

LOOKING BACK, MOVING FORWARD: *REFLECTIONS ON 2024*

2024 has been a year of growth and progress for the Public Awareness and Health Communication (PAHC) unit at the King Hussein Cancer Center's (KHCC) Cancer Control Office (CCO). The PAHC unit is dedicated to spreading evidence-based health messages and debunking myths about cancer and its risk factors. Our work addresses a wide range of lifestyle-related risks including tobacco use, electronic nicotine delivery systems (ENDs), obesity, unhealthy eating habits, and physical inactivity.

We are excited to share highlights from our journey and the lessons we've learned along the way. During 2024, we participated in 27 awareness activities targeting different audiences including schools, universities, corporate entities, and other institutions in both the public and private sectors using different approaches. It's difficult to choose, but here are a few of our activities in 2024 that we found particularly inspiring:

- **Geriatric Community Awareness Activity:** One of our standout awareness activities this year was held at a center for the elderly. This session covered multiple topics including the harms of tobacco use, effective strategies for quitting, and key elements of a healthy lifestyle in this vulnerable age group to prevent and manage diseases. To make the session more engaging, we included a brief exercise segment tailored to their specific needs. Some of the participants shared their stories with tobacco use and how they tried to quit, and others shared how they succeeded in quitting to inspire others to quit as well.
- **Engaging Parents:** We also held a dedicated session with parents, where we facilitated discussions on how to effectively address smoking with their children. During the session, many parents shared their struggles and discussed approaches they had found effective. By fostering a supportive environment, we helped parents connect with others facing similar challenges, offering support to help them deal with such a sensitive issue. We were also able to provide guidance to help parents on how to approach their children at various stages, whether they were curious about smoking, had experimented with it, or were trying to quit.

- **Empowering Healthcare Providers:** While most of our efforts focus on external groups, one unique initiative this year was recognizing World No Tobacco Day by holding an awareness event at KHCC for all staff. We engaged both clinical and administrative staff with different educational activities and games that focused on the harms of tobacco use and secondhand smoke. We also highlighted effective smoking cessation strategies and treatments available at KHCC, encouraging staff to take an active role in supporting patients and their family and friends to quit smoking in all its forms and helping them in adopting healthy lifestyles.

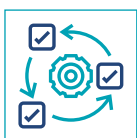


Our closing message for 2024:

Collaboration and engagement with the community are at the core of what we do. This has helped us broaden our outreach and amplify our message to reach vulnerable populations, particularly younger age groups where risky behaviors are prevalent. Reflecting on our journey, here are three key principles that will continue to guide our efforts:



The importance of active listening: Truly understanding the needs of our community has made our messages more relevant and impactful. Listening isn't just a skill - it's the foundation of meaningful and effective communication.



Embracing change: With the ever-evolving digital landscape, being flexible has allowed us to explore new tools and strategies e.g., using interactive educational models and webinars, to engage our audience more effectively.



Community is everything: The strength and resilience of the people we reach continues to inspire us. Their feedback, stories, and support fuel our commitment to promoting healthier lifestyles and driving positive change.

As we move forward, the PAHC unit remains steadfast in its mission to promote health education and awareness. By expanding our outreach, enhancing our efforts, and building stronger partnerships, we aim to make an even greater impact on cancer prevention and control.

Together, we can build a more health-conscious and smoke-free society.

For more information about the Cancer Control Office at KHCC, please [click here](#)

