

# Breakthrough ACTION's Lessons Learned from COVID-19 Vaccination Program in Indonesia





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*This book is dedicated to all healthcare providers, volunteers, and all partners in society who were involved in the COVID-19 pandemic response, including the behavioral and social change activists, especially those working in public health.*

*- Editorial Team -*



Support during COVID-19 vaccination of elderly groups.

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Equator Monument,  
West Kalimantan



Surabaya Park,  
East Java  
Source: Shutterstock



Losari Beach, South Sulawesi  
Source: Shutterstock



Siak Bridge, Riau  
Source: Shutterstock



Timorese Traditional House,  
East Nusa Tenggara



Engagement of all school principals in  
the COVID-19 vaccination movement in the City of Dumai

# Foreword

*The COVID-19 pandemic took the world, including Indonesia, by storm, and people were taken aback by its extraordinary impact that permeated all aspects of life. Yet, our struggle during the two years of pandemic has impacted our lives; we mourned the loss of our relatives, friends, and colleagues; we bitterly battled an evolving virus that constantly showed its ugly face; we heard with resentment all the unfounded and unreasonable disinformation that people continued to believe in; but we were also filled with joy as we witnessed successful public health services. Indeed, significant work still lies ahead of us to ensure sustainable mitigation, continuously preparing all levels of society and maintain the health infrastructure.*

*At the time this book was written, the pandemic had subsided. Nevertheless, it is critical that the fight to overcome the pandemic, and the behavioral and social change efforts be specifically documented and shared. It is hoped that the various stories, lessons, and best practices that have been collected can be used as reference and reflection for program development, mitigation efforts, pandemic response with social and behavior change initiatives in the future.*

*Jakarta, March 2023  
Editorial Team*



Creating a COVID-19 vaccination advocacy video in East Nusa Tenggara

## Introduction

The Breakthrough ACTION for COVID-19 Program was a partnership between the United States Agency for International Development (USAID) and the Directorate of Health Promotion and Community Empowerment of the Ministry of Health Republic of Indonesia. Breakthrough ACTION is implemented by Johns Hopkins Center for Communication Program (JHCCP).

The partnership was formed around the need to create a risk communication and community engagement strategy and campaign on COVID-19 vaccination, while at the same time strengthening field-based workers' community collaboration capacity. The program ran from December 2021 to March 2023.

In general, the objective of the Breakthrough ACTION Program was to accelerate widespread and equitable access to and delivery of safe and effective COVID-19 vaccination through:

- Risk communication system;
- Internal and partner coordination;
- Advocacy and social and behavioral change communication;
- Community engagement; and;
- Addressing uncertainty and misperceptions, and managing misinformation.

To do this, Breakthrough ACTION created and carried out activities under the national SIAP (*Semangat Dapat Vaksinasi Lengkap* – READY – to Complete the Vaccinations) campaign. Activities were conducted through:

- Various Media – TV, radio, newsprint, social media, video, mobile application, poster, and indoor and outdoor media;
- Public relations activities, events, and *Elderly Hero* competition;
- Community engagement by Agents of Change and a variety of community activities;
- Pharmacy professionals engaged through Swipe-Rx digital platform;
- Social media campaign to reach Gen Z and millennials, and specifically younger parents, and;
- Media engagement to increase positive messaging about vaccination during the transition period.

Breakthrough ACTION developed social and behavior change communication materials that were geared toward the public. These included a flipchart, cue cards, guide book, jingle, choreography, educational video, advocacy video, social media content, games, and quizzes. The materials are accessible to the public through the official communication channel of the Directorate of Health Promotion and Community Empowerment, Ministry of Health Republic of Indonesia, their website<sup>1</sup> as well as their social media accounts (YouTube<sup>2</sup>, Instagram<sup>3</sup>, and Facebook<sup>4</sup>).

Additional materials that were relevant to adolescents and young parents can be accessed through Hipwee<sup>5</sup>, while general, family-related materials are available via SKATA6<sup>6</sup>. Materials tailored to local context can also be found at respective District Health Office’s website and social media accounts as well as at the intervention site during program activities.



## Scope of Learning

Details along the journey of the Breakthrough ACTION program that are highlighted in this book are based on data that were collected throughout the program period, from December 2021 to February 2023. The information is compiled into a series of learning notes as insights to guide practitioners, program managers and other stakeholders in developing similar behavioral and social change interventions, or other public health programs in the future.

All the learnings are based on evidence and data, filtered to capture examples of significant lessons. All of the best practices are replicable, while some aspects that should be considered or mitigated are also described. The hope is that this lessons learned document is easy to read and understand by interested parties who would like to learn more about the program, the desired behavioral and social change, and the different dynamics of program implementation.





*An Agent of Change demonstrates how to properly wear a mask*

## Specific Objectives

The series of learning notes that are written in this book highlight various aspects of Breakthrough ACTION's program that are hoped to be a source of inspiration for behavioral and social change efforts in the broader community; specifically so that program managers can apply proven best practices or carry out mitigation in implementing various programs. This book also underlines the importance of inclusivity, the need to involve all components of society based on recognition that every individual has equal rights to receive accurate information, fair and equitable services.



## Overview of the COVID-19 Pandemic Situation in Indonesia

On 2 March 2020, Indonesia joined the other 235 countries that are battling the COVID-19 pandemic. As of 17 February 2023<sup>7</sup>, Indonesia has reported 6,733,697 positive cases, 6,568,681 of whom have recovered, while 160,880 people have died. The number of confirmed cases places Indonesia at number 2 in South East Asia, after Vietnam, and number 20 in the world; while the death rate ranks Indonesia at 11th in the world, or second after India in Asia<sup>8</sup>.

### The Spread of COVID-19 in Indonesia

as of 17 February 2023

**6,733,697**  
confirmed cases

**6,568,681**  
people recovered

**160,880**  
people died in Indonesia

With these number of confirmed cases, **Indonesia ranks 20<sup>th</sup> in the world, or 2<sup>nd</sup> after Vietnam in Southeast Asia**

The actual number of cases may be higher considering the large number of people who died with COVID-19 symptoms but had not been confirmed and were therefore not counted in the official death figure. This primarily occurred during the initial period of the pandemic up to mid-2021, a peak time of information confusion, fear of being stigmatized and ‘branded’ as covid, lack of knowledge about proper health precautions, and health facilities’ inadequate capacity and infrastructure to test, trace, care and treat people with COVID-19 infection.

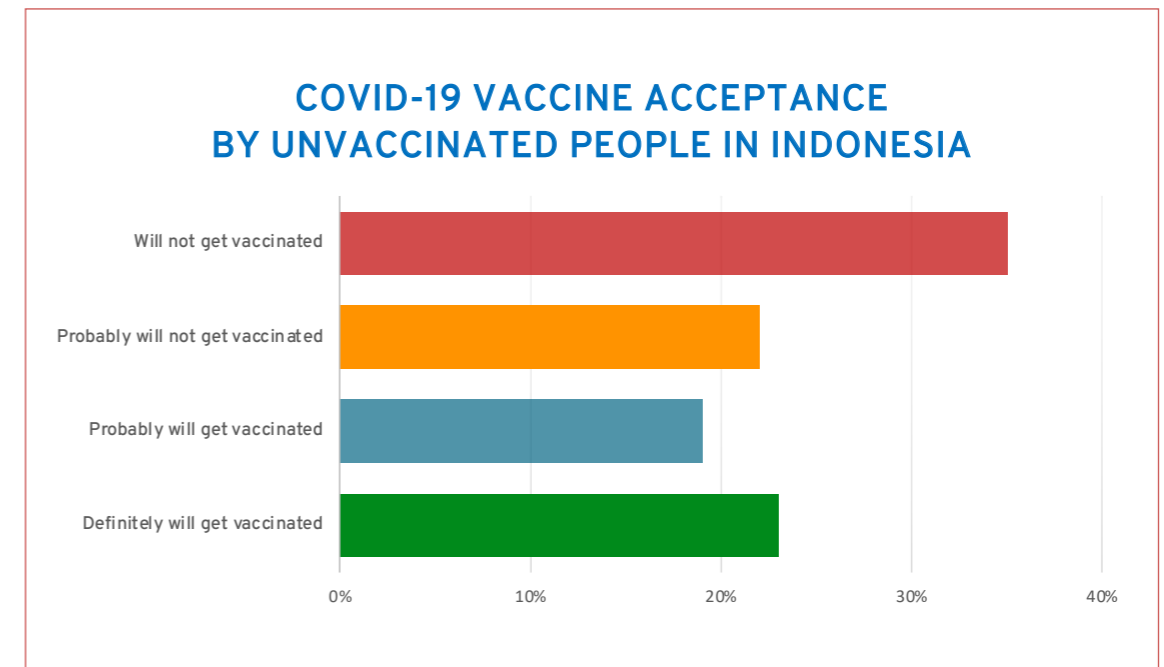


A situation at a traditional market during the COVID-19 pandemic

Like many other countries, responding to the COVID-19 pandemic presented Indonesia with many challenges. In the absence of thorough knowledge on how to best care for and treat the disease, prevention and intervention efforts had to race surging transmission. The COVID-19 pandemic was a new disease, and aside from the health impact, many other aspects of people’s lives were interrelated and affected by the pandemic. The pandemic response journey is filled with trials and errors in decision-making, but currently, all the efforts have been relatively successful as the curve of positive cases flattens, and mortality and hospitalization rates decrease.

Since December 2021, the Breakthrough ACTION program supported the Government of Indonesia through pandemic risk communication activities and COVID-19 vaccination in the program intervention sites<sup>9</sup>.

The COVID-19 vaccination journey in Indonesia was not without challenges. Vaccine hesitancy was an issue, compounded by misinformation about the pandemic that widely circulated in the community. Among individuals who have not been vaccinated, only 23% stated that they would definitely be vaccinated, while 19% said they would probably be vaccinated, 22% stated they would probably not be vaccinated, and 35% said they would definitely not get vaccinated<sup>10</sup>.



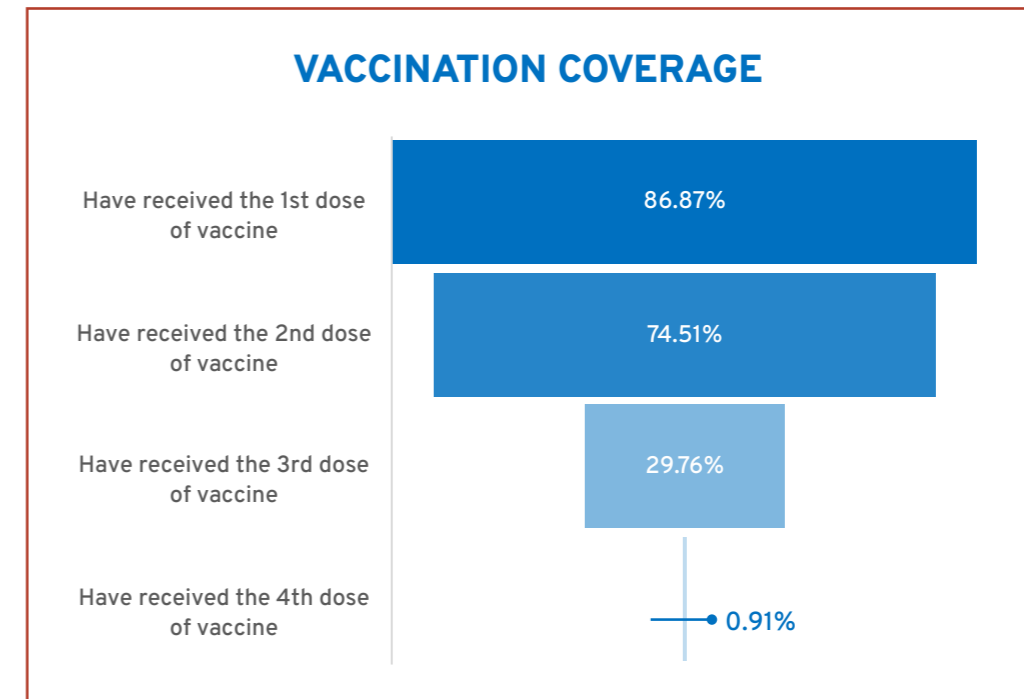
To significantly increase vaccination rates, social and behavioral change communication was focused on those that probably would not and those that will get vaccinated, putting efforts to increase the community’s trust in the vaccine’s effectiveness and safety and manage any adverse events following immunization as a main priority. During the pandemic, concern about violating one’s religious belief was significantly different after the vaccine was declared *halal*.

Common reasons for not getting vaccinated included health issues, comorbidities, difficulty getting to a vaccination post or inconvenient schedule, and

inability to receive the desired vaccine. Logistics stockout has also hampered the COVID-19 vaccination program.

Currently<sup>11</sup>, from the 234,666,020 targeted vaccinees (health workers, elderly people, public servant, vulnerable population, general public, adolescents aged 12-17 years, and children between the age of 6-11 years), 86.87% have received the first dose of vaccine. However, only 74.51% have received the second dose, while the third and fourth dose have only reached 29.76% and 0.91% of the target population<sup>12</sup>.

The work that remains to be done is for health risk communication program managers to push for increased uptake of booster vaccination, and reaffirm the importance of health protocols since the risk of transmission is still present. Furthermore, the key to Indonesia's success in overcoming the COVID-19 pandemic was its ability to maintain health service delivery throughout the system from upstream to downstream and mount a comprehensive and sustained response to the pandemic.



# KAMI SIAP

## SEMANGAT DAPAT VAKSINASI LENGKAP

Segera datang ke tempat vaksinasi terdekat dan lengkapi Vaksinasi COVID-19, agar lancar beraktivitas. Ajak keluarga dan teman juga ya.

