

17 June 2021 – On 15 June 2021, the WHO Regional Office held a virtual ceremony to honour H.R.H. Princess Dina Mired with a World No Tobacco Day 2021 award for Her Excellency's outstanding efforts in supporting and promoting tobacco control efforts in Jordan.

H.R.H. Princess Dina Mired has been a leading advocate against the tobacco epidemic; a prominent public health issue in Jordan, which has 80% prevalence of tobacco and nicotine use. Her Excellency has been a strong force in driving Jordan's recent major achievements in tobacco control policies, including banning tobacco use in all indoor public places and banning all forms of tobacco advertisement, promotion and sponsorship.

Speakers noted H.R.H. Princess Dina Mired's passion and conviction in fighting the tobacco epidemic. Her Excellency is a fierce advocate in the fight against tobacco and a leading example for tobacco control efforts in the Region. H.R.H. was a key driving force in bringing together influential stakeholders to discuss and promote tobacco control policies. H.R.H.'s collaborative efforts were particularly instrumental in passing legislation to ban waterpipe use in public places in Jordan in the early stages of the COVID-19 pandemic.

Closing remarks were made by WHO's Regional Director for the Eastern Mediterranean and senior management, UNODC's Regional Director for Arab States and the United Nations Resident and Humanitarian Coordinator to Jordan.

Remarks

“The tobacco situation in Jordan is very challenging but we see hope and greatly appreciate the efforts and commitment of H.R.H. Despite challenges on the ground and significant prevalence of tobacco use; the indoor smoking ban represents a great achievement. Implementation of these policies would not have been possible without H.R.H's efforts and those of all partners in Jordan and globally. My sincere congratulations to H.R.H Princess Dina. Thank you for your generous support, which is highly appreciated and needed to protect the health of our citizens and future generations.”

Dr Ahmed Al Mandhari, WHO Regional Director for the Eastern Mediterranean

“Tobacco use is a real challenge in Jordan and the whole Region, but with examples such as that of H.R.H and H.E. the Minister of Health's efforts we are sure that tobacco control will prevail as WHO continues to work hand in hand with national partners.”

Dr Rana Hajjeh, WHO Director of Programme Management

“It gives me great pleasure to be here with you to celebrate H.R.H's tireless efforts in fighting tobacco in Jordan. As the United Nation's development system, we are proud to partner with WHO in the right to health, including ending tobacco use. The UN is probably the most well placed to partner in the campaign with champions, such as H.R.H Princess Dina, who can inspire people across Jordan and the Region. Legislation on the indoor tobacco ban is such a milestone today. We hope that this will inspire other countries in the Region to take the same steps. United Nations agencies will continue to work hand in hand with WHO and government counterparts to end tobacco use in Jordan and across the Region.”

Ms Layla Baker, UNODC Regional Director for the Arab States

“We have some exceptional reasons why we have to drive the tobacco control agenda forward. As a United Nations Resident Coordinator, this is one of the most beautiful moments when I see that we can drive an issue, such as tobacco control, with great results. Thank you and congratulations to H.R.H Princess Dina, the Government of Jordan and WHO and I promise that I will stand behind these efforts as we move forward in Jordan.”

Ms Anders Pedersen, United Nations Resident and Humanitarian Coordinator to Jordan

“It is my greatest pleasure to honour our dearest H.R.H Princess Dina Mired for all her accomplishments as the leading advocate and prominent figure of tobacco control in Jordan. H.R.H Princess Dina Mired of Jordan has set a distinctive example for others and has demonstrated outstanding leadership in her fight against tobacco and more widely on noncommunicable diseases in Jordan and at the international level. I want to sincerely thank Princess Dina for all her hard work and determination to fight tobacco in Jordan and save millions of lives.”

Dr Maria Cristina Profili, WHO Representative to Jordan

“As we are celebrating H.R.H.'s award, we need to work together, all of us, to make sure that achievements at policy level are sustained to reduce the prevalence of tobacco use. I also congratulate H.E. and his team for the long awaited waterpipe regulation and I am hopeful that its implementation will impact positively on decreasing prevalence.”

Dr Asmus Hammerich, WHO Director of the Department of Universal Health Coverage/Noncommunicable Diseases and Mental Health

“While we celebrate the efforts of H.R.H. and all partners in tobacco control, and the newly adopted policies by H.E. the Minister of Health, we need to focus on the number of 80% prevalence of tobacco and nicotine use in Jordan, the only way to bring it down is to implement the recently adopted policies in Jordan on nicotine and tobacco products. That will only be possible with continued collaboration and coordination with all partners in Jordan, including the strongly committed NGO community in the country.”

Dr Fatimah El-Awa, Regional Adviser, Tobacco Free Initiative, Department of Universal Health Coverage/Noncommunicable Diseases and Mental Health

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