



Palang
Merah
Indonesia



Analysis and Highlights of Communication Impact

Risk Communication and Community Engagement Approach in the Covid-19 Vaccination Program

Risk Communication and Community Engagement
Approaching the Covid-19 Vaccination Program

Palang Merah Indonesia



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Executive Summary

Palang Merah Indonesia (PMI), supported by the International Federation of Red Cross and Red Crescent Societies (IFRC) is practicing the Risk Communication and Community Engagement Approach (RCCE) through various programs related to COVID-19 vaccination throughout 2021-2022. The RCCE programs are a vaccination dialogue through PMI digital media, a COVID-19 vaccination dialogue through the Radio News Agency (Kantor Berita Radio) radio network, and communication capacity building for PMI partners and volunteers in three provinces in Indonesia.

The first two activities were carried out to increase understanding and open space for public dialogue on facts related to COVID-19 and vaccines. Meanwhile, capacity building activities are carried out to prepare the communication skills and understanding of PMI volunteers and partners so that they are able to have effective dialogue with the community at the grassroots regarding participation in the COVID-19 vaccine.

These activities were carried out in response to the widespread circulation of false information or hoaxes in the community which, if left unchecked, could significantly hinder community participation in the full and booster doses of the COVID-19 vaccine program. The act of ignoring this situation can also interfere with community compliance in implementing health protocols. Therefore, the government and its partners, including PMI, supported by IFRC, are directly involved in responding to this situation.

These activities were carried out and ended with the improvement in the conditions of the COVID-19 pandemic in Indonesia at the end of 2022. Based on data from the Ministry of Health, as of January 2023, around 87 percent of the public or as many as 200 million more people have been vaccinated with the first dose. Meanwhile, the number of people who have been vaccinated with the second dose has reached 75 percent or as many as 175 million people.

Through the activities that have been carried out, more than 800 thousand people have been exposed to COVID-19 content and vaccinations through PMI's social media. More than 2 million potential listeners from Aceh to Papua are exposed to COVID-19 content and vaccinations through the KBR network radio program. In addition, more than 80 PMI partners and volunteers from Bali, Jambi and South Sulawesi were able to understand and communicate effectively with grassroots communities about COVID-19 and vaccinations.

This document was developed to describe how and to what extent the achievements of these activities impact the communication targets. Furthermore, these successes will be analyzed from a communication perspective so that lessons learned and good practices can be understood. This understanding is expected to inspire other health activists in carrying out the RCCE approach to respond to health issues or other issues in the future.



Background

Since 2021, the Indonesian government has implemented a 1, 2 and booster dose vaccination program as an effort to overcome the COVID-19 pandemic through the formation of immunity. However, people have various kinds of concerns and questions that cause them to doubt or not be willing to be vaccinated. To respond to the current situation, PMI, supported by IFRC, as a government partner, stepped in to help socialize the vaccine and involve the community so that more people want to be vaccinated against COVID-19.

PMI, supported by IFRC, encourages the participation of the general public and special categories including vulnerable communities, through the Risk Communication and Community Engagement or RCCE (Risk Communication and Community Engagement) approach in 2020-2022. This is realized through three activities; 1) vaccination dialogue targeting urban youth groups through digital media PMI, 2) vaccination dialogue targeting non-urban adult

groups through a networked radio program with KBR (Kantor Berita Radio), and 3) Risk Communication and Community Engagement training for PMI partners and volunteers so they can invite the public to participate in vaccinations effectively. PMI's contribution, supported by IFRC, in this area is expected to accelerate coverage and expand the reach of COVID-19 vaccinations in Indonesia so that herd immunity can be achieved. This immunity (immunity) is one of the keys to the awakening of Indonesia and the world from the downturn caused by the pandemic.

The engagement of the community itself has become an approach that is often carried out by PMI. This approach places the community as the main focus of PMI service activities. Within the commitment of the Red Cross and Red Crescent Movement, the Community Engagement and Accountability (CEA) approach has been set out in the International Red Cross and Red Crescent Movement's Code of Ethics

for Disaster Assistance and the Red Cross and Red Crescent Principles for humanitarian assistance. CEA is an approach that integrates participation in all program operations where communication or dialogue is the main element. By adopting this approach, interaction and communication activities can occur in achieving the expected goals. The CEA approach with the Risk Communication approach or commonly known as Risk Communication and Community Engagement (RCCE) is adopted as the most effective approach to respond to the confusion of information and public apathy at the grassroots level about COVID-19 and vaccines in 2021 -2022.

Through its official spokesperson and organizationally (Ministry of Health and Komite Penanganan COVID-19 dan Pemulihan Ekonomi Nasional or KPCPEN), the government regularly informs about vaccines and COVID-19 through press conferences, webinars, advertisements, and other forms of one-way communication products both in mass media and social media. However, not all categories of people receive or understand this information correctly. There is also a

category of people who do not have access to qualified information, so they are not exposed to one-way information from the government. This then causes low trust or indifference to COVID-19 and the vaccination program for certain categories of people.

The RCCE approach is believed to be able to complement the government's massive one-way communication efforts targeting the general public. Through this approach, PMI can reach more specific communication targets. Therefore, the 7 laned changes from each target can be more directed according to the needs and circumstances of these community groups. The message developed including the delivery method can also be adjusted so that it can be received effectively.

In the two years PMI has been active in responding to COVID-19, PMI intends to see how successful the communication efforts have been made to targets and to identify good practices and lessons that accompany them so that they can become references in the future.

