

With a per capita consumption of 1,372 cigarettes per year and nearly 4000 cancer-related deaths in 2014, tobacco control has become a critical public health challenge in Jordan.

In 2013, as part of a 'Strengthening National Tobacco Control' project, the King Hussein Cancer Foundation (KHCF) and the King Hussein Cancer Center (KHCC), developed a report on the *Status Quo of Tobacco Control in Jordan*, the first comprehensive report on tobacco control to be published in Jordan. The report summarized the situation in Jordan against the requirements of the Framework Convention on Tobacco Control, the status of tobacco control legislation in Jordan, the status of tobacco research, and the position of Jordanians with regards to strengthened tobacco control efforts. One of the significant finds of the project was the high support among Jordanians for smoking bans in hospitals, health centres, schools, universities, public buildings, public transportation and shopping centres.

Two national workshops engaging a comprehensive base of stakeholders were held in 2013 and 2014, with the latter bringing in international experts to inform the discussion.

Target 3



Reduce exposure to cancer risk Factors

The launch workshop of 2013 comprised of 58 participants from 43 organizations and concluded with identifying national priorities and recommended actions for an improved plan toward tobacco control. The workshop of 2014 brought international endorsement the set priorities and plans.

The Status Quo of Tobacco Control in Jordan also fed into a National Tobacco Control Strategy 2016-2018, which aims to strengthen stakeholder engagement and encourage high-level political commitment toward tobacco control.

The project was a testimony to collaboration in Jordan. Over the past years, King Hussein Cancer Foundation and Center and the Ministry of Health, have been extensively collaborating with national stakeholders to advance tobacco control in the country.