

# PT. Tulodo Indonesia Makmur

## Case Studies on Past Performance

### Capabilities

Tulodo Indonesia provides project management and consulting services to international development agencies, companies, government agencies and nonprofit organizations. Tulodo, based in Jakarta, specializes in behavior change. The Tulodo team has extensive experience in research, strategy, design and development, management, capacity building, marketing and communications, evaluation and fundraising. Our team has delivered programs at the national and local levels across Indonesia and Timor-Leste, as well in the Asia Pacific region.

Tulodo's people have expertise in public health, education, child development, WASH, agriculture, anthropology, mixed method research, management and communications. Tulodo's work combines the expertise, experience and resources of our people with their professional networks. Tulodo has a solid track record in helping clients to solve health, education, environment, governance, technology, human rights, microfinance, water, safety and many other problems.

Tulodo Indonesia has designed and managed mixed-method research projects, including baseline-midline-endline evaluations, formative research and reviews. We have extensive experience in designing qualitative and quantitative methods and instruments, managing data collection and quality assurance.

#### 1. Assisting the Ministry of Health in rolling out the human-centred design (HCD) approach at the sub-national level

<p><b>Project Title:</b> Assisting the Ministry of Health in rolling out the human-centred design (HCD) approach at the sub-national level</p>	<p><b>Location Province/ District:</b> 14 provinces (Aceh, West Sumatera, Riau, Riau Islands, West Java, Central Java, East Java, South Kalimantan, South Sulawesi, NTT, NTB, Maluku, Papua, and West Papua)</p>
<p><b>Start-End Dates:</b> July 2021 - present</p>	
<p><b>Description of activities:</b> In Indonesia, coverage of childhood vaccines is still not optimal, as it remains far below the UNICEF and WHO target of 80%. The barriers to the success of immunization programs include parental refusal and logistical obstacles, lack of access to immunization and other health services. Sustained low childhood immunization coverage could increase the risk of outbreaks of vaccine-preventable diseases due to the resulting gaps in population immunity. The Corona Virus Disease 2019 (COVID-19) pandemic has exacerbated the situation. For example, diphtheria, pertussis, and tetanus (DPT3), and measles and rubella (MR1) vaccination coverage rates reduced by more than 35% in May 2020 compared to the same period in the previous year.</p> <p>The HCD approach is opted to bridge Indonesia's target in immunization coverage and the community's needs and day-to-day practices regarding vaccination. The concept has evolved since its origins in ergonomics, computer science, and artificial intelligence. This has culminated in international standard ISO 9241-210, which describes HCD as "an approach to systems design and development that aims to make interactive systems more usable by focusing on using the system and applying human factors and usability knowledge and techniques." Briefly, HCD is a</p>	

design process where user needs are considered the primary consideration before technology, policy, legislation, or anything else.

The HCD approach for immunization in this consultancy work is directed to support MoH through UNICEF to increase demands for immunization services in selected provinces and districts. The work will cover the period of eight months, from July 2021 to February 2022. Tulodo is appointed by UNICEF to:

- Conduct HCD workshops for facilitators from the 14 selected provinces
- Facilitate the sensitization of HCD in selected provinces and districts
- Provide hands-on support to and evaluation of the facilitators in leading HCD implementation in their respective areas.
- Provide MoH with the key recommendations for effective interventions as a strategy to improve the performance of the vaccination program.
- Provide coaching to provincial and district teams to use HCD in their demand generation strategies and interventions.
- Support MOH and UNICEF to document the process of using HCD and its outcomes.
- Document the lessons learned and process and develop reports in consultation with UNICEF and MoH and disseminate among the key stakeholders.