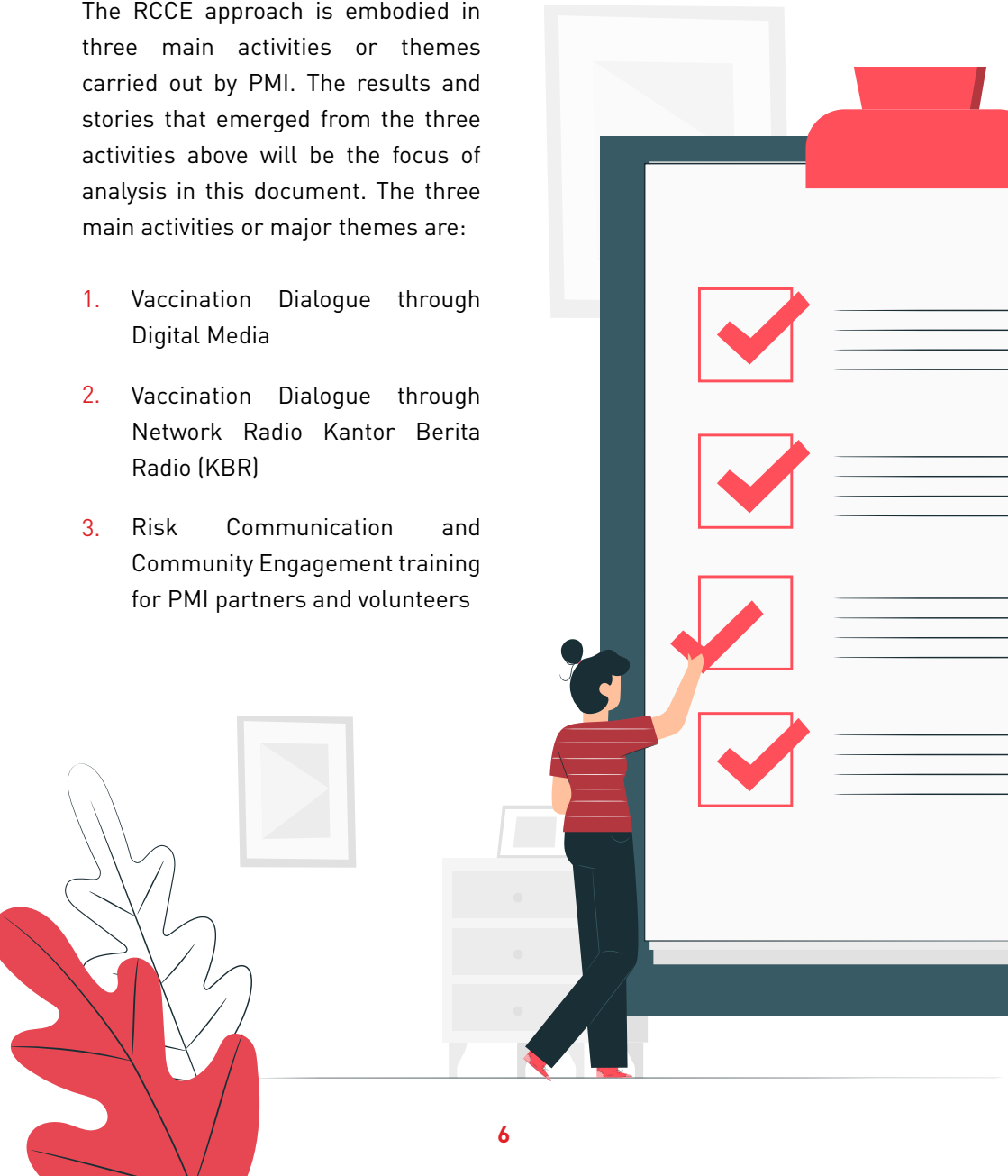


The process followed in the analysis of good practices and success stories of communication and community engagement is document study, interviews with event organizers and those in charge from PMI, as well as interviews with communication targets.

Identification of Activity

The RCCE approach is embodied in three main activities or themes carried out by PMI. The results and stories that emerged from the three activities above will be the focus of analysis in this document. The three main activities or major themes are:

1. Vaccination Dialogue through Digital Media
2. Vaccination Dialogue through Network Radio Kantor Berita Radio (KBR)
3. Risk Communication and Community Engagement training for PMI partners and volunteers





Analysis of Vaccination Dialogue through Digital Media

General Description

The COVID-19 vaccine dialogue through digital media was carried out as a response to socialization in a situation of limited mobility due to the pandemic. During this period, the use of digital media, including social media, was increasing. Therefore, the delivery of information through this medium is expected to reach many people.

This activity starts from 2021 to 2022 throughout Indonesia, with a focus on 12 provincial targets. The 12 provinces are Banten, DKI Jakarta, West Java, Central Java, DI Yogyakarta, East Java, Bali, South Sulawesi, Aceh, West Sumatra, Lampung, and West Kalimantan. This dialogue through digital media aims to increase vaccination achievements in these provinces. This activity was carried out by Network Multimedia under the direct supervision of PMI. Before the dialogue through digital media took place, PMI conducted a survey entitled "Covid-19 Vaccination according to Friends of PMI". The survey was attended by 2,503 people from eight target provinces.

The survey was conducted to explore perceptions of the COVID-19 vaccine. Survey participants consisted of people who had been vaccinated and who had not been vaccinated. The data collected includes reasons for having or not being vaccinated, trusted sources, and references to participant information media. The findings from this survey help PMI to prepare and carry out dialogue through digital media more effectively. One of them is the initiative to open a digital discussion space for communication goals.



Analysis of communication goals: community groups in urban areas

Digital media users, especially social media, are dominated by groups of teenagers, young adults, and adults. Based on data collected (Hootsuite, 2021), the top three age categories of social media users are young adults (25-34), teenagers (18-24), and adults (35-44). In addition, the targets of this activity are focused on people who live in urban areas and have access to and actively use social media as a means of communication and seeking information. Various communication strategies are prepared to suit the age group so that the message can be received better.

The selection of provincial targets takes into account the highest population density per province in Indonesia and the level of internet penetration or active internet users per province. Based on data from the Central Statistics Agency (BPS) for 2022, West Java (49,405), East Java (41,150), and Central Java (37,031) occupy the top three provinces in terms of population in Indonesia.

