



Success Story: Collaboration between Jalin Foundation and Bogor District Health Office to Increase Inclusive BIAS Coverage



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Children's health is an investment in the future. We must ensure that every child gets their right to grow up healthy through immunization

Luki Gema Safari

Head of Surveillance and Immunization Section
of Bogor Regency Health Office

In the implementation of the Immunization Month for School Students (BIAS), synergy between sectors is the key to success. The Surveillance and Immunization (Survim) and Health Promotion (Promkes) divisions work together to ensure the program runs smoothly and reaches its primary targets—children in formal schools and those in hard-to-reach communities.

The Surveillance and Immunization division plays an important role in coordinating the implementation of the program, from socializing policies to Community Health Centers (Puskesmas), providing technical guidance, to conducting monitoring and evaluation. ***“We do not only rely on reports, we also go directly to the field to ensure that every community health centers involves schools and communities in this program,”*** said Mrs. Indry, who is also actively monitoring its implementation in various regions.

Meanwhile, Health Promotion division supports through various communication channels. They utilize social media, such as Instagram and YouTube, as well as radio broadcasts and the weekly *Bogor Sehat* program. These creative approaches extend the reach of information on the importance of immunization. Additionally, Health Promotion division empowers school health clinic (UKS) teachers and student health ambassadors (*dokter kecil*) to enhance student awareness. ***“Student health ambassadors are agents of change in schools. They help convey information in a language that is easily understood by their peers,”*** explained Mr. Asep, the Health Promotion Coordinator.

Overcoming Challenges through Collaboration

One of the biggest challenges is reaching children outside formal schools, such as those in Community Learning Activity Centers (PKBM). Through a cross-sectoral approach, involving the Ministry of Religious Affairs, the Education Office, and local communities, immunization coverage has successfully expanded. *“We have learned from experience that collaboration is key. Without the support of all parties, the targets are difficult to achieve,”* said Luki. However, other challenges remain, such as resistance from some parents who are worried about the side effects of immunization. To overcome this, the Health Office utilizes Agents of Change (AOC), who play an important role in reaching out to communities and providing direct education.

Driving changes through communications

Positive Impact of the BIAS Program

Thanks to close collaboration and integrated strategies, the Immunization Month for School Students (BIAS) program in Bogor Regency has shown significant impact:

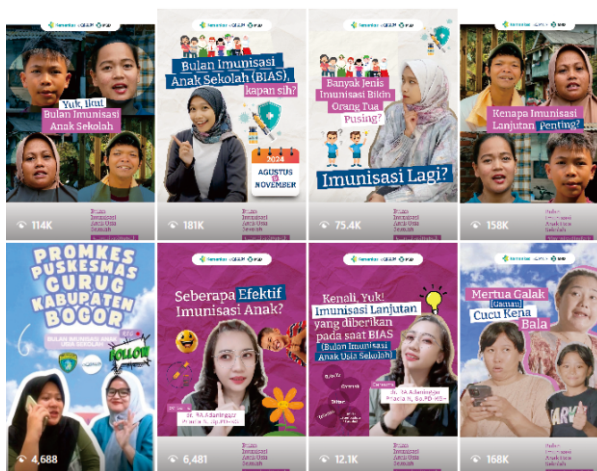
- Immunization coverage increased, especially in previously hard-to-reach areas.
- Community participation is higher, with parents gaining a better understanding of the importance of immunization through personal approaches and social media.
- Operational efficiency has improved, as the role of AOCs helps ease the burden of community health center staffs.

This program has also led to an important lesson: that personal communication and digital media must complement each other to reach all segments of society.

After collaborating with the Jalin Foundation, the Bogor Regency Health Office plans to expand this good practice, such as involving more AOCs and strengthening social media communication strategies. ***"We want to ensure that this spirit and hard work continues. Children are our priority, and we will continue to innovate to provide the best for them,"*** concluded Asep from Health Promotion division.



Coordination meeting between Jalin Foundation, MSD Indonesia, and Bogor Regency Health Office to increase BIAS coverage on May 28, 2024.



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

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