





Her Majesty Queen Rania Al Abdullah  
President





# Introduction

The Family is the foundation of society as it plays an important role in providing care and social upbringing requirements for its members to become productive individuals in their societies.

The need to establish the National Council for Family Affairs stemmed from Family's importance and what the reality imposes of national orientation and programs provided by different sectors. The Council was founded in the spirit of dealing with the Family on the level of strategic planning and contributing to setting policies, plans and programs to ensure a further understanding of issues of the family and its members.

The National Council for Family Affairs, established in the year 2001 and presided by her Majesty Queen Rania Al Abdullah, works within the development and modernization program as a supporting umbrella to organize and facilitate the work of NCFA's partners from governmental and non governmental organizations, international institutions and the private sector involved in the area of family in order to achieve a better future for the Jordanian Family.

In previous years the Council set an action plan for the years 2004-2008 to implement a number of projects, draw policies, plans and national programs, and develop legislation which aim at improving the quality of life of the Jordanian family which were shining points in the Council's journey of achievements.

The Council prepared its strategy for the years 2009-2013, based on the outputs of the previous action plan emphasizing on the continuation of implementing several national achievements which will contribute to creating a suitable environment to empower the Jordanian Family to become more efficient in facing different challenges.

Dr. Haifa Abu Ghazaleh  
Secretary General, National Council for Family Affairs



## *The National Council for Family Affairs*

**Our Message:** To enhance the status of the Jordanian family and maximize its role within the society in order to enable it to contribute to safeguarding our values and civilization legacy, in line with all changes.

**Our Mission:** To contribute to ensuring a better quality of life for Jordanian families through a national vision that supports national development policies and enables all Jordanian families to attain their ambitions.

### **Objectives:**

- To contribute to the development of policies, strategies, legislation and development plans related to the family and its members and to monitor their implementation.
- To contribute to elevating the quality of life of the family, fostering and strengthening its role and empowering it to fulfill the needs of its members and ensure their security.
- To contribute to elevating the family's status, protecting it, ensuring its stability and preserving its coherence and identity.
- To support the efforts of the society's institutions and different bodies in both the public and private sectors concerned with family issues and achieve coordination and integration among these entities.

### **The Councils' Roles:**

- **Policy Formulation:** As a think-tank for national policies, the Council undertakes preparing and reviewing and amending policies and legislation and measures related to the family and its members based on national issues and priorities.



- **Managing Research and Data Resources:** NCFA is committed to providing credible information on all family related matters. It manages all the data at its disposal to enable all parties concerned with the family to take informed decisions based on scientific principles that guarantee a sustainable progress and higher standing of the Jordanian family. In addition to that the council directs researches and scientific programs towards national priorities and their promotion.
- **Advocacy:** NCFA advocates for national support of decision makers for family policies, family programs and fundraising to ensure the sustainability of family programs on the national level.
- **Coordination and Networking:** NCFA focuses on coordinating among the National Institutions concerned with family issues and its members to unify their efforts in addition to networking with institutions related to family on the regional and international levels.
- **Monitoring and Evaluation:** NCFA monitors and evaluates the implementation of policies, strategies and plans related to the family and its members by its partners, in addition to monitoring procedures of institutions working in the filed of family protection from violence.
- **Institutional Development:** NCFA focuses on developing and supporting its technical, administrative and financial capacities to fulfill its role and responsibilities.

## NCFA Organizational Structure:

- 1- **President: Her Majesty Queen Rania Al Abdullah.**
- 2- **Board of Trustees:** the Board of Trustees of the National Council for Family Affairs, presided by Her Majesty Queen Rania Al Abdullah



constitutes of members of different ministries, governmental and non-governmental organizations working in the field of family, representatives of the private sector and experts.

The Executive Committee is derived from the Board of Trustees and consists of seven members. The Executive Committee monitors the implementation of decisions, reviews the Council’s annual and periodic action plans and conducts a periodic evaluation of the achievements of the Secretariat General.

