

### **ORGANIZATIONAL PROFILE AND STRUCTURE**

## YAYASAN JALIN KOMUNIKASI INDONESIA (JALIN FOUNDATION)

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## **About Us**

At Yayasan Jalin Komunikasi Indonesia (JALIN Foundation), our brief mission is simple:

#### Driving Changes through Communication.

Our story begins not so long ago, that is, mid-2021 when we, based on the law of the Republic of Indonesia, officially established our local not-for-profit organization with principal place of business in Jakarta. We are a mission-driven, evidence-based, and best practices- focused organization that aims to improve the quality of life of people in Indonesia through Social Behavior Change (SBC), and ensure that people are well informed and motivated to make wise choices for themselves, their family, and communities.

Since its establishment, Jalin Foundation has implemented quite a few of health-focused programs. Jalin designs and manages all of its sponsored programs in partnership with a broad range of local stakeholders to create effective and sustainable health communication programs and outcomes. This aligns with our mission and vision of improving the quality of life of Indonesian people by empowering all levels of Indonesian society through Social Behavior Change (SBC).

The organizations and institutions Jalin Foundation has worked with include the Directorate for Health Promotion and Community Empowerment (Promkes) of the Ministry of Health, Republic of Indonesia in a USAID-funded COVID-19 Vaccines SBC project; the National Population and Family Planning Board (BKKBN) in a follow-up project that aims to ensure the sustainability of the Gates Foundation-funded MyChoice project; the private sector and Johns Hopkins University for Meatless Monday campaign; Prosperous Family Research Center, Faculty of Public Health, University of Indonesia (Puska FKM UI) and Vitamin Angels Indonesia to develop a social behavior change strategy for implementation of Multiple Micronutrient Supplements for Pregnant Women (MMS). Jalin Foundation has also worked with advertising, media and research agencies; local government units; local and international nongovernmental organizations; academic institutions; and Save the Children Indonesia for the AIHSPfunded TRACE (Tackling Rumors Against COVID-19 through Community Engagement) project.

### Who We Are



Our vision is to improve the quality of life of the Indonesian people by empowering all levels of Indonesian society through social and behavior change.

We have a well-established capacity for addressing public health issues, utilizing evidence-based interventions, partnerships, and a multi-disciplinary approach. Jalin's strength lies in its expertise in social and behavior change, and the application of evidence-based approaches and strategic messaging to effectively promote positive behavior change and shift social norms. We use SBC best practices to ensure that people have the information and motivation they need to make health choices for themselves, their families and communities.

Jalin is part of a network of 14 local, independent Social & Behavior Change (SBC) leading organizations worldwide that partner with the Johns Hopkins University Center for Communication Programs (JHCCP) for multiple projects. We have demonstrated success in addressing various public health issues, including family planning, maternal and child health, nutrition, COVID-19 response, in promoting healthy lifestyles through evidence-based interventions, partnerships, and a multi-disciplinary approach.

Jalin Foundation comprises a diverse and dynamic group of competent people from different backgrounds. Each individual at Jalin has specific qualities, and carries out programmatic roles and/or support functions (finance/administration) that have helped sustain and run the organization. The team, mostly women, are well-equipped with skills in grant proposal development and application, program planning, implementation and monitoring, report writing, research, monitoring and evaluation (M&E), also coordination & management.

## **Our Management Structure**

At JALIN Foundation, we combine leadership and independent supervision.



## **Jalin Board Members**

#### Ipin Zainal Airifin Husni - Board of Trustees Chairperson

Mr. Ipin, a retired government official of the National Population and Family Planning Board (known as BKKBN), earned his master's degree from the School of Public Administration at the University of Southern California in Los Angeles, California, USA in 1995. He has a long extensive experience with BKKBN—as Head of BKKBN provincial representative office in Lampung and Riau Islands, the national level as the head of PULIN (Center of Training and International Cooperation), and the Head of Bureau of Planning (among many roles), before retiring from civil service in 2018. In 2006, Ipin Husni was awarded the silver color Satyalancana Karya Satya by the President of the Republic of Indonesia — an honor given to civil servants who have provided continuous service for at least 20 (twenty) years. In addition, in 2011, under Ipin's leadership, Central Lampung District in Lampung Province successfully inserted family planning implant to record-breaking 8,009 acceptors in one day, earning a spot in the Indonesian Museum of Records (MURI). Lastly, in 2012, Mr. Ipin successfully completed the Regular Education Program (PPRA) Batch XLIII that was organized by the National Defense Institute of the Republic of Indonesia (LEMHANNAS) with a cum-laude distinction .

