

RAISING AWARENESS TO SUPPORT THE IMPLEMENTATION OF SOCIAL PROTECTION PROGRAMMES

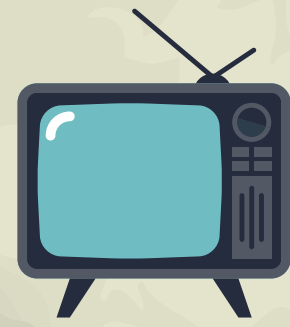
1 PUBLIC INFORMATION MATERIAL



Designing posters, roll-up banners, stickers, flyers for **BSM, Raskin 2013, KPS/BLSM, KKS 2014 Programmes.**

Production, distribution and installation of: **50.000 POSTERS** at the government offices at the village level, health clinics, schools, etc.

2 PUBLIC SERVICE ANNOUNCEMENT (PSAS) PSAs for TV broadcast to promote the BLSM/KPS 2013 Programmes



Prepare, produce and broadcast PSAs on TV to promote the **2014 KKS/PSKS Programme**

Broadcast frequency **2 WEEKS, 8 TIMES DAILY**
PSA TV spot advertising **160 SPOTS**

Reach: approx. 19 regencies and cities **10 LOCAL TV STATIONS**



Prepare, produce and broadcast PSAs on radio to promote **BSM, RASKIN, JKN, KKS/PSKS**

Broadcast frequency **2-4 WEEKS, 8-12 TIMES DAILY**
PSA Radio spot advertising **60.000 SPOT**

Reach: approx. 250 regencies and cities **>350 LOCAL RADIO STATIONS**

3 ACTIVITIES IN THE FIELD



DIRECT OUTREACH

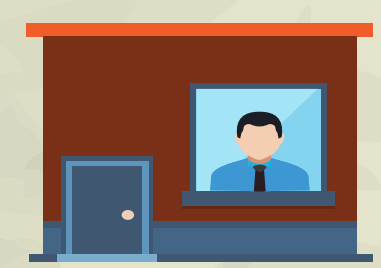
2014 BSM, Raskin, JKN, KKS/PSKS Programmes



2,000 schools



1,025 health clinics



5,000 village offices



TOWNHALL MEETINGS

2014 KKS/PSKS Programmes



24,695 beneficiaries & communities



492 villages/ sub-districts



20 targeted regencies & cities



MEDIA ROADSHOWS

Program KPS/BLSM 2013, BSM, Raskin, JKN, KKS/PSKS 2014



20 major cities in Indonesia



25-30 local and national media outlets in every city



30 SLOTS

radio talkshows on 3 nationwide and 10 local radio stations



RADIO TALKSHOWS

