



Overview of Health Program Innovation “Fun For Mom”

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Abstract

Maternal and child health is an important concern for all nations in the world including Indonesia. “Fun For Mom” is an innovation program at Sako Public Health Center in Palembang for increasing the knowledge of mothers regarding breastfeeding practice, complementary feeding, and maternal health during pregnancy and breastfeeding period. This study describes Fun for Mom program at Sako Public Health Center in Palembang. This was a qualitative study involved the analysis of data collected from in-depth interviews, documents review and observations to describe Fun for Mom program using RE-AIM framework at Sako Public Health Center in Palembang. Purposive sampling technique has been applied and twelve interviews were conducted with a Head of Sako Public Health Center, a Program Manager, two Program Implementers, three Cadres, and five Program Participants. RE-AIM framework is a multi-attribute model with five dimensions: reach, effectiveness, adoption, implementation, and maintenance. According to this framework, the findings illustrated that around ten pregnant or breastfeeding mothers participated in each activity session. Exclusive breastfeeding increased after a year of its implementation from 2017 to 2018. Mothers easily understand the information given because of the use of game media in this program. All information is conveyed in simple language and can be applied in daily childcare. Health operational assistance (it is called BOK) is used to fund this program. Other financial supports are needed for the sustainability of the program. The Fun for Mom program is feasible as community empowerment effort in health center setting and can be developed further.

Keywords: Fun for Mom;Inovation Program

INTRODUCTION

The high neonatal mortality rate is a strategic issue that is prioritized for health development for the 2020-2024 period in Indonesia (Kementerian Kesehatan Republik Indonesia, 2020). As of 2019, the neonatal mortality rate in Indonesia is 12.41 per 1000 live births (World Bank, 2019). Various efforts have been applied by the Indonesian government at public health center setting (it is called Puskesmas) to respond this such as exclusive breastfeeding program.

The coverage of exclusive breastfeeding in Indonesia in 2018 was only 68.74% of the 80% target (Kementerian Kesehatan Republik Indonesia, 2019).

South Sumatera Province is one of the provinces that has not been able to achieve the national target where exclusive breastfeeding coverage is only 57.8% in 2019. Palembang is the city with the highest exclusive breastfeeding coverage in South Sumatera Province in 2019 which is 80.9% (Dinas Kesehatan Provinsi Sumatera Selatan, 2020). Based on data from Sako Public Health Center regarding the coverage of exclusive breastfeeding in 2020 it reached 78.1% (Puskesmas Sako, 2020). This shows an increase in the coverage of exclusive breastfeeding at Sako Public Health Center when compared to 2016 before the innovation program “Fun for Mom” was implemented

(exclusive breastfeeding coverage in 2016 was 63%). Previously, the Sako Public Health Center has only provide information on exclusive breastfeeding through booklet or direct information to the pregnant, postpartum, or breastfeeding mothers, and mothers with toddlers who visit health center or health post (it is called Posyandu). Those efforts did not show good results therefore the coverage of exclusive breastfeeding at the Sako Public Health Center was the lowest among all public health centers in Palembang.

In 2017, the Sako Public Health Center began collaborating with counselors from the exclusive breastfeeding community, namely the Indonesian Breastfeeding Mothers Association (it is called AIMI) in South Sumatera to create an innovative health program with the aim of empowering and motivating pregnant mothers, postpartum mothers, breastfeeding mothers, and mothers with toddlers, and their families concerning improving maternal and child health such as exclusive breastfeeding through creative and informative games such as monopoly. This program was initiated with one of the objectives to increase the coverage of exclusive breastfeeding in the working area of the Sako Public Health Center. According to previous research, that there is a significant association between exclusive breastfeeding and baby development (Yunita, 2017).

This study aimed to describe the Fun for Mom program in the working area of the Sako Public Health Center Palembang which has been carried out for 3 years to date using RE-AIM framework. The framework is a multi-attribute model with five dimensions: reach, effectiveness, adoption, implementation, and maintenance.

The RE-AIM framework is a theory for developing public health efforts developed by Glasgow, Vogt, and Boles in 1999. However, with changes and developments over the last 20 years, this

theory has also been developed to adapt to existing science and practice (Glasgow *et al.*, 2019). Although this theory has been used in many studies (Holtrop, *et al.*, 2018), but none of the studies listed have specifically evaluated on breastfeeding practice program and the framework has not been used widely in Indonesia.

