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COMMUNITY-BASED HEALTH MOVEMENT: SOCIAL INNOVATION AND STUNTING REVOLUTION IN SUPIORI REGENCY

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ABSTRACT

Stunting, a critical social issue in Indonesia, has garnered significant attention from the government, with 100 cities/districts receiving particular focus for intervention. However, the outcomes of these programs still exhibit considerable variation. Supiori Regency, with its distinctiveness and potential, serves as the focal point of this research, aiming to devise a strategic model to address this challenge. Adopting a qualitative approach, data was gathered through in-depth interviews with diverse stakeholders and communities committed to health and stunting issues. The research findings underscore that stunting in Supiori is influenced not only by health factors but also by intricate economic and cultural dynamics. Moreover, the effectiveness of existing social protection programs needs enhancement. With a combined top-down and bottom-up approach, this region has successfully initiated a community-based health movement rooted in active participation from various governmental sectors and the local populace. This innovative implementation has birthed a series of adaptive and holistic programs, emphasizing the collective need to combat stunting. With exemplary commitment and strategies, Supiori is on a promising path to significantly reduce the prevalence of stunting.

Keywords: *Stunting, Social Protection Program, Community-Based Health Movement, Social Innovation, Social Assistance*

INTRODUCTION

Indonesia is known as a country rich in natural resources, as echoed in the lyrics of the Koes Plus band, "wooden sticks and stones turn into plants." Indonesia stands as one of the eight countries with the highest plant genetic wealth in the world, especially for tropical fruits and various food crops (Boleu et al., 2021; Noverian et al., 2020). Despite Indonesia's significant agricultural potential, stunting remains a major challenge. According to information from the Indonesian Ministry of Health, in 2022, the incidence of stunting in Indonesia reached 21.6%, showing a decrease from 24.4% the previous year. However, this figure still exceeds the government's target to reduce the incidence of stunting to 14% (BKPK, 2023; Jaya et al., 2023). This is a paradox considering that Indonesia has the potential to be self-sufficient in food provision, yet its stunting cases remain high. Various factors contribute to the occurrence of stunting.

In their research, Rahaman et al. (2021) and Sinaga & Damayanti (2023) highlighted malnutrition and food shortages as driving factors for stunting, a condition of impaired growth in children. This finding is noteworthy given Indonesia's fertile and productive agricultural status.

As one of the world's largest food and fruit producers, Indonesia should have an advantage in ensuring adequate food availability for its population. The abundance of nature in Indonesia should reflect a variety of nutritious foods. The diversity of dishes and types of vegetables that thrive in this homeland indicates tremendous potential to provide the necessary nutrition for the community (Nazilia, 2020). However, the reality shows a gap between potential and reality, where nutritional issues and food availability become crucial issues that need immediate attention.

Recent studies have linked stunting with frequent natural disasters (Azwar et al., 2021; Edwards et al., 2020; Thamarapani, 2021). However, this theory does not seem entirely consistent with the reality in Indonesia, a country in a disaster-prone region known as the "Ring of Fire." When delving deeper into the culture and spirituality of Indonesian society, the phenomenon of stunting becomes increasingly complex to explain. The culture and teachings of Islam, which dominate in Indonesia, emphasize the importance of sharing and preventing hunger. In this context, stunting becomes a paradox due to the social norms and religious teachings emphasizing compassion towards others.

The teachings of Islam, as a foundational belief in Indonesia, explicitly emphasize the urgency to help those in need. For instance, the Quran explicitly underscores the importance of feeding the hungry (Fadli, 2021; Permana, 2023). However, despite these strong norms and values, data from the Charities Aid Foundation (CAF) World Giving Index for 2021 indicates that Indonesia is recognized as having one of the most generous societies globally (Foundation, 2021). Nonetheless, questions arise about the primary causes of stunting in Indonesia. Apart from inadequate food availability, poverty is also a key influencing factor, especially among impoverished families who often struggle to meet the nutritional needs of their children.

