

# Social Media

Reinforcing Health Messages and  
Behavior Change Through Social,  
Mobile and Community Media



**USAID**  
FROM THE AMERICAN PEOPLE

**SAFE**

STRATEGIES AGAINST FLU EMERGENCE

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# INTRODUCTION

Indonesia is the world's fourth largest Facebook user and the fifth largest user of Twitter, even though fewer than 20% of Indonesians are connected to the Internet. While Facebook and Twitter are tools mainly used by the urban and educated under-40's, SMS text messaging is extremely popular with all segments of the population for communicating both personal and business-related issues, for instance, among friends deciding where to meet for the latest movie or small business owners sharing the latest market prices of their products.

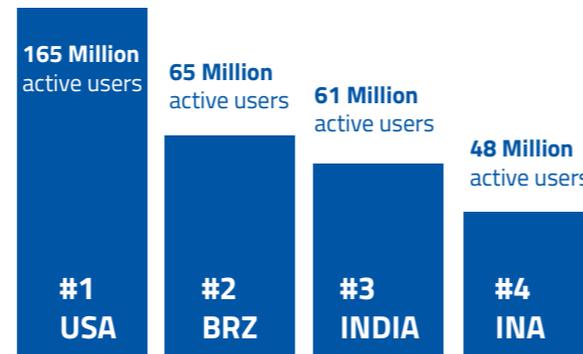
Mobile phone technology is accessible to the vast majority of Indonesians. By the end of 2011, mobile phone use in Indonesia had reached 250 million subscribers, according to ATSI (Indonesia Cellular Telecommunication Association). The total population of Indonesia is approximately 240 million. This means that mobile penetration in Indonesia is roughly 110%. This number is higher than China (70%), Japan (99%), and India (80%). As the cost of phones and service plans has dropped, social network growth has soared. Phone cameras and video have encouraged growth in community media applications.

Jakarta posts more tweets than any other city in the world<sup>1</sup>



<sup>1</sup> Semiocast via mediabistro.com, June 2012

<sup>2</sup> Quintly Facebook Ads Tool, February 2013



Indonesia has the fourth largest number of Facebook users in the world, with 48 million active users<sup>2</sup>

Common social media, mobile applications and activities in Indonesia include the following:



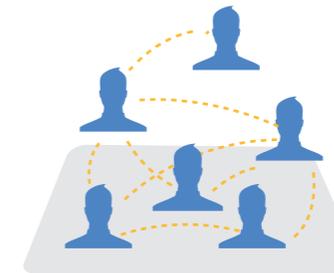
Blogging



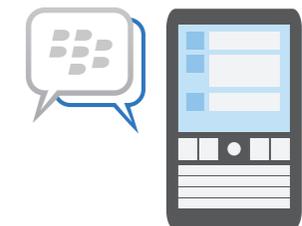
Online Video



Community Video



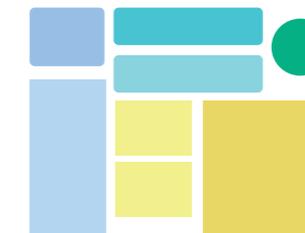
Social Media



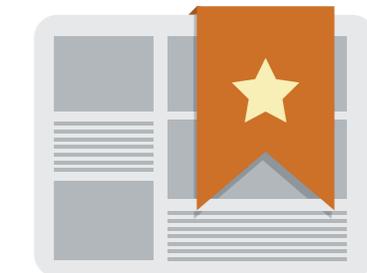
BBM



SMS



Widgets



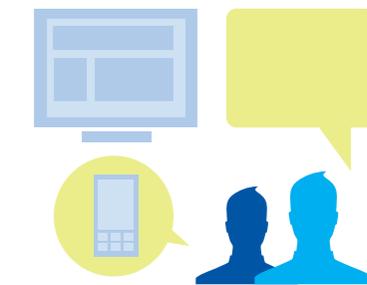
Bookmarking



Photo Sharing



Podcasting



Social CRM

# STRATEGIES AGAINST FLU EMERGENCE

Strategies Against Flu Emergence (SAFE) is a USAID funded program created to help reduce the risk of transmitting avian influenza (AI) among poultry and from poultry to humans. SAFE works in partnership with the Government of Indonesia and the Indonesian poultry private sector as well as civil society to reduce the transmission of AI by improving knowledge of best practices and supporting behaviors that lower the risk of AI transmission throughout the poultry value chain.

