

UNICEF ANNUAL REPORT for Jordan



1. EXECUTIVE SUMMARY

In 2010, UNICEF in Jordan undertook the Mid-Term Review of its 2008-2012 programme, which confirmed that at midcourse the UNICEF Assisted Programme of Cooperation contributes positively to the National Development Priorities and the UNDAF outcomes.

The Ma'An campaign to end violence in schools gained momentum in 2010. After 12 months of the campaign, results from random surveys show that there is a reduction in violence in at least 10 of the 40 districts so far. It has also proven to be one of the strongest partnerships with the Ministry of Education leading the campaign together with various Ministries, NGOs and UNRWA.

The Child Friendly Budgeting endeavor reached a new milestone with an Engagement Plan prepared with the Government. Moreover, the General Budget Department's Circular for 2011 included a line item on Child Friendly budget. A neonatal study was launched by UNICEF, MoH and the Higher Council for Population, which showed the Government's commitment towards reaching the fourth Millennium Development Goal of reducing under five child mortality. DevInfo went live under the auspices of the Prime Minister and is now fully owned by the Government. DevInfo was also adopted by the Greater Amman Municipality with the intention of expanding the coverage to other municipalities across the country. Yet another achievement was the development and adoption of the adolescent criteria for Youth Friendly Centers by the Higher Council for Youth and NGOs.

The Jordanian Government continued to be a strong partner in support of Iraqi 'guest children' in 2010. However, the process to ensure these children's access to Jordan's public education was observed to be lengthy. Addressing this issue will require continued joint advocacy efforts by UNICEF, UNHCR, donors and other key partners. Multi-Indicator Cluster Survey intended for the Palestinians in the camps and surrounding areas did not materialize due to the complexity in the sampling design.

A joint programme to develop a tracking system to monitor family violence cases and ensure that every abuse case gets proper treatment was signed by UNFPA, UNDP, UNHCR, UNIFEM, WHO and UNICEF as well as the National Council for Family Affairs.

2. COUNTRY SITUATION AS AFFECTING CHILDREN AND WOMEN

Jordan has achieved or is in the process of achieving most of the MDG goals (MDG 2 has been achieved, the achievement of 5 & 6 is possible, 1, 3, 4, and 7 remain within reach). However, the current global financial and economic crisis is an impediment for the government to maintain the achieved goals. In 2010, the line ministries were instructed to work on a zero growth budget basis and this affected the ministries' capacity to increase their budget for UNICEF supported projects.

The government has made efforts to align the MDG targets and indicators with the National Executive Development Programme 2011-2013. To show the Kingdom's commitment to the MDGs, HM King Abdullah participated in the Tenth Anniversary of the MDGs.

Status of MDGs:

Goal 1: The percentage of abject poverty reached less than one percent in 2008 (State of Poverty report, 2010, DOS). While this confirms the achievement of the first MDG goal related to eliminating hunger, other targets and indicators related to goal 1 have remained a challenge, including unemployment.

The government has selected 32 pockets of poverty (PP) as the key target of its poverty alleviation programme. This will reach 136,000 or 17% of the total number of poor estimated at 781,000. The government is optimistic about poverty reduction and believes that its direct and indirect development interventions have sufficient flexibility to address the remaining pockets of poverty.

Goal 2. The most important development in 2009-2010 was the launch of the Education Reform for Knowledge Economy II, a powerful reform programme with the potential to address a wide range of education issues. Challenges of MDG 2 include: disparities, especially the realization of inclusive and quality education, access of children with disabilities to proper schooling, and access of the poor to higher education. The current economic slowdown could compound the disparities.

Goal 3. The elections in November 2010 provided the opportunity for 13 women to join the Lower House of Parliament. Overall, the economic and political participation of women is fairly limited. An important development concerning goal 3 was the lifting in 2009 of the reservation to CEDAW Articles 9, 15, and 16 by the Lower House of Parliament.

Goal 4. The status of infant mortality rates and disparities remained unchanged. Neonatal mortality accounts for 78 percent of total infant mortality and mortality rates and vaccination coverage are consistently higher in urban than in rural areas, and they differ markedly by governorate. (Source: JPFHS 2009). UNICEF and a host of other partners are working on a study to better understand, and work to resolve, this critical issue.

Goal 5. Maternal mortality rate (MMR) fell from 48 to 19 deaths per 100,000 live births between 1990 and 2009. If Jordan continues to reduce its MMR, achievement of the MDG5 target 1 is possible. One of the challenges is to control anemia, which was prevalent among 25.4 percent of females of child-bearing age, and 29.9 percent of ever-married women (2009 JPFHS).

Goal 6. Jordan is a low prevalence HIV/AIDS country. As of December 2009, the cumulative number of all HIV/AIDS cases detected was 713. As the rates are based on passive reporting, actual incidence could be higher. The Ministry of Health manages the HIV/AIDS portfolio in coordination with the UN HIV/AIDS Theme Group chaired by UNICEF.

Goal 7. The government has a national plan of action to conserve natural resources. While Jordan has reduced the consumption of substances and improved access to water services, limited water resources and degradation of the existing water resources present a challenge. The global financial crises and insufficient coordination between the ministries are other constraints.

Goal 8. Jordan has been ahead of most middle-income countries in economic reform. Its economy is open to regional and global trade. However, in 2009, its exports decreased by 19.4% and foreign direct investment declined by 14.3%.

3. CP ANALYSIS & RESULT

3.1 CP Analysis

3.1.1 CP Overview:

In 2010, UNICEF in Jordan undertook the Mid-Term Review of its 2008-2012 programme. Participatory, inclusive, and forward-looking, the Review confirmed that at its mid course the UNICEF Assisted Programme of Cooperation is relevant to the National

Development Priorities, MTSP's targets, and the UNDAF outcomes. The key country programming adjustments derived from the MTR process include:

- Strengthening the social protection environment through support for the National Aid Fund and Zakat Fund (cash transfer schemes);
- Aligning UNICEF's education activities with the Education Reform for Knowledge Economy Project to ensure quality education and a safer environment for children;
- Strengthening the use of child friendly budgeting as a primary strategy in achieving children's rights;
- Strengthening timely and high level strategic dialogue with counterparts;
- Improving the monitoring and assessment of equity indicators;
- Putting advocacy and results for the Ma'An (violence against children in schools) campaign high on the agenda.

UNICEF continued its efforts to assist vulnerable Iraqi children in the area of education and psychosocial support in collaboration with the Ministry of Planning and International Cooperation and the Ministry of Education and NGO partners. Together with UNCHR and other key partners, UNICEF will continue to focus on the most vulnerable and advocate with the government for long-term provision of public education for Iraqi children.

UNICEF in Jordan will also pursue its work in concert with the UNCT and government counterparts to achieve MDGs, reduce poverty, and protect children's rights in coherence with the government programmes and the JCO equity tracker. Introduced in the latter part of 2010, the equity tracker presents specific results for the next two years with focus on capacity building of institutions directly involved in poverty reduction efforts and social protection, early child care for disadvantaged communities, access for disadvantaged children to quality inclusive sports, guidance on child friendly budgeting, and gaps in policy and legislation.