Various studies have deeply explored these aspects (Arsin & Syafar, 2020; Nadhiroh et al., 2023; Siswati et al., 2020). However, even though poverty is often identified as a trigger for stunting, the Indonesian government has initiated social security programs to support impoverished groups. Some studies also highlight that misconceptions or erroneous thinking frameworks can be significant drivers of stunting (Handayani et al., 2023; Marume et al., 2023; Silva et al., 2023; Suryana & Azis, 2023). This situation suggests that families with lower economic statuses might experience stunting, and higher-income families may be less aware of the importance of balanced nutrition. In some cases, the issue is not the lack of funds for food but the allocation of funds for other perceived more pressing needs. Besides the framework of thinking, disease infections are also one of the triggering factors for stunting. In conclusion, stunting is often caused by a combination of various factors, including inadequate nutritional intake, infections, parenting approaches, or parents' mindset (Devie et al., 2023; Noeraini et al., 2023).

The Indonesian government's target to reduce the stunting rate to 14% by 2024 has been established (Setpres, 2022). Stunting mitigation programs have been implemented in 100 priority districts/cities to achieve this goal (TNP2K, 2017). However, the achievements vary in each

location. Supiori Regency is an area that has successfully shown significant progress in reducing stunting. In 2013, the prevalence of stunting in Supiori reached 46.89%, with the number of toddlers affected by checking earning 28,533. However, with sustained efforts, Supiori has managed to address this issue. By 2018, the prevalence of stunting had decreased to 30.8%, and it further dropped to 20.7% in 2022.

The article focuses on the community-based health movement that emerged from local community initiatives in Supiori. This movement has received full support from the government through a series of policies specifically designed to reduce the stunting rate in the area. Although stunting is often associated solely with health issues, this research highlights that this condition is also closely related to the complex economic and cultural dynamics in Supiori. The existing layers of social intervention indicate progress, but further efforts are needed to enhance its effectiveness. This regency has successfully implemented strategies that combine top-down and bottom-up approaches. Supiori has developed a series of adaptive and comprehensive programs through synergy between the government sector and active community participation. These programs are designed to address the challenges of stunting from various angles, emphasizing the importance of a comprehensive approach to addressing this issue. With close cooperation and the right action plans, Supiori is on the right track to significantly reduce the prevalence of stunting in the area.

RESEARCH METHODS

This research is directed as a qualitative field study aimed at delving into the causes of stunting and the innovations implemented by the Supiori Government to address it. The research location was chosen in Supiori because this area initially had a significant prevalence of stunting but has shown meaningful improvement. The research activities were conducted from September to November 2023. In the initial phase, in September, planning and document collection was carried out from various relevant sources regarding stunting and its mitigation strategies in Supiori. October was spent on collecting primary data, while November to December was dedicated to refining the research documents.

The data collection methodology in this research involves three main techniques: interviews, observations, and documentary studies, as explained by Creswell (2017). The process of identifying informants uses the snowball method. Starting from a key informant in the health department, the researcher identifies more individuals relevant for interviews, thereby expanding the informant network. Overall, there were 30 informants of various stakeholders, including health department officials, village apparatus, village heads, health cadres, communities, and residents who have children experiencing stunting.

In-depth interviews with the community were conducted in one of the hamlets designated as a pilot project for addressing stunting in Supiori. On the other hand, observations were carried out to understand the family environment context and the implementation of

programs in the field. Meanwhile, documentary studies aimed to validate and fill in information gaps with secondary data regarding the innovative programs implemented by the government.

This research adopts the interactive analysis model developed by Asipi et al. (2022) to analyze the data. This data analysis process involves five key stages: data collection, data reduction considering validity through source triangulation (Bans-Akutey & Tiimub, 2021), data presentation, in-depth interpretation, and finally, drawing conclusions based on the findings (Clark et al., 2021).

RESULTS AND DISCUSSION

Supiori and Stunting

Supiori Regency, an administrative district in Papua, Indonesia, has its governmental center in Sorendiwari. This region is on Supiori Island, separated from Biak Island by the Sorendiwari Strait. The two islands are connected by a 100-meter-high bridge spanning the Sorendiwari Strait. Supiori Regency spans an area of 678.00 km²; by the year 2023, its population is estimated to be around 25,377 individuals, resulting in a population density of 36 people per km².

