An Evaluation of the HEMAYA Project
A project focused on preventing and reducing violence against young women and girls in Jordan

Project Evaluation Report

This evaluation is supported and guided by the European Commission and presented by Randa Naffa. The report does not necessarily reflect the views and opinions of the European Commission.

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I. EXECUTIVE SUMMARY

The HEMAYA project is part of the wider Women Empowerment and Protection Programmes at CARE Jordan, and was developed in collaboration with the National Center for Human Rights NCHR- the implementing partner. It aims at preventing and reducing violence against women and girls in Jordan, specifically at awareness raising on violence against women and girls as well as advocating for the passing and the implementation of child rights law to ensure their protection as reflected in the title of the project: HEMAYA of girls and young women in Jordan.

This report summarizes the evaluation of the HEMAYA project and provides CARE with an assessment of project performance in relation to project objectives, impact, identifying lessons learned and challenges and provides a set of recommendations for future programming.

The evaluation process analyzed and assessed the project based on the five OECD-DAC evaluation criteria; relevance, effectiveness, efficiency and sustainability. It also assessed and analyzed the integration of key gender issues and the appropriateness of project design and effectiveness of the project in promoting gender equality and impact of the project in supporting gender equality.

The evaluation included desktop review, data collection, interviews and focus groups with stakeholders and beneficiaries and providing a final report that includes the following conclusions:

- The project is highly relevant to the context of Jordan given the lack of adequate legislative frameworks to respond to GBV and the need to lobby to support the passing of a child rights law.
- Reaching out to a wide variety of community members including men, women, youth and children was a strength in the project with a combination of tools and activities that attracted huge numbers of people especially the interactive theater and community initiatives.
- Building capacities of trainers and professionals was crucial in developing the skills and knowledge of a group of experts in GBV in Jordan. This however was not transferred to another layer of activists and teams on the ground to build their capacities.
- Empowering the network ‘Eedak Maai’ to lead activities and sustaining the efforts of GBV was important. However it required strengthening the network and building its governance structure in order to continue to advocate for GBV nationally and locally. The process lacked a strategic vision and a long-term plan for advocacy and lobbying. The issuing of amendments on the draft law, the formulation of a policy brief, the coordinated meetings with stakeholders are one step, but other detailed steps of continuous lobbying and advocacy were needed to sustain the efforts.

The report made the following recommendations:

- NCHR and CARE can leverage its role and vision in the country to provide support to Eedak Maai network to build a strong national team and local teams in each governorate in support of GBV that could make a real shift to the issue of GBV in Jordan. The network’s governance structure, mandate, role and strategic vision need to be established in order to make a real difference for GBV issues in Jordan.
- When addressing GBV comprehensive approaches should take effect including protection, prevention and service provision as well as a better coordinated referral system of cases as these are some of the existing gaps in the country. To ensure that all programs targeting GBV promote the safety, security and dignity of all women, girls, men and boys affected by violence; services need to be enhanced especially by the Family Protection Department.
• Community Based Organizations across Jordan should be part of the ‘Eedak Maai’ network to host the project in various governorates and run various activities. These CBOs should be the target of capacity building.

• The focus on the Child Rights Law should take on a longer-term approach with a clear strategy and action plan in place to lobby, mobilize, organize people on the ground and build a strong base for the ‘Eedak Maai’ demands.

• CARE and NCHR should enhance targeting and providejustifications for why selecting specific areas and specific sub-groups. Also, effective mechanisms should be planned to reach the targets (e.g. ensuring that the most vulnerable groups and those at risk of GBV are involved and engaged in the project). Through the network ‘Eedak Maai’, a much sharper and realistic focus with a clear rational should be put in place with regards to who to target and why.

• There is a need in Jordan to invent and scale-up approaches to engage men and boys as part of comprehensive strategies to promote gender equality and GBV prevention.

• CARE should invest in building more synergies with its ongoing work in Jordan and the cross-fertilization of projects focused on gender.

• Knowledge management need to increase to reach wider audience of donors, Jordanian NGOs, the UN and the government in Jordan to inform researchers, academics and policy makers of emerging issues related to GBV especially as research and information is quite limited. Likewise media and social media should be utilized fully to engage people and communities and disseminate messages on GBV.
II. GENDER BASED VIOLENCE IN JORDAN

In the concluding remarks of the CEDAW committee\(^1\) there is an urgent call addressed to the government of Jordan to address gender based violence and how violence in its various forms denies women their social and individual rights. Through legal and social discrimination, gender based violence hinder women’s role in society and prevents them from attaining their basic rights.

While the constitution states that all Jordanians are equal by law, legislation discriminates against women and girls and does not protect their rights especially in cases of violence. Women are also the most affected by poverty; they represent a larger proportion of the unemployed population and they are widely absent from decision-making processes. Each of these aspects places women in vulnerable situations and contributes towards generating violence against women.

While a significant number of girls and women are victims of violence perpetrated by their family members or partners, society as whole is also violent against women, tolerating violence, encouraging it, even demanding it as a proof of respect for the traditional social roles. In July 2011, the UN Women launched its first global report on “Progress of the World’s Women: In Pursuit of Justice”. It examines women’s rights worldwide and highlights the injustices women suffer at home, at work, in politics and under different justice systems. According to the surveys, 33% of respondents in Jordan agreed that it is “justifiable” sometimes for a man to beat his wife. Another recent Cambridge university study revealed in June, 2013 that Jordanian teenagers believe that so-called honour killings are still justified, with 33.4 per cent of all respondents either "agreed" or "strongly agreed" with situations depicting honour killings. The main factors behind these crimes "include patriarchal and traditional world views, emphasis placed on female virtue and a more general belief that violence against others is morally justified," according to the study\(^2\).

Women’s bodies are still considered and used as male property; physical violence is socially tolerated and seldom punished. The shame and guilt remains for the victims. The traditional mentalities reproduced by both men and women, keep domestic violence in the family sphere as a private matter.

Sexual violence, in all its forms: forced marriages, denial of the right to use contraception, rape or incest is absent from the public discussions. The social taboo against sexual violence is very strong and the wide overlap between sexual violence and domestic violence contributes to the silence around it. Sexual violence takes place inside families as well as in the public space. This form includes sexual harassment, and marital rape. Violence is often treated with some secrecy because of its direct connection to women’s reputation and the reputation of her family. This endangers women’s physical and psychological health.

Victims of sexual violence face numerous legal and social obstacles. In accordance with Article 308 of the penal code, in majority of cases, the perpetrator of rape or molestation will avoid punishment if he marries his victim. This is always justified on the basis of protecting the female victim from social stigma. There are no clear procedures to ensure the victim's “consent” to such a marriage. Societal customs often serve to pressure the guardians of a female victim to waive personal claims and drop charges to avoid social stigma, particularly in cases of sexual assault, rape, and homicide.

\(^1\) The CEDAW Committee which is an expert body composed of 23 experts on women's issues from around the world watches over the progress for women made in those countries that are the States parties to the CEDAW and thereby accepting a legal obligation to counteract discrimination against women. The Committee monitors the implementation of national measures to fulfil this obligation. At each of its sessions, the Committee reviews national reports submitted by the States parties and makes recommendations on any issue affecting women to which it believes the States parties should devote more attention.


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Married or unmarried, women generally do not have control of their own sexuality. The family is responsible for the daughter’s chastity and the mother is prescribed the role of upbringing the daughter in a way to preserve it. The virginity of the girls involves not only their “honor” but also the “honor” of their family. A significant number of girls and women are victims of violence perpetrated by their family members or partners. Some of them are conducted in the “name of honor”. Killers “for honor” used to be punished by an average of six months to one year of prison due to mitigating circumstances invoked by the Penal Code for these crimes. Boys are allotted the role of guardians of sisters and are coerced into carrying out executions on behalf of the family. If they are young, the perpetrators are put in one of the rehabilitation centers.

The articles 98 and 340 of the Penal Code have not been removed. Furthermore, the Crime Prevention Act (No.121 of 1927) intensifies the suffering of women who are threatened by their male family members, by giving the Administrative Director of a governorate the right to hold a woman under protective custody (without a time limit) on the basis of preventing a crime against her.³

NGOs and women rights activists have long lobbied however with caution against these discriminatory laws considering the high sensitivities to propose amendments to this legislation. The belief is that by only abolishing discriminative laws and adopting civil legislation towards more equality between women and men will inevitably have an effect on these social practices and attitudes.

The Jordanian Constitution, the CEDAW as well as the Family Protection Act (2008) are policy frameworks that obligate the government to combat violence against women. These as well as the JNCW’s National Strategy for Women and the NCFA’s National Framework for Family Protection provide the grounds for legal and social support and protection against violence. The Family Protection Department and various services provided by non-governmental organizations and the regulatory tools of protecting women is also in theory a sufficient tool to effectively protect women from violence. However, the challenge lies in establishing appropriate and effective administrative systems and collaborative referral systems to provide support and protection, and clear regulatory frameworks within which protection can be ensured. The by-laws of the Family Protection Act that was recently issued should provide these regulatory frameworks, but it is still awaiting activation.

It is believed that data for recording cases of violence against women are not reliable. Firstly because of cultural and traditional values that conceals violence as a family secret, to be kept behind the walls of homes. This leads to silencing victims in fear of shame and dishonoring the family. A second factor is the lack of a unified national database for violence against women. Each organization reports the number of cases dealt with in a given year but due to exchange of referrals and the fact that some cases return to different institutions, it is not possible to accurately quantify the issue, as there is a high possibility of overlap. At the same time, some institutions do not document the cases they deal with, thus, creating unreliability of statistical information.

In an attempt to address this, the National Council for Human Rights is working now on developing a national database to document all cases of VAW. The system would ensure non-replication of data and allow service providers to access the full history of each case in order to provide the survivor with appropriate support.⁴

According to research, the severity of violence in Jordan is worse among refugee and migrant women. Violence is often considered a part of the daily life cycle and often denied by the victims themselves and the perpetrators

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⁴ Ibid
remain unpunished.

The growing influence of religious fundamentalism limits the political will to combat violence against women on the pretext of respecting religion and tradition. The government states that Jordan has managed to reach its Millennium Development Goals in the areas of health and education. However, in spite of important improvements for women and their increasing role in economic life they are still threatened by ancestral practices. The increasing presence of women in the labor market has not been followed by any changes, neither in the traditional roles in the family, nor in the distribution of the tasks at home. This situation is a source for violence.

Other examples include enforcing discriminative behavior on female family members such as dropping them out of university, or to find a job in order to collaborate in financing the education of a male-family member. Denying female’s inheritance rights, based on assumptions that women lack management abilities, which is part of male superiority over female-family members. In all aspects, Jordanian families tend to grant responsibility to male family members regardless of their age, which in return asserts the social, economic and political significance of males over female-family members.

