

Research Article



The Health Promotion Strategy To Increase Covid-19 Vaccination Coverage In Lampeapi Health Center

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ABSTRACT

Background: Covid-19 vaccination coverage is low, especially for the 2nd and 3rd vaccination at the Lampeapi Health Center, Konawe Islands Regency. Therefore it is important to identify a health promotion strategy that can solve the above problems. The purpose of this study is to identify health promotion strategies which include regional policies, atmosphere building and the empowerment process at the Lampeapi Health Center in order to increase vaccination coverage in the Covid-19 pandemic era.

Methods: This qualitative research recruited key and main informants which included the head of the health office, the leadership of the puskesmas, health promotion officers and community tokens in the Lampeapi Health Center area. This research was conducted in June 2022 at the Lampeapi Health Center, Konawe Islands District.

Results: Regional policies to support the increase in vaccinations, namely accelerating vaccination in target areas; Budget availability for vaccinations; Formation of a Task Force; Imposition of Sanctions; and Availability of health promotion budget, facilities and infrastructure. While fostering the atmosphere includes socialization across sectors; Outreach to the community; Partnership with religious leaders; and build cross-sector communication. For the community empowerment strategy, namely education to the community; Assistance to Covid-19 volunteers; Mapping of Covid-19 vaccination data; forming a Covid-19 Task Force or volunteers; and Partnerships with NGOs or community organizations.

Conclusions: The health promotion strategy in order to increase vaccination coverage at the Lampeapi Health Center is carried out through the support of local policies, building a conducive atmosphere, and community empowerment involving volunteers and NGOs.

Keyword : Health, Promotion, Strategy, Policy, Community development.

INTRODUCTION

The Covid-19 pandemic has driven the procurement of vaccines around the world, including in Indonesia (1), (2). However, the distribution of vaccines still has problems, including negative messages about the side effects of vaccines (3). As evidence, on 28 February 2022 in Indonesia there were still 190,969,599 people (91.7%) who had received the 1st dose of vaccination.

While the recipients of the 2nd dose of vaccine were only 144,458,756 people (69.4%) and 10,187,505 people (4.9%) for the 3rd dose out of 208,265,720 people (4). Likewise, what happened in the Lampeapi Community Health Center, Konawe Islands Regency, Southeast Sulawesi Province. As evidence, in April 2022, the coverage of vaccination recipients was 2,381 people (84.40%) for the 1st dose (5). Meanwhile, only 1,150 people (40.77%) received the 2nd dose of vaccine and 36 people (1.07%) for the 3rd dose (booster) of the target of 3,346 people.

The low coverage of vaccination at the Lampeapi Health Center, Konawe Islands Regency is caused by many factors, including the many hoax news related to vaccination. The vaccine was reported negatively regarding its composition and side effects, including those that resulted in death (6), (7), (8). Various efforts to dispel the hoax news have been carried out by health workers at the Lampeapi Health Center, including coordinating and collaborating with leading sectors so that the vaccination program can be successful. However, these efforts have not been able to increase coverage and invite the public to take part in the Covid-19 vaccination program. Therefore, it is important to find a health promotion strategy that can encourage people to take part in the vaccination

program, which includes local policies, building an atmosphere and implementing community empowerment in an effort to increase the coverage of Covid-19 vaccination at the Lampeapi Health Center, Konawe Islands Regency. Specifically, the purpose of this study is to analyze regional policies, build an atmosphere and implement community empowerment related to health promotion regarding Covid-19 vaccination at the Lampeapi Health Center, Konawe Islands Regency.

METHOD

This study used a qualitative method which was carried out in June-July 2022 in the Lampeapi Community Health Center, Konawe Islands Regency. This study recruited 7 informants who were in charge of the Health Promotion Program at the Konawe Islands District Health Office, the Head of the Lampeapi Health Center, and the Health Promotion Officer at the Lampeapi Health Center. Meanwhile, at the family level, there were heads of the Lampeapi sub-district, and religious leaders and the community, both those who had carried out vaccinations and those who had not carried out vaccinations, each of whom was 1 person. Data collection through in-depth interviews, observations and document analysis. The documents analyzed included the 2021 Health Service Covid-19 Vaccination Expenditure Plan for Health Promotion Activities and Regional Regulations concerning Covid-19 Vaccination. An analysis was also carried out on the profile of the Puskesmas; Covid-19 vaccination coverage report and documentation of the implementation of Covid-19 vaccination health promotion activities. The results of the interviews were recorded and transcribed verbatim. Data

analysis used content analysis managed by Microsoft Excel.