Banten (12,252), DKI Jakarta (10,680), and South Sulawesi (9,225) follow in positions five to seven. For the internet penetration rate based on islands in Indonesia, the Association of Indonesian Internet Service Providers (APJII) said Java Island occupies the first position with a total of 81.81 percent, Bali as much as 80.88 percent, Sulawesi in third position namely 73.59 percent.



Analysis of Activity

Even though the COVID-19 pandemic has limited direct interaction with the community, PMI is innovating by continuing to open digital discussion spaces so that information about COVID-19 and vaccination is still conveyed to the target community through digital vaccination dialogue. Dialogue through digital media is generally carried out on Instagram, Facebook, and Twitter channels. #BeraniVaksinKeren is the hashtag used. Some of the leading activities include webinars and radio talk shows, Instagram Reel video competitions, and collaborative activities with several content creators on social media to attract a wider audience.

The changes that are expected through this digital dialogue are at the level of awareness (cognitive) and feelings (konasi). The exposed community groups are expected to understand COVID-19 information and vaccines well.

At the next level, positive feelings about participating in vaccines and

implementing health protocols can be formed.

During 2021-2022, some content was successfully developed and published. This digital dialogue managed to reach 809,640 people through PMI's Facebook and Instagram. 24,523 of them interact with PMI through the content displayed. This dialogue through digital media has also succeeded in increasing PMI's Instagram followers by 4,883 people. Promoting some content through advertising features is one strategy to reach a wider audience. During the vaccination dialogue through digital media, PMI received positive comments from social media to webinars and talk shows which were successfully carried out.



Webinars and radio talk shows



Organizing webinars and talk shows is a manifestation of PMI's efforts to involve the community in a dialogue format so that the public gets accurate and reliable information. This dialogue format provides an opportunity for the public to express concerns directly about COVID-19 and get an accurate response from a trusted source of information.

Several webinars and radio talk shows have been held throughout 2021-2022.

Overall, information about vaccines is framed with different perspectives in each activity. These themes include COVID-19 vaccination in children and a surefire way to invite vaccine friends.

One of PMI's strategies is collaborating with credible parties on the COVID-19 issue to increase audience trust in content and also reach a wider audience. Therefore, PMI is collaborating with Pandemic Talks in one of the webinars. Pandemic Talk acts as an informant, moderator, and media partner. The panelists also consisted of credible sources such as dr. Siti Nadia Tarmizi, M. Epid (Ministry of Health); Prof. Dr. dr. Fachmi Idris, M. Kes (PMI Management); Firdaus Ferdiansyah (Reporting COVID-19); dr. Dirga Sakti Rambe, M.Sc, Sp.PD (SPD/ Vasinologist). The webinar was attended by 280 participants.

Video Competition



The short duration video competition is a manifestation of PMI's efforts to open up space for young community groups to channel creativity and innovation according to the times in COVID-19 communications and vaccines.

The competition by utilizing the Instagram Reel feature and using the hashtag #BeraniVaksinKeren invites the audience to make a 30-second creative video about COVID-19 and vaccination. A total of 164 participants from 21 provinces participated in the competition.

Collaboration with Content Creators



PMI also held three live broadcasts sharing themes related to COVID-19

using the LIVE feature on Instagram. This activity is a collaboration with PMI partners according to the specified theme. The first theme, in collaboration with the foundation of Alzheimer Indonesia (ALZI), is a vaccine for the elderly or elderly with Alzheimer's disease. On another occasion, PMI collaborated with the orangtua AyahASI community with the theme of child vaccination. Live Instagram with the theme of health protocols and vaccines was held with Lona Cindy who is a content creator and dr. Muhammad Syahrimal (PMI member who also works as a doctor). Apart from doing Live Instagram, dr. Muhammad Syahrimal was also involved in an open question program with the internet community or netizens with the event title "#SahabatPMI Asking, dr.Imal Answers" where questions that enter the comment column or direct message on Instagram regarding COVID-19 and vaccination will be answered by dr. Muhammad Syahrimal.

The success of this activity can be seen qualitatively through the positive responses of the participants. For example, on the Instagram content

'Chat about Health Protocol and COVID-19 Vaccines'. Positive responses were made by underlining the expertise of the informants in responding properly and comprehensively. The success of this activity can also be seen from the number of spectators participating in each event which reached 5,000-10,000 spectators and also their activeness in discussions through the question-and-answer feature.

PMI's key strategy in this activity is selecting specific topics or concerns, reaching out to specific categories of people as communication targets, and collaborating with organizations or persons close to these two elements. For example, to encourage the coverage of COVID-19 vaccinations in children, PMI sees the importance of responding to parents' various concerns about the COVID-19 vaccine in children so that trust can increase. One of the LIVE activities raised the topic of vaccines in children and collaborated with the AyahASI community. AyahASI engagement is a key tactic in targeting an audience of parents who are followers of AyahASI.

Case Study 01



In November 2022, PMI held a public question and answer discussion event about the COVID-19 XBB variant and about the COVID-19 vaccination using the Instagram Live feature entitled 'Discussing Health Protocol and COVID-19 Vaccines'. The event was attended by dr. Imal as the informant for PMI and Lona Cindy, who are known as Content Creators on Instagram.

PMI's Instagram Live: 'Discussing about COVID-19 health programs and vaccines'

dr. Muhammad Syahrimal Ishak or often called as dr. Imal has been the COVID-19 Vaccination Coordinator for PMI since 2021. Therefore, dr. Imal often attends as PMI spokesperson in various dialogues through digital media.

Meanwhile, Lona Cindy is a content creator on the Instagram platform with a total of 46,800 followers. The majority of the content she produces is issues related to Mother and Child, including health in general. Most of her followers come from the Young Mothers category. Other followers come from the young adult category, both men and women.

