



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.stop Pneumonia.id](http://www.stop Pneumonia.id) | [www.stc.or.id](http://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

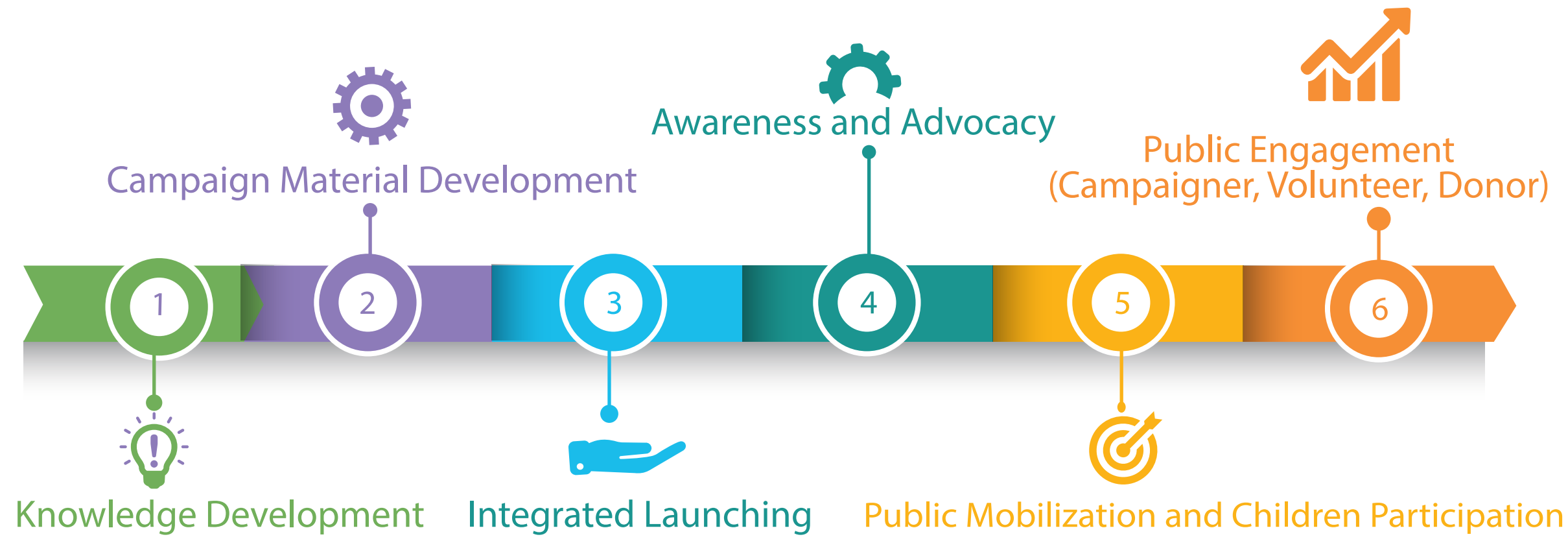
### CHALLENGES



- 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 - July 2020

- 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.



- 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**

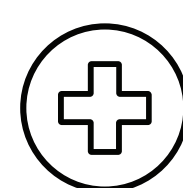
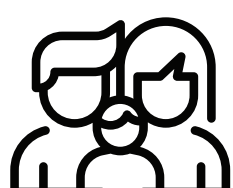


### OUTCOMES



- Indirect reach: 11,000,000 million from radio campaigns relayed to 100 radio stations in 22 provinces and publications via TV in 21 community health centers (Puskesmas) in Bandung regency
- Media placement: social media, audio & video
- Direct reach : 5,000 of campaign activities and training

### 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