3.1.2 Programme Strategy

3.1.2.1 Capacity Development:

Capacity development and the provision of technical assistance constituted JCO's primary support to the government of Jordan. The key strategy was to fill the capacity gaps in KPAs at individual, institutional, and society levels. UNICEF supported the Ministry of Education to unify policies and regulations on student councils and student parliament projects in order to obviate overlapping for school officials and beneficiaries. UNICEF trained focal persons in schools involved in the implementation of the student council. Prior to 2010, the Ministry's rules on parent teacher associations (PTA) were reviewed. Many PTAs were activated, and parents were sensitized and involved in the education of their children. The project on the detection of child abuse strengthened the capacity of a host of relevant institutions responsible for addressing the abuse cases through the provision of technical support, training, supply and equipment or a combination of all of the above. In collaboration with the National Council for Family Affairs and other UN agencies (UNIFEM, UNHCR, UNFPA and UNDP), UNICEF has initiated a tracking system and referral project for victims of violence. The establishment of the tracking system has the potential to ensure required linkages between multiple institutions involved in dealing with abuse cases. The Ministry of Health, Department of Public Security, Family Protection Unit, and the Ministry of Justice were able to draw on UNICEF's knowledge and experience in tackling child abuse. UNICEF also helped to build the capacity of its counterparts in child friendly budgeting. This involved training relevant staff of counterpart ministries and private institutions on the development of the research project, data analysis, and the engagement plan.

3.1.2.2 Effective Advocacy:

In 2010, a wide range of activities was conducted to inform and influence decisions affecting children. UNICEF continued to strengthen its campaign to end violence in schools. We supported grassroots organizations across the country by developing National Commitment Days to influence the decision makers at sub-national level to engage in the Ma'An campaign against violence in schools. This bottom up approach complimented the advocacy efforts done with the Ministry of Education and the country's leadership on stopping violence in schools. Other strategies included legislative advocacy through collaborative efforts with the Ministry of Social Development, and the National Council for Family Affairs on the revision and adoption of the Juvenile law and Child act by parliament and mobilization through media to affect the behaviour of teachers and principals in schools to eschew the use of violent methods to discipline children. Joint advocacy efforts (UNHCR and donors) were undertaken to ensure that all Iraqi children have access to public schools free of charge. These resulted in the issuance of a declaration on 5 September 2010 by MoPIC stating that Iraqi students have access to public schools, they are exempt from tuition fees, and cost of their school books are covered by the MoE. Another strong advocacy outcome was the inclusion of budgetary allocations for children in the budget debate for 2011. Staff from the various ministries who were involved in the child friendly budgeting process successfully convinced the Ministry of Finance of the need to invest more in children.

3.1.2.3 Strategic Partnerships:

MENA's partnership strategy document and the Report on Corporate Social Responsibility and Philanthropy in the Private Sector in Jordan guided the Country Office in 2010 to explore partnerships with the private sector. Building on the above, the JCO organized a meeting on fund-raising, partnership, and corporate social responsibility for private sector representatives. This event is the first step to a successful engagement with potential donors, including Jordan Aviation (JA) whose CEO participated in the Global Compact Leader Summit in NY. JA contributed USD 140,000 to the Ma'An campaign. It needs to be noted that initiatives by NGOs and the Royal family have greatly influenced the private sector's sense of social responsibility, encouraging it to make considerable contributions to education initiatives such as the Madrassati initiative led by the Queen and the Qawa partnership, which focuses on ICT development in schools. UNICEF has participated in both initiatives. The Queen also supported UNICEF's initiative to leverage for children through the establishment of National Alliance Group in late 2009 to advocate with teachers to exercise positive disciplinary practices and leverage resources for the prevention of violence against children. JCO strengthened its partnership with some key print and electronic media outlets to leverage support for the implementation of the MaAn Campaign.

3.1.2.4 Knowledge Management:

The Prime Minister launched Devinfo in the last quarter of 2010. This event addressed the ownership issue surrounding the Devinfo and supported the sustainability of data generation and management by the Department of Statistics. UNICEF supported a Devinfo initiative at the municipal level to enable the Greater Amman Municipality to follow up on disparities rather than rely on national data relating to children. UNICEF updated its Situation Analysis to benefit from new data emanating from the DHA and a Poverty study by the Department of Statistics. The last Situation Analysis of Children was done in 2007 in collaboration with the National Council for Family Affairs. UNICEF was also involved in the following studies: Learning Readiness using the early development indicator tool as an early childhood development monitoring system, Sport and Play among Children and Adolescents in Jordan, and Child Friendly Cities research. These studies can help improve the quality and relevance of the programmes and enable evidence-based policy dialogue and advocacy.

3.1.2.5 C4D Communication for Development:

The findings of a national survey in 2007 on the prevalence of violence revealed high levels of emotional and physical abuse happening at schools, which prompted UNICEF and Ministry of Education to embark on a national 3-year campaign. Launched in November 2009 by HMQ Rania Al Abdullah, it seeks to reduce the incidence of violence by teachers against children in all 4, 500 public and UNRWA schools in Jordan by 30% in the first year and up to 50% by the third year. The campaign will benefit 1.2 million schoolchildren.

A Random Survey was implemented in all schools on a monthly basis to measure the prevalence of violence against children and to help the Advocacy Groups develop school plans to end violence. Training of 5,000 counsellors and principals and 500 preachers was conducted to promote zero-tolerance to violence in schools.

Ma'An campaign received a USD140,000 donation from Jordan Aviation, a private sector company in Jordan. This donation is the first private sector partnership to be formed by UNICEF JCO. The Jordanian National Television and two major radio stations supported the Ma'An Campaign by giving a fifty per cent discount on the cost of broadcasting the campaign advertisements. Al-Rai and Addustour Newspapers agreed to put Ma'An advertisement daily free of cost in their newspapers during the campaign's duration.

The Campaign is led by the Ministry of Education in partnership with Ministries of Health, Social Development, Interior and Awqaf, UNRWA, Jordan River Foundation, Her Majesty Queen Rania's office, Family Protection Department, Amman Municipality, education experts, and UNICEF. The Campaign is also supported by the National Alliance Group-- a team of influential opinion leaders presided over by Her Majesty Queen Rania who act as advocates and are champions for change in the school environment.

Ma'An will continue to be Jordan's and UNICEF's highest priority with a special focus on changing public perceptions on violence through including issues of 'perceptions of violence' and classroom management skills in capacity building programmes. The setting up of a violence tracking system through a UN joint initiative will be pursued.

3.1.3 Normative Principles

3.1.3.1 Human Rights Based Approach to Cooperation:

UNICEF supported the preparation of the Third and Fourth periodic reports to the Committee on the Rights of the Child. The preparation of the report was undertaken by the government in collaboration with NGOs. In this regard UNICEF, in collaboration with NCFA, initiated a parallel process led by adolescents to develop an independent children's report to ensure that their voice is heard. Other important actions contributing to the right's based approach to cooperation included the preparation of the National Centre for Human Rights Sixth Annual Report, as well as the launching of the National Strategy to combat human trafficking, which was launched in 2010 (the Lower House endorsed the law in 2009). The law calls for policies to raise awareness on the dangers of human trafficking, and identify its victims to protect and support them.

UNICEF's humanitarian programme supported vulnerable Iraqis. Under the programme, strong advocacy was carried out with the government to ensure Iraqi children continue to have access to public schools in 2010 without discrimination.

3.1.3.2 Gender Equality and Mainstreaming:

Women's rights are improving in Jordan. The government increased the minimum number of seats for women in the Lower House to 12 out of 120. Jordan's CEDAW periodic report was finalised in a consultative manner and submitted to the Committee. The process was led by the Jordan National Committee for Women (JNCW) with the support of UNICEF, UNFPA and UNIFEM. Jordan's initial reports on the two optional protocols to the CRC were finalised by National Council for Family Affairs (NCFA)

with the provision of support from UNICEF. The Government has been preparing Jordan's Third and Fourth periodic reports through extensive consultations with all partners. The National Centre for Human Rights (NCHR) has organized a shadow report through NGOs. Work on promoting gender empowerment and protection of women from violence has taken a new dimension. UNICEF worked with the JNCW and Shama' (a network of NGOs) to strengthen their capacity and strategic outreach. Some 25 national trainers were trained on knowledge and skills on violence against women, and the capacity of 108 judges and lawyers was built on applying CRC & CEDAW in their work. A database on violence and discrimination against women was developed to strengthen NGOs capability to respond effectively to violence against women. To enable the country to develop a sound Gender strategy, 35 professionals from JNCW network of NGOs were trained and equipped with the necessary skills to plan & develop strategies, executive programmes and budgets on gender.

