2001 يترأس مجلس الأمناء صاحبة الجلالة الملكة رانيا العبدالله المعظمة.

مقتطفات من الرسالة الملكية حول تأسيس المجلس الوطني لشؤون الأسرة من صاحب الجلالة الملك عبدالله الثاني ابن الحسين المعظم إلى جلالة الملكة رانيا العبدالله المعظمة: «شهد العقدان الأخيران من القرن العشرين تطوراً ملموساً في مجال توجيه الاهتمام نحو المواطن الأردني والأسرة الأردنية باعتبارها الخلية الأساسية في بناء المجتمع ونمائه وتطوره. وبخاصة في مواجهة التحديات الجديدة التي فرضتها التطورات المتسارعة وانعكاساتها المتمثلة بشكل خاص بالتغيرات في العلاقات الاجتماعية والاقتصادية. وقد امتد هذا الاهتمام ليشمل مجالات الحياة كافة. وشاركت في هذه الجهود جهات حكومية وأهلية عديدة بما فيها المبادرات الطيبة التي قام بها القطاع الخاص.

إيماناً منا بالدور الكبير الذي تقوم له الأسرة وبهدف تعزيز مكانتها في المجتمع وتعظيم دورها لتمتكن من المساهمة في المحافظة على موروث الأمة وأعرافها وتقاليدها. فقد كان من الضرورة بمكان تنسيق هذه الجهود وجميع الخبرات للمساهمة في تحديد الأولويات الوطنية المتعلقة في شؤون الأسرة وأفرادها وفي وضع السياسات والاستراتيجيات والخطط ذات العلاقة المباشرة بالأسرة وأفرادها ومتابعة تنفيذها. ولتحقيق ذلك فقد تم إقرار قانون «المجلس الوطني لشؤون الأسرة» لسنة ألفين وواحد ميلادية بعد أن مر بقنواته التشريعية كافة. الذي سيضمن بعبون الله تحسين مستوى حياة الأسرة ورعاية دورها وتعزيزه وتمكينها من تلبية احتياجات أفرادها وضمأن أمنهم».

الرسائل الملكية. الموقع الرسمي لجلالة الملك

عبدالله الثاني ابن الحسين. الديوان الملكي. أكتوبر 2001





Introduction

The importance of the family in society stems from it being a social institution and an absolute necessity for the survival of the human race, as it is the first cell that makes up society and the framework that determines knowledge and thus behavior.

In talking about the success of families, it is necessary to root and strengthen the internal structure of families first, to maintain its ability to adapt to difficult circumstances, provide better living conditions, and life opportunities for children, and achieve the maximum degree of self-affirmation for its members. In a way that contributes to strengthening the family's resources and reducing the cost on the state; since the collapse of the family foundation in society forces the state to establish other institutions to provide services for its children.

It should be noted, that the family, as an essential component of society, has witnessed social and economic transformations, represented by the change in living patterns, and represented by the shift from the extended family to the nuclear family. In addition to the change of traditional roles within the family because of the work of the spouses, with a need for a balance between work and family life. In addition to civilized openness with a desire in preserving the originality and this, in turn, produced a variety of services to support the family in bearing its burden, in response to the current family form, the nature of work, and the various needs

In light of the challenges facing the Jordanian family, it was necessary to adopt its strategies, represented by ac-



tivating the family's participation in public life, studying the families' legislation, and proposing appropriate training and rehabilitation programs. In addition to cultural, educational, and media programs, achieving appropriate geographical coverage, and ensuring coordination and integration between the authorities concerned with family affairs, providing a central database that supplies institutions with information about the family.

This in turn requires dealing with the family at the level of strategic planning, setting policies and programs in accordance with qualitative social standards, that describe the situation of the family in Jordan, investigating its conditions, amending programs, plans, policies and legislation emanating from it, and related procedures according to a deeper understanding of family issues, taking into account that the needs of families vary according to their circumstances.

