



## Innovative Program Model to Reduce The Prevalence of Stunting

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### Abstract

The national trend of stunting in toddlers decreases. However, the trend needs to be accelerated to reach the target of 14% by 2024. To accelerate the reduction in stunting prevalence, central and regional governments are required to have a joint commitment in implementing programs, empowering communities and strengthening families. Good practices that have been implemented as efforts to reduce the prevalence of stunting through innovative programs need to be studied to provide a comprehensive comprehension. This article describes the innovation model for the running stunting prevalence reduction program. Innovation programs to reduce stunting prevalence are generally divided into several models, including technology-based innovation, innovation based on strengthening institutions and human resources, innovation based on local wisdom, innovation based on community empowerment, and convergence-based innovation. The implementation of innovative models for stunting prevalence reduction programs needs to be evaluated and monitored to ensure the sustainability of the program.

**Keywords:** *Innovation, Program, Stunting.*

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### INTRODUCTION

According to the 2022 Indonesian Nutrition Status Survey (SSGI), the prevalence of toddlers stunting in Indonesia has decreased by 2.8% to 21.6%. Even though the national trend of stunting in children under five is decreasing annually, it is necessary to accelerate it to reach the target of 14% by 2024. To achieve this target, the participation of various parties is needed by looking at the good practices that have been carried out by each region in reducing the stunting rate.

The reduction of stunting rates is supported by specific and sensitive nutritional efforts. Specific nutritional indicators are pregnancy checks (antenatal care), complete routine and basic immunizations, monitoring the growth of toddlers, blood supplement tablets for pregnant women and teenage girls, access to seek treatment for sick toddlers, giving worm medicine, and giving additional food to toddlers and pregnant women. Moreover, sensitive nutrition interventions are access to adequate sanitation, health insurance, early childhood education, family planning, social assistance, healthy homes, family food security and food diversity for toddlers.

To accelerate stunting reduction, especially to achieve the government's target of 14% by 2024, central and regional governments are required to have a joint commitment in implementing programs, empowering communities and strengthening families. The government must also provide facilities, infrastructure and human resources. In implementing

the program, coordination is also required both between regional apparatus organizations (OPD) and with the private sector. Regional governments are also required to produce reports both periodically and at necessary period.

Relevant and effective practices that have been implemented to reduce the prevalence of stunting through innovative programs need to be further studied to provide an overview of such an implementation to readers to inflict their interest over the importance issue of stunting and to overcome it. This paper describes the existing innovative stunting prevalence reduction program.

### METHODS

This paper uses literature study (Niasse, 2022) by utilizing secondary data. Data sources were obtained through journal articles and reference books that were relevant to the paper topic.

### RESULTS AND DISCUSSION

It requires effective strategy to reduce stunting through innovative programs. Innovation is the process of conveying new ideas outside a particular society (Siahaan, 2000). Innovation is often related to adoption, which can be interpreted as an attitude of accepting or rejecting new ideas by society. Roger (1981) defines innovation adoption as a society that is divided into several categories related to attitudes towards accepting an innovation. Roger explained that



when society accepts an innovation, it cannot be taken for granted. This is due to the characteristics of certain communities that are less responsive to new ideas. Roger defines innovation is a method to convey new ideas into a particular society. Meanwhile, adoption is an attitude of rejecting or accepting new ideas within the society.

An innovation is not only related to cultural values that are deeply embedded in society, but also ideas that have been accepted previously. The connection of an innovation to previous ideas can speed up or hinder the adoption pace. The existing ideas are resources to predict new ideas. Individuals will not be adaptive to the innovation unless it is based on something they have known for long time. The pace of adoption to new ideas is influenced by the old ideas that precede them (Roger, 1981).

There are several stages in the decision process to accept and reject the adoption and innovation, including introduction, persuasion, decision, and confirmation. However, the decision process to accept and reject adoption is easy to make since individuals will immediately take the introduction of adoption directly to the decision of either accepting or rejecting the adoption. The pace at which new ideas are adopted is influenced by the old ideas that precede them. If new ideas are in perfect match with the existing practice, then no innovative programs are required.

Innovation programs to reduce the prevalence of stunting that have been running in Indonesia are generally divided into several models, including technology-based innovation, innovation based on strengthening institutions and human resources, innovation based on local wisdom, innovation based on community empowerment, and innovation based on convergence.

#### **Technology-based Innovation**

In the current era of disruption, technology plays an important role in controlling every aspect of life, including health. Stunting is an example of the current national health issue. To reduce its prevalence to 14% by 2024, efforts are taken, including through technology-based innovation. To realize this desire, the Communication, Information and Education (KIE) aspect becomes the spirit of program implementation. The KIE must be able to adapt to changes, one of which is the use of electronic technology in the KIE. It has been proven that e-KIE can develop participants'

knowledge about pregnancy preparation for prospective brides and grooms and understanding stunting and pregnancy in pregnant women (Astuti, Damayanti & Hasanah, 2023).

On the other hand, the use of applications has been massive to overcome various problems, including stunting. Electronic Stunting Prevention Mobile Education (e-Supreme) Application Innovation for Teenagers in Karangasari Village, Adipala District, Cilacap Regency. This application is used to increase teenagers' knowledge about stunting (Maryanti, Suprihatiningsih & Mubarak, 2023).