Instagram LIVE about COVID-19 and vaccines is broadcast on Lona Cindy's and PMI's Instagram accounts so that both Lona's and PMI's followers can get answers from credible sources directly. This event lasts for one hour. Lona acts as the show host asking questions directly about various concerns and misinformation regarding COVID-19 and vaccines.

These questions have been prepared in advance so that they can represent well the various questions in the community. Viewers of the event can also ask questions directly through the chat column feature so dr. Imal can respond directly. Various positive comments were made regarding the event, one of which was because it was useful when the audience could ask dr. Imal as the credible source.

Apart from answering questions and concerns about vaccination via Instagram Live, PMI, through dr. Imal also answered follow-up questions from the comment column or direct messages that entered PMI's Instagram account. This shows that with Instagram Live and the questions answered by dr. Imal, PMI is actively opening and providing discussion space for the public so that they can clarify specific questions for which there is not much information available, such as vaccines related to acute hepatitis.



Analysis of

COVID-19 Vaccination Dialogue through KBR Network Radio (Kantor Berita Radio)

General Description

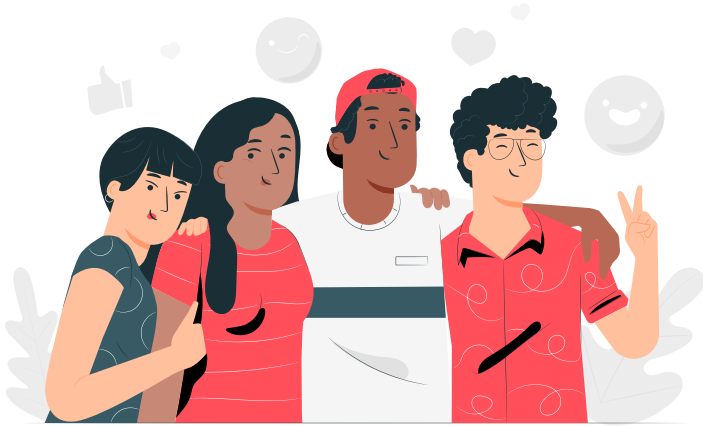
In addition to using social media for digital dialogue on vaccination, PMI uses mass media, namely radio with the aim of providing accurate information and opening up a space for interactive discussion about COVID-19 with the wider community, not limited to urban or urban groups. This is done so that vaccination coverage in areas outside urban areas can be increased, considering that vaccine outreach activities are more centered on urban areas. PMI works closely with the Kantor Berita Radio or KBR in planning, producing, and disseminating content through talk shows, creative quizzes, and public service announcements.

KBR itself is a journalism-based news content provider founded in 1999. Content produced by KBR in collaboration with reporters and contributors is disseminated through a network of 600 local radio stations from Aceh to Papua. Through network radio, there are more than 6 million potential listeners that can be reached. As a content provider, KBR often organizes

public discussion events which are then disseminated to local radio stations. One of KBR's mainstay radio programs is Ruang Publik. In this program, KBR produces radio content in the form of an online and/or offline talk show for 60 minutes together with leading sources who can provide accurate information about hot issues.



Analysis of communication goals: Youth and adult groups in non-urban areas



Similar to the targets of the vaccination dialogue through digital media, the main targets are adolescents, young adults and adults. This activity focuses on those who live in non-urban areas. These community groups are listeners to local radio networks or independent information connoisseurs who listen to radio via the internet. The Ministry of Tourism and Creative Economy stated that the significant growth of mass media such as TV and radio was 10.42 in 2020. In addition, there was a 57 percent increase in radio listeners among adolescents and young adults in non-urban areas (Nielsen, 2019). More specifically, 57 percent is divided from the Millennial

Generation (age 26 to 40 years) as much as 38 percent and Generation Z (aged 15 to 25 years) as much as 28 percent.

Along with the changing times, listeners can listen to radio programs through social media such as YouTube or Spotify or through the official KBR website, so that easy access to listening to radio is followed by an increase in radio listeners from various mediums, both local networks and the internet. Viewing the trend that radio listeners are dominated by teenagers and adults, vaccination dialogues through radio programs are produced and made in accordance with these communication goals.

Analysis of Activity

This activity consists of three content formats; 1) talk shows 2) public service announcements, and 3) quizzes. Several offline talk shows to discuss issues surrounding COVID-19. The expected changes through this activity are at the level of awareness (cognitive) and feelings (konasi). The exposed community groups are expected to understand COVID-19 information and vaccines well. At the next level, positive feelings about participating in vaccines and implementing health protocols can be formed. In talk show activities that are held offline, the expected changes are at the level of attitude or willingness of participants to be vaccinated or to implement health protocols.

This activity has the potential to reach 2 million out of a total of 6 million listeners from sub-urban areas of Indonesia. Through KBR's 'Ruang Publik' program, PMI expands listener reach to radio in a total of 22 provinces. As many as 500 people interacted with PMI and KBR through feedback activities which were

carried out after the event. There were 700 people who interacted in dialogue through this digital media through a quiz activity which was held for 10 days.

Talk show



Two radio programs called 'Ruang Publik' were recorded in the form of talk shows which were held offline by PMI and KBR. The KBR radio program opens up space for discussion and dialogue with the community, especially in conveying and discussing COVID-19 issues directly.

Two talk shows 'Ruang Publik' were held in Semarang and Palopo with different focus of discussion.

The talkshow in Semarang raised the theme of booster vaccines while the theme of the role of youth and volunteers in encouraging vaccination was raised in the talkshow in Palopo.

In this event, the public can submit questions, complaints, to information that previously might have been erroneous about COVID-19 and vaccines directly to the speaker so that information can be straightened out and the public will receive the right benefits. The speakers, for example the Head of the local Health Office, can interact directly with residents and even invite them to get a vaccine, if they have not yet.