**Results of project:**

*Project is still ongoing.*

**2. Prevention of Child Marriage & Improvement of Menstrual Health in Indonesia**

<p><b>Project Title:</b> Prevention of Child Marriage &amp; Improvement of Menstrual Health</p>	<p><b>Location Province/ District:</b> Bone, South Sulawesi, Indonesia</p>
<p><b>Start-End Dates:</b> April 2019 - December 2021</p>	
<p><b>Description of activities:</b> Tulodo is working with UNICEF Indonesia over 2.5 years to help prevent child marriage and improve menstrual health in Indonesia. Our tasks are to help UNICEF: (1) Advocate for and facilitate development of adolescent girl-centered policies, curricula and IEC materials at national level with government and partners; (2) Conduct capacity assessment of UNICEF's partners and develop capacity building plan; (3) Formative research and baseline/endline study, including assessment and mapping of existing materials and programs; (4) Develop a theory of change, monitoring, and evaluation framework, and BCC strategy, and communication materials; (5) Engage women's prayer groups and engage male religious leaders and other community groups in Bone; (6) Support replication at the national level with the government and Muhammadiyah/NU.</p> <p><b>Results of project:</b> <i>Phase 1</i></p> <ul style="list-style-type: none"> <li>• Produced a baseline study and formative research report including stakeholders and community mapping. Tulodo used a mixed method design (quantitative and qualitative method). A total of 1,004 respondents consisting of 500 adolescents aged 13-15 years and 504 parents with children aged 13-15 years joined the survey. We also conducted 39 interviews with children aged 13-15 years still in school and those who dropped out, also young people married under 18 years, parents, village heads, school principals, religious organizations and government agencies. 5 FGDs were conducted with: children aged 13-15 years, parents, teachers and school principals, mosque priests, and women's prayer groups.</li> <li>• Provided recommendations for the child marriage intervention in Phase 2.</li> </ul>	

- Developed intervention strategy and communication strategy based on the segmentation groups developed. The primary target audiences are parents and the secondary target audiences are the extended family members including grandparents and caregivers. We also develop Theory of Change, message house, Monitoring and Evaluation framework.
- Developed a series of communication materials such as Parenting tool kit (board game) and Ustadzah tool kit. During the development of the communication materials, we conducted pretesting through 4 FGDs with communities and adolescents including with religious organizations and other key partners.
- Developed guidelines for the use of communication materials for the village facilitators and community focal points.
- Replication/scale up guidelines for local and national governments and partners.



*Testing Material with Elderly in Bone, South Sulawesi*

#### *Phase 2*

- A total of 70 participants consisting of stakeholders from the national and sub national level have been engaged in the kick-off meetings, training the use of communication materials and training for trainers for ME in August 2020.
- A series of community meetings have been conducted in Bone from August to December 2020. In total, there are 663 community member (506 female, 157 male) with 76.32% of female were trained on child marriage prevention, that consist of : 182 participants from religious and community leaders received training in Menstrual Hygiene Management and also Child Marriage Prevention. 158 participants from the women's prayer group, 155 participants from the economy group and 163 participants from the social group received information from all communication materials including Menstrual Health Management (MHM) and learnt on how to make reusable menstrual pads. A total of 167 village

community member (100 females, 67 males,) in 6 intervention villages took part in the Musyawarah Desa and mapping regarding the prevention of child marriage. There were more than 2,777 community members (814 male and 1,963 female) received the information regarding child marriage prevention through village dialogues, women's ulama groups, economy and social group in the 6 intervention villages.

### 3. PRISMA Youth in Agriculture Behaviour Research

<b>Project Title:</b> Youth in Agriculture Behaviour Research	<b>Location Province/ District:</b> East Java, Indonesia
<b>Start-End Dates:</b> July 2020 - January 2021	
<p><b>Description of activities:</b></p> <p>Agriculture in Indonesia is a primary pillar of the economy and a significant contributor to income and exports. In rural areas, where 63% of the poor live, agriculture contributes to over 40% of livelihoods. Smallholder farmers have less access to modern markets and production systems. This limits opportunities and perpetuates poverty. This is more important for marginalised groups, such as youth, who bear additional burdens and often remain excluded. In addition, COVID-19 and efforts to slow virus transmission, including Large-Scale Social Restrictions (PSBB) and transport disruptions, are bringing profound impact to various levels of the Indonesian socio-economic system.</p> <p>Amidst the crisis, the Government of Indonesia (GOI) has been urged to deliver a robust fiscal response to shield households, business and financial markets from more significant damage. To support the GOI and help ensure the continuity of the agricultural value chain, PRISMA is continuously looking to provide means of ensuring that farmers have access to quality inputs with flexible payment schemes and MSMEs have access to finance.</p> <p>To support inclusion of young people, PRISMA needs to better understand their behaviors, choices and decisions. Research is needed to analyse the behavioral determinants - we propose the capability, opportunity and motivation (COM-B) framework. COM-B analysis will enable interventions to be targeted to different industries and activities along the value chain. A mix of qualitative and quantitative methods will enable PRISMA to collect a representative dataset that enables development of recommendations for future work.</p> <p>Tulodo developed a research plan and developed draft research guidelines. Then we trained data collectors, tested research tools and collected data in East Java province. Next, we conducted a rapid survey of COVID-19 impact on 400 young people in four (4) districts of East Java. For the main study, the quantitative method, we conducted an individual survey of 400 young people (across three districts). For the qualitative methods, we conducted 102 interviews (34 per kabupaten) of young people plus stakeholders. We used thematic analysis based on the COM-B framework, and developed three (3) case studies and recommendations. Tulodo also discussed preliminary findings with communities to ensure local relevance.</p> <p><b>Results of the project:</b></p> <p>The study found that a lack of corresponding capabilities to turn agriculture into a potential and profitable field of work would not only make agricultural jobs less attractive but also risk those who are already in the sector to migrate out of agriculture. A quarter of youths in this study reported that having corresponding knowledge and skills was what motivated them to enter agriculture. Willingness of parents and family to guide, to provide financial aid, and to transfer farm assets</p>	