In a research study that investigated the attitudes of students from the University of Jordan towards violence against women found that patriarchy is responsible for gender discrimination. In Saar’s study he looked into the influence of six different variables, gender, major, academic level, income, place of residence, family conditions, to the attitude of the students towards women’s violence. His sample, which included 980 students from both genders, produced a statistically significant result for the gender variable, along with the income and place of residence variables. When it came to measuring the influence of gender towards violence against women, the male sample reflected negative response or lack of concern towards such an issue in comparison to the women, which showed higher level of involvement. According to Saqar, the reason of what might explain the male’s response falls back to the very patriarchal society that dictates almost all personal and professional aspects. Such patriarchal traditions and values gives man the notion of power and control over women, thus unconsciously allowing violent behavior. Saqar emphasized upbringing as the contributor to the different roles given to males and females, attributing power to man and obedience to women.\(^5\)

In 2010, Waheedah Haidar explored in her research while shedding light on violence against women, the nature of violence Jordanian women live through. When it comes to the Jordanian society, again Haider stresses on the existing patriarchal system that feeds man’s desire of power and control. Such a system, according to the researcher, gives birth to values and traditions that define the role of man and women. These rules restricting women’s role to housekeeping and raising the value of man to be at a controlling position at all times. The findings of the research proved the negative influence of a patriarchal system on women’s lives and the harmful consequences it brings along.\(^6\)

A recent study published by UNICEF on child marriage, cited some common factors, that it could alleviate poverty of the burdens of a large family with many daughters, that it provided maintenance of traditions and culture, that it could serve as an escape for girls living in abusive home situation and it is always up to the male head of the family to make that decision.\(^7\)

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\(^8\) Ibid. pp. 9

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The study concludes that the definition of 18 as the legal age is undermined by an acceptance provided by a special permission – which is dependent on the interpretation/discretion of individual judges and reportedly not difficult to obtain – and may be given for children as young as 15 to marry. The study recommends longer-term measures to change societal attitude and behaviour change on the issue of child marriage, and to address some of the underlying contributing factors such as poverty and the need to secure future prospects for women in particular, and increasing the minimum age at which discretionary permission to marry may be granted by a shari'a court to at least 16 years; issuing more precise instructions on the application of the special permission to marry below the age of 18; and introducing a specialized panel to assess – based on the best interests of the child.9

The study recommends that advocacy efforts should focus on men and boys given that they hold crucial decision-making roles – as fathers deciding to allow their underage daughters or sons to marry; as the potential husbands of underage girls; and as shari’a court judges charged with ensuring that permission to marry below the age of 18 is a truly exceptional measure.10

9 Ibid pp. 33
10 Ibid
III. CARE and NCHR PORTFOLIO BACKGROUND ON GENDER BASED VIOLENCE

CARE’s 20 years of experience in gender-based violence (hereinafter GBV) programming across the globe has highlighted the importance of social change work and the commitment of the international community, governments, communities, non-governmental organizations, social movements and many others.\(^{11}\)

In 2013, CARE’s programs on GBV reached more than 1.1 million people in 61 countries and in 23 focus countries; one of which is Jordan. CARE reached people with direct actions to address GBV such as advocacy and media campaigns\(^{12}\).

CARE adopts a three-pronged approach to tackling worldwide GBV\(^ {13}\):

1. Influencing and changing the social norms that condone violence in a community by facilitating the challenging of gender norms.
2. Supporting survivors through all-round legal, medical and psychological care.
3. Advocate for changes, revisions and new legislations in public policies to end GBV.

In January 2013, more than 100 online survey results were gathered in order to assess CARE’s contribution to end GBV. The respondents were largely from national and international NGOs, as well as community-based organisations, national and municipal government officials and research institutions from all over the world\(^ {14}\). The results unveiled that almost 40 per cent of respondents saw CARE programs as of “excellent quality” and nearly half said they were of “good quality”. Over half the respondents viewed CARE programs as “relevant” to “very relevant” to the context in which they operated. When asked specifically about CARE’s impact on GBV, the majority of respondent saying the programs had a “significant impact”. On the other hand, close to 40 per cent said that CARE’s impact was moderate, saying CARE needs to work more on advocacy and deal more closely with legal advice organizations\(^ {15}\).

On the first approach, CARE has helped organize opportunities for people to share their personal stories in order to encourage people to challenge gender-based norms in society. One of the methods used by CARE is to encourage discussion between men and boys, promoting them as “champions of change”\(^ {16}\). In Burundi, CARE helped build a movement, which now consists of more than 1,000 male activists who share their stories of change through the use of theatre and radio broadcasts\(^ {17}\). A similar movement was started in Bangladesh, which targeted men from rural areas who have been violent towards their wives.

In Croatia, Bosnia and Herzegovina and Serbia, CARE helped young people challenge gender-based norms by developing a “transformative curriculum”. Workshops, residential retreats and campaigns were started in schools to raise awareness of the gender-based norms in communities and encourage young people to challenge these norms\(^ {18}\).

The second branch of CARE’s approach in tackling GBV is through direct support to people who have suffered from GBV. In Zambia, over 18,000 survivors of GBV have sought support from one of CARE’s “one-stop”

\(^{11}\) (Challenging Gender-based Violence Worldwide: CARE’s Program Evidence (CARE), 2014, pp. 2-3)
\(^{12}\) (Cooperative for Assistance and Relief Everywhere (CARE), 2014, pp.4)
\(^{13}\) (Ibid, pp.14-15)
\(^{14}\) (Cooperative for Assistance and Relief Everywhere (CARE), 2014, pp. 37)
\(^{15}\) (Ibid)
\(^{16}\) (Cooperative for Assistance and Relief Everywhere (CARE), 2012)
\(^{17}\) (Cooperative for Assistance and Relief Everywhere (CARE), 2013, pp. 22)
\(^{18}\) (Ibid, p.23)

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Coordinated Response Centers\textsuperscript{19}. These centers have been set up by CARE in 7 districts in Zambia offering mental health, medical and legal services to survivors of GBV. This program was extrapolated by the government and implemented nation-wide\textsuperscript{20}.

Care also established the “Voluntary Savings and Loans Associations” (VSLA) in Burundi, the DRC, Rwanda and Uganda to support survivors of GBV find alternative routes to build a life for themselves. In Jordan VSLA was also initiated to establish savings and loans groups within Jordanian CBOs for vulnerable Jordanian and Iraqi women living in poor urban and communities. The two and a half year program supports women’s access to financial structures, even informal ones such as small scale savings and loans, improves their socio economic situation as they are more confident to participate in decision making and better able to exercise control over the use of family resources, which ultimately could help prevent violence and/or empowers them to fight it.\textsuperscript{21} In South Africa, CARE began the Thohoyandou Victim Empowerment Program (TVEP), which has opened trauma centers and safe houses. This program offers a 24-hour medical and legal service to survivors of GBV\textsuperscript{22}.

CARE focus on advocating for public policy is important to demonstrate sustainable mechanisms for tackling GBV worldwide. In 2010, CARE’s programs lead to the adoption of domestic violence legislation in Uganda, Bangladesh and El Salvador. In 2013, a fifth of CAREs projects were engaged in the advocacy and public policy, while another 56% were moderately involved in advocacy and public policy to tackle GBV\textsuperscript{23}. However, according to the survey referenced to above, CARE should focus more of its work in changing and establishing public policy legislation against GBV.\textsuperscript{24}

In addition, CARE conducts research and evaluations to better understand the complex causes and consequences of GBV. Through such evaluations, CARE can help improve its strategies in reducing violence and help improve its programs.

CARE has been in Jordan for over 60 years addressing the needs of both Jordanian and refugee populations, and one of CARE’s missions in Jordan is combating the underlying causes of poverty so that people can become self-sufficient. Taking into consideration the fact that women and children suffer disproportionately from poverty, CARE places its emphasis on working with women to create social change, which is enhanced by enabling a safer environment for women and children from Gender Based Violence. CARE Jordan is committed to engaging in participatory approaches with local partners to ensure community ownership of its projects. For that Purpose, CARE has led the implementation of HEMAYA Project, which aims at preventing and reducing violence against young women and girls in Jordan, in addition to responding for SGBV violations targeted at women through traditional practices in the society. CARE partnered with the National Center for Human Rights in this project.\textsuperscript{25}

NCHR Jordan work broadly on a legislative level to advocate for policy change to promote and protect human rights\textsuperscript{26}. NCHR envisage a protected, free and tolerant society with prevailing justice, equality and rule of law; where the human rights of all citizens are recognized. The center is supervised and managed by a Board of Trustees consisting of 21 members appointed by a Royal Decree upon the recommendation of the Prime

\textsuperscript{19} Cooperative for Assistance and Relief Everywhere (CARE), 2012
\textsuperscript{20} Cooperative for Assistance and Relief Everywhere (CARE), 2013, p. 29
\textsuperscript{22} (Ibid, p. 3)
\textsuperscript{23} Cooperative for Assistance and Relief Everywhere (CARE), 2014 p.17
\textsuperscript{24} Challenging Gender-based Violence Worldwide: CARE’s Program Evidence (CARE), 2014, pp. 32

\textsuperscript{25} CARE and NCHR (2012), HEMAYA Project Flyer (CARE), Jordan
\textsuperscript{26} http://www.nchr.org.jo/english/AboutUs/OurMission.aspx

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Minister. The Commissioner General heads the General secretariat and is in charge of monitoring violations of human rights and public freedoms, receiving complaints, and making the necessary follow up procedures thereon.

NCHR have advocated for policy change in Jordan with regards to Gender Based violence as reported in their annual reports. In particular, the NCHR has advocated for penal code amendments providing women and girls with more protection by introducing severe penalties for crimes such as rape, debasement and seduction. At a broader level, it influenced amendments to elections law – improved women representation, labour law – inclusion of female domestic helpers, anti-human trafficking law – enclosure of trafficking in women in the law and the national strategy, ratification of the additional protocol to the UN Convention against Organized Transnational Crime (UNTOC) and the withdrawal of the reservation to article 15/4 of the CEDAW.

NCHR works with both national and international stakeholders to address obstacles facing women’s participation and what approaches are necessary to overcome these obstacles. In 2010, NCHR worked on a project to raise awareness and make public policy change regarding domestic violence to children. Tactics included a children’s story book entitled “the City of Children” which taught children about their rights including the right to education, the right to play, the right to health and the right to express opinions. The organisation also conducted workshops targeted at guardians, religious leaders and community leaders to raise awareness.

NCHR’s contribution to women's rights is affected by their ability to work with relevant stakeholders, i.e. government, women's organization, NGOs and CSOs. It is working with the Ministry of Social Development and Ministry of Labour to 1) protect and promote the rights of women victims of violence, 2) improve the situation of and services to female juveniles shelter homes, 3) establish a shelter home for women at risk, 4) include female domestic helpers (FDH) under the protection of the law.

