



Weaving Collaboration, Driving Change



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Foreword by the Executive Director

The year of 2024 has been a year of growth and strategic collaboration for Jalin Foundation in driving social and behavioral change through a variety of local, national and regional programs. Leveraging its expertise in social and behavioral change (SBC), Jalin continues to broaden its impact through intersectoral collaboration and network strengthening.

Jalin Foundation's engagement in the School Children Immunization Month (BIAS) program in Bogor District provides us with valuable experience that demonstrates the importance of collaboration to successful program implementation and wider reach of health services. Jalin also gained the trust of the Indonesian Ministry of Agriculture and FAO to lay the foundation for risk communication, a new concept in the livestock and animal health sector.

The Meatless Monday Indonesia Program that we manage has also received international recognition and was able to participate in *Terra Madre Salone del Gusto*, an international gastronomy exhibition in Turin, Italy. The experience has enriched our journey in expanding the reach of our collaboration, enhancing synergy with different levels of the government, the private sector, communities, civil societies, and influencers.

We are proud of our achievement throughout the year, which would not have been possible without the support of various parties. We extend our deep appreciation to all our partners, donor agencies, civil society organizations, and target communities who have been an important part of our work. The trust, support and partnership that has been established is our strength that is key to the sustainability of our programs.

As we step into 2025, we are filled with bigger hopes and a deeper commitment to further introduce the importance of evidence-based, inclusive, and sustainable social and behavior change programs.

Lastly, I invite all of us to maintain this collaborative spirit, since only by working together, we can effect change for the better.
Dian Rosdiana



Dian Rosdiana
Executive Director

Foreword by the Chair of the Board of Trustees

With great gratitude, I welcome this annual report, which reflects the journey we have taken together. Every activity and achievement of Jalin Foundation expresses the values that we firmly believe in: integrity, advocacy for the community, and belief that change is only possible when those who are most impacted are involved.

The Board of Trustees' task is to maintain the direction and foundation of the organization in order to remain relevant amid today's challenges. Throughout 2024, Jalin has demonstrated how adaptability and boldness to try new approaches are key to responding to public needs, especially health and social issues that have become increasingly complex.

It is clear that institutions like Jalin are playing a more important role now – not just as a program implementer, but as a place for mutual learning where innovative ideas are born, and as a bridge between the community, government, and development partners. Jalin's strength lies in its network, its in-depth approach, and its readiness to listen.

We will continue to support organizational capacity strengthening, ensure sustainability, and facilitate wide-ranging impacts. Thank you to all the teams, partners, and supporters who have been part of this journey. Let us continue our steps with greater confidence and determination in the years to come.



Ipin ZA Husni
the Chair of the Board of Trustees

About Jalin

Established in mid-2021 in Jakarta, Jalin Foundation is a not-for-profit organization that focuses on improving the quality of life of Indonesian people through **Social and Behavior Change (SBC)**. We believe that with accurate information, delivered in an appropriate and relevant manner, individuals and communities can make healthier and more meaningful decisions for themselves and the people around them.

As an organization that specializes in social and behavior change, Jalin designs evidence-based strategies to drive changes in community perception, attitude, and practice on a range of issues – particularly issues around health, food security, and social welfare. All our interventions are adapted to the local context and are based on the voice of the local community.

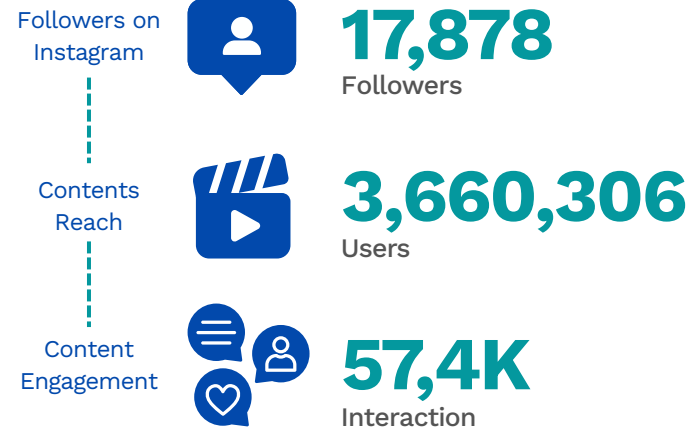
Since its inception, Jalin has implemented a variety of strategic programs with partners that range from government agencies, academic institutions, to development partners. Examples include COVID-19 vaccination project with the Ministry of Health RI that was supported by USAID through Johns Hopkins Center for Communication Programs, support to BKKBN's MyChoice program with funding from Gates Foundation. We also initiated the Meatless Monday Indonesia campaign together with Johns Hopkins Center for a Livable Future, and collaborate with organizations such as Vitamin Angels Indonesia, FAO, and Save the Children Indonesia.

