

**KEY DETERMINANTS OF SUCCESSFUL  
Community-Based Health Programme (CBHP) IMPLEMENTATION:  
REFLECTIVE STORIES FROM SURFAID PROJECTS**

*Endah Setyaningsih and Anne Wuijts*

**SURFAID**

*Founded by Surfers*

# The Content

- Overview of Surfaid
- Working with Indonesian Structures
  - Projects Owned at Local Level
  - What makes it work?

## A life changing journey

- In 1999, physician and surfer Dr. Dave Jenkins went on a surf charter to the Mentawai Islands with one goal in mind - to find perfect waves - *what he discovered changed his life*
- While the ocean was full of perfect surf, the local cemetery was full of tiny graves of young children
- SurfAid was founded in January 2000 in Gisborne, New Zealand



# WE WORK IN INDONESIA



## ◆ Indonesia has:

- ◆ 17,000 islands with 240 Million people
- ◆ 15<sup>th</sup> biggest economy in the world with 28 million people below poverty line

## ◆ SurfAid is active in the following regions:

- ◆ Nias
- ◆ Mentawai Islands
- ◆ Sumba
- ◆ Sumbawa

## These regions are characterised by:

- ◆ High mother and child mortality
- ◆ Limited opportunity
- ◆ Low service level
- ◆ Low access to clean water
- ◆ **Strong cultures and beliefs**



## Programme Update:

- Hiliduho, Nias - 9,400 population (MFAT Funded)
- Working across sub-district with 21 communities and local government
- Outcomes:

Deaths	2012	2016
Infants	22	1
Maternal	8	0

- Posyandu: major national initiative SurfAid dedicated to making it work in Hiliduho
- Hiliduho group awarded best volunteer in North Sumatera (12 million people)