**AYO SEMUA HARUS SIAP VAKSINASI LENGKAP**

LINDUNGI DIRI DAN KELUARGA DARI COVID-19

KEMENTERIAN KESEHATAN REPUBLIK INDONESIA | USAID | GERMAS

SIAP COVID-19 Vaccination Public Service Advertisement



Public activity in Riau

## From Breakthrough ACTION for COVID-19 Program to You

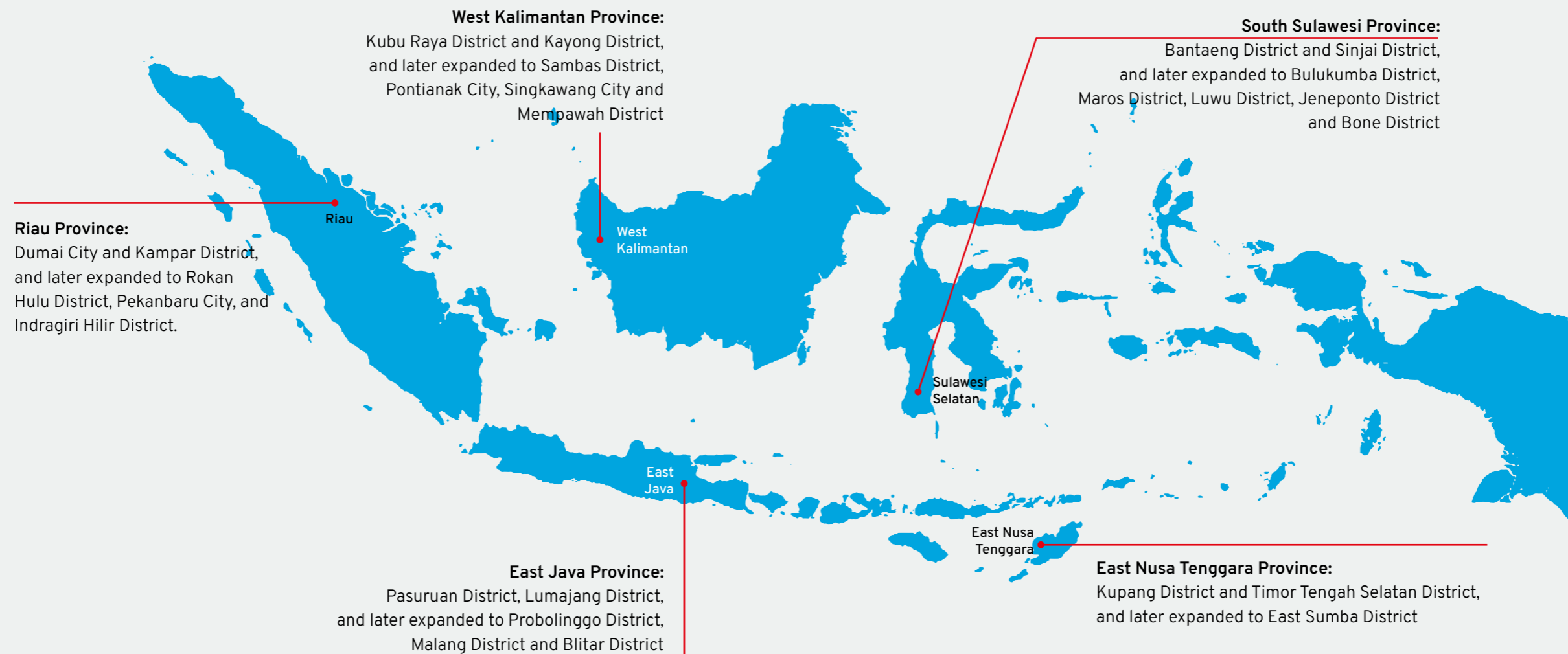
This book is available in both print and digital format for easy access and wide dissemination of information. The book includes illustrations, photos that tell a story as well as narrations and supporting graphics with a hope that the combination of visual and verbal narratives makes the book easy to understand.

This book presents ten topics that are considered important and beneficial for learning. They are the SIAP National Campaign, Agents of Change, Government Engagement and Leadership, Pharmacist Involvement, Elderly Hero Initiative, Youth Participation, Multi-sectoral Coordination and Involvement, Community Engagement, Increasing and Expanding (Scaling-up), and Increasing Demand and Vaccine Availability.

The ten topics are derived from the evidence and facts that are linked and described in the various lessons learned. Stories from the field are supported by data from the Ministry of Health, the Johns Hopkins University COVID-19 Dashboard, and also qualitative data collected by Breakthrough ACTION and other reliable sources.

Lessons learned from this Breakthrough ACTION program were gathered from various regions that were focus sites for intervention. These sites were areas that had not achieved their vaccination target and were selected based on recommendations from the Provincial and District/City Health Offices.

## Breakthrough ACTION for COVID-19 Program Intervention Sites





Making of COVID-19 Vaccination  
Advocacy Video in East Nusa Tenggara



## Is Everyone READY?

Fostering Enthusiasm  
to Complete the Vaccinations -  
READY National Campaign

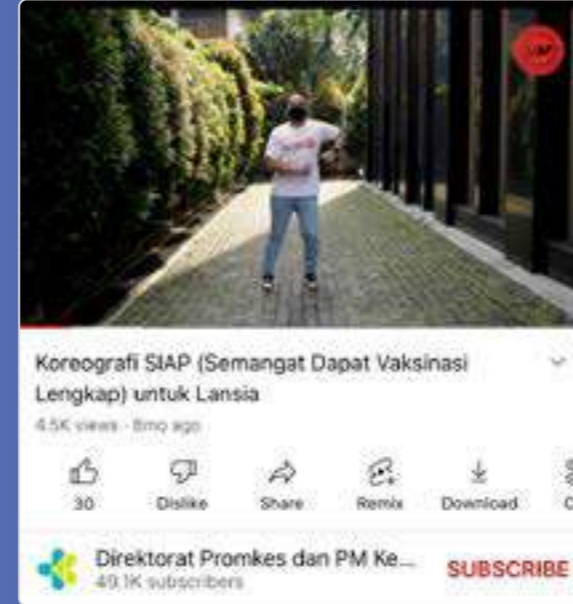
The Breakthrough ACTION program helped design the SIAP (Semangat Dapat Vaksinasi Lengkap - READY - Excited to Complete the Vaccination) campaign. Activities were carried out through various conventional media, social media platforms and aimed to change behavior and social norms in facing the pandemic to provide an accurate understanding about COVID-19 vaccination. The campaign developed key messages that focused not just on vaccination in general, but also on potential adverse events following immunization (AEFI) as well as comorbidities that were found to be the main causes of vaccine hesitancy. Messages were channeled through various media, prioritizing the integration between the national mass media campaign, and risk communication and community engagement materials that were disseminated.

The SIAP Campaign issued a call to the audience to take action, and protect themselves, their family and their community. The campaign also encouraged family members, and other members of the community to not hesitate and enthusiastically complete their vaccination doses.

The SIAP campaign is easily noticeable by its distinct “SIAP stamp”(SIAP mean “READY”). The campaign did not just underline the importance of being vaccinated against COVID-19, but it emphasized the need to be fully vaccinated. Aside from being a brand that averts the COVID-19 stigma, the SIAP stamp intended to help the audience understand the commitment that is needed from all components of society, and the importance of COVID-19 vaccination for the common good. The use of striking visual elements in the SIAP identity allows the audience to easily recognize the SIAP campaign in various media channels and remember the messages.

Considering the need to quickly disseminate information on a wide scale to a large population and increase vaccination uptake, the challenge was to select the appropriate information and media channels to reach the target audience. A mix of media channels was then chosen for maximum campaign recognition.

Difficulties that were encountered in selecting a media mix included unclear boundaries between regions, requiring caution in deciding where outdoor media such as billboard should be strategically placed to gain the most attention. The same caution was necessary in selecting



Choice of media mix for maximum recognition by the public



radio stations as people switch stations frequently to find entertainment. SIAP also faced challenges in delivering information and key messages in areas with limited access to conventional media (TV, radio, or local newspaper) and social media in order to provide balanced information and combat disinformation. The amount of fake news that circulated uncontrollably created more hesitancy in the community.

What the SIAP campaign hoped to see was change in behavior and social norms about COVID-19 vaccine hesitancy and uptake. While the campaign generally targeted individual behavior and norms, it was important to remember that an individual does not exist independently, but lives and acts within society and makes decisions based on their social interaction, following the accepted practices. Evidence from research that the Breakthrough ACTION team conducted about low vaccination coverage among elderly groups supports the argument about the importance of targeting family, and immediate communities in social and behavior change communication campaign.

Informed by research, the program developed key messages that tried to address the reasons why people were hesitant or afraid to be vaccinated. In addition, the campaign disseminated general information about vaccination to counter false information that circulated among people. The key messages were:

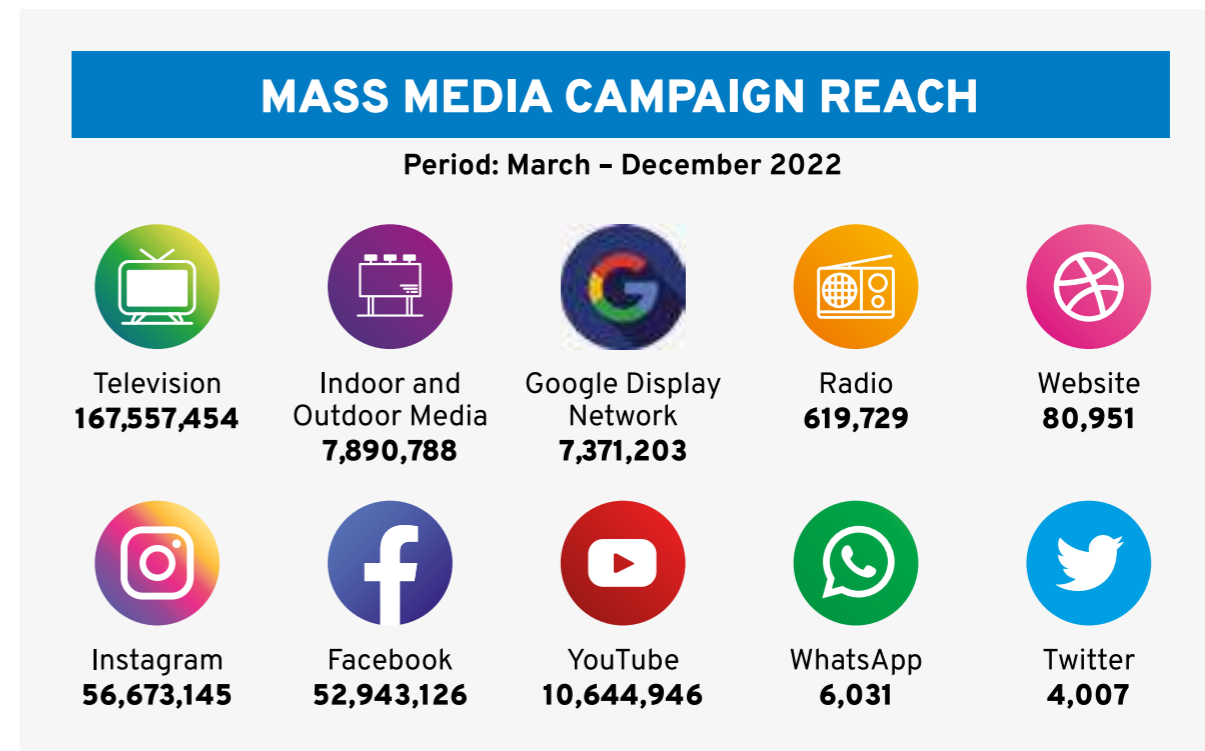
- COVID-19 vaccine does not prevent infection, but will reduce the severity of illness should infection occur;
- COVID-19 vaccine does not provide cure, but will prevent deterioration of symptoms, primarily among individuals with comorbidities;
- COVID-19 vaccine reduces the risk of death; and,
- COVID-19 vaccine is not only for the young but is also important for older adults.



Radio talk show by SIAP Elderly Heroes

The SIAP campaign also disseminated messages about adverse events following immunization (AEFI), which was essential considering the amount of disinformation on AEFI that have been circulating. Information included fever being a common side effect after vaccination and an explanation about what to do upon experiencing an AEFI.

Specific key messages were developed for elderly groups or people with comorbidities to address any concerns that individual, family or caregivers had. Messages emphasized that people with comorbidities are still able to get vaccinated provided their condition is under controlled and in consultation with a healthcare provider.



It is crucial that there was integration between national mass media campaign messages and community engagement communication materials, and that all program and societal components consistently delivered the same key messages. Another approach to integration was by adapting the message content to the local language or dialect such that the information can be accepted more readily.

## I AM READY TO SERVE AS A VOLUNTEER AND BE AN AGENT OF CHANGE

Agents of Change (AoC) played a critical role in providing education about COVID-19 vaccination in the SIAP campaign. In the context of Breakthrough ACTION program, AoC's are volunteers who promoted social and behavior change through community engagement. These volunteers consisted of community leaders, religious leaders, health providers, clinic outreach teams, health workers, and community organization leaders.





Social and behavior change communication activity in Tengger community, East Java

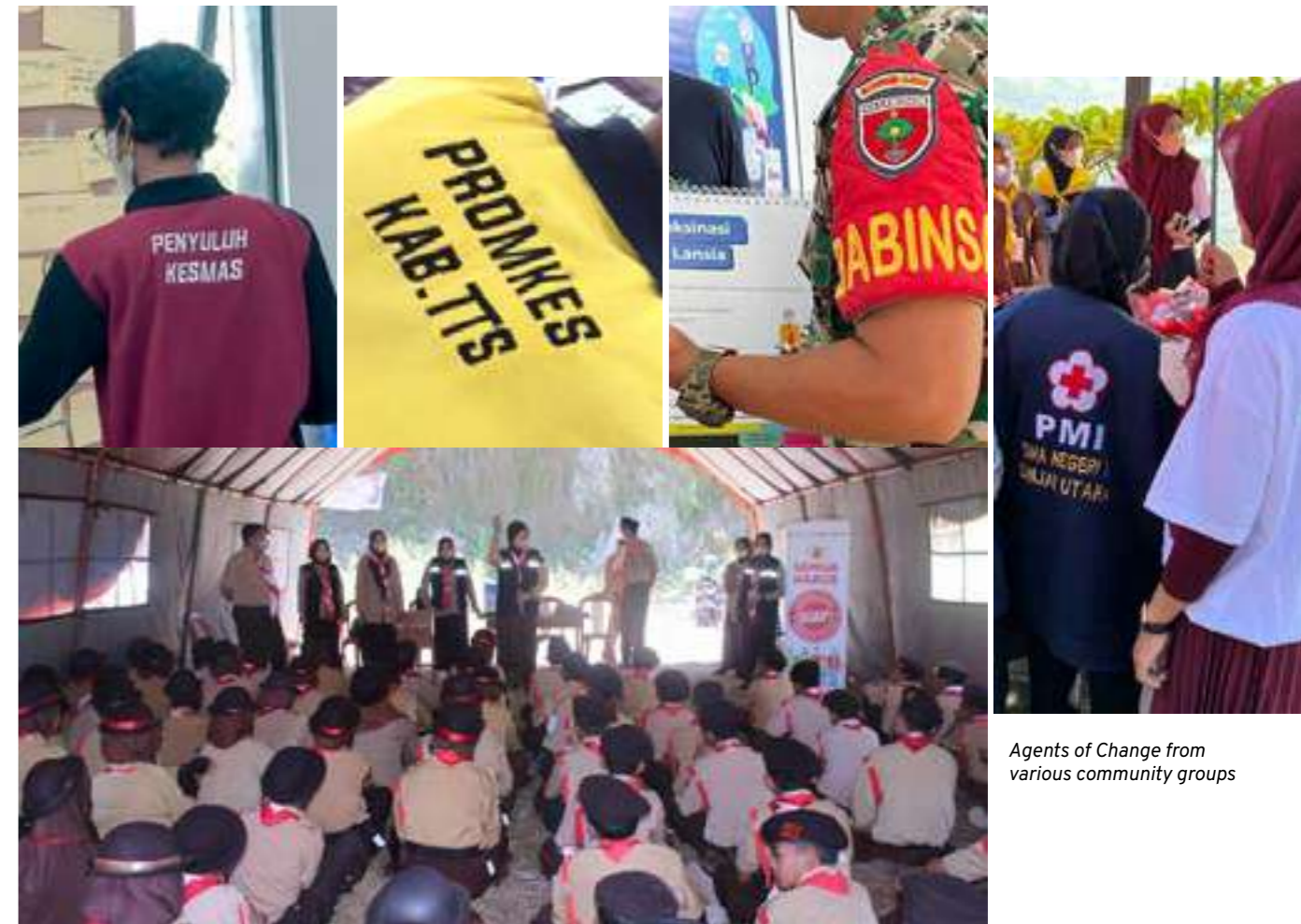
“ It’s based on our personal desire, and we also observe the situation during the early stage of COVID, which was frightening, so we’d like to educate the people, through communities, because our communities are not just at the village level, but extends to the sub-district level. ”

The role of AoC was to be a channel of communication for the community. They are volunteers who are from the community and work for the community. Most AoCs who were involved in the SIAP campaign were selected by local health offices and facilities or partner organizations based on the extent they are recognized or trusted by the community, their active participation in community activities, and their communication capacity for educating various segments of the community.



