

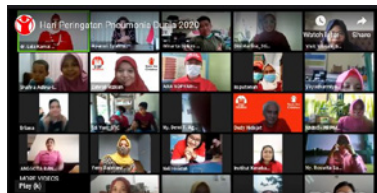


**STOP
PNEUMONIA**



Save the Children

2020 - Lessons from Field **Collaboration to Prevent Childhood Pneumonia**



STOP Pneumonia team:

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Story Writer: Dudy Hidajat | Creative: Harimawan Latif

Indonesia is one of the three countries that have made good progress among the 30 countries that have a high burden of pneumonia in the world, namely having an under-five mortality rate due to pneumonia of 4/1000 live births in 2018, close to the global target of 3/1000 live births in 2025.

To support the Indonesian government's program in protecting, preventing and treating pneumonia under five, Save the Children Indonesia is running the STOP Pneumonia campaign program 2019-2021. The focus of the STOP Pneumonia campaign program is to increase awareness aimed at changing the behavior of the target public through an integrated approach to managing pneumonia in children under five by protecting, preventing and treating.

This Case Study is a variety of stories, government policies, experiences, activities, knowledge in efforts of protection, prevention and treatment of childhood pneumonia through collaboration from various parties: the vice president's palace, two ministries, experts, celebrities, social organizations, media, students, bloggers, CSOs, provincial and district level government, health workers and the role of family, especially fathers.

STOP Pneumonia Campaign program is supported by SCUK, SCHK and SCUS in consultation on the development of a support campaign from Pfizer.

www.stoppneumonia.id

Background

Pneumonia is the second-leading killer of children under five in Indonesia. Based on data from WHO & UNICEF, in 2015, as many as 17% or as many as 25,481 deaths of children under five in Indonesia were caused by pneumonia. This problem occurred because of geographical disparities, inadequate quality of care and referral system in a complex health system that results in high mortality in children under five, which should be prevented. However, until now, public attention to pneumonia is still very low. It can even be said to be of no concern at all compared to other diseases, such as dengue fever, malaria, or tuberculosis.

Gaps and Opportunity

In October 2018, the STOP Pneumonia program conducted [formative research and developed communication strategies and campaign plans](#) to fight Childhood Pneumonia through three strategies: Protect, Prevent and Treat. Research has found that geographical disparities, lack of knowledge of pneumonia, and poor quality of care play a part in preventable child deaths. The communication strategy is designed to reduce preventable child deaths due to pneumonia through an integrated behavior change campaign to address childhood pneumonia.

Intensive cross-stakeholder socialization, social mobilization, and parenting campaigns to strengthen fathers' roles in the family are based on the global Childhood Pneumonia framework to protect, prevent, and treat for pneumonia. In addition, this strategy has designed pneumonia campaign activities with the aim of increasing the awareness of the target audience about pneumonia on topics such as basic information on child pneumonia, recognizing the danger signs of pneumonia in children, knowing how to prevent pneumonia, and knowing how to respond to suspected/confirmed cases.

In 2019, we have accomplished key activities as follow: materials development for campaign (standing banners, video presentations, micro websites), testing of key messages for the Stop Pneumonia campaign, the national launch of the Stop Pneumonia campaign, writing and Vlog competitions, media placement/public service ads in commuter liners, TV features in 10 Puskesmas in Bandung & Sumba, participation at the National Health Scout Jamboree to campaign Stop Pneumonia at the World National Pneumonia Day in Bandung with head of district of Bandung.

Program Focus

In 2020, with grant support provided from Save The Children Hong Kong, the STOP Pneumonia Program focused on the following deliverables: children under 5 receive recommended vaccinations against childhood diseases, Including childhood pneumonia, children under 5 benefit from strengthened health services in Bandung, mobilization of stakeholders in range of campaign events related to Global or National Health day, strengthening knowledge through training on Pneumonia, complete behavior change materials development.

Expected Population reach in 3 Years

- 81,000 children aged 12-23 months in Bandung and Sumba Districts receive recommended vaccinations against childhood diseases, protecting them against life-threatening diseases, including pneumonia.
- 180,000 children under 5 benefit from strengthened health services in Bandung
- 3,600 pneumonia-affected children under age 5 who receive antibiotics treatment
- 29,000 children who are exclusively breastfed

STOP Pneumonia Program Activities

- Develop BCC Material: Pneumonia Toolkit, Homevisit & Father's Rolls, Village Fund
- Provide and distribute medical tools, BCC materials (21 Puskesmas), Audio Visual message, TV installation in Puskesmas
- Skills building session on management of childhood pneumonia for health workers
- Conduct education session on Mother/Father group about Pneumonia prevention
- Training on advocacy for Coalition members and village activists
- STOP Pneumonia campaign day events are conducted at National and District Level (National Immunization Day, World Breastfeeding Week, World Pneumonia Day;
- Campaign related activities: printing, Audio Visual, media placement
- Conduct Crash Immunization Program/Additional Immunization session outside posyandu in targeted sub-district is conducted to increase UCI

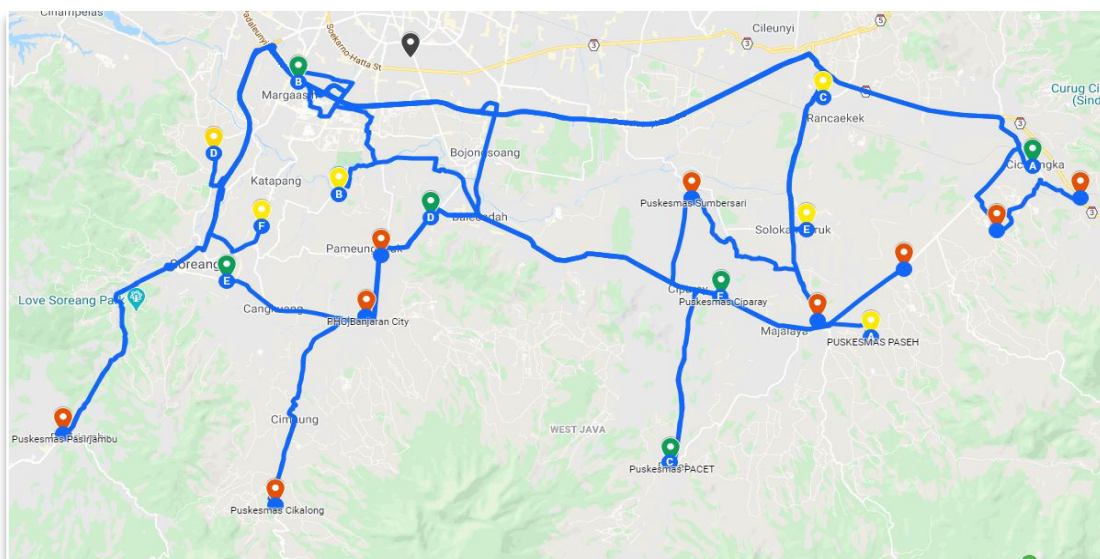
Project Location and Initial Project Target

The work area of the STOP Pneumonia program in 2020 focuses on Bandung District West Javain 21 Community Health Center or Puskesmas (PKM)

- PKM Sawah Lega • PKM Cikancung • PKM Ranca Ekek • PKM Solokan Jeruk • PKM Majalaya • PKM Sumbersari
- PKM Sangkanhurip • PKM Katapang • PKM Soreang • PKM Pameungpeuk • PKM Banjaran Kota • PKM Cikalong
- PKM Cipedes • PKM Paseh • PKM Pasirjambu • PKM Kutawaringin • PKM Cicalengka DTP • PKM Rahayu • PKM Pacet • PKM Bale Endah • PKM Ciparay

Villages Target:

- Areas with low immunization coverage • More pneumonia cases • the number of babies to consider the number of beneficiaries • Stakeholders are easy to work with

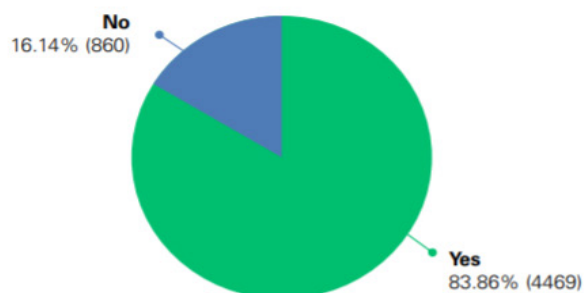


Covid19 Effect Immunization in Indonesia

Has there been any disruption to the provision of immunization services?

Answered: 5,320

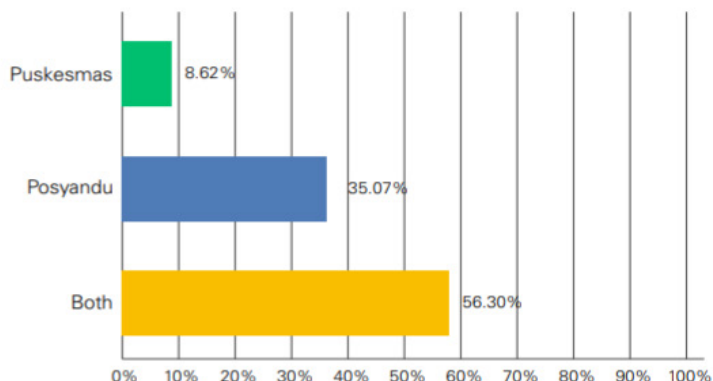
Skipped: 0



At which level service is interrupted?

Answered: 3,989

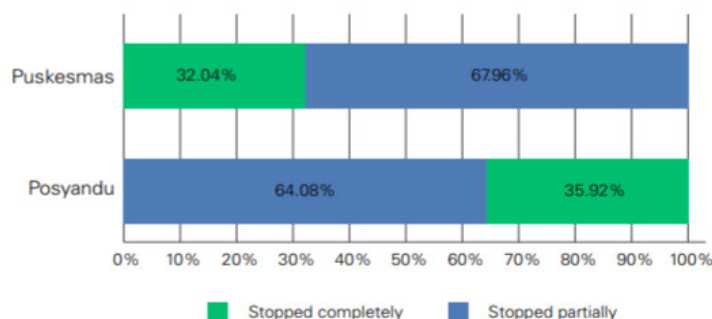
Skipped: 1,340



At what extent service is interrupted?