The topography of this region is predominantly mountainous, although there are several areas that are relatively flat to sloping. These flat and sloping terrains are commonly found along the coastline. Here, communities have established settlements, developed agricultural lands, and engaged in various economic activities. Most of the soil in this area originates from the transformation of original materials, predominantly composed of limestone. The soil quality in this region supports the growth of various types of plants effectively. Additionally, there are numerous fertile lands with high potential for diverse agricultural activities, including horticulture, plantations, and other industrial crops.

In 2022, the Supiori Regency recorded a stunting prevalence of 37,4%. This figure indicates a significant improvement compared to data from the Basic Health Research in 2007, which showed a stunting rate of 49.7%. This declining trend can also be observed from annual data, where in 2013, the stunting rate was 46.89%, then dropped to 33.61% in 2018 and reached its lowest point in 2022 at 20.7%. Additionally, Supiori Regency has a poor population of 9.254, equivalent to 36,99% of the total population (BPS, 2023).

Delving into the causes of stunting in Supiori presents challenges, given the complexity of the factors involved. Stunting is caused not merely by one or two singular factors but by many interconnected reasons. Among the frequently associated causes is inadequate nutritional intake in pregnant mothers and children. However, it doesn't stop there; other factors, like the mother's immature biological conditions, can also contribute.

In 2007, the Supiori Regency recorded a high stunting rate, but to this day, there is no definitive certainty regarding its leading causes. Factors such as the family's economic condition, unbalanced dietary patterns, community health awareness or mindset, and early marriage all

have the potential to contribute to stunting. Moreover, the mother or child's health conditions can also act as triggers.

The high prevalence of stunting also raises questions about the accuracy of measurements conducted by healthcare workers. Due to these uncertainties, the Superior Government realizes that addressing stunting cannot be done sectorally or with a single approach. Efforts to combat stunting require a holistic approach involving all parties, including the government, families with stunted members, and the wider community, to ensure that every possible contributing factor can be addressed appropriately.

Meetings between researchers and mothers with stunted children provide valuable insights into the challenges faced by many families. The mothers acknowledge the difficulty of meeting their children's nutritional needs due to economic constraints. Providing varied and nutritious food requires a considerable amount of money, and the family's financial condition limits the food choices that can be provided.

However, another perspective comes from information obtained from other sources. Another mother informed me that his development was still below average despite her child receiving three meals daily. Upon further investigation, it was found that the cause of the child's stunting was early marriage. Marriage at a young age can affect the growth and development of a prospective mother. In this context, early marriage hampers the physical growth and maturity of the mother, which in turn affects the quality and quantity of nutrition intake received by the baby during pregnancy and breastfeeding.

Health theories emphasize the importance of the physical and emotional maturity of the mother during pregnancy. During pregnancy, both the mother and the fetus require adequate nutritional intake. Suppose the mother does not achieve optimal physical maturity due to early marriage. In that case, the nutritional intake received by the baby through breastfeeding may be insufficient, even if the baby's feeding frequency is normal. Consequently, although the baby gets food, its growth remains stunted and potentially experiences stunting.

Based on observations from one of the posyandu cadres (integrated health service post), the social stigma regarding stunting in the area appears very strong. Almost all mothers whose children have below-standard weight feel ashamed and surprised when told that their child is experiencing stunting. This reaction reflects a lack of understanding and awareness about the causes and impacts of stunting on child growth.

Moreover, some mothers refuse to accept the supplementary foods provided in the village, possibly due to embarrassment or ignorance about their benefits. Some informants even insist that their children are not experiencing stunting despite data indicating otherwise. Simple visual criteria like height and weight alone do not always reflect a child's nutritional status. For example, there are children who, although classified as stunted, appear tall and chubby, but may have other undetected dietary problems.