AoC of Pasuruan District

Every AoC who supported the SIAP campaign became involved out of their own personal motivation, the strongest motivation being because they felt compelled to increase people’s awareness about the importance of COVID-19 vaccination. Other reasons included the desire to play a part in ending the pandemic, and to convey accurate information on COVID-19 vaccination to families and friends, as well as counter circulating disinformation. AoCs felt committed to help elderly people and the general public so they would be willing to complete their vaccination dose. AoCs who are healthcare workers also stated that educating people is part of their tasks and responsibilities.



Agents of Change from various community groups



AoC receive community education training and tools.

A tool known as the Community Engagement Kit (CE Kit) significantly helped the of AoCs in their activities. A CE kit consists of job aids including an Elderly Guide Book, Flipchart, and Cue Cards. AoCs received training on how to use the CE Kit such that they could skillfully and smoothly facilitate educational sessions with their target groups. Having been adequately equipped, AoCs were able to convey key messages on COVID-19 vaccination more easily.

As a result of massive and simultaneous educational activities by AoCs, more marginalized population groups could be reached with accurate information on COVID-19 vaccination. A good practice, which is also an achievement, that could be learned from AoC's was their success in influencing other people. In particular, AoC's activities had a key multiplier effect successfully expanding the dissemination of key vaccine information and benefits to communities.

*“ We are immensely grateful for the education that the Breakthrough ACTION Program provided to communities*



*in Kampar District. The activity provided information and increases people's willingness to be vaccinated, they voluntarily go to the Puskesmas [health clinic]. ”*

**Head of Kampar District Health Office**

Direct and immediate monitoring and evaluation could be carried out independently. AoCs communicated their activities through a WhatsApp Group whose members consisted of the AoC, the Health Promotion Coordinator at the Provincial, District/City Health Offices, the local clinic, as well as the Surveillance and Immunization manager. AoCs reported their educational activities and shared their experiences, creating a positive competitive atmosphere. Quite frequently, one AoC's story about an educational activity motivated other AoCs to do an educational session. The WhatsApp Group became a forum for AoCs to share stories, challenges, problems, and find solutions, as well as a monitoring and evaluation mechanism for program managers.



AoC in Bantaeng District

*“ In providing education on vaccines, we are equipped with information and facilities, for example the CE kit that Breakthrough ACTION for COVID-19 program distributed through the Provincial Health Office. The kit greatly helps me facilitate educational sessions and increase the community's trust on the information that the educator presents. ”*



When the Breakthrough ACTION program ends, Health Offices will still be able to continue the activities and communication with AoC through the WhatsApp Group. It is hoped that the AoC with their interpersonal communication skills and close relationship with the community will become a valuable asset that can be mobilized for other priority health agenda, and not just for COVID-19.



*Award presentation to regional leaders for their leadership in rapidly increasing COVID-19 vaccination uptake.*

## **Government Leadership, Engagement, and Commitment is Key to Success.**

Active involvement of the Local Government in the Breakthrough ACTION program implementation was key to the program's success. All the activities were able to proceed as a result of a strong collaboration between the Breakthrough ACTION program and the local government in the five provinces: Riau, East Java, West Kalimantan, East Nusa Tenggara, and South Sulawesi. Partnerships that have been built since the start of the program with Provincial Health Offices in general, and particularly with District Health Offices in each district/city where the program was implemented, became specific success indicators for the program.

## Leadership to Action – National COVID-19 Communication Technical Working Group

The Ministry of Health, through the Directorate of Health Promotion and Community Empowerment (Promkes), recognized risk communication and community engagement (RCCE) are important elements in accelerating the achievement of COVID-19 vaccination. Promkes, in collaboration with Breakthrough ACTION established a technical working group on communication (COVID-19 Communication Working Group) in February 2022 with the aim of coordinating and aligning the support of relevant directorates in accelerating the achievement of COVID-19 vaccination. The Pokja members included representatives from the Health Promotion Directorate, Bureau of Communication and Public Services, Directorate of Vaccination, Directorate of Health Surveillance and Quarantine, Directorate of Productive and Elderly Health, and Directorate of Family Health.

The working group oversaw the development of strategies, activity plans, and implementation of RCCE activities, including the SIAP (READY to Complete the Vaccinations) campaign. The Working Group was also actively involved in identifying program sites, coordinating with local district governments and health offices, disseminating community engagement tools, conducting field visits to monitor implementation of activities, recognizing change agents, engaging in media activities, and scaling up activities to expand coverage to districts and cities using the best practices and tools developed. Through the working group, all communication materials and tools were handed over and used by the Health Promotion Program as part of the Indonesian Government's RCCE efforts to increase the coverage of COVID-19 in Indonesia.

One of the important lessons learned within the members of the working group was the significance of collaboration. For instance, when faced with vaccine stockouts, the Working Group members collaborated to find solutions. Directorate of Immunization and Promkes worked together to coordinate with logistics teams to ensure a continuous supply of vaccines in project locations. This collaborative effort helped mitigate the impact of stockouts and ensured that vaccination programs could proceed smoothly, maintaining public trust and confidence in the process.

The ability to increase COVID-19 vaccination coverage in each area very much depended on the leadership, involvement, and commitment of the local government. One manifestation of the local government's engagement and commitment was funding allocation for COVID-19-related activities from the local budget (APBD).

Another form of support from the local government was a Provincial Government Decree that provides support for Breakthrough ACTION program implementation at the district/city level. One example was a Decree from East Java Provincial Health Office to Lumajang and Pasuruan District Health Offices to follow up on the Breakthrough ACTION program implementation. The decree provides a basis for financial accountability and ensures program sustainability at the district/city level.



*Head of Sinjai District (Bupati), South Sulawesi, Mr. Andi Seto Asapa at one of Breakthrough ACTION Program activities*



*Hj. Leni Ramaini, SKM, Madam Mayoress of Dumai City, who also serves as the Chairwoman of Family Empowerment and Welfare Mobilizing Team (TP-PKK) delivers aid to a remote area.*

In areas where funding allocation for COVID-19 response from the local budget was not possible, either because budgetary discussion had been finalized, or because all the funds had been allocated, then Breakthrough ACTION program partnership was in the form of technical assistance. Common forms of assistance were provision of community engagement kits and trainers to strengthen the capacity of Puskesmas staffs and change agents. Many regions desired this type of partnership as the assistance could be documented as additional funding support for COVID-19 response, primarily as

provision of communication materials. On the other hand, other regions had difficulties incorporating this form of assistance in their financial recording due to a rigid, restrictive budgeting format that does not allow revision in amount, line item or any specification details.

Implementation of the Breakthrough ACTION program was dynamic, and greatly influenced by the leadership style of each local government. Local leaders and relevant officials played a critical role in enabling communication activities reach even the most remote community, in increasing people's trust on the vaccine, and most importantly in

ensuring that members of priority groups were able to receive the vaccine quickly and safely.

In addition to the local leader, the Family Empowerment and Welfare Mobilizing Team (TP PKK) led by the wife of the Bupati/Madam Mayoress had an equally important role. This highly mobile team and its cadres has networks that reach all the way to the household level, and they work hand in hand with local leaders. As a result, coverage of COVID-19 vaccination significantly increased, enabling identification of the root cause of the problem and the solutions to facilitate complete vaccination to people.

A model example was seen in the leadership, engagement and commitment of leaders and policymakers in Dumai City. Throughout implementation of the Breakthrough ACTION Program, Dumai City never experienced vaccine stockout, thanks to the consolidation effort that the TP PKK in Dumai City actively conducted with the Health Office of Dumai City and

the surrounding districts. Good coordination resulted in adequate stock-on-hand of COVID-19 vaccine.

When shortage in COVID-19 vaccine stock occurred, Dumai City Health Office would coordinate with, and pick up vaccines from Indragiri Hilir District, Rokan Hulu District, or other districts. Similarly, when some vaccines approached their expiry date, Dumai City would give some to other districts in need to prevent vaccines from expiring before they could be used.

The instrumental role of TP PKK in Dumai City was visible during outreach activities to remote areas like the Kelurahan of Geniot, Basilam Baru, Batu Teritip, and Sungai Senepit as part of the effort to increase COVID-19 vaccination coverage. TP PKK's support to SIAP campaign included engaging schools, elementary, junior high and high school level, to activate the SIAP exercise as a routine exercise.



Head of Public Health Division,  
Pasuruan District Health Office

“ The Breakthrough ACTION program has had significant impact on COVID-19 vaccination coverage in Pasuruan District. ”



The commitment of leaders to continually educate communities in remote areas



## Involving Pharmacists to Reduce Vaccine Hesitancy

Involving pharmacists in the SIAP campaign was a way to increase engagement with the audience. People trust pharmacists as a source of reliable information on health including COVID-19. The Breakthrough ACTION program leveraged the SwipeRX pharmacy network as a channel of information to reach the broader community and help reduce people's doubts about COVID-19 vaccination.

“ After viewing the banner, a lot of people inquire how many vaccine doses are recommended, why booster vaccine is needed. If this campaign is to continue, it'll be ideal if customers can be given a handout to take home so they can discuss the information with their family. This type of banner issues a call to action (“Ask the Pharmacist”) so a lot of customers start asking questions about the safety and importance of COVID-19 vaccination. ”



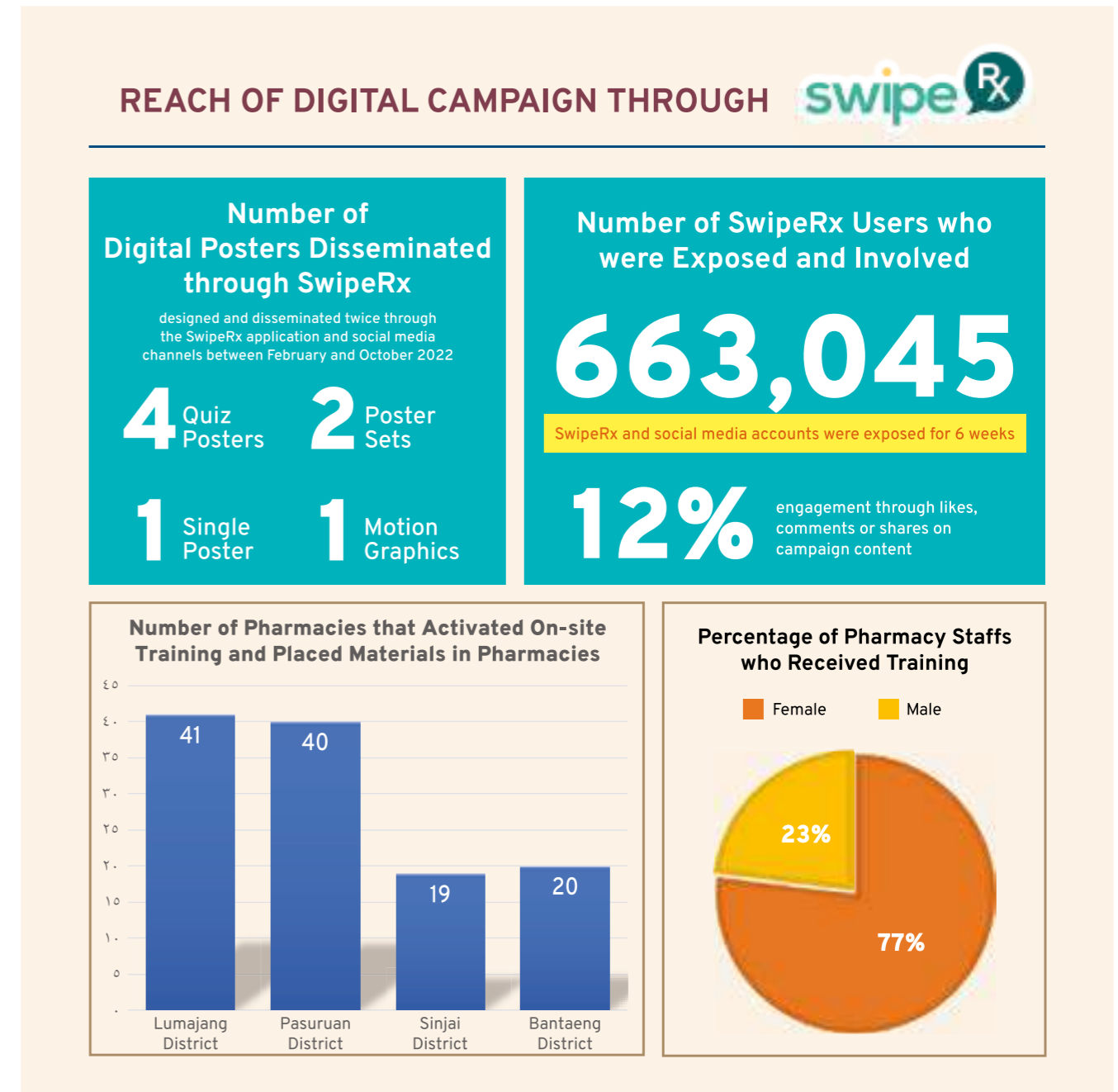
A pharmacist in Lumajang District

Pharmacists undoubtedly play a critical role in providing advice to people about medications, supplements, or other medical needs. This creates an opportunity to disseminate information since trust with pharmacists has become a cultural norm.

From February to October 2022, Breakthrough ACTION program worked with SwipeRx, a free pharmacy mobile application that connects more than a 100,000 pharmacists in Indonesia. SwipeRx designed a digital educational program to build pharmacists skills in counseling and interpersonal communication to talk to clients or pharmacy customers, resolve doubts and respond to questions about COVID-19 vaccination. Pharmacists were trained through an online training and promotional/educational materials were placed in 121 pharmacies in four program priority districts in East Java and South Sulawesi. The four districts were Lumajang, Pasuruan, Sinjai and Bantaeng.

The digital education shows that interactive campaign content, specifically quizzes and games, builds strong engagement. Based on this lesson, it is recommended that future digital campaigns use similar interactive contents.