Going forward, Jalin Foundation continues to strengthen its capacity in designing and implementing effective, inclusive, and impactful social and behavior change, to achieve our one goal of driving sustainable social change to create a healthier and more equitable living space for all.



2024 Achievement

Meaningful Collaboration with Meatless Monday Indonesia (MMI)



The Meatless Monday Indonesia (MMI) Program made significant progress in 2024, and at the end of 2024 has successfully increased the number of its partners from 27 to 44. Continuing its focus on social media engagement, MMI's main activities included development of contents that are relevant to daily lives in Indonesia, targeting middle to upper urban population between the age of 18 to 45 years old. MMI's content combines education with cooking tutorial videos containing plant-based menu, introduces new menus, or promotes restaurants that serve plant-based dishes.

What makes the MMI program unique and sets it apart from programs implemented by other organizations is its focus on education of three issues simultaneously, namely non-communicable diseases (NCDs), environmental sustainability, and local food promotion. These three issues are packaged in MMI's contents, allowing MMI to network and collaborate with a broader range of partners. To date, MMI has built partnership with organizations that focus on the issues of youth, environment, health, and local food, resulting in a more inclusive approach that reaches a wider target audience.



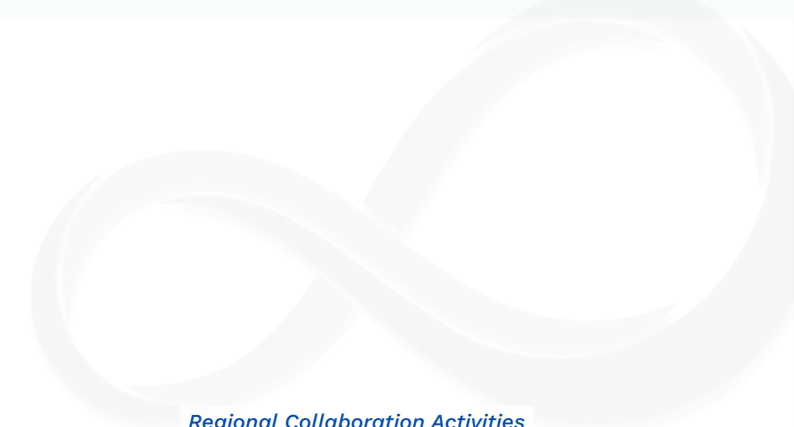
In 2024, Meatless Monday Indonesia (MMI) expanded its impact through national and international media exposure, including coverage by SEA Today, and DAAI TV. MMI represented Indonesia at Terra Madre 2024 in Italy – an international event dedicated to food politics, sustainable agriculture, and the environment – together with Slow Food International. MMI also actively participated in several national celebrations such as the National Health Day, Youth Month, and World Food Day, as it strengthens its local network and collaboration with the government, schools, communities, and business players.

Another key achievement of MMI is the establishment of Meatless Monday Warriors – five young ambassadors who lead the production and dissemination of campaign contents. Public participation is also encouraged in MMI, as evident in 153 user-generated contents (UGCs), 36 menu exploration videos, and dozens of collaborative activities that involve more than 88,000 online and offline participants. Strategic collaborations were established with various partners like Tiasa, PARARA, Prodia, and the Slow Food Community in Bali and Kalimantan.



These achievements demonstrate Jalin Foundation's ability to create a data-driven, multi-party and broad impact campaign using an approach that integrates the issue of health, environmental sustainability, and local food consumption into a growing movement nationally and internationally.

