In partnership with the Jordanian Food and Drug Administration, WHO supports regular policy-setting in the pharmaceutical sector. The WHO pharmaceutical programme provides technical and financial support to the Jordanian pharmaceutical sector. The programme aims to improve policies, introduce frameworks and create regular and transparent mechanisms and improve the supply chain management.

The programme also advocates for improved access to quality and affordable pharmaceutical products for all of Jordan's citizens. WHO, in partnership with all stakeholders, carried out a level II pharmaceutical survey – a facility and household survey combined with pricing assessment components to measure availability and affordability of medicines implemented under the Medicine Transparency Alliance (MeTA). This project is funded by the UK-based Department for International Development.

MeTA is an innovative multistakeholder partnership that through the provision of information attempts to increase transparency in the medicine supply chain. Piloted in January 2009, the initiative was spearheaded by the Jordan Ministry of Health and the High Health Council. It was credited for bringing together the government, the private sector and civil society for the first time in the discussion of the problems that arise due to lack of transparency and management. The partnership has highlighted the need for the production of more information and greater sharing in the Jordanian medicines market.

MeTA has reviewed and recommended a number of influential systems in the pharmaceutical sector. From policy development and implementation; to procurement, promotion and distribution of medicines MeTA has been at the forefront in a drive for transparency and good practice. The MeTA partnership's ultimate aim is to increase access to essential quality-assured medicines, especially for the poor and vulnerable.

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