Answered: 3,989

Skipped: 1,340



Survey found that in nearly **84%** of the reporting health facilities, **immunization services** are significantly **disrupted**

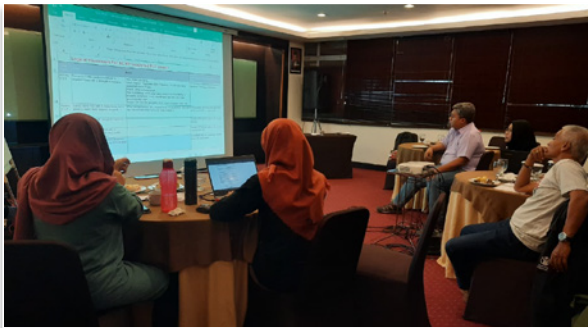
MOH of INDONESIA & UNICEF- Rapid Assessment at different levels of the health system, From 20 to 29 April 2020, a total of 5,329 of 9,993 puskesmas participated in the online survey

Key Achievements

Preparatory Activities

In 2020, YSTC continued the STOP Pneumonia campaign activities with support from Save the Children Hong Kong (SCHK) and Save The Children UK Pneumonia Centenary Commitment (PCC) to carry out a series of activities. As a first step was recruited of 2 project officers. The project officers have tasks to provide essential support to project implementation at field level, work with senior campaign manager and other team members to achieve project success, which include administrative, operations and coordination with external stakeholders and internal support teams.

A kickoff meeting was held for the STC internal team (PDQ, Implementation and Support) to have the same understanding and work well together in the implementation of the program under SCHK award and also, developed a detail implementation program (DIP) involving health technical advisers, MEAL team and the Bandung Area Manager.



STOP Pneumonia Program Briefing Meeting with Bandung DHO

STOP Pneumonia program organized a meeting with DHO to introduce and explain the background, objectives and planned activities of the Stop Pneumonia program. Obtain input and direction from the DHO regarding coordination of activities involving DHO and puskesmas and map stakeholders involved in the STOP Pneumonia Program.

STOP Pneumonia in TV National

DAAI TV - Philanthropy program: A program that discusses philanthropic or philanthropic activities in Indonesia. They are interested in the Save the Children profile in Indonesia and STOP Pneumonia, one of the program introduced to the public.



Tata Sudrajat Advocacy Campaign Director and Dessy K. Ukar HR Director explained STOP Pneumonia program, <https://www.youtube.com/watch?v=HC0fSTIUb9A>

Pneumonia Toolkit Consultation Meeting With MOH

Consultation meetings with the Ministry of Health from the Directorate of Prevention and Control of Direct Communicable Diseases (P2PML) and the Directorate of Health Promotion and Community Empowerment (PROMKES) to consult the contents of the book Pneumonia Communication Toolkit to ensure the accuracy and harmony of the IEC material we have developed with those developed by the government and the government expert.



Adaptation program: COVID-19 Respond Related to STOP Pneumonia

STOP Pneumonia Program implementation is adapted to pandemic covid-19. COVID-19 and STOP Pneumonia are closely relevant, all planned adaptation activities are related to planned project activities (for example - Campaign activities for printing campaign material, radio talk shows and live streaming, webinars).

This adaptation activities will not replace or delete the planned program activities



10,500 Health masks to 21 puskesmas

Puskesmas is supported with PPE and TV

Ensure continuation of important maternal and child health and nutrition services from Puskesmas and other health facilities. Health facilities are supported by PPE to prevent transmission.

This activity is to respond to requests from the Bandung District Health Office to ensure health facilities and health workers can continue health care services according to MOH guidelines.



16 TV to 16 puskesmas*

*5 already in 2019

21 X 57,000 viewer average per year: 1,197,000 viewers



Didiek Eko Yuana, Bandung Area Manager, Noer Pangroso Health Program Manager and Dudy Hidajat, PCC Project Officer distributed Health Masker and TV to Puskesmas

Audience with First Lady Bandung District through Radio Talk show and Podcast.

The impact of the STOP Pneumonia activity on the COVID-19 response, First Lady of Bandung district, Kurnia Agustin Naser was interested in the STOP Pneumonia campaign and invited the PCC Bandung team to have a meeting with her during her podcast and Caraka Radio talkshow (Bandung District Government Radio).

Talking point:

- STOP Pneumonia Profile(2019-2021): Background, Campaign Focus, Key Message, Tagline
- STOP Pneumonia Activity and COVID-19 Response
- Asking her to become STOP Pneumonia campaigner:
 - Resource Person in Radio Talk show,
 - Participation in the Immunization campaign in immunization session in puskesmas or posyandu
 - Short message STOP Pneumonia in Video for Puskesmas.



Radio Talk show and Podcast with Kurnia Agustin Naser First Lady of Bandung district and Noer Pangroso Health senior manager Bandung Area discussed about STOP Pneumonia Campaign

STOP Pneumonia Program implementation is adapted to pandemic covid-19.

People in targeted area are reached/exposed on COVID-19 and Childhood Pneumonia Campaign

Campaign Activities

Campaign activities in potential and related events align with momentum or joint event with government and CSO

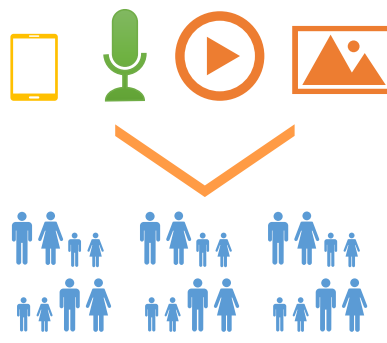
Campaign activities in potential and related events aligned with momentum or joint event with government and CSO to inform and strengthen awareness of knowledge to the public such as children, parents, and caregivers, and the community to minimize and prevent Covid-19 and childhood pneumonia and give positive behavior changes. Campaign activities used various channels and tools and were tailored to the target audience even if the message is the same.



The channel used must be trusted by the target audience. Responding to the Covid-19 response with specific themes related to the prevention of Pneumonia in Children (breastfeeding, immunization, nutrition, handwashing with soap).

Channels: • broadcast media (Radio) social media (Facebook, Youtube)
• webinar • websites • shared materials from trusted organization/source
• government officer, professional organizations and community leaders as resource person.

Tools/material: • PSAs videos, • audio messages • social media video
• billboard • posters • banner • Roll up banner • flyers.



Radio talk show: Public at Large | 1 million listener at National level, relayed in 100 radio stations in 22 provinces, live streaming, podcast (Source person by phone due to social distancing), **Social Media Facebook and Youtube:** 6032 viewWebsite

IEC Materials: Printing: 2 Billboards, 21 Banner, 21 Roll up banner, 21 Posters

Campaign Activities: IEC Material Respond COVID-19. Distributed to DHO and 21 Puskesmas. Billboard, Poster, Banner, Rollup Banner



Campaign Activities: Talkshow Radio, Live Streaming and Podcast



To support World Immunization Week: Pneumonia Prevention with Immunization during Covid-19 Pandemic, with resource person: from MOH, Director Surveillance and health quarantine, Indonesian Pediatric association

<http://stoppneumonia.id/pneumonia-pa-da-anak-stop-pneumonia-dengan-imunisasi-di-ma-sa-pandemi-covid-19/>

<https://www.kbrprime.id/listen.html?type=story-telling&cat=ruang-publik&title=stop-pneumonia-dengan-imunisasi-di-masa-pandemi-covid-19>



STOP Pneumonia Awareness Collaboration Women Welfare organization (PKK) with resource person: first lady of the West Java Province and Indonesian Pediatric association

<http://stoppneumonia.id/pneumonia-pa-da-anak-stop-pneumonia-dengan-imunisasi-di-ma-sa-pandemi-covid-19/>

TV Talkshow

To support World Immunization Week: Pneumonia Prevention with Immunization during Covid-19 Pandemic in National TV Program Ibu Pintar (Smart Mother), with resource person: Selina Patta Sumbung CEO Save the Children Indonesia, supported by Pfizer



<http://stoppneumonia.id/stop-pneumonia-di-program-ibu-pintar-trans-tv/>

Campaign Activities at National Level to commemorate World Breastfeeding Week 4-11 August 2020

Gerakan #PulihBersama

Talk Show:
Dukungan Ayah ASI di Masa Pandemi COVID-19

Fandi Yusuf
Organizational Communication Manager
Save the Children Indonesia

Rahmat Hidayat
Ayah ASI

Sondang Pratama
Sutradara

Host: Rizal Wijaya

Rabu, 5 Agustus 2020

09:00-10:00 WIB

Live Streaming Facebook
Save the Children Indonesia

Ikuti Lomba Foto Ayah Dukung ASI
Akan dipilih 10 foto terbaik

Dengarkan di 100 Radio Jaringan KBR.

Link: <https://radioadabox.com/id/materi/>

Interaktif

0812-118-8181

0800-140-3131

Radio talk shows relayed on 100 station radio in 22 provinces and live streams in FB : The Father's Rolls in Supporting Breastfeeding during COVID-19 Pandemic, the participants are all men: film director, SC Indonesia employee, and co-founder of Ayah ASI organization.

<http://stoppneumonia.id/dukungan-ayah-asi-di-masa-pandemi-covid-19/>

Gerakan #PulihBersama

Bincang Sehat dengan Prof. Dr. dr. Soedjatmiko, SpA(K) Pakar Kesehatan Anak

Di tengah pandemi COVID-19, banyak layanan kesehatan yang tidak dapat berjalan optimal. Banyak orang tua yang khawatir membawa anaknya ke fasilitas kesehatan di tengah pandemi COVID-19.