Our challenge was to identify ways to use existing social, mobile and community media technology and networks to energize discussions around the objectives of the SAFE project and reinforce some of the more traditional approaches used for behavior change and communication.

SAFE sought to use:

- Social media to reach housewives with healthy market and poultry messages;
- Mobile education to reinforce farmers' behavioral changes related to biosecurity improvements; and
- Social and community media to develop buy-in and empowerment of the community.

Our approach and its results are in this booklet.

# TARGET AUDIENCE

The program worked with members of the poultry value chain, namely: large production companies and their staff; small farmers; poultry traders and transporters; live bird market slaughterers, vendors, and managers; and household members and consumers. The project reached out to these members of the value chain through their social and business networks in addition to more traditional approaches, and took into consideration their preferred social media sites, mobile phone applications and information platforms.



Commercial Farmer



Poultry Transporter



Slaughterer



Poultry Vendor



Market Manager



Consumer

## APPROACH

It quickly became clear that the challenge in Indonesia lay not in developing technology platforms because the technology already exists, but in creating a space within existing platforms to highlight risky behaviors, facilitate interactive communication around solutions, and empower target audiences to reduce the risk of poultry disease and make better informed health decisions. SAFE partnered with three local groups – Aisyiyah, COMBINE and Satu Dunia – to support the program.

Aisyiyah is Indonesia’s largest women’s Muslim organization. It has an extensive presence and network in 6,924 subdistricts across all of Indonesia’s provinces. Aisyiyah provided access to its Facebook page, a Twitter account, and an active and broad grassroots membership. The organization’s keen interest in health and education, particularly for girls and young women, made it particularly attractive.

COMBINE Resource Institution supports communication through community radio and manages program interventions utilizing the internet and SMS gateways. It provided access to Suara Komunitas, a community voice platform.

Satu Dunia (One World) Indonesia is a nonprofit agency that handles information, communication, knowledge and technology for civil society organizations in Indonesia. It is part of a global information network. Its expertise is the creative use of two-way interaction with SMS platforms.

# REINFORCING HEALTH MESSAGES: Three Case Studies

1

## Social Media Empowers Consumers to Ask for Healthy Poultry Products

One of SAFE's target audiences is people who buy poultry products. The poultry purchasing market in Indonesia is segmented into several groups of buyers, including housewives, maids, and restaurant and catering businesses.

SAFE focused the social media campaign on community members and poultry consumers living near 20 live bird markets participating in the program. Women were particularly important since they tend to make household decisions on food purchases and consumption.

SAFE worked closely with local government, civil society groups and live bird market managers and vendors to reduce AI transmission at the markets by improving physical infrastructure and decreasing risky practices to provide consumers with a cleaner environment and healthier poultry products. SAFE believed consumers could motivate vendors to maintain changes at the market. Moreover, the program believed that vendors more reticent to make these changes could also be motivated by consumers.

Consumers would become change agents through a two-step process:

### Empowerment and Consumer Demand

Once consumers learned they were entitled to cleanliness at the market and healthy products for their family, and understood their purchasing power had the potential to effect change, they felt comfortable visiting the markets and engaging managers and vendors and asking for change.

### Vendors Competing for Customers

When consumers began to make purchases only at cleaner stalls and more carefully observed the quality of poultry products, other vendors were influenced to upgrade their stalls and practice better hygiene to compete for customers' business.

The social media campaign, which involved 13,000 consumers interacting on issues related to cleaner markets and healthy poultry products, reinforced other more traditional program activities. By the end of the project, over 2,500 vendors had increased risk reduction practices.



