

Addressing the issue of
malnourished-children under 5 by
implementing PD in Babakan
Madang sub-district of Bogor
District through developing a
Corporate Social Responsibility (CSR)
program

Health Office – Bogor District

2010

When was PD implemented;

The implementation of PD in Babakan Madang sub-district has begun since May 2008 and continues until today;

The development of PD in Babakan Madang sub-district focuses in 5 villages of UPF area of Babakan Madang's health center (Puskesmas); 1 Nutrition Post in each village;

They are in;

Babakan Madang Village

Cipambuan Village

Karang tengah Village

Citaringgul Village

Sumur Batu Village

Target of PD program

Program's beneficiaries;

Direct:

less /malnourished-children under 5 of poor households

Indirect:

the mothers of children under 5 and the households

the neighborhood

the local authority

the community leaders

the religious leaders

The design of PD implementation

The implementation of PD begins with the process of PD training of cadres and community leaders from each village (consisting of 5 people; 4 cadres and 1 from Village Committee)

PD Facilitators; Facilitators of Bogor District

Training for 12 days; by using modules created by Save the Children and the Ministry of Health

The design of PD implementation, continuation;

The stages of PD training are in accordance with the module instruction, which is ended by the last MMD, and the whole village agreed to make Nutrition Post based on PDI findings from each village; the findings are;

- Maintain body hygiene, hand-wash before eating,
- Eating frequency > 3 x; frequent small portion, not providing snacks, make own snacks,
- Menu;
 - sayur Tutut (vegetables containing snails),
 - sop wortel ceker ayam (soup which contains carrots and chicken claws in it),
 - buras isi kacang (rice porridge containing beans (snack))

The design of PD implementation, continuation;

- At the beginning process of the Nutrition Post, the community agreed to provide contributions, but as the time runs they found the main constraints that the community contributions did not work optimally.

The design of PD implementation, continuation;

In such conditions, there arose an initiative to involve the community to actively participate as donors in the implementation activities of PD .

Then, a forum (meeting) was held in Puskesmas (the health center) to help facilitating the solving of contribution problem. The result was all the village representatives agreed to ask for help from private agencies in Babakan Madang sub-district.

The design of PD implementation, continuation;

Then a proposal for assistance was sent to the Sentul International Convention Center (SICC). The company gave positive response and agreed to assist the implementation of PD program in Babakan Madang.

The design of PD implementation, continuation;

SICC supported through CSR program

Corporate Social Responsibility is;

a program that must exist in private company as its social responsibility to the community, especially the community who live around the company.

The design of PD implementation, continuation;

Parties involved in this program:

Community, Community Leaders, Religious Leaders, Local Authority, NGOs, Private Company, etc.

Implementation activities

- SICC supported the implementation of nutrition post in the form of stimulus; food, cooking utensils, fuel, educational game tools and Dacin (weight measurement).
- Especially for food, they provided from July 2008 to July 2009 which was delivered to 5 Nutrition Posts

Implementation activities

The results of PD Implementation Activities:

- of the 5 running Nutrition Posts with cumulative number of participants 96 infants, 77.7% experienced weight increase between 100-700 grams compared to the days when these infants first participated in the Nutrition Posts.
- Monitoring was performed at each stage of nutrition post activities by Nutrition Post cadres by using the evaluation format of Nutrition Post.

Monitoring;

- Besides the growth evaluation instruments, behavior change evaluation was also carried out, but the changes did not perform satisfactory outcome.
- During the monitoring process, more than half of the participants experienced growth increase and 77.7% participants experienced weight increase

Lesson Learn,

- There are positive and negative value in the implementation of PD and CSR; donors contribution is financially dominant to assisting the sustainability of the Nutrition Post, but in the other side the participants gave less involvement to sustain the Nutrition Post.

Hot Issue;

- How can CSR program also be carried out in other locations that also want to develop PD?
- CSR Program in Company; has not been optimally utilized, because the company are not open to the public

Program action plan

Develop Nutrition Post in other areas that have not implemented PD

Increase cooperation with SICCC in tackling health problems in our working area

Explore the possibility of PD implementation in other health programs

Thanks So Much

Hatur Nuhun