Based on the challenges mentioned in front of this institution, the need to improve the quality of its life and maintain it as a social institution arose. This required the National Council for Family Affairs law in 2001 in response to the need to enhance the status of the Jordanian family and maximize its role in society; to enable it to contribute to preserving the nation's values and cultural heritage, in line with the economic, social and cultural changes in the Kingdom. The law entrusted the council with the task of contributing to setting policies, strategies, and development plans related to the family and its members, and following up on their implementation.

In recent years, in particular family issues have received attention from governmental and private institutions and international organizations, particularly after the large spread of violence in all its forms, which were practiced on individuals and negatively affected the family and society as a whole. In addition, this emphasized the responsibility of NCFA efforts; to prepare more studies, strategies, and plans that are in the interest of the family and are needed to translate the reality of its situation. In light of these responsibilities, it was necessary to have a special building, and this was achieved in a way that enhances the concept of partnership and cooperation between the Council and its partners; by allocating a building for the council's use in 2014.

Speaking NCFA is a supportive umbrella for coordinating and facilitating efforts between partners, both governmental and non-governmental, international institutions, and the private sector concerned with family issues, to improve and achieve its security and stability. NCFA's legacy of plans, strategies, policies, and legislation, in addition to the recommendations of the studies that have been pre-

pared, have not been far from being applied and translated on the ground, and through this NCFA opened several family counseling centers in various governorates of the Kingdom.

In addition to NCFA interest in women and children, NCFA worked – in a way that empowers women economically and provides a safe environment for children to grow up and grow up with, to establish institutional nurseries in the public and private sectors, which reached (84) institutional nurseries “daycares” until 2021.

Now, twenty years after NCFA's history of giving and achievement, its journey continues to achieve its vision and crystallizes its goals that are in the interest of the Jordanian family. In addition, its vision is to create an enhanced environment that enables it to achieve its stability and well-being.

Secretary General
Dr. Muhammad F. Miqdadi

المجلس الوطني لشؤون الأسرة
NATIONAL COUNCIL FOR FAMILY AFFAIRS



هوية أردنية.. رؤية عالمية



وتستمر المسيرة

Stations in the Council's March

The National Council for Family Affairs, while celebrating its twentieth anniversary, which coincided with the celebration of the centenary of the Jordanian state of its establishment, was able to achieve many achievements in all the fields in which it works, which came as an embodiment of the visions of His Majesty the Most Honorable aimed at caring for the family and its members, and the Council worked within its mission to improve the quality of life of the Jordanian family through many programs, projects, plans and initiatives that it has developed and activated, and planted in its parts the seeds of dynamism and achievement.

- Legislation
- Family Protection from Violence

- Family Counselling
- Childhood

- The Elderly
- Planning & Studies

- Media & Communications
- Institutional Development



Legislation

The Council is working, within the Jordanian legislative environment, on re-drafting the legislation concerning the family and its members, in a manner that is commensurate with its needs and the needs of society as well. Given that the Council's role and the vision it has adopted since its establishment aimed at achieving family stability and well-being, the Domestic Violence Act of 2008 was formulated to shed light on domestic violence cases and reduce them. The Council and its partners have considered reformulating the articles of the Act to make them more adequate to the evolving needs of society resulting from cases of violence and protection. Accordingly, a participatory approach adopted to garner support to issue the Royal Decree approving the Protection from Domestic Violence Act No. 15 of 2017 and ensuring its entry into force in mid-August of the same year.

Furthermore, the Council and its partners have intensified their efforts to draft the Child Rights Act, which represents one of the pillars of early childhood. After ten years of garnering support, communicating, and coordinating with other entities at various levels, the Jordanian government approved the draft act in 2022, culminating in a major achievement that is crucial to providing protection and care for children.

During the first ten years of its eventful and rich journey, the Council started to specialize more in this field, starting by analyzing legislation concerning children in 2010 and 2011, which involve child labour as well as analyzing the reports on the Convention on the Rights of the Child. In 2013, the Council started its work on family-related legislation in several fields like health, environmental health, education, personal status, and economic and social rights. The achievements in this field did not stop at this point in 2015 but also included conducting an analysis on family-related legislation in the fields of civil and political rights/criminal protection, personal status, economic rights, education, health, and environmental legislation.