Among communication materials that were placed in pharmacies, the standing banner was the preferred material among pharmacists and pharmacy customers. Interest revolved around large, clearly visible materials that help set a stage for pharmacists to initiate counseling with pharmacy customers.



# Elderly Hero

## Frontliners in Peer-to-Peer Strategy to Reach Elderly Groups

SIAP Elderly Heroes (PLS) are older individuals who were selected to be role models as they were considered to have successfully overcome behavioral barriers and societal norms that result in COVID-19 vaccine hesitancy.

Elderly people were among the vulnerable groups who were prioritized to receive COVID-19 vaccination, but vaccination rates in the elderly population had been very low primarily due to lack of knowledge, and insufficient accurate information among the older adults, their family and caregivers. Reluctance, difficulties in getting to a vaccination post, poorly-monitored comorbidities and health issues during the pandemic were some of the reasons that contributed to the low vaccination coverage among the elderly. Role models play an important role in an elderly group or family, so the presence of Elderly Heroes as role models was considered quite successful in penetrating the social network of the elderly population.

The elderly population was a group that was relatively hard-to-reach in the COVID-19 vaccination program. Yet, they were vulnerable and are at high risk of being impacted by COVID-19. Most older adults felt they did not need vaccination as they rarely go out, and the younger population should therefore be prioritized to receive the vaccine. The pandemic and mobility restriction mandated further marginalization of the elderly population from health services that they commonly used.



A clip from SIAP public service advertisement for the elderly population



**SIAP Elderly Hero in West Kalimantan**

“ Don’t be afraid of the vaccine because it is good for us, it protects us from the Corona virus. That was the message that I presented at a meeting in Sungai Rengas Puskesmas. ”



SIAP Elderly Hero Winner from South Sulawesi after receiving her award

“ Get vaccinated! Puskesmas workers said that too. So you’ll be confidently strong, and don’t forget the second and booster dose. ”



SIAP Elderly Hero East Java

The SIAP Elderly Heroes are older adults who were selected to be role models as they are considered to have successfully overcome behavioral barriers and societal norms that contributed to COVID-19 vaccine hesitancy. Elderly Heroes had an influence on the elderly communities in the area where they lived and could effectively invite other older adults to get vaccinated. This is mostly due to older adults trusting and feeling comfortable with the information that they receive from their peers. The actual experience of the Elderly Heroes who bravely made efforts to receive the COVID-19 vaccine significantly influenced other older adults in their surrounding areas.

The way Elderly Heroes were able to influence their peers aligns with the theory of social learning that proposes that people learn by observing other people and imitating or taking actions based on what they learn. Imitating behaviors can occur directly by paying attention

The biggest challenge in vaccinating the elderly group against COVID-19 was their tendency to self-diagnose and consider themselves ineligible to receive the COVID-19 vaccine. Common issues that were found among older adults include comorbidities such as hypertension and diabetes, poor health, lack of information about the procedure to get vaccinated, limited mobility, and dependence on families or caregiver, concern about side effects,

and confusion as a result of disinformation that circulated in the community. The low enthusiasm for COVID-19 vaccination caused vaccination rates in the elderly group to be much lower than the government target for this group requiring intensive, innovative, and creative efforts to reach the group. One innovation of the Breakthrough ACTION Program was the SIAP Elderly Hero activity.



SIAP Elderly Hero radio talk show to disseminate information that can dissipate doubts about COVID-19 vaccination

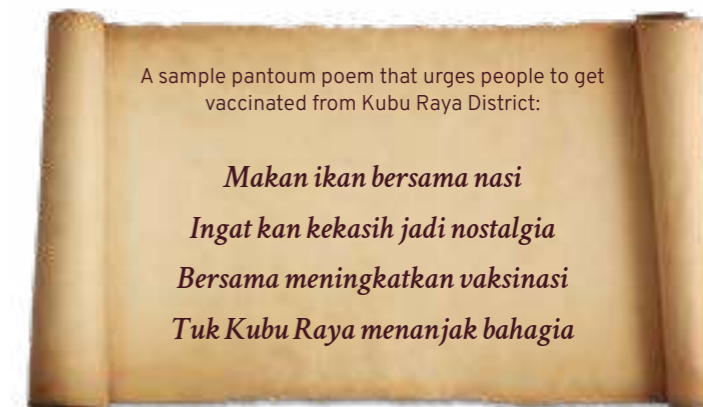
The SIAP Elderly Hero Competition was a contest searching for model older adults in the ten districts spread across the five program provinces. The criteria were men and women over 60 years of age who had received the second dose of vaccine, had good communication skills and broad knowledge, were influential in their community and were willing to support the SIAP campaign.

and observing people considered as role models. In this context, elderly heroes became role models for other older adults in the immediate communities who observed, paid attention, and directly followed them. This helped them to accept the COVID-19 vaccine, and helped them overcome challenges and barriers to COVID-19 vaccination.

Engaging Elderly Heroes posed a unique challenge and should be done carefully considering the vulnerability and limitation of older adults. Elderly people also have limited mobility so the reach of SIAP campaign carried out by Elderly Heroes was only effective in the area where they lived or within their close community (such as Islamic prayer group, church council, fellowship group, or clinic for the elderly). The digital component of the Elderly Heroes campaign that included the Elderly Heroes generated minimum response from the elderly population who generally have low access to digital contents.

Engagement of Elderly Heroes in the SIAP campaign was real proof that the elderly are an organic component of community empowerment. Elderly heroes took pride in their involvement in the campaign and felt that they made positive contributions to their elder peers and to the general population.

Interestingly, the call to action that elderly heroes made to encourage people to get vaccinated used spoken languages that were tailored to the local context, a demonstration of the strength and diversity of local cultures. In conducting the SIAP campaign, elderly heroes employed various methods, including use of local languages, oral tradition (such as pantoum poem), message adaptation to match the audience segment, and radio station to reach a specific segment of listeners.



A sample pantoum poem that urges people to get vaccinated from Kubu Raya District:



Beneficiaries of SIAP Elderly Hero are receiving COVID-19 vaccine



## Involvement of the Youth and Young Parents

Indonesia has a relatively large population of young people, specifically ages 14 to 27 years. This young population rarely had a lot of interest in COVID-19 vaccination, while on the other hand they have a large social responsibility considering most of them live with their extended family that may include older adults, and children. Exposure to SIAP messages not only allowed the information to reach the young people, but to spread to the respective extended families. Through technology and massive use of digital media, penetration of COVID-19 vaccination information among young people and young parents increased.



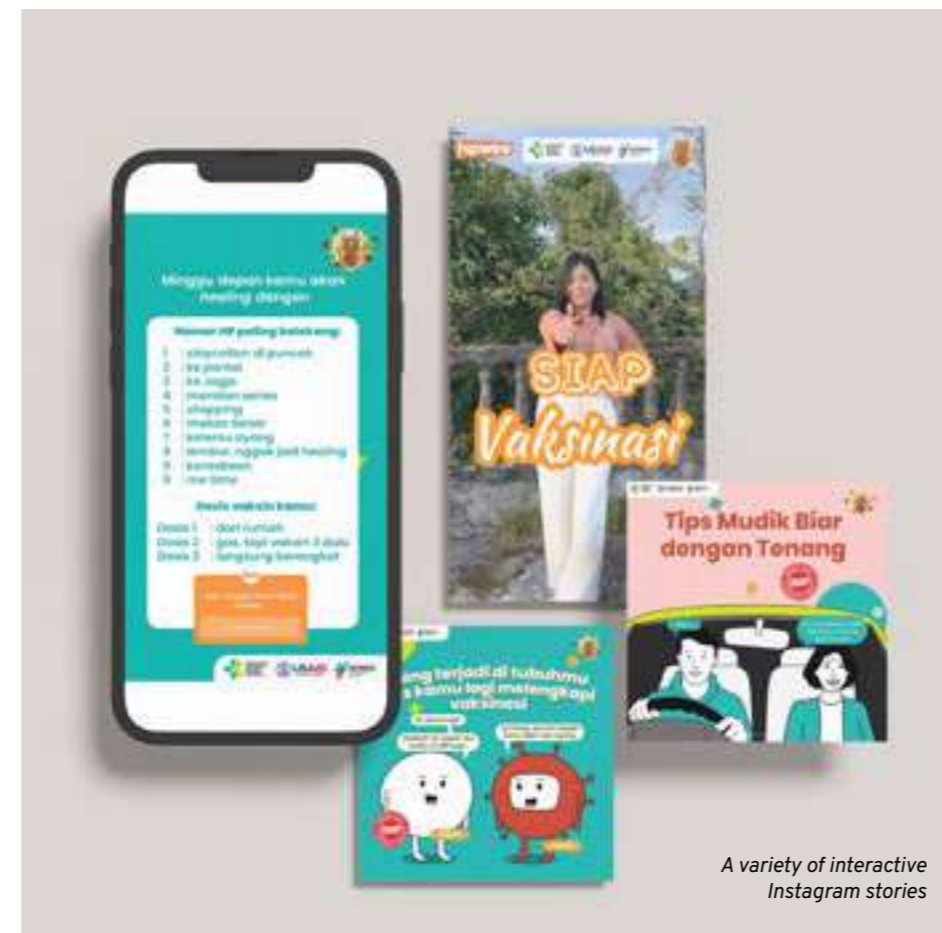
## Digital Communication that Appeals to the Youth

To manage the complexity of expanding SIAP message reach to the young population, the Breakthrough ACTION program collaborated with the Hipwee digital platform to create content that appealed to youth. The challenge was to attract young people to be fully vaccinated by presenting messages that were interesting, relevant, and up to date. To achieve this, content was framed around topics that resonated with the youth, for example topics about hobbies, traveling, music concert, guess-the-picture quiz, and useful tips (e.g. money management 101 for young couples during the pandemic, exciting weekend activities, communicating with older adults, or family members who continue to refuse COVID-19 vaccination). Content uploads on Instagram, YouTube, Facebook and website were timed and spaced between May and November 2022.

Social media campaigns for youth produced noteworthy lessons. First, selection of visual content that is trending and viral was key to effective digital activation. Second, messages need to be as simple as possible. For example, conveying a message using a two-panel comic or meme and text would be more readily accepted than a lengthy carousel post that needs time to digest. Third, the campaign message (SIAP or READY to Complete the Vaccinations) needed to be linked with issues that are close to the youth and appeal to them.

To expand the reach of SIAP messages, the campaign also targeted the young adult population. The hope was that those who were exposed to SIAP messages would communicate the benefit of COVID-19 vaccination not just to their peers, but to members of their family, including any older adults, and people in their social network.

SIAP campaign specifically targeted the Gen Z, which is the generation of people who were born between 1996 and 2009 and are significantly internet-dependent. Most members of Gen Z had little interest in vaccination, so it was critical to frame SIAP messages in a way that attracts the youth, through social media posts on Facebook, YouTube, also Instagram reel, feed, story, and Instagram live. Articles containing a call to action to be fully vaccinated are also available through several websites.



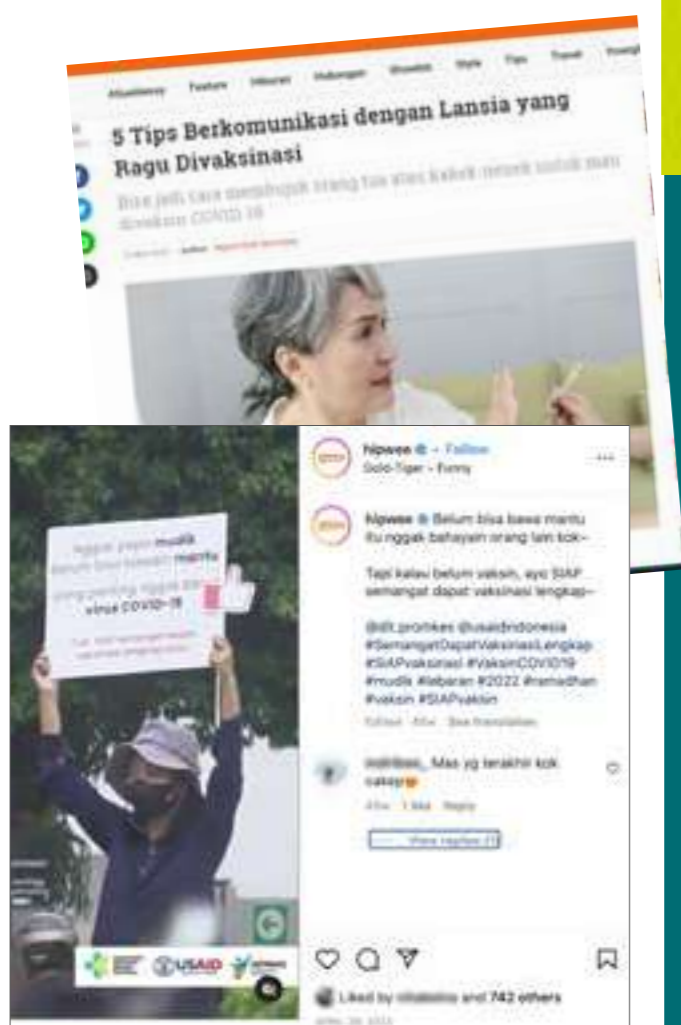
A variety of interactive Instagram stories

“ Young people these days don't accept direct instructions, something like you have to do this and that. The approach has to be subtle before you dive into a topic, for example the other day about teaching money management to new families who earn minimum wage. In the end, we invite people to take good care of their health because when you're healthy, you'll save money. One way to achieve that during the pandemic is by getting vaccinated. ”

(Staff of a Youth Media Company)



The preference is for simple posts, usually in the form of viral memes with tailored messages that are linked to COVID-19 vaccination. When the mobility restriction (PPKM) was eased, a picture of a young person refusing to take his mask off went viral. It was a satirical meme about refusal to take one's mask off not to avoid COVID-19, but to avoid looking ugly. Memes are packed with messages while carousel is storytelling for example a story about money management for young couples who earn minimum wage. Carousel is generally used for topics that require a narrative, while memes present messages that are more to the point.



various media posts to promote engagement

## Digital Activation and Engagement of the Young Population

Digital activation through a network of followers is different from offline activation. Digital activation mobilizes followers to take part in disseminating messages through various online competitions so the message can reach a broader network of users. Digital activation is considered a more cost-effective strategy that can also be monitored easily.

Rewards are one way to incentivize people to be involved in digital activation. The Gen Z prefers practical rewards in the form of electronic money (e.g. e-wallet) or electronic fund transfers, while young mothers would rather receive household appliances such as contemporary kitchen tools.

To reach the young population more broadly, the Breakthrough ACTION program engaged the Stand-up Comedy Community and Young Mother Community groups that have wide networks and strong relationship with their followers. The stand-up community have great concern about issues that are prevalent in the community and actively find material for their performances. The community also held a Stand-up Comedy competition for their members with a requirement that the material

must contain a call to action to complete the COVID-19 vaccination.

The community of young mothers was selected because they are women who actively seek information and care a great deal about their family. One of the community's activities was a SIAP Jingle Choreography contest. Participants could disseminate the jingle messages, follow a choreography, or create a video choreography with SIAP jingle. The contest was able to attract the youth and the general public to disseminate messages about the importance of COVID-19 vaccination using exciting and fun choreography.