Jangan khawatir, Anda dapat tetap berkonsultasi secara daring lewat Bincang Sehat Save the Children bersama:

Prof. Dr. dr. Soedjatmiko, SpA(K)
Pakar Kesehatan Anak

Hana Wadde
Health Advocacy and Policy Advisor
Save the Children
Moderator

Norimona Patricia
Senior Advocacy Strategy Manager
Save the Children
Host

Live Streaming Facebook
Save the Children Indonesia

8 Agustus 2020

10:00-11:30 WIB

Sampaikan secara langsung pertanyaan Anda seputar kesehatan dan gizi anak

Medical consultation for family with Prof. Soedjamiko via Facebook, he is a pediatrician who is quite popular, this consultation was delivered with casual, light concept so the audience could understand the message and can directly asked question. The scope of discussion is pneumonia, breastfeeding, immunization and child development

<http://stoppneumonia.id/bincang-sehat-ber-sama-prof-miko/>

Gerakan #PulihBersama

Episode 5 : Dukungan sektor Non-Kesehatan untuk Memastikan Layanan Kesehatan dan Gizi Anak Tetap Berjalan Selama COVID-19

dr. Utami Rosli, SpA, IBCLC, FABM
Pendiri sentra lokasi Indonesia dan Gerakan Kesehatan Ibu dan Anak (GKIA)

Dion Yulianti
Jurnalis Koran Tempo

Bito Wikantosa, SS, M.Hum.
Direktur Pelayanan Sosial Dasar, Kementerian Desa, Pembangunan Daerah Tertinggal dan Transmigrasi

Moderator Retno Wardhani
Project Manager
Child Health Advocacy
Save the Children Indonesia

dr. Ilen Adriani, M.Kes.
Ketua Pokja IV TP PKK Provinsi NTT

Selasa 11 Agustus 2020

10:00 - 12:00 WIB

Live Streaming Facebook
Save the Children Indonesia

Contact Person:
Halimatul Abkariyah
+62 811-1951-390

Tersedia:
Juru Bahasa Isyarat

7 Risiko 7 Aksi untuk Menit Bertahan Hidup Lindungi Generasi

Link Registrasi
<https://www.pulihbersamaSC.com>
Meeting ID dan password akan dikirimkan melalui email pendaftar

Via Zoom Meeting

The webinar discusses the role of non-health providers in supporting health services through posyandu. Health services include breastfeeding, immunization and nutrition for families. Source person from the co-founder of the association of breastfeeding mothers, the ministry of village, and the mother welfare movement organization and journalist. Journalists presented the roles of the media in supporting breastfeeding

<http://stoppneumonia.id/webinar-episode-5-dukungan-sektor-non-kesehatan-untuk-memastikan-layanan-kesehatan-dan-gizi-anak-tetap-berjalan-selama-covid-19>

Complete behavior changes materials development: to support campaign and behavior change intervention for families-communities



Pneumonia Communication Toolkit: The aim of material development is to facilitate the dissemination of information about the Childhood pneumonia to the target audience at both the national and sub-national. The message of the materials have been developing is simple and easier to understand in a communication package that is not too much text but more visual, creative infographic and can be spread through various channels: online or printed.

Due to the covid-19 pandemic that limited to be held face-to-face meetings, pre-testing was carried out through media online. There are three stages of pre-testing visibility is conducted with Bandung District health officer and midwives from primary health center:

- First stage: participants were sent a pneumonia toolkit in color printing. The participants learn the look & feel” and contents of the book and then participants will be called by phone for an in-depth interview about the visibility of the book.
- Second stage: 2 training sessions on toolkits via daring (MS Team) with facilitators.
- Third stage: the participants will simulate how they use the toolkits in mother’s class or at the posyandu, pukesmas. This simulation is recorded via video

The toolkits are developed for midwives as references material during consultation/counseling sessions at pukesmas, posyandu and mother classes. In the toolkits, there are childhood pneumonia key short messages to deliver as quickly to targeted caregivers.

Pneumonia Toolkit



Cue Card for health worker and client



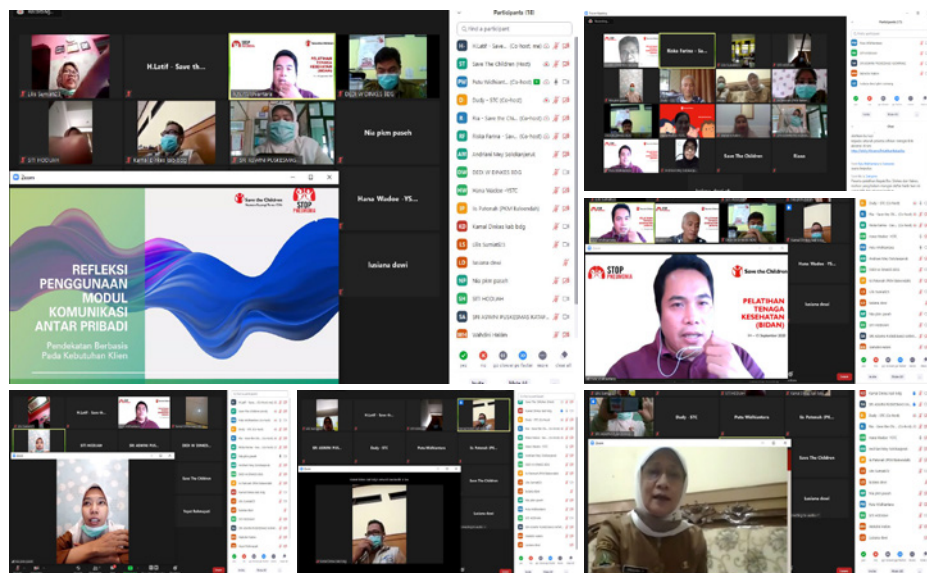
Modules for mother class





Midwives conducted practical simulations on the use of Pneumonia Toolkit in community health centers, mothers group class

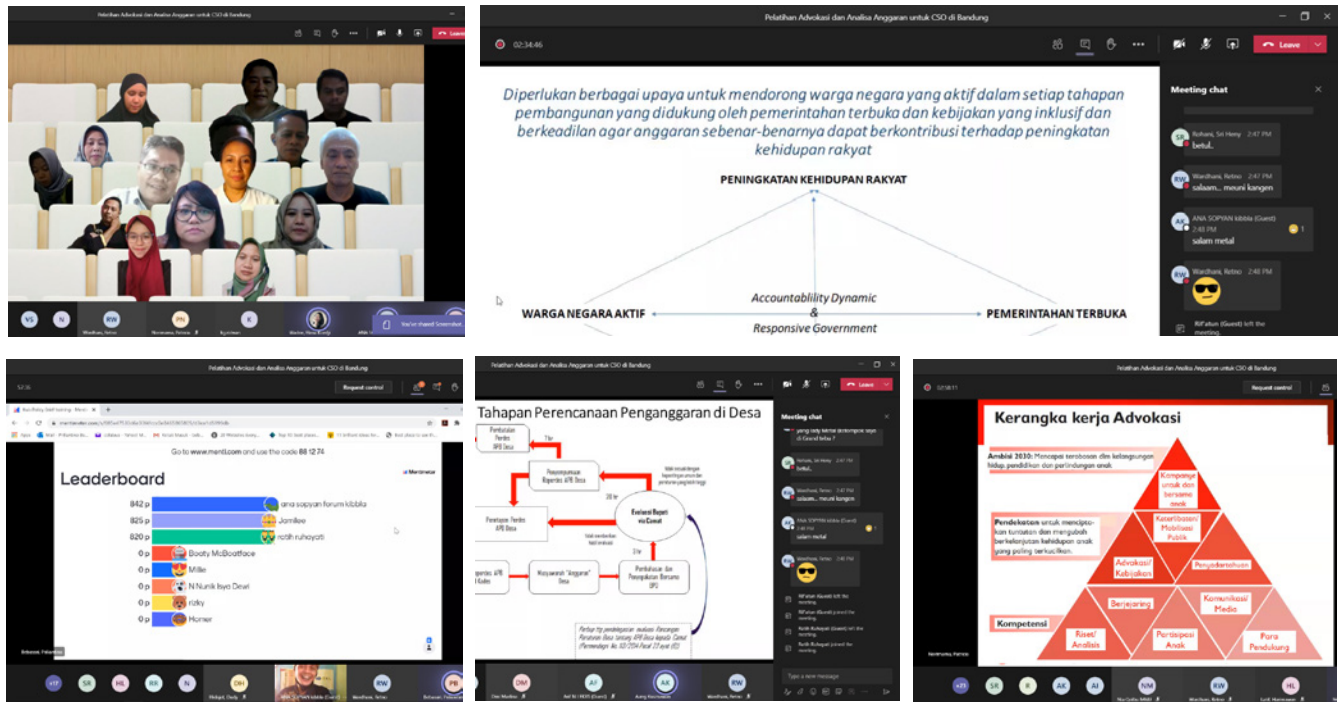
Pneumonia Communication Toolkit Practical Training of Trainer Online



This 2-day training is first oriented so that midwives can meet the needs of clients (mother) with a woman center care approach. Midwives are trained to support mothers in finding problems and solutions that they can do at home. Second, the midwives were taught to lead a small mother group class using story telling techniques to facilitate and play the game "Ice Breaking" so that the mother class was more dynamic, mothers could share their experiences. The training design is useful for midwives to be able to carry out interpersonal communication in class mothers based on woman care centers.

So after attending the mother class, mothers can find practical solutions that are the most applicable that mothers and families can do to prevent pneumonia in children through prevent protect and treat.

Advocacy skill building: Village fund for Health Sector For Health workers, Village Activists and CSO



One of the important components in ensuring quality basic services and fulfilling children's rights is the availability of adequate budget allocations through the APBD and APB-Desa (Village Budget) as the most important budget sources at the regional and village levels.

