



Save the Children
100 YEARS



STOP
PNEUMONIA

Indonesia



STOP PNEUMONIA CAMPAIGN

at National Level, Bandung and West Sumba Districts

Pneumonia Centenary Commitment (PCC) 2019-2021 www.stoppneumonia.id | www.stc.or.id

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FACTS*

- **The second biggest cause of death** for children under five after premature birth
- **Every minute 2 children under five die** (2500 / day) due to pneumonia
- Pneumonia causes **15% of all under-five mortality**
- **The main killer** of children under five in the world, **more than AIDS, malaria and measles at once**

*Indonesia Ministry of Health, Save the Children, UNICEF, WHO

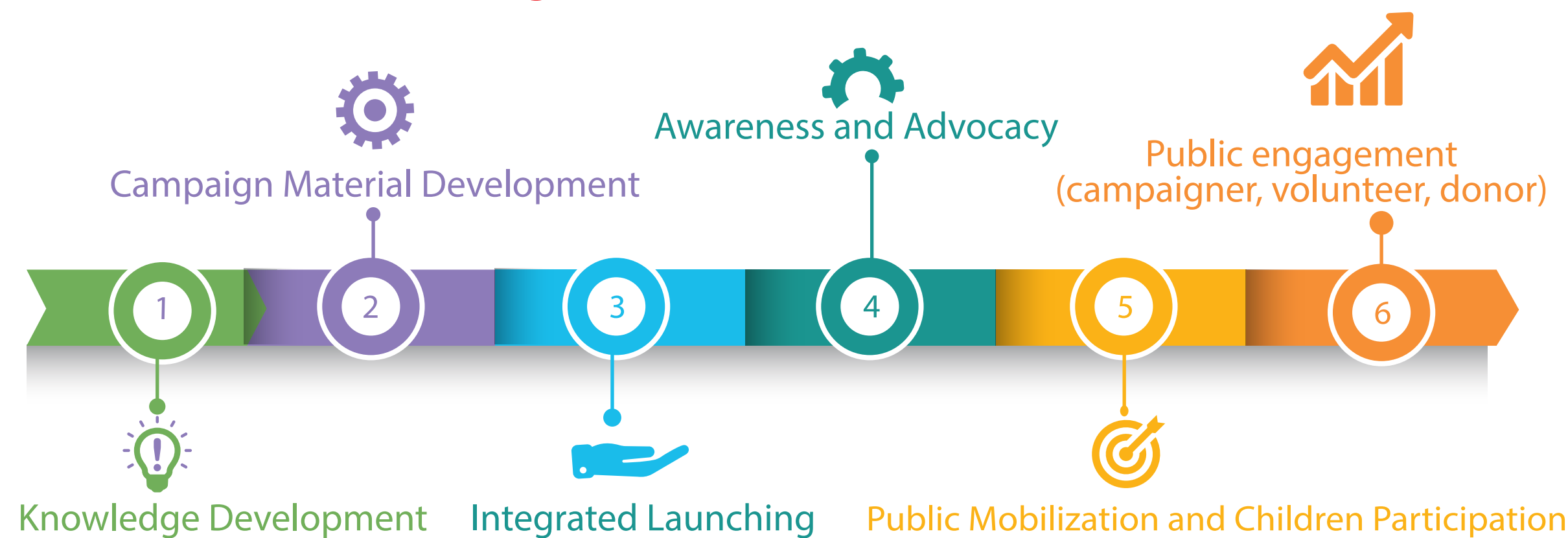
CHALLENGES



- Geographical disparities
- Lack of knowledge of pneumonia
- Poor quality of care that causes children to die due to preventable causes

CAMPAIGN FOCUS AND ACTIVITIES

An integrated behaviour change campaign to address **childhood pneumonia**, **intensive cross-stakeholder socialization**, **social mobilization**, and **parenting campaigns** to **strengthen father's roles** in the family.



September 2018 - December 2019

- Research: situation analysis, communication strategy and key message
- Campaign material development: printing, audio/video dan website
- Photobooth
- Exhibition
- Father class
- Outdoor live event
- STOP Pneumonia launching at district and national level
- Stop Pneumonia socialization
- Blogger-vlogger visit and competition
- Live radio talkshow and online streaming
- Health scout jamboree
- Writing workshop in health issues for journalist and blogger
- Fundraising
- Merchandise
- Advocacy training for cadres & CSOs
- Media placement: audio/video
- Hand washing with soap demonstration with head of district
- Public doodle and signing
- Social media engagement
- Virtual run
- Healthy breakfast with preschool student
- Grebek Ayah Hebat! (father's doorstep interview) in primary health care
- Consultation with Ministry of Health
- Integrated activities with world/national health day
- 3 editorials in national newspaper
- Seminar in faculty of medicine
- TV instalation in 10 primary health care
- Cadre, college student and scout mobilization
- Joint event with Ministry of Health and pediatric association

KEY MESSAGE



- **Understanding pneumonia and the danger signs**
- **Pneumonia can be prevented through:** breastfeeding, immunisation, hand washing with soap, nutrition for children, reduce domestic pollutant and stop smoking
- **Knowing what to do** when exposed to pneumonia.



TAGLINE

S – **ASI** eksklusif dan menyusui ditambah MPASI sampai 2 tahun.

Exclusive breastfeeding for six months, with adequate complementary feeding up to 2 years

T – **T**untaskan imunisasi untuk anak

Complete immunizations for children

O – **O**bati ke fasilitas kesehatan jika anak sakit.

Bring a sick child to health facility

P – **P**astikan kecukupan gizi anak dan hidup bersih sehat

Ensure adequate nutrition for children and health and hygiene

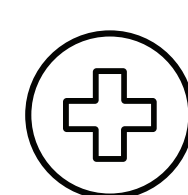
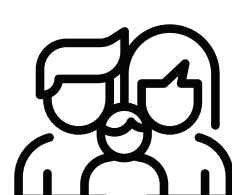


OUTCOMES



Radio: 30 million (3x radio talkshow “Ruang Publik” relayed to 100 stations in 22 provinces: launching STOP Pneumonia campaign, jamboree, world pneumonia day), **Media placement audio & video: 11 million** (10 mio Radio and 1 mio commuter), **Direct reach: 1600** (launching, world handwashing day, jamboree, virtual run, seminar, world pneumonia day in Bandung district, Jambi, Medan and Bali) **Indirect:** (IG #stoppneumonia): **like/love 3015, comments: 159.**

STEP AHEAD



- Further strengthen the relationship with stakeholders
- Increase government programs and budgets for pneumonia prevention
 - Activation every 3 months / quarterly coincides with world/national day
 - Capacity building/workshop
- Develop communication toolkit for youth, scout and father
- Online / offline talkshow
- Media placement
- Mobilization: cadre, midwife, health worker, youth and father
- Immunisation crash program
- Home visit