



INDONESIA
DEVELOPMENT
FORUM 2019
INSPIRE · IMAGINE · INNOVATE · INITIATE



MENTAL HEALTH PROMOTION: WHY DON'T WE USE SOCIAL MEDIA?

FA FATMA
ALDILA

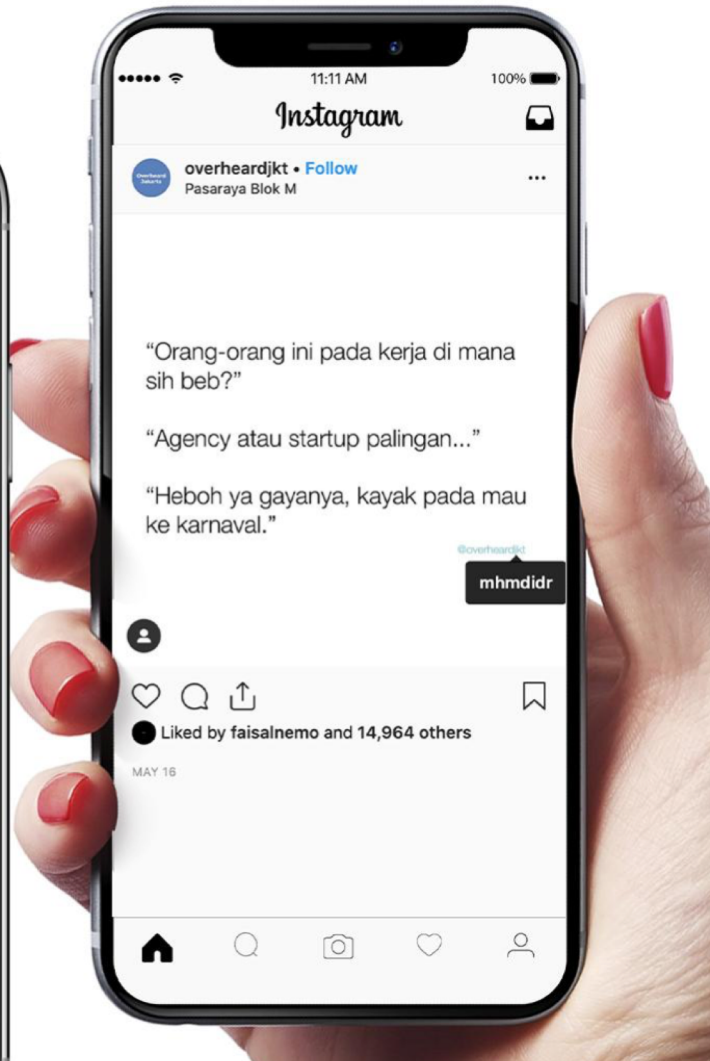


UNSW
SYDNEY

What is happening

FATMA ALDILA · UNSW Student · Indonesia Development Forum 2019 · July 22-23, 2019





WHAT IS HAPPENING?

Mental health problems are more common among workers in urban areas¹

WHAT IS HAPPENING?

JAKARTA:

The 19th **most stressful cities** in the world²

WHAT IS HAPPENING?

JAKARTA:

The 19th **most stressful cities** in the world²

The **142th rank** based on **quality of living**³

WHAT IS HAPPENING?

60%

In 2017, 60 percent of workers from small and medium enterprise (UKM) in Indonesia **suffered depression** and **57 percent of them developed sleeping disorder or insomnia**⁴.

What are the consequences

WHAT ARE THE CONSEQUENCES

Mental health problems =
higher burden of disease and disability
+
lower working productivity⁵

Where are we now

WHERE ARE WE NOW

The government has taken action by providing psychological service in primary healthcare centres. **Unfortunately, the visitation rate for the service is low⁶.**



THE LOW VISITATION RATE:

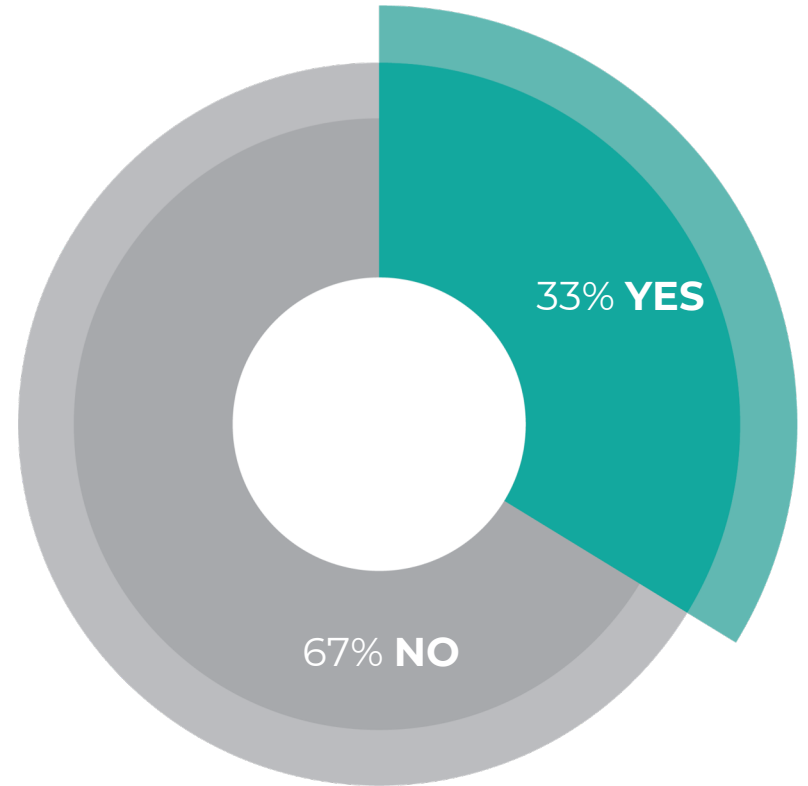
- 1 Indonesian's low awareness and negative stigma of mental health⁷
- 2 Urban population do not know about the availability and the availability of the service in primary healthcare centres (“puskesmas”)

How could it happen

HOW COULD IT HAPPEN

Q1 Tahukah anda bahwa beberapa puskesmas di kota besar menawarkan layanan konseling psikolog?

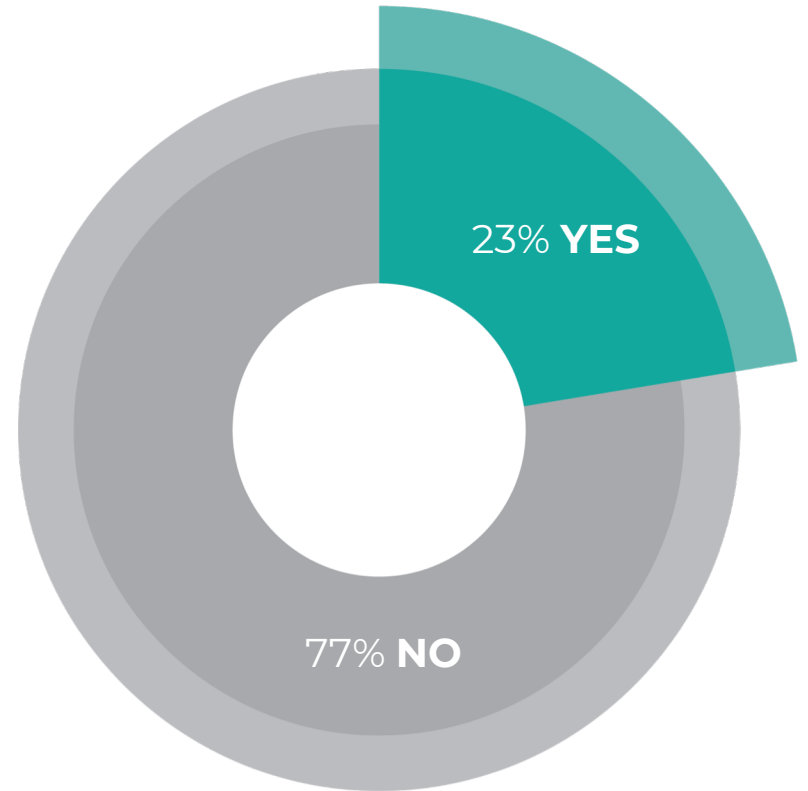
<https://www.surveymonkey.com/results/SM-X9VD33CXV/>



HOW COULD IT HAPPEN

Q2
Tahukah anda
bahwa biaya
konseling psikolog
di puskesmas relatif
terjangkau dan
bahkan gratis untuk
pasien BPJS?

<https://www.surveymonkey.com/results/SM-X9VD33CXV/>



What can we do?

Health Promotion in Social Media

Why social media

For its considerably **high traffic**, the paid advertising via social media is **relatively cheap**⁸

How should the promotion be

short, memorable, viewed by targeted viewers

LIKE WHAT? Medibank's advertising of Psychological Services

Why don't we?

WHY DON'T WE

53mio

Total Number of
Monthly Active IG User
20% Total Population⁹

Indonesia ranked the first as
the country with the highest
number of Instagram users in
Asia-Pacific¹⁰.

+23%

Active Social Media User
Since 2017
+24mio Population

There is a rapid growth of
social media users in
Indonesia^{9,11}.

52,71

Out of Maximum
Possible Score of 100
Overall Country
Index Score

Despite its moderate quality
of internet connection⁹ at
least 76 million Indonesians
access social media per
month¹⁰.

What can we conclude

WHAT CAN WE CONCLUDE

Needs

Increasing public awareness of the importance of mental health

...

Ensuring Indonesians know the availability and the affordability of mental health services, esp. in puskesmas

Solutions

Considering social media as promotion media

...

Employing promotion strategies implemented by health care providers in other countries as models

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THANK YOU