Criticism also arises from other informants, especially those from village authorities, regarding the weighing methods used. The validity of weighing results is often questioned, given

the many factors that can influence them. These range from the quality of the weighing equipment used to the psychological condition of the person conducting the weighing. Another factor that may affect this is the honorarium received by the health cadres running the weighing, which may not reflect the importance of their role in supporting public health.

Social Assistance Program and Stunting

Stunting, as a public health issue, has multiple interconnected backgrounds. One of the leading causes is inadequate nutritional intake, which often closely relates to poverty. Data from research shows a consistent pattern: most children experiencing stunting come from families with less affluent economic conditions. In this context, poverty is often understood as the inability to meet sufficient and nutritious food needs.

However, researchers also detected another exciting phenomenon. There are some families with stable economic conditions, such as the family of an informant who works as a dentist, yet their child experiences stunting. This suggests that factors other than financial aspects may also play a role in stunting. Although cases like this are not dominant, their existence emphasizes that stunting is a complex issue with multifactorial causes.

Furthermore, researchers found other cases where families with stunted children were not officially categorized as poor, even though their economic conditions were minimal. For instance, another informant sharing her story is a homemaker without a steady job. However, she did not receive assistance from government programs. These stories underscore the complexity and variations in the causes of stunting and the importance of a holistic and comprehensive approach to prevention and treatment efforts.

The central government has launched various assistance programs to support impoverished families in accessing decent health and education services. One initiative known as the Family Hope Program (Program Keluarga Harapan or PKH) aims to provide social assistance in the form of cash transfers to poor families based on specific criteria. The concept implemented in PKH is Conditional Cash Transfers (CCT), where recipients can only avail of the benefits if they meet predetermined criteria or conditions.

The Family Hope Program (Program Keluarga Harapan or PKH) is designed to support impoverished families in health and education. This assistance targets pregnant women and toddlers who are members of the beneficiary families. To qualify for this aid, recipient families must meet specific criteria, such as regularly checking the pregnancy status of pregnant women or involving children in integrated health post (posyandu) activities. Every month, the government provides the beneficiary families with assistance amounting to Rp200,000. This program has been in operation since 2007 with the hope of significantly supporting poor families in improving their quality of life and access to essential services.

The Family Hope Program (PKH) is a government initiative primarily aimed at protecting impoverished families, especially ensuring nutritional intake for pregnant women and toddlers. Its main goal is to provide the health of mothers and children and support their optimal

development. For families that meet the beneficiary criteria, such as having a pregnant family member, a toddler, or a child still in school, the government, through PKH, provides cash assistance.

One significant feature of the PKH is the presence of facilitators responsible for monitoring and counseling the beneficiary families. These facilitators ensure that the assistance funds received by impoverished families are used for their intended purposes and educate them on the importance of utilizing these funds for their health and education needs. With the proper implementation of PKH, it is hoped that the risk of stunting in children can be reduced. However, research findings indicate that there are still cases where children from PKH beneficiary families experience stunting. Through this program, the government provides assistance of Rp2,400,000 per year for impoverished families with pregnant mothers and the same amount for families with young children. Hence, each beneficiary family receives assistance of Rp200,000 every month. Apart from cash assistance, the government also provides other support in the form of Non-Cash Food Assistance (BPNT) or staple food aid for poor families. Through these various programs, the government strives to provide holistic support to impoverished families to enhance their quality of life and well-being.

In the context of the nutritional needs of toddlers, the assistance of Rp200,000 per month provided through the Family Hope Program (PKH) certainly raises questions about its sufficiency. While this amount may seem significant, a closer analysis reveals that it might be insufficient to meet the nutritional needs of a toddler. For instance, with Rp200,000, a family can only afford to buy milk for three weeks without considering other dietary needs, such as complementary foods for breastfeeding or other supplementary foods required by toddlers. This becomes even more complex considering that the poverty line in the Supiori region has reached a much higher figure, precisely above Rp466,495 per person.