“ Digital activation was done by creating user-generated content. ”

Staff at a Youth Media Company

## Penetration of Messages that Became Big Hits

One lesson learned was that message penetration among the youth is deeper when there is an influencer who is suitable with the target market.



The primary message Breakthrough ACTION had for both the young mother community and the youth was the same, an invitation to get COVID-19 vaccination, but the activity used to deliver the message was different. For young mothers, fun activities such as exercise was a better way to communicate the message, while a good approach for the stand-up comedy community was by presenting a challenge to create a comedic content that contains a call to action to get vaccinated.

Engagement of the young mother community by digital activation and SIAP jingle choreography contest was relatively difficult and took a long time to get entries. Few young mothers enjoy and have the ability to perform a choreographic routine. Based on this

experience, activation using a contest format should pay more attention to new trends so that the target community will require less time to decide to participate in digital activation. For example, a TikTok-style dance choreography is considered easier to do than SIAP exercise and jingle.

The rationale for involving the Stand-up Community was the desire to present messages in a light-hearted, humorous tone that is attractive and well-accepted by the young population, without eliminating the substance. The Stand-up Community is also an active online community, allowing them to actively create online content even during the pandemic when sponsored offline performance was limited.

The Stand-up Comedy community was mobilized to become nano influencers as they are accustomed to creating content, and can articulately communicate messages. The support to the community was quite relevant since most stand-up comedians have a fairly good educational background and the SIAP campaign messages resonated with them. As a community with a wide reach, the stand-up community was a good entry point to other communities, inside and outside of Yogyakarta.

## Social Media Features that Trigger Engagement

Another lesson we learned through our work in reaching out to the youth was in regards to the selection of social media features. The third-party partner of Breakthrough ACTION used its website and Instagram account, and utilized characteristics of each platform's features to trigger engagement.

Decisions on the type of features used was based on the message to be conveyed. Reels (short videos) was used to reach a broader audience and was specifically targeted to young people who tend to be less loyal to a certain brand. Followers would not just capture

video reels but would also actively share them to non-followers through Instagram, thereby increasing message exposure. However, Reels was less popular among young mothers who found messages in fast-paced videos difficult to read. Feed videos were suitable for general followers who loyally monitor uploads and were more likely to read each upload, while for young mothers, the preference was for static contents since most of them access their social media accounts while multitasking other tasks.



Various Instagram features that were used



One form of multi-sectoral partnership

## Multi-sectoral Coordination and Partnership for Accelerated Increase in Vaccination Coverage

Internal and external coordination, and multi-sectoral partnership were essential in COVID-19 vaccination-related activities as it allowed the vaccination campaign to be massive with widespread reach and coverage, and also more cost-effective as a result of mutual cooperation. The inter-sectoral, inter-institution partnership that Breakthrough ACTION built was strengthened by the fact that all the actors in the partnership shared a common goal and interest to make optimum use of their capacity and available resources in a short period of time.



The Minister of Health emphasizes the importance of collaboration in COVID-19 response

Synergy between ministries, private agencies and institutions, and a variety of policies and incentives helped facilitate an accelerated pandemic response. Synergy was observed in many aspects, in information dissemination, in bringing services and access to vaccination closer to the people and in ensuring an inclusive service.

A key to the successful implementation was this coordination from the provincial to the district/city and sub-district level through Puskesmas. This included internal collaboration between the Head of the District Health Office and the Head of Public Health Division, and subsequent coordination with the Chief of Health Promotion Section.

In addition to coordination between different disciplines, coordination between the District Health Office and the different sectors that were involved in SIAP campaign implementation was equally important. For example with the Communication and Information (Kominfo) Office, the Social Affairs Office, the Religious Affairs Office, and the Regional Work Organization (OPD), and with the Family Planning Field Workers (PLKB). Partnerships were also built with community and social organizations, youth organizations, religious organizations, professional associations, traditional organizations, and

posyandu cadres, also academicians, business entities and the private sector.

For example with the Boy and Girl Scouts, the Indonesian Red Cross Society (PMI), the Family Welfare and Empowerment Organization (PKK). Muhammadiyah, Nahdlatul Ulama (NU), Aisyiyah, and Masehi Injil Church in Timor (GMIT). Partnership with private business entities through corporate social responsibility (CSR) initiatives was also built with hotels, banks, corporations and other private sector entities.



The Minister of Health extends his appreciation to the RCCE Working Group

An example of a multi-sector partnership activity was a Community Event held in Dumai District, Riau on 3 September 2022. The event featured a series of activities, including a SIAP jingle competition, educational contest, sing-a-shanty competition with COVID-19 as a theme, and a public COVID-19 mass vaccination. The event was organized collaboratively by several parties: the Grand Zuri Hotel, the Zuri Hotel, Comforta Hotel, 234 SC Dumai, Sonaview Hotel, Kalbe Farma Health Food Division, Citimall Dumai, PT Sinarmas, and Dedi Datuk Restaurant.



Hj. Leni Ramaini - Chairwoman of PKK Mobilizing Team in Dumai City, Riau

“...as a result of Breakthrough ACTION’s education and community activities, vaccination coverage among elderly people and the general population has increased, the collaborative relationship with and support from local work organizations/units [OPD] have improved.”



Engagement of underrepresented population groups

## Leaving No One Behind: Engaging Underrepresented Population Groups and Promoting an Inclusive Program

To reach all population groups and ensure an inclusive program, Breakthrough ACTION made specific efforts and utilized a peer group approach, based on social structures, custom and culture, and also worked through ethnic, religious, social and economic groups. With tailored approaches, the program successfully reached marginalized and neglected groups such as people with disabilities, sex workers, transgender groups, former drug users, former convicts, and hard to reach tribes. The program created a sense of togetherness, security, and comfort of being in a group, also a feeling of 'being in the same boat' and spirit to change that paved the way for community education.



Head of Public Health Division,  
Bantaeng District Health Office

In the context of Breakthrough ACTION Program, Provincial Coordinators played a crucial role as the driving force who approached provincial stakeholders, raised the issue, and opened the stakeholders' eyes to various underrepresented groups in their area. Through this effort, messages about COVID-19 vaccination could be effectively accepted by various community groups, including those who had been underrepresented.

“ *The new homogeneous community group approach has the potential to ensure successful implementation of health programs that so far have been relying on mainstream approaches.* ”

In the SIAP campaign, community engagement was achieved in two ways, through community education and community events.

“ *As part of a former drug user group who want to be empowered and change, we receive support from teachers and head of neighborhood group (RT) who guide us to participate in more positive activities.* ”  
Collaborative Community of Kubang Jaya for the Future (K3JMD), Riau

A community event allows engagement with a larger number of people (more than 100 people per event), while community education is engagement on a smaller scale, or even as a door-to-door activity. The main activity was education around the topic of COVID-19 vaccination using a community engagement (CE) Kit, (a flipchart, guidebook and cue cards). During certain community events, the educational activity was accompanied with a mass vaccination campaign.



Several lessons were learned. First, reaching out to homogeneous groups facilitates better acceptance of COVID-19 vaccination messages because members of the group feel more comfortable with and are more open to their peers. Aside from feeling connected with, and depending on one another, everyone feels that they start on the same foundation, which is a feeling of being in the same boat, sharing the same language, the same occupation, upholding the same culture, being from the same ethnic group, etc. Secondly, community engagement through a socio-cultural approach requires careful and comprehensive preparation, such as identifying underrepresented social groups, approaching the groups, and convincing them that they have the same rights as the mainstream groups.



Bringing information closer to farmers group

# Achievement of Community Engagement Activities from March 2022 to February 2023

## Riau Province

 16.857  
 1.643



**Ethnic Group:** Lampung, Minang ethnic groups, community of Sumatra-born Javanese, and Malay Dumai community.

**Occupational community:** cross water workers (carp farmers) group.

**Cultural group:** Silat (Indonesian indigenous martial arts) Brotherhood, Lumpung Javanese Horse Dance group, Basicuang (Malay Kampar oral tradition that uses pantoum/poetry and rhymes to disseminate messages) group, and Kampar traditional institution.

**Social Group:** Kampung KB community, School Principals Group, elderly group and adolescents' group.

## West Kalimantan Province



 16.744  
 1.337

**Ethnic Group:** education to the Chinese, Bugis, Dayak, Malay and Madura ethnic groups.

**Occupational community:** farmers group, bamboo craftsmen, fishermen and coffee farmers groups.

**Social Group:** Bird Lovers community.



## South Sulawesi Province

 59.650  
 2.249

**Occupational community:** fishermen and seaweed farmers group of Sembilan Islands, farmers group, and non-staple food crop farmers.

**Social Group:** private sector engagement for retirees' community, transgender community, former drug users group and people with disabilities group.



## East Nusa Tenggara Province

 2.493  
 630

**Occupational community:** Sasando (harp-like string musical instrument) craftsmen community, salt traders group, None and Neke weaving communities.

**Religious group:** GMIT church council and congregation.

## East Java Province

 16.661  
 1.908



**Occupational community:** farmers group, bamboo craftsmen group, and shadow puppet (wayang) master group.

**Religious Group:** Islamic boarding school (pesantren) community.

**Cultural group:** 'Sekar Arum' dance and art community, and batik artist community.



**Legend:**

-  Educational Activity
-  Community Activity

# Main Activities

Breakthrough ACTION for COVID-19 started its activities by engaging with various related sectors, such as the National Population and Family Planning Board (BKKBN), Ministry of Religious Affairs, the Social Affairs Office, Educational Office, the Regional Development Planning Board (Bappeda), the National Armed Forces/Police Force (TNI/POLRI), the Communication and Information Technology Office (Kominfo), and the Village Community Empowerment Office. The purpose was to invite various sectors to join the effort of accelerating COVID-19 vaccination coverage in the five provinces and ten districts/cities where Breakthrough ACTION conducted interventions. Inter-sectoral coordination was performed at both the provincial and district level, and after an inter-sectoral meeting, Breakthrough ACTION program implemented the following community engagement activities:

1

## Stakeholder Meeting

The meeting's objective was for all involved stakeholders to be familiar with the Breakthrough ACTION program, do a role and resource mapping in order to support the Risk Communication and Community Engagement Strategy, and implement activities that align and harmonize with the activities of each stakeholder.

2

## Orientation of SIAP (Semangat Dapat Vaksinasi Lengkap - READY - to Complete the Vaccinations) Facilitators at the District/City Level

Orientation of District/City facilitators involved Puskesmas health promotion and surveillance staff, family planning field workers (PLKB), also academicians, and representatives of USAID partners such as Muhammadiyah, Aisyiyah, and the Indonesian Red Cross Society (PMI). This activity equipped facilitators to subsequently lead orientation sessions for Agents of Change at the sub-district level.

3

## Orientation of SIAP Agents of Change at the Sub-District/Puskesmas Level

Facilitators trained the Agents of Change on how to use the community engagement kit (flipchart, cue cards and guide book) and educate the community directly. Agents of Change came from all the villages/kelurahan of a district/city and consist of health cadres, community and religious leaders, traditional community leaders, women leaders, FP field workers (PLKB/PKB), also representatives of the Indonesian Red Cross Society (PMI), Aisyiyah, and people with disabilities group.

4

## Monitoring of SIAP Agents of Change

Educational activities carried out by SIAP Agents of Change were monitored by facilitators, district/city and provincial health office, and also provincial coordinators through WhatsApp Groups.

5

## Community Engagement Activities

Activities ranged from interpersonal and group communication to community events held collaboratively with all partners following the local government agenda.

In implementing activities, Agents of Change built partnerships with different sectors and programs with an aim to increase COVID-19 vaccination rates among target groups.

6

## Local Campaign

The local campaign was the SIAP campaign adapted to the local context and used conventional and new media, printed media, also local arts performance that promote the Enthusiasm to Complete the Dose (SIAP) campaign identity.

## Program Intervention Sites DUMAI CITY & KAMPAR DISTRICT (RIAU)

### Leading Sector

Activities were led by the provincial and district/city health office of each respective region supported by various related local work units (OPDs)/sectors:

- FP and Population Office (BKKBN)
- Educational Office
- Social Affairs Office
- Village Community Empowerment Office
- Local private and public hospitals (Sansani Hospital, Zainab Hospital)
- Tourism Office
- Drug and Food Control Agency (BPOM)
- Communication Information and Encryption Office
- National Armed Forces/Police Force (TNI/POLRI)

### Partners

Breakthrough ACTION for COVID-19 program partnered with various institutions at both the provincial and district level:

- Indonesian Red Cross Society (PMI)
- Family Welfare and Empowerment Organization (PKK)
- Muhammadiyah
- Aisyiyah
- Riau Malay Traditional Institution (Lembaga Adat Melayu Riau - LAM)
- Riau Scout Provincial Council
- Indonesian Nutrition Association (PERSAGI)
- Indonesian Public Health Association (IAKMI) of Riau Province
- Student Executive Board of Riau University (BEM UNRI)

### Program Achievements



**71**

Facilitators



**526**

Agents of Change trained on the use of the CE kit



**705**

Community Engagement (CE) kits distributed



**908**

People participated in community events (6 events)



**7,421**

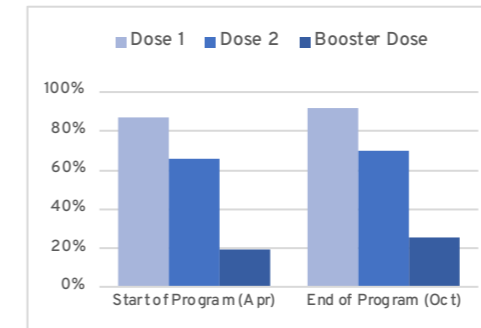
People participated in the educational sessions



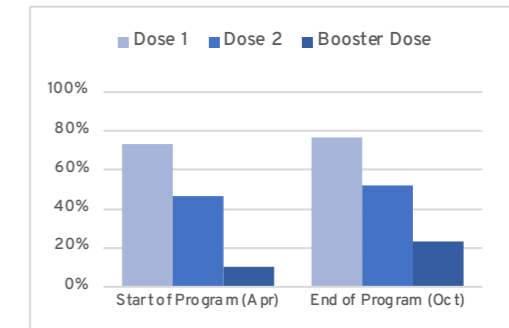
**430**

People received vaccination after attending an educational session (6 events)

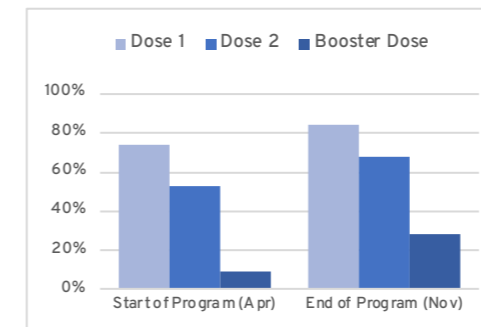
### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN DUMAI



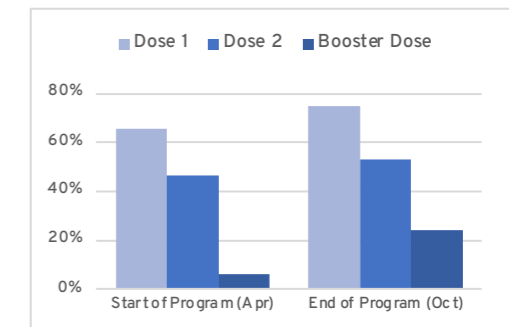
### VACCINATION COVERAGE AMONG THE ELDERLY IN DUMAI



### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN KAMPAR



### VACCINATION COVERAGE AMONG THE ELDERLY IN KAMPAR



Source: Riau Provincial Health Office



### Lessons Learned Dumai City & Kampar District (Riau)

- From the educational activities that Agents of Change facilitated: messages were communicated clearly in an interesting way; activities successfully reached traditional communities; Agents of Change received fewer reports of disinformation.
- Elderly Hero competition and educational activities were considered an effective way to reach the elderly. Elderly Heroes became pioneers who motivated fellow older individuals not to hesitate to receive COVID-19 vaccination.
- People readily identified with the SIAP jingle and choreography, allowing messages about the benefit of vaccination to be easily conveyed to the audience.
- Distance and time were two challenges that had to be overcome to reach the smallest communities.