RESULTS

Regional Policy Related to Health Promotion regarding Covid-19 Vaccination in Lampapi Health Center

Regional policies that support the vaccination program in the Konawe Islands Regency are:

1. Accelerating vaccination in target areas
2. Availability of budget for vaccination
3. Formation of a Task Force
4. Imposition of Sanctions
5. Availability of budget, facilities and infrastructure for health promotion

As in the statement of the following respondents:

"...we do the vaccination or we go down to the community, we hold a special meeting first with the Regional Leaders with all OPDs regarding the acceleration of vaccination.... at this meeting and in that meeting we involved all OPDs and even each OPD was eeeee given a target area to monitor the implementation of vaccinations in the villages..." (NS, 38 Years old)

"...Oh yeah, if it's related to the policy, eee, especially from budget support. So we from the health office also provide the opportunity to manage the Covid-19 vaccination budget...." (NS, 38 years).

"... Last year there was a circular letter and even the circular contained a bit of emphasis on the community with various sanctions if they had not carried out the vaccination....And that was what the District task force, the TNI and the Police made." (NS, 38 years).

"....there is but not in the form of a regional regulation. He is in the form of a circular letter from the Covid-19 task

force, TNI and Polri..." (SU, 47 years old).

"...erm the penalty is delaying the receipt of assistance if it goes to the community in the form of BLT anyway... now for us employees it's the same as a delay in salary if those who haven't been vaccinated anyway the community is prohibited from crossing to the vehicle right we're here via the crossing if we want to the vehicle." (Y, 30 Years).

"..That every ee community or citizen must be vaccinated. It is mandatory to be vaccinated with the consequence that if you don't get vaccinated you can't leave the territory eee..." (S, 47 Years).

"...For print media, yes, there is also a budget. For that amount, it is approximately 72 million. But..but last year. So we only print banners, stickers, and billboards. We distribute them to the community and we put up the banners at crowded points in all districts..." (NS, 38 Years).

"...It could be like we make educational videos or maybe like public service advertisements. That's all it takes a bigger budget actually. So now information development is faster through online media." (NS, 38 Years).

"...Actually, for the health centre, it's complete.Because as I said earlier, the health office has already provided leaflets, banners, what's left is for the puskesmas to eee communicate with the public to want to be vaccinated, in every health center there is also a wireless or projector that can help them if for example they want to do mobile education..." (NS, 38 Years)

"...Oh, if there is no special training for the implementation of vaccination health promotion. What is available is only training for vaccination officers..." (NS, 38 years)

Fostering the Atmosphere in Efforts to Increase Covid-19 Vaccination Coverage at the Lampeapi Health Center

The atmosphere development that has been carried out at the Lampeapi Health Center is as follows:

- 1) Cross-sector outreach
- 2) Outreach to the community
- 3) Partnership with religious leaders
- 4) build cross-sector communication,

These themes are based on the results of interviews with key informants, as follows:

"..Oh yeah.. If we socialize it, we gather all the stakeholders in the district. So we present the district Covid task force as well,... even thank God the Deputy Regent also participated in the activity and even he was as resource persons,then we invite sub-district heads, police chiefs, babinsa, bhabinkabtimas, heads of health centers, heads of villages in the whole concept, school heads as well, women organization, religious leaders, community leaders as participants.And we go around the 7 sub-districts in the Konawe Kepulauan area....., so they can help.....can give effect to increase our vaccination achievements..." (NS, 38 Years)

"...Every posyandu, the health promotion always goes out to socialize this vaccination and if there are activities or events in the villages the promotion also goes out." (USA, 41 Years).