Furthermore, Mr. Ipin also became a public speaker both locally and internationally in various trainings, workshops, or conferences that he attended overseas, such as in Bangkok, India, China, the Philippines, Australia, and many more places. Mr. Ipin has been part of JALIN Foundation's Board of Trustees and has served as the Chairperson since its inception in late May 2021.

#### Dr. Emi Nurjasmi, M.Kes. - Board of Trustees Deputy Chairperson

Dr. Emi was the former Chairperson of the Indonesian Midwives Association (IBI) for the 2013–2018 tenure. Dr. Emi received her Bachelor's Degree in State Administration, Master's Degree in Public Health, and Doctoral Degree in Education Management from University of Indonesia. She has served as Deputy Director for the Women's Health Education Foundation (YPKP) and Chairperson of the Social, Health, and Family Welfare Division in the Executive Board of Indonesian Women's Congress (KOWANI).

Dr. Emi started her career as a midwife at a Public Hospital in Bukittinggi, West Sumatra (1976–1979), and then at a Public Health Center in Manokwari District, Papua (1979–1982). In 1982, she moved to Central Java Provincial Health Office, as staff at the Maternal Health and Family Planning Division, and in 1988 she moved to Aceh to be the Head of Aceh Provincial Health Office. In 1993, she joined the Ministry of Health in Jakarta as the Head of Nursing and Midwifery Education Subdivision, Center for Health Personnel Education, and in 2006 she became the Head of Midwifery Services Sub-Directorate, a position she held until her retirement in 2011.

Today, Dr. Emi still actively serves as lecturer at the Poltekkes Jakarta III – a health educational institution under the patronage of the Ministry of Health which provides training on Nursing, Midwifery, Medical Laboratory Technology, and Physiotherapy.

Dr. Emi has been part of JALIN Foundation since its inception and serves as Deputy Chairperson of the Board of Trustees.

#### Dr. Riris Katharina – Board of Trustees Member

Dr. Riris has a Bachelor's Degree in State Administration from Diponegoro University (1996), a Master's Degree in Public Administration from University of Indonesia (2004), and a Doctoral Degree in Administration Science from Faculty of Social and Political Science (FISIP), University of Indonesia (2017).

Dr. Riris has been a researcher for 25 years, since 1997 at the House of Representatives of the Republic of Indonesia (DPR RI), then starting in 2022 at the National Research and Innovation Agency (BRIN). Her strong and broad expertise positions her as Principal Researcher in Politics, Bureaucracy, and Regional Autonomy, with specific focus on Special Autonomy matters. She is also a non-permanent lecturer at the Faculty of Administrative Sciences University of Indonesia.

Dr. Riris is highly-experienced in legislative drafting. She is active in various organizations, including organizations that work on women's issues, such as "Forward Indonesian Women" and the Central Indonesian Research Association (PPI) in which she is a Member of the Research Honorary Council.

#### Eddy Nurul Hasmi, M.Sc. - Member of the Supervisory Board

Mr. Eddy has been a Member of Jalin Foundation's Supervisory Board since its establishment in May 2021. He has a Bachelor's Degree in Psychology from University of Indonesia, and, a Master's Degree in Population Science from Florida State University, USA. Mr. Eddy has comprehensive project management experience from his civil service career of more than 25 years at the Ministry of Population and Environment (1985–1992), and afterwards at BKKBN where he served in various positions, i.e., as Director of Adolescent Program (2000–2006), as Head of the Center of International Training and Cooperation (2006–2011), and lastly as Director of Population Education Collaboration (2011–2015).

After civil service Mr. Eddy joined Johns Hopkins Center for Communication Programs/Indonesia as Senior Technical and Program Officer for the Adolescent Reproductive Health (ARH), Balanced Counseling Strategy, and Leadership Coaching activities under MyChoice – a Gates Foundation-funded program. During the COVID-19 pandemic where Indonesia was among the many affected countries that were identified as a Priority One country for COVID-19, Mr. Eddy was assigned to develop an Expert Panel discussion activity under BreakthroughACTION COVID-19, USAID's flagship Social and Behavior Change project.