## Program Intervention Sites KUBU RAYA & NORTH KAYONG DISTRICTS (WEST KALIMANTAN)

### Leading Sector

Activities were led by the provincial and district/city health office of each respective region supported by various related local work units (OPDs)/sectors:

- Ministry of Religious Affairs
- FP and Population Office (BKKBN)
- Educational Office
- Social Affairs Office
- Village Community Empowerment Office
- Communication Information and Encryption Office
- National Armed Forces/Police Force (TNI/POLRI)

### Partners

Breakthrough ACTION for COVID-19 program partnered with various institutions at both the provincial and district level:

- Indonesian Red Cross Society (PMI)
- Muhammadiyah
- Aisyiyah

### Program Achievements



**43**

Facilitators



**711**

Agents of Change trained on the use of the CE kit



**825**

Community Engagement (CE) kits distributed



**783**

People participated in community events (6 events)



**4,293**

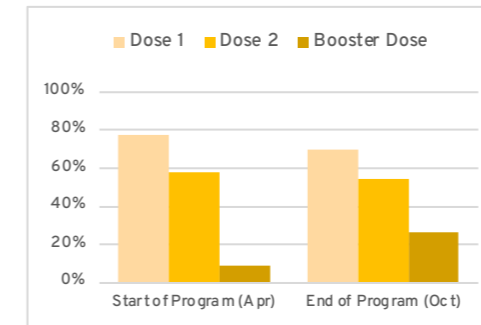
People participated in the educational sessions



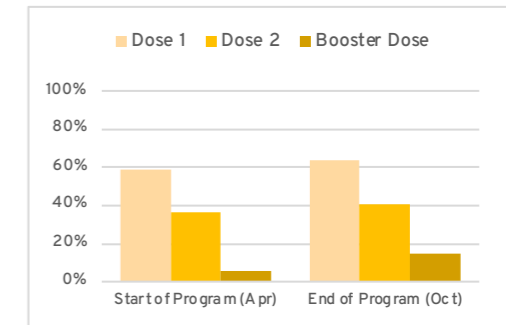
**330**

People received vaccination after attending an educational session (6 events)

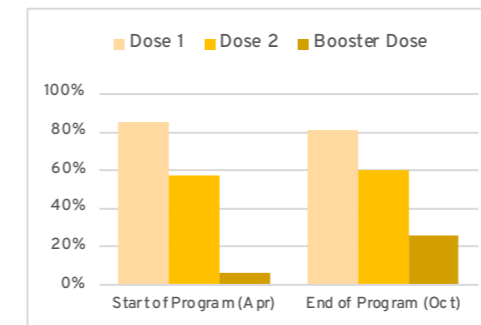
### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN KUBU RAYA



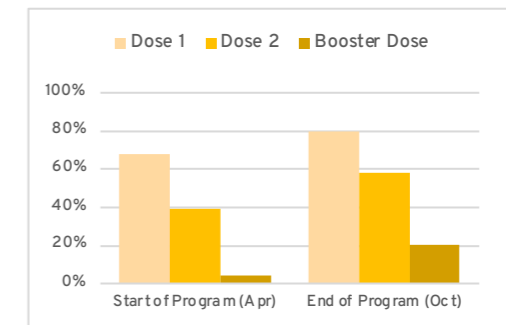
### VACCINATION COVERAGE AMONG THE ELDERLY IN KUBU RAYA



### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN NORTH KAYONG



### VACCINATION COVERAGE AMONG THE ELDERLY IN NORTH KAYONG



Source: West Kalimantan Provincial Health Office



### Lessons Learned Kubu Raya & North Kayong Districts (West Kalimantan)

- Flipcharts and cue cards were tools that Agents of Change and SIAP Elderly Heroes (PLS) were able to easily use to educate the public.
- The reach of SIAP Elderly Heroes (PLS) and their activities (including the selection of radio channels) was not as effective among elderly groups outside the PLS domicile.
- Frequently used campaign material included the SIAP jingle. TV Ads and advocacy video were less familiar to the public.
- Target groups for education included several ethnic groups (e.g. the Javanese, Bugis and Dayak community groups, the Chinese), also fishermen, farmers, and bamboo craftsmen groups.
- Social media was an effective way to reach Agents of Change, but was less effective with beneficiaries who were mostly last-mile communities.
- The key messages contained in CE Kits and SIAP campaign were easily comprehended by the public, even with marginalized (disadvantaged, isolated) communities.
- Local tools in the form of water-pepper-soap demonstration helped explain the COVID-19 vaccination concept more clearly to the public.
- Community events helped increase the vaccination coverage in Kubu Raya and North Kayong Districts. Cumulatively, Kubu Raya saw a 7-fold increase in vaccination rates between January and September 2022, while North Kayong moved up in rank from number 13 (out of 14 districts/cities) to number 8 from February to October 2022.
- Local governments were interested and committed to apply the strategy of Breakthrough ACTION for COVID-19 program, particularly the SIAP campaign strategy to other health programs such as the immunization program.

## Program Intervention Sites LUMAJANG & PASURUAN (EAST JAVA)

### Leading Sector

Activities were led by the provincial and district/city health office of each respective region supported by various related local work units (OPDs)/sectors:

- Ministry of Religious Affairs
- FP and Population Office (BKKBN)
- Educational Office
- Social Affairs Office
- Village Community Empowerment Office
- National Armed Forces/Police Force (TNI/POLRI)

### Partners

Breakthrough ACTION for COVID-19 program partnered with various institutions at both the provincial and district level:

- Indonesian Red Cross Society (PMI)
- Muhammadiyah
- Aisyiyah
- Nahdlatul Ulama (Fatayat, Muslimat)
- Healthcare and Services Special Scout Unit (Saka Bhakti Husada - SBH)
- Family Welfare and Empowerment Organization (PKK)
- Community of People who Care about Health (KMPK)
- Indonesian Mosque Council (DMI)

### Program Achievements



**73**

Facilitators



**651**

Agents of Change trained on the use of the CE kit



**880**

Community Engagement (CE) kits distributed



**1,428**

People participated in community events (6 events)



**3,358**

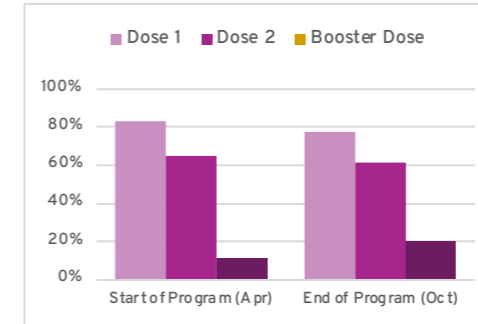
People participated in the educational sessions



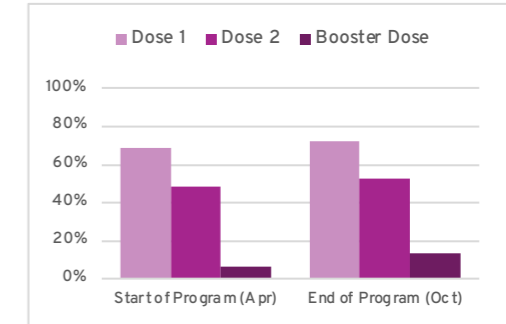
**538**

People received vaccination after attending an educational session (6 events)

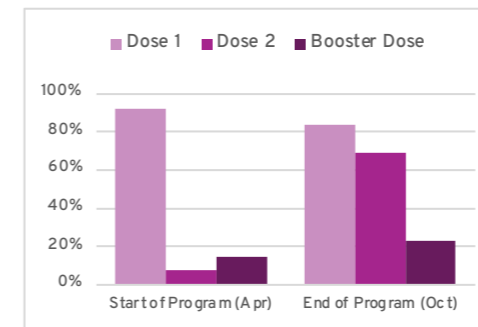
### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN LUMAJANG



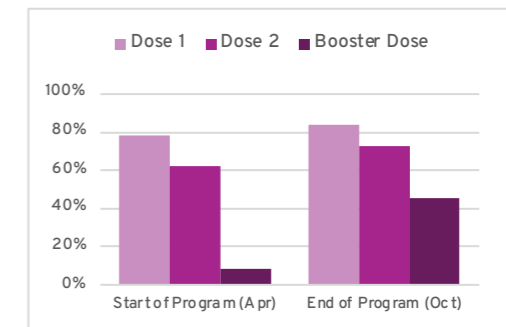
### VACCINATION COVERAGE AMONG THE ELDERLY IN LUMAJANG



### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN PASURUAN



### VACCINATION COVERAGE AMONG THE ELDERLY IN PASURUAN



Source: East Java Provincial Health Office



### Lessons Learned Lumajang & Pasuruan (East Java)

- Orientation of Agents of Change involved non-health personnel at the district level as facilitators.
- The establishment of groups of Agents of Change/health and non-health cadres who were willing to educate the people on topics related to COVID-19 vaccination increased the reach.
- Education about vaccination was provided not just during meetings at Puskesmas or by health workers but was carried out by cadres/volunteers at every opportunity.
- The cost of community education and activities for COVID-19 vaccination was shared between different programs and sectors.
- COVID-19 vaccination rate among the elderly increased.
- The engagement of Islamic Boarding schools (Pesantren) and arts communities in COVID-19 vaccination educational activities was a new initiative in the accelerated effort to increase COVID-19 vaccination coverage.

## Program Intervention Sites BANTAENG & SINJAI (SOUTH SULAWESI)

### Leading Sector

Activities were led by the provincial and district/city health office of each respective region supported by various related local work units (OPDs)/sectors:

- Ministry of Religious Affairs
- FP and Population Office (BKKBN)
- Educational Office
- Social Affairs Office
- Village Community Empowerment Office
- Communication Information and Encryption Office
- National Armed Forces/Police Force (TNI/POLRI)

### Partners

Breakthrough ACTION for COVID-19 program partnered with various institutions at both the provincial and district level:

- Indonesian Red Cross Society (PMI)
- Muhammadiyah
- Aisyiyah

### Program Achievements



**60**

Facilitators



**548**

Agents of Change trained on the use of the CE kit



**930**

Community Engagement (CE) kits distributed



**1,167**

People participated in community events (6 events)



**33,528**

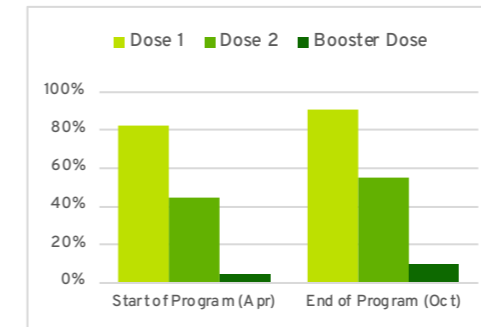
People participated in the educational sessions



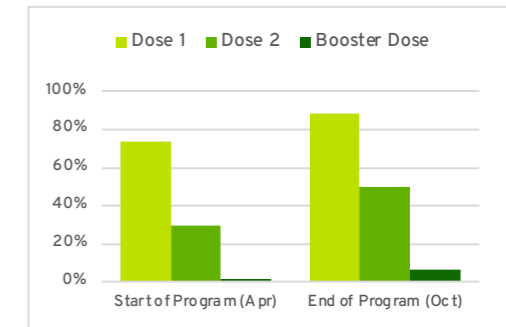
**514**

People received vaccination after attending an educational session (6 events)

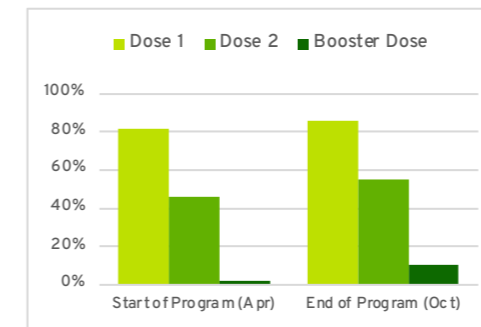
### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN BANTAENG



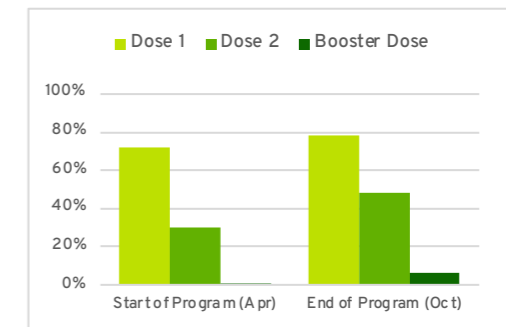
### VACCINATION COVERAGE AMONG THE ELDERLY IN BANTAENG



### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN SINJAI



### VACCINATION COVERAGE AMONG THE ELDERLY IN SINJAI



Source: South Sulawesi Provincial Health Office



### Lessons Learned Bantaeng & Sinjai (South Sulawesi)

- CE Kits (flipchart and cue card) are informative and attractive such that Agents of Change feel more confident in giving education about COVID-19 vaccination to the public. However the cost to reprint the CE kits was quite high.
- Quite a large population can be reached with vaccination education at one time.
- By engaging different sectors in activity implementation, a cost-sharing mechanism was built with various parties.
- The public was quite enthusiastic to participate in activities.
- Replicating community activities was relatively cost-intensive, and during offline activities, the standard health protocol was sometimes ignored by participants.
- When target groups are homogenous, they are easier to mobilize to gather and receive messages.
- Activities were able to reach minority groups (traditional communities and people with disabilities) because the Agents of Change also belonged to those groups.
- Printing and advertisement costs are quite high which may limit adoption of the tools.