NCHR has signed a MoU with the Jordan National Committee for Women's Affairs for better cooperation and coordination in receiving and handling complaints, preparing reports on the CEDAW, and developing a database on the violations of women's rights. The NCHR is a member of a women's network called SHAMA (Candle) to promote and protect women's rights specifically against violence.

The NCHR also monitors and receives complaints from women on a daily basis – most complaints focus on the rights for citizenship for their children.

The center has also played a role in education and awareness raising. It has signed an MOU with the Ministry of Education to include human rights issues, including women's rights in school curricula and textbooks.

At the international level, the NCHR has participated in CSW 54 and 55 and in the preparation of Jordan’s state and shadow reports on CEDAW.

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27 NCHR report to The High Commissioner for Human Rights, Jordan, (2012)
29 http://www.nchr.org.jo/english/ModulesFiles/viewproject.aspx?v1=Protection%20of%20children%20%20from%20dome stic%20violence%20&v2=Funded%20by%20more%20than%20one%20party

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IV. SUMMARY OF THE HEMAYA PROJECT AND IMPLEMENTATION RESULTS

1. Objective

HEMAYA’s main objective is to prevent and reduce violence against women and girls in Jordan. As one of CARE’s Women Empowerment and Protection programmes it aims more specifically to raise awareness on violence against women and girls as well as advocate for the passing and the implementation of child rights law to ensure the protection that is “HEMAYA” of girls and young women in Jordan. Thus the main objective is reflected in the title of the project: “HEMAYA of girls and young women in Jordan”, which targeted six governorates (Amman, Zarqa, Mafrik, Irbid, Ma’an and Kerak).

The project was planned and implemented over two years (2012-2013) with the National Center for Human Rights (NCHR) as the main partner. NCHR was established in 2003 that engages in intellectual, political and humanitarian activities related to human rights in addition to defending, monitoring and managing violations and abuses of human rights in Jordan. Also as part of the NCHR work, the Network to Combat Violence Against Women and Children -“Eedak Maai” - meaning “hand in hand”, was a partner in the project. The network operating under the umbrella of NCHR consists of 37 members across the country, of which 14 were participants in HEMAYA. These 37 member organizations focus on protection of child rights in Jordan in the political, civil, social, cultural and economic domains. The objectives of the network include:

1. Capacity building for members of the network and other civil society organizations on GBV
2. Provide reviews on the status of child rights in Jordan in accordance with the UN committee recommendations on Child Rights Convention
3. Harmonize state laws with International laws and agreements and issue the CRC shadow report

Overall Goal: Prevent and reduce violence against young women and girls in Jordan, in addition to responding to SGBV violations targeted at women through traditional practices in the society.

Specific Objective: Raise awareness on violence against women and girls as well as advocating for the passing and implementation of the child rights law to ensure the protection; (Hemaya) of girls and young Women in Jordan.

Expected Results

(1): Parents, Teachers and Community leaders in targeted areas are aware of the prevalence of violence against women and girls and support alternatives to GBV and have dual role in achieving awareness at community and household levels.

(2): Community members are engaged in prevention of GBV through an NGO Network.

(3): The NGO Network has carried out a national Advocacy campaign to promote the National Child Law.
2. Expected Results

(Expected Result 1): Parents, Teachers and Community leaders in targeted areas are aware of the prevalence of violence against women and girls and support alternatives to GBV and have dual role in achieving awareness at community and household levels.

A. Knowledge, Practice and Attitudes of targeted populations better understood

A baseline survey was carried out at the beginning of the project to provide information on the most prevailing forms of violence against women and girls in the six targeted governorates. The survey was coordinated by the governorate focal person- a member of the NGO network-Eedak Maai with research teams of youth and trainers who became part of the project’s Peer Support Groups. A total of 135 members of the groups, were set in the six governorates based on selection criteria of mainly experience in social work, strong commitment and motivation, knowledge about GBV, ability to work with a team and willingness and ability to interact and advocate.

The study aimed to achieve the following general objectives:

- Determine to what extent violence, in its different forms, is practiced by society.
- Determine the parties involved in the violence circle.
- Identify society's attitude towards the violence phenomenon.
- Assess the type of projects needed to reduce violence.
- Assess the quality of services provided for victims of violence and difficulties faced by service providers.
- Identify sectors that need support and protection.

Baseline KAP survey was issued and shared with the EC and other relevant stakeholders. The survey identified four main areas underpinning GBV in Jordan, mainly; early marriage, physical abuse, discrimination at home and preference of male education over females. 

Some of the recommendations of the study included, at the state level, activating CEDAW and developing school curriculum that contain information on combating violence and human rights education. At the level of NGOs, it recommended building the capacity of social workers and enhancing services provided for victims as well as targeting youth in universities and schools. One major recommendation highlighted the need for sustained and ongoing communication between all stakeholders, and with the target audience on the other hand, through available means, especially through social media.

B. 20 staff from NGO network and NCHR have received TOT

Based on the results of the survey, a training of trainers (TOT) took place for NCHR staff and the members of the NGO network “Eedak Maai” who were identified as the focal points of the project in the six governorates and who collectively represented 14 NGOs. The three weeks training aimed at raising the level of skills and knowledge on GBV and on training on GBV and on the Child Rights Convention (CRC). A ToT manual was developed and shared with all trainers as a reference for training and information on GBV.

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31 CARE and NCHR (2012), ‘Needs Assessment Study: Prevention of violence against women and girls in the age group (8-18 years old), pp. 4, (Jordan)
32 Ibid pp.33-35
C. Trainers are better able to lead community mobilization processes and facilitate knowledge on GBV issues

The trainers as a result set the training plans (dates, topics and targeted groups) in 6 governorates and managed to hold 41 Awareness raising sessions in year 1 with the participation of over 3900 beneficiaries (students, parents and community leaders). The sessions aimed at providing greater awareness about GBV and CRC, and the importance of these issues to families, students and communities with emphasis on the four main issues that resulted from the KAP survey. In addition Child rights related Law awareness raising was incorporated into the modules.  

(Expected Result 2): Community members are engaged in the prevention of GBV through an NGO network

A. 135 peer support individuals involved and 6 initiatives created (one in each of the targeted governorates) and 4700 community members sensitized on rights violations and alternatives to GBV

The peer support groups that were created in each governorate organized six initiatives during the 16 Days of Activism for GBV worldwide in the six project governorates (Amman, Irbid, Karak, Zarqa, Mafraq, and Maan), reaching out to around 1950 beneficiaries.  

In Amman, the UNRWA elementary mixed school in Al Baqa’a camp held an open day with active participation of 400 male and female students, 30 teachers and 50 parents and adults. The open day included presentations of what is GBV, a theater sketch about domestic violence and interactive games.

In Kerak, the peer group members organized a mini marathon for students who are interested in sports and who are the target group in the HEMAYA project. The event was concluded by awarding medals to the participants and trophies for the first two winners of the marathon with speeches on GBV and fun games and activities for children.

In Irbid, the initiative included an art exhibition for students and teachers that took place at Yarmouk university, where the students at the schools of arts, and the students of the Namothjiya School (that is also part of the Yarmouk university) participated in delivering drawings about GBV. The drawings were gathered and were exhibited for one week at the Students Affairs Building. The works were exhibited at other venues at the Irbid greater municipality.

In Zarqa, an open day was organized at Rahma ben al hussien School and gathered parents and local leaders. The aim of this initiative was to collect signatures to endorse the draft child rights law which was posted on a big banner. Around 100 signatures were gathered and the banner was taken to the Lower House of Parliament, where more signatures from parliament members were gathered. The activity included a poem written by a student in the 7th grade about violence, a play by students from 8th and 9th grades on domestic violence and gender roles.

The Maan initiative produced a short film about GBV cases focusing on the most prevailing violations in Maan Governorate. The peer groups were responsible for the entire production of the movie, from setting the

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34 Ibid pp. 6-7 & 16-17
35 Ibid pp. 8-15
36 Ibid
37 Ibid
38 Ibid
39 Ibid
topics, selecting the characters/actors, choosing the location of shooting to finally acting and editing the film. The film was featured in an official ceremony, with the participation of community leaders and parents, which also included other activities by youth and teachers from participating schools. The film was followed by a discussion with the audience about the highlighted cases and a religious leader was invited to present a speech about GBV and how it is forbidden by religion. A number of school students participated by painting drawings about their understanding of GBV.40

Al Mafraq initiative aimed at advocacy around ratifying the child rights law. The peer groups arranged for a painting competition for Mafraq schools, targeting boys and girls aged between 8-10 years and in coordination with the art teachers. The paintings reflected various images from the local community, where domestic violence is practiced especially towards mothers and daughters. Community leaders from the local CBOs, parents, and teachers from participating schools and students took part. At the end of the exhibition the best paintings were awarded.41

B. 30% of participants in the theatre performances are able to explain child rights violations and the alternatives to GBV

Four Theatre scripts addressing the four GBV issues addressed in the KAP study were developed that targeted community members and students. The production was led by a famous Jordanian comedian-“Al Am Ghafeel”- and written by Yousef Ammouri.

The project team and the peer support groups participated in a session to review the script and gave comments to the director and script writer in order to validate the messages and ensure it is clear and culturally sensitive.

In order to reach a wide range of local community members and youth, the project team arranged to have 2 performances in each governorate; one targeting local community members (parents, teachers, women, mothers, local and religious leaders) and the second dedicated to students from universities. Altogether 11250 individuals were present in all of the 12 interactive theatre performances. Following each performance a discussion and an open dialogue was held with the audience on GBV issues and the needed actions to be taken towards enhancing the awareness levels in some governorates.42

The scripts were informed by the topics emerging from the findings of the KAP survey:43

- Early Marriage and discrimination towards women and girls against the completion of education
- Discrimination between boys and girls at home and with household chores at the domestic level
- Unemployment among women and girls/stereotypical images of women’s professional career
  Beatings and insults from husband towards wife, and limited social and psychological support and services

(Expected Result 3) The NGO network has carried out a National Advocacy Campaign to promote the National ‘Child Law’

A. 26 NGO and community members are involved in the advocacy campaign

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40 Ibid
41 Ibid
42 Ibid 15-16
43 Ibid

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This effort was aimed at gathering all stakeholders, the NGO networks and national key leaders input and recommendations on the draft child law to ensure that recommendations are in line with the international laws and conventions related to children.

This activity was originally scheduled in year two, but due to changes that pushed the Ministry of Social Development to pass the law in 2012 in order to get approved, CARE corresponded with the EU and requested to hold the first advocacy meeting in year 1 in order to ensure it reacts to the changes.