such as farmland have also positively affected youths' decision to enter farming. Increased production and lower costs for youths in this study is closely related to their access to different resources and services such as financial capital, land, and quality inputs like fertilizer, pesticides, seeds, feeds, machineries, and equipment. The research found that most youths have difficulties to access land, capital and inputs they need to start and stay on farming. Despite the data showing that 72.4% of youths in this study emphasized the importance of land ownership - that without owning land they would not enter farming - only 14% of them owned the land. Over half of youths in study never access loans, fearing the inability to meet repayment terms or unable to produce collateral. Over half of the youths have no access to production inputs support from the government. This study found that economic incentives or financial profits increased motivation of the respondents to stay on the farm. Financial incentives were also the main driver that motivated parents to encourage and support youths to enter or stay on the farms.

#### 4. Indonesia Spice Trade Alliance (ISTA) Baseline Study

<b>Project Title:</b> Indonesia Spice Trade Alliance (ISTA) Baseline Study	<b>Location Province/ District:</b> South Sulawesi, Lampung, Papua, and Jambi
<b>Start-End Dates:</b> July 2021 - present	
<b>Description of activities:</b> Indonesia Spice Trade Alliance Project (ISTA), funded by the U.S. Department of Agriculture, is a five-year program with the following objectives: 1) to increase productivity and efficiency in three Indonesian spice value chains (black pepper, cinnamon, and vanilla) through strengthening the capacities of farmers, cooperatives, and other private entities; and 2) to improve and expand the trade of black pepper, cinnamon, and vanilla products through improving crop quality to meet international standards; strengthening cooperatives; strengthening public-private partnerships; connecting farmers and cooperatives with Indonesian and U.S. international spice traders; improving environmental resiliency, Rainforest Alliance (RA) certification, and crop diversity; and linking recent university graduates to careers in extension services.  Tulodo, in collaboration with Makna consulting, is appointed by NCBA CLUSA to conduct baseline which the following objectives: 1) to measure pre-implementation values for performance indicators, 2) to confirm estimated indicator targets, 3) to confirm and make recommendations on project design assumptions, suitability of project locations and identify potential threats to project implementation. Secondary objectives are 1) to establish baseline values for the project impact evaluation and determine the comparability of the intervention and comparison groups, and 2) formulate project specific learning agenda that contributes to USDA learning goals. The Baseline study will determine the baseline values for the ISTA Performance Indicators as well and their designated disaggregation values as identified in the ISTA Performance Monitoring Plan. Some of the activities have already started. The evaluator should carefully document in the report what activities began prior to baseline, explain how much exposure to project activities the sampled participants have had and what effect on baseline numbers the evaluators predict this exposure has had. The baseline report should clearly distinguish ISTA participants that were also the participants of previous NCBA CLUSA projects - ICBDA and SCAA.  <b>Results of the project:</b> Project is still ongoing.	

**5. Production of Behaviour Change Communication (BCC) Materials to Promote School Attendance Once Schools Reopen in East Java and East Nusa Tenggara Province, Indonesia**

<p><b>Project Title:</b> Production of Behaviour Change Communication (BCC) Materials to Promote School Attendance Once School Re-Open in East Java and East Nusa Tenggara Province, Indonesia.</p>	<p><b>Location Province/ District:</b> East Java and East Nusa Tenggara</p>
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**Start-End Dates:**  
March 2021 - June 2021

**Description of activities:**

Tulodo are contracted by Nutrition International to support government stakeholders to improve school readiness and help them to be better equipped with necessary tools or equipment when it's ready to re-open. Also increase awareness among adolescents, teachers and parents on COVID-19 health protocols to be maintained in schools with clear and actionable guidance for a safe return to school so that spread of COVID-19 can be prevented.



