



NGO/Private Sector Partnership: Working Together to Improve the Health of Workers, their Families, and the Community

Experience from a collaborative project of Marks & Spencer/PT
Dewhirst and Yayasan Kusuma Buana (2003 – 2007)

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Yayasan Kusuma Buana (YKB)

- Established in 1980
- Mission: to improve the role of private voluntary organization in providing low-cost but quality health services
- Focus: reproductive health (FP, MCH, maternity care, STIs/AIDS prevention, Pap smears, school health)
- Objectives: to improve women's and children's health status by decreasing maternal/child mortality/morbidity



YKB Activities



- Educational and outreach activities to the surrounding communities of the clinics and to vulnerable groups (school health, Pap smear, AIDS prevention for commercial sex workers and entertainment industries, etc.)
- Collaboration with other organizations: GOs and NGOs, domestic and international agencies and private sector companies

Why Work with Companies?

- To improve the health of the people, we should work with all concerned parties including the private sector
- Companies have systems, structures and resources that can help to initiate and sustain efforts to improve the health of the workers and community
- Through companies we can reach a large number of people and make a greater health impact



BUREAU OF STATISTICS INDONESIA (BPS)									
DATA KECELAKAAN KERJA TAHUN : 2003									
BULAN : NOVEMBER									
	PBB	PBB	PBB	PBB	PBB	PBLP	PBLD	PNJG	TOTAL
JMLAH KEC	3	0	2	1	3	4	2	0	15
HARI HILANG	75	0	11	20	250	44	0	0	300
NSHL KEC (DUTA JAM KERJA)	0 x 201	0 x 1	0 x 1	0 x 2	0 x 3	0 x 2	0 x 2	0 x 0	0 x 12 x 84

HINDARI AIDS BUKAN ORANGNYA



Examples of YKB Collaboration with Companies

- With Pfizer/Johnson & Johnson since 1991 for school health program
- With many different companies (Nike, Levi Straus, Panasonic, Krakatau Steel, Gajah Tunggal, BP, Unocal etc.) since 1993 on AIDS prevention in the workplace
- With PT Bukit Asam (coal mining company) for intestinal parasite control (1999) and BHP for community health development (2006-2007)

Collaboration with Marks & Spencer/PT Dewhirst

- July 2001: BSR Supplier Training Workshop in Jakarta invited YKB to present YKB activities on AIDS Prevention in the Workplace
- 2001-2002: Conducted need assessment and training on reproductive health, AIDS prevention, nutrition and hygiene for PT Dewhirst workers
- September 2003: established a clinic for PT Dewhirst workers, their families and surrounding community



Rancaekek Clinic and its Facilities

- Working hours: Monday through Friday: 8:00 am - 7:00 pm, Saturday: 8:00 am - 2:00 pm
- Services: maternal and child health: antenatal care, family planning, immunization, Pap smear; general health care, dental health and minor surgery for accidents
- The clinic rents two units of a two-story building. Services are on the ground floor, health education classes are on the second floor



Rancaekek Clinic and Its Facilities



- Clinic staff: two physicians, one dentist, two paramedics, one public health graduate as clinic manager, one clerk and one office boy
- Provision of regular health checkups by using an X-ray mobile unit own by Yayasan Kusuma Buana in Jakarta



The Use of Workers' Health Insurance Scheme

- Workers' insurance scheme is mandatory in Indonesia
- Every company should provide a certain amount of money to cover insurance for their workers (Jamsostek)
- The money is managed by PT JPKM
- PT JPKM works with local health clinic to provide health services
- PT JPKM will allocate the fund to the clinic (capitation system/HMO system) and the workers and their families can use the health services free of charge

Supporting Role of PT Dewhirst

- Strong support and commitment from PT Dewhirst in the overall management and in a number of critical areas, including:
 - Working with insurance companies to get a reasonable premium fee, and supporting budget to conduct health education
 - Organizing and facilitating the workers to make use of clinic services and attend health education activities



Health Education and Outreach Activities of the Clinic



- Regular health education class for workers and community members
- Improving understanding about important health issues such as reproductive health, infectious diseases such as TB, dengue, diarrhea, and dental health
- Outreach activities to surrounding schools and pesantren (Moslem schools) and local community organizations such as Qur'an reading group and youth group



Posyandu

- Posyandu: community health post run by health volunteers (mostly mothers)
- Assist Posyandu by providing supplemental food to children under five years of age (the local government health centre provides other basic health services such as immunizations)



Why Partner with Marks & Spencer/PT Dewhirst?

