TERM OF REFERENCE
Digital Health Campaign Coordinator

I.Background

The Centre for Indonesia's Strategic Development Initiatives (CISDI) is a civil society organisation working in sustainable health development through research, program implementation and has been appointed as the National Coordinator of Transform Health Indonesia (THI). THI is a multisectoral coalition committed to advancing an equitable and inclusive digital health transformation in Indonesia.

Despite the rapid adoption of digital health tools, public awareness of health data and data privacy in Indonesia remains low. According to the WHO Global Strategy on Digital Health 2020–2025, ensuring trust, security, and data protection is a core enabler of digital health adoption. Yet, national-level evidence suggests a significant awareness gap. A 2024 study on the Digital Health Divide in Indonesia found persistent disparities in digital health literacy and system use across regions and socioeconomic groups, limiting people's ability to understand and safeguard their health information (Nababan et al., 2024). Another empirical study on Perceptions and Practices of Health Data Privacy Protection conducted in Jakarta revealed that while most consumers recognise the importance of data privacy, actual practices to protect personal health information remain weak. This gap between recognition and behaviour not only undermines public trust but also heightens risks of misuse, especially as Indonesia's Personal Data Protection Law (UU PDP) came into force in October 2024, explicitly classifying health data as sensitive information requiring stronger safeguards.

In addition to the awareness gap, Indonesia continues to face health data governance gaps that limit the country's ability to ensure accountability, equity, and security in the use of digital health systems. Governance challenges include fragmented legal frameworks, unclear institutional roles, weak enforcement of existing standards, and limited public participation in policy-making processes. These gaps not only create uncertainty for health system actors but also leave citizens vulnerable to misuse and exploitation of their sensitive health data. Bridging these governance gaps is essential to align Indonesia's digital health transformation with global rights-based principles and to build a system that is trusted, inclusive, and sustainable.

To address these challenges, THI is advancing a series of national campaigns focused on health data privacy, governance, and public awareness. Flagship initiatives include Digital Health Week, which mobilises global and national dialogue on digital health priorities, and My Data Our Health, which highlights people's right to control and benefit from their health information. In addition, THI runs weekly digital content across its social media channels, curates webinars, and organises community-level discussions to bridge the gap between awareness and action. These initiatives aim to empower citizens with knowledge, encourage behavioural change, and strengthen collective demand for accountability, transparency, stronger governance, and inclusivity in Indonesia's digital health transformation.

II. Country Contex

Rapid digital health expansion without matched public understanding.

Indonesia is undergoing a rapid digital health transformation, driven by the expansion of national digital public infrastructure, the rollout of integrated health information systems, and increasing use of digital tools across primary, secondary, and referral care. Initiatives such as SATUSEHAT and the growing adoption of telemedicine, electronic medical records, and health applications signal strong government commitment to digitalisation. However, this rapid expansion has not been matched by equivalent growth in public understanding, institutional readiness, and governance capacity related to health data protection and privacy.

Persistent inequalities in access, literacy, and trust.

Indonesia's highly diverse geographic, socioeconomic, and digital landscape further amplifies these challenges. Significant disparities persist between urban and rural areas, across regions, and among different population groups in terms of digital access, digital literacy, and trust in digital systems. For many citizens, health data remains an abstract concept, with limited understanding of how personal health information is collected, used, shared, or protected within digital health systems.

Gaps between legal frameworks and everyday practice.

The enactment of Indonesia's Personal Data Protection Law (UU PDP) in October 2024 represents a major milestone, formally recognising health data as sensitive personal data requiring heightened protection. However, implementation remains uneven. Institutional roles and responsibilities for health data governance are still evolving, enforcement mechanisms are nascent, and coordination across sectors and levels of government remains limited.

Risks to trust and inclusivity in digital health transformation.

Within this context, public trust emerges as a critical enabler of Indonesia's digital health agenda. Without increased awareness, meaningful public engagement, and clearer governance arrangements, the promise of digital health risks reinforcing existing inequalities rather than addressing them. Strengthening public understanding of health data rights, promoting responsible data practices, and fostering inclusive dialogue on data governance are therefore essential to ensuring that Indonesia's digital health transformation is equitable, rights-based, and sustainable.

III. Objective

The objective of this assignment is to build a shared understanding and collective ownership of digital protection and privacy issues within the digital health ecosystem, while increasing public awareness, engagement, and inclusion around rights and safeguards. Through stakeholder alignment, development of a

coherent campaign narrative, and inclusive public engagement activities, the work aims to communicate digital protection and privacy concepts in accessible and relatable ways, amplify diverse perspectives, and generate shared learning to inform ongoing advocacy, collaboration, and future actions.