3.2 Programme Components:

Title: Iraqi Refugees in Jordan

Purpose:

The purpose of the Emergency Education Programme (EEP) component is to provide education and psychosocial support to vulnerable Iraqi and Jordanian children. Provision of support will be holistic and include vulnerable Jordanian children and families in geographic areas of intervention. Specific objectives for the programme are:

- At least 90% of UNHCR registered Iraqi children and families are benefiting from a safe environment where their psycho-social needs are met.
- At least 90% of UNHCR registered school age children are attending the public education system.

Resources Used:

The basis of funds raised for the EEP was the 2010 Regional Response Plan for Iraq's (RRP) and the UNICEF JCO Annex to the RRP submitted to BPRM in April 2010, which requested \$4.8 million. The JCO received \$3.712 million from BPRM, SIDA (SIDA funds received in second half of 2009 were used in support of 2010 RRP), and the Netherlands to support the 2010 EEP programme interventions.

	Available			Requisitioned	Expenditure
	RR	OR#	EOR*		
Education (ME206)		304,909	4,317,382	2,850,414	2,759,743
Interventions through regular programme			148,513	13,116	11,312
Integration of vulnerable children into appropriate education.		304,909	3,690,269	2,366,698	2,339,947
Emergency Education: Programme Support	0	0	478,600	470,600	408,484

*Donor: USA (State) Bureau of Population, Refugees, Sweden.

Donor: Netherlands.

PLJ	CPD		Available		Requisitioned	Expenditure
	RR	OR	RR	OR*		

Universal Primary Education	15,000	0	15,000	0	15,000	15,000
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**Donor: Norway*

Result Achieved:

Joint advocacy efforts (UNHCR, UNICEF and donors) culminated in the issuance of a declaration on 5 September 2010 by MoPIC stating that all Iraqi students will have access to public schools and are exempted from tuition fees and the cost of text books. The programme reached both vulnerable Iraqi and Jordanian children in the concerned areas. The 2010 External Evaluation of the programme indicates that the programme has reached 228,000 children directly and 1.6 million children indirectly and facilitated the integration of the Iraqi guest children into the local environment.

Specific results achieved were the creation of safe spaces for Iraqi children to acquire quality and efficient education and psycho-social services through public schools and community based interventions.

UNICEF-JCO facilitated the capacity building of the staff of the Ministry of Education (MoE) and the Ministry of Planning and International Cooperation (MoPIC). Key interventions included training of 3000 new teachers in the psychosocial field, enhancing MoE's Information, Communication and Technology project in 14 schools where Multi-Purpose Rooms were made operational in 2009, training of 140 teachers on Child to Child methodology through MoE trainers (the ToT capacities were built in 2009) and training of MoPIC staff on project management and donor relations.

UNICEF also supported the training of 20 staff of the Ministry of Health on more specialized aspects of psychosocial interventions. In all, 165 Iraqi children with special needs were assisted and awareness creation for approximately 750 educators and disabled children supported through the provision of funding to Mercy Corps.

Through cooperation with national and international partners, UNICEF provided psychosocial support to 7,500 Iraqis, advocated for equal access to psychosocial and health care services for the Iraqi guest community, and strengthened the referral system among national partners. An external evaluation of the programme noted: "Impact of psychosocial interventions showed decrease in peer-relationship problems for children, improved social interaction and reduced behavioural and emotional problems."

The government's decision-making process regarding UNICEF supported projects for the Iraqi children was slow, and the information available on the Iraqis was limited and often conflicting. Iraqis do not have the right to work in Jordan and many Iraqi families have found their assets eroded over time. As a result, there is concern that the situation might lead to some Iraqi children working to gain money for their families.

Education of Iraqi children is constrained, among others, by insufficient monitoring of progress on access to schooling, interruption in schooling due to eroding family incomes, and limited ability of vulnerable Iraqi children to take part in higher education opportunities. These factors negatively affect secondary school enrollment rates in particular. The government and UNICEF as well as other partner agencies are aware of and engaged in addressing these issues.

The successful use of volunteers and child participation in the handling of education issues led to the development of children's personal, social, emotional, moral and intellectual development. Youth councils helped increase the responsibilities among the students at the centres where they were able to act as role models among their peers. An important lesson learnt was that by engaging the community and parents, the impact and sustainability of such projects are enhanced.

Monitoring activities were planned in the yearly integrated monitoring and evaluation plan and monthly field trip plan, and quarterly spot checks were conducted. The result of the field trips and spot checks are recorded online with all action points kept in a database. A log file of all financial spot checks visits to partner is kept online.

An external evaluation of the EEP activities in 2008-2010 was conducted. The evaluation recommended that UNICEF should continue to lead the education programme for Iraqi children.

UNICEF co-chaired the Education Sector Working Group (ESWG) and represented the ESWG in the Humanitarian Action Committee. UNICEF's key partners include: MoPIC, MoE, DoSD, WHO, IOM, UNESCO, UNHCR, International Institute for Child Rights and Development, IMC, John Hopkins University, Mercy Corps, Relief International, Save the Children US, Al-Badia, French Red Cross, NICCOD, Relief International, TDH- Italy, TDH- Lausanne, Family Guidance and Awareness Center, Jordan Hashemite Fund for Human Development, Jordan River Foundation, Noor Al Hussein Foundation, and Islamic Center Society.

Future Workplan:

UNICEF will increase its focus on local NGOs and CBOs for provision of sustainable support. We will shift our focus to the most vulnerable populations and advocate for better access for Iraqi's to higher education thus improving retention in secondary schools. UNICEF will continue to ensure that Iraqi children can attend the public education system of MoE, and support Non-Formal Education like home schooling. For the Psychosocial component, UNICEF will set up a monitoring and evaluation system jointly with MoE to ensure proper psychosocial project implementation and follow up within MoE schools. UNICEF will strengthen the community based organizations' capacity to adopt best practices in psychosocial and mental health care for children and families. We will also further develop relationships between protection, health, education and psychosocial sectors for child mental health and increase participation of national entities, especially that of NGOs.

Title: *Young child survival and development*

Purpose:

The Programme aims to contribute to an improvement in the health, psychosocial and cognitive development of children from birth to age eight. It contributes to the realization of UNDAF outcome 1 (Poverty and Social Services) which in turn supports the achievement of Millennium Development Goals 1, 4, and 5 (Poverty, Child Mortality and Maternal Mortality). The programme has two components:

1. Early Childhood Policy
2. Quality Care for the Young Child.

The main objectives of the programme as per the MPO/CPAP are as follows:

- An additional 15% of families adopt appropriate child care practices to enhance child development.
- An additional 30% of infant and children under five have access to IMCI services.
- Comprehensive Early Childhood Development (ECD) legislation and government policies are guided by evidence founded on the Early Learning and Development Standards framework.

For the Palestinian in Jordan Programme, the expected results are the following:

- At least 30 per cent more Palestinian children under five benefit from health and nutrition services;

- Between 5 per cent and 25 per cent more Palestinian children benefit from access to ECD services, including community-based, family focused and child-friendly approaches and services.

The intended results will be achieved through: (1) Health and nutrition interventions to improve quality of health services and reduce the number of neonatal and young child deaths. (2) Capacity building for improved family care practices in support of newborn and young child survival, growth and development. (3) Institutional capacity building and advocacy for adoption of new policies, standards and guidelines to create a caring and protective environment for children. (4) Generation of knowledge, strategic data and research.