Regional Collaboration to Strengthen the Knowledge Management Ecosystem in Asia



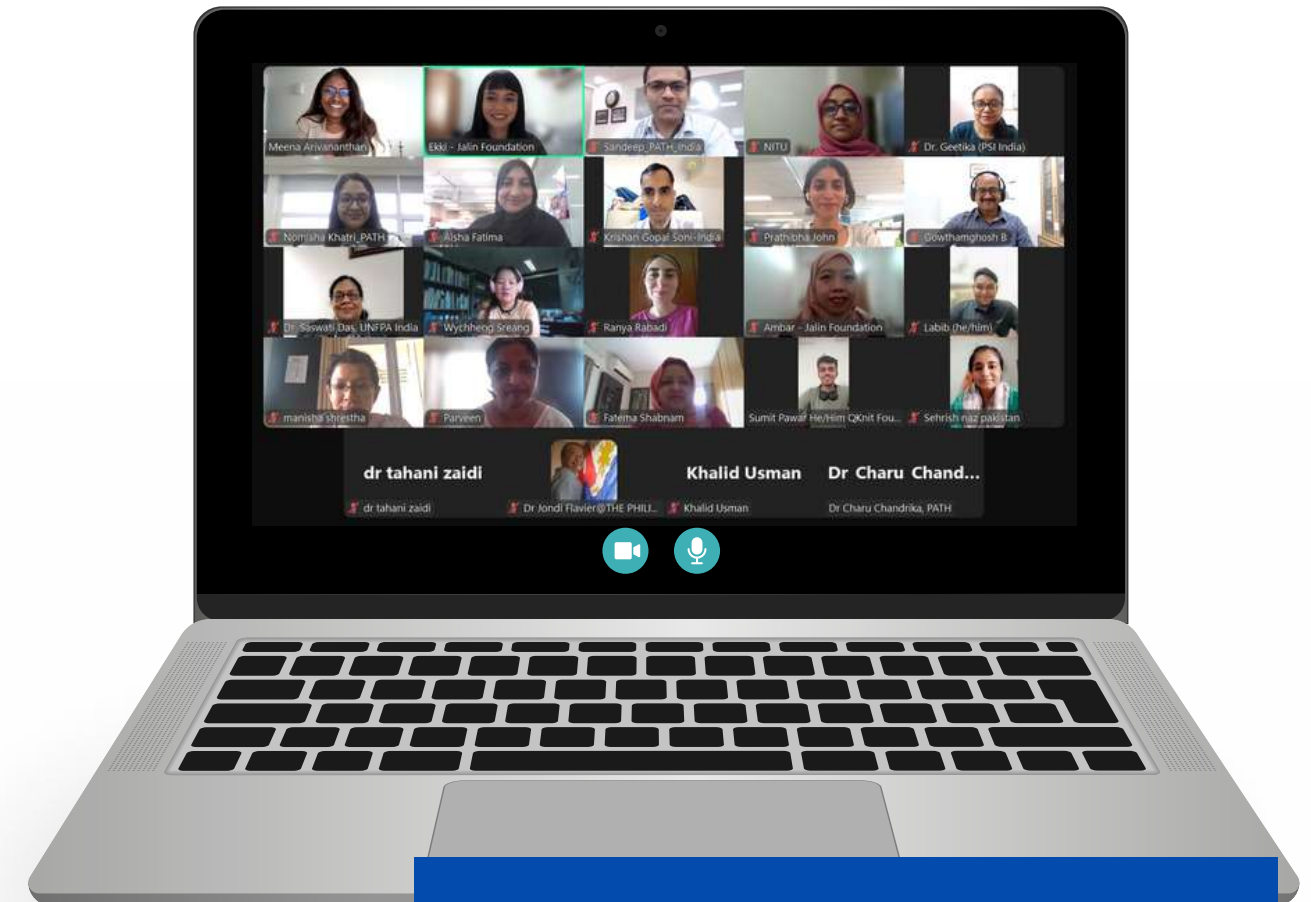
Regional Collaboration Activities to Strengthen KM Ecosystem in Asia

The 2024 Asia Knowledge Management (KM) Champions Program managed by Knowledge SUCCESS aims to enhance the knowledge management skills of family planning and reproductive health professionals in Asia. The program is designed to create a collaborative, innovative community of learners who actively document and share their practical knowledge from the field.