3- Secretariat General: is considered as the executive body and operational arm for the work of the National Council for Family Affairs. The Secretary General supervises the Secretariat General and is responsible of the work flow in front of the Board of Trustees. The Secretariat General includes the following:

- **Secretary General**
- **Family Programs Management, which includes:**
  - Family Policies and Legislation Program
  - Family Protection against Violence Program
  - Socio-economic Program
  - Educational and Cultural Program
  - Health and Environment Program
- **Technical Support Management which includes:**
  - Communication and Advocacy Section
  - Monitoring and Evaluation Section
  - Systems and Information Technology Section



- **Financial and Administrative Management which includes:**
  - **Financial Resources Development and Management Section**
  - **Human Resources Development and Management Section**
  - **Administrative Procedures, Development and Monitoring Section**

## *NCFA's Roles*

The Council carries out the following roles:

- To develop the General Policy for the Council's work and to adopt plans and programs for implementation including pioneer projects related to the Council's Objectives.
- To provide recommendations to identify national priorities related to issues of the family and its members according to the needs of the Jordanian Society.
- To activate family's participation in the public life according special attention to women, youth and children.
- To seek providing technical support and help to parties concerned with family issues, developing the necessary human resources for them and developing their work methods.
- To encourage media programs addressed to the family and its members and participate in developing these programs.
- To monitor the implementation and development of the accredited



National Early Childhood Development Strategy and working to achieve special care for children's rights.

- To follow up efforts aimed at accomplishing the objectives of the international conventions and agreements related to family issues, women, children and youth, ratified by the Hashemite Kingdom of Jordan.
- To contribute to the development of legislation sensitive to family's needs, security and stability.
- To cooperate with institutions and established civil parties related to the Council's objectives.
- To follow up on reviewing and correcting the results of programs and activities related to family issues and to suggest mechanisms and programs to develop these activities and programs.
- To conduct researches and studies and establish data bases related to issues of the family and its members specifying indicators necessary for monitoring and evaluation.
- To set the general policy to protect childhood and necessary plans and programs for its implementation in addition to monitoring this implementation by the concerned parties.
- To identify standards for the accreditation of services provided to family and childhood protection.
- To coordinate among parties working in the field of family in order to achieve the general policy decided upon by the Board of Trustees.
- To follow up procedures carried out by institutions working in the field of family protection in order to fully provide their services.



## *NCFA and Strengthening Partnerships and Alliances*

The Council's partnerships and alliances are distributed at local, regional and international levels. At the local level, the Council adopts a multi-participatory approach as it forms national committees comprising all concerned government institutions and non-governmental organizations, and participates in the preparation of national plans, strategies and policies related to the family. The Council also seeks to establish policies and practices to strengthen cooperation with the private sector, and promote its social responsibility to provide effective services in the area of the family.

At the regional and international levels the Council works on collaborating and networking with many institutions working in the family field through signing several memoranda of understanding, and joining the membership of some regional and international organizations to exchange experiences and information and work towards a stable family open to all developments.

## *The Family and International Conventions*

During recent decades the international attention focused on the concept of Human Rights including the right to lead a life of dignity, to participate, the right of care, self-expression, and the right to express one's opinion, the right of political practice and other rights. The family and its members are often addressed by the human rights system. The International Declaration of Human Rights defined the family as: The natural and basic unit for society and is entitled to protection by the society and the State.

As States, including Jordan, concentrate on family policies, many international agreements and treaties were concluded among which agreements and conventions specialized in family and all its members.



The United Nations issued more than six agreements directly relating to women. International declarations and similar conventions also singled space to talk about the rights of children and some special groups in society such as disabled persons.

This is the foundation on which the Council proceeds in its work, and when preparing its national plans and strategies as it refers to these agreements, their provisions and the role of Jordan in the implementation of these provisions in line with its internal affairs.

### *The Strategy's General Principles*

The Council adopted the following general principles in drawing its strategy for the years 2009 - 2013:

- Focus on what was stated in the National Agenda, “Kulluna Al Urdun” (We are all Jordan) document, and Amman Message in according priority to issues of family and its members.
- Further activation of the participation of the concerned national institutions which is an essential element in elevating the status of the family and its members.
- Strengthening the participation of non-governmental organizations in the adoption of policies and development strategies.
- Continuous updating of the National Information System for Family Affairs, the development of media contents to highlight the positive role of the family and its members, and the dissemination of the principle of equity between sexes.
- Developing media’s content to highlight the positive role of the family and its members and disseminate the principle of justice between sexes.