This challenging reality can be seen in a case where a toddler was given a drink from a milk bottle containing a thin white liquid. Upon further investigation through interviews, it was discovered that the liquid was "air tuba," commonly known as "air leri." Air tuba results from boiling rice and naturally has a different nutritional content from milk. The saying "air susu dibalas dengan air tuba" (literal translation: "milk is replaced with water from the tuba plant") illustrates the difference in quality between milk and air tuba. This serves as a reminder to us all that providing appropriate and quality nutrition is crucial for the optimal development of toddlers.

From the story provided by the informant's mother, it was revealed that her child was not enthusiastic about consuming milk. This was because the mother had never tried alternative flavors or brands of milk that her child might prefer. Moreover, economic constraints were the main obstacle for the family. The informant explained that although they had been part of the Family Hope Program (PKH) for over five years, the assistance was insufficient to cover the family's daily food needs for a month.

The financial condition of the informant's family, which was always in deficit every month, forced them to borrow from neighboring shops as a survival strategy. The debt was evidenced in

the records the informant's mother showed the researchers. Every time they received income, whether from wages or government assistance, they used a portion to pay off the shop's debts. The employment conditions of both parents of the informant exacerbated the increasingly dire economic situation. Despite being a homemaker, the mother did not have a steady income. Meanwhile, her husband, who was visually impaired, relied on work as a massage therapist. This situation highly depended on luck, as he did not have clients daily. When interviewed, he had been without a patient for two days.

Community-Based Health Movement: Collaboration Between Government and Local Communities

The high prevalence of stunting in Supiori has been a concern since 2007. However, the issue did not receive optimal attention in the region for a significant period after that. Statistical data indicates no significant decrease in the stunting rates in Supiori from 2007 to 2017. Only after 2017 did a noticeable decline in stunting rates emerge in the area. Several research findings reveal that the reduction in stunting rates is closely related to the commitment and concern of local leaders. If a local leader does not prioritize and fully commit to addressing the issue of stunting, it is likely that the rates will find it challenging to experience significant reductions. This is because addressing stunting requires an integrated approach and cross-sector collaboration.

For instance, studies conducted by Palutturi et al. (2020) indicate that local leaders with firm commitments to addressing the issue of stunting influence the effectiveness of implemented programs and policies. The significant shift in efforts to reduce stunting rates in Superior aligns with the change in local leadership. The new local leader prioritized tackling stunting as a primary agenda in regional development, which positively impacted the effectiveness of programs and efforts to reduce stunting rates in Supiori.

The approach adopted by Supiori in addressing the issue of stunting seems to align with the initiatives and priorities set by the central government. Considering that Indonesia has long been spotlighted as one of the countries with a high prevalence of stunting, the central government has taken various strategic steps to address this problem. From the outset, the central government has developed comprehensive guidelines and models for tackling stunting.

The stunting management model adopted in Supiori reflects a comprehensive approach. This means that efforts to reduce stunting rates are not solely focused on clinical interventions or food provision but also encompass policy aspects, programs, and activities at various levels. This demonstrates that the approach taken is holistic, encompassing multiple facets that influence the issue of stunting, from policy levels to on-the-ground implementation.

The significance of political commitment from local leaders in addressing stunting cannot be overlooked. Findings from studies by Palutturi et al. (2020) and Razak et al. (2020) affirm that leaders who exhibit strong commitment to reducing stunting rates can significantly influence the effectiveness of programs. This commitment is reflected not only in rhetoric or statements but

also in the allocation of adequate budgets to support various initiatives and programs aimed at reducing stunting rates.

Therefore, when the newly inaugurated Regent of Supiori demonstrates a solid commitment to addressing the issue of stunting, it not only raises hopes but also provides a robust foundation for the effective implementation of programs. Conversely, if local leaders lack commitment, efforts to reduce stunting rates may face various obstacles and challenges, including issues related to budget allocation and other resources. The commitment of the Regent of Supiori, Muhamad Marasabessy, in addressing the issue of stunting appears to be the primary driving force in tackling this problem in the region. As a tangible manifestation of his commitment, numerous policies have been issued since Supiori was recognized as a priority area by the central government for stunting management. One strategic step taken by Regent Marasabessy was the issuance of Regent Regulation No. 19A of 2020 concerning the Prevention and Handling of Stunting.