An interesting aspect of this program is its interactive learning approach. Participants were introduced to various methods like KM Café, storytelling, and After Action Reviews that enrich the learning process. KM champions from the previous cohort were also involved as mentors to guide and support the new champions, creating a dynamic and mutually reinforcing learning atmosphere.

In April 2024, 34 out of 50 applicants were selected to participate in the program. These individuals come from several different countries in Asia, including Afghanistan, Bangladesh, Cambodia, India, Jordan, Nepal, Pakistan, Philippines, and Fiji. From April to July, participants attended nine training sessions that focused on fundamentals of knowledge management, documentation techniques, SBC strategy and effective knowledge sharing tools.

One concrete contribution of the participants was the publication of resource collections on the FP insight platform. Topics covered include vasectomy services, integrated care model, disability inclusive reproductive health services, and utilization of subdermal contraceptive implant.



In this program, Jalin Foundation served an important role as technical partner and was directly involved as co-facilitators. Through this involvement, Jalin Foundation is contributing to the strengthening of knowledge management practitioners' network in Asia, while simultaneously promoting new innovations in impactful dissemination of information.

Jalin Foundation's participation in the Asia KM Champions program reflects the organization's commitment to supporting cross-border learning and strengthening public health system using a strategic, inclusive, and sustainable knowledge-sharing approach.



© 2024 <https://knowledgesuccess.org/fp-insight/>

Stakeholder Collaboration for Childhood Immunization

Jalin Foundation was entrusted to be one of the implementing institutions in the MSD-funded Global Solutions for Healthy Communities program. In this program, Jalin was in charge of the School Children Immunization Month (BIAS) program in West Java, in Bogor District, where vaccination rate among school-age children is known to be low. In this program, the established inter-sectoral collaboration was the key to expanding immunization coverage, as well as ensuring that all children, including those outside the formal educational system, receive equal health protection.

Through this collaboration, BIAS was, for the first time, able to reach school children through the non-formal education pathway, including students at Community Learning Centers (PKBM). This is an important step in ensuring that all children, without exception, have the same access and rights to health protection through vaccination. The work involved several government institutions, not just the District Health Office and Education Office, but also the Communication and Digital Affairs Office (*Komdigi*), Community Learning Centers (PKBM), Sub-District government and religious leaders. Together, they expand the coverage of vaccination among children aged 7-12 years. As a result of this inter-sectoral collaboration, vaccination coverage increased by 11%, showing the real impact of an inclusive and coordinated approach.



Dissemination of Results and Learners of the BIAS Program in Bogor Regency



Maripah, S.Ag., M.M.,
Head of PKBM Lentera Bogor District

“Since our establishment almost two decades ago, students in the Equivalency Education Catch-up Package (*Kejar Paket*) at PKBM Lentera have never participated in the BIAS program. So far, only pre-school (PAUD) students receive routine immunization through the Integrated Health Service Post (*Posyandu*). Even information about BIAS is very limited”

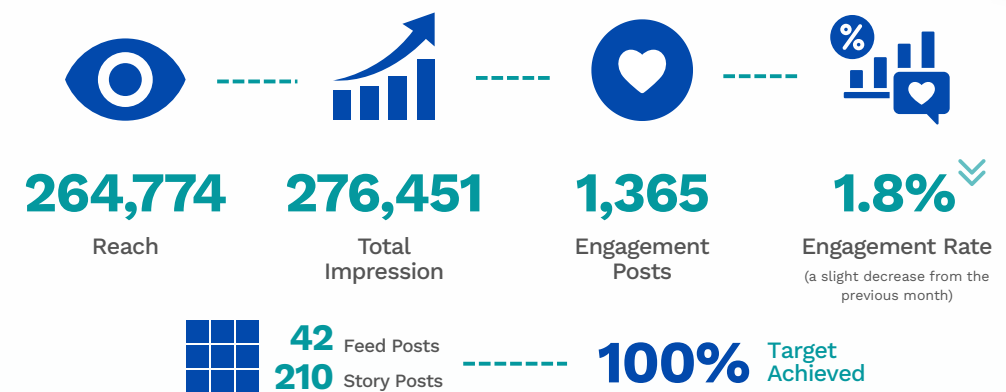
The stakeholder engagement efforts driven by Jalin Foundation have successfully brought together various public health stakeholders who have never been in contact with or collaborated directly with one another. Now, the District Health Office is working with the Communication and Digital Affairs Office (*Komdigi*) who provides space on their videotron to broadcast educational content about the School Children Immunization Month (BIAS). At the sub-district level, support is demonstrated in the form of a recommendation that expansion of vaccination coverage should include PKBM – an informal educational institution for children aged 7-12 years who attend the Catch-up Package A program.

