



Bogor Regency Health Office: Synergy and Innovation for the Success of the Inclusive BIAS Program

In Bogor District, the Immunization Month for School Students (BIAS) is not just a routine program. It is a comprehensive effort that involves hard work and innovation from various parties, including the Health Office. Through collaboration between Surveillance and Immunization (Survim) and Health Promotion (Promkes) divisions, the implementation of this program has shown a real impact on the health of school children.

Complementary Collaboration

The Surveillance and Immunization division has a strategic role in ensuring the smooth implementation of BIAS. Their tasks include socializing the policy to the Community Health Centers (*Puskesmas*), issuing circulars, and promoting coordination with the Ministry of Religious Affairs and schools. Meanwhile, the Health Promotion division strengthens the campaign through various media, such as Instagram, YouTube, radio broadcasts, and the weekly *Bogor Sehat* program.

One of the innovative approaches implemented is the empowerment of teachers of School Health Clinics (UKS) and student health ambassadors (*dokter kecil*). With their support, awareness of the importance of immunization increases, and students take an active role in spreading the message to their peers. This approach creates a domino effect that extends the reach of education.

Overcoming Challenges in the Field

Despite many successes, challenges remain. Some parents are still worried about the side effects of the vaccine, such as fever, while others choose to bring their children to the Community Health Centers instead of participating in immunization at school. In response to these challenges, the Health Office relies on collaboration with the sub-district government, Education Office, and Community Health Centers to provide more intensive and personalized socialization.

In addition, the limitations of social media in reaching all segments of society remain a primary concern. Responses to health-related contents on Instagram are relatively low compared to entertainment contents. To address this, the Health Promotion division collaborates with Jalin Foundation to bring interesting content, such as short videos, stories of healthcare workers' struggles, and testimonials.

Reaching Children Outside Formal Schools

One significant achievement is the effort to reach children outside formal schools, such as in Community Learning Activity Centers (PKBM) and Islamic boarding schools. Prior to the cross-sector collaboration, these groups were often overlooked in data collection and immunization. With a more local approach, such as involving Community Health Centers and Agents of Change (AOC), immunization coverage has become more inclusive.

However, data on children not attending formal schools remains difficult to obtain. Cross-sector collaboration, including with sub-district government and education sections, is key to expanding this coverage.

Role of Agents of Change (AOC)

The implementation of AOCs is a breakthrough, showing significant impact. They bridge communication between healthcare workers and communities, especially in areas with high resistance to immunization. The AOCs, consisting of teachers, *ustadz*, and social workers, use a personalized approach to build community trust.

Driving changes through communications

The Health Office has also seen an increase in community participation in immunization, thanks to the role of AOCs. By visiting local forums, such as women's social gatherings and neighborhood meetings, AOCs help reduce resistance and encourage parental participation.

Improved Program Sustainability

The collaboration with Jalin Foundation has not only enriched the variety of content, but also established a more consistent and structured approach to health promotion. In the future, the Health Office plans to sustain this good practice through regular evaluation meetings and integration of the program into Community Health Center activities.

With a focus on sustainability, the involvement of Community Learning Activity Centers (PKBM) and dedicated individuals like AOCs will continue. Although the operational support from Jalin Foundation has ended, the spirit to maintain the success of this program remains alive.

Tangible Impact

The BIAS program in Bogor Regency now not only ensures children are protected from disease, but also builds awareness of the importance of immunization as a basic need. The synergy between Surveillance and Immunization (Survim) division, Health Promotion (Promkes) division, and AOCs creates a model of collaboration that can serve as an example for other regions.

From schools to local communities, from social media to community meetings, the Bogor Regency Health Office shows that collaboration and innovation can bring about real change. The BIAS program is not just about immunization, but also about protecting the future of the nation's next generation.



Healthcare workers conducted immunizations to madrasa students in Bojonggede to reach underserved communities in Bogor Regency.



Social media content produced by Jalin Foundation and digital consultants to increase BIAS coverage has successfully attracted tens to hundreds of thousands of viewers.

*This project is supported by funding from MSD, through its Solutions for Healthy Communities global grants program, which intends to advance equitable access to health care around the world through innovative community-led solutions.

December, 2024

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