Resources Used:

JDN	CPD		Available		Requisitioned	Expenditure
	RR	OR	RR	OR*		
Young Child Survival & Development (YK201)	196,000	180,000	196,000	35,260	183,376	177,169
Early Childhood Policy			40,916	31,737	25,047	19,046
Quality Care for the Young Child			102,384	3,523	105,629	104,617
Programme Support			52,700	0	52,700	53,506

* Donor: Micronutrient Initiative, formerly IDRC,
Thematic: Basic Education & Gender Equality

PLJ	CPD		Available		Requisitioned	Expenditure
	RR	OR	RR	OR*		
Child Survival, Growth & Development	187,500	80,000	259,367	0	239,035	183,456

* Donor: Norway

Result Achieved:

UNICEF provided technical assistance to the government to design and implement a component of ERfKE, which has positively influenced the plans and the implementation of activities to meet the best interest of the child in early childhood care. Studies on ECD Learning Readiness were completed in 2010 with UNICEF support as part of the regular national ECD monitoring system. The study's findings will form the baseline for the key child development indicators to be applied across various regions and socioeconomic settings. This will give an indication of changes in the status of childhood development and of regional and other variances, and will guide ECD plans, strategies, programmes and initiatives to target the disadvantaged areas and groups.

The Second ECD Plan of Action was completed through UNICEF support in mid 2010. The PoA was developed through a series of consultations with stakeholders from the governmental and non-governmental sectors thus achieving a strong sense of national ownership. The plan is now awaiting Cabinet endorsement.

Through the leadership of UNICEF and the Ministry of Health, a national neonatal mortality study to examine the causes, risk factors and circumstances of death was initiated in an effort to help Jordan achieve the MDG goal of reducing infant mortality. The study will examine both direct and underlying clinical causes, as well as the

contributing health system causes. The findings of the study will drive the development of a plan to reduce neonatal mortality in Jordan and the establishment of an efficient reporting and review system on child death. The study is at its initial stages and results are due in 2012.

A study on scaling up the ECD programmes was initiated in collaboration with the Wolfensohn Centre and a national consulting firm. The results will contribute to the national dialogue to examine the needed elements for scaling up and mainstreaming the Better Parenting (BP) programme. The focus of discussions with ministries and NGOs continued to be on ways to mainstream the BP initiative into their normal activities including by allocating funds in their annual budget.

In 2010, a total of 24,530 (17,178 females and 7,362, males) caregivers/families including 5,900 in Palestinian camps and squatter areas and the rest from disadvantaged areas across the Kingdom participated in parenting courses and gained knowledge on proper care practices at home. The courses were conducted by 13 national partners involving 165 Imams, 210 facilitators and 70 liaison officers. The demand for more BP workshops is difficult to meet. The BP manual has been supplemented by two modules on breast-feeding and road safety based on the country's priority needs.

IMCI implementation expanded to seven governorates with 36 new centres starting to implement IMCI strategies to improve health care services. Out of 25 UNRWA health centres, 23 are implementing IMCI. Discussion on the mainstreaming of IMCI within MoH plans and budgets is ongoing with a planned joint UNICEF-WHO meeting in 2011.

Sustainability and integration of programmes into partners' plans and budgets remains a challenge, especially in the wake of the economic crisis. Certain target groups remain hard to reach, making equity a primary focus for ECD for the remainder of the programme cycle. At-risk families are less likely to seek out services and there is limited mapping of where these families are. Additional effort, new targeting strategy and resources will be necessary to reach a greater number of families.

The effectiveness of the IMCI programme was hindered by the numerous fragmented trainings that doctors at the health centres are required to undergo. UNRWA's implementation also slowed down due to high turn over of doctors and inability of UNRWA to release a large number of doctors to participate in the MoH run training courses.

Key Partnerships & Interagency Collaboration

MoH, MoSD, MoAiA, MoE, NCFA, JRF, JOHUD, ICS, Al-Farouq, GUVS Mafraq, JNFW, NCHRD, UNRWA, WHO and Wolfensohn Centre for Development.

Future Workplan:

Moving forward, sustainability, partnership and equity remain primary concerns for ECD. Technical support and institutional capacity building assistance to ministries to successfully mainstream BP and IMCI into their ministry's plans and budgets remain a priority. UNICEF will need to advocate for the approval of the second National ECD PoA by the cabinet and the integration of the Plan into governmental plans and budgets.

Decreasing exclusive breastfeeding rates represents a huge challenge for child development. Behavioural change campaigns to reverse breastfeeding rates require substantial human and financial investment. A comprehensive communication for behavioural change strategy is needed to increase the exclusive breastfeeding rate. The multi-faceted strategy will help address the needed capacity building, as well as the

required change in the perceptions of medical staff and families about the importance of exclusive breastfeeding.

Title: *Child protection*

Purpose:

The overall goal of this programme is to contribute to legislation environment and protection of children from violence within the Jordan National Protection Framework. The programme contributes to the achievement of UNDAF outcomes 1 and 2 (Poverty Reduction and Social Services; and Good Governance) and the Millennium Declaration and International Human Rights treaties (CRC and CEDAW). The programme comprises two projects:

1. Legislative and Policy Development
2. Children at Risk.

It specifically aims to achieve the following results:

- Policy and legal frameworks related to child rights are aligned with international standards;
- The number of children having access to child-abuse detection and referral services in the health system is increased by 30 per cent;
- 25 per cent of children in conflict with the law are benefiting from restorative justice approaches and reintegrated into their families and communities.

The strategies adopted to achieve the above results include: (1) Strengthening the knowledge base on violence and other child protection issues; (2) Support capacities for evidence-based policy making, effective legislative and enforcement systems; (3) The provision of technical support for the formulation and implementation of innovative and replicable models. (4) Service provision and capacity building to strengthen the capacity of authorities, civil society, professionals and caregivers to provide increased protection [prevention and response] to children.

Resources Used:

The Ma'An campaign received a USD 140,000 donation from Jordan Aviation, a private sector company in Jordan. This donation is the first private sector partnership on which the Jordan Country Office has embarked.. The Jordanian National Television and two major radio stations supported the Ma'An Campaign by giving a fifty per cent discount on the cost of broadcasting the campaign advertisement. Moreover, Al-Rai Newspaper, the largest national newspaper in Jordan and Al-Dustor agreed to put Ma'An advertisement daily for free in their newspapers during the Campaign duration.

JDN	CPD		Available			Requisitioned	Expenditure
	RR	OR	RR	OR*	EOR#		
Child Protection (YS202)	210,000	300,000	221,000	659,493	2,946,886	3,417,292	3,358,841
Legislative and Policy Development			85,519	151,108	0	263,627	228,576

Children at Risk		80,128	58,974	152,917	292,014	241,620
Psychosocial Support Services		0	449,273	2,793,969	2,833,999	2,833,994
Programme Support		55,353	0	0	54,652	54,651

*Donor: Thematic: Policy Advocacy and Partnership and Netherlands, UNICEF Jordan, Netherlands, Sweden.

#Donor: USA (State) BPRM US Bureau of Population, Refugees and Sweden

PLJ	CPD		Available		Requisitioned	Expenditure
	RR	OR	RR	OR*		
Child Protection	100,000	170,000	100,633	0	100,633	100,633

*Donor: Norway

Result Achieved:

The national Dialogue on the amendment of the juvenile law and childhood act maintained momentum and evolved on the basis of extensive consultation between practitioners, academia and law makers led by MoSD and supported by UNICEF. The amendment is inclusive of all internationally recommended approaches such as diversion and community based solutions.