This regulation has a significant impact in reinforcing the commitment of the local government to address stunting. A crucial point of this regulation emphasizes the obligation of every unit or Regional Apparatus Organization (OPD) in Supiori to have at least one specific program aimed at addressing stunting. This reflects efforts to mainstream stunting, integrating the issue of stunting into various aspects of developmental programs in the region.

The mainstreaming of this program provides an impetus for all employees in Supiori to actively engage in efforts to reduce stunting rates. This is not merely the responsibility of one or two departments but becomes a collective obligation of all OPDs in the area. Regent Marasabessy firmly instructed each OPD to design at least one innovative program aimed at reducing stunting rates. The approach taken in Supiori is not solely based on rhetoric or top-level policies but also involves all stakeholders at the operational level collaborating and creating effective and sustainable solutions to address stunting. This underscores the earnestness of the local government in prioritizing the well-being and future of the younger generation in Supiori.

The approach adopted by the local government of Supiori highlights the importance of creativity and innovation in addressing social challenges like stunting. Through the directives given to each Regional Apparatus Organization (OPD), the local government provides ample space for creativity and innovation in designing programs that are apt and relevant to the local context. Social innovation is the concept underlying new endeavors to find innovative solutions to complex social issues. In the context of Supiori, social innovation has spurred the emergence of various unique programs designed by multiple OPDs. These programs reflect collaborative and multidisciplinary efforts among different governmental sectors to tackle the issue of stunting.

One example of such social innovation is the "Si Peka-Bu Siska" program by the Health Department. This program is designed to enhance public awareness and understanding of the importance of nutrition and health, particularly for pregnant women and toddlers. Furthermore, programs like GERMAS (Healthy Living Community Movement) and PIS PK (Healthy Indonesia Family Approach Program) demonstrate the government's commitment to improving the

population's quality of life through a comprehensive and integrated approach. In addition to these programs, numerous other initiatives are spearheaded by various OPDs in Supiori. For instance, the "Gardu Santun" program by the Population Department, the "Gamak" program by the Population Control Department, and the "Gertak Pangan" program by the Food Security Department. All these programs reflect the concerted and coordinated efforts of the local government in addressing stunting through a holistic and sustainable approach. The initiatives implemented in Supiori indicate the strong commitment of the local government to address the issue of stunting comprehensively. With various programs such as Gemadasi, HPK, Nutritional Action Movement, SLBM, and others, Supiori demonstrates a severe effort to effect positive change in the community across multiple sectors.

One intriguing aspect to highlight is the approach employed in these programs. For instance, programs like Gertak Pangan and Gemarikan underscore the importance of nutritional aspects in addressing stunting. As noted by Zaidi et al. (2020) in their analysis, providing supplementary food can significantly reduce stunting rates. Therefore, these programs not only focus on health aspects but also emphasize nutrition and food security.

Furthermore, the approach adopted by Supiori also encompasses other relevant facets, such as environmental sanitation, community empowerment, and the development of local products. Programs like Serbu Makar and Pugar emphasize the community's awareness of maintaining ecological health and cleanliness, while initiatives like Gerdu Jacket and Gerdu Doa highlight the importance of community empowerment and the promotion of local products as efforts to enhance the community's economic well-being. The initiatives implemented in Supiori epitomize a holistic and integrated approach to addressing stunting. Through collaboration across various sectors and the implementation of innovative programs, Supiori earnestly strives to foster positive and sustainable changes for its populace.

The commitment exhibited by the Supiori District Government to reducing stunting rates appears to be deeply integrated and community-oriented. In response to this issue, this local government has adopted an approach that involves changing the community's mindset, strengthening environmental infrastructure, and monitoring infant health. In the literature, several studies, such as the one conducted by Sirajuddin et al. (2021), have highlighted the importance of shifting the community's mindset in addressing stunting. Support implements this approach through programs like Gamak and Serbu Makar, which focus on behavioral change and raising community awareness. Moreover, with initiatives like SLBM and Berpijak Sehat, the local government strives to enhance the quality of the surrounding environment, which directly impacts community health.