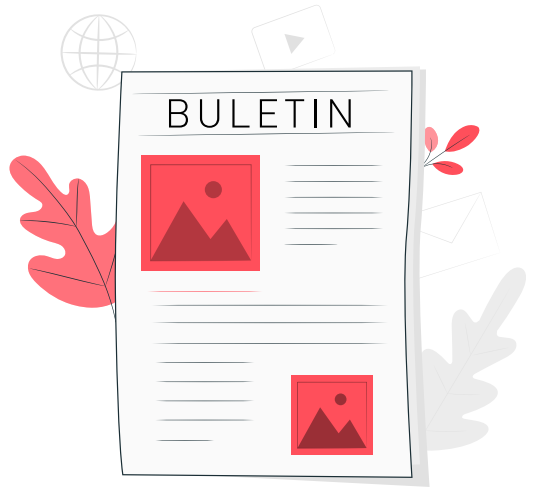
The first 'Ruang Publik' program was held in Semarang with the theme booster vaccines for the general public in September 2022 with the target of vulnerable groups such as the elderly, youth, people with disabilities, and the general public. The booster vaccination coverage rate in Semarang is still quite low, around 24.31%, placing 11th in September 2022, so it is important to conduct outreach to the public regarding booster vaccines.

Meanwhile, a talk show in Palopo, South Sulawesi entitled discussing the role of youth and volunteers in encouraging completeness of the COVID-19 vaccination was held in October 2022. The participants in this talk show were PMI youth and volunteers in Palopo, South Sulawesi or PMI youth and volunteers from other areas. The determination of the talk show in Palopo has the aim of accelerating the 100% coverage of the vaccination target by the Palopo city government in 2022 so that elements of the community work hand in hand to achieve this target, including teenagers and PMI volunteers in encouraging the completeness of community vaccinations.

These two talk shows were broadcast live on more than 100 KBR local radio networks and through KBR's YouTube channel. After the talk show was over, KBR re-aired the talk show in the form of a podcast or podcast which aired on KBR's podcast channels such as Spotify and Apple Podcast. This is important to do to reach the community, especially outside urban areas, including the community at the regency level. Radio itself is still one

of the effective communication mediums to reach people in the regency area.

In addition, there are several radio talk show programs held in collaboration with two radio networks in two cities from eight provinces targeting dialogue/vaccination through digital media, namely UNISI FM Yogyakarta and iRadio Makassar.



Public service Advertisement

Public service advertisements or audio spots will be displayed briefly in the KBR program (Morning Bulletin, Morning KBR, Public Room, Afternoon KBR, New News) every Monday to Friday for several months in 2022. KBR produces content for public service messages around the socialization of COVID-19 vaccination, for example, theme songs or jingles that invite people to get a vaccine. A total of 200 public service messages were broadcast in one month, so that within three months, 600 public service messages were broadcast on the KBR radio network.

Quiz

As a form of continuation to find out how many local network radio listeners there are, KBR holds a quiz every day for 10 days about KBR's programs, especially about the COVID-19 vaccination. This quiz program is broadcast to 100 local radio stations. The result was that there were more than 700 listeners who filled out quizzes from KBR for 10 days so that it could be concluded that within 10 days KBR's radio programs, especially the COVID-19 vaccination, reached more than 700 listeners from 100 local radio networks.

Case Study 02



One of the KBR radio programs which is held offline in an interactive talkshow format in the KBR Public Room segment entitled 'Protect Your Beloved Families with Booster Vaccines' will be held in September 2022 at the Ha-Ka Hotel Semarang. The Ruang Publik segment is broadcast live via YouTube and through 100 KBR radio networks throughout Indonesia.

KBR Ruang Publik: Protect Your Beloved Families with Booster Vaccines

The choice of the city of Semarang as the location for the talk show was due to the low coverage of booster vaccinations in Central Java, around

31.5% as of September 2022. Booster vaccination coverage is low in Semarang because there is an understanding that COVID-19 is over and no longer dangerous so that the primary vaccine is sufficient. For the elderly group, according to Mrs. Fatimah, a health center cadre in Karangturi District who was present as a talk show participant, booster vaccinations are considered to have a stronger effect and raise fears that vaccination can cause disease in the elderly who already have congenital (comorbid) diseases.

This talk show invites audiences from various walks of life, namely the elderly, disabled, youth, community, and the general public. Three speakers namely Yunita Dyah Sumina, SKM, M.Sc., M.si., (Central Java Provincial Health Office), dr. Hartanto, M.MED.SC (PMI Central Java Province), and Warsito (Empowerment Movement Institute) provided the latest information and explanation of the importance of booster vaccines for the community. By meeting the targets directly with credible sources in a dialogue format,

PMI's efforts to increase understanding, encourage positive feelings, and encourage participants' willingness to vaccines, can be achieved more effectively.



One of the participants from the elderly group, Ngadiyah, finally agreed to get a booster vaccine, having previously been afraid of getting a booster vaccine. Mrs. Ngadiyah herself is 73 years old and lives in Karangturi District, Semarang. Mrs. Ngadiyah has received her primary vaccine (first and second vaccines), but is afraid to do a booster vaccination because she feels that KIPI will be burdensome, considering that she also has diabetes. On this talk show, Mrs. Ngadiyah asked questions about

booster vaccinations for the elderly directly to the speakers. This was greeted with comprehensive answers from the informant as well as an invitation from the Central Java Health Service to visit Mrs. Ngadiyah directly at her house so she could receive a booster vaccine. The positive response and direct invitation to the vaccine made Mrs. Ngadiyah, who was afraid to be vaccinated, become brave enough to get a booster vaccine.

This story cannot be separated from the role of Mrs. Fatimah as one of the catalysts that invited Mrs. Ngadiyah to join the talk show. The good reception and willingness of the puskesmas cadres like Mrs. Fatimah in inviting Mrs. Ngadiyah to join the talk show played an important role in changing views and convincing for vaccines.