Jordan's CEDAW periodic report to the Committee, finalised in a consultative manner, was submitted to the Committee by JNCW with support from UNICEF, UNFPA and UNIFEM. Jordan's initial reports on the two optional protocols to the CRC was finalised by NCFA with UNICEF support. The government is preparing Jordan's periodic report through a wide consultation with all partners.

An analysis of the social protection environment to identify the gaps in social protection service provision was undertaken by UNICEF to provide direction for future work in accordance with the Equity Matrix. UNICEF secured funds for Jordan University and Hashemite University to start a one-year Diploma Programme on Social Policy and Children's Rights for middle managers.

Gender empowerment and protection of women from violence was strengthened through support to JNCW and Shama'a with 25 national trainers trained on knowledge and skills on the Violence against Women (VAW), 108 judges and lawyers trained on using CRC & CEDAW in the court of law, and 35 professionals equipped with the skills to develop strategies, programmes and budgets on gender. A database on violence and discrimination against women was developed to strengthen NGOs response to VAW.

Work with MoH continued to streamline procedures for the detection and referral of Violence against Children (VAC) & VAW cases. The Family Protection Committees were setup at 10 hospitals and 6 comprehensive health centres. They were equipped with the needed skills and competencies to follow-up on abuse cases together with 97 UNRWA staff able to respond to VAC.

UNICEF together with UNRWA and CDC worked on building families' and children's capacities to enable them to ensure their protection from violence, and providing psychosocial support and counselling to families and children. Capacities of 64 social workers was built and four counselling bureaus opened to provide proper counselling in four camps with around 600 children and families receiving counselling services. The programme equipped 1,000 children, especially disabled or orphaned, through peer-to-peer sessions with knowledge about children rights and life skills to protect themselves from violence. CDC capacity was built through establishing an adult (30) and youth (49) training team, specialised in child rights and protection from violence concepts, in 14 camps. In all, 25 lawyers were trained on legal protection for children and women rights,

and 557 parents gained knowledge on child protection and when and where to seek support.

A Social Work Code of Ethics was developed and endorsed through a partnership between MoSD, UNICEF and CUMERC. Furthermore, a workplan is being implemented to improve the social work in Jordan and introduce pilot community-based programmes for children victims of violence and in conflict with the law. The workplan has an evaluation component to monitor the psychosocial status of children and the impact of the programmes on their wellbeing.

All schools including UNRWA schools are implementing Ma'An campaign activities. As many as 5,000 counsellors and principals were equipped with skills to introduce positive disciplinary techniques. A Random Survey was implemented in all schools on a monthly basis to measure the prevalence of VAC and to help the Advocacy Groups develop school plans to end violence. An end of year survey on violence was conducted in December. Partnership with Ministry of Awqaf resulted in equipping 500 preachers to promote zero-tolerance to violence in schools depicting Islamic positive disciplinary practices. Four media campaigns were launched through the national television, newspapers and major radio stations.

There were delays to the Ma'An campaign's implementation from the frequent changes in decision makers of our partner organisations. Combating VAW & VAC is confronted with the counter beliefs of teachers, educators, and families on what constitutes violence. The delay in revising and endorsing laws is another constraint on the efforts to protect children's rights. Lack of qualified social workers is delaying the work on protecting children victims of violence.

Key Partnerships & Interagency Collaboration are MoE, MoSD, MoJ, MoI, MoH, MoAiA, PSD/FPD, NCFA, JNCW, NCHR, JRF, ISC, CDC, PRI, UNFPA, UNIFEM, WHO, UNDP, UNODC, Hashemite & Jordan Universities, and Columbia University.

Future Workplan:

Violence against children remains a priority for Jordan, and supporting national partners to implement the National Framework for Family Protection will be a primary objective in 2011. The Ma'An campaign will continue to be Jordan's and UNICEF's highest priority with a special focus on changing public perceptions on violence through including issues of 'perceptions of violence' and classroom management skills within capacity building programmes. Moreover, establishing a violence tracking system through a UN joint initiative will be pursued.

The analysis of the social protection environment will further guide UNICEF and its partners in the future. UNICEF's focus will entail working on conditionalities linked to cash transfer programmes to ensure a more equitable approach to the most vulnerable.

Work on legislation and monitoring of CRC and the involvement of NGOs in the preparation of the periodic reports will remain a priority.

Title: *Adolescents' participation and empowerment*

Purpose:

This programme aims to contribute to the development, participation, and leadership of adolescent boys and girls at home, school and in communities. The programme component contributes to the achievement of UNDAF outcome 1 and 2, and Millennium Goal 2, 3, and 6. It comprises two sub-programmes:

- a) Healthy and Participatory Schools for Adolescents;**
- b) Adolescent Friendly Communities and Centres.**

The programme component specifically will achieve the following results:

- All children and adolescents in schools have access to gender-sensitive life skills-based education;
- The participation of student councils and parent teacher associations in the school learning environment is increased by 20 per cent;
- Improved knowledge and practices among adolescents (especially at-risk groups) to lead a healthy lifestyle and to protect themselves from HIV/AIDS and substance abuse;
- The participation of adolescents in the development of policies that affect their lives and in relevant programme implementation at the local, sub-national and national level is increased.

Resources Used:

JDN	CPD		Available			Requisitioned	Expenditure
	RR	OR	RR	OR*	EOR#		
Adolescent Participation & Empowerment (YG203)	100,000	660,000	140,000	281,748	107,340	528,364	491,513
Healthy and Participatory Schools for Adolescents.			26,015	83,609	44,609	154,233	153,726
Adolescent Friendly Communities and Centers.			113,985	125,930	62,731	301,922	267,037
Programme Support			0	72,209		72,209	70,750

*Donor: UK Committee, Sweden, UNAIDS,Thematic: Basic Education & Gender Equality.

#Donor: USA (State)BPRM US Bureau of Population, Refugees

PLJ	CPD		Available		Requisitioned	Expenditure
	RR	OR	RR	OR*		
Development & Participation of Adolescents	187,500	100,000	115,000	122,019	233,432	233,328

*Donor: Norway

Result Achieved:

The preparation of a National Criteria for Adolescent Friendly Youth Centers, reviewed and tested by the adolescents themselves, continued in 2010 . An initial group of trainers was equipped with the skills to train on the criteria while strategic plans to mainstream the criteria within the organizations' programmes and activities including the Higher Council for Youth are being prepared.

Advocacy work with the Ministry of Education (MOE) and UNRWA has contributed to the creation of a policy environment conducive to the participation of students and parents by revising the rules and regulations of SCs and PTAs. Capacity building of 1,600 school principals and teachers of 30% of the government schools and 50% of UNRWA schools was conducted. A national M&E system was created for the SCs and PTAs and action

research and school led initiatives were mainstreamed in UNRWA schools that benefited approximately 15,000 students.

Approximately 3,400 adolescents (at least 50% girls) from 15 poverty pockets were engaged in sports for development activities and 2,200 adolescents (50% girls) were reached through sports events. This was achieved as part of the International Inspiration project (the social legacy of Olympics 2012) and through 100 adolescent coaches (60% girls).

An evaluation of the impact of mainstreaming life skills based education in the curricula was conducted as part of a national study to investigate the situation of sports among children in schools. Results of the study will inform future training workshops as well as policy reviews relating to PE.

Intergenerational gaps were addressed through better parenting sessions where 8,660 parents of adolescents (16 % males) improved their knowledge and skills relating to adolescents. This was achieved through 200 service providers from nine governmental and non-governmental organizations. Partnership with the Ministry of Religious Affairs was strengthened with the preparation of a manual for preachers on adolescence, equipping 40 trainers with the required skills. This was later extended to reach 350 male and female preachers.

Interagency cooperation between UNICEF and UNRWA was successful with UNICEF providing the know-how for UNRWA to expand and improve the quality of services provided for adolescents at the Women Programme Centers. At least 1,400 adolescents were directly involved in this initiative. Resulting from this cooperation, UNRWA Jordan will be developing a youth strategy in 2011.

