



## CASE STUDY

# Shining a Light on Population Growth

### Campaign educates Jordanians about family planning and population growth



Photo: Soliman Farah, Johns Hopkins University  
Princess Basma bint Talal inaugurated the awards ceremony on the final day.

***Conducted in Jordan's most highly populated areas, seminars on family planning and population growth reached more than 4,000 women of reproductive age.***

### Challenge

Although its natural resources are limited, Jordan's population growth is accelerating, posing a real challenge to health, education and social service development. Jordan's population of 5.29 million people is growing at the fast rate of 2.59 percent. Without a joint effort from local communities and national institutions, the country's standard of living will deteriorate and poverty and socio-economic inequities will grow dramatically.

### Initiative

USAID responded by funding Jordan's first Population Awareness Week, which included a press conference, seminars, a photo gallery and an intensive campaign to involve the public in population issues and raise awareness about the gravity of the problem. All of the campaign activities were linked with one unified call for action: "Be responsible — plan your family." It emphasized the negative impact of rapid population growth on Jordan's development and invited people to use modern contraceptives to plan their families.

### Results

Working with Jordan's Ministry of Health and private sector businesses, USAID funded and organized 200 seminars on family planning and population growth. Hundreds of university students, civil defense officers, police and military officers, and workers throughout Jordan participated. Conducted in Jordan's most highly populated areas, the seminars reached more than 4,000 women of reproductive age. Informational leaflets were distributed during various events and activities. Princess Basma bint Talal inaugurated the awards ceremony that took place on the final day of Population Awareness Week to recognize the effort's outstanding facilitators, partners and sponsors.