An advocacy meeting was held on the child rights draft law with the participation of around 25 NGO’s. The NCHR led a discussion on changes that need to be integrated and resulted in forming an internal smaller committee that would review and revise all comments on the draft law from a legal perspective. Final Policy Brief around the draft Jordanian child rights law was developed as a result of all advocacy meetings for child rights law held by the NGO Network.  

The policy brief included overview of International Conventions that defend the rights of women and children and how they complement national legislation. It also included summary of policies and services from 2005 to 2013 and gaps in the law as well as recommendations to promote child rights and protect women and children from violence.

The major Articles covered in the policy brief:

- The Name of the Law was entitled de: Child Rights Law (CRL) instead of the Child Rights Act.
- All 46 articles of the CRL were reviewed and 29 articles were subjected to amendments. These articles are 1/ 2/ 4/ 5/ 6/ 7/ 9/ 10/ 11/ 12/ 15/ 16/ 18 and 19, 20/ 22/ 23/ 24/ 25/ 26/ 27/ 31 and 34/ 35/ 42/ 43.
- Articles 22-23 and 28-29 were rephrased.
- Specific emphasis was put on the integration of the provisions of the CRC in the articles of the national law.
- Emphasized that this law is a reference for the rest of the legislation.
- Changed some concepts to make it consistent with national and international legislation such as the “children with special needs” was replaced by “children with disabilities”.
- Unified the language across the articles of safety and the observance of the provisions of the Convention.

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44 The following organizations attended the meeting: The Family Protection Department, Jordan Women’s Union, ILO, Jordanian National Commission for Women, Ministry of Social Development, Israa’ private university, Jordan River Foundation, Mizan Group and Jordanian National Forum for Women.


46 Ibid 18-19
V. METHODOLOGY

1. Why this evaluation report?

Evaluating the outcomes of HEYMAY in tackling GBV against women and girls aims at contributing to assessing the approaches as well as the success and challenges as an essential learning tool for working more effectively on GBV through CARE Jordan future action.

The main objective is to (i) assess the performance and impact of HEYMAY and (ii) generate a series of findings and recommendations that will help inform future GBV programming by CARE and NCHR.

The evaluation process analyzed and assessed the project based on the five OECD-DAC evaluation criteria; relevance, effectiveness, efficiency and sustainability. It also assessed and analyzed the integration of key gender issues and the appropriateness of project design and effectiveness of the project in promoting gender equality and impact of the project in supporting gender equality. The assessment looked at the extent to which the impact is likely to be sustainable after the completion of the project period as well as strengths and weakness of the contributions of the project in promoting gender equality. The evaluation provided assessment and recommendations on engaging in policy dialogue on GBV in Jordan that would improve gender equality and women’s empowerment.

2. Participants

The focus population was CARE and NCHR project staff, members of the network “Eedak Ma’ai” from 4 governorates-Amman, Kerak, Irbid and Zarqa, as well as interactive theater team, community members and parents, students and youth and trainers. A total number of 30 people took part in the evaluation.

3. Instrument

Conducting the evaluation underwent five steps; information gathering, discussions with staff and interviews with key individuals, developing focus group questions, holding focus groups and finally results analysis and report writing.

The first phase was collecting and gathering related information on GBV as well as project documents. The second phase was holding discussions and interviews with key individuals who took part in the project in all or some of its activities and who could contribute to recommending way to address GBV and gender discrimination in Jordan.(See Appendix 1: List of persons interviewed and focus groups held)

The third phase focused on developing the focus group guide and questions (See Appendix 2: Focus Group Questions). This was influenced by the interviews and discussions held earlier, as well as the OECD criteria and gender mainstreaming criteria.

As for the structure of the questions, it was divided into three different sections- the first section inquired about role of the individuals in the project and some personal information—demographic data; age, occupation, place of residence. The second part aimed at measuring the participants’ perception of the project and their own understanding and level of awareness of GBV. The third and final section, asks more direct questions on successes and key lessons learned from the project, and ways to address GBV in Jordan and their recommendations for future programming and approaches that could be effective in their own contexts.
Three focus groups were held in Zarqa, Irbid and Kerak during the month of Ramadan with at least 7-9 people in each group. These focus groups were coordinated with the Project Coordinator in Amman and the project focal points in each governorate.
VI. OUTCOME OF THE EVALUATION

1. Relevance

The assessment of relevance reviewed whether project objectives were aligned to the needs of the target audience, with what Jordan requires nationally, as well as with CARE and NCHR priorities and objectives as defined in the project. The evaluation assessed whether project designs were adequate to achieve their objectives, taking into account the characteristics of the Jordan country context. The relevance of the project has been evaluated through an analysis of each of the activities covered. Relevance was assessed in relation to geographic priority, main partner institutions and mix of instruments used in the project.

Despite generally high relevance of the objectives, the design of the project had a number of deficiencies that reduce the relevance of the approaches to GBV that is discussed below.

The project pursued objectives that are highly relevant to the country’s priorities given the prevalence of violence as research suggests, however not necessarily adopted strongly by the government. Jordan is yet to adopt a strong stance on ending discrimination and especially GBV. Lack of political will at the higher level, makes it difficult to move forward with projects and strategies in favour of addressing GBV. Lack of a child rights law makes it difficult to legally enforce protection and prevention against GBV.

Although there are players—both semi governmental like NCHR, NCFA and JNCW and non governmental like JWU that play a strong role, there is still limited effort at the higher governmental level to change things. The project could have adopted a stronger advocacy component to push for legal changes and to push for the adoption of strategies and polices in favour of addressing GBV.

A. Relevance under Expected Result 1: Parents, Teachers and Community leaders in targeted areas are aware of the prevalence of violence against women and girls and support alternatives to GBV and have dual role in achieving awareness at community and household levels

Raising awareness is highly relevant and especially amongst men and boys as they are considered the decision makers when it comes to women’s lives as fathers, sons and brothers. The design of the project took into consideration the targeting of men and boys; however it could have developed more focused, relevant and well-thought of approaches and interventions targeted specifically at them. The Awareness Raising Sessions although important as the research suggests given the low awareness especially on the child’s law, they were not highly relevant to women and girls alone when boys and men do not receive and acquire the same level of awareness. Moreover, in terms of targeting, in most of the six governorates covered in this project, the needs assessment was carried out in one place and awareness sessions in another. When addressed in the evaluation, there was no real justification made for the targeting of separate areas. The project did not question it. The relevance of targeting could have been higher if awareness was based on the findings of the assessment in these targeted areas.

Creating a core team of trainers and experts in GBV who took the TOT was highly relevant to Jordan; a gap that exists of skillfull individuals equipped with knowledge and tools to raise awareness, train, manage and lead projects on GBV. The TOT material provided in a printed manual is highly relevant to other NGOs and professionals working in the area as there is lack of material in Arabic and specifically material that is relevant to the Jordanian context. What could have raised relevance here if this training material included more cases, examples from Jordan and if more teams were trained on the manual. The project managed to train 20 people who were then involved in organizing awareness sessions. But had these 20 trainers then trained 5 further
individuals each on the manual, the number of skilled trainers would have reached 120 and this would have increased relavance and effectiveness.

B. Relevance under Expected Result 2: Community members are engaged in the prevention of GBV through an NGO network

Working with an NGO network-‘Eedak Maai’- is highly relevant provided it is a network of concerned civil society actors working on GBV that would provide synergy and complement efforts undertaken by other groups. It is highly relevant given the need to provide them with a platform for sustained and ongoing communication between all stakeholders. The extent to which this network was activated within the project to play a major role in leading the various initiatives, strategizing and coming up with plans was not strong enough. Therefore in theory it is highly relevant to work with them as the main players and as they understand the context of each of their constituencies, however the relevance of the network supporting and informing the project was weak. Similarly working with the peer support groups was highly relevant as there is a need to create core groups in each governorate to respond and address GBV. Their involvement in the needs assessment and their participation in conducting interviews at home and with women and men was useful for them and helped them gain mutiple skills and gain confidence inside their communities.47

“Despite the high tempretature in Al Ghor and long working hours, we gained many skills in interviewing and conducting research and we gained confidence to address GBV issues because we now understand our communities better,” as noted by one of the participants in a focus group targetted peer support members in Kerak.

Likewise, their involvement in the initiatives to help brainstorm and decide which initiatives could be relevant and suitable for each community. The question of how effective and efficient the project utilized their expertise and empowered them to sustain the activities will be however challenged below.

The use of the interactive theater as a tool to raise awareness amongst community memebers, although relatively new as an approach, could be considered relevant as the message is presented in a culturally sensitive manner and uses standard language. The theater attracted a wide range of audience and saw in most areas high attendance. The four sketches were relevant because they were linked to the realities of everyday life for Jordanian families and also based on research. The fact that production team made amendments to words and acts for each community is also commendable under relevance. Some interviewees however noted that using young people to produce and perform sketches could be more relevant to the audience and especially to students as the messages are coming through their peers. This would ensure that content and messages are more relevant to the target audience and therefore more impactful.

Since GBV is not limited to one area in Jordan nor one governorate, the targeting of six governorates (Mafraq, Irbid, Zarqa, Amman, Kerak, Ma’an and Aqaba) and of acquiring good representation across Jordan is vital and highly relevant in addressing GBV. Some governorates perhaps required more focus, especially those with high numbers of Syrian refugees who are more vulnerable to GBV like Irbid, Mafraq and Amman, and especially that CARE has extensive experience working on the issue of refugees there.

Complementing efforts and providing synergy with other CARE projects and interventions were lacking. At the same time, it would have been highly relevant to be more specific in targeting and in using the various activities in the project to hone in on the same targets. It was not understood for example why the needs assessment was carried out in certain places to provide a summary of the GBV situation there, but was never then targeted or approached by the project activities to address the issues that came up as a result of the needs assessment. For example the needs assessment in Irbid was carried out in Al Sareeh, but none of the other project activities

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47 Focus Group Discussions with Peer Support Group members in Kerak-Aug. 5, 2014

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targeted that area. Likewise in Ruseifeh-Zarqa and in Ghor Mazra-Kerak where the needs assessment was carried out there but was later not targeted by project activities.

In each governorate the project relied on the focal points as the main hub for project activities. The focal points who have participated in the TOT are members of the network-‘Eedak Maai’, also coordinated the efforts with the Peer Support Groups-who were mostly youth. Extending project efforts with partners were weak in opening channels with other institutions and CBOs working on GBV in the governorate and relied mostly on individuals/focal points’ personal connections and own initiative.

In relation to service provision, it is highly relevant for Jordan that projects addressing GBV have a comprehensive approach to combating GBV to ensure that —women and girls who are survivors of violence have access to immediate means of redress and protection.