Adolescents' participation in decision making was enhanced through the student councils' work and through the adolescents' participation in the formulation of the National Criteria on Adolescent Friendly Centers. At the municipal level, UNICEF supported the participation of Amman in the child friendly cities research led by Innocenti Research Center and the adaptation of DevInfo to the city level. The adapted version will be launched in 2011. Adolescents are also participating in the process of preparation of the 4th and 5th CRC report, which will result in the submission of an independent report from the children's perspective.

One of the main challenges faced was the difficulty to attract fathers to participate in the PTAs and better parenting sessions. This was addressed by reaching out to fathers through the mosques. Hesitation of school principals to provide the space for parents and students to express their opinions was addressed through capacity building workshops for school principals. One main hurdle is that adolescents are not yet perceived as partners. This is an attitudinal change that will take time. Personnel changes in government and partner agencies also affected the pace of implementation.

Partnerships were with MOE, MOH, HCY, Right to Play, SCF, National Council for Family Affairs, Queen Zein Al-Sharaf Institute For Development, Jordan River Foundation, Greater Amman Municipality and UNRWA.

Future Workplan:

In 2011, UNICEF will continue to support the generation and dissemination of information on the situation of adolescents and youth, including a baseline study on sports and play and the National Youth Survey. UNICEF will support MOE to scale up the Life skills Based Education programme and activate students' and parents' participation with better alignment along ERFKE II components. Furthermore, there will be support for systematic and integrated involvement of adolescents at the local authorities' level, by replicating Amman's model such as the formation of children municipal councils, generation of data at municipal level and utilization of DevInfo. The JCO intends to support the participation of adolescents in the development of the CRC periodic reporting as well as national policies/strategies. In 2011, the use of sports as a tool for development (global International Inspiration Project) will be promoted. The existing network of partners such as academia and private sector will be expanded.

Title: *Policy advocacy and partnerships for children rights*

Purpose:

The Policy Advocacy and Partnerships for Children Rights programme provides technical support for the development of strategic information and documenting of child poverty and other disparities to enable evidence-based advocacy for new policies and legislative change. It focuses on institutional and individual capacity building in monitoring, social mobilisation and communication for behavioural change.

It specifically aims to achieve the following results:

- 1) Updating and use of strategic information/data for monitoring and reporting progress on child rights.
- 2) Strengthened capacities for monitoring progress towards the National Agenda, MDG and the NPA.
- 3) Improved leverage of resources and partnerships for children through evidence based policy dialogue and advocacy.

This programme consists of two projects: 1) Strategic Information for Social Change; and 2) Communication for Behavioural Change.

Resources Used:

JDN	CPD		Available		Requisitioned	Expenditure
	RR	OR	RR	OR*		
Policy Advocacy & Partnerships for Children's rights (YY204)	130,000	60,000	241,000	30,000	260,926	253,821
Strategic Information for Social Change			42,800	30,000	63,619	56,672
Communication for Behavioural Change			123,200	0	122,436	122,435
Programme Support			75,000	0	74,871	74,714

*Donor: Thematic: Policy Advocacy and Partnership.

PLJ	CPD		Available		Requisitioned	Expenditure
	RR	OR	RR	OR*		
Advocacy, Communication, Social Policy Planning, Monitoring & Evaluation	10,000	0	10,000	0	5,065	5,061

*Donor: Norway

Result Achieved:

UNICEF improved the capacity of partners to report on results by scaling up its support for results based planning, monitoring and evaluation. It worked closely with partner organizations to improve capacity for the identification, collection and dissemination of child centred data. Policy dialogue on child budgeting was established through the Child Friendly Budget project. DevInfo was brought online in an effort for greater

dissemination, promoting a system that allows the availability of up-to-date strategic information. Also, DevInfo was customised to be used as a tool for the Greater Amman Municipality (GAM) to monitor progress on indicators related to Child Friendly Cities. As an important step towards establishing child budgeting in Jordan, the budget circular for the Fiscal Year 2011 comprises child aspects. A training Manual on "Budgeting for Better Results for Children" has been developed, a trained team on Child Friendly Budget among GBD and pilot Ministries was formed and trained, two policy briefs have been prepared and a 5-year Child Budget Engagement Plan has been created to work on next steps. One key result has been improved capacities of partners to better plan, monitor, and report on results. This was achieved by scaling up M&E support for MoSD and MoE. The JCO supported MoE to set up M&E systems to monitor violence against children in schools, and assisted MoSD to establish a M&E unit and monitoring system to track the performance of the national social welfare programmes that target vulnerable families. It also supported a mapping exercise of the M&E practices in Jordan as an element of the national M&E strategy. A one-day meeting to present the findings of the mapping exercise revealed the importance of the creation of an Evaluation Association to provide M&E capacity building in Jordan.

The Multi-indicator cluster survey (MICS) for Palestinians living in Jordan was put on hold due to the complexity surrounding the sampling design.

With regard to communication, several field trips were organised for journalists to UNICEF project sites. Two media briefs for journalists on issues related to children and UNICEF programmes were set up. Professional and non-professional media individuals were invited to participate in the regional media award. The Communication unit also worked on inviting press to events and providing them with the necessary information in the form of press releases, allowing for interviews when necessary.

Some constraints affected performance based on which it is clear that the M&E capacity building programmes need further ownership from institutions to sustain the programme's momentum and create an impact. Limited availability of data at sub-national level discourages achieving equity and needs to be addressed. Budgeting for Children is a new area for the JCO that will require substantial efforts and appropriate skills in the area of budget preparation, analysis and monitoring, capacity building and advocacy. Greater, timely access to up-to-date information on children from sources other than UNICEF will facilitate informed communication and reporting in the media and elsewhere.

The JCO had planned its IMEP and was tracking and reporting the progress of its actual implementation to management. The office benefited from a number of quality assurance measures introduced by MENARO. As a result of the 2009 Child Budget Analysis Study, a 5-year Engagement Plan on Child Budget has been developed and will be shared with the GoJ for endorsement.

The key partners have been the Department of Statistics, the National Council for Family Affairs, Ministry of Finance and the MOPIC.

UNICEF is an active member in the UN M&E working group, which is responsible for ensuring coordination and strengthening the M&E function among UN Agencies in Jordan. The group worked intensively this year to support the preparation of Jordan's second MDG Report and the UNDAF MTR.

UNICEF has been an active and major contributor to the United Nations Communication Group, and contributed effectively to the environment campaign launched in June.

Future Workplan:

In 2011, UNICEF will continue to advocate for pro-child spending and ensure proper follow up to the Child Budget Analysis. We will support monitoring and evaluation functions in the National Aid Fund to measure the proper targeting and impact of the programme. We also plan to establish an evaluation network and continue to support DevInfo.

UNICEF will develop strategic partnerships for the office in Jordan as well as train journalists on ethical reporting on children in collaboration with the National Council for Family Affairs (NCFA). It will work with NCFA on creating a pool of journalists supporting issues related to children in the country. The advocacy plan, which was developed at the end of December 2010 for all the sections in the office, will be implemented and JCO will undertake fundraising and advocacy in accordance with the plan.

4. OPERATIONS & MANAGEMENT

4.1 Governance & Systems

4.1.1 Governance Structure:

The CMT provided the basis for the overall management oversight and took necessary measures to address programme and operation issues arising from financial and programme implementation. It discussed and finalized 2010 priorities and took necessary actions regarding office advocacy plan, office improvement plan, and audit implementation. In its monthly meetings, CMT followed standing agenda items, which included the review of the management indicators, operational issues, and fund raising activities.