Furthermore, in 2014, among his many roles, Mr. Eddy was a member of National Medium-term Development Plan Technical Team, and also member of the UNFPA/Indonesia and Bappenas Team who focused on issues of Population, Family Planning/Reproductive Health, and Family Development during preparation of the National Medium-term Development Plan.

Nowadays, Mr. Eddy still actively assists BKKBN, UNFPA and BAPPENAS (the Ministry of National Development Planning of the Republic of Indonesia a.k.a. National Development Planning Agency); and is even active in the Indonesian Demographers Association as General Secretary.

#### Dian Rosdiana - Executive Director

Ms. Dian is the Executive Director cum member of Jalin Foundation's Board of Management, a position she has held since April 2023. Ms. Dian has a Bachelor's degree in Anthropology and a Master's degree in Corporate Communication. She is a seasoned Executive Director with over 25 years of thorough and wide-ranging knowledge and experience in SBC industry. Health areas she has worked on include Lymphatic Filariasis, Youth, Maternal & Child Health, HIV/AIDS, Family Planning/Reproductive Health, Avian Influenza, and COVID-19. Ms. Dian hasextensive expertise in managing large scale projects, and has a proven track record of utilizing her team leadership, and strategic planning expertise to deliver project outputs on time and within budget, while at the same time ensure alignment with business objectives.

Ms. Dian spends a major part of her career with Johns Hopkins Center for Communication Programs (JHCCP) as Senior SBCC Officer. She has also worked as full-time staff and/or consultant in many organizations such as the World Health Organization, UNAIDS, The Palladium, Family Health International, Development Alternatives Inc., Public Health Institute, Research Triangle Institute, and Jhpiego. She gained her knowledge and skills in management through her work as Executive Director at a non-profit organization that builds multi-sector collaboration (public sector, business world, and NGOs) throughout Indonesia.

Ms. Dian is also an active board member of the Indonesian Anthropology Association (AAI) as Secretary General. In this capacity, she has unique competencies to develop a sociocultural approach that plays a principal role in promoting and protecting health, the environment, and the well-being of all living beings.

#### **Juhartini - Program Manager**

Juhartini (Titin) is the Program Manager as well as member of Jalin Foundation's Board of Management. She is a driven Program Manager with more than 15 years of progressive experience. She has been with Jalin Foundation since its establishment and throughout her career with Jalin, she has proven herself adept at strategic planning, excelling at project coordination, at overseeing the progress of operation and monitoring cross-projects. Titin has extensive experience in leading staff members and evaluating project progress to achieve timely results. She has led and coordinated various donor-funded programs that Jalin Foundation manages, such as, the "Sustainability" program for the National Population and Family Planning Board (BKKBN) where she established a technical team at the National-level BKKBN to monitor and evaluate program performance indicators. She is also involved in the "Tackling Rumors against COVID-19" project – a project that aims to enable marginalized groups at-risk of COVID-19 make informed decisions, the "TB Preventive Treatment" project, the "Inclusive School-Based Immunization Program among Under-served Population," and many more.

For the last five years or so prior to joining Jalin Foundation, Titin worked for JSI Research & Training Institute, and subsequently for Johns Hopkins Center for Communication Programs (JHCCP) for the MyChoice Family Planning Revitalization project in Indonesia. She was the National Manager for Supply Chain Management up to 2021. With a 5+ years of experience in leading teams to optimized supply chain management, she has demonstrated her ability to enhance operational efficiency, develop a performance monitoring system for tracking five-year strategic plan and annual plans achievements, and provide technical input to BKKBN, the project's key stakeholder, as they develop their supply chain policy or regulation.