As the KAP survey revealed there are a great number of women who are extremely reluctant to seek assistance as a GBV victim, due to cultural and social considerations. And as the project encountered some of these cases when conducting the survey and implementing other interventions, members of the peer support group dealt with it as part of their work with their own NGOs, which is a positive thing however no real strategy was in place to address this issue. Some women do not wish to get divorced for example, yet they need to change their perpetrators' behaviour and stop the violence. Thus, the project lacked comprehensive approaches to dealing with victims and help reach out to the most vulnerable and marginalized and change the course of their lives.

C. Relevance under Expected Result 3: The NGO network has carried out a National Advocacy Campaign to promote the National ‘Child Law’

By supporting the child rights law and advocating for legal amendments and changes in the law, the project instigated an important step towards adopting a framework to protect and respond to GBV from a rights based perspective. However it will be discussed under effectiveness and sustainability how this component could have been strengthened and how the advocacy component is most relevant in the context of Jordan given the lack of laws to address GBV and sometimes the need to activate certain laws.

The first Family Protection Law in Jordan was endorsed in 2008 to provide better protection for victims of violence. Although the law is a step forward, it still has gaps and shortcomings in providing effective protection for victims of violence. Many NGOs including NCHR have proposed amendments to the law to address the identified gaps and problematic clauses in order to institute the need for better quality services and procedures that deal with cases of domestic violence.

The proposed interventions under this component aimed at advocating for passing the amended Child Rights law by engaging with ministries, decision makers, members of the Jordanian parliament through meetings, discussions workshops on the gaps and shortcomings of the current draft law to highlight the importance of a more comprehensive amended law.

The issue of gender based violence against girls and women should be at the heart of social, political and economic development especially given the situation in the region. Without addressing the core of relations, which is gender and how it affects cultural, education and social systems and values, progress will never culminate into real development. This is also extremely relevant to Jordan as a host to refugees and vulnerable groups and especially women refugees. Discrimination based on gender will not only affect Jordanian women, but will also impact vulnerable groups including women and girls refugees. Therefore the early marriage law if not changed will always impact the high increase of child marriage among Syrian refugees. The project could have taken a stronger stand on advocating the government to adopt CEDAW and take more seriously the
concluding remarks made by the CEDAW committee on early marriage.

2. Effectiveness

In assessing effectiveness, the evaluation aimed to determine the extent to which the objectives of the projects were, or expected to be, achieved.

The specific objective of the HEMAYA project was to “Raise awareness on violence against women and girls and to advocate for the implementation of the Child Rights law”. To a great degree, the achievement of the objective can be demonstrated by the following accomplishments;

- High level of enthusiasm and awareness on GBV amongst focal points and peer support groups as well as young people who took part in various activities of the project.
- To a great degree, women participating in the awareness sessions understand the need for a law and the nature of GBV.
- People actively engaged in initiatives across the six governorates to raise awareness on GBV and advocate for the adoption of a Child Rights law. High level of creativity by some participants through interactive tools that allowed people to share their feelings, stories and personal aspirations.
- High level of attendees (11250 people) at the theater performances and engaged and active participation around issues of GBV.
- In general, huge outreach throughout the six governorate (4700 community members involved in awareness raising).
- Good cooperation with universities, public schools and UNRWA schools, NGOs and CBOs in the field through the mobilized volunteers and peer support groups.
- The targeting of students and children in many of the activities and engaging them in creative activities (arts, sports and theater).
- The targeting of men and boys and ensuring they take part in the community initiatives and attend the awareness raising sessions and theater performances.
- The inclusion of recommendations on the draft law, which indicates a good step towards formulating a Child Rights Law for Jordan.
Table 1: Assessing Results and Indicators in the Project logframe

<table>
<thead>
<tr>
<th>Intervention logic</th>
<th>Outcome indicators planned</th>
<th>Outcomes achieved</th>
<th>Outputs planned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall objective</strong></td>
<td>To prevent and reduce any violence against women and girls in Jordan</td>
<td>Less discriminatory attitudes towards women</td>
<td>More qualitative and quantitative surveys in the targeted areas need to be conducted</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Acknowledgement of the rights of young women and girls</td>
<td></td>
</tr>
<tr>
<td>Specific Objective</td>
<td>To raise awareness on violence against women and girls and advocate for the implementation of Child Rights Law</td>
<td>Government and NGOs participate in the national workshop for the development of policy related to girls and women’s rights</td>
<td>Achieved</td>
</tr>
<tr>
<td></td>
<td>Community members and local level stakeholders engage in awareness raising and advocacy campaigns</td>
<td>Development of policy related to girls and women’s rights</td>
<td>Achieved</td>
</tr>
<tr>
<td></td>
<td>NGOs network and local partners have improved their downward accountability and capacity to participate in policy making processes</td>
<td>To some degree-see relevance and effectiveness</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Key government stakeholder know the evidence of GBV from the project and support the amendment of Child Rights Law</td>
<td>Achieved to some extent</td>
<td></td>
</tr>
<tr>
<td>Expected Result 1 -</td>
<td>Parents, teachers and community leaders in targeted areas are aware of the prevalence of violence against girls and women and support alternatives to GBV</td>
<td>TOT Finalized</td>
<td></td>
</tr>
<tr>
<td>TOT</td>
<td>20 staff from NGO network and NCHR have received ToT and are better able to lead community mobilization Processes</td>
<td>Training Manual Printed and shared with trainers in the 6 governorates</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ToT participants acquire skills in facilitation and knowledge on child rights and GBV issues.</td>
<td>Achieved</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

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| Awareness raising sessions | Approx. 270 people participate and are involved in awareness raising sessions  
70% of Awareness raising session participants have increased knowledge of alternatives to violence, the CRC and GBV  
70% of the targeted girls and boys (approx. 500 youth) know about protection measures and services  
30% of the targeted girls and boys report a positive change in their families’ and teachers’ opinion on school drop-out, early marriage, sexual and physical abuse | 3900 individuals involved in awareness raising sessions (out of this 3000 women and 805 parents and students)  
There was no evidence to how many Participants involved in interactive trainings delivered by HEMAYA trainers have positive change in their opinions…etc. | delivered in the 6 governorates  
Theatre scripts completed, Printed Hard and Soft Copies |
| Expected result | Community members are engaged in the prevention of GBV through an NGO network  
Peer Support Groups  
Theatre Performances  
Community Initiatives | Peer support groups are created (2 groups per governorate)  
12 (2 in each of the six targeted governorates)  
Approximately 700 community members are sensitized on rights violations and alternatives to GBV from theatre and initiatives  
40% of girls report decrease of family/community/peers discriminatory attitudes and behaviours towards them  
40% of girls active in peer support groups report that they feel more powerful and self-confident | 6 peer support groups are created (there is no evidence of 2 groups, but a total number of 135 peer support individuals and around 20 members in each of the peer support groups in the 6 governorates  
Achieved  
More than 4700 community members are sensitized on rights violations and alternatives to GBV from initiatives and 11250 attended the theatre performances (6500 university students and 4750 community members)  
Peer support groups are formed based on carefully defined selection criteria  
Theatre script done, and translated to Play  
Priority issues are identified as peer governorate, derived from the KAP |
<table>
<thead>
<tr>
<th>Expected result 3</th>
<th>The NGO network has carried out a National Advocacy Campaign to promote the National ‘Child Law’</th>
<th>26 NGO and community members are involved in the advocacy campaign</th>
<th>Fully achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Evidence on GBV is collected and compiled in 3 publications to inform policy making on the Child Law</td>
<td>15 high level government participants attend the workshop</td>
<td>A GBV booklet, a ToT Manual and a Policy brief were drafted</td>
</tr>
<tr>
<td></td>
<td>NGO network and NHCR have increased their capacities to design and lead advocacy initiatives for rights based issues on local and national level</td>
<td></td>
<td>Achieved of guaranteeing participation from ministries and organizations</td>
</tr>
<tr>
<td></td>
<td>Initiatives are concluded in the six governorates</td>
<td></td>
<td>Amended revised child rights law draft</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Policy Brief Around Child Rights Law is done and finalized</td>
</tr>
</tbody>
</table>

A. Effectiveness under Expected Result 1: Parents, Teachers and Community leaders in targeted areas are aware of the prevalence of violence against women and girls and support alternatives to GBV and have dual role in achieving awareness at community and household levels
Under **result one**, some of the outcome indicators planned but not assessed quantitatively include:

- 70% of participants in awareness raising sessions have increased knowledge of alternatives to violence, the CRC and GBV
- 70% of the targeted girls and boys (approx. 500 youth) know about protection measures and services and
- 30% of the targeted girls and boys report a positive change in their families’ and teachers’ opinion on school drop-out, early marriage, sexual and physical abuse.

Capacity building and the **TOT** provided for NCHR staff and NGO network was highly effective in its approach and content. This fulfills an immediate need in Jordan and could contribute towards building a national team of experts and trainers on GBV. The 20 people trained used the TOT to conduct awareness raising sessions.

Most interviewees however indicated that effectiveness could have been maximized if the capacity building program expanded to include more groups from the governorates and those who were trained to train other members of the Peer Support Groups. This could have allowed for increasing the number of the awareness raising sessions and expanding outreach to more people and/or intensify the focus on the same target.

It was evident from the focus groups conducted with the peer support team in Kerak, Irbid and Zaqra that the **awareness raising sessions** were effective. “People are thirsty to listen to new perspectives, interact and express their opinions,” one participant from focus groups notes in Irbid. Most focus groups however noted that people required much more information and knowledge. It was also evident that messages needed to be reiterated in various ways and not just through workshops. It was also evident that most participants were women and girls but also men and boys were intentionally included in the awareness raising sessions and in community initiatives.

No evaluations were carried out specifically to measure the effectiveness of these sessions such as pre and post evaluations to measure whether parents, teachers and community leaders in targeted areas have become more aware of the prevalence of violence against girls and women and support alternatives to GBV.

The quality of the needs assessment was challenged by some interviewees claiming that it was carried out in a hasty manner, ignoring testing and verifying of certain questions and in ensuring questions are sensitive and understood clearly in different parts of Jordan.

The quality of the questionnaire, research team and analysis conducted could be improved using expertise in the field of GBV and research design locally and internationally.

What was clear from all focus groups conducted that the results of the needs assessment was not shared with the teams in the field and especially members of the Peer Support Groups who took part in the assessment. The research was made available, but results were not presented in a way to inform the teams and enhance their capacities. This part is important to gain ownership and also increase the level of knowledge of the teams working on the project.

**B. Effectiveness under Expected Result 2: Community members are engaged in the prevention of GBV through an NGO network**

“People are thirsty to listen to new perspectives, interact and express their opinions,”
(Member of a Peer Support Group)
Under result two, there was no survey conducted to assess the fulfillment of the following indicators to evaluate effectiveness:

- 40% of girls report decrease of family/community/peers discriminatory attitudes and behaviour towards them
- 40% of girls active in peer support groups report that they feel more powerful and self-confident
- 30% of participants in the theatre performances are able to explain child rights violations and the alternatives to GBV

These are important indicators to measure the extent to which the project achieved its objectives of engaging community members in the prevention of GBV. Provided that no survey was undertaken or any other type of evaluation to measure this, it remains questionable whether these indicators were achieved.