- M&S/PT Dewhirst has the intention and willingness to improve the health status of workers and their families
- We have the same understanding of the importance of health education as part of the efforts to improve the health status



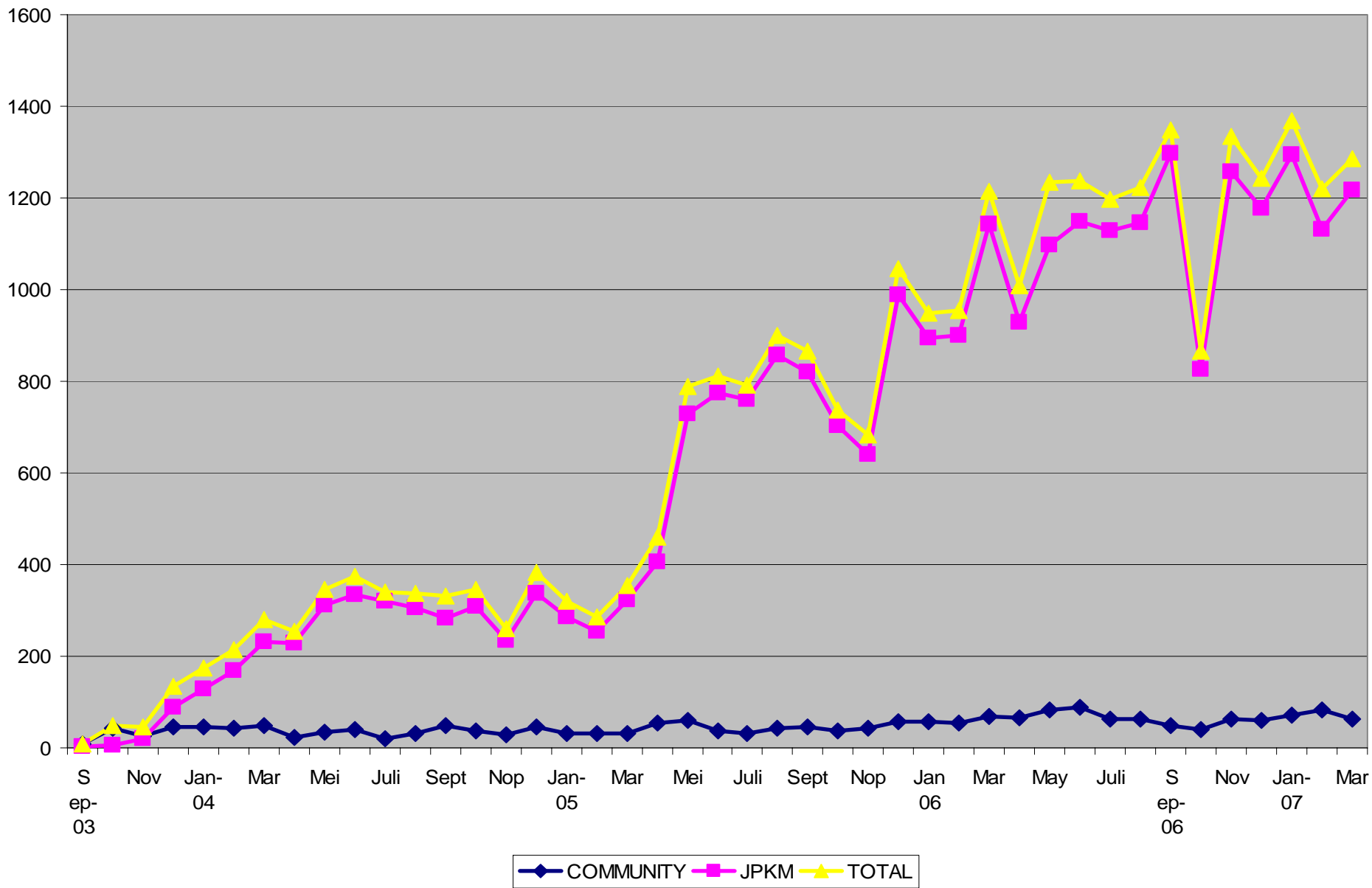
Expectations

- Collaborating and synergizing each others' resources to improve the health of the workers, their families and the surrounding community
- Learning and sharing each others' experiences to improve the quality of the clinic services