"... So, ...uh, after we socialize it to the mas figures, these traditional leaders, the individual person hopes that I hope he will continue or pass on ...to the residents to invite other residents to carry out the covid vaccination..." (US, 41 Years)

"...Thank God, if you mean that you mean communication between cross-sectors, yeah, so I usually see them in

forms like social media, there's a WA group, then that's what I said earlier, that we are often invited to meetings to discuss anything about it, so the communication can be via WA as well. suddenly we were invited to have a meeting to discuss the vaccination issue..." (SA, 44 Years).

Community Empowerment in Efforts to Increase Covid-19 Vaccination Coverage at the Lampeapi Health Center

There are several categories in carrying out community empowerment in order to increase the coverage of covid-19 vaccination at the Lampeapi Health Center, namely:

1. Education to the public
2. Assistance to Covid-19 volunteers
3. Mapping of Covid-19 vaccination data
3. Formation of a Covid-19 Task Force or volunteers
4. Partnership with NGOs or community organizations

These themes are as stated by the respondents below:

"...then this Community Health Center will continue its task of educating the community..." (NS, 38 Years).

"...So, we only do the coaching for the Covid volunteers. If we want to embrace everything, it's a bit difficult..." (US, 41 Years).

"...If there is a mapping problem, there are already vaccines and those that haven't been vaccinated..." (US, 41 years).

" ... At the health centre,.. there is already a mapping in which villages have vaccine results that are good or not...." (NS, 38 Years).

“...At the health centre there is already a mapping in which villages have vaccine results that are good or not....” (NS, 38 Years)

“...One of our spearheads is one of the Covid volunteers because they are the ones who always inform the community...” (US, 41 years).

“...I see that there are partnership issues, for example, journalists from NGOs exist because every time there is a vaccination activity haa there are also those from NGOs who come to accompany them, there are journalists everywhere there are bound to be...” (SA, 44 years).

DISCUSSION

Regional Policy Related to Health Promotion regarding Covid-19 Vaccination in Lampeapi Health Center

The Konawe Islands Regency Government, including the Lampeapi Health Center, has established several programs in regional policies. Regional policy programs related to health promotion regarding covid-19 vaccination, namely the accelerated vaccination program in assisted areas, availability of budgets, formation of task forces, imposition of sanctions, and provision of health promotion facilities and infrastructure. The accelerated vaccination program in the target areas carried out by the Konawe Islands Regency Government is through the formation of a task force team that involves all stakeholders including the Indonesian National Armed Forces (TNI) and police officers. The task force team continues to carry out evaluations in areas in the Konawe Islands Regency area, including in the Lampeapi Health Center's target area. In order to accelerate this, the government has also provided budgetary support to the Konawe Islands District Health Office for

handling the 2019 coronavirus disease pandemic. The funding is used for the implementation of health promotion as well as the overall operation of implementing vaccinations in the district, including in the Lampeapi Health Center area. The budget unit in a program is the main thing for the success of a health promotion program (9), (10).

The strategy undertaken in the context of accelerating vaccination is also a persuasive approach to the community. The government also issued regulations regarding the obligation for every citizen to vaccinate and imposed sanctions for those who did not comply (11). One of the sanctions is the provision of restrictions on travel in and out of the Konawe Islands Regency for those who have not been vaccinated. Prohibition of mass gatherings if you haven't been vaccinated. This regulation also applies in other countries (12). The application of these rules can protect public health, minimize the occurrence of spikes in the transmission of the Covid-19 disease and accelerate the coverage of covid-19 vaccinations(11). These programs and sanctions have had a significant impact on covid-19 vaccination coverage. With this funding support, the availability of health promotion can be carried out optimally.

One of health promotion action is through printing media to increase public awareness or confidence in the Covid-19 vaccine(13). However, the implementation of accelerated vaccination and health promotion programs to raise public awareness also requires human resources, namely sufficient health workers (14). With the formation of a task force that includes multi-sectors, the limited human resources can be overcome. Thus, health promotion can be carried out optimally by forming a task force. The role

of the Covid-19 task force in several regions in Indonesia has also shown to be effective in accelerating the implementation of the Covid-19 vaccination (15). Community participation is also needed to support the Covid-19 vaccination acceleration program in the Lampeapi Health Center area, as in other regions in Indonesia (16).