## Program Intervention Sites KUPANG & SOUTH CENTRAL TIMOR (NTT)

### Leading Sector

Breakthrough ACTION for COVID-19 program partnered with various institutions at both the provincial and district level:

- BKKBN
- National Armed Forces (TNI)
- Religious Affairs Regional Office
- Village Community Empowerment Office
- Police Force (POLRI)

### Partners

Breakthrough ACTION for COVID-19 program partnered with various institutions at both the provincial and district level:

- Muhammadiyah
- Indonesian Red Cross Society (PMI)
- Family Welfare and Empowerment Organization (PKK)
- Synod of GMT Church
- The Archdiocese of the Catholic Church
- Media (Radio, printed and online media)

### Program Achievements



**47**

Facilitators



**832**

Agents of Change trained on the use of the CE kit



**1,035**

Community Engagement (CE) kits distributed



**630**

People participated in community events (6 events)



**1,529**

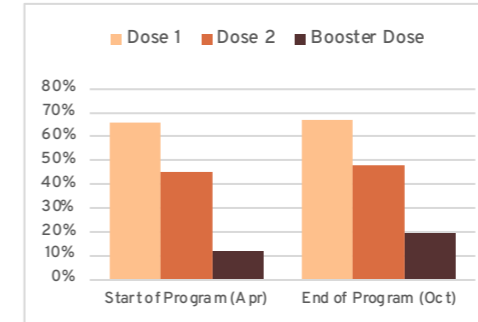
People participated in the educational sessions



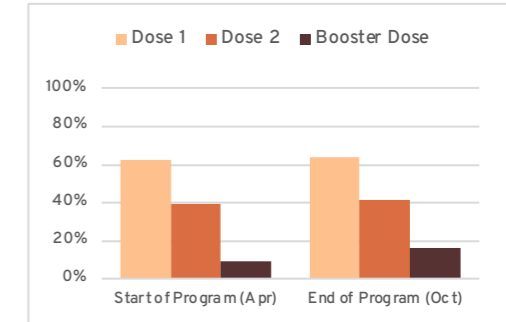
**244**

People received vaccination after attending an educational session (6 events)

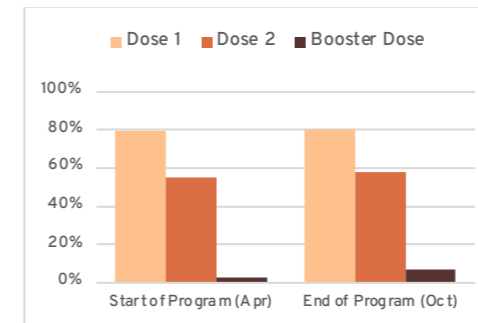
### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN KUPANG



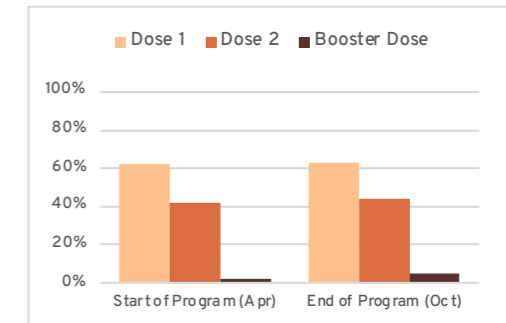
### VACCINATION COVERAGE AMONG THE ELDERLY IN KUPANG



### VACCINATION COVERAGE AMONG THE GENERAL POPULATION IN SOUTH CENTRAL TIMOR



### VACCINATION COVERAGE AMONG THE ELDERLY IN SOUTH CENTRAL TIMOR



Source: COVID-19 Response and National Economic Recovery Committee (KPCPEN)



### Lessons Learned Kupang & South Central Timor (NTT)

- The CE Kits affirm people's awareness about the importance of vaccination and the fact that it is equal to immunization.
- SIAP radio campaign by Elderly Heroes became the flagship activity.
- Church communities can play a key role in community acceptance of vaccination. Radio talk shows by Elderly Heroes received a great deal of attention, but for the activity to be effective, it will have to involve both government and private radio stations.
- SIAP Elderly Heroes used language that was accepted by the audience.
- Increase in vaccination rate was less significant due to limited vaccine availability.
- While there is interest to continue implementing the Breakthrough ACTION for COVID-19 program strategy, funding constraints limited further reach and dissemination of messages, including outreach to populations in remote, difficult-to-access areas.
- The most significant support was received from the Social Affairs Office's Family Hope Program (PKH) Support Teams. NTT Bank also provided support in the form of tents for campaign activities. In-kind contributions were provided by other institutions such as during the National Armed Forces in Villages (Tentara Masuk Desa - TMD) activity. The program also received strong support from pastors of local churches.



## Program Replication and Expansion (Scale-up) Strategy

Scaling can increase a program's leverage by replicating the interventions to a broader area. Having a scale-up strategy will decrease the time required for preparation, planning, and implementation of program activities based on what has been done previously. Scaling up increased the local government's commitment to allocate funds from the local budget (APBD) to Breakthrough ACTION program activities so that efforts to increase vaccination rates can continue with local resources, assets and potential.

Scaling up was an effort to increase and expand the Breakthrough ACTION program activities and replicate its success in other areas outside the program's sites. Scaling up is essential so that the program's impact can be felt more broadly and continue on after the program closes. It is also an indicator of successful program implementation.

In the context of the Breakthrough ACTION scale up, the Provincial Health Office played a key facilitating role. Their involvement since the early stage of the program was important for them to take ownership of the program.

The preparation process started with a workshop in each of the program provinces. During the process, and after the workshop, several districts pledged their commitment to adopt the Breakthrough ACTION program activities and implement them using their local budget (APBD).

A number of factors were identified through the implementation of the program that made scale up possible.

*“ During the scale-up activities, I said that we can adopt the program, we can steal the knowledge of JHCCP but we'll apply it to the stunting program. I won't use the tool for COVID, the program is about to end. The cue cards, and the technique to deliver education, they're good. I honestly say this is good, very good, and it causes everyone to move willingly. ”*



## 1. Demand to close vaccination gaps

Scale up was needed to close vaccine equity gap and increase the coverage of COVID-19 vaccination in several districts in program's provinces. Based on requests from several districts/cities, four provinces - West Kalimantan, East Java, South Sulawesi, and Riau - expressed a strong desire to quickly increase the coverage of COVID-19 complete vaccination.

## 2. Availability of local financial resources as a determinant of program scale up

Funding allocation from the local budget was an important asset that regions needed to have to finance scale-up activities. Examples of resource that had been allocated in several provinces are shown below.

Resource Allocation in Various Provinces	
Province	Alokasi APBD
Riau	<ul style="list-style-type: none"> <li>• Education of underrepresented community groups</li> <li>• Follow up on SIAP Elderly Hero competition</li> <li>• Dissemination of SIAP jingle</li> <li>• CE Kit printing</li> <li>• CE Kit orientation</li> </ul>
West Kalimantan	Follow-up activities of SIAP Elderly Hero program
South Sulawesi	Training facilitators on the use of CE Kit in 10 districts
East Java	<ul style="list-style-type: none"> <li>• Printing and distribution of cue cards to 25 Puskesmas</li> <li>• Printing and distribution of posters and stickers to 33 Puskesmas</li> <li>• CE Kit orientation</li> <li>• Placement of billboards in 4 strategic locations</li> <li>• Attaching SIAP logo on ambulances in 33 Puskesmas</li> </ul>

### 3. Availability of communication channels that can potentially be used to disseminate messages

Local governments can use a variety of communication channels, social media, conventional media such as TV, and radio, also Agents of Change. Conventional media are media that belong to the government or a private sector partner that allocates advertisement spots to disseminate messages. In general, local governments used their official social media accounts managed by the health office's Health Promotion Division.



Advertisement spot to disseminate SIAP campaign messages



Billboard with SIAP campaign messages

Communication Channel Used to Disseminate Messages in Scale up areas		
Communication Channel	Material/Content	Province
Conventional Media	Public Service Advertisement on TV	West Kalimantan
	Radio Spot	East Java East Nusa Tenggara
Social Media	SIAP campaign	Riau
		West Kalimantan
		South Sulawesi
		East Java
		East Nusa Tenggara
Outdoor Media	Billboard	East Java
		Riau
		West Kalimantan
Public Relations	SIAP Elderly Hero	South Sulawesi
Agents of Change	Orientation on community engagement kit	Riau
		West Kalimantan
		South Sulawesi
		East Java
		East Nusa Tenggara
	Community Engagement Kit	Riau
		West Kalimantan
		South Sulawesi
		East Java
		East Nusa Tenggara

#### 4. Commitment to program dissemination and strong multi-sectoral partnership

A factor that played a role in Breakthrough ACTION's program scale up was the strong leadership and commitment of each region to expand the program and initiate partnerships with many sectors.

One important achievement was observed in South Sulawesi where the Provincial Health Office was able to align Breakthrough ACTION activities with the local budget (APBD) 2023 funding allocation and successfully secured funds for SIAP campaign and community engagement activities. In 2022, the Provincial Health Office also successfully built partnerships with International Organization for Migration (IOM) as a local partner to print community engagement kits. Moreover, Bulukumba District Health Office had taken the initiative to conduct educational activities in Kajang ethnic group.

Despite early and ample preparation, program scale up also had to overcome several challenges, primarily in relation to the timing of scale up. One example was in Riau where the timing of program scale up was, according to the Provincial Health Office, late for the budgeting cycles . An ideal timing would have been a few months earlier, before budgetary discussion were finalized so more districts would be interested and able to adopt the program. Nevertheless, 16 districts/ cities remained committed to adopt the Breakthrough ACTION program to increase their COVID-19 vaccination coverage.

Scaling-up activities in several areas



Education of fishermen by an Agent of Change



Source: Envato

## Increasing the Demand for and Availability of COVID-19 Vaccine

The successful vaccination campaign resulted in an increased demand for COVID-19 vaccines, which posed some real challenges. To ensure the goal of increasing vaccination coverage is met, there needs to be a balance between vaccine demand and supply, supported by proper implementation of policies. In this regard, efforts to ensure vaccine availability should go hand in hand with risk communication and community engagement activities.



Availability of sufficient quantity of vaccines is crucial to achieve complete vaccination coverage.

During the SIAP campaign and community engagement activities, the issue of COVID-19 vaccine availability was particularly noted. Several regions experienced stockouts during the campaign, creating a gap between demand for vaccinations that had been generated and actual availability of the vaccine. These stock outs hampered and delayed the coverage increase.

While the demand for COVID-19 vaccination at the district level was relatively high, it was not always adequately met due to various constraints. For example, some mountainous or island areas were geographically hard to reach, and transporting vaccines from the provincial capital to these areas required additional effort that may take more than one day. Further distribution to vaccination posts also posed some challenges due to lack of transportation means and inadequate infrastructure.

Another challenge was the lack of funds to get vaccines from the province and deliver them to the districts and on to vaccination posts. One Breakthrough ACTION program site went through a long bureaucratic process to overcome the problem, which consisted of a loan from the provincial government to the district government to cover the vaccine shipment cost.

Additional issues contributed to COVID-19 vaccine stockout, including transportation cost of vaccinators, vaccine storage, and stockout of certain types of vaccine. The flattening pandemic curve caused the problem to be neglected. In several regions, this situation has reduced people's interest to complete their vaccination dose.

# CLOSING

Significant decreases in COVID-19 cases can be seen as a sign that the pandemic is coming to an end. However, vigilance must be maintained. Complete vaccination and information dissemination still needs to be conducted in various regions in Indonesia. While key messages about the pandemic and COVID-19 vaccination contain standardized information that apply to the general public, communicating the information must not use a one-size-fits-all approach, but should be tailored to the local situation, the geographic condition, and the socio-cultural practice of the local community.

It is hoped that the lessons learned and included in this document can inspire workers in the health sector, specifically to accelerate the coverage of completing the vaccination and to perform sustained efforts in order to prevent a resurgence of COVID-19 cases. Finally, it is hoped this document can be useful as learning notes for the implementation of other health programs, including for mitigating health-related disasters, and strengthening the health resilience of Indonesia.



# ACKNOWLEDGEMENT

Highest appreciation and gratitude are extended to:

- USAID for the funding support through the Breakthrough ACTION for COVID-19 program,
- Ministry of Health of the Republic of Indonesia, the program’s owner, for the facilitation on all stages of the activity, upstream to downstream, for reviewing and disseminating communication materials, for strengthening the communication with people in intervention sites, and for the various interprogram and intersectoral efforts that were carried out as part of this program; and,
- All stakeholders and the public who were involved in the Breakthrough ACTION for COVID-19 Program.

It is our hope that this book will be used for the benefit and quality improvement of various health program and services in the future. We hope that health services in Indonesia will be more inclusive, well-governed and will bring impact toward positive behavioral and social change, and public health improvement.



## Communication Media of Breakthrough ACTION Program

Media	Link
30-second SIAP TV PSA (thematic)	<a href="https://drive.google.com/file/d/1W2LTRD4nOEawBjEr-zoRLf-I9-GnYMPQR/view?usp=sharing">https://drive.google.com/file/d/1W2LTRD4nOEawBjEr-zoRLf-I9-GnYMPQR/view?usp=sharing</a>
15-second SIAP TV PSA (thematic)	<a href="https://drive.google.com/file/d/1TM0mpYAB12sF3j-8CgixN-Vutp8MI5z9M/view?usp=sharing">https://drive.google.com/file/d/1TM0mpYAB12sF3j-8CgixN-Vutp8MI5z9M/view?usp=sharing</a>
15-second TV PSA - elderly	<a href="https://drive.google.com/file/d/1law5o860XlcisuhALjol-60J00LIDAo6v/view?usp=sharing">https://drive.google.com/file/d/1law5o860XlcisuhALjol-60J00LIDAo6v/view?usp=sharing</a>
15-second TV PSA – complete dose	<a href="https://drive.google.com/file/d/1QHLcpdqQD_mU1qAr0C-nY26L526D4KRF/view?usp=sharing">https://drive.google.com/file/d/1QHLcpdqQD_mU1qAr0C-nY26L526D4KRF/view?usp=sharing</a>
SIAP Radio Spot (thematic)	<a href="https://drive.google.com/file/d/16eRCusq1F0gFomKhszZDaP-Nwwp6s3OGb/view?usp=sharing">https://drive.google.com/file/d/16eRCusq1F0gFomKhszZDaP-Nwwp6s3OGb/view?usp=sharing</a>
SIAP Radio Spot - elderly	<a href="https://drive.google.com/file/d/1rmKODWpTZSNRcwoFMpil-bLdqbpD8b2Hx/view?usp=sharing">https://drive.google.com/file/d/1rmKODWpTZSNRcwoFMpil-bLdqbpD8b2Hx/view?usp=sharing</a>
SIAP Radio Spot – complete vaccinations	<a href="https://drive.google.com/file/d/1En8mqy6Su530iLmmOvf71-qiFNJBKBBbg/view?usp=sharing">https://drive.google.com/file/d/1En8mqy6Su530iLmmOvf71-qiFNJBKBBbg/view?usp=sharing</a>
SIAP Radio Adlibs (thematic)	<a href="https://drive.google.com/file/d/1FMJ6B479-Lh9LBL9Da2Ww-CDHABU7Td-G/view?usp=sharing">https://drive.google.com/file/d/1FMJ6B479-Lh9LBL9Da2Ww-CDHABU7Td-G/view?usp=sharing</a>
SIAP Radio Adlibs - elderly	<a href="https://drive.google.com/file/d/1QGp1biEKj4OR2FKEx-o2VnKYe4TOB9lpj/view?usp=sharing">https://drive.google.com/file/d/1QGp1biEKj4OR2FKEx-o2VnKYe4TOB9lpj/view?usp=sharing</a>
SIAP Radio Adlibs – complete vaccinations	<a href="https://drive.google.com/file/d/1Vjkl0q6TpB8jUgmVqqIEM-jPvA9xOirZo/view?usp=sharing">https://drive.google.com/file/d/1Vjkl0q6TpB8jUgmVqqIEM-jPvA9xOirZo/view?usp=sharing</a>
Thematic Billboard	<a href="https://drive.google.com/drive/folders/1QHfvDyXL7uhVhvwbdCP6P-jTyHSItGwJ?usp=sharing">https://drive.google.com/drive/folders/1QHfvDyXL7uhVhvwbdCP6P-jTyHSItGwJ?usp=sharing</a>
Billboard on Complete Dose	<a href="https://drive.google.com/drive/folders/1Yugk4Bs7In2SaX-fahm4-XACLtq1SbTD?usp=sharing">https://drive.google.com/drive/folders/1Yugk4Bs7In2SaX-fahm4-XACLtq1SbTD?usp=sharing</a>
Print ads – thematic	<a href="https://drive.google.com/file/d/1Ug1lqXKvPSUWIPK0YZ-1T9qVPIH2ENVRw/view?usp=sharing">https://drive.google.com/file/d/1Ug1lqXKvPSUWIPK0YZ-1T9qVPIH2ENVRw/view?usp=sharing</a>
Print ads – elderly	<a href="https://drive.google.com/file/d/1D7oaJWTraGJcNarTZIaY-M6yxUMPrX9mP/view?usp=sharing">https://drive.google.com/file/d/1D7oaJWTraGJcNarTZIaY-M6yxUMPrX9mP/view?usp=sharing</a>