To increase understanding of Health workers, Village Activists and CSOs need to hold training related to "Village Fund for Health Sector" so that those in Bandung Regency have the ability to analyze government planning and budgeting with basic services and fulfillment of children's rights and all aspects that affect it as part of strengthening the budget advocacy movement, especially a budget for improving the quality of health services for children. adequate and reliable advocacy work for the government with a Policy Brief for budget advocacy to the government.

BCC Materials Development

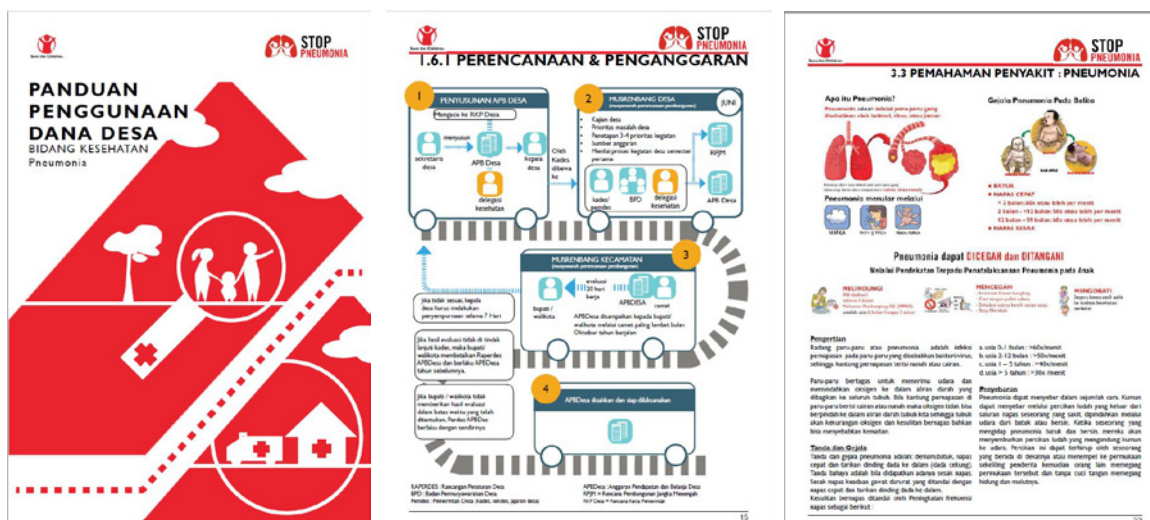
Home Visit Guide which emphasize role of fathers

One of target audience which was targeted Mother and father's roll/ caregiver. This book will help a cadres during home visit to support mother and caregiver protecting children health in family. One of the strengths of this manual is that there is a guide in each chapter on how the role of fathers in supporting mothers and families in protecting the health of mothers and children



A Village Fund Guideline For Village Officers And Field Health Worker

Guidelines need to be made to strengthen the capacity of village officers and health worker to be able to build arguments and plans for the maternal and child health sector include pneumonia protection/prevention program to be one of the priorities in village funding and activities.



Video Story:

Health Services in Puskesmas During COVID-19 Pandemic



English Subtitle: https://www.youtube.com/watch?v=D5RuW_GxWIw

Challenges

Service disruption due to Covid-19:

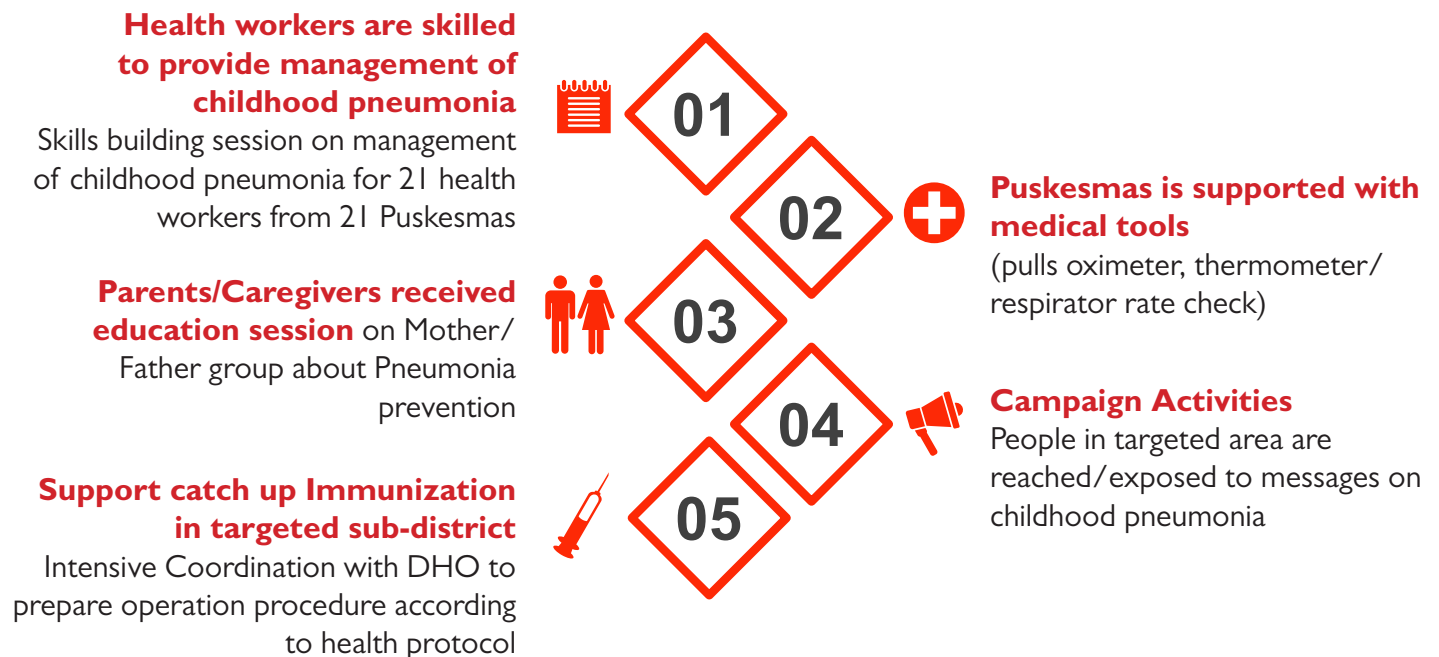
Most of health workers in Puskesmas and DHO have been occupied to support testing, tracing, treatment (and referral) COVID-19 cases as West Jawa is epicentrum area. Effect:

- Less health workers do the regular program; while at the same time they have been trying to adapt services align with Covid 19 guideline from MoH
- Data routine is not readily available, challenging to collect secondary data
- Delay in crash immunization program

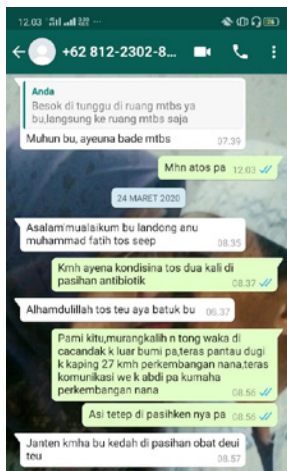
Travel and Face to Face activities restriction-shift to online meeting:

Activities and coordination rely on internet connections, constraints of internet connection quality, time and cost, Activities were limited/postponed. Provision of communication cost for data/internet connection for health workers and community cadres

Next Step



Responding to Childhood Pneumonia during Covid-19 Pandemic



Midwife: "Tomorrow, just wait in the IMCI room, okay? Just go straight to the IMCI room."

Mother: "Yes, ma'am, I'll go to the IMCI room."

Father: "Hello, ma'am ... Muhammad Fatih's has finished all his medicine."

Midwife: "How is his condition now, after he's had antibiotics?"

Father: "He has stopped coughing, thank goodness."

Midwife: "Okay. If that's the case, keep the child at home and keep a close watch on him up to March 27. Let me know how things are going."

Midwife: "The child must continue to be breastfed."

Father: "So, what else do we need to do, ma'am. Does he need any more medicine?"

Midwife: "No, just keep an eye out for further coughing, runny nose and short of breath while he's at home."

Father: "Thanks, ma'am."

The above dialogue, which is translated from the original Sundanese, is a snippet of a conversation between a midwife, the mother and father of a child suffering from pneumonia in a village in Ciparay sub-district, Bandung district, on 24 March 2020. So, what is it about this conversation that is interesting? What is interesting is that the conversation shows that the child is being treated for pneumonia during the Covid-19 pandemic. It also reveals a number of interesting facts, including the fact that pneumonia continues to be treated, there was good communication between the midwife and the parents, the midwife informed the parents to keep caring for the child at home, closely monitor the child's condition for any coughing, flu symptoms and shortness of breath and also continue breastfeeding. The conversation between midwife and the parent was conducted in a two-way communication, interactive and friendly (not instructive). Therefore, it can be seen from this dialogue that a sense of trust prevailed between the parents and midwife, thus the parents were eager to comply with advice from a health worker (the midwife).

The response to childhood pneumonia, such as the above example, will always be easier if it is based on a sense of trust and good communication. It is not easy to increase people's awareness on the importance of treating this disease properly. However, if the information is provided in a consultative, communicative and persuasive way, the risks that pneumonia poses for children can be minimized and promptly addressed. Consequently, the dissemination of information and continue campaigning on pneumonia is very important for all stakeholders.