Fostering the Atmosphere in Efforts to Increase Covid-19 Vaccination Coverage at the Lampeapi Community Health Center, Konawe Islands Regency.

The atmosphere building strategy carried out in the Lampeapi Health Center area includes cross-sector outreach, outreach to the community, partnerships with religious leaders and building cross-sectoral communication. The implementation of cross-sector socialization can provide opportunities for increasing social support and also the occurrence of inter-personal transactions (17), including between sectors in the Konawe Islands Regency area and at the Lampeapi Health Center. With socialization, there has been effective cross-sectoral communication (18).

Social support means that the transfer of information can occur quickly so that the implementation of vaccinations can be monitored and resolved quickly if there are problems. Besides that, social support, especially for patients, can also increase their confidence in dealing with their illness (19). Sehingga tingkat kecemasan atau stress bisa diturunkan (20).

Material support also occurs when there is support from various sectors. Thus, the implementation of the Covid-19 vaccination is not only the task of the Lampeapi Health Center, but is a shared responsibility for achieving the coverage of

the Covid-19 vaccination. So that the program to accelerate the control of Covid-19 through vaccination can be carried out according to the expected target. Providing counseling to the community also results in increased awareness and increased participation in carrying out vaccinations.

In addition to increasing knowledge and awareness, counseling in the community also creates community support in administering vaccinations. Fellow individuals in society have the task of exchanging information and material support they have. Likewise, partnerships with religious leaders have also increased the participation of religious leaders in the transfer of information regarding the Covid-19 vaccination (21). With the involvement of religious leaders in the Lampeapi Health Center area, community awareness can occur quickly and effectively. Each religious figure plays their duties according to the scope of their respective religions. Thus, the acceleration of increasing public knowledge and awareness about vaccination also occurs.

Community development to increase covid-19 vaccination coverage in Lampeapi Health Centre

The community empowerment strategy carried out at the Lampeapi Health Center is to increase vaccination coverage through education, assistance to volunteers or the Covid-19 task force, mapping, forming task units and partnerships with NGOs. Education to the public can add new knowledge about all matters related to the Covid-19 vaccine including side effects which are people's anxiety (22). Various educational methods are carried out both directly and through print and online media such as social media and websites.

Apart from that, the community strengthening strategy through the co-19 volunteer groups formed is also an effective strategy. Given the number of health workers is not balanced with educational goals. Strengthening through Covid-19 volunteers is an efficient and effective way to achieve the expected targets during the Covid-19 pandemic at the Lampeapi Community Health Center, which is very large and difficult to reach for the archipelago. Likewise with mapping, is the right strategy for community empowerment, because it can monitor community groups precisely, as is done in other provinces in Indonesia. (23) Implementation of empowerment will be effective in accordance with the targets set. The community empowerment process requires adequate human resources to achieve the expected results. Therefore, with the establishment of task forces and partnerships with NGOs, the community empowerment process can be carried out well. Each agency or institution strengthens the community related to the acceleration of Covid-19 vaccination in accordance with their respective duties and functions (24). Where all the programs they are carrying out are supporting each other towards achieving covid-19 vaccination coverage at the Lampeapi Health Center. Although at first the collaboration process was difficult (24).

CONCLUSION

The strategy implemented in increasing vaccination coverage during the Covid-19 pandemic era at the Lampeapi Community Health Center, Konawe Islands Regency, includes aspects of regional policy, destroying the atmosphere and community empowerment. Regional policies include accelerating vaccination in target areas; provision of a good budget for vaccination

and health promotion; establishment of a multi-sector Task Force; imposition of Sanctions; and provision of health promotion facilities and infrastructure.

While the atmosphere building that was carried out included cross-sector socialization and approaches to the general public as well as approaches to religious leaders. As well as building cross-sectoral communication. The strategy for community empowerment is through strengthening the Covid-19 task force or volunteers. Likewise in community empowerment, partnerships with non-governmental organizations are also carried out.

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