## What You Need

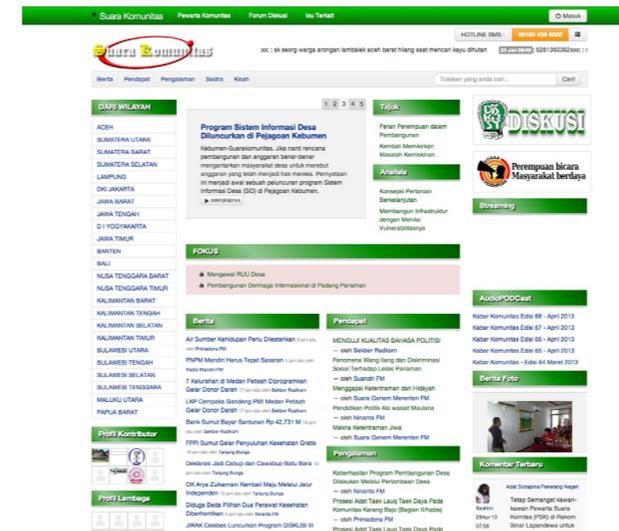
- A Platform.** Aisyyah had an existing Facebook page with over 5,000 followers. <https://www.facebook.com/Aisyah-Untuk-Pemberdayaan-Konsumen-Produk-Unngas-Sehat>. Facebook was used to create dialogue around the importance of clean vendor stalls and markets and to shift purchases to those practicing healthier behaviors. Aisyyah used a Twitter account: Aisyyah Konsumen Unggas Sehat (@aisyiah\_pp) with almost 500 followers. Twitter was also used to stimulate awareness and engagement on the importance of shifting purchases to healthier products. Combine's Suara Komunitas (<http://suarakomunitas.net>) platform reached over 7,000 unique visitors.



- Messages.** A consumers' right to healthy poultry products and only purchasing healthy poultry were two of the main messages. Providing religious perspectives on biosecurity, food safety and hygiene in Islam, as well as the rights and obligations of consumers, resonated with the consumers.



- Content.** Over 140 articles were uploaded to partner websites. Total hits for these articles reached over 11,000 page views. Sample articles can be found in Table 1.



**Table 1: Articles on healthy poultry and markets appearing on websites**

### Topics

- Aisyyah Socializes Healthy Poultry to 5,940 Women
- Increasing Consumers' Awareness of Their Right to Obtain Healthy Poultry
- Publication and Distribution of Khutbah Book for Muballighat in Aisyyah
- Zoning by Poultry Vendor in Soreang
- PMI Role in Healthy Market Implementation
- Sukaraja Market Community Conducts Video Screening Event
- PMI Volunteers in Bogor Engage Consumers in Jonggol And Citayam Markets
- Visitors to Traditional Markets Decline; Markets Need to Restructure Themselves
- Healthy Market Campaign Through Radio Maya Nada 98 FM Bandung
- Vendor in Ciamis Encourages Civil Servants to Shop in Traditional Markets

- Active Moderating.** Websites need to be refreshed daily to attract return visits. Each of the partners had dedicated staff responsible for moderating discussion forums, blogs and other social media.

## What We Learned

- Tapping into personal networks and presenting information in multiple formats, spaces, and sources helps to make messages more credible and effective, resulting in:
  - Increased discussion among consumers concerning the quality of poultry products.
  - Increased awareness of what constitutes high quality and safe poultry products.
  - Increased consumer requests for high quality poultry products.
  - Repeat visitors to the websites.
- Using social media is not a standalone activity; it is one of many components that interact with other interventions. It is the interplay among these interventions that results in sustainable changes that become social norms.
- Twitter followers tend to be consumers who are already empowered, whereas SMS gateway members are part of a critical mass, most of whom are not yet galvanized for change.

## Future Considerations

- Internet penetration is still low, limiting access to large sections of the population. However, with the expansion of Internet infrastructure and wireless access, the number of households with access to the Internet is projected to double from about 84 million users in 2011 to a projected 167 million users in 2015.<sup>3</sup>
- The social networking market is changing very rapidly. A young population (89% of Facebook users are under 35) will continue to lead significant changes in social networking platforms and their content.
- In Indonesia, Internet content needs to work on a mobile platform. This is a point often forgotten by content providers.
- A recent survey found that about one in five Indonesians (20.6%) used the Internet in the past week. Almost all such past-week Internet users (96.2%) say they used social networking services in the past seven days. The upward shift in Internet access across Indonesia – driven largely by mobile phones – is a nationwide trend which is no longer confined to more affluent urban areas.<sup>4</sup>

<sup>3</sup> Deloitte Access Economics. The Connected Archipelago: The role of the Internet in Indonesia's economic development. December 2011.

<sup>4</sup> Gallup/Broadcast Board of Governors. Survey of 3,000 Indonesian adults. October 2012.