By live broadcasting the talk show on YouTube and 100 local radio stations, listeners from the cities of Yogyakarta to Makassar can take part in the talk show activities and ask questions on the occasion. They can also hear the immediate response from the sources.



Analysis of

PMI's Partner and Volunteer Communication Training

General Description

Even though Indonesia has implemented a mandatory vaccine program (dose 1 and 2) for the community since May 2021, the achievement of COVID-19 vaccination in Indonesia for several groups of people is still low (Minister of Communication and Informatics Johnny G. Plate, 2021). Based on data submitted by Siti Nadia Tarmizi as a Spokesperson for Vaccination for COVID-19, vaccine achievements for the elderly are still at 43% of the achievement target or have only reached 9.2 million elderlies out of a total of 21.5 million (November, 2021). The highest dose 1 vaccination coverage for the elderly is around 40-50% in just four provinces, namely DKI Jakarta, Bali and the Riau Islands, and Yogyakarta Special Region. While other provinces are under the target.

PMI, supported by IFRC, is trying to take a different approach for several categories of people including the elderly. These groups need to be reached personally by volunteers and PMI partners at grassroots.

However, PMI volunteers and partners need to be specially equipped with various materials and training in delivering messages. In addition, a good communicator needs to understand the goals of his communication and situations that might hinder or support the communication process so that they understand and are more competent as a communicator in the context of the COVID-19 vaccination and messages can be delivered effectively. A Communication and Training Guide was created as an effort to increase the communication capacity of partners and volunteers as COVID-19 vaccination communicators at the grassroots.

This series of activities consisted of communication assessments, development of guidebooks and pocket books on Risk Communication and Community Engagement, workshops, training of trainers, and training for volunteers and partners in three provinces. Several activities were carried out in collaboration with PMI Bali Province, Jambi Province,

South Sulawesi Province, and Bogor Regency. This series was organized by PRASA Komunikasi with the support of PMI, along with IFRC, from November 2021- December 2022.

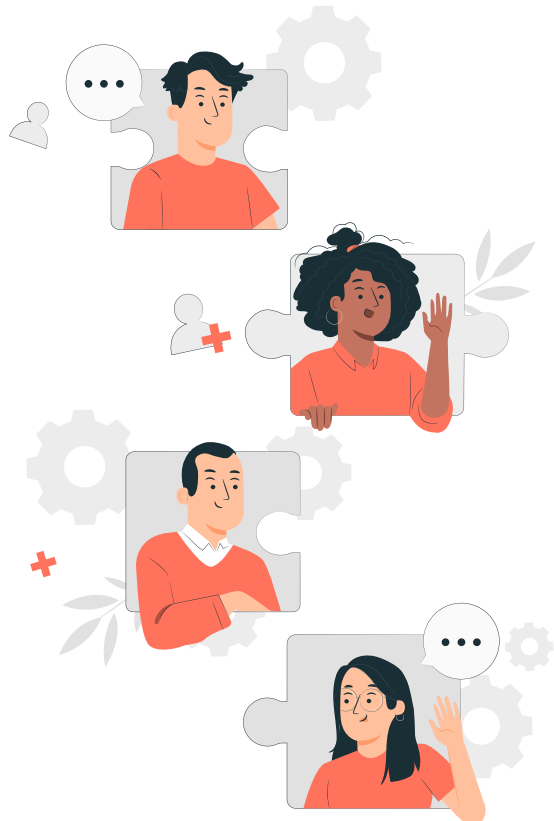


Analysis of communication goals: PMI volunteers and partners

PMI volunteers and partners who participated in the training came from various regions and regencies in the provinces of Bali, Jambi, and South Sulawesi. Participants were selected by provincial PMI administrators with the criteria of having experience involving the community at the grassroots.

Even though the community engagement approach for this vaccine program has not been carried out institutionally within PMI, several volunteers in the field have directly collaborated with relevant health agencies in vaccine socialization in their communities or regions. Colleagues in the field admit that involving the community for the COVID-19 vaccine is not an easy matter where they often find dead ends in communicating with non-participating communities who have various concerns and rumors. This situation is even more challenging for those who do not have the preparation of both factual information and supporting materials and

communication skills. The art of interpersonal communication is not easy without careful planning, careful understanding of the message, and communication skills.



Analysis of Activity

Communication Assessment

The communication assessment is the first phase of this series of activities. Communication assessment to identify categories of people who are not willing to receive vaccines and communication issues surrounding them including concerns, barriers, opportunities, communication needs, preferences for communication mediums, and trusted sources. This assessment was also carried out to identify stakeholders who could be encouraged to collaborate during field work. Communication assessment is an absolute must in order to develop a guidebook.

Communication assessment was carried out in three cities of Bali, Jambi, and Makassar. The main assessment was carried out in Bali, while the assessment in Jambi and Makassar complemented the previous data. Data was collected through the interview method. There were 31 informants in Bali where some of them were interviewed at the preliminary assessment stage. These sources included representatives of

the COVID-19 Task Force at the provincial level, the COVID-19 Task Force at the regency level, doctors, Hindu religious leaders, Islamic religious leaders, PMI volunteers, researchers, and lecturers. The early-stage assessment showed that the most reluctance to get vaccinated came from people with co-morbidities, the elderly, people with disabilities, pregnant and lactating women, Muslims who believe vaccines are haram, people who believe in the COVID-19 conspiracy theory, and people with jobs that have minimal interaction with other humans. People who represent or are associated with the above groups are the main research informants.