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## **Our Works**

## Sustaining Gains of Family Planning Revitalization in Partnership with BKKBN (National Population and Family Planning Board)

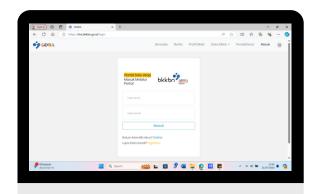
October 2021 - November 2023

Sustaining Gains is a Post Family Planning Exit project that was conceived to ensure the sustainability of various innovations that MyChoice had developed. The overall goal of this FP Exit project was to strengthen BKKBN's capacity to manage and implement the FP program, and apply relevant initiatives to stunting/nutrition programs as well as address persistent challenges through continued adoption and implementation of best practices and tools developed by MyChoice and other FP grantees. The project also monitors a set of system-level indicators to assess if gains are being sustained post MyChoice and post FP team exit.

Some highlights of the Post FP-Exit project accomplishments are: integration of the outcomes of MyChoice into the management system of BKKBN; During project implementation in 2021-2023, to ensure smooth integration of MyChoice approaches and platforms into BKKBN's system, Jalin Foundation provided on-demand technical assistance to BKKBN in specific areas; Jalin also provided assistance for the development and strengthening of regulations and policies, while to strengthen the information technology ecosystem so that digital initiatives can continue to expand and be sustained, Jalin worked on building the BKKBN human resources capacity to manage the system, as well as to plan and have overall leadership in project management.

Furthermore, Jalin Foundation also provided technical assistance for the development and enhancement of BKKBN's digital platforms as follows:

- Development of SIPPUJA, an application used to monitor the performance of each planning component at central and provincial BKKBN. SIPPUJA is also a tool of the leadership team in BKKBN.
- Full integration of BKKBN's e-learning platform BIMA (Belajar Mandiri) into BKKBN's Education and Training Information System (SIDIKA).
- Nationwide use of SIRIKA (Supply Chain Information System for Family Planning Commodities) application from the Central level to the District/City level.
- Expansion of the indicators menu in BKKBN's Performance Dashboard that My Choice developed.





Page View of Self Learning/Belajar Mandiri (BIMA) An independent learning system developed by BKKBN in partnership with the Jalin Foundation

SIPPUJA, a digital system for monitoring and evaluating performance management, developed by BKKBN with technical assistance from Jalin Foundation







Main menu display on STOKKU application Product status will automatically change when the transaction is processed

#### **Meatless Monday Indonesia** October 2021 – December 2024

Meatless Monday is part of the Monday Campaign which is a public health initiative associated with leading health institutions that seeks to reduce the incidence of preventable diseases by dedicating every Monday to Health. The movement is part of the Meatless Monday Initiative introduced in 2003 by the Johns Hopkins Center for a Livable Future (CLF) and has been running in more than 40 countries in 22 languages.

The Meatless Monday Indonesia (MMI) Movement started in 2021, and dedicates Monday to human health and a sustainable planet. The movement does not just call for 'no meat' on Mondays, instead it encourages people to increase their consumption of healthy, nutritious food and maintain a balanced diet by eating more fruits and vegetables, buying local and seasonal produce, eating more plant-based foods, and adopting a healthy lifestyle. Such consumption patterns and lifestyles have become a new trend triggered by the pandemic.



## Implementation Research of Multiple Micronutrient Supplement (MMS) for Pregnant Women

October 2021 - July 2023

JALIN Foundation conducts the content analysis of Iinformation, Eduaction, and Communication (IEC) materials for Iron Folic Acid (IFA). JALIN Foundation also facilitates a Human Centered Design process to develop strategies that generate demand generation, supply, and distribution for the roll-out of MMS in Indonesia.



Pre-test of MMS IEC material for midwives

#### **BreakthroughACTION for COVID-19**

November 2021 - April 2023

Jalin Foundation, supported by the Johns Hopkins Center for Communication Programs, collaborated with the Directorate of Health Promotion at the Ministry of Health on COVID-19 vaccination efforts. The objective was to accelerate widespread and equitable access to and delivery of safe and effective COVID-19 vaccinations. Jalin worked at the national and sub-national levels, engaging in the following activities:

- Implemented the SIAP (Semangat Dapat Vaksinasi Lengkap) national media campaign, utilising TV, radio, social media, print, and billboards to encourage the public to complete the vaccinations.
- Conducted SIAP Community engagement in five priority provinces, mobilizing communities for vaccination, developing social and behavior change (SBC) materials, and providing training for volunteers and health personnel.
- Executed a digital campaign targeting pharmacy professionals.
- O Undertook formative research to understand vaccine hesitancy among the unvaccinated.
- Conducted monitoring and evaluation to assess the impact and reach of these activities.