## SMS Communication Reinforces Teaching Farm Biosecurity Practices

The poultry industry and SAFE created teaching farms that model good biosecurity and farming practices. Under the program, small groups of poultry farmers – those with less than 5,000 chickens whose poultry products are typically raised and sold for profit – toured teaching farms to observe how biosecurity and good farming practices could be implemented. SAFE and the industry promoted a business case for making these changes

and then provided technical assistance to the farmers who agreed to implement them.

To support these visiting farmers, SAFE wanted to extend the teaching farm experience beyond the single tour by establishing an additional channel of two-way communication to interact with small farmers around biosecurity. Secondary target groups included teaching farm managers and industry technical staff.



These three target audiences had mobile phones and already actively used SMS to communicate. Farmers, in particular, commonly used SMS to communicate with friends and with industry representatives.

The project launched an SMS communication platform to reinforce the biosecurity messages that farmers had seen at the teaching farms, to remind them of good farming practices, and to promote positive behavior change. The strategy was to dynamically exchange information and knowledge among farmers and use incentives to engage them in a lively and educational conversation.

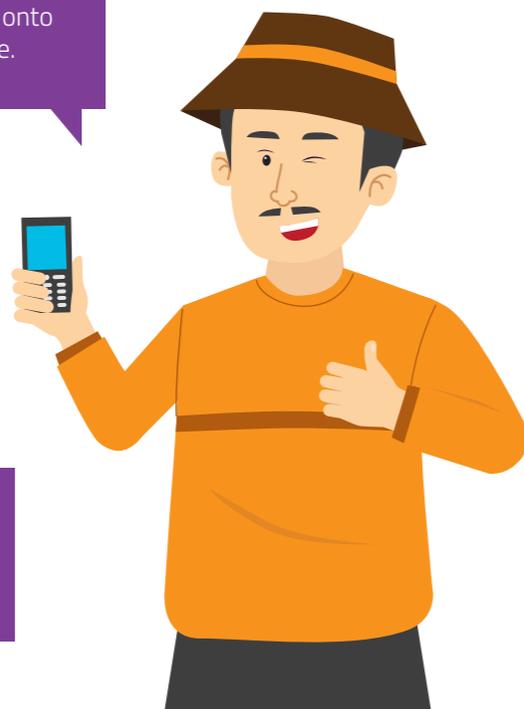
One of the SMS pilots was managed internally by SAFE while a second pilot was implemented by SAFE partner Satu Dunia. Satu Dunia added a more creative side to the messages by including motivational aspects and quizzes with prizes. Satu Dunia sent more than 3,500 SMS over seven weeks of implementation. SAFE sent over 16,000 SMS over several months.

Topics, each with a series of messages that built on each other, included biosecurity management, improving ventilation in the chicken house, use of biosecurity equipment, production management, and news about new disease outbreaks in the area.

...vehicle tires can bring disease onto your farm. Keep vehicles outside.

...make sure other animals and children are outside the farm area.

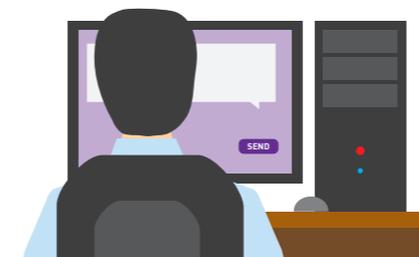
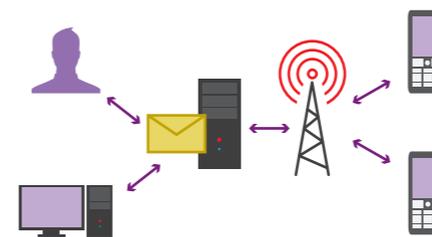
...wash your hands before and after entering the poultry house.



"They [SMS] are very helpful. They remind me to always pay attention to the condition of the chickens, litter, temperature and ventilation. Very nice and useful!"

Mr. Ajat  
Java Farmer

## What You Need



**A platform.** A system was built with the Frontline SMS application, integrated with the website as an interface, and with a database and Ushahidi platform for the spatial data application.

**The right messages.** SAFE staff crafted and tested messages that would resonate with farmers to improve adherence to improved biosecurity measures.

**An audience with access to mobile phones.** Over 500 farmers participated in the SMS program, receiving almost 20,000 messages.