Along with CMT, the office applied standard management tools to describe staff specific responsibilities and monitor performance vis-à-vis office objectives. Governance mechanisms are in place, represented by office committees and updated in June 2010. Joint committees with the Regional Office such as CRC, PSB and CRB are in place. The Representative is also a member of the Regional Office Management Team and Joint Consultative Committee of RO and JCO where common issues of office management/staffing as well as programme objectives are discussed.

During the course of the year, operations support to the Jordan Country Office was ongoing through the Common Services Unit (CSU) co-located at the Regional Office and JCO. CSU provides support and services in terms of finance, administration, supply, contracting and human resources. It should be noted that JCO manages its resources for travel, communications and contracting related to their programme requirements and this is handled efficiently and timely to ensure targeted delivery against objectives.

Ten years after formally establishing a Common Service Unit, JCO and MENARO initiated a review of the unit's operations and contributions. The consultants began the review in December 2010. The review will assess the processes, procedures, and staffing levels, along with the continued viability of providing common services.

Recommendations on the outcome of the above and a proposed action plan are provided to guide management decisions on any adjustments needed.

4.1.2 Strategic Risk Management:

The office underwent the Risk Control Self-Assessment workshop for the ERM. The JCO prepared a risk control library and risk profile as well as worked with MENARO to enhance safety and security of the staff. The UNICEF Executive Board approved security-related funding to support security-related measures for UNICEF MENARO and UNICEF Jordan Country Office. Following recommendations, which came from a security assessment, measures were taken to mitigate security related issues.

4.1.3 Evaluation:

JCO had planned a number of evaluations, surveys and studies in 2010 as part of its IMEP, and was tracking and reporting the progress of the actual implementation of these activities to management. These evaluations covered: Adolescents, Child Protection, Young Child Survival and Development and Emergency/Education Programme. Of the nine studies, surveys and evaluations planned in 2010, six are completed, and two are ongoing, while one has been postponed. The office benefited from a number of quality

assurance measures introduced by MENARO such as the Technical Clearance mechanism for ToRs of studies and surveys, evaluation consultants' database and quality assessment tool for the final evaluation report. The results of evaluations, studies and surveys are shared with MENARO and with the HQ evaluation office on an annual basis. As a result of the 2009 Child Budget Analysis Study, a 5-year Engagement Plan on Child Budget has been developed and will be shared with the GoJ for endorsement, and two policy briefs have been prepared.

An external evaluation was conducted this year to evaluate and assess the relevance, efficiency, effectiveness and sustainability of the Emergency Education Programme. A management response on the findings and recommendations of this evaluation will be developed once the final evaluation report is available.

This year the office has supported a mapping exercise of the M&E practices in Jordan as an element of the national M&E strategy. A one-day meeting to present the findings of the mapping exercise revealed the importance of the creation of an Evaluation Network. Such a network would foster capacity development in evaluation and would improve access to local, regional and international expertise in project monitoring and evaluation. The establishment of this M&E network is among JCO priorities for next year.

4.1.4 Information Technology and Communication:

Supporting the management priorities of UNICEF Jordan Country Office continued to be run by the ICT unit. The priorities were the ICT infrastructure enhancements to support the global ICT initiatives for 2010-2012, Alternate Business Modalities (ABM) support, ICT business continuity Plan (BCP), and emergency response preparation/capacity building. (The last includes ensuring stability of critical ICT systems and services; reliable data/voice communication facilities; timely implementation of corporate rollouts for better integrity, reliability and quality of ICT services; secured ICT systems; and a robust ICT for MOSS compliance).

ICT has carried out major upgrades on the office connectivity, to support the global ICT initiatives and ABM, improve accessibility to Internet, and to provide robust access to remote users through Citrix. The connection to UNICEF Global Network has been upgraded to use IPSec based connection. The line of 2 Mbps has been replaced with a 4Mbps fiber line backed up by a 4Mbps Microwave. The Internet link has been upgraded from 4Mbps to 8Mbps protected Fiber leased line with ADSL backup fail-over option. Both WiMAX and WiTribe were being used very effectively to provide Internet service for workshops and outside meetings. Connectivity for both LAN and WAN remained very stable during the year.

ProMS and P&P/SAP-HR serviceability remained over 99%. Lotus Notes remained as a tool for messaging, meeting schedules, organizational document repository, contact management, travel authorization / monitoring, and inventory management. All ICT staff have taken a training course for MS Exchange to prepare for its new roll-out. Blackberry Enterprise Service is still essential for senior professionals in the JCO.

Security of ICT systems has been maintained. Automatic Patch Downloader (APD) system was being used effectively. Physical security of the Data-Centre was always ensured. A new badge reader with PIN pad was installed in the Data-Centre.

The ICT staffing structure has been improved by hiring an ICT officer and ICT assistant.

4.2 Fin Res & Stewardship

4.2.1 Fund-raising & Donor Relations:

In cooperation with the regional office, a study was conducted on the status of philanthropy and corporate social responsibility in Jordan. The study identified potential corporations interested to fund UNICEF programme activities. The office conducted a one-day workshop for them on UNICEF work in Jordan and how they can support UNICEF projects. From this workshop, UNICEF was able to secure the amount of USD140,000 from one corporation for the Ma'An campaign, which aims to reduce violence against children in schools. UNICEF was also able to attract many other

corporations interested in supporting other programmes, such as the adolescents programme. These corporations indicated that they would like to be associated with UNICEF work. UNICEF Jordan Country Office works closely with the donor community and meets its obligation to the donors according to the relevant agreements. In 2010, UNICEF JCO submitted eleven (11) donor reports in a timely fashion.

4.2.2 Management of Financial and Other Assets:

Financial management, inventory and asset control is entirely handled by the CSU. Clear and defined processes are set and encompass all levels of financial and asset management. In 2010 Travel, CRB, CRC were updated. With the ongoing review of CSU (4.1.1), it is expected that the processes and procedures will be further enhanced and necessary adjustments will take place.

At the end of 2010, Representative's vehicle (after 7 years of use) was replaced and new car was purchased. Joint RO and JCO PSB committee approved the recommendation of the disposal of the vehicle through sale.

Financial Circular 19 provisions came into full force from 1 January 2010. The joint CRC by the Regional and Country offices, continued with the threshold of USD 50,000 for submission to the CRC, and exclude PCA reviews from the remit of CRC. To manage the review of PCAs and other contractual agreements, a review committee was established with specific TORs. Table of Authority was updated with the arrival of the new Representative and it was distributed officially to the concerned staff.

As preparation to fully roll out IPSAS in January 2012 CSU staff participated in a Workshop organized by the Regional Office and facilitated by HQ.

4.2.3 Supply:

JCO programmes are not supply intensive. Under the existing structure, CSU handles the office maintenance, stationery and other supplies. Supply activities of the core JCO were limited during 2010: POs - 5, SSAs - 36, with only 2 submissions for CRC review. One of the major contracts is the Enhancement of safety and security measures – Upgrade to walls and windows at the UNICEF Premises for a total of US\$ 860,684. The funding was provided by HQ from the Global Allocation of Security Funds (ref 4.1.2). The contract is split into two consecutive years, SSA for 2010 is in amount of US\$ 353,107 and SSA for 2011 US\$ 507,577. The works are expected to be finished by March 2011 and are managed by the CSU and colleagues from the Regional Office Emergency team.

4.3 Human Resource Capacity:

The new Representative took up her post mid September 2010. The post had remained vacant since May 2009. The Emergency Officer (L4) was re-assigned to a new duty station in mid December 2010. The post will be advertised in 2011 but reclassified as an Emergency Education Officer as per the new requirements of the post. There has been no turnover of national staff in 2010.