*Testing BCC Materials with Adolescent in Kupang, East Nusa Tenggara*

**Results of project:**

Developed and disseminated behaviour change communication materials such as Audio-Visual, Posters and Compliance Card to promote the implementation of COVID-19 health protocols in schools in East Java and East Nusa Tenggara. These BCC materials are also promoted through a fortnight social media campaign through free online social media platforms such as YouTube, Facebook, Instagram and Twitter.

## 6. Mid-Term Evaluation of Project STOP

<p><b>Project Title:</b> Mid-Term Evaluation Project STOP</p>	<p><b>Location Province/ District:</b> Muncar, Banyuwangi</p>
<p><b>Start-End Dates:</b> July-October 2020</p>	
<p><b>Description of activities:</b> Tulodo and AECOM are contracted by SYSTEMIQ to conduct mid-term evaluation of the Project STOP.</p> <div data-bbox="284 580 1326 1187" data-label="Image"> </div> <p data-bbox="592 1189 1015 1218" style="text-align: center;"><i>Data collection in Muncar, Banyuwangi</i></p> <p>The mid-term evaluation is expected to provide evidence on the strengths and weaknesses of the programme as well as recommendations that allow SYSTEMIQ as the Client to further improve support to its beneficiaries. The mid-term evaluation for Project STOP in Muncar has three main purposes:</p> <ul style="list-style-type: none"> <li>• To assess the progress and impact made towards outcomes and outputs by the project according to the Result Framework and address challenges and make necessary adjustments to enable the project to achieve its intended impacts and objectives;</li> <li>• To provide accountability, both towards the donors as well as the main counterparts of the government of Banyuwangi and the Ministry of Environment and Forestry, and</li> <li>• As a learning, to identify and document lessons learned and best practices from the project that can be used to improve it for the remaining period.</li> </ul> <p><b>Results of project:</b> A mid-term evaluation report will be developed and will be disseminated to partners and stakeholders to provide recommendations on the project STOP intervention.</p>	

## 7. UNICEF Post-Disaster Child Protection Communication Project

### Project Title:

Engaging parents to prevent violence against children in post-disaster settings

### Location Province/ District:

Palu, Donggala and Sigi (Central Sulawesi)  
Lombok Island, Indonesia (West Nusa Tenggara)

### Start-End Dates:

May - September 2019

### Description of activities:

Tulodo designed and implemented a communication campaign using a participatory approach to engage the target audience. The primary target groups are families affected by natural disasters (earthquakes and tsunamis) in Palu and Lombok, Indonesia. There were four themes: stress management, violence against children, child marriage, and sexual violence against children.

#### Phase 1: Situation analysis and Co-design Activity

Tulodo conducted a situational analysis to understand the context and behaviour of our audiences. Together with the audience, we co-designed a radio program that can cater to their needs related to the four themes. Tulodo also combined a Desk Review from academic and grey literature on behavior change campaigns with the Field Analysis to provide recommendations on the campaign strategy to UNICEF.



*Parenting talk-show at Pemenang Barat Village, North Lombok*

#### Phase 2: Development and Testing of Materials

Tulodo developed radio programs and partnered with 16 radio stations in Palu and Lombok to disseminate and air the show. We developed and tested, before implementing, user-centered materials for radio and social media platforms.

#### Phase 3: Monitoring and Evaluation

Tulodo developed a monitoring and evaluation framework to measure the effectiveness of the project to focus on the knowledge improvement and behavior change.



*Co-design situation at temporary shelter in Palu*

**Results of project:**

- Produced a radio program that covers 4 topics: stress management, violence against children, sexual violence against children and child marriage, entitled *Asuh Dengan Kasih* (Nurture With Love).
- The radio programs were aired on 16 radio stations in Lombok and Palu reaching 4 districts in Lombok (West, Central, East, and North Lombok) and 3 regencies in Palu: Palu city, Sigi and Donggala.
- Conducted parenting talk shows at 4 locations in Palu (Sigi and Donggala) and Lombok (East and North Lombok) attended by 164 parents including caregiver (grandparents) entitled “Raising Children in the Millennial Era: What parents should do?”