A proactive approach is also evident in efforts to monitor infant health through the Si Peka-Bu Siska program. By focusing on family-based monitoring of newborns' health, this program underscores the seriousness of ensuring the well-being of the younger generation. One unique aspect of Supiori's approach is its ability to combine central policies with local innovations. While some programs may be adaptations of national policies, as acknowledged in

the statement, there are also genuinely innovative initiatives and a source of pride for the region, such as the Gamak program.

The recognition and accolades received by the Supiori Government for its initiatives in addressing stunting indicate that the approach is effective and has a broad impact. This success has even inspired similar initiatives at the national level, such as the Si Peka-Bu Siska program, which has been replicated and adopted by various other regions in Indonesia.

The approach taken by the Supiori District Government in addressing stunting issues demonstrates a harmonious combination of top-down and bottom-up approaches. The top-down approach, led by the regent as the bureaucratic leader, provides clear directives and policies for all OPDs. Meanwhile, the bottom-up approach from the OPDs ensures that initiatives taken are in line with local needs and contexts. By instructing each department to have a stunting management program, the regent has set clear standards for all units in the local government. This extends to the OPD level, the village level, non-governmental organizations, and the media. Thus, the stunting issue in Supiori has become a primary focus recognized and supported by various parties, including international institutions like Plan International and UNICEF.

The participation of these international institutions indicates that the stunting issue in Supiori has global relevance and urgency. Collaborations between international organizations and local health departments in programs like Gamak Yes I Do, and the Nutritional Action Movement underscores the importance of cross-sectoral cooperation in addressing public health issues. The mainstreaming and focus of the Supiori District Government on stunting also positively impact budget allocation and target setting. With social innovations and extensive media coverage, the public has become more aware and actively involved in stunting prevention efforts. This impact is not limited to policy levels but also drives behavioral changes among the community, marking a collective commitment to reduce stunting rates in Supiori.

The importance of media in promoting public awareness about stunting cannot be overstated. Media plays a strategic role in reaching the masses, and when the regent of Supiori dedicates significant resources to launch programs, it demonstrates a strong commitment from the local government to enhance public awareness. Media coverage, both print and online, provides extensive visibility to the issue of stunting. For instance, when over 4,000 people participated in the Germas program, it reflected community enthusiasm and underscored the significance of the issue in the public eye. Articles and coverage about these events inform and educate the public about the dangers and impacts of stunting on a child's growth and development.

As the community begins to recognize the urgency and consequences of stunting, it leads to social change. The feelings of shame or concern from village heads, local leaders, or parents regarding stunting occurrences in their areas indicate collective awareness and responsibility to ensure the well-being of children. This marks a significant shift from the past, where stunting might not have been viewed as an urgent issue, or perhaps the community may not have fully understood it. The momentum created by these awareness campaigns holds promise for Supiori

to effect sustainable changes in efforts to reduce stunting rates. With full support from the local government, media, and the community, tangible steps can be taken to ensure every child has access to adequate nutrition and optimal growth.

CONCLUSION

This article depicts how the community-based health movement in Supiori addresses the challenge of stunting through a comprehensive approach. While stunting is often viewed merely as a health issue, this research highlights its intricate ties with the economic and cultural dynamics of the region. Supiori has successfully implemented strategies that blend top-down and bottom-up approaches, fostering close collaboration between the government and the community. This success underscores the importance of a comprehensive approach to addressing stunting. In contrast, the study also indicates that a sectoral approach to stunting may not be effective, as found in Supiori. Here, the pivotal role of the Regent as a key actor directing departments to intervene in various facets influencing stunting is evident. Lastly, the article emphasizes that stunting can occur even in families receiving social protection assistance from the government, highlighting the need for a holistic and inclusive approach to address it. Thus, efforts to reduce stunting rates in Supiori and other regions necessitate holistic strategies centered on the community's broader needs.

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