



## SUCCESS STORY

### Partnership with Local Organizations Expands Reach of Awareness Sessions

#### Underprivileged Groups Receive Information on National Decentralization Initiative for the First Time



The Al Khuzama and Al Nafel Association in Al Safawi Municipality, where CITIES met with Ms. Janan Al-Kashbandi to discuss a decentralization awareness session.

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Two hours northeast of the bustling city of Amman is Al Safawi, a municipality in the sparsely populated and largely rural Mafrq governorate. Despite the relatively short distance, information is often delayed to rural communities like this one, who become frustrated by a lack of details on national initiatives.

The USAID Jordan Cities Implementing Transparent, Innovative, and Effective Solutions (CITIES) Project is supporting the Jordanian government to address this gap by disseminating information around key initiatives, including the Ministry of Political and Parliamentary Affairs’ (MOPPA) decentralization awareness campaign. To provide information, CITIES is using MOPPA’s campaign tools to conduct awareness sessions in 18 communities in 11 governorates, specifically targeting areas with underprivileged groups.

In preparation for the sessions, CITIES conducted 21 field visits, reaching local partners in 47 communities, who had previously not received awareness sessions. The field visits built partnerships with these community organizations who are eager to support the initiative and informed the CITIES team what types of tailored programming are needed in each community.

One of these visits was to Al Safawi, where CITIES met with Ms. Janan Al-Kashbandi, head of the community organization Al Khuzama and Al Nafel Association. Ms. Al-Kashbandi expressed her interest in attending the sessions, remarking, “This is the first project to contact us to conduct awareness sessions on decentralization for local communities, and we are in a great need for such initiatives.” Demonstrating the community’s enthusiasm to support the initiative, Ms. Al-Kashbandi proudly stated, “We are willing to cooperate with you to guarantee the attendance of not only 100 participants, but 300”.

In addition to high attendance, another benefit of partnership is exponential reach, as contact with previously unengaged communities has resulted in local entities and stakeholders recommending other communities in need. In one such case, the civil society organization Al Qasr for the Development of Rural Women welcomed the awareness initiative and suggested an ideal community for the event in a remote and underserved area.

Building on the momentum that comes from partnership with local organizations like these, CITIES will hold awareness sessions from the last week of April through July, providing remote communities important information on the decentralization initiative for the first time.