Digital Campaign for Maximum Gain

The BIAS campaign that Jalin Foundation conducted generated significant digital impact, specifically among the core demographics – mothers and families in Bogor District. By combining relevant storytelling, collaboration with Key Opinion Leaders (KOLs), and targeted paid advertising, the campaign not only met but exceeded its overall reach target. November's performance marked the final phase of the campaign, demonstrating how strategic messaging, cultural context, and multimedia content can combine to drive awareness and action around childhood immunization.



Campaign Result in November



Regarding content types, the reels format with light storytelling has the best performance, particularly testimonials of health workers and documentation of children's vaccination activities that focus on day-to-day life. An example is “family drama” stories that continue to trigger strong responses and receive the highest engagement from the target audience who discuss social pressures about immunization, and provide many positive and empathetic comments.

Strategic Collaboration in Responding to Zoonoses Outbreak Threat

As part of the response to the threat of Foot and Mouth Disease (FMD) and Lumpy Skin Disease (LSD) outbreaks that will impact national food security, Jalin Foundation worked with the Ministry of Agriculture and FAO ECTAD Indonesia and developed a risk communication training curriculum for animal health officers who are on the frontline in farmers' prevention education. This program did not just enhance frontline workers' skills in communicating targeted messages, but also provided a momentum for Jalin to expand its skills in applying Social and Behavior Change (SBC) approach to the issue of zoonotic disease.

Through tiered training, starting with Training of Trainers, followed with technical guidance in the field, this program strengthened animal health workers' capacity to communicate the right messages, and to raise public awareness. A systematic evaluation process was performed to ensure training effectiveness, using surveys and focus group discussions with field workers from Malang and Sukabumi.

Post risk communication training, animal health officers started to use this approach in their interaction with livestock farmers. While the new approach is often still combined with conventional methods, its application has resulted in some positive changes—especially in building two-way dialogues, and increasing farmers' involvement.

“I serve the farmers every day ... and I participate in activities there.”

REN, ©2024
Jalin Foundation



Training of Trainers Risk Communication and Biosecurity Foot and Mouth Disease and Lumpy Skin Disease

© 2024 FAO

Field worker does face challenges such as limited time, administrative burden, and perception that risk communication is to be conducted in large groups. Despite these, field workers who consistently apply this approach demonstrate more flexibility and higher confidence, even in one-on-one interactions.

Evaluation recorded that several training modules such as one about responding to rejection and about interpersonal communication were considered very helpful for strengthening relations and building rapport with farmers.

“For me, I'm more able to ... see things from a different point of view ... similar to sharing.”

YUD, ©2024
Jalin Foundation



Tools like pocket book, brochure, and social media are utilized based on context. Farmers have then started to change their behavior, are more actively reporting cases, are open to vaccinating their livestock, and have gradually started to practice biosecurity. Jalin sees this outcome as part of Jalin's expanded role in strengthening the social and behavior change capacity on zoonotic disease issues.

“Risk communication is an approach with a new perspective ... it will be continued with Master Trainer training with funding support from the government or partner.”
(National Technical Advisor FAO/ECTAD)

National Technical Advisor
FAO/ECTAD, ©2024
Jalin Foundation





Special Projects & New Innovations

Throughout 2024, Jalin Foundation continues to expand its role through special projects and new innovations that address public health challenges at local as well as regional level. Equipped with an evidence-based Social and Behavior Change (SBC) approach, Jalin not only contributes to the communication strategy of national priority issues such as tuberculosis and tobacco control, but actively plays a part in strengthening risk communication in the Southeast Asia region.