METHOD

Twelve informants were identified from Sako Public health Center and community. The informants were a Head of Sako Public Health Center, a Program Manager and two Program Implementers, three Cadres, and five Program Participants. The informants were purposively recruited because they have knowledge about this research scope and actively participated in the continuity of Fun for Mom program. They were interviewed face-to-face using an interview guide developed by researchers from a literature review on RE-AIM framework. All interviews were audio-recorded after gaining informed consent and transcribed verbatim. The interviews took place in the Public Health Health Centre and participants' homes, each interview lasted between 30 minutes and an hour. Content analysis was used to identify patterns in data.

Ethical approval for this research was obtained from Faculty of Public Health, Sriwijaya University with letter number: 300/UN9.1.10/KKE/2020 and a research permit approval from Sako Public Health Center was obtained before collecting data.

RESULT AND DISCUSSION

Based on the RE-AIM framework, the Fun for Mom program is viewed from the aspects of reach, effectiveness, adoption, implementation, and maintenance.

1. Reach

The targets of the Fun for Mom program are pregnant, postpartum, and breastfeeding mothers, and mothers with toddlers. Based on in-depth interviews, it was found that the targets were chosen because they were the group that played an important role in increasing the coverage of exclusive breastfeeding. The program participants were recruited by cadres at health post to receive program information. Socialization is also carried out by health center. This activity is held in collaboration between health center and AIMI as the breastfeeding counselor and activity in each session is attended by 10 participants. It is known that the level of target participation is quite high. Most of the mothers who are the target of this program routinely attend all activities on this program, but several mothers are working mothers therefore the presence of the mothers are represented by other family members such as grandmother or babysitters. These are illustrated by the interview quotation as follows:

"The program targets are pregnant women, postpartum mothers, and mothers with toddlers, because we tend to increase exclusively breastfeed coverage." (ER, Program Manager)

"The first step is gathering cadres, then we ask the cadres to recruit pregnant women, breastfeeding mothers, and mothers with toddlers at health post. Then we invite AIMI to assist." (KAM, Head of Public Health Center)

"... if any mothers cannot participate because of work, the target is person who take care of the baby such as grandmother." (RP, Cadre)

Reach is a measure of how people can be influenced by a health promotion program (Kurniati, 2016). Things that need to be considered are

understanding why the target is accepting or refusing to participate and describing the characteristics of participants. Holtrop *et. al.*, (2018) argued that reach can be influenced by various factors such as lack of trust in health care providers, disinterest, or other social factors such as limited transportation or lack of family support to participate. This is in line with research conducted by Nadiyah dkk. (2017) which stated that family support has a positive relationship with program participation.

2. Effectiveness

In implementing the Fun for Mom program, pre-test and post-test questionnaires designed by the program manager in collaboration with AIMI were used to identify participants knowledge and evaluate program activities. According to study by Nababan (2019) that pre and post-tests were conducted to measure the knowledge of respondents who were given health counseling interventions using two-sided media. Previous study also stated that semi structure questionnaires can be used to measure knowledge about exclusive breastfeeding (Rana *et al.*, 2020).

The Fun for Mom program has had a good influence on participants such as increased knowledge and a mother's willingness to practice exclusive breastfeeding. They were also embarrassed to bring formula milk when they participate in Fun for Mom program at Sako Public Health Center and health post. As quoted from the following interviews:

"... There are pre and post-tests for identifying participants knowledge. It was made by the health center officer in collaboration with AIMI because AIMI is the facilitator..." (BH, Program Implementing Officer)

"... I know a lot about exclusive breastfeeding after participating this program. My first child drank formula milk. Now my second and third

children are exclusively breastfed." (TT, Program Participant)

Obstacles are still encountered in the implementation of the program such as a lack of awareness of mothers to routinely participate, the absence of health center officer as breastfeeding counselors, and limited funds.

"...then from the funds, only for transportation. Besides, we need to develop information materials." (ER, Program Manager)

The effectiveness of a program is assessed based on the perceptions of program participants regarding the perceived program results (Bottorff *et al.*, 2020). The effectiveness of a program occurs when it provides positive results along with some unintended consequences (Kurniati, 2016). The Fun for Mom program has achieved its stated goals. It can be seen from an increase in exclusive breastfeeding coverage, participant knowledge and positive behavior regarding exclusive breastfeeding, and information understanding about stunting. Breastfeeding practices is one of the variables to measure the effectiveness of nutrition programs because it is a causal pathway in reducing child undernutrition (Elisaria *et al.*, 2021).