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TRACE is a project funded by the Australia Indonesia Health Security Partnership (AIHSP) through Save the Children with a goal to support the Government of Indonesia in accelerating efforts to expand COVID-19 vaccination coverage and implement preventive behaviors in four priority provinces. The project specifically targeted vulnerable population groups at risk of COVID-19 —namely, the elderly (over 60 years of age), people with disabilities, and unvaccinated people as a result of social and economic factors— and aimed to enable these vulnerable groups make informed decisions to protect themselves and their families from the disease. The project emphasized gender equality, disability, social inclusion (GEDSI), and child protection as critical components of the project. All activities had to consider how health policies impact women and men from different backgrounds and contexts, and respectively children who were deemed vulnerable groups. This project used the risk communication and community engagement (RCCE) framework, which is a critical component in health emergency preparedness and response activities. RCCE framework is important for building a coordinated, clear, and credible communication system to minimize health, social, and economic impacts on the population, especially vulnerable groups.

Jalin Foundation's role was at both the national and sub-national level. At the national level, Jalin was the leading agency in formative assessments of Community Perception and Acceptance of COVID-19 Vaccination and Implementation of an Inclusive COVID-19 Vaccination Program. The result was used as evidence to inform the development of the RCCE framework. At the sub-national level, Jalin Foundation facilitated RCCE development with provincial partners.



## ASEAN Disaster Risk Communication Framework July 2023 – June 2024

The purpose of this project was to promote synergy and coordination among relevant ASEAN Sectoral Bodies, ASEAN Centers and Entities associated with ASEAN, ASEAN external partners (dialogue partners, sectoral dialogue partners and development partners), UN agencies, private sector, or other non-ASEAN organizations related to natural disaster management, in order to enhance ASEAN capacity to be more responsive and anticipatory toward future risks challenges, using AADMER (ASEAN Agreement on Disaster Management and Emergency Response) as the regional policy backbone and common platform to maintain ASEAN Centrality. Jalin, as a subcontractor of PT PREDIKT under its ASEAN Secretariat funded "Study on an ASEAN Disaster Risk Communication Framework" project was assigned to carry out the following activities:

- Design a ASEAN Disaster Risk Communication Framework (ADRFC) study using social and behavior change approaches.
- Conduct data collection and analysis through desk studies to compile the roles of relevant ASEAN sectoral bodies, ASEAN Centers, and other ASEAN stakeholders and representatives, assess collaboration opportunities, and evaluate capacity in disaster risk communication to conceptualize the framework.
- Facilitate two virtual regional consultation workshops to brainstorm with participants from the ASEAN Committee on Disaster Management (ACDM), relevant ASEAN sectoral bodies, ASEAN Centers, and other ASEAN stakeholders and representatives.
- Develop and finalize the "ASEAN Disaster Risk Communication Framework," which includes recommendations to the ACDM for enhancing synergies among relevant ASEAN sectoral bodies, ASEAN Centers, and associated entities to strengthen disaster risk communication.

## **General Operating Support**August 2023 – September 2024

As part of the Global Development project, The Bill & Melinda Gates Foundation (BMGF) provided operational funding support to Jalin. This generous funding acknowledges the productive partnership between the two organizations and demonstrates confidence in Jalin's potential to grow and implement its vision and mission. The grant is allocated towards human resources development, business development, research capacity, and knowledge management. These areas are essential areas for Jalin's long-term sustainability.

The grant helps Jalin secure diverse funding sources, raise strategic partnerships, and expand its influence and impact. It has also increased Jalin's research capacity, allowing Jalin to conduct demanding studies and examine program outcomes. Likewise, the grant supports establishing comprehensive knowledge management systems to capture, organize, and disseminate valuable information within Jalin. This will promote knowledge exchange, informed decision-making, and the continuous improvement of program innovations.

