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Communication Strategy and Action for Spirulina Consumption through the Community Movement in Preventing Stunting at Health Hub



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BACKGROUND



Currently, the prevalence of stunting in Indonesia is 21.6%, while the target to be achieved is 14% by 2024 (worldbank.org, 2023)



The Ministry of Health (MoH) programs to reduce stunting focusing on pregnant or prenatal mothers and children under five years old; both are the critical nodes of stunting (badankebijakan.kemkes.go.id, 2023).

CONTEXT



Existing intervention program on Stunting managed by Ministry of Health consists of 11 programs to reduce stunting (www.badankebijakan.kemkes.go.id).

Indonesia hosts thousands health hubs namely Puskesmas and Posyandu. Both are primary healthcare in districts under Ministry of Health supervisory entities (BPS, 2023).

There are already spirulina farming in Tarabitan and Yogyakarta. It has incremental nutrients in response to mal-nutrition that cause stunting. Yet, it is not popular for Indonesian daily meals.



This proposal aims to collaborate all existing resources and create a communication strategy and action for spirulina consumption through the Community Movement in Preventing Stunting.

The approach of the strategy will use Gerakan Masyarakat Sehat (GERMAS) 'Isi Piringku' which concludes three (out of 11) MoH programs, which is: pregnant women with chronic energy deficiency (KEK), children aged 6-23 months receive MP-ASI (complementary foods), and malnourished toddlers get additional nutritional intake

PROGRAM PROFILE



Raising Awareness

- Create Media Content: Online (social media), and Below-the-line material (Flyer, Brochure)
- Managing Media Online Content - engagement

Dissemination & Socialization

Activities:

- Seminar
- Workshop
- Press Release
- Podcast/talkshow

Building New Habit

Fostering the beneficiaries:

- Engaging Health Hub: Puskesmas & Posyandu
- Consultation with Nutritionist scheduling
- Information Center

Stunting Reduction

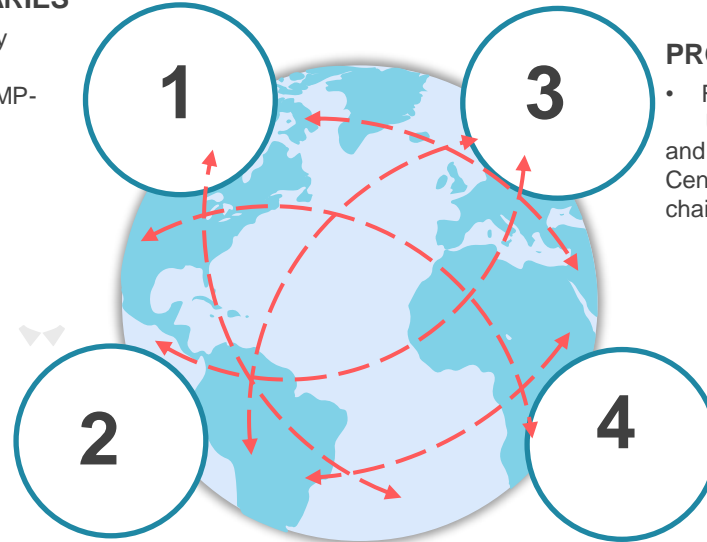
STAKEHOLDERS INVOLVED

TARGET AND BENEFICIARIES

- Pregnant women with chronic energy deficiency (KEK)
- Children aged 6-23 months receive MP-ASI (complementary foods)
- Malnourished toddlers get additional nutritional intake

PUSKESMAS AND POSYANDU

Puskesmas and Posyandu as program enabler



PROGRAM COORDINATOR

- Faculty of Communication Science
Universitas Pancasila, Communication
and Sustainable Development Research
Center (COSDEV), an ORBICOM UNESCO
chair

NUTRITIONIST

Nutritionist as Health Consultant

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Spirulina

Thank you