**A fun approach.** Quizzes and small prizes motivated farmers to participate.



**A timeline.** How often is too much or too little? This question needs to be addressed on a case-by-case basis. In our case, the SMS handled by SAFE were sent to one group of farmers every two weeks. Satu Dunia’s approach relied on more intensive communication, sending technical messages and quizzes out two or three times a week.

### What We Learned

- Farmers prefer messages that are action oriented to remind them of what they should do. They prefer clear messages that are sent two or three times a week in the evening after 7pm, when they are resting after work.
- Farmers are interested in connecting directly with poultry experts, who they perceive as credible and neutral.
- Farmers want their questions answered on the same day.
- Farmers prefer informal communication based on personal relationships.
- The SMS system should be managed by an industry insider. Outsourcing did not work because the person could not always directly and promptly respond to technical questions from the farmers.
- SMS communications, like other communication technologies, acted as a magnifier of SAFE activities and intentions.

- Quizzes and prizes stimulated dialogue and motivated farmers to respond to the SMS and remember the content of the messages they received.

### Future Considerations

- With upper-class saturation for mobile phone penetration in Indonesia, future growth will come from the middle and lower classes. SMS communications will continue to expand.
- Smart phones are projected to be a dominant technology, increasing the options of technology platform.
- Current telephone company cost structures, which do not charge customers for receiving SMS, need to continue, otherwise the cost to the farmers would be prohibitive.

## 3 Community Radio, Drama, and Videos Motivate Change at Live Bird Markets

SAFE and partners used community-based media networks and peer-to-peer education to reinforce messages and provide coverage and dissemination of healthy market initiative activities and results.

The strategy involved using 18 community and local government radio stations to disseminate information and talk shows to engage listeners in a two-way conversation. The talk shows aired two or three times a week on each radio station for 10 months. Resource persons included livestock officials, health officials, market managers, women Islamic preachers and consumer representatives. In addition, short audio recordings of Islamic “words of wisdom” related to healthy poultry, food safety and hygiene were broadcast through the stations.

A 12-episode radio drama was created with the poultry value chain in mind. Each episode focused on a member of the value chain: farmer, transporter, slaughterer, vendor and consumer. Messages were created to motivate and support better biosecurity practices by each audience type. Radio listeners were reached through 10 commercial radio stations, followed by talk shows.

Community members captured their personal experiences at live bird markets by producing and screening 27 short films with their mobile phones or video cameras. The short videos depicted risky behaviors observed at the markets and positive changes to encourage reflection and discussion.



Sukanegara market developed community radio by collecting money to purchase radio equipment, a studio site, operators and announcers. To finance the radio station, about 200 vendors agreed to pay monthly financial contributions and collect fees for songs requested by listeners. The community radio now broadcasts healthy market messages as well as entertainment for the entire market.

## What You Need

- **Community radio network.** Engage already established community radio stations to disseminate information and engage the target audience. Each radio station used by SAFE had a listenership of approximately 1,000 persons living around the market, providing a total reach of 18,000 listeners. Short messages were also recorded and distributed by one of the partners to 300 content-hungry community radio stations across Indonesia.
- **Radio serial drama.** One of the biggest challenges is developing a story line, characters and plot that resonates with listeners. A cliffhanger at the end of each chapter brings back the audience, and the scripted biosecurity messages flow naturally from chapter to chapter.
- **Commercial radio.** Over 200,000 members of the poultry supply chain were reached through the ten commercial radio stations. Purchase air time to reach your intended audience if available.
- **Talk show guests.** SAFE partners aired over 200 biosecurity-related talk shows on community and commercial radio. Guests ranged from government extension workers to members of the community.

- **Community video.** As an alternative communication method for behavior change, community members can develop their own short videos by filming in their own community. The video can be a tool for identifying risky behaviors. People who see themselves practicing poor behaviors are more likely to acknowledge how dangerous it is. The SAFE videos were developed using a participatory approach, with the local market community selecting the themes and choosing when and where to screen them.

### Radio Script

The plot began with a vendor falling seriously ill and being absent from the market for some time. Later, it is discovered that he has caught AI. The main character then sets off to investigate how he caught the disease, accompanied by a female vendor. A romance develops between the two people.

They visit a local farmer and are given an explanation about good farming practices. They also visit a slaughterhouse and meet a transporter who does not perform regular cleaning and disinfecting. Eventually, they discover that a chicken collector has been paying a garbage collector to buy dead chicken from a farmer. The dead chicken carcasses are then being resold in the market at low prices.