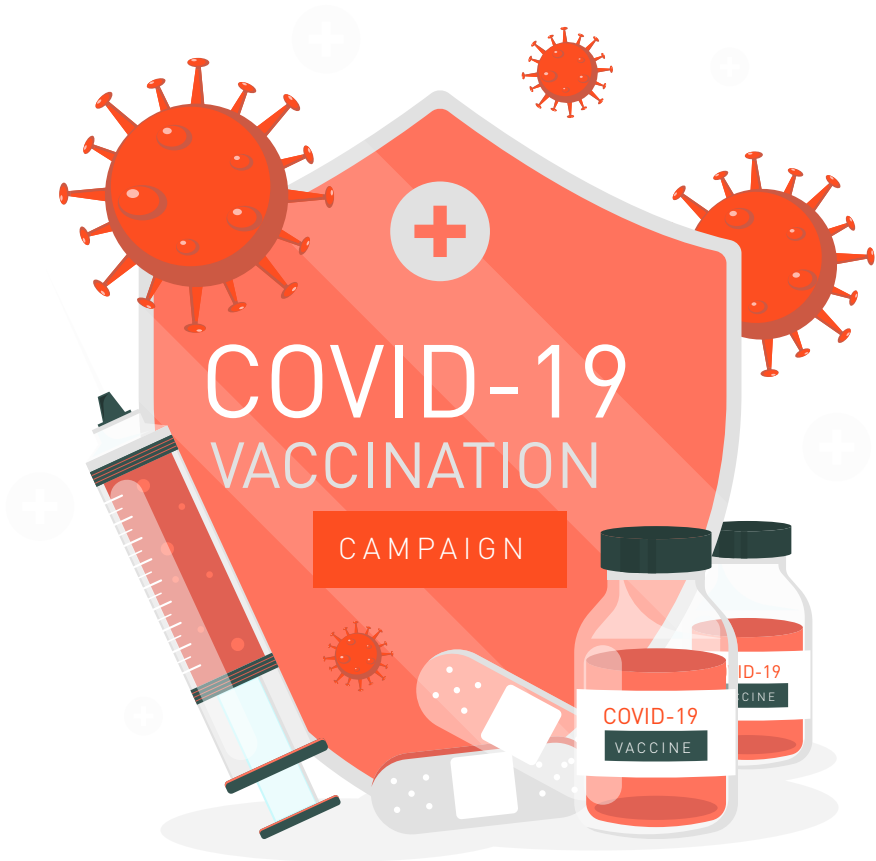


The research in Bali yielded several important findings which became the main foundation for PMI, which was assisted by PRASA Komunikasi to develop a Risk Communication and Community Engagement Handbook. There are at least nine special categories of people who are not willing to be vaccinated (based on findings in Bali at the end of 2021 and vaccine developments for children and adolescents in 2022):

- People are afraid of AEFI, especially breastfeeding mothers
- Elderly with comorbidities who fear their condition will worsen and even die after the vaccine
- Housewives and the elderly who do not have a routine outside the home so they feel there is no risk of contracting or infecting others
- People with disabilities have difficulty getting information (access/content) about vaccines so they are easy to understand
- Followers of the Islamic religion (Muslims) who believe the COVID-19 vaccine is haram because it contains trypsin enzymes from pigs
- People who believe in conspiracy theories about COVID-19 and vaccines such as the existence of
 - a chip implanted in vaccines and business or international interests in the pandemic and vaccine liability
 - People who have limited time because their work and work do not require them to meet many people
 - Children aged 6-11 years
 - Teenagers aged 12-17 years



Communication assessments in Jambi and Makassar show that there are two additional special categories, namely children and adolescents, which PMI volunteers and partners need to pay attention to when working in the field as COVID-19 vaccine communicators. This additional assessment was carried out in a more limited scope by interviewing 16 informants in Jambi and 6 informants in Makassar.



Handbook of Risk Communication and Community Engagement, and Workshops



The Risk Communication Guide in Community Engagement was developed in the spirit of accelerating the COVID-19 vaccine program. With PMI's presence in various areas in Indonesia and PMI's efforts in involving the community in various disaster issues in Indonesia, PMI has the potential to become one of the key players in this acceleration effort. It is hoped that this guide will provide an initial understanding for training participants so they can take part in training activities better. In addition, the guide can also be accessed by PMI volunteers and partners in various

regions regardless of having attended the training or not.

The Communication Guide was first developed in Bali after the communication assessment was conducted in Bali. The guide and pocket book were updated based on new data obtained during the Jambi and Makassar assessments. A pocket book was developed as a manual and concise guide that volunteers and partners can carry with them when they go out into the field.

With sensitivity to socio-cultural aspects, the guide and pocket book provide an overview of the most common communication barriers and issues encountered. Furthermore, messages, recommendations for approaches, informants, and communication mediums are elaborated to respond to these challenges.

The guidebook and pocketbook were updated by including various inputs to

the workshop activities. The workshop was held to introduce deeper into the guidelines and pocket books including the communication training plan for the internal staff of the PMI Headquarter and IFRC concerned as well as updating the community category to adapt vaccine developments. The staff underwent a two-day workshop program in Jakarta to be able to review and provide input for improving the guide including other communication issues that have not been covered in it. In addition, four informants were invited to provide the latest updated information about COVID-19 and vaccines. This is done to enrich the participants' ideas so that input can be sharper and more in-depth. This workshop was facilitated by PRASA Komunikasi.

The training consisted of one training of trainers in Bogor and three trainings in three target provinces (Bali, Jambi, and South Sulawesi). The four activities were carried out in a face-to-face format with due observance of health protocols. The first training activities were conducted in Bali in January 2022. The Training of Trainers (ToT) was held in September 2022 for three days. Meanwhile, the training in Jambi and South Sulawesi will be held for two days in November and December 2022.

The first training in Bali is a pilot training activity where the training concept will be refined based on the evaluation on this occasion. A total of 10 participants attended the training for two days. This training was facilitated by facilitators from PRASA Komunikasi.

Meanwhile, training of trainers was held to provide training for PMI partners and volunteers (champions) for PMI from PMI Bali, Jambi, and South Sulawesi. Participants in this training are required to have relatively a lot of experience in engaging the community and communicating in their area.