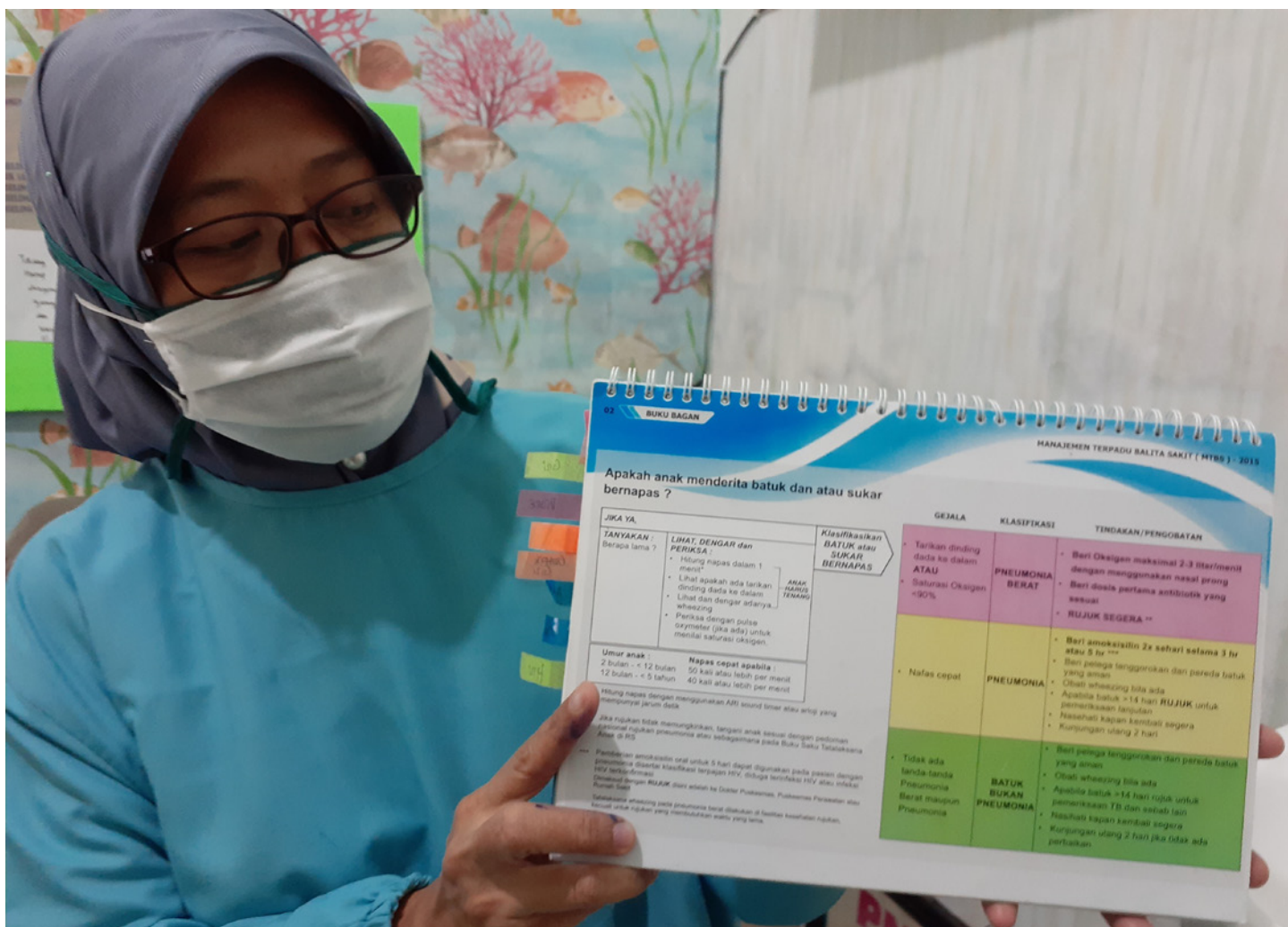
During the Covid-19 pandemic, the Ciparay Community Health Center (Puskesmas) treated 4 children with

pneumonia between March and June 2020. Three patients were treated by the Ciparay Puskesmas itself, while the fourth was referred to hospital. In 2019, the Ciparay Puskesmas treated a total of 17 children with pneumonia. This year's four patients continue to be monitored by the local health team, with the support of their parents, who have been asked to keep in close contact with midwives either by telephone or by WhatsApp to ensure that the children fully recover. The health center has 2 rooms for treatment of child patients -- one for sick child and the other for healthy child who need basic health services eg immunization, feeding advice etc.

Role of Healthcare Workers during the Pandemic

Midwife Yeyet Rohmayati, Am.,Keb., is the person in charge of IMCI (Integrated Management of childhood illnesses), while Dr. Rachmanissa is her supervisor and the person who is responsible for child health services at the Ciparay Puskesmas. The two medical professionals have the main responsibility to overseeing and providing care and treatment of childhood pneumonia. Despite the fact that Covid-19 pandemic has affected and disrupted the health services at local community integrated post (Posyandu) and village health post (Poskesdes), the essential maternal and child health services must be continued, such as immunization service, exclusive breastfeeding and complementary feeding counseling, medical examinations and treatment, etc.

In early July 2020, a circular letter by the Ministry of Health authorized the reopening of health service activities in the community (including Posyandu and Poskesdes), with considerations on local situation and strictly compliance with the relevant health protocols. In Ciparay sub-district, Posyandu activities have started again in 5 villages, . The



Midwife Yeyet showed a manual to recognize the danger signs of childhood pneumonia

decision to reopen a Posyandu or Poskesdes must carefully consider request and recommendation from the village and sub-district heads, as well as the readiness of village midwives and community health workers to start work again. Currently, only 2 services are provided at the Ciparay Posyandu, namely, basic immunization services and anteatal care for pregnant women who are at risk.

Midwife Yeyet commented: "In providing treatment and health services, especially for children, it is very important to involve parents and the community." She said that, in her experience, it supports the successful of treatment and faster recovery. The process of educating and raising public awareness of the importance of health is not easy and is not something that can be done in a rush. Rather, it has to be done systematically and continuously. This is very important to ensure the optimal care and recovery of a sick child. The practice of good communication and coordination between parents, community health workers, and key local stakeholders are very important to enhance better public health behavior.

Yeyet said that a health worker must at least, pay attention to the following aspects:

- They must not only possess the expertise and skills needed for the practice of their profession, but also be able to educate parents and the community.
- Parents who come to the IMCI room do not only do so in order to obtain medicine but are also seeking information on how to look after their children's health at home.
- The successful treatment and recovery of a sick child will also depends on how parents' behavior on health-nutrition caring practice for their children

Therefore, a health worker should pro-actively provide information to parents and the community as part of their responsibility to improve community health. While acknowledge that the health status of an individual and community is also determined by their own behavior.(dh/pcc)

Lessons From The IMCI Room (Integrated Management of Childhood Illness / IMCI)

One day, a father and a mother brought their 1-year-old child to the IMCI/MTBS room at the Ciparay Community Health Center (Puskesmas). The mother explained how her child frequently experienced shortness of breath, bloated stomach. She said that it was as if the child was being crushed by a heavy object. The condition had been recurring for some time. As a result, the child had difficulty speaking, and had lost weight and looked very weak as she would not eat much. However, the mother continued to breastfeed the child. The father and mother were both worried by their child's condition. They were a poor family but tried to do everything they could to help the child recover.

After an examination by the midwife, it was found that the child had symptoms of pneumonia and needed urgent medical treatment, which was then provided directly by the health workers at Ciparay.

After discussions between the midwife and the parents, the following agreement was made:

- father would try to stop smoking. If not, he would at least reduce the frequency of smoking
- If father wanted to smoke, he would do so at least 10 meters from the house
- After smoking and returning to the house, father would change his clothes and wash his hands before touching the child
- Father would drink at least one glass of water after smoking a cigarette
- Parents would always keep the house and its environment clean

The midwife explained to the parents how the things that had been agreed on would help the child recover, in addition to the medical care that would be provided. The midwife also emphasized that everyone wishes what is best for their



Midwife Yeyet examined children under five in the IMCI room

However, they were also aware that the treatment of children with symptoms of pneumonia was not just about providing medicine or conducting routine checks. What also needed to be done was to assess family health behaviors at home.

After the local midwives and doctor talked to the parents, it was found that there were concerns on some health behaviors in their family at home. Those health behaviors did not support the child's health, such as the father's smoking habit, lack of sanitation and poor in-house ventilation.

children, and parents also have responsibility to fulfill.

Thanks to the midwife's approach, the father realized that his child's recovery was more important than smoking. The midwife asked the mother to remind her husband about what had been agreed. By having mutual trust between the midwife and the parents had a positive impact for the child health status who is now being treated at home and well on her way to a full recovery.(dh/pcc)

Pneumonia Toolkit: Breakthrough In Education The Public

One of the efforts that has been undertaken to boost public awareness of the importance of preventing and protecting and treat children from pneumonia was to develop of the capacity and expertise of healthcare professionals through the use of behavior change communication materials/tools. The ability of healthcare professionals to master the use of these tools is essential so that they have a good level of practical knowledge to support their routine work to support families.

The tools aim to be one of breakthroughs in the behavior change intervention and campaign to highlight the dangers of pneumonia in children. They are designed to assist healthcare professionals and community health workers to communicate better and transfer basic knowledge to parents of babies and young children and persuade families in improving caring practice at home.

So as to support the STOP Pneumonia campaign, a practical set of tools called the Pneumonia Toolkit has been developed.

As a means of communication, information and education, the toolkit consists of cue cards, an Interpersonal Pneumonia Communication (IPC) toolkit and an pregnant women's module. The toolkit provides a practical means to explain in simple terms what childhood pneumonia is, what the danger signs are, and how to prevent and treat it.

The toolkit is currently undergoing a pre-test involving 8 midwives for the purpose of assessing the extent to which the toolkit is effective and practical, and to seek feedback for improvements from the midwives. After the toolkit has been finalized, it will be used in a training for healthcare professionals and community health workers. The activities that will be carried out in the community include a familiarization campaign and the holding of meetings on pneumonia for pregnant women and mothers of young children (what are called "mother class meetings").