Through intersectoral collaboration and contextualized approach, Jalin delivers relevant, inclusive, and impactful communication solutions. The following initiatives reflect this commitment.



Support in Communication Strategy for Tuberculosis Prevention

USAID Prevent TB is a United States Agency for International Development (USAID) program that aims to prevent and reduce tuberculosis (TB) cases in Indonesia. The program focuses on raising public awareness, specifically high-risk groups, and expanding the coverage of TB Preventive Treatment (TPT). The program is implemented by Yayasan Hope Indonesia.

As partner of Yayasan Hope, Jalin contributed to the development of TPT Communication Strategy. The strategy adopts a holistic social and behavioral change approach, includes monitoring and evaluation tools, and an implementation plan specifically designed to reach vulnerable groups.



Active Role in RCCE+ Working Group

As a continuation of Jalin's role in managing risk communication during the COVID-19 era, Jalin Foundation has become part of the Working Group for Risk Communication and Community Engagement (Pokja RCCE+) and plays an important role in supporting priority health programs in Indonesia, focusing on increasing effective health communication and meaningful engagement of communities.

Pokja RCCE+ plays a key role as a think tank that supports the Ministry of Health and related sectors through its involvement in a number of risk communication initiatives. Examples include provision of SBC technical recommendations to the government, communication module development to promote demand for childhood vaccination; enhanced communication through social media; and participation in a research group about public perception and behavior.

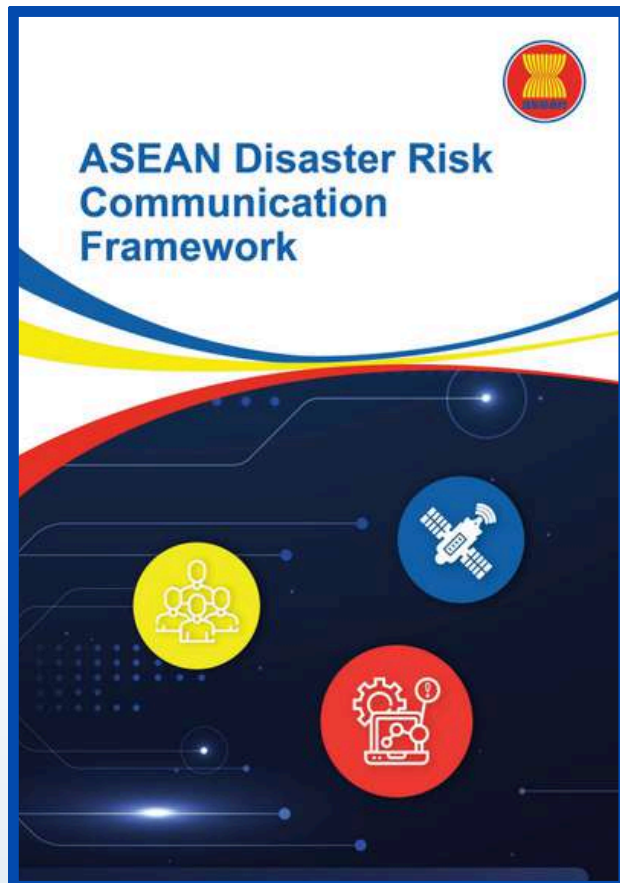
Role in ASEAN Disaster Risk Communication

The ASEAN Disaster Risk Communication Framework (ADRCF) is developed as a strategic guideline to strengthen the disaster risk communication system across the ASEAN region. As part of the ASEAN Agreement on Disaster Management and Emergency Response (AADMER) implementation, this framework helps member states to communicate timely, accurate, understandable, and actionable disaster risk information – before, during, and after a disaster. ADRCF has four key objectives: increase the reliability of information, reach a variety of population groups, build public trust, and strengthen ASEAN’s leadership in risk communication.

This framework emphasizes that risk communication is a cyclical process and it is important that the cycle is complete, starting with data collection to inform decision making, then message dissemination, followed with monitoring and evaluation. The plan of action covers six priorities, including strengthening regional coordination, capacity building, and sharing of good practices between member states.