- Adoption of a strategy to be an incentive for countries and donor organizations to provide further technical and financial support, and increase their contribution to family issues.
- Establishing frameworks and mechanisms for coordination and networking among institutions working in family issues at the local, regional and international levels.
- Strengthening institutional and individual capacities of the Council's cadres in order to develop performance.
- Creating a legislative environment favorable for all family members to ensure equality of opportunities between sexes, and bridge the gap between laws and legislation and the actual application.
- Concentrating on family researches and the development of family's legislation through cooperation with relevant national institutions.
- Benefiting from the efforts of the advisory committees, consultants, experts, decision-makers and those holding multi disciplines, and coordinating knowledge to produce national practical technical programs, provide recommendations on the national priorities relating to the affairs of the family and its members in line with the needs of the Jordanian society.
- The importance of the private sector and its role in social responsibility, and in the process of development in all its dimensions.



## *Strategy's Platform*

The Strategy is based on a combination of the following principles:

### **First: At the National Level**

- Religious and cultural values, which value the family, and emphasize on the relationships of goodwill, compassion and justice.
- The Constitution of the Hashemite Kingdom of Jordan and its provisions, in particular, with regard to human rights of non-discrimination among citizens for any reason, equality of rights, duties, and personal freedom.
- National documents as the National Agenda, "Kulluna Al Urdun" (We are all Jordan) document and Amman Message.
- The Law of the National Council for Family Affairs which confirms that the family is the base of society protected by law and for which an appropriate environment must be provided for the development of its members.
- National policies, strategies and plans prepared and adopted by the National Council for Family Affairs and its partners.

### **Second: At the Arab level**

- Arab conventions, agreements and action plans related to the affairs of the family and its members.
- Observations on the national reports of the Hashemite Kingdom of Jordan submitted to the Committee on Family and Children, and Arab Women's Committee of the League of Arab States implying the necessity to strengthen the quality of life of the family and its members in all areas.



### Third: At the International level

- International agreements and documents related to the family and its members.
- Millennium Development Goals and their implementation.
- Observations on national reports of the Committee on the Rights of the Child and the Committee on the Elimination of all Forms of Discrimination against Women and Human Rights .

### *Strategy's General Objective*

To contribute to national efforts to preserve the unity and stability of the family through the provision of an enabling environment to improve the quality of family life, to enable it to meet the needs of its members, to ensure its security and elevated status in addition to the Council's institutional development to ensure the continuity of its programs, and the improvement of output's quality.

### *Strategy's Pillars*

#### **Protection against Violence**

The Council coordinates and guides, within the Protection against Violence pillar, the efforts of national, civil and private institutions concerned with the protection of the Jordanian family from violence in all its forms and types through the formation of the National Team for Family Protection which represents national, governmental and civil institutions concerned with family protection, enabling them to carry out their vital role in community cohesion and providing a supportive



environment for its members. It also follows up the implementation of the National Framework for Family Protection, the National Strategy for Family Protection and the Prevention from Family Violence and other national documents. The Council also monitors work procedures of all ministries, institutions and stakeholders in the National Team for Family Protection in dealing with cases of family violence to contribute to bridging the gaps in the system of family protection against family violence, and to ensure a comprehensive response to family violence cases, and to provide decision-makers with summaries and vital indicators on the status of violence against the family and its members at the national level, which helps them to take appropriate decisions to improve the level of family protection from violence.

## Strategic Goal:

To improve methods and tools for the protection of the Jordanian family and its members from violence.

### *Sub-goals:*

- To guide policies, programs and procedural plans related to family protection at the national level and to urge their adoption by decision makers.
- To ensure the quality of services provided to victims of family violence in all areas that meet their needs in terms of efficiency and adequacy of service and its providers and the extent of benefit of service seekers.
- To strengthen coordination and partnership among national, official and civil sectors concerned with family protection.
- To raise awareness of the nature and dimensions of family violence and its impact on the family.
- To follow-up procedures of the institutions working with family violence cases to provide the necessary services for violence cases.