# Where did I get the stories from?

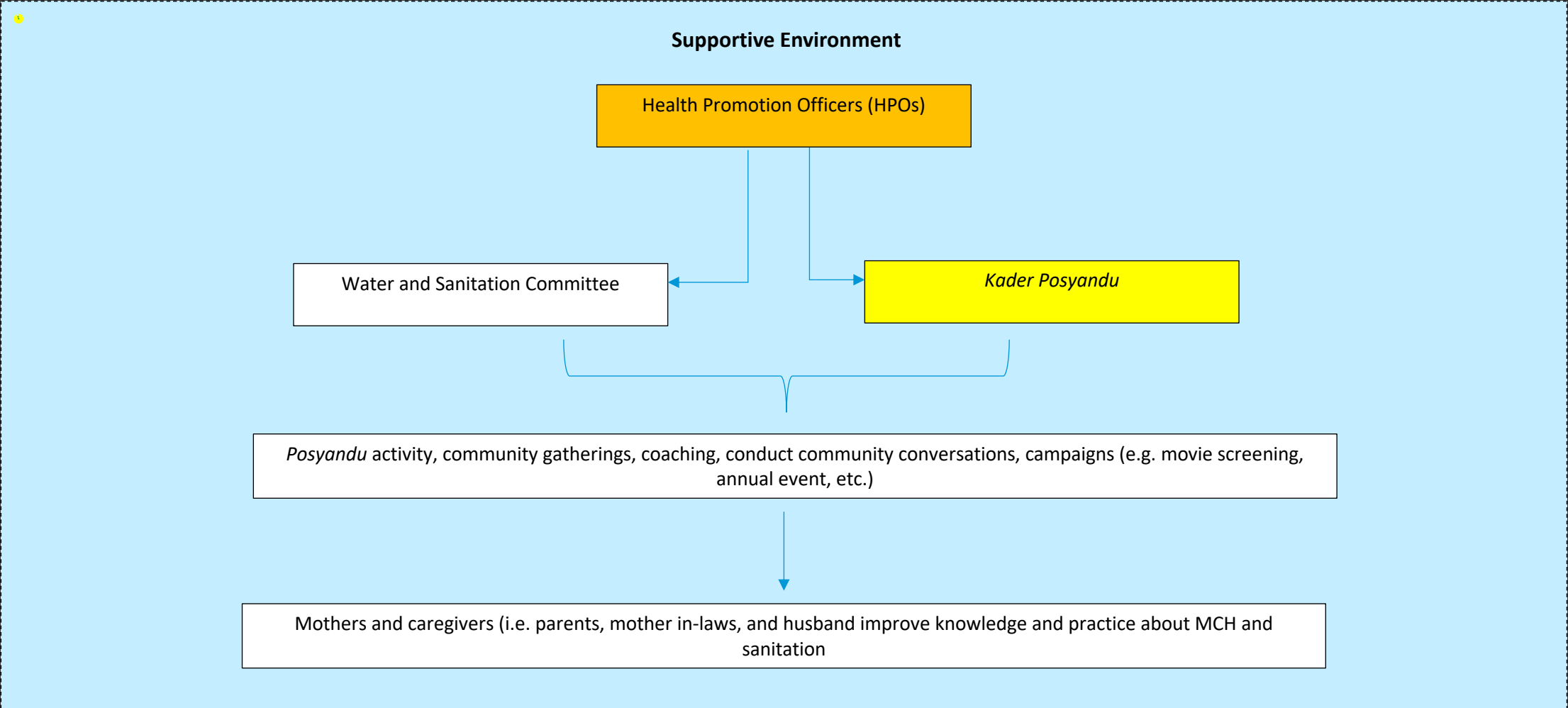


- Annual, Quarterly and Monthly Reports
- Semi-structured interviews with field officers in 4 SurfAid Projects





# Supportive Environment



# Working with the Posyandu Structure



# Posyandu (Community Health Post)

- Intended to be well supported by government
- Monthly health post operated by volunteers, midwife and health dept. staff
- Village volunteers act as local resources and drive supporting income generating projects
- Struggles for traction in remote areas



# Context is everything - Go Local !!



Sese means in Mentawai language: **Appropriate**. The acronym SeSe also means **Sejahtera Masyarakat, Sehat Ibu Anak** (Prosperous Communities, Healthy Mothers and Children)



SIMBO: Sehat Ibu dan anak MBOjo  
SIMBO means growing into a bigger shape; become bigger, or developing. Mbojo is a word in the Bima language, meaning Bima people. So Simbo means: Healthy mothers and Children in Bima!



EHOWU is a word from the local Nias language. No one exact translation covers it, but it can be described as a seed that grows and develops, benefits, or has advantage for the community from generation to generation. Further: **Enhance Health of Women and Children Under five**. It also resonates with 'Yahowu', the local greeting.



Hawuna means to come together, oneness, working together for a purpose in the Gaura / West Sumba Language  
Healthy living and opportunities for self reliance in Laboya Barat or in Indonesian: **Hidup sehat dan Wahana Usaha mandiri di laboya barat**.

