



MINISTRY  
OF HEALTH  
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INDONESIA



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**SCIENTIFIC EVIDENCE AND POLITICS IN HEALTH DEVELOPMENT**



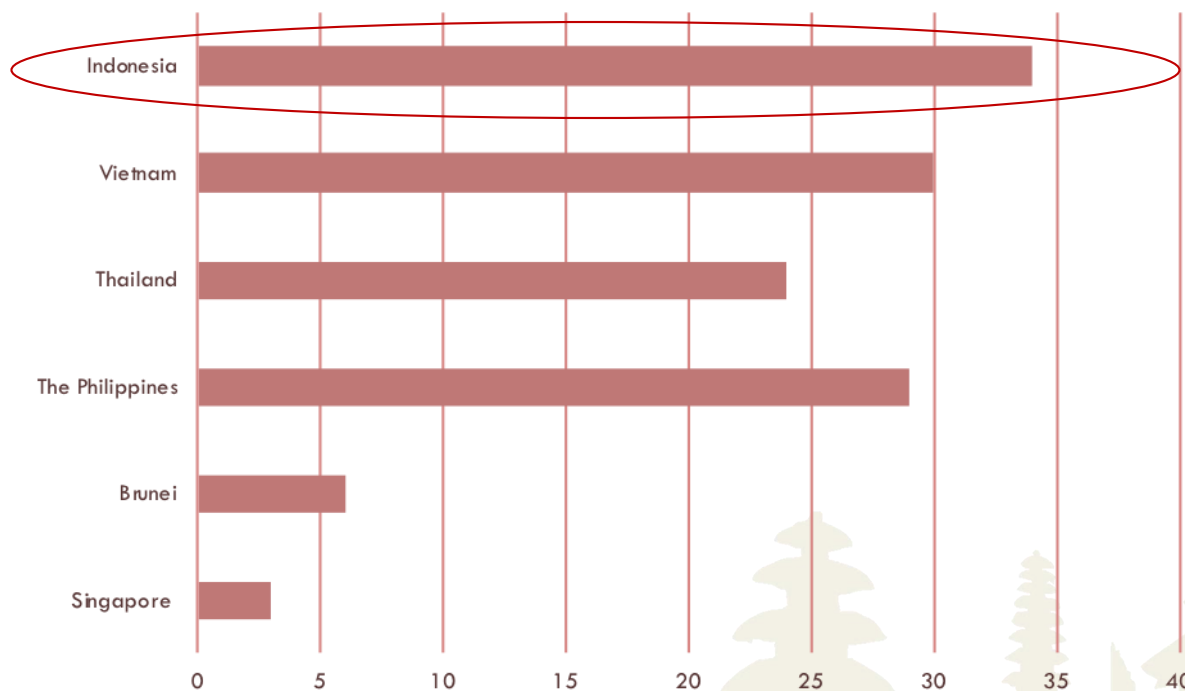
CENTER FOR  
INDONESIA'S STRATEGIC  
DEVELOPMENT INITIATIVES

# **Social Cognitive Theory (SCT) Approach to Encourage Exclusive Breastfeeding Behavior: A Case Study of Exclusive Breastfeeding Graduation Program (*Selasi*) at Puskesmas Losari in Cirebon Regency, West Java**

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## INTRODUCTION

Neonatal Mortality in Southeast Asia  
(WHO, 2009)



## INTRODUCTION



**25.2%**

SEVERE DIARRHEA  
(Risksedas, 2007)



**15.5%**

PNEUMONIA  
(Risksedas, 2007)

Both are **preventable** by sufficient  
nutrition intake for children

**Regulation  
No. 36/2009**

**Government's Regulation  
No. 33/2012**

**Minister of Health's Regulation  
No. 450/menkes/SK/VI/2004**



# INTRODUCTION



dreamstime.com

ID 139055109 © Lesniewski

**2,434**  
newborns  
(BPS, 2010)

**39.8%**  
Breastfeeding  
rate  
(Rikesdas, 2010)

**227**  
per 1,000  
live births  
mortality rate



# INTRODUCTION



Pencerah Nusantara deploys teams of young health professionals to peripheral areas in Indonesia to strengthen primary healthcare services, including in the area of nutrition.