- To monitor and evaluate national plans and programs directed towards family protection from violence.

## *Family and National Legislation and Human Rights Pillar*

The Council works within the Family and National Legislation and Human Rights to guide family policies and family legislation in the context of preserving the nation’s legacy of moral, religious, cultural traditions, customs and good offices by analyzing the legislative system related to the family, determining its effect in the interest of the family and its members in a way that contributes to win the support of decision makers, raise awareness among the community in partnership with governmental and civil institutions. The Council also contributes to the formulation and amendment of policies and legislation related to the family in addition to exchanging views with legislators and decision makers on family issues.

### **Strategic Goal:**

To develop an appropriate legislative environment for the protection of the family and its members in line with the Constitution, the principles of Islamic jurisprudence and principles of international human rights.

#### ***Sub-goals:***

- To strengthen harmonization between laws and international conventions relating to the affairs of the family and its members.
- The inclusion of human rights principles in the process of analysis of legal texts, taking into consideration the interest of the family and its members.



- To develop national policies and legislation to improve the quality of life of the family and its members by contributing to the development of proposals and their formulations.
- To assess and analyze existing legislation affecting the family and its members and make recommendations accordingly.
- To urge decision-makers to adopt the legislative recommendations relating to the family and its members, and to follow-up their implementation.

## *Family and the Social and Economic Situation Pillar*

The Council contributes, within the pillar of Family and the Social and Economic Situation, to improving social and economic environment of the Jordanian family, empowering it socially and economically to meet the different needs of its members through monitoring socio-economic variables in the Jordanian society and its impact on the family, suggesting appropriate action plans, coordinating with national and civil institutions and the private sector through the exchange of experiences, information and views, and to providing decision-makers with vital indicators to help them take appropriate decisions to improve the quality of social and economic life of the Jordanian family.



## Strategic Goal:

To improve the social and economic environment of the Jordanian family and enable its members to meet their different needs.

### *Sub-goals:*

- To draw the general orientation of policies and social and economic programs from a family perspective.
- To highlight the importance of the Jordanian family, its mission and role as a comprehensive socio-economic unit.
- To provide information on social and economic variables and their impact on family, and make the information accessible to decision-makers and interested parties.
- To promote social values and the family's capacity to face economic challenges.

## *Family, Education and Culture Pillar*

The Council contributes, within the pillar of Family, Education and Culture to improving the quality of educational and cultural services provided to Jordanian families and their members through the analysis of the environmental, educational and cultural system in the Jordanian society, identifying issues they are facing, and adopting initiatives and priority projects, through the development of national plans, coordination of efforts of related institutions, providing recommendations and vital indicators to decision-makers on the level of educational and cultural services, which helps in taking the right decisions to improve the level of service provided to the Jordanian family.



## Strategic Goal:

To improve the educational and cultural system provided to the Jordanian family and its members.

### *Sub-goals:*

- To ensure the quality of educational and cultural services provided by related institutions, and their accessibility to all members of the Jordanian family to obtain a better standard of living.
- To improve the level of educational and cultural services for the family and to provide decision-makers with recommendations and vital indicators.
- To increase the level of coordination and networking among all national institutions and non-governmental organizations working in the area of educational and cultural services for the family.

## *Family, Health and Environmental Situation Pillar*

The Council contributes, within the pillar of Family, Health and Environmental Situation, to achieving a comprehensive and sustainable environmental development, able to respond to the needs and rights of the Jordanian family and its members through drawing health and environmental family policies and monitoring health and environmental variables and their impact on the family, and providing data and information to researchers and specialists, and to providing policy makers with practical resolutions and national priorities, and raising awareness of the most important health and environmental issues from a family perspective.



## Strategic Goal:

To contribute to achieving a comprehensive and sustainable health and environmental development for the Jordanian family.

### *Sub-goals:*

- To draw a general orientation of health and environmental policies and programs from a family perspective.
- To include health and environmental issues from a family perspective among the priorities of decision makers.
- To support and strengthen the role of the Jordanian family and its ability to address health and environmental problems.
- Mainstreaming child-friendly and gender sensitive budget within within NCFAs priorities.