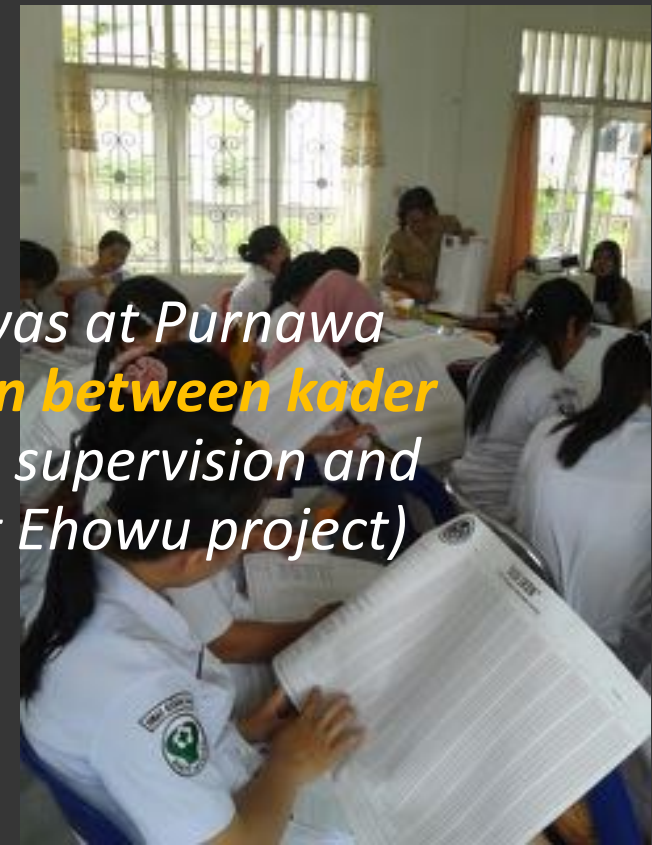
# Staff Living in the Community

## *Identifying and working with local champions*

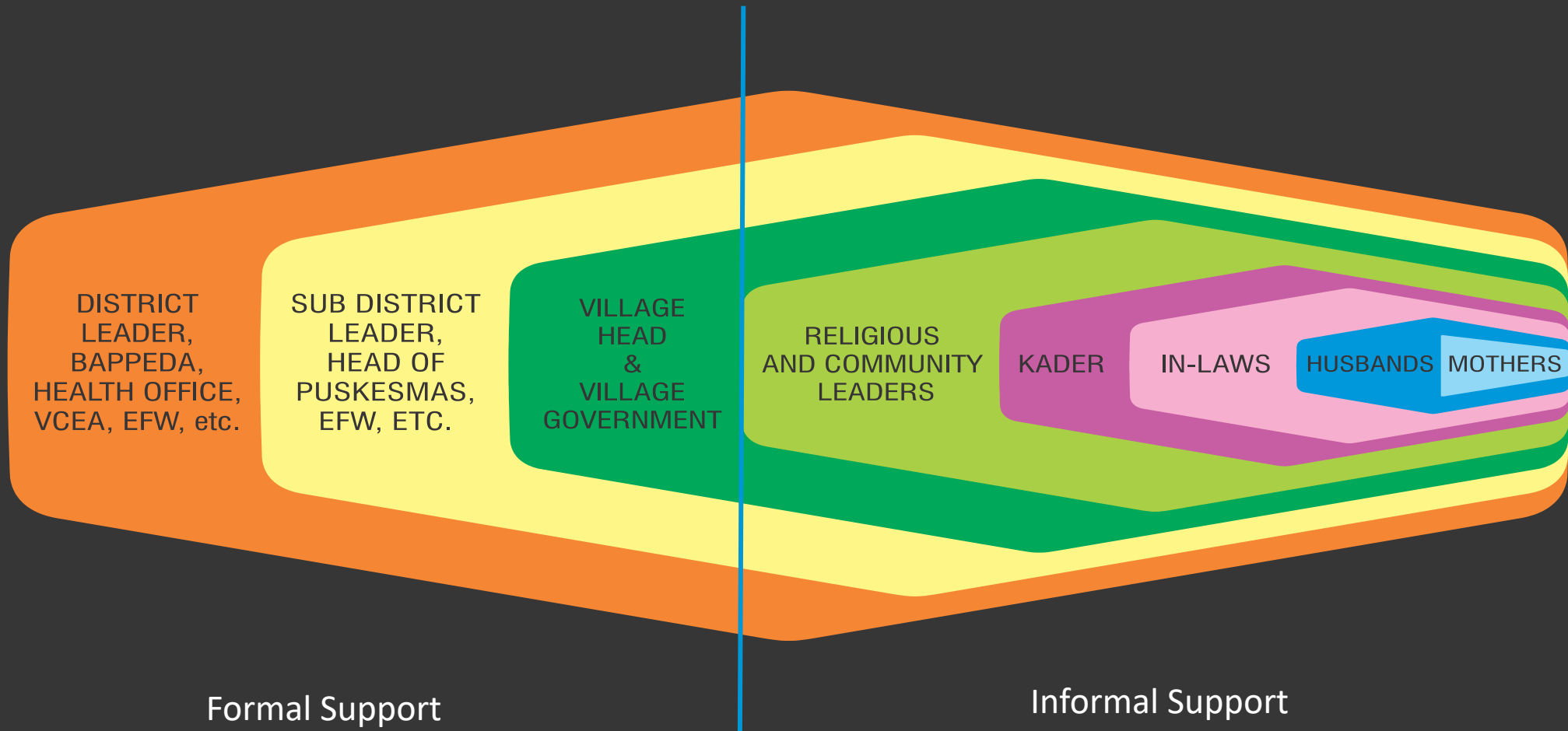
*“As a field staff, we should be able to **identify social potential** in the village level and build up close relationship with stakeholders as Ms. Masyita [a teacher and a staff at village office]” (HPO at Simbo Project)*



*“When Ehowu 1 programme ended in Hiliduho, this Posyandu was at Purnawa level, but in 1 year later, it increased to Mandiri! The **collaboration between kader posyandu and the village midwife** is very good, and the support, supervision and service to Ononamolo community delivered is very good” (PM at Ehowu project)*



# Social Capital is the key!





## Programme tools – Creative and Works Locally!



*“...MCH topic was delivered to community in several times, through **discussion and film sessions**... this activity is quite fun for community because its combined with film session. At the end of the movie, they have **quiz**, with hygiene kits as a door prize...” (PM at EHOWU project)*

*“**Home visit activity** gives an opportunity for counselling mothers” (HPO at Huwuna project)*



*“...**Cooking classes** with local produce facilitated by the Hawuna team bringing in an excited crowd, are an excellent engagement point (PM at Hawuna project)*

SurfAid provides the “Ayo, Ayo” –factor  
Work within context – may need to slow down or come back to a village at a later stage



## Go Local !!

---



- ◆ Activities aligned with the government guidelines and curricula.
- ◆ Add value to what is already there, then bridge between national policy and local implementation
- ◆ Commit to locations, get to know the community, work within their cultures
- ◆ Build strong relationships with community leaders and local government authorities – don't be afraid to slow down, or come back to a village at a later stage

**WE OFFER A 'HAND UP' NOT A 'HAND OUT'**



**Thank You!**

**SURFAID**