The key aim of the pneumonia toolkit is to convey information to the public on the danger signs of pneumonia in children, how to protect, prevent and treat pneumonia in children, and to increase public awareness of the importance of health, hygiene and nutrition behaviors. (dh / pcc)

Pneumonia Toolkit



Cue Card for health worker and client



Modules for Mother Class



Midwives conducted practice simulations on using of Pneumonia Toolkit in community health centers, mothers group class

Focus
To increase community acceptance on vaccination and follow through on the GOI commitment made at the Global Forum on Childhood Pneumonia in Jan. 2020, and the MOU between MOH and UNICEF on procurement of affordable vaccines and drugs in Sept. 2020



Rundown of Show
Welcome speech ->
Speech from MWECP ->
Opening and message from Ibu ->
Wury Ma'ruf Amin
Remarks from Pediatric Expert ->
Testimony of parents
and cadres ->
Donation of Children mask



**Heal
Child
Festival**
**Digital
Nov 12**
(World Pneumonia Day)

Campaign Platform
National level campaign >
Digital/Online event >
TV & social media coverage >
100 babies who survive from pneumonia





Outcome and Messages

Parent and public are encouraged to reduce the incidence of preventable deaths from pneumonia through exclusive breastfeeding, immunization, proper treatment, and nutrition.

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Partnership

- < Ministry of Health Affairs
- < Ministry of Woman Empowerment and Child Protection (MWECP)
- < YSTC – Save the Children



Top public figure engagement

Wife of Vice President of Republik Indonesia

Madam Wury Ma'ruf Amin, Minister MWECP, Wife of WJ Governor, EJ deputy of governor, Bandung Barat and Sumba Barat head districts, and selected celebrities

World Pneumonia Day is Very Special Occasion

“Pneumonia continues to be one of the main causes of death in children under five, even though it is actually preventable and treatable. Hence, the government and the community must work together so that Indonesian children can be freed from the threat of pneumonia”

Wury Ma'ruf Amin, marking World Pneumonia Day (WPD), 12 November 2020, collaboration with Ministry of Health, Ministry of Woman Empowerment and Child Protection.

The above quotation is very meaningful as the some 400 participants who took part in an online event to mark World Pneumonia Day included 21 Indonesian children who have recovered from the disease. These were Alwi, Arka, Sofia, and Muhamad Fatih. Their parents were very happy to be able to share their experiences with others whose children are vulnerable to the life-threatening disease.

In another part of her speech, wife of the Vice President emphasized to parents the importance of their sick children receiving prompt treatment at the nearest health facility. In addition, she asked parents to ensure adequate nutrition for their children, promote a clean and healthy lifestyle, and monitor their children's growth and development.

The stories of the four children from Bandung district needed to be heeded. They conveyed a very important message as the main cause of the pneumonia suffered by each of the children was almost the same, namely, the neglect of clean and healthy living. It needed to be acknowledged by all involved that the level of parental awareness as to the importance of clean and healthy living needs to be improved. The facts were that the causes of the pneumonia attacked Alwi (2 years old), Arka (8.5 months old), Sofia (1 year old), and Muhamad Fatih (2 years old).

They were all similar was also alluded to by Minister of Health Terawan Agus Putranto during the event. The

Minister of Health said, “I would urge all involved to contribute to preventing pneumonia by campaigning for clean and healthy lifestyles. The family plays a major role in protecting the health of our children, who, as the nation's up-and-coming generation, must have their health and rights protected.”

The fifth story is that of Fatiha (1 month old), whose story chimes with what was stated by Minister of Women's Empowerment and Child Protection I Gusti Ayu Bintang Darmawati during the event. In her speech, the minister reminded mothers and fathers to cooperate and participate in maintaining children's health, including by ensure they receive adequate nutrition, which can help contribute to the prevention of pneumonia. Regarding the role of fathers, the Minister commented that “fathers must help ensure that mother's needs are fulfilled during breastfeeding, including ensuring that mother gets healthy foods, does not suffer from dehydration and gets enough rest.”

These were four very special stories about the struggles of Alwi, Arka, Sofia, and Muhamad Fatih to conquer pneumonia. Inspired by their success in doing so and the commemoration of World Pneumonia Day, our hope is that children will no longer die from pneumonia. The fifth story highlighted the important role that can be played by fathers in building a healthy family. We hope that it will inspire fathers to accompany their wives to the health center, as was done by Fatiha's father.



KEMENTERIAN PEMBERDAYAAN
PEREMPUAN DAN PERLINDUNGAN ANAK
REPUBLIK INDONESIA



KEMENTERIAN
KESEHATAN
REPUBLIK
INDONESIA



Save the Children

GERAKAN
#PULIHBERSAMA



PERINGATAN HARI PNEUMONIA DUNIA 2020

FESTIVAL ANAK SEHAT INDONESIA

KAMIS, 12 NOVEMBER 2020

12.30-15.00 WIB

(Tersedia Juru Bahasa Isyarat)

menghadirkan:



Ibu Hj. Wury Ma'ruf Amin



Menteri Kesehatan RI
Letjen TNI (Purn)
Dr. dr. Terawan Agus Putranto,
Sp. Rad. (K)



Menteri KPPA RI
I Gusti Ayu Bintang Darmawati, S.E, M.Si



Selina Patta Sumbung
CEO Save the Children
Indonesia



Prof. Dr. dr. Soedjatmiko,
Sp.A(K), M.Si
Dokter Spesialis Anak



dr. Lula Kamal, M.Sc.
Dokter, aktris, dan
pembawa acara



Atiqah Hasiholan
Aktris



Surya Saputra
Aktor



Cynthia Lamusu
Aktris



Scan QR Code di samping
atau ketik link di bawah
untuk mendaftar:
<http://bit.ly/stoppneumonia-stc>

Acara bisa pula disaksikan
di YouTube melalui link:
[youtube.com/savethechildrenindonesia](https://www.youtube.com/savethechildrenindonesia)

**Dihadiri pula oleh orang tua dengan
anak penyintas pneumonia**

<http://stoppneumonia.id/hari-pneumonia-dunia-2020-festival-anak-sehat-indonesia/>

- Date/Time: 12 November 2020, 12.30-15.00 PM
- Attendance: Health workers, member of PKK, CSO, College Student, member of Bayangkhar, Journalist, District Health Officer.
- Moderator: Lula Kamal
- Spokesperson dan VVIP :
 - Wife of Vice President Republik of Indonesia - Madam Hj. Wury Ma'ruf Amin
 - Minister of Health - Letnan Jenderal TNI (Purn) Dr. dr. Terawan Agus Putranto, Sp. Rad. (K) RI
 - Minister Woman Empowerment and Child Protection - I Gusti Ayu Bintang Darmawati, S.E, M.Si.
 - 17 ministers' wives from the Oase organization
 - Head of TP PKK West Java Province: Ibu Atalia Praratya
 - Head of TP PKK East Java Province: Ibu Hj. Arumi Bachsin
 - Head of TP PKK West Nusa Tenggara Province: Hj. Niken Saptarini Widyawati Zulkieflimansyah
 - Head of TP PKK West Sumba Province: Ibu Metty H. W. Monteiro
 - Selina Patta Sumbung, CEO Save the Children Indonesia.
 - Prof. Dr. dr. Soedjatmiko, SpA (K), MSi. Pediatrician
 - Atiqah Hasiholan - Celebrity
 - Surya Saputra- Celebrity
 - Cynthia Lamusu - Celebrity
 - Parents of child survivors with pneumonia.



Top Left: Wife of Vice President Republik of Indonesia - Madam Hj. Wury Ma'ruf Amin , Top Right: Minister Woman Empowerment and Child Protection - I Gusti Ayu Bintang Darmawati, S.E, M.Si. bottom left: Minister of Health - Letnan Jenderal TNI (Purn) Dr. dr. Terawan Agus Putranto, Sp. Rad. (K) RI, bottom right: Selina Patta Sumbung, CEO Save the Children Indonesia.

Main WPD 2020 Campaigner

The presence of Wife of Vice President Madam Hj. Wury Ma'ruf Amin was very important to voice the prevention and protection of children from the threat of pneumonia, COVID 19 and stunting. The presence Madam Wury in the 2020 STOP Pneumonia Campaign was very important because:

1. The status of Madam Wury showed a stronger impression that the state is present in the efforts to save children from death due to pneumonia, COVID 19 and stunting, which are currently being carried out intensively.
2. Madam Wury was the right figure to convey messages to save children from the threat of pneumonia, COVID 19 and stunting. Formally Madam Wury was the mother of all the nation's children. Madam Wury was a role model for the community and Madam Wury's call would be heard and followed by parents and the community. The success of Madam Wury was an example that parents and the community can emulate.
3. To become a "strong sign" for Ministries / Institutions and various community organizations to follow up on campaigns to protect children from the threat of pneumonia, COVID 19 and stunting in order to garner support from various parties in echoing the importance of efforts to prevent under-five mortality in Indonesia.

Pneumonia is still the main cause of death in children under five and is actually preventable and treatable, therefore the government and society must work together so that Indonesian children are free from pneumonia.

Madam Hj. Wury Ma'ruf Amin

It is important for all parties to prevent and overcome pneumonia where the government encourages pneumonia management, improves access to under-five health services, community participation in early detection of disease and expansion of the PCV vaccine.

Minister of Health, Terawan Agus Putranto

Fathers and mothers work together to ensure child rights-based family care and fulfillment of children's rights. "Let us make the momentum of World Pneumonia Day 2020 to strengthen our commitment to ensuring the health of Indonesian children. To be smart children, they must also have a strong physical condition.

Protected children, Advanced Indonesia."