Interesting findings from this research that lack of awareness of mothers to receive information and to be actively involved in the program can be overcome by providing lunch for participants and implementation of activities did not take long time but program information concerning exclusive breastfeeding, breastfeeding method and other relevant information on maternal and child health can be conveyed properly. Sometimes, long duration on information delivery can make participants feel bored with ongoing activity then simulation/practice are carried out as often as possible. Boredom can occur in the learning process due to the limitations of the

participants' abilities, or because of fatigue. The implementation of activities in Fun for Mom program used game as education media. That method is also conducted by other study on breastfeeding practice. The study illustrated that using an online game-based learning platform to deliver antenatal breastfeeding education increase breastfeeding rates (Nababan, 2019).

In addition, facilitators as teachers must have the ability to encourage attendees' motivation in learning for achieving learning outcome and strengthening learning motivation for the consistency of participants (Muhammad, 2017). The role of facilitators in exploring mothers experience as a learning resource regarding child growth and development is an effective method in increasing knowledge and skills (Indrayani dkk., 2019).

3. Adoption

Location for Fun for Mom program activities are easily accessible by officers and participants because it is held at the health post, health center or cadres' home. Based on the Decree of the Head of Sako Public Health Center number 440/0054 A/PKMSAKO/I/ 2019 concerning the Formation of Fun for Mom Program Innovation Support Group at the Sako Public Health Center, it was mentioned that the program innovation support group consisted of nutrition unit, maternal and child health unit, health promotion unit and AIMI. This program is also supported by other external stakeholders such as local government at sub-districts and village level, family empowerment and well-being group (it is called PKK) and cadres. These are described in the following interview excerpt:

" ...Activities of this program was conducted at 23 health posts. All equipment is provided by the Sako Public Health Center and community only prepares a place therefore access to attend the

activities is not difficult." (BH, Program Implementing Officer)

"From the AIMI community, sub-districts and village representatives. They are supportive because they were present when this program was held." (ER, Program Manager)

According to previous study that easy access to health facilities including availability of easy-to-get transportation facilities, affordable costs, and good road conditions makes people more use health services at public health center (Rumengan dkk., 2016). Commitment to cooperation from across sectors is also important factor in achieving the success of the program. In handling nutrition problems, sensitive interventions are needed that reflect cross-sectoral coordination outside the health sector to complement specific nutrition interventions (Rosha *et al.*, 2016).

Some information or interventions have been provided to the participants of the Fun for Mom program. Various practical tips were given by the facilitators to make it easy to apply in daily life such as exclusive breastfeeding for up to 6 months, breastfeeding techniques, weaning children at the age of 2 years, and patience in caring for children. Program participants are encouraged to tell relatives or friends concerning the Fun for Mom program to increase information exposure about maternal and child health and improving child nutrition status.

4. Implementation

Fun for Mom program was held at 23 health posts with a duration of 1-2 hours for each session. Education material including early initiation of breastfeeding, exclusive breastfeeding, complementary feeding in relation to increase child nutrition status. All participants were enthusiastic in attending the activity because it used game media. The

program was run according to the schedule made at the beginning of the year. The activity always started with a pre-test and ends with a post-test, as well as a simulation or practice in every meeting. It is known that participants always try to participate in activities from start to finish even though there are obstacles such as not focusing on receiving information due to their crying children. In the implementation there were also obstacles such as limited funds so that in one year only a few health posts had implemented the program. However, since the Covid-19 pandemic in March 2020, activities have been canceled. Those are illustrated in the following interview excerpt:

"Sometimes there are participants whose children cry so they take their children out of the room for a while. This somewhat disturbs the mother's concentration in paying attention to the program. But they are still trying to attend the activity until it is finished." (RM, Cadre)

"...obstacle is that our staff have not been trained as breastfeeding counselors. Therefore, we are still cooperating with AIMI..." (ER, Program Manager)

"It is planned to be sustainable. But, in the middle of program implementation there was Covid-19 pandemic so it was canceled because we have no permit to gather people. The last activity was in February or March 2020 (KAM, Head of Public Health Center)

Implementation in a qualitative perspective is aimed at understanding conditions of consistency or inconsistency that can occur across staffs, arrangements, time, and various components in the delivery of programs and policies (Holtrop *et al.*, 2018). The Fun for Mom program is carried out according to the schedule of activities made at the

beginning of the year even though it must be temporarily eliminated during the Covid-19 pandemic because it is not allowed to conduct a face-to-face activity. During the Covid-19 pandemic, health facilities minimize to visit the community for activities that are deemed not urgent or emergency and counseling activities are conducted through online platform (Kementerian Kesehatan Republik Indonesia, 2020). For this reason, the implementation can be done if it is delivered virtually via zoom meeting or google meet but at the beginning of the pandemic, people were not ready for online activities.