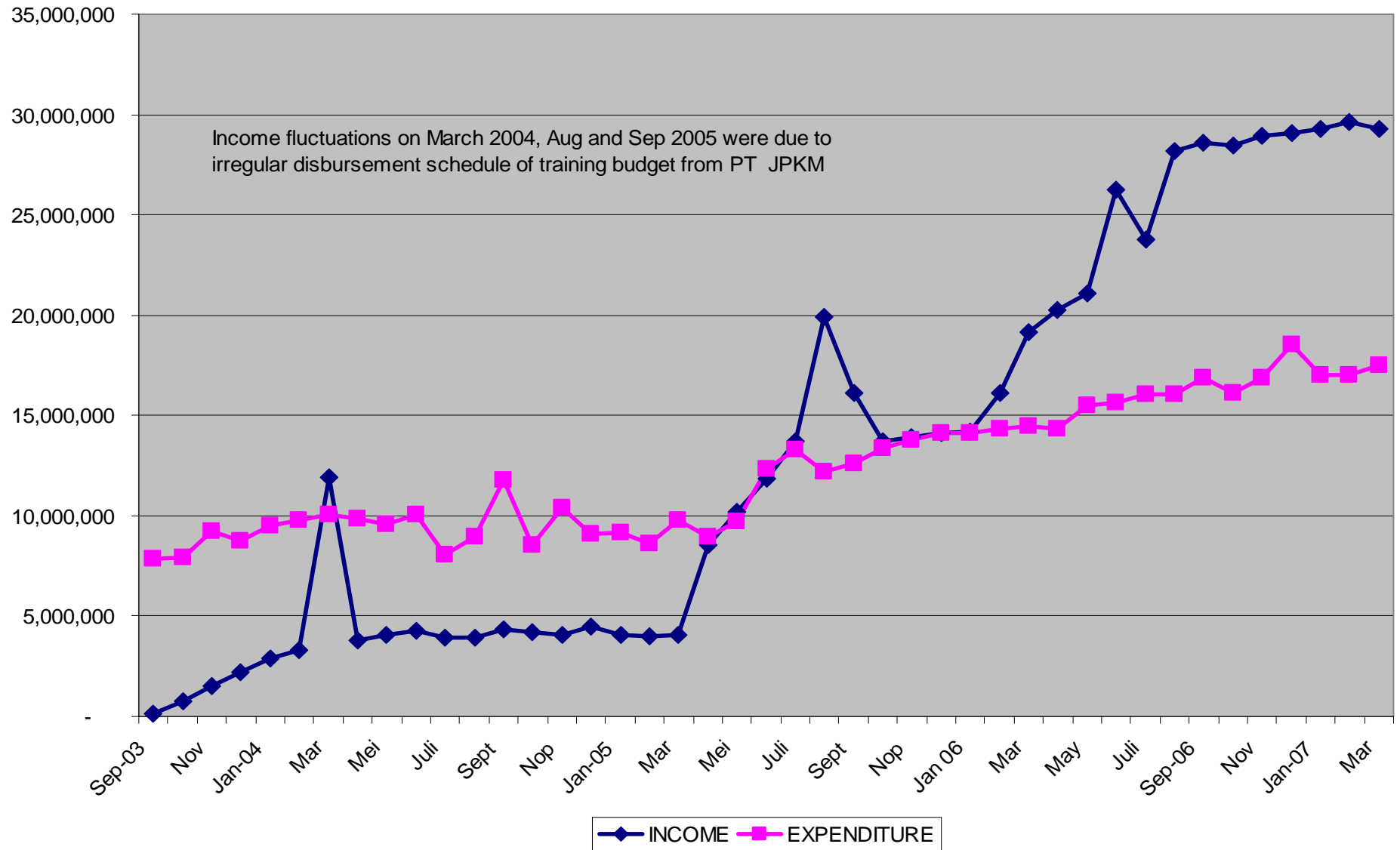


RESULTS