Training



So, that the eight participants are expected to act as trainers in the RCCE training related to the next COVID-19 vaccine in their respective regions of origin. For three days they were not only provided with materials, but also trainings based on case studies related to nine special categories of people who are reluctant to vaccines. Furthermore, they were deployed directly to the field so they could apply the knowledge gained during the training by disseminating the COVID-19 vaccine to representatives from special categories of people. This activity ends with evaluating themselves and their colleagues during field work. They were also assigned to adapt the training curriculum according to the context of the COVID-19 vaccine in their respective regions. This curriculum will later be perfected when they become trainers in the province.

The training in Jambi and South Sulawesi was conducted to follow up the training of trainers. Therefore, the training in these two provinces placed the participants of the previous training of trainers as the main trainers. To better prepare them, PRASA Komunikasi acts as a guide

during the material/ curriculum preparation process. The trainings were carried out several times so that they were better prepared in conveying the curriculum. PRASA Komunikasi also plays a role as a companion facilitator to improve the delivery of material. Each training was attended by eight participants from various regions.

The materials provided include:

- Identify communication issues
- Effective messaging (Including formulation of key messages and key messages)
- Mapping communication stakeholders in the community
- Target categories of people specifically for vaccine recipients, recommended approaches, and communication channels
- Simulation of communication with representatives of special categories of society

Case Study 03

Risk Communication and Community Engagement Training for PMI Partners and Volunteers in South Sulawesi

The RCCE (Risk Communication and Community Engagement) training was carried out with the aim of providing communication and information training as well as knowledge based on the Pocket Book and Guidebook to PMI partners and volunteers spread across South Sulawesi. Training participants are expected to be able to identify issues and convey messages about the importance of COVID-19 vaccination after attending the training. In addition, superior participants who take part in the Training of Trainers can practice the results of their training with partners and volunteers in their area of origin, namely South Sulawesi.

This training was held on 6-7 December 2022 in Makassar, South Sulawesi which was attended by a total of eight participants and two trainers.

Participants were 8 (eight) people consisting of PMI Makassar City, PMI Maros Regency, PMI North Luwu Regency, PMI Sinjai Regency, PMI Palopo City, PMI East Luwu Regency, PMI Luwu Regency, PMI North Toraja Regency. Trainers provide learning about effective communication, making KIE media (educational information communication), and communication simulations to participants. Through this training, PMI partners and volunteers in various regions can gain knowledge and understanding about risk communication and community engagement.

The RCCE (Risk Communication and Community Engagement) training was carried out with the aim of providing communication and information training as well as knowledge based on the Pocket Book and Guidebook to PMI partners and volunteers spread across South Sulawesi. Training participants are expected to be able to identify issues and convey messages about the importance of COVID-19 vaccination after attending the training. In addition, superior

participants who take part in the Training of Trainers can practice the results of their training with partners and volunteers in their area of origin, namely South Sulawesi.

After the training was held in Makassar, the participants returned to their respective cities and regencies with a mandate from PMI South Sulawesi Province to make an RTL (Follow-up Plan) to be implemented in their respective areas. A representative from PMI Maros Regency, Rio, made RTL continue similar training for willing PMI volunteers throughout Maros Regency. The training took place on December 17 2022, one week after the training in Makassar with the topic of risk communication and community engagement. A total of 20 PMI Maros volunteers took part in this training and learned how to communicate to the public about COVID-19 and vaccine communication.

After receiving training, they identify people who have not or do not want vaccines. They carry out a dialogue with the community. One of them is Muhammad Faruq (20 years) a student who does not want to be vaccinated. Faruq's reluctance to get

vaccines is because he does not have an understanding of the benefits of vaccines for himself and what risks he and those around him must face when they have not been vaccinated. This dialogue succeeded in encouraging Faruq to agree to be vaccinated. Amrul Farid Azhar or more familiarly called Rio (34 years) admits that first hearing the concerns and needs of the target audience and providing an explanation according to the situation is one of the keys to success.

Not much different from Faruq's case, PMI Maros volunteers also managed to change the perception of Awaldi Maulana (31 years) as someone who tends to believe in conspiracy theories about COVID-19. The change in Awaldi's perception and attitude did not occur in one meeting.

The PMI volunteer who was involved, Akbar Baso (29 years), acknowledged that more than one interaction and informal meeting was needed before Awaldi was willing to be vaccinated. Awaldi himself worked as a farmer.

RECOMMENDATIONS

It is very important to plan and decide on the desired outcome even before implementing the main theme activities, because it can be an important decision and identification for the continuity of the project with various forms of activities within a certain time.

Develop a knowledge management strategy where learning can be shared to encourage better COVID-19 socialization practices in the wider PMI group across Indonesia. Thus, the knowledge and Fcapacity that PMI has gained from the RCCE training can become a catalyst in driving the COVID-19 vaccination program in Indonesia.

In the digital vaccination dialogue, more PMI activities that emphasize collaboration with influencers or content creators, both individuals and organizations, need to be carried out more so that they can reach more people. Collaborating with local influencers and content creators can also help PMI reach local audiences effectively.

In addition, PMI has considerable digital potential, so it is important to have a special team setting for interaction with audiences in real time and the need for content rubrication scheduling given the large amount of content discussed by PMI.

In the vaccination dialogue through the KBR networked radio there is an important note, namely the need for clearer benchmarks and feedback mechanisms to measure the success of a program and how feedback is received on the results of the program.

This is necessary considering that communication is carried out in bulk so that evaluation of success or impact will be difficult to do if it is not planned in advance.

In communication training for PMI volunteers and partners, the training needs to be followed up with follow-up, monitoring, and evaluation plans to ensure the sustainability of capacity building efforts. Such follow-up, monitoring and evaluation should have been planned and prepared in advance together with the capacity building strategy planning.





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