From interviews and focus groups conducted, women and young people who were part of the peer support groups have acquired good knowledge of GBV, but most could not define it accurately when asked to provide a definition and examples.

The selection of the peer support groups was successful in mobilizing active and engaged leaders, but the project did not invest enough on training them, orienting them and building their own capacities beyond the TOT that was provided to 20 people. “What we hoped for, is more training and capacity building for the peer support team similar to the TOT that others have taken,” as noted by one participant in the focus group discussion in Irbid.

In general, there seems to be very basic information about GBV amongst peer groups and target audiences, and there is the notion that violence is only harmful if it is physical. There is little link between everyday social practices and how it enables normative violence to continue especially against girls and women.

The interviews and focus groups stressed the high level of engagement, enthusiasm and creativity in the community initiatives. Some of the activities allowed people to think and share their feelings and challenges. “We had children, parents, youth and people from different backgrounds participate in a one of a kind activity—a marathon to raise awareness on GBV—it was an exciting time”, as noted by a peer support member in Kerak.

In some cases, it was quite commendable the efforts achieved in designing and implementing the community initiatives and in involving children and young people. Since Ma’an is considered a very conservative governorate, the short movie produced by the team there was considered a true success to HEMAYA. With the difficulties and enormous cultural and traditional challenges faced by youth, they managed to write a script and produce a movie—all by themselves—that addressed the core of GBV issues in Jordan.

However the evaluation found that community initiatives to a great degree did not complement other activities in the project—although it generated awareness on GBV and the child rights law. It did not also link to what each governorate required in terms of addressing the gaps of GBV, nor did it correspond to the findings of the needs assessment in terms of specific issues associated with lack of protection and prevention and what each governorate required.

Again from interviews and focus groups conducted, the theatre performance instigated a rich discussion and sometimes the debate was intense and challenged the deeply rooted attitudes. The presence of wide varieties of perspectives and the effective use of facilitation as well as the expertise of the facilitators questioned the negative norms towards GBV and allowed people to rethink their norms. Overall, it is debatable however whether the use of interactive theater could change the opinion of some of the deeply rooted norms amongst

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48 Focus Group Discussion conducted with youth in Zarqa, July 26, 2014

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students and young boys especially if is their first time being presented with different perspectives that challenged their deeply rooted norms. “We need more interactive activities and discussions to take place inside universities to really make an impact on student’s opinions,” noted one youth participant in a focus group discussion in Zarqa.

Another point that could challenge effectiveness here is the use of a professional theater group and not a community group. WESAL—another project run by CARE focused on GBV in Zarqa created a theater troupe of 14 local youth that came together to develop an interactive community theater, which is proven to be an effective tool to discuss problems around GBV according to the project team. It is effective because the messages are reaching youth by youth themselves and because it is an empowering tool for the youth performers themselves. The performances are acquiring new skill of writing and producing plays and are also accepting to change and challenging their own norms as they reach out to impact other youth groups.

It was unclear also under result 2 how the 6 draft recommendation documents on Child Law amendments were undertaken in each governorate and if recommendations from the governorates made it to the final draft law.

C. Effectiveness under Expected Result 3: The NGO network has carried out a National Advocacy Campaign to promote the National ‘Child Law’

Under result 3, a major outcome indicator included; NGO network and NHCR have increased their capacities to design and lead advocacy initiatives for rights based issues on local and national level. The evaluation here challenges the achievement of this outcome as the network is currently inactive and is not continuing to advocate. The advocacy effort also during the time of the project did not rely on a long-term plan and did not put forth a strategy to go beyond the duration of the project. Advocacy efforts seemed to have died by the end of the project and the network does not have a clear structure and mandate of how to continue to operate without the support of the project.

The NGO network ‘Eedak Maa’, who had representation from across the six targeted governorates were not activated to independently lead their own long-term advocacy campaigns in their areas, but rather the work was centralized with the project team in Amman who organized most of the work. The envisaged group formation and the undertaking of collective actions took place as a one-off activity and did not engage concerned NGOs in each of the governorates, but relied mostly on individuals rather than organizations.

Efforts to help vulnerable girls and women subjected to GBV was not considered as part of the design of the project, however in many cases during the different activities of the project, the team came across cases that needed referral and/or intervention. Had the project relied on a stronger network of NGOs in the field, the team could have been more effective in dealing with these cases and in referring them to the appropriate channels. Again, the measure of effectiveness here depended on the knowledge and level of awareness of the individuals being faced with the case.

The process of drafting the Child Rights Law could have taken a more effective approach with regards to governance and structuring ‘Eedak Maa’ network to take on a more strategic and thorough approach. Attempts were made to pass the draft Child Rights Law, during the implementation period of the project, however this was not possible, and the project only introduced a Policy Brief that summarized the recommendations derived from the project.
3. Efficiency

The assessment of efficiency considers how resources have been used in order to achieve results.

Due to the delay of recruiting key staff of the project from the partner side, the inception activities, originally planned for Jan-April 2012, were delayed and took place in the first two weeks of May 2012. The delay put the project in a tight time-frame and affected the project team subsequently as they had to catch up and ensure no more delays took place in the first year. A no cost extension was requested for the attempts of longer advocacy in the second year.

A notable delay was also in issuing some material including the final booklet, the TOT manual and the policy brief all attributed to delays in fulfilling project activities.

The project team indicated that administrative and financial reporting requirements were sometime daunting (e.g. requirements of the purchase requests and financial systems) and were on the expense of spending more time and effort on the technical side of the project and on overseeing the effectiveness of activities. Managing other projects and other meetings that the team gets pulled to at CARE sometimes interrupts the flow and pace of the project.

Managing the partnership between CARE and NCHR also required more efficient use of resources. Both technical and financial reports were most of the time not handed on time and lacked accuracy. The NCHR team was commended by CARE team for their expertise and understanding of the Jordanian context. Support to NCHR however in their opinion was limited and more coaching and capacity building was required. Capacity building customized to the staff of NCHR would have increased efficiency.49

HEMAYA utilized the Peer Support Groups to conduct the needs assessment and interviews. Although, some of them indicated they were not fully oriented, it utilized already existing resources to leverage their inputs across the various components of the project. However working long hours on the survey (9am-8pm) with each interview taking at least one hour for a short period of time (2 to 3 days) with small amounts of money, the trade-offs included hasty filled surveys, loss of momentum by some of the members and loss of enthusiasm to continue working on the project.

The Peer Support Groups and members of the network ‘Eedak Maai’ were highly motivated and conducted awareness sessions on their own time and initiative and sometimes more than expected of them. When they saw the need to carry out awareness sessions they did especially in areas of presumed low-awareness. Some however felt demotivated at the end for not being acknowledged or recognized by the project for their hard work and dedication.

The theater production (Biseer ma Biseer) although according to interviews and focus groups was effective, could be evaluated as expensive given the fact that it was performed by famous and professional actors. A less expensive approach and a more efficient one could have been utilized if groups of youth were trained to develop, produce and perform the sketches just like CARE did with the WESAL project. The money could have been used to perform more than just 12 productions and used more efficiently to reach even more people.

However on the plus side, HEMAYA created useful interconnections and efficiencies between discrete initiatives across the six governorates. For example the initiative in Kerak-a marathon to raise awareness on GBV shared resources with another project led by the Kerak focal point on human rights and violence. The

49 Interview with former CARE Program Manager and Project Coordinator

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Kerak team required double the amount of the budget to conduct the marathon and therefore pulled out resources from the other project and joined forces to compliment efforts.

To benefit from time, the project team agreed to share the content of the training manual with the TOT participants directly after the TOT was concluded although the material was not yet printed. By year2 the team printed the material and shared with them the hard copies of the TOT material. The manual is considered a very good reference on GBV and Gender in Arabic, and the latest to CARE’s resources in Jordan. It is also a relevant resource for other NGOs working in the field. It was agreed with both the EU and CARE Austria that the need in Jordan was for the Arabic content, so the material was not translated into English, instead the team translated the KAP survey into English.
4. Sustainability

The focus on capacity building of trainers and NGO members to equip them with knowledge and skills on GBV is sustainable. Some of the trainers have trained and built capacities of other groups through their own NGOs and communities.

The networks created with ‘Eedak Maai’ and with the Peer Support Groups in each governorate could be considered door openers to continue advocating and raising awareness on the issue of GBV. However sustaining the efforts in the governorates is questionable as the project managed to empower individuals (i.e. focal points and members of the peer support groups), but not organizations and teams. The strengthening of women’s organizations working on GBV issues in Jordan especially in rural areas is essential in preventing and addressing GBV.

What was missing to ensure sustainability is long-term planning at the national and local levels. The results from interviews and focus groups suggests a high level of enthusiasm during the implementation of the project that somehow died off at the end of the project. “The network does not meet, there are no activities now and no one to follow up with us,” a peer support member in Amman.

The evaluation saw scattered activities that did not complement and feed into each other in a sustainable manner to achieve the goals of the project. For example the TOT was never transferred to another layer of trainers in the field and it did not roll to create a snowball effect of culmative trainers on GBV across Jordan. There was some evidence however that trainers used the material to train others outside the project (e.g a volunteer at the Jordan Women’s Union in Irbid who took the TOT used the TOT knowledge to give awareness sessions on GBV outside the project). This effort could have been more sustainable, if within the agreed structure of “Edak Maai” network, these hand-picked trainers create a resource team of trainers to continue to train and spread the knowledge beyond the project.

The training needs assessment was not used to inform the needs of each of the governorates separately and help come up with a strategic plan of action based on the needs of each governorate.

Moreover, the community initiatives were considered a one-off activity that were more celebratory in nature than a real tool for change for long-term approach to organize and mobilize people to sustain their efforts against GBV.

The theater production did not spring into more young people involved in using that kind of methodology to raise awareness. The sketches themselves could have been videotaped to be used in trainings and awareness raising and reach more people.

Sustainability of the project is challenged mostly because there was no institutional back up (as was originally envisioned by the role of ‘Eedak Maai’ to pull all the initiatives together and transfer into sustainable processes or mechanisms. The process of drafting the Child Rights law included different stages; stakeholder meeting to agree on the amendments, the set up of a technical committee to look more closely at the the draft law and provide specific recommendations, the issuance of a policy brief to be used in advocacy and lobbying. According to interviews conducted, the draft law with suggested amendments did not reach the parliament as planned and expected. Plans should have included strategies to lobby and pressure relevant entities and not just provide amendments and issue a policy brief. ⁵⁰

⁵⁰ Meeting with Saddam Abu Azam-former employee at NCHR and coordinator of the technical committee of the law

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Depending on the topic addressed under GBV, CBOs and NGOs in Jordan could have been approached to take a stronger role in advocating and raising awareness. The involvement of key NGOs was somehow lacking in the implementation.