In the last episode, the vendor who had fallen ill in the first episode has now recovered and returns to the market. He had gone to the community health center promptly, received treatment, been referred to a public hospital, and then recovered.

## What We Learned

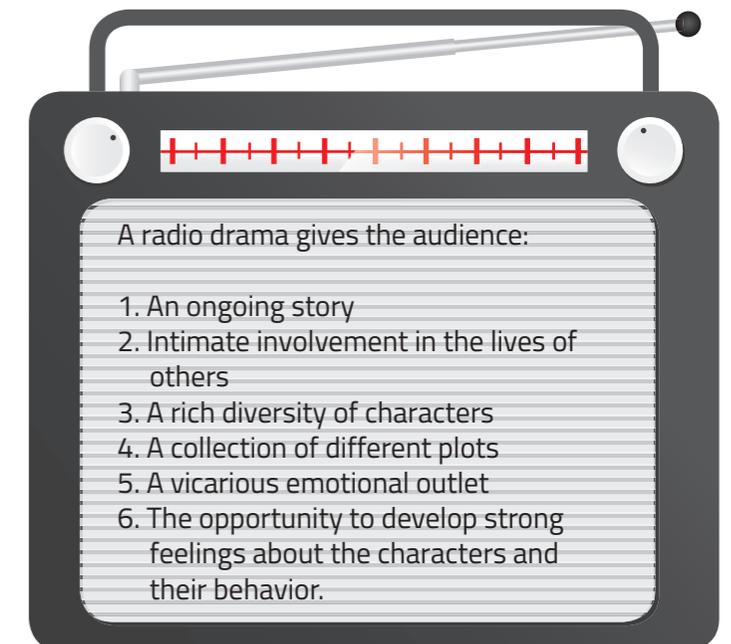
- Community radio is seen as a reliable source of information by the surrounding community.
- Talk shows provided popular two-way communication, resulting in a horizontal exchange of information as opposed to a vertical and hierarchical exchange.
- The “voice” of the radio supported moving consumers to action.
- Community production of videos resulted in informal and organic learning about the issues affecting the community, and indirectly created community advocates for healthy poultry markets.
- Pre-testing of the drama series and multiple changes resulted in a delayed but ultimately successful series that left listeners wanting more. Multiple changes were required to ensure listeners could identify with the characters through the use of specific language, intonation and vocabulary, as well as character development.

## Future Considerations

- Community engagement results in local ownership, which is critical to the success and long-term sustainability of any initiative.

- Developing a persuasive message through a serial drama that brings the listener back for the next installment is very challenging. The summary below highlights the minimum characteristics to consider when creating a radio serial drama to ensure that it engages the audience.

### Successful Characteristics of a Serial Drama<sup>5</sup>



- Radio continues to be a popular medium of information in Indonesia. Using existing networks that know their audience, how best to engage them, and peak times of listenership will result in greater reach and impact.

<sup>5</sup> How to Design and Produce Radio Serial Drama for Social Development. Population Communication Services. Center for Communication Programs. Johns Hopkins University. 1998

## CONCLUSIONS

The dynamic use of social media in Indonesia provides an effective platform to disseminate AI-related health messages and motivate the community. The program found that social validation through social media reinforced change. When it is not possible to share information or discuss issues face-to-face, people tend to look for validation. Social networks in Indonesia have played an influential role when it comes to validating people's decisions. They also have the potential to lessen the feeling of doubt or risk that overcomes individuals when trying to solve a problem or change behaviors.

Use of inexpensive mobile phones, particularly the use of SMS to communicate and stay informed, is very popular among the segment of the population that is unable to afford expensive phones or access to the internet. Recent surveys indicate that mobile phone use will continue to grow.

Community radio continues to be a valuable resource because it is affordable and serves the interests of a particular community or a specific geographic area and because local ownership of the radio station by the community ensures that it responds to the community's needs.

In summary, multiple communication platforms and networks can be successfully used to support and reinforce the attainment of a program's objectives. Information communication technologies led by infrastructure and Wi-Fi improvements and an active and young population that feels comfortable with sharing information, coupled with more traditional community driven platforms, can address the needs of diverse target audiences that absorb and share information in a myriad of ways.