#### **TB Preventive Treatment (TPT)**

**November 2023 – June 2024** 

Tuberculosis (TB) remains a major health problem in Indonesia. Globally, Indonesia is still one among the many countries with a high TB burden— and is the second largest contributor of TB cases in the world. Based on this situation, as stated in the 2020–2024 National Strategic Plan for TB, Indonesia aims to accelerate tuberculosis (TB) elimination by 2030 and to end TB by 2050. However, up to this point, Indonesia still faces challenges in surveillance, prevention, and case management. Preventive measures have shown a slight improvement in 2023, but achievements still fell short of the national target. USAID PREVENT TB was therefore launched in 2022 to support the Ministry of Health in developing an evidence-based TB preventive treatment (TPT) communication strategy. Funding was awarded to Yayasan Project HOPE in a consortium with sub-awardees that include Yayasan Lentera Kesehatan Nusantara (LKN), Jaringan Indonesia Positif (JIP), and Project HOPE International (PH Int'l). These organizations implemented strategies to target household contacts of TB patients, People Living with HIV, healthcare workers, and cadres.

Under the project, Jalin was appointed by Yayasan Project HOPE of USAID PREVENT TB to provide technical assistance on behavior change communication, which included conversion of a selected proven communication theory into a comprehensive, reasonable, and feasible strategic communications approach applicable at national and sub-national contexts, and in regions where USAID PREVENT TB operates. Accomplishments included a finalized work plan complete with milestones, Rapid Intervention packages, and a comprehensive SBC activity/work plan targeted at enhancing TPT coverage among the program's key vulnerable groups.



## Risk Communication for the Prevention and Control of FMD and LSD January 2024 – September 2024

Foot and Mouth Disease (FMD) and Lumpy Skin Disease (LSD) are highly contagious diseases that can rapidly spread among livestock populations, leading to substantial economic losses. To prevent and control infection, risk communication guidelines and materials are needed to raise awareness about the importance of keeping a healthy livestock and preventing the spread of FMD-LSD disease outbreaks. Three key messages that need to be reinforced to prevent and control infection are routine livestock vaccination, biosecurity application, and voluntary disease case reporting. Traditional approaches often face challenges like resource limitations and expertise gaps. In this context, establishing and strengthening risk communication and community engagement plays a pivotal role in enhancing disease management strategies and ensuring a coordinated response to disease outbreaks.

Jalin Foundation, with funding from FAO ECTAD (Food and Agriculture Organization Emergency Centre for Transboundary Animal Diseases) Indonesia, carried out an assessment and risk communication training to meet FAO's objective of improving the capacity of animal health officers, specifically their communication skills and strategy. Through Training of Trainers (ToT), a cadre of trained officers were produced to educate farmers and key stakeholders, particularly on risk communication and community engagement. The training, at national and sub-national levels, aimed to provide communicators with a methodology for developing effective FMD-LSD risk communication strategies and using the strategies to effectively communicate and educate farmers and other target groups on FMD-LSD risk, prevention, and response.





## Inclusive School-Based Immunization Program (BIAS) Among Underserved Population in Bogor District

December 2023 - November 2024 -

Indonesia, as an active member of the global community, has made a commitment to support disease control initiatives worldwide with a special focus on safeguarding children's health through effective vaccination. To inclusively increase immunization coverage among underserved population, specifically primary-school-age children, those who attend formal schools, informal schools and those who have dropped out of school, under a project funded by MSD, Jalin is carrying out social behavior change activities in Bogor district targeting children in private schools, Islamic boarding schools and out-of-school children that so far have not been reached optimally. This SBC activity is expected to improve access to services and enable underserved communities to be reached by the district health office.

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The Bill & Melinda Gates Foundation through Jalin Foundation is conducting a social marketing campaign in Jakarta that aims to reduce the appeal and/or the use of tobacco among teenagers aged 12–19. The campaign will address the power gaps between the tobacco industry network and the under-equipped smoking control programs, as well as the challenges faced by young people for engaging in discussions on smoking control. The strategy will revolve around Meaningful Youth Participation (MYP), and will focus on enabling young individuals to actively contribute insights and ideas in order to generate strategies that encourage tobacco cessation and limitation. By properly incorporating young people's perspectives into decision-making processes, campaigns, and interventions, the expectation is that ultimately a tobacco-free environment will be created, tailored to young people's distinct needs and aspirations. Jalin's vision for the project is that teen boys have the self-confidence, knowledge, motivation, and support that they need to make healthy lifestyle choices that do not involve tobacco in their everyday lives.

## Driving Changes through Communication