The evaluation acknowledges the valuable role played by CARE and NCHR in promoting dialogue between various stakeholders on the Child Rights Law. However sustaining this dialogue required more attention to the governance structure of the ‘Eedak Mai’ network, its mandate, strategy and long-term plans and tactics, so that it continues to advocate for the adoption of a child rights law in Jordan.

It also appears that CARE and NCHR could have taken more advantage of the potential for policy dialogue from the field and dialogue generated as a result of the child rights draft law. CARE and NCHR did little to reach out to national NGOs working on women’s issues and advocacy. There are important lessons learned and recommendations from the needs assessment and the various interventions of the project (e.g lack of GBV services in Ruseifeh and Southern Jordan Valley, need to raise awareness amongst students, boys and men, the need to raise awareness on importance of laws) that could be fed to organizations such as the Jordanian National Commission for Women which is considered an umbrella for women’s issue in the country in formulating policies and national programmes for Jordanian women and other NGOs working in the field of GBV to inform their projects and activities.

Plans should have included strategies to lobby and pressure policy makers and parliamentarians and not just provide amendments and issue a policy brief.
5. Performance of Implementers

In general, CARE has provided effective support to implementation through its back-stopping and supervision handled by the project coordinator and project manager. CARE played a very important role proactively engaging in implementation support and performance monitoring. Regular and interim reports have been undertaken highlighting accomplishments as well as challenges faced by the project, and proposing overall good suggestions on how they could be addressed.

It was noticed in the evaluation however that particular evaluations should have been undertaken for each of the activities in order to accurately assess the viability of actions and impact on the target groups. For example pre and post evaluations during the the theater performances could have been a good tool to assess the extent of change in attitudes amongst students and community leaders. Internal evaluations for the team following each activity could have also enhanced the direction of the project.

Synergy with other CARE projects especially WESAL and VSLA were not partially incorporated into design plans and therefore occurred only in random occasions and based on initiatives taken by the project coordinators. In the framework of the four theater scripts that were produced for the theater performances, HEMAYA cooperated with WESAL theater troupe. This cooperation could have materialized into an interesting combination of using professional theater and Community Theater, but it did not. Thus there was some level of communication between the two projects and the transfer of complementary experiences, but not enough to lead into sustaining efforts on GBV. The shortcoming was the inability to present more than 12 performances and hold more intimate and elaborate discussions following each performance. It will be worth exploring the possibility of professional theater group training a group of amateur youth performers, who in return could perform the same sketches or even develop their own followed by discussions led by youth and addressed to other youth to make it more impactful and intimate. “There are a lot of creative youth with talents in acting and directing who are also keen on presenting messages to their communities. Merging young people’s talents with professional actors could help promote these messages more broadly,” a peer support member noted from the focus group discussions in Irbid.

The formal partnership with the National Centre for human Rights (NCHR)-was interactive according to the project team. There was continuous communication between the teams and regular meetings took place in offices or in the field. According to CARE, the NCHR showed high levels of commitment to the issue of GBV, and to further develop their own capacities. However, what would have been beneficial was more customized capacity building offered to NCHR team and more orientation on report writing and filling out of documents and meeting requirements of CARE.

Some initial challenges were encountered in hiring key staff, which delayed the kick-off of the project activities. Also there were some difficulties in delivering activities on time, and CARE provided support to help deliver the work on time. Also administrative burdens and internal procedures hindered the progress in the inception phase according to the project team-who complained about sometimes CARE’s complicated requirements related to procurement.51

The cooperation with diverse stakeholders although planned and emphasized in the project documents did not take place in strategic and sustainable manner. There has been a great emphasis on networking and coordination

51 Interview with CARE former Project Coordinator

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with external actors, but it was more on inviting them to participate in activities rather than playing a real role in implementation. Cooperation was established with key organizations working on GBV in Jordan like the Jordan Women’s Union; however it lacked structural and institutional involvement. Some of the peer support members were drawn from these organizations like in Kerak and Irbid and most of the activities there were hosted at their premises.

Involvement of CBOs and other NGOs was through getting them to participate in the awareness raising sessions or in mobilizing and preparing the peer support group members. This was built upon the established relations between CARE, NCHR and the local and national NGOs that focus on women empowerment and GBV issues. In return some of the members of peer support groups utilized their involvement with other projects in these NGOs to complement the HEMAYA project. For example, in Irbid and as part of the community initiatives, some children were identified to be at risk and therefore integrated into another project “Friendly Places” to provide them with psycho-social support.

The involvement of 25 NGOs in the discussion around the child rights law was a good first step to engage in the revision of the legal and policy aspect, however it required further steps to ensure sustainability and the real involvement of key actors each according to its role.

Other entities were also involved such as universities and the Ministry of Social Development, which is in charge of amending the draft Child Rights Law and consulting it with NGOs on its content and provisions.

In year one some separate meetings were held with UNRWA schools and the National Council for Family Affairs (NCFA). The outcome of the meeting with the UNRWA schools was conducting awareness sessions for school students and holding an open day in one of UNRWA schools as part of the community initiatives. The meeting with the NCFA resulted in receiving compiling more substantial input for the Child Rights Law draft. Furthermore the project team reached out to the National Team for Protection from Violence, this team consists of several organizations and persons, who meet regularly at NCFA, and aims at gathering all organizations working on family protection and violence against women and children under one umbrella.

In addition, CARE and NCHR developed good relations with members of ‘Eedak Maai’ network in the different governorates, and the project team managed to establish good links in six locations. This positive networking could easily transform into a huge active network for advocacy around GBV and Child Rights Law.
VI. CONCLUSION

- HEMAYA project was highly relevant to the context of Jordan especially in its design to address gaps in protection and protection against GBV. The particular focus on girls and the drafting of a Child Rights law fills an existing gap when addressing the GBV issue in Jordan. To what extent was the project effective to increase protection and prevention is uncertain.

- The project managed to mobilize large numbers of people and empower the peer support groups to advocate and become active on the issue of GBV. The level of enthusiasm and motivation is high amongst this group and the momentum should be sustained. The TOT provided to some of its members was crucial to the success of the project and the awareness raising sessions. This however was not transferred to another layer of activists and teams on the ground to build their capacities. Not all members of the Peer support Groups deeply understand GBV.

- In the context of the project, there is lack of awareness on what violence means, how it affects society and what impact it leaves at the individual and community level. GBV is looked at as a trivial and most of the time private issue. A shift in thinking at a deeper level needs to take place as there is still a wide acceptance and justification of GBV. The shift needs to consider how acceptance of and justification of GBV, consciously or unconsciously, undermines rights and affect social, political and economic development.

- It is quite evident that the project’s concentration on awareness raising reached a wide segment of society including men and boys through its various interventions and especially the interactive theater and community initiatives. Targeting schools and students and disseminating prevention messages that challenge established norms and attitudes is commendable. However to what extend did it change deeply rooted norms would only be accurately assessed if special programs were carefully designed to address the needs of the different groups. For example risk and protective factors discussed with children and girls could have a different direction than women. In line with raising the awareness and self-protection skills of children, parents were involved through awareness raising sessions as well as teachers. Again to what extent did it change deeply rooted norms is doubtful.

- Identifying ‘Eedak Mai’ network as a target for leading activities and sustaining the efforts of GBV was important. However it required strengthening the network and building its governance structure in order to effectively advocate for GBV nationally and locally. NCHR and CARE took on the direct implementation of most of the activities, where it could have been carried out through the network itself provided they receive technical support and coaching.

- By strengthening the network and by defining and developing clearly its mandate, roles and norms, more sustained efforts to lobby and advocate for the endorsement of the child rights law could have been reached.

- The network could have also developed its own local teams who could join proactively as volunteers and organize themselves to strategize how they can turn the resources they have into action that would run activities based on their community needs and develop long-term plans for each governorate supported by the core team at the national level. Budgetary allocations could be made to technically support the teams based on their specific needs.
In general, HEMAYA managed to introduce numerous success stories; capacity building of GBV trainers, a training manual on GBV in Jordan, community initiatives that created a pleasant buzz in the community and managed to mobilize a lot of people and finally the use of interactive theater as a new tool for raising awareness on sensitive and sometimes taboo issues.

The targeting of men and boys is a quite new approach and one that is welcome, however, targeting of men and boys in the HEMAYA project needed more attention and focus. Who to target for each activity and why was not justified in the project design nor implementation. Conducting the needs assessment in one place and following up on awareness raising in other areas in the same governorate was also not understood.

It was repeated that interactive theater generated high level of attendees because of the popularity of the performer—especially Al Aam Ghafel-Hussein Tbeishat, however most interviews stressed that performances by youth and students would have been also effective. The youth themselves become agents of change as they have to go through transformation themselves first to produce and perform the play. Acceptance by youth from youth could be higher and more relevant. CARE’s experience with WESAL project and the youth theater troupe is a good example of how youth actively participate in discussions and core issues of GBV and as a result challenge their norms.

The initiation of a discussion around the Child Rights Law is a good start, however a stronger advocacy component was required to consistently advocate. The process lacked a strategic vision and a long-term plan for advocacy and lobbying. The issuing of a draft, the formulation of a policy brief, the coordinated meetings with stakeholders are one step, but other detailed steps of continuous lobbying and advocacy were needed to sustain the efforts.

The synergy between CARE’s projects especially those addressing gender issues and/or GBV like VSLA and WESAL was not carried out in a strategic manner and incorporated into project plans and log frames. It was left to the efforts of the team to determine how to merge activities when possible, which were positive attempts, but did not leave a long-term impact on either projects.

The partnership between CARE and NCHR was vital in helping NCHR move away from traditional approaches and understand GBV issues on the ground. CARE’s support to NCHR was also in relation to financial and technical report writing as well as follow up on activities and outcomes. However this part needed strengthening and managing the partnership needed consolidation at all levels.
VII. RECOMMENDATIONS

The focus of the recommendations is on ‘Eedak Maai’ network and how NCHR and CARE can leverage its role and vision in the country. Technical and strategic support for ‘Eedak Maai’ network to build a strong national team and local teams in each governorate in support of GBV could make a real shift to the issue of GBV in Jordan.

- The network’s governance structure, mandate, role and strategic vision need to be established in order to make a real difference for GBV issues in Jordan. It is recommended that through this network, awareness raising, advocacy, research and service provision could be adopted by a team structure to support the various thematic approaches. The strengthening of the network will promote the accountability for GBV protection, prevention and response by supporting the establishment of national GBV action plans involving participation of a wide spectrum of activists, civil society, CBOs and youth groups.