Some challenges were experienced in the CSU: vacant posts (Operations Manager, Fin. Asst.) along with a number of non-customary staff issues in the team leading to staff shortage, low morale and challenges for staff leave. Currently JCO has no established drivers post. Two drivers and vehicle are assigned for the needs of JCO from a pool of drivers under CSU. Funding provided by JCO is only for one driver. In addition JCO recruited one driver under TA. The decision on establishing posts and number of drivers will take place after the review of CSU (refer to 4.1.1 above)

Capacity development for staff took place in their functional area and UNICEF work. The staff enhanced their knowledge through attending meetings organized for experts, workshops, training, and consultation and programme strategy meetings. As many of the JCO project are new and innovative, they require highly qualified technical persons to be hired from outside UNICEF to help with the development of training materials and workshops for counterparts on conceptualization and project development. This creates a

good opportunity for JCO staff to acquire new knowledge and improve their technical skills.

4.4 Other Issues

4.4.1 Management Areas Requiring Improvement:

The programme and operations continued with full implementation of HACT. Training was provided for new NGO counterparts. Financial spot checks were carried out according to the frequency decided by the CMT. During 2010 UNICEF together with UNDP co-chaired UN Agencies HACT task force, which carried out trainings on HACT for all UN agencies. In early 2011, UNICEF plans to conduct an audit of counterparts whose transactions with UNICEF and other UN agencies have reached USD 500,000.

As a member of the OMT, the Head of CSU participated in the Travel Agency, Telecommunication providers, and Banking surveys. Evaluation and results will be available by early 2011.

4.4.2 Changes in AMP:

As discussed in the Annual Management Review (30 December 2010), an audit of counterparts whose transactions with UNICEF and other UN agencies have reached USD 500,000 will be undertaken as per HACT. The results of the review of the Common Service Unit will guide MENARO and JCO management decisions on adjustments in 2011. It was decided that the JCO Review Committee in 2011 would sit for contracts between USD 30,000 – 49,999. Anything below this amount will be the responsibility of Heads of Unit to process according to rules and regulations. CRC will sit for contracts above USD 50,000.

5. STUDIES, SURVEYS, EVALUATIONS & PUBLICATIONS

5.1 List of Studies, Surveys & Evaluations:

1. *Learning readiness using the EDI tool as an ECD monitoring system*
2. *Update on the situation analysis of children and women in Jordan*
3. *Child friendly cities research*

5.2 List of Other Publications

1. *Early Childhood Development Manual*

6. INNOVATION & LESSONS LEARNED:

Title: *Better Parenting of Adolescents*

Contact Person: Jumana Haj Ahmad

Abstract:

One of the main areas of intervention under the Adolescents Participation and Empowerment Programme in UNICEF Jordan is working with parents and families of adolescents between (10-18) years to enhance parents' knowledge, attitudes and behaviors related to caring for their adolescent children. The programme increases the understanding of parents about the period of adolescence including the physiological and psychosocial changes. It promotes positive attitudes among parents on the image and role of adolescents, and it focuses on strengthening the communication between parents and their adolescent children that helps to reduce the intergenerational gap.

Innovation or Lessons Learned:

The Better Parenting programme has been implemented in community settings where parents of adolescents come together and participate in a series of sessions that are facilitated by a network of service providers from 10 governmental and community based organizations. During the sessions, parents discuss and learn about the rights of adolescents and changes that happen during this period. They also develop their parenting skills with focus on involving their children in the decision-making processes, building their children's self-esteem, and communicating positively with them. The role of parents in promoting healthy lifestyle among their adolescent children such as healthy nutrition, prevention of tobacco use, HIV and drugs is emphasized. Joint sessions between parents and adolescents are usually organized, which allow them to listen to each other's views and develop a better understanding and communication style.

In 2010, the programme was able to come to grips with challenges of reaching out to fathers who are usually the decision makers in the family. By strengthening the partnership with the Ministry of Islamic Religious Affairs, an increased number of men were reached through the lessons provided at the mosques before the prayers and through the Friday sermons.

Potential Application:

It is possible to expand the better parenting programme in cooperation with the Ministry of Education and specifically through the Parent Teacher Associations at the schools. At the regional level, the network of community organizations can be expanded to include other organizations working with adolescents and their parents in various countries and using the same manual with minor adaptations.

Issue/Background:

Adolescents and parents continuously raise the issue of intergenerational gap and inadequate communication between them during adolescence. Parents are not educated about the needs and aspiration of their children during the crucial period of 10 to 18 and have difficulties in positively dealing with the changes of positive communication with their children. Adolescents for their part feel their parents do not understand them or their needs and that they treat them like younger children with limited consultation on the issues that concern them.

Strategy and Implementation:

Groups of adolescents and their parents conducted a focus group discussion on communication gaps to identify priority needs and to design a programme to address them. This was followed by the development and testing of a manual "Towards Better Communication with Adolescents" to be used by service providers working with parents of adolescents. The programme has been implemented by a network of 10 governmental and non-governmental organizations which are also involved in the implementation of the better parenting programme for younger children. (The organizations include the Ministry of Social Development, the Higher Council for Youth and the Ministry of Islamic Religious Affairs in addition to seven grass roots community organizations). Members of the above network were trained on the Adolescents Manual. The trainees include social workers, youth workers and nurses. The training programme offers sessions to the parents of adolescents..

A key strategy that was adopted for the programme in 2010 was to enhance the role of religious preachers to reach out to fathers who rarely participate in the community sessions due to their work. To facilitate increased outreach, a core team of Imams was trained on a manual developed for the religious preachers.

Progress and Results:

The Programme has been implemented throughout Jordan benefiting 14,000 families. It trained 65 Imams and female preachers. In turn, they reached out to 340 male and female preachers who have provided lessons and Friday sermons on issues related to adolescents' rights.

As the result of the programme, parents and adolescents have indicated improvement in their communication. The evaluation of the programme has revealed improvement in parents' communication skills and better understanding of the needs of their adolescent children including the participation of girls in the community.

A mother from a Center for Girls in Kaarak said, "The training introduced a change into my life.... I have had troubles in dealing with my adolescents and my husband at home... now I know more and I am communicating with them better.... the training has also allowed me to discuss important things that relate to adolescents' development with other mothers in the session".

Factors that have helped sustain the programme included 1) the formation of a network of organizations and service providers; 2) the training of a core group of 25 trainers to act as resources within their organizations; and 3) the financial contribution and ownership of the organizations.

Next Steps:

In addition to the existing network of partners who will continue working with parents of adolescents, the programme will further expand to reach out to parents at the schools through the Parent Teacher Associations. Friday sermons on adolescent rights will be provided at the mosques and supported by lessons before/after the prayers.

Furthermore, plans are underway to integrate the better parenting component into the strategic plans of the partner organizations.

7. SOUTH-SOUTH COOPERATION:

UNICEF Jordan South South-South cooperation in 2010 was in the area of protection, early childhood and child friendly cities projects, and along such categories as study tours, technical support and knowledge sharing.

In May 2010 Jordan received a delegation from Mauritania to gain knowledge in the area of social protection policy development. The delegation was at the director level representing Mauritania's Health, Economics, Social Affairs, and Planning Ministries.

In July 2010 the visit of a Syrian delegation represented by the Aleppo Municipality Child Friendly Cities project was facilitated. The delegation met with both government and non-government institutions and spent time on Amman Greater Municipality (GAM) child friendly cities projects looking at the development of context-sensitive indicators for CFC GAM, media campaign, social mobilization strategies, partnerships, and the link between the CFC building and the Child Friendly School framework.

The UNICEF Jordan Specialist in ECD also supported ECD development in UAE. In January 2010 the Specialist participated in meetings in Abu Dhabi to provide technical assistance to the Family Development Fund (FDF) to structure the FDF Better Parenting Project.