The use of information technology in the form of public service innovation in the government sector (e-government) is integrated to reduce the prevalence of stunting through the Ayo Ceting (Let's Prevent Stunting) program in various regions in Indonesia. The aim is to increase public knowledge and understanding regarding stunting and its prevention (Permana & Izzati, 2020). Other forms of technological innovation, such as an Android-based educational mobile media app with a nurturing, caring and honing approach to posyandu cadres in Semarang, have proven effective in increasing cadre knowledge (Anjadi, et al., 2022).

#### **Strengthening Innovation and Human Resources based Innovation**

As an effort to reduce the prevalence of stunting in Indonesia, strengthening institutions and improving the quality of human resources in health sector is of paramount importance. For example, the development of Posyandu as a health service through strengthening the role and function of Posyandu cadres as public health agents and the front guard in efforts to reduce the prevalence of stunting (Chamidah, 2020). This capacity building can be done by developing a learning media. Furthermore, the provincial and district/city PKK Mobilization Teams also strengthen the capacity of cadres in diversifying PMT nutrition through training and practice of cooking PMT nutrition for pregnant women, breastfeeding mothers and toddlers (Yudiana, 2022).

However, problems that related to human resources who have been serving as the front guard in efforts to reduce stunting, namely the Family Assistance Team (TPK) remain. To be knowledgeable, the TPK needs further study, especially in the use of the Elsimil application to assist future brides and grooms before their marriage.



Nevertheless, there are obstacles faced by the TPK in carrying out their duties, including communication, socialization, and advocacy problems (Laili, Putri & Rizki, 2022). Therefore, regular monitoring is needed to improve cadre skills in carrying out their duties and roles to effectively solve the existing challenges.

### **Convergence-based Innovation**

Convergence or synergy across sectors is an important component in efforts to reduce stunting prevalence. To strengthen the implementation of collaborative governance in accelerating stunting reduction, a strong common perception and shared motivation is needed among the social actors involved. Furthermore, capacity for joint action, where each actor is involved in collaborative activities to increase their own capacity and inclusive role to achieve common goals is also imperative (Imron, et al., 2022). As for convergence to be fully implemented, regulations are needed to strengthen its actions in each region. For instance, coordination across-sectoral in stunting locus areas, both vertically and horizontally, from the highest leadership, down to the village level is required through active communication and coordination mechanisms between commitment-making officials and executives in the related field.

At the lower level, village governments also need to be highly involved in stunting prevention coordination with various societies in accordance with specific regional characteristics (Mastina & Mitra, 2023). Cross-sectoral convergence can also be carried out by increasing the role of the private sector (Sukanti & Faidati, 2021), formulating joint operational and technical guidelines (Permanasari, et al., 2020), and involving the media and universities through the pentahelix mechanism (Andayani, et al., 2022). All convergence efforts are conducted by using spatial, holistic, integrative and thematic mechanisms (Karjono & Sintari, 2022).

### **Local Wisdom based Innovation**

Local wisdom must be considered as a critical aspect in efforts to reduce the prevalence of stunting. Local wisdom provides space to optimize all social and cultural capital owned by the community. Local culture is integrated into public health services through the implementation of patient safety in detecting stunting cases (Arman, et al., 2021). Another program innovation is the so called "cart of love" in the form of providing additional food (PMT), which focused on

stunted children and pregnant women for 90 days by utilizing local food plants (Kumanireng & Triputro, 2021; Kamalia & Muharsih, 2022; Arif, et al., 2023).

Regional innovation programs to overcome stunting such as the Gaduh Ancak and Ocu Mapan programs from Kampar Regency, are massively implemented (Arif, et al., 2023). Through such a program, regional governments can encourage villages to be more innovative and collaborative in stunting prevention campaign. The involvement of *ninik mamak* as a traditional figure who is highly respected by the people of Kampar Regency needs to be optimised in overcoming stunting issues.

### **Community Empowerment based Innovation**

Community empowerment is currently a popular approach in various development matters, including health development, especially the issue of stunting. The Stunting Care Community Movement was initiated to lead people more aware of the importance of health by being free from stunting (Azizah, Nastia & Sadat, 2022). The Stunting Care Community Movement is operated by building awareness and activating community participation. The BKKBN program also optimizes the community empowerment through the Healthy Kitchen to Overcome Stunting (DASHAT). This program aims to encourage people to independently serve healthy menus made from local food.

The Samarinda-based Community Development and Empowerment Program (PRO-BEBAYA) could be an instrument for community empowerment in supporting the implementation of specific and sensitive nutritional interventions for stunting prevention in Samarinda. The PRO-BEBAYA could be a trigger for the emergence of a structured, systematic and massive movement to reduce the prevalence of stunting in Samarinda (Fauziyah and Novandi, 2021).

Another BKKBN flagship empowerment program in supporting the reduction of stunting prevalence is the Quality Family Village (Kampung KB). The KB Village was developed as an effort to improve the quality of Human Resources by focusing on strengthening family and community institutions through program interventions and activities with a life cycle approach, where programs and activities are implemented in an integrated manner through the *Bangga Kencana* program with other development sectors. Currently, the stunting prevalence reduction



program has been integrated with the Quality Family Village program.

## CONCLUSION

Innovation programs to reduce the prevalence of stunting that have been running in Indonesia consist of several models, including technology-based innovation, innovation based on strengthening institutions and human resources, innovation based on local wisdom, innovation based on community empowerment, and innovation based on convergence.

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