**the Protection from
Domestic Violence
Act No. 15 of 2017**

“ The Jordanian government approved the draft act in 2022



In this regard, the Council focused on preparing and drafting legislation that preserves child rights. In 2016, regulations and instructions for Juvenile Law No. 32 of 2014 were developed, amounting to (6) instructions in 2015 and (2) regulations for juveniles.

Some of the achievements that are credited to the Council in this field can be represented in the issuance of measures annexed to amendment decision No. (100), and the drafting of the protection of whistleblowers and witnesses regulation stipulated in the Protection from Domestic Violence Law No. 15 of 2017 as well as the development

of a legal framework for dealing with domestic violence cases.

Given how important the international conventions are as well as the family-related rights contained therein, the Council sought to implement such provisions in international pleadings through a Project adopted to build legitimate and church lawyer's capabilities in order to achieve this end in 2013.

With Jordan entering its 200th anniversary, the Council continued its journey, depending on the societal context and the severity of the situation, starting by preparing The National Strategy for Juvenile Justice for 2017-2019 and preparing the Executive Plan for Juvenile Justice for 2021-2024. It also issued the analytical study of juvenile justice in 2018, based on which a comprehensive procedural guide on juvenile justice was developed in 2021. Accordingly, this guide was used in training and the number of trainees was (150) who were judges and representatives of the Family Protection Department and the Ministry of Social Development.

To reduce the negative effects that children and juvenile victims may suffer as a result of the abuse and exploitation they are exposed to and due to the importance of employing modern technology in the various sectors as it is an integral part of our daily life, the Council prepared a guide, in 2020, on how to use CCTVs to hear testimonies of children and juvenile victims and witnesses.

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Family Protection from Violence

The council has paid significant importance to cases of domestic violence, gender-based violence, and violence against children and exerted much effort to reduce such. Given its active role in this field, it was announced in 2021 that Jordan, represented by the Council, would join the Global Initiative for Eliminating All Forms of Violence Against Children, becoming the 33rd member country and one of the leading countries that work within the Partnership for Ending Violence.

This announcement coincided with the visit of the Representative of the Secretary-General of the United Nations on violence against children and, at the same time, the national study on violence against children was launched to build a database on violence directed at this group. In continuation of its work in the field of protection from violence and in its interest in children, the Council prepared a timid study of children's line services in Jordan.

Similarly, the Council had been accredited by WHO as a regional cooperation center for prevention and protection from domestic violence in 2005.

Following these achievements, Protection against Domestic Violence Project was launched in addition to deciding to form a national team for family protection, so it can develop programs and plans, coordinate with institutions in

which the family is the basis of their work, and do what serves the family and achieves its stability.

In recognition of its achievements and its significant role in dealing with cases of violence and promoting protection against domestic violence, the national team was awarded the United Nations Human Rights Prize in 2003, and regulation was issued in 2016 providing for the formulation of that team to monitor the implementation of national policies on family protection, 2016. Under the supervision of the team, several studies and reports on family protection against violence were prepared. In addition to the National Strategy for Family Protection and Prevention of Domestic Violence, (2005-2009). Furthermore, a

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the National Priorities Matrix for Strengthening Family Protection at the National Level and its implementation plan were developed

study on domestic violence was conducted in 2005, and another study on the social and economic characteristics of these families was conducted in 2013. Another study on violence against women was conducted to identify the main reasons that lead to violence against this group, especially in light of the agreements made to eliminate all forms of discrimination.

Besides this, the Accreditation and Quality Control Standards for services provided to cases of domestic violence were prepared in 2014, and launched the National Implementation Plan to strengthen the response of institutions to the domestic violence cases for the years (2016-2018) and the Guidance Document for Family Protection was developed in 2021, which is intended for religious institutions (Ministry of Awqaf, Islamic Affairs and Holy Places, the Supreme Judge Department, and the Iftaa' Department) that play important role in society in terms of reducing violence and protecting the family members.

Given how important it is to develop a document detailing the mechanism by which the relevant institutions must deal with cases of violence, the National Framework Document on Protecting the Family from Violence was prepared in 2006 and endorsed by the Council of Ministers, and accordingly was circulated to institutions as it is a national, scientific and practical reference that defines their roles and responsibilities when dealing with cases of violence. After that, procedures for dealing with victims of domestic violence were implemented in many institutions. In 2016, the framework document was updated

to meet the needs and requirements of the community members, and the regulation concerning the National Team for family protection was issued.