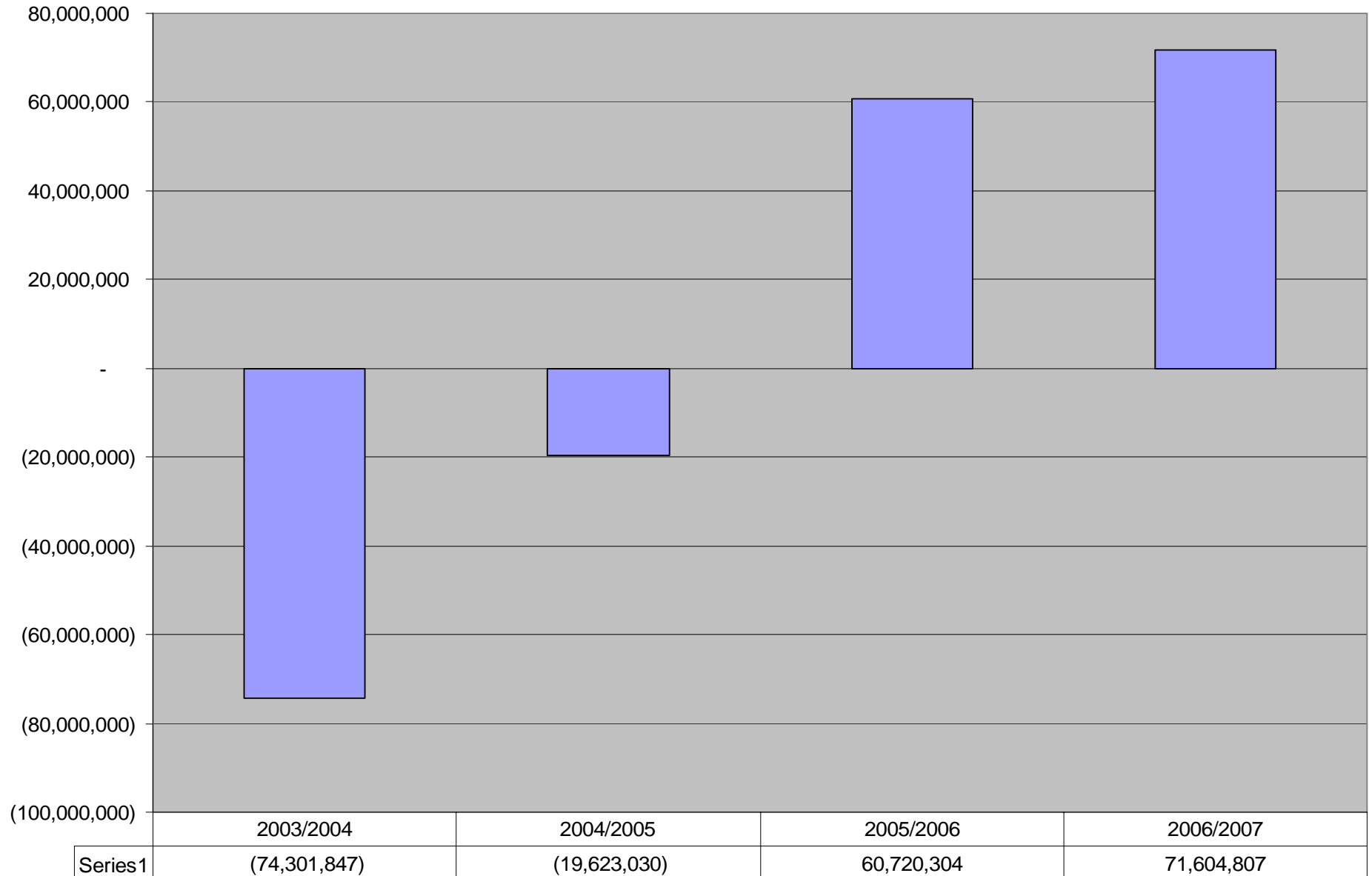
MONTHLY CLINIC VISITS SEP 2003 - MAR 2007