## *Family and Information Technology Pillar*

The Council seeks through the pillar of Family and Information Technology to link the evolution of information technology and modern communications with family issues, using it as means of opening up to the world, the formation of positive image to meet family challenges to preserve family cohesion and the protection of its members, as well as employing technology for the dissemination of information and issues relating to the family to empower it to cope with the modern information revolution.



## Strategic Goal:

To keep pace with technological development using it for the benefit of the family and its members.

### *Sub-goals:*

- To merge family issues with tools and applications of information technology and communication and their development.
- To follow up technology and its impact on the Jordanian family and its members.
- To employ technology to disseminate information to all partners and concerned institutions working in the area of family.

## *Family and Media Pillar*

The Council seeks through the pillar of Family and Media to guide the media with its different means and channels towards a family- friendly media which addresses the family as an integrated and comprehensive unit, in addition to raising community awareness through the development of media campaigns and activities addressed to the family and its members, and the employment of the media with all its channels to promote the Council's image, role, objectives, mission and different activities at the national, regional and international levels.

The Council also raises community awareness, mobilizes support and advocates to win the support of decision-makers of the issues, policies and family plans on which the Council works through developing media campaigns and activities addressed to all family members, as well as opening communication channels with national, regional and international



institutions and strengthening bonds of cooperation and coordination to serve the interest of the family and its members.

## Strategic Goal:

To employ media channels to elevate the quality of life of the Jordanian family and its members.

### *Sub-goals:*

- To raise the level of community awareness of family issues, policies and programs.
- To guide entities responsible for the media to adopt policies which address the family as a comprehensive and integrated unit.
- To promote family issues and policies for decision makers.  
To enhance the Council's image and define its role, objectives, mission and goals and to promote its programs and activities at the regional and international levels.
- To initiate communication channels with regional and international institutions concerned with family to support the Councils' various programs.



## *Institutional Development Pillar*

### **Strategic Goal:**

To develop the institutional structure to ensure sustainability and quality of the Council's programs and its different activities.

The Council implements the institutional development goals through the following roles:

### **Information Systems**

The Council seeks to identify its needs in the information technology, secure tools and necessary technological applications in line with the work of different programs and sections. The Council also seeks to raise awareness, follows-up on developments to benefit from technology used by modern information systems in addition to the continuous improvement of the information systems used in the Council.

#### **Sub-goals:**

- To develop information systems that facilitate access to information and data related to the affairs of the family and its members.
- To develop the Council's website and to constantly feed it with updated information.
- To develop the Council's technological infrastructure and ensure the sustainability of technological support and the increase of its efficiency.



## *Development and Management of Financial and Human Resources:*

The Council seeks to upgrade its performance through developing management and finance systems in addition to financial and human resources, monitoring management procedures to ensure the implementation of the Councils' projects and programs, sustaining its delivery with the best productivity, and strengthening partnership and networking through the exchange of experiences and information.

### **Sub-goals:**

- To find an integrated system to manage the comprehensive quality in the National Council for Family Affairs that ensures the efficiency of the financial and management system and the Strategic Planning Management.
- To strengthen human capacities through providing knowledge, skills, and necessary tools to fully carry out the work and achieve integration and harmony between the Council's obligations and its staff.
- Control mechanisms to sustain the staff and provide an appropriate environment to increase production.



## *Monitoring Methodology and Implementation Mechanism of the Strategy 2009-2013*

To ensure monitoring the implementation of the strategy for the years 2009-2013 the Council will adopt the computerized Monitoring and Evaluation System as a base for monitoring and evaluation process depending on the action plans derived from the Council's strategy. The Council's programs and sections will also provide the Monitoring and Evaluation section with periodic reports to ensure the implementation of the developed plans according to a specified time frame, and making the necessary improvement on the course of plans, if necessary.

At the end of the five years, the Council's Monitoring and Evaluation section will assess the strategic plan based on evaluation reports and submit it to the Board of Trustees to draw lessons and identify future steps.