The Minister of Women Empowerment and Child Protection, I Gusti Ayu Bintang Darmawati

Save the Children together with the Indonesian Ministry of Health, the Ministry of Women Empowerment and Child Protection, and the role of private parties PT Pfizer will jointly overcome pneumonia in children, so that the nickname 'The Forgotten Killer' can be eliminated

CEO Save the Children Indonesia, Selina Patta Sumbung

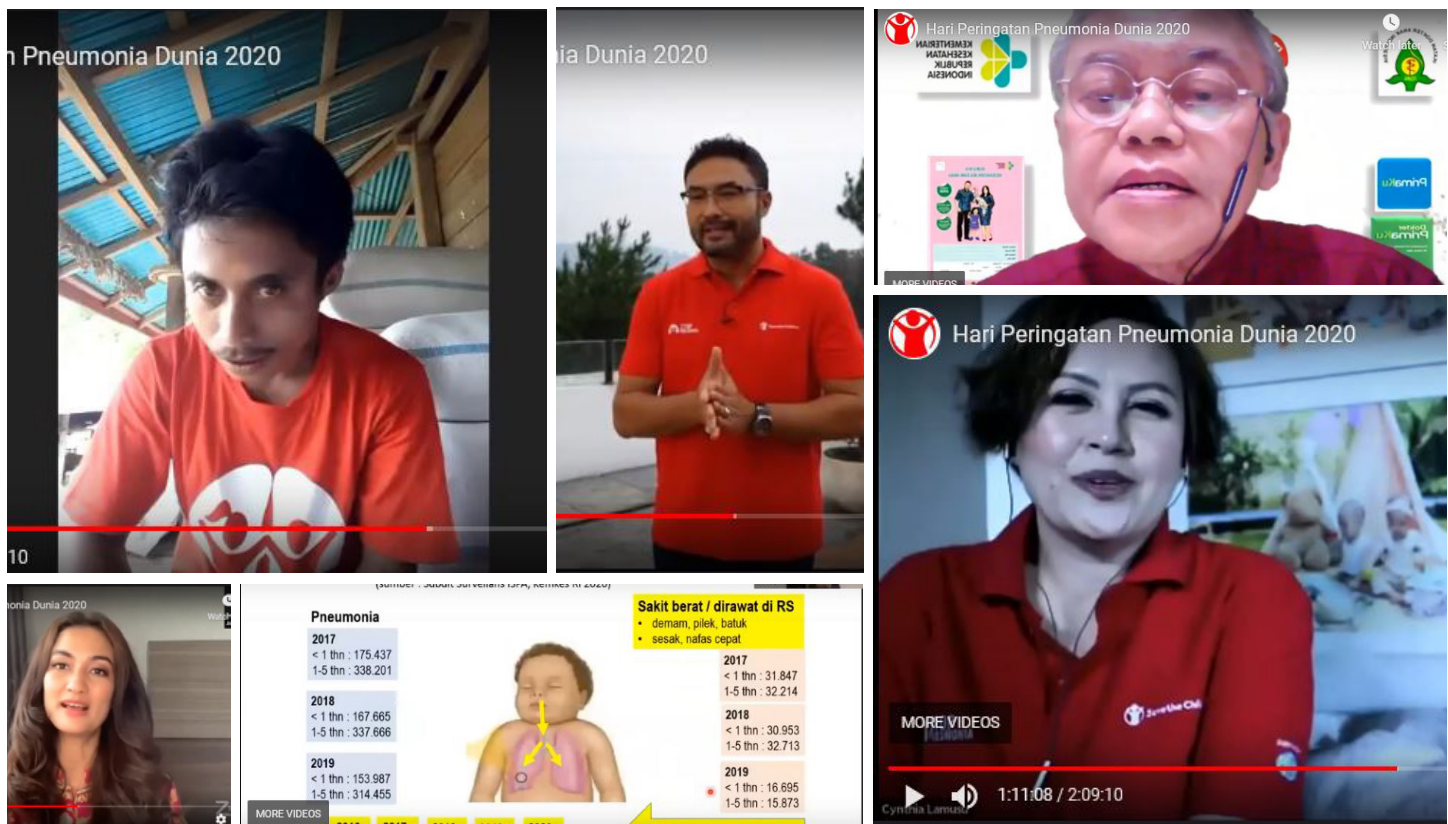
The Objectives

1. Provide enlightenment and inspiration to the community to recognize the health risks of children under five related to pneumonia, prevention and treatment at the household level
2. Inviting families not only mothers but also fathers and other family members to support each other to ensure the prevention and protection of children from pneumonia
3. Inviting all parties - the public, government and private sector to support efforts to prevent and treat pneumonia in children under five

Theme

The theme of The World Pneumonia Day (WPD) 2020 is an encouragement to fulfill children's rights that are relevant to children's survival and development:

1. All children have the right to live. The government needs to ensure that children can survive and grow up healthy (Article 6 of the Convention on the Rights of the Child)
2. Every child has the right to the best standard of health and medical care, clean water, nutritious food, and a clean and safe living environment. All adults and children need to have access to health information (Convention on the Rights of the Child, Article 24)



Various parties participated in the 2020 WPD event and conveyed knowledge, aspirations, stories related to pneumonia in children: celebrities, pediatricians, heads of provincial and district PKK (empowerment of family welfare organizations) who are also the wife of the governor district, parents of children who survive pneumonia

Key Message

The key messages to be conveyed are:



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

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

T – Tuntaskan imunisasi untuk anak

Complete immunizations for children

O – Obati ke fasilitas kesehatan jika anak sakit.

Bring a sick child to health facility

P – Pastikan kecukupan gizi anak dan hidup bersih sehat

Ensure adequate nutrition for children and health and hygiene



Various parties participated in the 2020 WPD event and conveyed knowledge, aspirations, stories related to pneumonia in children: celebrities, pediatricians, heads of provincial and district PKK (empowerment of family welfare organizations) who are also the wife of the governor district, parents of children who survive pneumonia

**TV Talkshow Selamat Pagi Indonesia
Save The Children Indonesia,
Ministry of Health and Ministry of Woman
Empowerment and Child Protection**



<http://stoppneumonia.id/tv-talkshow-cegah-pneumonia-pada-anak/>

- Title: Cegah Pneumonia Pada Anak (Childhood Pneumonia Prevention)
- Media: Metro TV LIVE and Zoom
- Date and Time: Wednesday, 11 NOVEMBER 2020/ 10.30 – 11.00 AM
- Audience: Public
- Host: Jason Sambouw
- Source Persons:
 1. Deputy Chief Of Program Impact And Policy – Save The Children Di Indonesia
Tata Sudrajat
 2. Deputy for Child Development - Ministry of Women Empowerment and Child Protection
Dra. Lenny N Rosalin, M.Sc, M.Fin
 3. Director for Prevention and Control of Direct Communicable Diseases, Ministry of Health
Siti Nadia Tarmizi, M.Epid,

Talking Point

- **Save the Children**
 - Efforts that Save the Children in Indonesia have made in supporting the government to control and prevent pneumonia through STOP pneumonia campaign
- **Ministry Woman Empowerment and Child Protection**
 - Mandate of KPPA related to children's rights to avoid and safety from death due to pneumonia
 - Efforts that need to be done related to the mandate of KPPA in the control and prevention of pneumonia so that the results are more optimally measured and progressive
 - Hope for Indonesian children with a world pneumonia day
- **Ministry of Health**
 - What is pneumonia? What are the causes of pneumonia in children? Talking about pneumonia to children in Indonesia
 - Government's efforts to ensure essential services to children in communities during the pandemic
 - Challenges in prevention and management of pneumonia
 - Promotion efforts to the prevention of pneumonia to the community according to this world pneumonia day

Indonesia has started immunization (PCV) for pneumonia, which currently exists in 4 provinces and it is planned that in 2024 it will be implemented in 34 provinces. In addition, strengthening the Management of Childhood Pneumonia for recognition and early detection of childhood pneumonia so that parents can immediately go to Health Service Facilities for further treatment.

Director for Prevention and Control of Direct Communicable Diseases, Ministry of Health, Siti Nadia Tarmizi, M.Epid

From Save The Children, implementing STOP Pneumonia which is moved in synergy together as our steps for preventing pneumonia, the prevention aspect must be strengthened because from the curative side... besides being expensive and children who are already exposed to pneumonia will decline in quality as human resources in the future

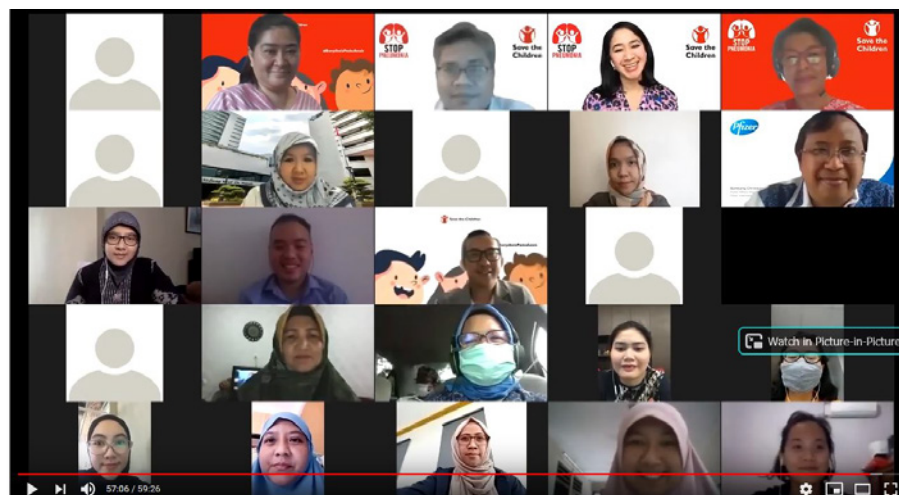
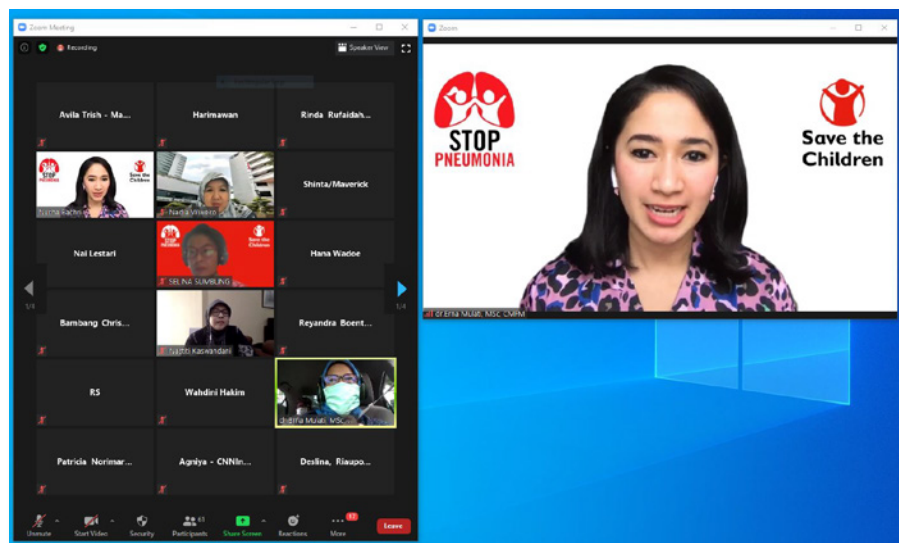
**Deputy for Child Development - Ministry of Women Empowerment and Child Protection
Dra. Lenny N Rosalin, M.Sc, M.Fin**