Pencerah Nusantara was deployed to Cirebon regency in 2016-2019. Collaborating with local puskesmas, they identified problems by implementing Social Cognitive Theory (SCT) to improve the rate of breastfeeding in the area.





# OBJECTIVES

This study aims **to investigate:**

1

**The implementation  
process** from the SCT  
approach

2

**The results  
achieved** from  
the SCT approach

**in increasing coverage of exclusive breastfeeding**  
through the exclusive breastfeeding graduation  
program **at Puskesmas Losari, Cirebon, West Java**



# METHOD



## **CASE STUDY DESIGN**

**Qualitative  
methods**



## **Program Sustainability Assessment**

**In-depth interviews  
using a questionnaire  
consisting of SCT  
constructs**



## **Primary Data Secondary Data May 2016-April 2019**



## **17 Key Informants**

- 6 Village Midwives
- 6 Village Heads
- Subdistrict Head
- Head of Family Welfare Movement (PKK)
- PHC Program Coordinator (Nutrition, MCH, PHE)



# SELASI



1. Healthy Food Competition



2. Exclusive Breastfeeding  
Seminar

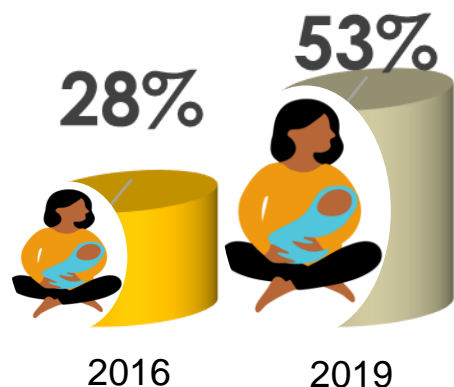


3. Give awards to mother



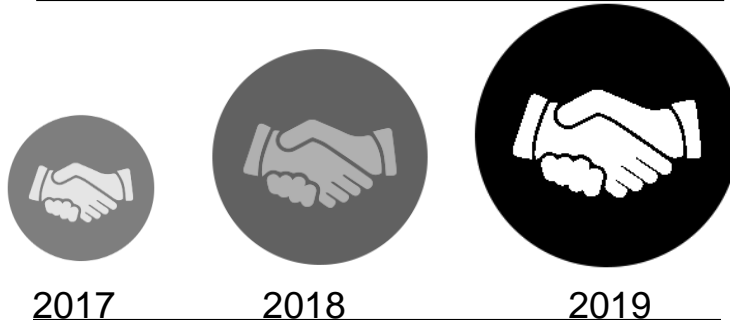


# KEY FINDINGS



Pre-post  
program survey

After three years of intervention,  
the number of infants who are  
exclusively breastfed



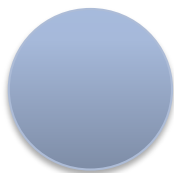
More people are involved  
(government and privat  
sector)



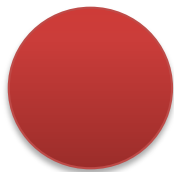
Creating a supportive  
environment



## CONCLUSION



This study shows the effectiveness of SCT approach where the awards to mothers who have successfully completed exclusive breastfeeding acts as the reinforcing component.



The multisectoral involvement acts as contributing factor in increasing the coverage of exclusive breastfeeding at Puskesmas Losari.



# RECOMENDATION

1. The reinforcing component element from the Social Cognitive Theory can be considered to trigger health program innovations.
2. The reinforcing component element from the Social Cognitive Theory can be considered to trigger health program innovations. In addition, the Selasi program can also be referred as an example of innovative breastfeeding improvement programs in other regions.





# THANK YOU