The Council has kept its pace with the digital development, which the whole world has witnessed. These digital technologies have been employed in family protection since 2011 through a project for automating procedures for dealing with cases of violence to follow up on the electronic provision of the necessary services by the institutions concerned with the violence cases. And the Health Service Providers Procedures Manual for Dealing with Sexual Assault Cases was also prepared in 2017. Due to the important participatory role these institutions play, the Internal procedures of these service-providing institutions have been implemented to be integrated into the work methodology adopted in the national standard work procedures for violence prevention and to define the roles and responsibilities of all the institutions' employees in ways that promote partnership and coordination among all service providers. In cooperation with the United Nations organizations, the Council developed internal procedural manuals for (the Ministry of Education, the Ministry of Interior, the Ministry of Health, and the Family & Juvenile Protection Department during the years (2020) and (2021) and trained many workers in these institutions on each procedural manual, and they were approximately (500) trainees.

In 2020, the National Priorities Matrix for Strengthening Family Protection at the National Level and its implementation plan were developed and approved in 2021 by the Prime Minister to strengthen protection against gender-based violence and domestic violence and promote child protection for (2021-2023), making a multi-sectorial package of social services, justice and police services, health services, coordination, partnership, and awareness.



Family Counseling

Family counseling revolves around family members and their relation to one another. Since its establishment, the Council has paid importance to family counseling issues and a study on family counseling in Jordan was conducted in 2005 to identify the institutions that provide family counseling services as well as their workers. The study findings indicated that Jordan lacks family counseling services and that its various institutions and associations provide awareness and education programs in the form of lectures and field visits rather than actual counseling services.

In cooperation with several national institutions, the Council prepared the National Strategy for Family Counseling in Jordan in 2009, which aims to build a safe and effective family that is open to diverse human civilizations and cultures, while preserving its culture and identity. Furthermore, this strategy aims to further introduce family counseling as a profession in Jordan, by addressing many issues that represent the main pillars of this profession and affect its growth.

In 2010, the Council prepared a Training Guide to Family Counseling, where its topics were developed based on the findings of a scientific study conducted on the needs of family counseling workers. These topics addressed

all issues related to family counseling, which involves all family members (children, women, youth, the elderly, and parents). To achieve the purpose of this scientific guide, relevant training programs have been implemented, starting by signing MoUs and cooperating with many members of the Jordanian society. In this regard, we have trained (2250) trainees from national institutions such as preachers from the Ministry of Awqaf, the Mufti of Jordan, representatives of civil society institutions, academics, mentors, and various families. In addition, the counseling colleges in most Jordanian universities were accredited as a resource to which students within the counseling specialization courses can refer.



**the Council prepared
the National Strategy
for Family Counseling
in Jordan in 2009**

In 2010, the Council launched an initiative to open family counseling centers. In cooperation with some institutions and associations, the Council managed to open these centers in Amman, Aqaba, Karak, Irbid, Maan, and Balqa to provide family counseling services scientifically. Furthermore, a guide for family counseling centers was prepared and it includes a set of procedures that can be followed when the counselor deals with the targeted members, starting from identifying any problem, developing an intervention plan, and lastly implementing the full coun-

seling plan. Besides this, there is the technical part that entails the counseling methods that are used to achieve the objectives of the individual and group counseling sessions.

The work of these centers was evaluated in 2019, resulting in some recommendations, of which the most notable ones included establishment of a specialized center to help enhance the capabilities of these centers' workers and increase the effectiveness of their work in local communities.

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Childhood

Since its establishment, the Council has adopted a clear vision in the field of childhood to follow up on the early childhood development strategy for the year 2000. In this regard, the Council worked on achieving the objectives of this strategy and implementing the relevant activities, culminating in the first achievements during the year 2002, which included preparing an interactive curriculum for kindergartens. This interactive curriculum was considered the basic pillar for kindergarten workers due to the lack of reference sources at the time. In continuation of its work, the Council prepared the Document on Childhood Standards in 2015 to set out the accreditation and quality control standards tailored to this educational stage and improve the services provided to kindergartens.