In the process of framework development, as co-partner of PREDIKT, the primary partner who led this initiative, Jalin Foundation has expanded its technical role to the international arena. Jalin’s involvement reflects its new capacity in supporting risk communication strategy in the field of disaster, specifically in Southeast Asia.

Jalin’s contributions include development of a two-way communication approach, cross-country stakeholder mapping, and integration of best practices based on experiences in Indonesia—specifically in the context of public health and crisis response. This collaboration marks an important step for Jalin in strengthening its role as an organization that not only has national impact, but is also actively shaping regional policies to increase community resilience through evidence-based risk communication.



Enumerator Training for Tobacco Use Survey Activities in Adolescents

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Controlling Teenage Tobacco Use through Aspiration-based SBC

In 2024, Jalin Foundation led a process of research and development for a Social and Behavior Change (SBC) strategy for programs that target urban youth. As the primary implementing partner, Jalin combines the power of data with an approach that is sensitive to the social and cultural contexts of young people. Using its expertise in evidence-based SBC, Jalin ensures that every strategy designed truly reflects the realities, needs, and aspirations of teens as the program’s target.

Through surveys, qualitative research, and Human-Centered Design (HCD) approach, Jalin did an in-depth exploration how smoking behavior is linked to a search for identity, social pressure, and influence of the surrounding environment. Findings show that more than 40% of teenagers believe smoking makes them look cooler, while 62% start smoking as a result of family influence. These findings become an important basis for Jalin to develop a relevant SBC strategy that addresses the root of the problem.



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Based on the research results, Jalin is now developing a more contextual and effective SBC approach—using social media as the main channel and data-driven content that remains interesting and relatable to teens. This approach reflects Jalin’s commitment to continue strengthening the role of SBC as a tool for impactful, inclusive, and sustainable social change amidst increasingly complex public health challenges.

SBC Media



Throughout 2024, Jalin Foundation continues to expand its role through a number of special projects and new innovations that address public health challenges at various levels—from local to regional. Armed with an evidence-based Social and Behavior Change (SBC) approach, Jalin not only contributes to the communication strategy of national priority issues such as tuberculosis and tobacco control, but also takes an active part in strengthening risk communication in the Southeast Asia region.



**Success Story
Jalin and Dinkes
Collaboration
Bogor District**

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**Bogor District
Health Office in
the Inclusive
BIAS Program**

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**Dissemination of Results and
Learners of the BIAS Program in
Bogor Regency**



**Meatless Monday Indonesia
(MMI) Impact Video**



**Impact Story:
Implementation
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**The Role of
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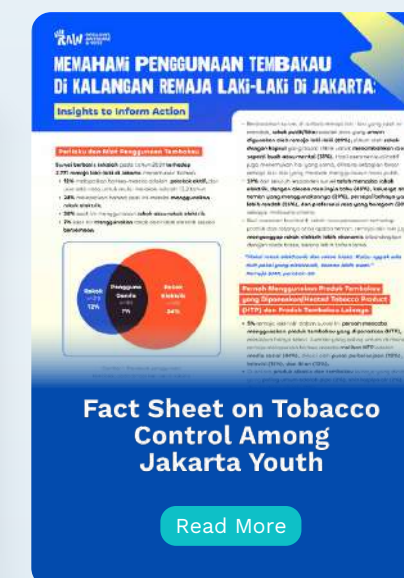
BIAS Cue Card

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**Meatless Monday
Indonesia Profile**

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**Fact Sheet on Tobacco
Control Among
Jakarta Youth**

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Acknowledgements

Jalin Foundation extends gratitude and appreciation to donors, partners, and collaborators from various sectors, national and international, who have supported the implementation of programs in 2024.

Bogor District Health Office

Directorate of Health Promotion and Community Empowerment, Ministry of Health RI

Directorate of Immunization Management, Ministry of Health RI

FAO ECTAD

Johns Hopkins Center for a Livable Future

Johns Hopkins Center for Communication Programs

Ministry of Agriculture RI

MSD Indonesia

PREDIKT

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