Implementation in accordance with the schedule shows the consistency of the organization and staff or officers in carrying out each section according to predetermined initial provisions (Majid dkk., 2019). suggests that in formal and non-formal conditions it is important to apply consistency through self-control. In this way, self-control and awareness becomes an effective reminder in fortifying things that can undermine the consistency that has been formed.

In the implementation of the program, there were still obstacles such as limited funds to pay for counselors from AIMI and to provide breastfeeding counselor training for health center officers. For this reason, it is necessary to have good planning in the formulation of a Plan of Action (POA) as the basis for program planning in health center. Funding management of Health Operational Assistance (BOK) is also important to financially support Fun for Mom program. In addition, the national health insurance capitation fund can be used to support the payment of operational costs for health services. This was implemented by Merapi Public Health Center, Lahat Regency which utilizes the national health insurance fund in the implementation of their innovation program, namely JIMAT (Jumat Informasi Merapi Sehat Terpadu) (Dinas Kesehatan Provinsi Sumatera Selatan, 2017). Public health center can also seek to

collaborate with the village government to use village fund to fulfill the facilities and infrastructure to support innovative health program. A public health center in Musi Rawas Regency, namely Pian Raya Public Health Center has run its innovation program, namely Garpu Genteng (Gerakan Peduli Cegah Stunting) which allocates village fund for stunting prevention activities (Dinas Kesehatan Provinsi Sumatera Selatan, 2019).

5. Maintenance

The Fun for Mom program aims to prevent stunting in the first 1000 days of life by providing materials and simulations regarding early initiation of breastfeeding, exclusive breastfeeding, and complementary feeding practice. Based on the Fun for Mom program report summary, it is known that the existence of the program made the exclusive breastfeeding coverage increased to around 80% in the 2018. From the observation, it can be known that participants more enthusiastic in discussing on breastfeeding position, how to breastfeed, how to feed children, and correct weaning. The positive impact of the implementation of this program made other public health center in Palembang, namely 1 Ulu Public Health Center adopted the program in its working area. Now the Fun for Mom program has become a routine agenda and it is included in the planning of the Sako Public Health Center. This program needs to be developed for sustainability of the program. This is depicted in the following interview quotations:

"... This program is to prevent stunting in the first 1000 days of life. This program contains 4 pillars of the golden age. The first is about early initiation of breastfeeding, the second is exclusive breastfeeding, the third is complementary feeding and the fourth is breastfeeding until the age of 2 years." (BH, Program Implementing Officer)

"... In 2018 the exclusive breastfeeding coverage increased. Then they already understand that in the public health center it is not allowed to bring a bottle of formula milk, they must breastfeed their babies..." (KAM, Head of Public Health Center)

"1 Ulu Public Health Center has adopted Fun for Mom program in its working area..." (ER, Program Manager)

"This program has become a routine agenda. Therefore, it is included into program planning." (ER, Program Manager)

In the aspect of maintenance, it is important to understand the extent to which individuals implement the benefits of the program and the reasons the organization decides to continue or stop the intervention or program. This is useful for designing and improving future programs (Holtrop *et.al.*, 2018). Because of the positive impact such as increased coverage of exclusive breastfeeding and prevent stunting in its working area, Sako Public Health Center has decided to make the Fun for Mom program as a sustainable program therefore it is included in the public health center planning has made. This planning contains the activities, facilities, funds, staffs, or officers needed, and the responsibilities of the implementers. Plan of action can be well structured once the allocation of funding sources is known. To become a sustainable program, it is necessary to develop a program with adequate financial support. There is a relationship between the planning function and the achievement of the target of exclusive breastfeeding coverage (Astuti dan Indrawati, 2019)

The interventions given are still applied by program participants in their daily lives because they

feel the positive impact of the program. Besides, 1 Ulu Public Health Center adopted this program to implement in its working area. The more innovative a health program is, the more widespread the adoption of the program will be in other agencies.

CONCLUSION

The implementation of Fun for Mom has a positive impact on both the Sako Public Health Center and program participants. This program becomes a sustainable program and was adopted by 1 Ulu Public Health Center in Palembang. In its implementation, the main obstacle is limited funds to pay for breastfeeding counselors from AIMI and to provide training on breastfeeding counselor for health center officers. For the future implementation, the Fun for Mom program requires better planning, especially regarding funding. There are other sources of funding to support this such as the national health insurance capitation fund and village fund. The Fun for Mom program implementation in the era of the Covid-19 pandemic can still be carried out virtually via online platforms.

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