Some of the most notable national achievements had been the launch of the National Plan for Childhood (2004-2013), which was developed to help national institutions through several activities that built upon the basic principles of child rights represented in the provision of protection, participation, care, and growth. In cooperation with the relevant institutions, the Council followed up the implementation of these activities by preparing reports on the situation of children in Jordan and the challenges the institutions face when providing these services.

After the spread of child labour among children at an early

age, the Council prepared a training manual, in 2010, to educate parents on child labour-related issues and even conducted a study on the physical, psychological and social effects of child labor.

In 2011, (the 10th anniversary of NCFA), NCFA continued to make achievements in this field; where a study on children working in agriculture was conducted and launched an activities manual for workers who deal with children under four years of age.

Achievements continued in this field, as an action plan for early childhood development was developed in 2003. In 2004, NCFA issued a report on the situation of children in Jordan and defined the National Childhood Plan 2004-2013. Thereafter, the third Jordanian report on child rights was



**preparing an
interactive curriculum
for kindergartens**

the launch of the National Plan for Childhood (2004-2013)



issued, and the global conference on the launch of the Global Women's Network for Childhood was held. In order to provide children with a safe environment and protection, NCFA developed the standards for establishing and licensing nurseries in 2009.

In view of the importance of women's employment and economic empowerment, and its quest to provide a safe environment for children, NCFA started to establish institutional nurseries in the public and private sectors in 2014, bringing the number to 84 in 2021. Manuals have been prepared for nurseries' female workers. Such manuals illustrate all aspects of dealing with children, wheth-

er physical, social, psychological or developmental. As having trained girls to work at home and in institutional nurseries is essential, and as training them on early childhood skills is crucial, a training manual in this respect was prepared, and more than 1,000 girls were trained on the manual from 2016 to 2021, as well as the babysitting curriculum was prepared and adopted.

During the Covid-19 pandemic, the NCFA's work did not stop, but rather NCFA intensified its efforts to ensure a safe and healthy environment for children. After the gradual return of sectors and the return of individuals to work in their institutions, NCFA was interested in developing a procedural manual for safety and health prevention measures with the aim of reducing the spread of Coronavirus in nurseries.

The pivotal and important step in this regard was taken in 2018; where the National Team for Early Childhood Development was formed. The said Team is composed of institutions concerned with individuals belonging to this category, to follow up on their issues. Further, a national plan to reduce the marriage of people under 18 years of age was also drawn up.

NCFA's efforts and achievements continued in 2021. At the beginning of 2021, the national strategic priorities meeting was held to advance the early childhood system in Jordan, followed by the development of a manual of procedures for dealing with child labour cases, and the development of a national framework to combat child labour (second edition).

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The Elderly

NCFA has sought to institutionalize the issues of the elderly by developing the Jordanian national strategy for the elderly, which was approved by the Council of Ministers in 2008 and made available to all concerned national institutions. This strategy is considered a bright spot in the area of elderly issues that do not receive the same attention and are not given the same priority given to other issues. NCFA was managed, through the formation of the National Committee on the Elderly in 2012 by a decision of the Prime Minister, whose members represent all institutions concerned with the conducting of studies, preparing reports, holding conferences, and launching initiatives to be added to a series of national achievements, to improve the elderly's quality of life, enable them to enjoy a decent life in society, and enhance their self-confidence, and abilities to continue giving, support ties, and strengthen communication and dialogue between generations. To identify the reality of the implementation of the content of the strategy, in 2015, NCFA prepared, in cooperation with the UN Population Fund, an analytical report to evaluate the strategy and its implementation plan for 2009-2013. In the said report, the then-current situation of the elderly and the service provided to them were eval-

uated, representing (64%) of the value of the services provided to this category. The analytical report was released in the presence of (Her Majesty Queen Rania Al Abdullah/ Chairperson of the Board of Trustees of NCFA) and members of the National Committee to follow-up on the implementation of the National Strategy for the Elderly.