- The NCHR and CARE are well positioned to play a key role in providing technical support to this network through coaching, training, providing tools and exposing the network to International best practices and ensuring a wide-spectrum of players are involved and active. Technical support could also be specific to the needs of the different teams, CBOs and the various approaches. Specific focus should be on service provision and on the handling of GBV cases as well as referral of cases as these are some of the existing gaps in the country. NGOs and other related entities that provide GBV services who are part of the network ‘Eedak Maai’ should be mobilized to take on that role in parallel to other activities.

- The Family Protection Department should be involved by assigning officers in the areas of safety and protection to accompany other efforts. CARE and NCHR should have an ongoing and strategic relationship with FPD in promoting a more coordinated referral systems, providing protection and training personnel on dealing with GBV. The Jordan Women’s Union and the Justice Center for Legal Aid is well suited to provide legal support. The helplines could be also promoted as part of the project. The Jordan River Foundation (JRF) has a helpline “110 for Families and Children” as a free telephone service based on confidentiality and aims to empower women and children. Equipped with a qualified team in the areas of psychology/counseling and social work, the helpline also runs a referral service linking families to needed services.

- To ensure that all programs targeting GBV promote the safety, security and dignity of all women, girls, men and boys affected by violence; services need to be enhanced especially by the Family Protection Department. Services in place at most times are poorly delivered exposing survivors and their communities to increased risk and other negative outcomes. Capacities and knowledge of service providers especially at the Family Protection Department whether qualified legal advisors, social workers, or medical professionals need to be enhanced by developing their diversity of skills in dealing with survivors of GBV wherever they are.

Future programs could integrate the issue of service provision in ways where coordination between the various entities are enhanced and where awareness raising includes ways to address GBV cases and referral systems. Programs could also include training staff that provide services in key institutions like

Best practices within the HEMAYA project should be shared widely with regards to ensuring men and boys are included in all activities in addition to the active involvement of men and boys in the peer groups.
FPD. Initially an assessment should be undertaken to addresses identified gaps in service provision in Jordan and how to manage service provision so that it conforms to best practices, with regards to safety, privacy, confidentiality and other concerns. This could induce an improvement in the capacities of local and national service providers and activate the monitoring and accountability of organizations to better serve their beneficiaries in line with proposed amendments to the law.

- Community Based Organizations in Amman and across Jordan should be included in ‘Eedak Maai’ network to host the project in various governorates and run various activities. These CBOs should be the target of capacity building. National NGOs such as JRF and JWI that include service models, could contribute to the upgradation, and promotion of service models at other CBOs, NGOs and social services provided by the Ministry of Social Development. These CBOs should represent the wide and mixed spectrum of Jordan’s constituents: urban, tribal, Iraqi and Palestinian refugees, to ensure the project covers different areas in light of their varying demographic and social make-up.

- Documentation of success stories, lessons learned and challenges will be useful in replicating the experience.

- Community Based Organizations in Amman and across Jordan should be included in ‘Eedak Maai’ network to host the project in various governorates and run various activities. These CBOs should be the target of capacity building.

- Other gaps existing in Jordan with regards to GBV is providing a valid database and statistical record of GBV cases and other related information. NCHR as the host of the that information should amplify its involvement and strengthen its tools to provide up to date information and recommendations of the GBV situation in Jordan to inform policies and procedures at all levels.

- The focus on the Child Rights Law should take on a longer-term approach with a clear strategy and action plan in place to lobby, mobilize, organize people on the ground and build a strong base for the ‘Eedak Maai’ demands. The law should receive more attention and should be considered in conjunction with high reform priorities. It is essential to continue to demand at least the adoption of policies which will modify the mechanisms that lead to the perpetuation of GBV especially against girls and will engender an environment that is conducive to equality.

- With respect to targeting, CARE and NCHR should pay more attention for well-defined targeting criteria (and provide justifications for why selecting specific areas). Also, effective mechanisms should be planned to reach the targets (e.g. ensuring that the most vulnerable groups and those at risk of GBV are involved and engaged in the project). Through the network ‘Eedak Maai’, a much sharper and realistic focus with a clear rational should be put in place with regards to who to target and why.

- In this respect NCHR should continuously lead discussions with the government in conjunction with ‘Eedak Maai’ to foster national and regional discussions on the effects of discrimination against women and girls, the violation of their rights as human beings and, in particular, the consequences for society of gender-based violence. This discussion should encompass an analysis of the cultural aspects which result in continued GBV, so as to contribute to a collective recognition of the unacceptability of violence, within both the family and the wider community, and to the creation of a social climate which rejects acts of violence.

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• There is a need in Jordan to invent and **scale-up approaches to engage men and boys** as part of comprehensive strategies to promote gender equality and GBV prevention. CARE and NCHR are well positioned after HEMAYA to invest particular focus on this issue. Best practices within the HEMAYA project with regards to ensuring men and boys are included in all activities in addition to the active involvement of men and boys in the peer groups should be shared widely. Building a movement of male activists and role models for promoting non-violent male identities could be a start for real change on the ground. Again, this could be a major part of the work of ‘Eedak Maai’ and the coalition on the ground.

• Attempts to coordinate with other projects were part of a learning process, even if they took place on an ad hoc basis. At a more strategic level, CARE should invest in building more **synergies with its ongoing work in Jordan** and the cross-fertilization of projects focused on gender. The integration of proven approaches for prevention and response for GBV is vital. For example its VSLA project should complement HEMAYA by building women’s access to and control of assets to help women secure safe spaces to network with other women on the issues which affect their lives, including GBV. Women’s economic empowerment impacts her relationships and influences power dynamics at the household level, so twining strategies to economically empower women with GBV awareness and protection is vital in addressing GBV issues.

• Substantively and when addressing GBV emphasis should be on the **everyday social practices that enable normative violence against women** to continue. In the context of the project and beyond the TOT and especially in awareness raising sessions and discussions throughout, it is the everyday practices that need to be challenged and not just the implications of it which may result in violence. The problem with GBV in Jordan that everyday life interactions that undermine women and girls become normalized and naturalized in interactions and is cultivated under conditions of normalcy. This needs to be challenged in order to address GBV at the core. Effective measures to deal with GBV cannot be adopted without taking into account the dominant cultural model and the processes of symbolic reproduction that confer legitimacy on gender-based violence. We need to redefine the meaning and content of gender relations.

• In view of the **important role played by the media** in the perpetuation of prevailing stereotyping, values and the contribution they could make to raising the public's awareness, the media should be targeted to address GBV by informing people about its root causes, the magnitude of the problem, the forms it can take and the rights protecting girls and women. In order for the media to play a positive role in preventing and eliminating any kind of violence, advertisements and public campaigns need to also ensure it is free from symbols, images and language that perpetuate discrimination against women. More emphasis in the future could involve the media and media players including journalists, TV presenters, bloggers, social media activists and newspaper editors.

• At the level of project management, monitoring and evaluation of approaches, activities need to be undertaken at monthly and quarterly basis. **Monitoring and evaluation need to be integrated** into various activities to track progress and adjust activities when needed. More adequate data should be made available to effectively measure the project. Likewise action plans should be further elaborated in line with evolving issues and changing priorities and meetings should be held more frequently between CARE and NCHR staff and Peer Support Groups and members of ‘Eedak Maai’ to assume real responsibilities for implementation and monitoring and evaluation.
Knowledge management need to increase to reach wider audience of donors, Jordanian NGOs, the UN and the government in Jordan to inform researchers, academics and policy makers of emerging issues related to GBV especially as research and information is quite limited.

- Social media have demonstrated potential to enable more effective connection with constituents, media, youth groups and the public at large. Recommendations from the youth participants in the focus groups included the use of social media to share and disseminate information and knowledge about GBV, which would also allow for young people to express their thoughts and opinions. Youth and women groups could benefit from social media training to help facilitate social change and help youth spread their messages more skillfully, raise awareness on gender issues. In addition to hands on training on social media, women groups and youth networks could benefit from examining social media success stories from around the region and how they may be adapted to the Jordanian context which could facilitate application and integration into civil society programs and activities.

- Another area is to sensitize new and emerging, talented young media professionals on GBV issues and contribute to the creation of a cadre of specialized journalists covering gender issues and women’s rights. The support aims at upgrading the skills of young journalists and complementing the work of NGOs in orienting young journalists on key issues.
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Annexes

Appendix 1: List of persons met and focus groups

Interviews

I. AMMAN
   A. NCHR Staff
      1. Kifah Heisa
      2. Saddam Abu Azzam
   B. Care
      3. Fadwa Abdulqader
      4. Anis Tarabey
   C. Interactive Theater
      5. Hussein Tbeishat
   II. Irbid
      6. Yasmeen
   III. Kerak
      7. Salwa Kafaween
   IV. Zarqa
      8. Hadeel Mu’la

Focus Groups

1. Irbid
   Local Community Leaders and Peer Support Group
   1. Manar Nithami
   2. Yasmin Abu Salem
   3. Muthana Khazaleh
   4. Ghada Khazaleh
   5. Aysal Mahmoud
   6. Rula Abu Salem
   7. Walal Maraheel
   8. Mai Shiab
   9. Yasmeen

2. Kerak
   Peer Support Group and university students and youth
   1. Hazem Asasfeh
   2. Wesam Maaitah
   3. Ghadeer Maaitah
   4. Sana’ Garaleh
   5. Lina Al Aghwat
   6. Salwa Kafaween

3. Zarqa
   Peer Support Group and university students
   1. Malek Zyoud
   2. Muneeb Abasi
   3. Tarek Zyoud
   4. Asma Mazouz
   5. Hanin Mansour
   6. Manal Houshieyeh
   7. Hadeel Mula

Appendix 2: Focus Group Questions

*Get names, occupation, age, residency*
1. What was your role in the project? What was your motivation to get involved in the project?
2. What was HEMAYA about and what areas did it focus on?
3. What is meant by gender based violence and could you give examples?
4. What was the most important component of the project and why?
5. What is the impact of HEMAY? Did you feel that people’s attitude changed as a result of awareness raising sessions for example?
6. Let’s discuss all project activities, its successes, lessons learned and challenges (needs assessment, awareness sessions, community initiatives, theater production, child rights advocacy)
7. What were key successes in your opinion?
8. What were some of the key challenges and why?
9. How do you describe the effectiveness and efficiency of management of the project?
10. What is the most pressing GBV issue in your area/governorate and why? Do you think the project addressed it and how?
11. What needs to happen in the future to address GBV issues?
12. How will we ensure sustainability to the efforts of HEMAYA?
13. How can we effectively raise awareness amongst the target audience on issues of GBV?
14. How can we effectively advocate present a strong Child Rights law?
15. What other ideas do you have to address GBV in Jordan and achieve gender equality?