IV. Scope of Work

1. Launch targeted outreach to recruit three priority institutions to formally join the campaign coalition and actively collaborate efforts.
2. Reactivate and manage the quarterly coordination cycle, including preparation of agendas, facilitation of regular check-ins, campaign planning, and updates on joint workstreams.
3. Lead, coordinate, and oversee campaign activities in line with coalition priorities, including managing partnerships, supervising campaign implementation, and administering sub-grants where relevant.
4. Develop and maintain a participation tracker to systematically monitor member engagement, and conduct regular reviews to assess progress and identify support needs.
5. Facilitate and support coalition members to co-create joint digital health campaign messages, briefs, and coordinated consultation inputs aligned with shared priorities.
6. Create, design, and implement innovative and interesting campaign activities (e.g., public awareness drives, creative digital content, public events) to increase visibility and engagement.
7. Expand and diversify member roles, enabling them to lead campaigns or policy feedback submissions to strengthen collective efforts.
8. Ensure inclusive participation and leadership by youth, women, and marginalized communities across all campaign activities and outputs.
9. Grow and sustain the number of people actively participating in the *MyDataOurHealth* campaign, contributing to shifts in public awareness and political opinion on health data governance.
10. Provide regular documentation, progress reports, and communication materials to coalition partners and funders to ensure transparency, accountability, and learning.

V. Outline of challenges/Objectives

Milestones		Proposed Timeline
Shared understanding of digital protection and privacy issues is established among key stakeholders in the digital health ecosystem	Stakeholder mapping within the digital health ecosystem	Feb 2026
	Development of a shared baseline narrative on digital protection and privacy	
	Alignment discussions on coalition vision, objectives, and values	

Digital protection and privacy issues in digital health gain increased public visibility through a coherent campaign narrative	Public launch of the campaign through accessible channels	Feb–Mar 2026
	Dissemination of general campaign materials (social media, articles, visual content)	
Public awareness and engagement on digital protection and privacy rights and safeguards are increased through a focused thematic campaign	Design of a thematic campaign focus aligned with public concerns	Mar 2026
	Development of accessible awareness materials on rights and safeguards	
	Engagement sessions to encourage public discussion and participation	
Diverse perspectives are meaningfully included in digital protection and privacy campaign activities	Identification of underrepresented groups and relevant partners	Apr–Jun 2026
	Collaboration with community-based organizations to broaden engagement	
Digital protection and privacy concepts are communicated in accessible and relatable ways to wider audiences	Development of creative and audience-friendly campaign content	Apr–Jun 2026
	Community dialogue sessions to discuss issues in simple, practical terms	
Key lessons, progress, and gaps from campaign efforts are consolidated and shared with stakeholders	Synthesis of key learnings and insights	Jul–Sep 2026
	Knowledge-sharing sessions or publications for stakeholders	
Stakeholders demonstrate shared ownership of digital protection and privacy narratives through joint collaboration	Collaborative content development sessions with coalition members	Oct–Dec 2026
	Co-creation of campaign messages and materials	
Campaign reach, engagement, and inclusivity are documented and inform ongoing learning	Development of simple indicators to track reach and engagement	Jan–Mar 2027
	Regular reflection meetings to review and monitor campaign progress	Apr–Jun 2027

A shared narrative on campaign outcomes and future directions is articulated and showcased	Final synthesis of campaign achievements and lessons	Jul–Sep 2027

VI. Qualifications

1. Legally registered organization (foundation, NGO, CSO, or research institute) with a proven track record in campaigns, and policy engagement at national or sub-national level.
2. Demonstrated experience in health data governance, digital health, social inclusion, or child rights campaign in Indonesia.
3. Strong capacity to design, implement, and monitor campaigns, including stakeholder mapping, targeted outreach, and community engagement.
4. Evidence of producing joint policy briefs, campaign outputs, or consultation submissions in collaboration with networks or coalitions.
5. In-house expertise in campaign strategy, policy analysis, and campaign design.
6. Established project management systems with demonstrated financial accountability, HR management, and operational procedures.
7. Experience in supporting capacity-building of coalition members, including structured onboarding, mentoring, and role distribution.
8. Skilled in facilitating inclusive processes that ensure equity, gender sensitivity, and participatory decision-making.
9. Ability to build and sustain networks with government institutions, NGOs, donor agencies, community leaders, and media.
10. Cultural sensitivity and prior experience engaging with vulnerable and marginalized groups.

VII. Application Process

Interested consultancy groups/institutions must submit a proposal in English that demonstrates compliance with the requirements. The proposal must include, at a minimum:

1. Letter of Interest
2. The quotation is inclusive of all applicable taxes.
3. Company Profile
4. CVs of lead consultant and team members
5. Identity Card (KTP) of the Company Director
6. Deed of Establishment of the Company
7. Deed of Amendment to the Articles of Association
8. Corporate Tax Identification Number (NPWP)
9. Company Domicile Certificate
10. Valid Business License

11. Company Registration Certificate (TDP)
12. Business Identification Number (NIB)
13. Company Bank Account Details
14. A summary of previous similar assignments, including samples of digital campaigns, or policy-oriented outputs
15. A detailed proposal that must include:
    a. Background and proposed deliverables
    b. Campaign Strategy, Approach, and Methods (online/offline integration)
    c. Team Member Composition and Roles (including content, design, media, and outreach)
    d. Workplan and Timeline,
    e. Detailed Fee Breakdown for each activity and deliverable
    f. Budget for Implementation

Only shortlisted candidates will be contacted. Incomplete submissions will not be considered. The Selection Panel's decision is final

VIII.

Registration Address & Further Information	:	admfinance@cisdi.org
Registration Deadline	:	**10 February 2026 at 5:00 PM (Western Indonesia Time / WIB)**
Email Subject	:	**Open Tender_ Digital Health Campaign Coordinator**