 **developing the
Jordanian national
strategy for the elderly**



In 2017, NCFA updated, in cooperation with the National Committee, the national strategy for the elderly and its implementation plan 2018-2022. Jordan has been considered the first country to update its strategy, keep pace with the developments in Jordanian society, and keep up with the needs of the elderly.

It seems that the impact of the Covid-19 pandemic on Jordan during 2020 has extended to include all segments of society, including the elderly, which is considered one of the most affected groups, especially during the lockdown period. Some of them suffered from poverty, need, and lack of access to medicines, in addition to psychological and social isolation. This drove NCFA and the National Committee on the Elderly to address the Prime Ministry

to establish a national fund that supports the elderly and their needs. The government responded to this recommendation, and in 2021, the Elderly Care By-Law was issued. Under the said By-Law, a committee was formed. The committee will develop the articles of the By-Law, and create an account with the Ministry of Social Development to contribute to providing social, psychological, and health services for this category.

As for the protection of the elderly, a monthly statistical report was prepared by the Family Protection Department that includes the number of monthly cases of physical and sexual abuse of the elderly. The said report contributed to identifying the violence against the elderly, if any, through the preparation of summaries, policies, pamphlets and reports, which findings indicated the low percentage of their exposure to violence, saving some cases related to inheritance, neglect, discrimination based on age at the workplace. NCFA also sought, as part of the international efforts, to develop an international instrument on the rights of the elderly by preparing interventions that include the reality of the elderly in Jordan in all social, economic, psychological, and environmental fields

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Planning and Studies

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The first national achievement in this area started in 2002 by conducting a study on defining priorities of family issues

NCFA's march is the preparation of the national strategy for the Jordanian family in 2005



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The preparation of the periodic report on the conditions of the Jordanian family



Media and Communications

NCFA has not overlooked the importance of the role played by the media, especially in light of the rapid technological developments, which led to the delivery of the messages to be broadcasted, and the potential development of the sent content based on the relevant feedback. In this context, NCFA has implemented a number of media campaigns with the aim of mobilizing support for the issues falling within its jurisdiction and managed to form a mass base on social media platforms to deliver its message. The number of followers and interactions has increased to nearly one million on these pages through the campaigns that it has institutionalized and aimed at shedding light on societal issues that fall within the framework of the NCFA's work. This is in addition to NCFA's website, which is a reference for its rich publications that deal with the family and the various issues it works on. In 2021, NCFA launched a website specializing in childhood issues entitled "Jordanian Children's Website", which sheds light on many childhood issues.

Given the unprecedented penetration and spread of the Internet over time, after ten years of its inception, NCFA prepared a series of awareness-raising packages targeting the family and children, the purpose of which is to

clarify how to take advantage of the Internet and use it properly and safely. Additionally, NCFA implemented an awareness-raising package on strengthening the role of family counseling in Jordan during the year 2010, which included messages that indicated the importance of family counseling in the stability and happiness of the family. To institutionalize awareness-raising and garner support for child rights-related issues, the "Communication for Development Strategy" was launched. The implementation plan 2018-2022 of the said strategy is aimed at reducing violence against children. A series of awareness campaigns is one of its most prominent activities which began with a campaign entitled "Teach & do not Teach" in 2017.

NCFA has implemented a number of media campaigns



“The number of followers and interactions has increased to nearly one million



The abovementioned campaign focused, through its messages, on the importance of addressing the abnormal behaviour of children in a correct manner, based on foundations that do not include violence. NCFA completed the series of these campaigns in 2019 by launching the awareness campaign entitled “My Color is My Balloon”, which included a group of figures who represented the values of positive education that parents should use in dealing with their children such as the values of dialogue, listening and love. In 2020, the world witnessed the emergence of the Covid-19 pandemic, which affected all groups. In

this respect, NCFA cooperated with partners in implementing the awareness campaign entitled “ ” and its messages included means of prevention that might be used by all groups. The repercussions of this epidemic have increased cyber-bullying cases, especially among children and adults. As a result, the awareness campaign entitled “Epidemic that infiltrated in a time of Pandemic” was launched with the aim of raising awareness of cyber-bullying and how to prevent it among parents, caregivers, children, adolescents and educators, and providing parents with tools to reduce potential cyber-bullying and advocating for a safe online environment for children. Given the importance of rejecting bullying-related behaviors, as well as the influential role played by the audio-visual media in communicating the message and its impact on the recipient, TV episodes entitled “Together” were introduced to reduce bullying in schools and promote the concept of volunteerism.