COMPARISON OF CLINIC INCOME AND EXPENDITURE SEP 2003 - MAR 2007

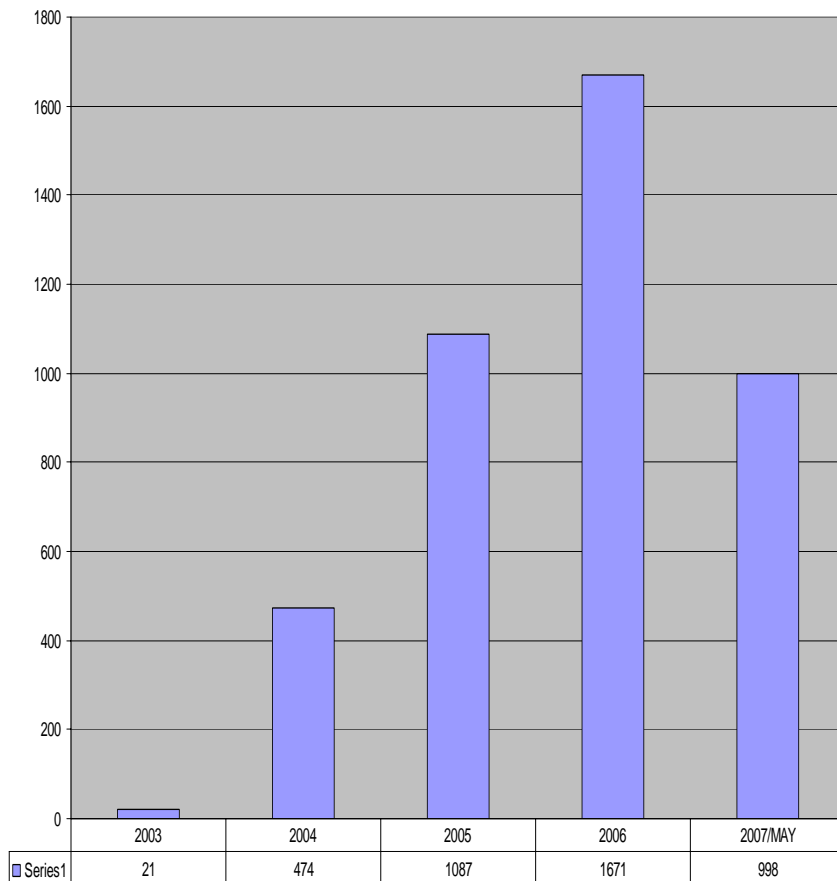


YEARLY FINANCIAL SURPLUSES SEP 2003 - MAR 2007

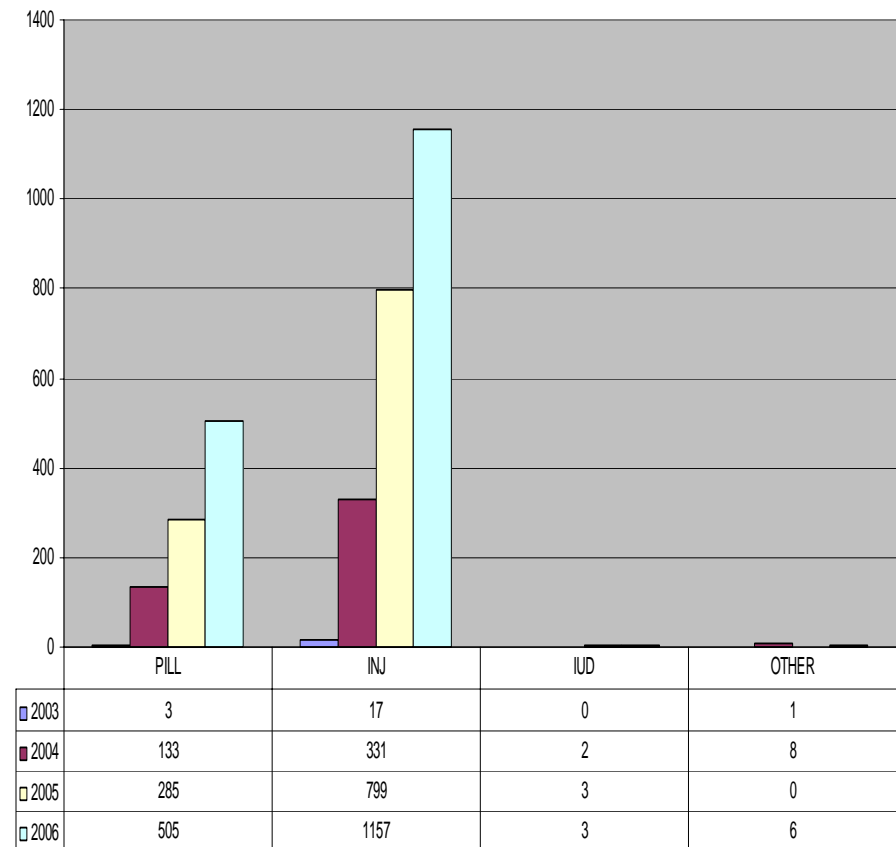


Family Planning Practices

NUMBER OF FP ACCEPTORS 2003 - 2007/MAY



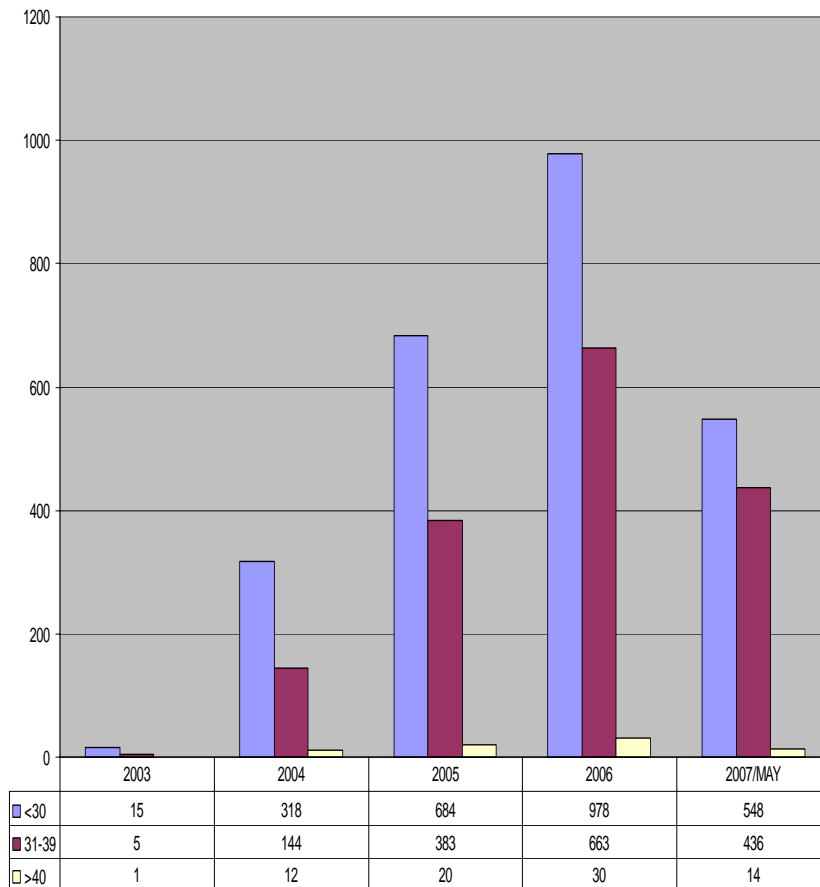
TYPE OF CONTRACEPTIVE USAGE IN RANCAEKEK CLINIC
2003 - 2006



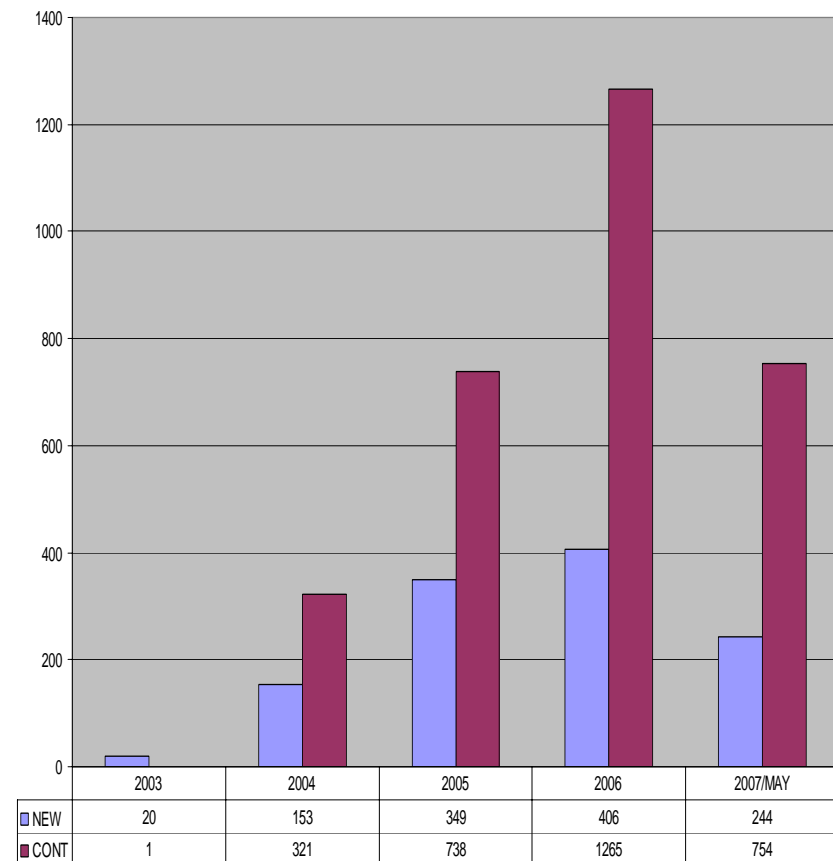
■ 2003 ■ 2004 □ 2005 □ 2006


Family Planning Practices

ACCEPTORS BY AGE 2003-2007/MAY



NEW AND CONTINUING ACCEPTORS 2003-2007/MAY





Challenges in Working with Marks & Spencer/PT Dewhirst

- More on the problem of communication due to the different background of each party
- Regular communication/meetings and good intentions from each party are necessary to solve the problem



Challenges in Managing the Clinic