Media	Link
<b>Sosial Media</b>	
Elderly people need COVID-19 vaccination	<a href="https://drive.google.com/file/d/1fgfAfRb7vGbx7KfL80eME7zh-G1YjsaSR/view?usp=sharing">https://drive.google.com/file/d/1fgfAfRb7vGbx7KfL80eME7zh-G1YjsaSR/view?usp=sharing</a>
Ways to convince older adults to not fear vaccination	<a href="https://drive.google.com/file/d/1CcWTzmU4r4wfuV6k8UlvX-FOyTJR-Crw/view?usp=sharing">https://drive.google.com/file/d/1CcWTzmU4r4wfuV6k8UlvX-FOyTJR-Crw/view?usp=sharing</a>
Is wearing a mask without being vaccinated enough for the elderly	<a href="https://drive.google.com/file/d/1Cb-YUy6OSf3P_uRU8mMXH-f34ZjWmGnLv/view?usp=sharing">https://drive.google.com/file/d/1Cb-YUy6OSf3P_uRU8mMXH-f34ZjWmGnLv/view?usp=sharing</a>
Cue Cards	<a href="https://promkes.kemkes.go.id/kartu-bantu-covid-19">https://promkes.kemkes.go.id/kartu-bantu-covid-19</a>
Flipchart	<a href="https://promkes.kemkes.go.id/lembar-balik-covid-19">https://promkes.kemkes.go.id/lembar-balik-covid-19</a>
Guide Book on Vaccination for the Elderly	<a href="https://promkes.kemkes.go.id/buku-panduan-kampanye---pelibatan-masyarakat-dan-pesan-penting-vaksinasi-covid-19-bagi-">https://promkes.kemkes.go.id/buku-panduan-kampanye---pelibatan-masyarakat-dan-pesan-penting-vaksinasi-covid-19-bagi-</a>
<b>SIAP Jingle Video Choreography for the Elderly</b>	
Landscape High Resolution	<a href="https://drive.google.com/file/d/1mT4EiOR6lrqPIMW_sQIGF3P-m5dz82B5s/view?usp=sharing">https://drive.google.com/file/d/1mT4EiOR6lrqPIMW_sQIGF3P-m5dz82B5s/view?usp=sharing</a>
Potrait Low Resolution	<a href="https://drive.google.com/file/d/1i9SdI7t2yEYh1f5EPAUf15Rc-CiY2MSYd/view?usp=sharing">https://drive.google.com/file/d/1i9SdI7t2yEYh1f5EPAUf15Rc-CiY2MSYd/view?usp=sharing</a>
<b>SIAP Jingle Video Choreography for the General Population</b>	
Landscape High Resolution	<a href="https://drive.google.com/file/d/1AF8LsMvvXvdLhAkQHgXH-4dVIEK3_DNmA/view?usp=sharing">https://drive.google.com/file/d/1AF8LsMvvXvdLhAkQHgXH-4dVIEK3_DNmA/view?usp=sharing</a>
Potrait Low Resolution	<a href="https://drive.google.com/file/d/1C6Trf2BJgdBNqHK83Acty-scXiY-qtVZQ/view?usp=sharing">https://drive.google.com/file/d/1C6Trf2BJgdBNqHK83Acty-scXiY-qtVZQ/view?usp=sharing</a>
<b>Advocacy Video – Together We can Beat COVID-19</b>	
High Resolution	<a href="https://drive.google.com/file/d/1WoA90N-2vOuVxd8In-2vT4HUgWSEM8pL/view?usp=sharing">https://drive.google.com/file/d/1WoA90N-2vOuVxd8In-2vT4HUgWSEM8pL/view?usp=sharing</a>
Whatsapp standart	<a href="https://drive.google.com/file/d/1k3eRQ-0xdtz9D85-Zk5PL-TUbkYaxkj5i/view?usp=sharing">https://drive.google.com/file/d/1k3eRQ-0xdtz9D85-Zk5PL-TUbkYaxkj5i/view?usp=sharing</a>

Media	Link
<b>Merchandise:</b>	
Goodie Bag	<a href="https://drive.google.com/file/d/1KqMLG66IVLcFe96k_9UkU-HUruia8C0k-/view?usp=sharing">https://drive.google.com/file/d/1KqMLG66IVLcFe96k_9UkU-HUruia8C0k-/view?usp=sharing</a>
Towel	<a href="https://drive.google.com/file/d/1p5YxTrE_tTHpRiSOib-Zi6meitJts-Pz/view?usp=sharing">https://drive.google.com/file/d/1p5YxTrE_tTHpRiSOib-Zi6meitJts-Pz/view?usp=sharing</a>
Roll-up Banner	<a href="https://drive.google.com/file/d/1j-RMGg8qGzVuI8yjUUze8I-W4N9Oa3PCj/view?usp=sharing">https://drive.google.com/file/d/1j-RMGg8qGzVuI8yjUUze8I-W4N9Oa3PCj/view?usp=sharing</a>
Tumbler	<a href="https://drive.google.com/file/d/17nXqA8aalJvq-yiVOUalAeu-CRtYMtrIG/view?usp=sharing">https://drive.google.com/file/d/17nXqA8aalJvq-yiVOUalAeu-CRtYMtrIG/view?usp=sharing</a>
Shopping Bag	<a href="https://drive.google.com/file/d/1irr_A0n4FzFccPKt9PO96zS-gv_vkqv5Z/view?usp=sharing">https://drive.google.com/file/d/1irr_A0n4FzFccPKt9PO96zS-gv_vkqv5Z/view?usp=sharing</a>
T-Shirt	<a href="https://drive.google.com/file/d/1l68pmORPIXedv6qSusBaxo-CynDffK5-B/view?usp=sharing">https://drive.google.com/file/d/1l68pmORPIXedv6qSusBaxo-CynDffK5-B/view?usp=sharing</a>
Registration and Selection Procedure of Elderly Heroes	<a href="https://drive.google.com/drive/folders/1x-wlk-zWaY-tQRv1r7zpUHQilZNIJE6LqZ?usp=sharing">https://drive.google.com/drive/folders/1x-wlk-zWaY-tQRv1r7zpUHQilZNIJE6LqZ?usp=sharing</a>
Materials to Equip Elderly Heroes	<a href="https://drive.google.com/drive/folders/1Y6rupwd0bDS-Gi7Qp-XUUFWMVXxq08qtd?usp=sharing">https://drive.google.com/drive/folders/1Y6rupwd0bDS-Gi7Qp-XUUFWMVXxq08qtd?usp=sharing</a>
Radio Materials (recruitment, announcement, talkshow, elderly hero)	<a href="https://drive.google.com/drive/folders/135BLIjzmU-cyMr-v0qx4Tti0Hnz84w9xd?usp=sharing">https://drive.google.com/drive/folders/135BLIjzmU-cyMr-v0qx4Tti0Hnz84w9xd?usp=sharing</a>
Social Media Materials of Elderly Hero	<a href="https://drive.google.com/drive/folders/1kBHsk78M0eN_Lkph-Vkt5-S7SZS3ch4kJ?usp=sharing">https://drive.google.com/drive/folders/1kBHsk78M0eN_Lkph-Vkt5-S7SZS3ch4kJ?usp=sharing</a>
SIAP Audio Jingle	<a href="https://promkes.kemkes.go.id/jingle-siap-semangat-dapat-vaksinasi-lengkap">https://promkes.kemkes.go.id/jingle-siap-semangat-dapat-vaksinasi-lengkap</a>
SIAP Jingle Video Choreography for the General Population	<a href="https://www.youtube.com/watch?v=stOITMmZzxU">https://www.youtube.com/watch?v=stOITMmZzxU</a>
SIAP Jingle Video Choreography for the Elderly	<a href="https://www.youtube.com/watch?v=5HtogOKJAZc">https://www.youtube.com/watch?v=5HtogOKJAZc</a>
Advocacy Video – Together We can Beat COVID-19	<a href="https://www.youtube.com/watch?v=au1cVkJaVOQ">https://www.youtube.com/watch?v=au1cVkJaVOQ</a>
SIAP campaign Advertisement - Thematic	<a href="https://www.youtube.com/watch?v=a2hZIWuPXM4">https://www.youtube.com/watch?v=a2hZIWuPXM4</a>
SIAP campaign Advertisement – Complete Dose	<a href="https://www.youtube.com/watch?v=Imuwn8cTZ4w">https://www.youtube.com/watch?v=Imuwn8cTZ4w</a>

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# GLOSSARY OF TERMS

Advocacy	A systematic and organized effort to influence and persuade gradual changes in public policies in order to achieve a desired goal using appropriate and accurate information
AEFI	Adverse Event Following Immunization
<i>Audience</i>	The public, viewers, listeners
AoC	Agent of Change
APBD	Local Government Budget
<i>Billboard</i>	A large advertisement board that is placed in certain high-traffic locations
<i>Breakthrough ACTION Program</i>	A Partnership Program between the United States Agency for International Development (USAID) and Johns Hopkins Center for Communication Programs and the Directorate of Health Promotion and Community Empowerment, Ministry of Health Republic of Indonesia
Campaign	<i>Communication between one or several specific people with an objective to influence a lot of people</i>
Carousel	A social media feature that allows users to upload several photos or videos in one upload
CE Kit	Community Engagement Kit
Choreography	The art of creating and arranging dances
Comorbidity	A co-existing health condition

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<b>Community Engagement</b>	An approach where the community is directly involved in various decision-making, implementation, and policy development activities
COVID-19	Coronavirus Disease 2019
<b>COVID-19 Vaccination</b>	A program to deliver COVID-19 vaccine to people
Digital Activation	A strategy that involves audiences microtargeting and is based on interactions with the audience through various activities
<b>Dinkes</b>	Local Health Office
<b>Disinformation</b>	A popular term used to describe false information that is deliberately spread
Elderly	Older adults
<b>Endemic</b>	A disease that spreads in one area or in one population group
<b>Feature</b>	A special function, ability, or design that is found in social media
Follower	A person who follows a certain social media account
Gen Z	A demographic group who was born between 1996 – 2009 and are frequently called zoomers, iGeneration, NetGeneration or Internet Generation
Healing	A popular term used to describe sightseeing activities
Influencer	A person who has the ability to influence the public, primarily through social media
Infodemic	An excessive amount of information about COVID-19 that spreads online or offline
JHCCP	Johns Hopkins Center for Communication Programs
Jingle	A catchy tune of an advertisement
<b>Laggard</b>	A group of people who view innovation or change in behavior as something that carries a high risk such that they become the last, the slowest, and most difficult group to accept new innovations
Lockdown	A mandate for an area to completely close people's access to leave or enter the area
<b>Marginalized Community</b>	Population group that is marginalized, and is often neglected
Meme	Pictures from TV shows, movies, etc. or hand-drawn images that are modified by adding words or texts for entertainment purposes

Millennial	Also called the Generation Y or Langgas Generation; a demographic group who were born between the early 1980s to early 2000
Mitigation	A series of efforts that are done to reduce the risk of disasters, both through physical development, awareness, and capacity building to face disaster threats
MOH RI	Ministry of Health of the Republic of Indonesia
Mortality	The number of deaths in a population
Nano Influencer	An influencer with 1,000 – 10,000 followers on social media
Pandemic	An outbreak that spreads everywhere over a wide geographic area (covering an entire country or continent) and usually affects a lot of people
People with Disabilities	Every person who has long-term physical, intellectual, mental, and/or sensory impairments who during interaction with the environment may face barriers and have difficulties to fully and effectively participate in society on an equal basis with other citizens
Perception	Direct response (receipt) toward something; the process someone becomes aware of things through the senses
Platform	Space where content providers or creators meet their visitors or audience through the internet
Posting	Texts or images that are published online primarily on social media
PPKM	Community Mobility/Activity Restriction
<b>Promkes PM</b>	Directorate of Health Promotion and Community Empowerment
<b>PSBB</b>	Large-scale Social Distancing
Public Relations	Planned, ongoing efforts to build and maintain good mutual understanding between an agency/institution and the public
Reels	A social media feature that allows sharing of interesting short video clips
Risk Communication	Real-time exchange of information, advice, opinions, and risk-related factors between experts, community figures or officials and at-risk people
Rumor	Talk or opinion that is widely disseminated without a credible source
Sars-COV-2	Sama seperti dokumen asli
Scaling Up	Steps to prepare and support growth of a program so that it is implemented more widely and reaches more targets, taking into account the existing system, available resources, process and partner

SIAP	READY - Enthusiasm to Complete the Vaccinations
<i>Social Media</i>	Digital communication or content sharing platform
Stand-up Comedy	A comedic performance by a solo performer
<i>TP PKK</i>	Family Empowerment and Welfare Mobilizing Team
TV	Television
Underrepresented Population Group	Groups of people who are underrepresented in development, for example former convicts, former drug users, people with disabilities, and transgender groups.
USAID	United States Agency for International Development
<i>User-generated Content</i>	Content of various forms, blog article, testimonial, review, tweet, photo and video that users upload onto social media
Vaccine	A substance used to stimulate immunity
WHO	World Health Organization
Work Partner	A partner in doing work

# REFERENCES

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