As part of its communication with media professionals and journalists from various media, in addition to social media influencers, NCFA formed in 2009 a media professionals network, through which many activities were implemented. Such activities included making visits to a number of institutions concerned with the family and informing them of their services, which contributed to increasing the spotlight on family and childhood issues. A media competition was held for the best media report on family issues, and workshops and training courses for them on many issues were organized.

“NCFA’s website, which is a reference for its rich publications



Institutional Development

NCFA believes in the necessity of keeping pace with and employing technological developments to improve its work, and enhance the capabilities of its employees. This is to make the work environment safer and more effective by organizing training courses and workshops on various fields and furnishing a nursery for their children that was established under international child-safe standards, which was established in 2015 after the NCFA had had its building.

In order to facilitate administrative transactions, and maintain NCFA's financial and technical documents and instruments, such as official letters, contracts, etc., an electronic archiving system has been introduced and an electronic system for communication between the various depart-

ments of NCFA has been used.

In 2010, NCFA institutionalized the contribution of project donors to administrative expenses by 35% of the total administrative expenses. It also computerized all systems related to human, administrative and financial resources, as well as follow-up and evaluation.

In 2016, NCFA installed a solar energy system for the building with a capacity of 38.4 watts, and a total production capacity of (65,000) kilowatts. The system was commissioned on the 25th of November 2016.

During the Corona pandemic, NCFA launched the evaluation and follow-up system with the aim of monitoring the work accomplished in its various directorates, as well as the plans to be implemented.

organizing training courses and workshops on various fields

NCFA launched the evaluation and follow-up system



**The Secretaries-General who
have assumed the General
Secretariat of the Council**



Dr. Raeda Qutob

1/10/2001 – 31/12/2002

For me, the Council represents the child who grew up in an environment of challenges that has strengthened him, and today it is a local and regional beacon that has its presence and plays its role efficiently.



Dr. Rowaida Maaitah

1/1/2004 - 4/7/2005

I was honored to have assumed the General Secretariat of the National Council for Family Affairs in its early days as Deputy to Her Majesty Queen Rania Al-Abdullah. I am proud of what the Council has reached as a national institution concerned with family affairs.

Blessed the efforts and further progress under Her Majesty Queen Rania Al Abdullah



Dr. Jameel Al Smadi

1/12/2005 - 16/12/2007

Since 2001, the Council has adopted a clear vision of supporting the Jordanian family through the preparation of studies and the implementation of family-related programs.

And all the wishes for success to this national institution in its twentieth year.



Dr. Haifa Abu Ghazaleh

17/12/2007 - 9/2/2011

I am proud of the participation of colleagues in the National Council for Family Affairs in addition to the building blocks of achievement in the construction of this edifice, which embodied Her Majesty's vision to establish a supportive umbrella to coordinate efforts to achieve a better future for the Jordanian family.



Mrs. Reem Abu Hassan

20/9/2011 - 30/3/2013

From its establishment until this moment, the Council has been working to achieve its goal as the national umbrella that supports the efforts of institutions to enhance the status of the family and formed a pivot in Jordan's leadership system in the fields of protection and prevention, and I am proud to be part of his family.



Mr. Fadel Al Hmoud

20/1/2014 - 25/2/2018

The Council was built on national and objective foundations to serve the Jordanian family and sought to achieve its goal of enhancing the status of the Jordanian family, maximizing its role and preserving its value, and cultural heritage.



NCFA Publications

During the past years of its rich history of giving, the National Council for Family Affairs has been able to form a knowledge legacy and an informative base that is a tributary to workers and researchers in family affairs; and given the nature of the strategies, plans, programs and studies prepared by the Council in cooperation with its partners, it has adopted a specialized approach in its preparation. It did not address family issues in general; it went into detail about each of its members at different age levels;