Stop Pneumonia Media Gathering



Selamat Datang dalam Acara Talk Show **Selamatkan Anak dari Bahaya Pneumonia di Masa Pandemi**

Kamis, 5 November 2020



1. Theme: Selamatkan Anak dari Bahaya Pneumonia di Masa Pandemi
2. Date/Time: 5 November 2020, 10.00-12.00 PM
3. Attendance: Journalist
4. Moderator: Nucha Bachri
5. Spokepersons:
 - Director of Prevention and Control of Direct Communicable Diseases of the Ministry of Health of the Republic of Indonesia Siti Nadia Tarmizi, M.Epid,
 - Director of Family Health, Ministry of Health of the Republic of Indonesia Erna Mulati, M.Sc. CMFM
 - Head of UKK Respiriology Indonesian Pediatric Association (IDAI), dr. Nastiti Kaswandani, Sp.A (K)
 - CEO of Save the Children in Indonesia Selina Patta Sumbung
 - Public Affairs Director Pfizer Indonesia Bambang Chriswanto

Talking Point

- **Ministry of Health - Directorate of Disease Prevention and Control (P2P)**
 - Situation of pneumonia in children in Indonesia
 - Challenges and obstacles in the handling and prevention of pneumonia in Indonesia
 - Government strategy for pneumonia control and prevention and priority points in the National Action Plan for Pneumonia and Diarrhea (NAPPD)
- **Ministry of Health - Directorate of Family Health (Kesga)**
 - Describe the referral system for children with illness and early detection in First Level Health Facilities (FKTP) as well as Integrated Management of Childhood Illness (IMCI)
 - Synergy between FKTP and Community Based Health Efforts (UKBM, such as Posyandu) in a preventive promotive effort to prevent pneumonia in the community
 - Government efforts to ensure essential services for children under five continue to run in the community, such as immunization and growth monitoring
- **IDAI**
 - Basic understanding of pneumonia such as causes and risk factors, Symptoms of pneumonia. Danger signs and when is the right time for parents to bring children to seek help to health facilities,
 - The effectiveness of immunization to prevent children from pneumonia and its consequences if there is a delay in immunization according to schedule
- **Save The Children**
 - The serious danger of Childhood pneumonia and how a pandemic can make society more vulnerable
 - STOP Pneumonia Campaign by STC in supporting government efforts to control and prevent pneumonia and World Pneumonia Day 2020 to remind the public of the efforts we need to make to protect children from pneumonia
 - The importance of immunization, practicing a clean lifestyle, and ensuring balanced nutrition in preventing child deaths from pneumonia
- **Pfizer**
 - Appreciation to Save the Children for organizing this talk show to increase public awareness of the dangers of pneumonia
 - The serious danger of childhood pneumonia
 - Pfizer's commitment to supporting efforts to raise public awareness of the dangers of pneumonia

<http://stopppneumonia.id/stop-pneumonia-media-gathering-5-november-2020/>

88 Media Coverage World Pneumonia Day 2020 in November

1. Sindo News (www.sindonews.com)
2. MSN (www.plasa.msn.com)
3. Bengkulu Today (Bengkulutoday.com)
4. Line Today (today.line.me/id)
5. CNN Indonesia (www.cnnindonesia.com)
6. Tribun Jakarta (jakarta.tribunnews.com)
7. SBSI News (sbsinews.com)
8. Yahoo News (id.berita.yahoo.com)
9. Jawa Pos(www.jawapos.com)
10. Terbaiknews (www.terbaiknews.net)
11. Skanaa (www.Skanaa.com)
12. bogordaily.net (bogordaily.net)
13. Berita Surabaya (www.beritasurabaya.net)
14. Inilah.com(www.inilah.com)
15. Line Today (today.line.me/id)
16. Kompas
17. Okezone.com(www.okezone.com)
18. Alinea (www.alinea.id)
19. Validnews (www.validnews.id)
20. Viva (www.viva.co.id)
21. Mediaindonesia(www.mediaindonesia.com)
22. Radio Republik Indonesia (RRI) (rri.co.id)
23. Investor Daily Indonesia
24. Banten News (www.bantennews.co.id)
25. Liputan6 (www.liputan6.com)
26. Yahoo News (id.berita.yahoo.com)
27. Mediaindonesia(www.mediaindonesia.com)
28. Pikiran Rakyat-Bekasi(bekasi.pikiran-rakyat.com)
29. KompasTV (www.kompas.tv)
30. Borneo24.com (borneo24.com)
31. Yahoo News (id.berita.yahoo.com)
32. Grid Id (www.grid.id)
33. SWA(www.swa.co.id)
34. Tabloid Nova (www.nova.grid.id)
35. Suara (www.suara.com)
36. Menara 62 (menara62.com)
37. Yahoo News (id.berita.yahoo.com)
38. Validnews (www.validnews.id)
39. Line Today (today.line.me/id)
40. Suara (www.suara.com)
41. Investor Daily (investor.id)
42. Line Today (today.line.me/id)
43. kementerian pemberdayaan perempuan dan perlindungan anak (https://www.kemenpppa.go.id)
44. Medcom (www.medcom.id)

45. Berita Satu(www.beritasatu.com)
46. Okezone.com(www.okezone.com)
47. Skanaa (www.Skanaa.com)
48. Mother and Baby (www.motherandbaby.co.id)
49. Line Today (today.line.me/id)
50. Line Today (today.line.me/id)
51. The Jakarta Post
52. Jakarta Post(www.thejakartapost.com)
53. bogordaily.net (bogordaily.net)
54. Teras.id (www.teras.id)
55. Line Today (today.line.me/id)
56. Pop Mama (www.popmama.com)
57. Genpi (www.genpi.co)
58. Kompas(www.kompas.com)
59. Kompas(www.kompas.com)
60. Kompas(www.kompas.com)
61. Kompas(www.kompas.com)
62. Tribun Jogja (jogja.tribunnews.com)
63. Tempo (www.tempo.co)
64. MSN (www.plasa.msn.com)
65. HiTekno (www.hitekno.com)
66. Yahoo News (id.berita.yahoo.com)
67. Line Today (today.line.me/id)
68. Grid Id (www.grid.id)
69. Tabloid Nova (www.nova.grid.id)
70. Line Today (today.line.me/id)
71. Line Today (today.line.me/id)
72. Line Today (today.line.me/id)
73. Sindo News (www.sindonews.com)
74. Majalah just for kids (www.majalahjustforkids.com)
75. Jawa Pos(www.jawapos.com)
76. Terbaiknews (www.terbaiknews.net)
77. Jawa Pos(www.jawapos.com)
78. Terbaiknews (www.terbaiknews.net)
79. Idnews (www.idnews.co.id)
80. Yahoo News (id.berita.yahoo.com)
81. Viva (www.viva.co.id)
82. Tribun Jakarta (jakarta.tribunnews.com)
83. Yahoo News (id.berita.yahoo.com)
84. Tribun Jakarta (jakarta.tribunnews.com)
85. Medcom (www.medcom.id)
86. Tribun Jakarta (jakarta.tribunnews.com)
87. Menara 62 (menara62.com)
88. Riaupos(www.riapos.com)



One of the activities to support WPD 2020 is to share childhood pneumonia messages in the form of infographics and short and simple messages and broadcast via social media such as Facebook and Instagram targeting young families with children under five.



Media amplification after the main event WPD 2020 to continue spreading the message of the dangers of childhood pneumonia through the Health Digital Platform (free consultation with pediatric in live instagram).

Media Reach Recapitulation

No	Kegiatan	Zoom (viewer)	You Tube (viewer)	Radio (Listener)
1	Main Event World Pneumonia Day	370	2,300	
2	STOP Pneumonia Audio Spot in 300 KBR Radio Network			2,874,933
3	Metro TV talkshow Selamat Pagi Indonesia			
	11 cities of Nielsen (Jakarta, Bandung, Yogyakarta, Medan, Makassar, Palembang, Semarang, Surabaya, Denpasar, Banjarmasin, & Surakarta)			
	National Viewers			
4	Media online Coverage			
5	Influencer Bayu Oktara (Young Father)			
6	influencer Citra kirana (Young Mother)			
7	Hello Sehat (Media Amplification Through Digital Health Platform)			
	Live Instagram - Free Consultation with Pediatric form Indonesian Pediatric Society			
	Website Banner			
	Individual Banner Performance 320x100			
	individual Banner Performance 728x90			
	Homepage Banner Performance 320x100			
	Homepage Banner Performance 720x90			
	Individual Infographic Performace			
	Key Facts on Pneumonia			
	Quotes from Save the Children about Pneumonia			
	Breastfeeding & Right Nutrition and Treatment to Prevent Pneumonia			
	Immunization to Prevent Pneumonia			
8	www.stoppneumonia.id (March-December 2020)			
		370	2,300	2,874,933

TV (Viewer)	Media Online	Instagram				Website
		Live	Comments	Engagements	Impressions	
295,000						
566,000						
	88					
			8	157	4,707	
			57	13,044	357,112	
		1,564	164	657		
						2,514
						1,188
						2,154
						1,150
				570	365,299	
				219	210,422	
				271	205,882	
				272	132,200	
						434,616
861,000	88	1,564	229	15,190	1,275,622	441,622