- After passing the break even point, the clinic has been able to run on its own. The next immediate challenge is to strengthen and secure its sustainability by having a permanent building fully owned by the clinic
- When a permanent building has been purchased, the next challenge is to establish more comprehensive health services and to become a center for health service in Rancaekek focusing on women's health



Conclusions

- Rancaekek clinic has been progressing very well
- The clinic has provided different kind of health services, including reproductive health (FP, maternal and child health), dental health, health education for the workers, their families, and the surrounding community
- Number of visits in general and number of FP acceptors has consistently increased
- Clinic visits have been gradually increasing in line with the increased number of JPKM memberships



Conclusions

- The clinic has been able to reach the break even point within two years
- Worker's insurance scheme used for financing the clinic is one of the important keys in reaching the break even and sustaining the clinic services
- YKB has purchased a land near the factory to establish a permanent and bigger clinic
- The support from a private company like Marks and Spencer/PT Dewhirst to develop a health clinic managed by an NGO is a good and practical example of Corporate Social Responsibility practices



Future Partnerships

- To provide more comprehensive health services: maternity, baby daycare including more specific health education topics
- To provide assistance to PT Dewhirst to track down causes of the health problems among the workers
- To replicate the clinic model using an insurance scheme in other similar areas of Indonesia in collaboration with other agencies which has the same concern on workers' (reproductive) health