

## The 4<sup>th</sup> FP/RH Roundtable Summary Notes “SMSBunda”

A Partnership between GE Indonesia and Jhpiego

Wednesday, 11 March 2015, 9AM-12AM

### The Partnership Program

GE Indonesia works in partnerships with Jhpiego to implement Short Messaging Service program (SMS) through mobile phone to provide information about prenatal and postnatal, and it is called “SMSBunda”. GE and Jhpiego agreed to partner based on the mutual vision to save mothers and children. Based on Indonesia Demographic Health Survey (IDHS) 2012, maternal mortality ratio (MMR) in Indonesia reached 359 per 100,000 live births and infant mortality rate (IMR) reached 32 per 1,000 live births. In fact Indonesia is the highest maternal mortality rate in Southeast Asia.



SMSBunda started in April 2014 and is currently underway. This program is intended for pregnant women in Indonesia. The aims of the program are (1) to increase mother's knowledge on necessary health services needed during pregnancy, delivery and the postnatal period; (2) to increase mother's ability to identify health-threatening signs during pregnancy and early period after delivery.

The beneficiaries (pregnant women) register themselves by sending SMS to 0811 8469 468 by mentioning their expected due dates. Then, the

registered mothers will receive free SMS on Antenatal (ANC) and Postnatal (PNC) cares tailored to their stage of pregnancy, starting from the first trimester to 42 days after delivery. The content of the SMS has been developed in accordance with the Ministry of Health's "Maternal and Child Health" guidelines such as indentifying the life-threatening signs of pregnancy, nutrition information, immunizations, breastfeeding, access to health care and family planning center. Until March 2015, a total of 7,300 mothers have registered to SMSBunda.

To increase the number of pregnant women participated in the program, Jhpiego together with GE launched special promotional activities (targeted marketing campaign) on SMSBunda in 13 districts/cities across 6 provinces that contribute more than 50% of maternal mortality rate nationally. GE and Jhpiego partnered with the Center for Health Promotion Ministry of Health and Indonesian Midwives Association ([www.bidanindonesia.org](http://www.bidanindonesia.org)), local governments, NGOs and business partners to implement the activities

(events) to encourage pregnant women to register for free to the SMSBunda. In these activities, the partners held a variety of educational activities such as exercises for pregnant women, pregnancy examination, blood type examination and talkshow on healthy pregnancy.

The role of the partners in the program are set based on commitment and trust. GE Indonesia provided funding and staff volunteering for the implementation of activities. Jhpiego developed the concept of the program, managed activities and facilitated the communication with cross-sectoral institutions/organizations including government, business and professional organizations.

GE and Jhpiego have a long history of partnership. The partnership was built based on good relationship and communication between the CEO of GE and President of Jhpiego. High level commitment at global level is very influential to maintain the partnership at the local level.

### **About Roundtable of Family Planning/Reproductive Health (FP/RH)**

FP/RH Discussion was initiated in February 2014 and held every three months as a forum to exchange information and share lessons-learned on the FP/RH issues among organizations in Indonesia. This roundtable is a collaboration between Company-Community Partnerships for Health in Indonesia (CCPHI) and Yayasan Cipta Cara Padu (YCCP). CCPHI is a nonprofit organization that promotes and facilitates partnerships among companies, Non-Governmental Organizations (NGOs) and local governments for a healthy and sustainable communities. YCCP is an organization that focuses on policy advocacy, community development, sanitation and environment cleanliness that aims to promote a hygiene and healthy lifestyle.

The 4th Roundtable of Family Planning/Reproductive Health (FP/RH) was attended by 42 participants from 9 companies, 13 NGOs, NGOs, and 1 educational institution. Mohamed Haris Izmee (Country Director – GE Healthcare) gave welcome remarks and Inne Silviane, Executive Director of YCCP was the moderator for the discussion.

Ariavita Purnamasari, Corporate Communication GE Indonesia and Sushanty, Senior Program Manager Jhpiego presented their partnership. GE (<http://www.ge.com/id/in/>) is a multinational company in the power generation and energy sector (electricity & water, oil & gas, and energy management), transportation, aviation, health, home & business solution. Jhpiego (<http://www.jhpiego.org/>) is an organization affiliated with Johns Hopkins University that dedicated to improve women health and family in developing countries. (<http://www.jhpiego.org/content/indonesia>).

Summary notes of the meeting can be accessed at [www.ccphi.org](http://www.ccphi.org). The 5th FP/RH Roundtable will be held in June 2015. If you need the attendance list, please contact [admin@ccphi.org](mailto:admin@ccphi.org).