## 8. CEPF Communication Project

**Project Title:**  
CEPF Communication Project

**Location Province/ District:**  
Liquica and Viqueque

**Start-End Dates:**  
February - July 2018

**Description of activities:**

Tulodo is developing communication strategies and plans for the CEPF project in Timor-Leste, managed by Conservation International Timor-Leste with CEPF funds. Tulodo managed:

- Development of Communication Strategy and Plans for two PAs: Mt. Fatumasin and Lake Maurei
- Identification of target audiences and stakeholders for dissemination of communication materials
- Identification of channels for target audiences in the national level, district level and international level
- Coordination with government at national level and district level to collect data for the development of communication materials
- Development of communication materials such as articles, infographics, and posters.
- Recommendation for communications of Management Plan.



*Lake Maurei in Timor-Leste*



*Community meeting in Iliomar Maurei*

**Results of the project:**

Tulodo developed communication strategy and a number of communication materials such as articles, social media and posters.

**9. Moris Moos (Clean Life) Project for Improved Sanitation in Timor-Leste**

**Project Title:**

Moris Moos (Clean Life) Project

**Location Province/ District:**

Bobonaro Municipality, Timor-Leste

**Start-End Dates:**

Phase 1: March-July 2017

Phase 2: February-July 2018

**Description of activities:**

Tulodo implemented a two-stage behavior change project - the Moris Moos (Clean Life) sanitation program in Timor-Leste, managed by PHD/Abt Associates with DFAT funds. Using a behavior-centered design approach, Tulodo managed marketing and community mobilisation activities, formative research, developed a marketing strategy, stakeholder engagement, capacity building for local partners and communication activities and materials.

*Phase 1: Sanitation Supply and Demand Research*

1. Assess community access to private sector sanitation supply in rural communities in Bobonaro Municipality and provide details of the supply chain, services and products. This included exploring household demand for sanitation and hygiene improvements. We also investigated what households would want to procure from their local/municipal provider if provided with a voucher, to assist the household in upgrading their toilet to improved status.
2. Assess community demand for sanitation improvements to describe supply needs and gaps.
3. Analyse demand and supply of sanitation related products in rural communities in Bobonaro and recommend actions (informed by the analyses) to strengthen community access to appropriate sanitation supply. We mapped existing sales vendors, including stores, kiosks, carpenters, and other suppliers. Tulodo then created an inventory of sanitation and hygiene supply for each store, including brands, quantity of stock, and price. This enabled us to determine supply sources and understand their procurement system. We then reviewed business record keeping, documenting sound record keeping practices for potential expansion to other businesses. An important task was to identify which communities access supplies from which suppliers and existing support mechanisms to facilitate accessibility.
4. Engage the private sector in improving community access to sanitation supply. This included discussions with suppliers around the potential of a voucher scheme and potential mechanisms for implementation.

*Results - Phase 1:*

In total, 349 households, 36 masons, and 13 suppliers participated in the study. The determinants for sanitation and hygiene behaviours were analysed using the Focus-Opportunity-Ability-Motivation framework by focusing on three primary desired behaviours: (1) improving or upgrading one's toilet; (2) correctly disposing of children's faeces, and (3) washing hands with soap at the five critical times. A value exchanges framework was developed which classified exchanges into four archetypes: market, non-market, command, and culturally determined. Four case studies were developed based on the sanitation and hygiene behaviours. We also produced segmentation based on the sanitation and hygiene behaviors.



*Sanitation and hygiene behaviour among children in Timor-Leste*

The study added to the evidence for interventions and policy to improve the value chain of sanitation and hygiene products, services and behaviors in Timor-Leste. It documented the results of the ODF pilot in Bobonaro Municipality and the impact on people's knowledge, practices, and intentions. The study reveals which benefits are sought by users of sanitation and hygiene and how to group them in segments for better interventions. It considers the behavioral determinants, conditions required for the exchange of value, including highlighting the barriers to supply. The results of the study were used to develop activities in Phase 2.

#### *Results - Phase 2*

##### *Phase 2: Moris Moos (Clean Life) Campaign*

#### Development communication strategy and materials

Tulodo's role was to develop the activity plan and creative brief. Then we developed the communication messages using message house to ensure consistency. The target audiences were classified based on the segmentation in Phase 2. This includes champion groups and vulnerable groups including elderly and people with disability. This enabled us to develop the Moris Moos (Clean Life) brand platform. Then we developed and tested communication materials such as calendars, board games, stickers, fans, standing banners, pamphlets, marriage kit, point of sales kit, outdoor advertising, videos, radio ads, mobile loudspeaker, and jingle. Finally we trained local partners on the use of communication materials for their community mobilization activities.



*Focus group discussion for pretesting material in Atabae Timor Leste*

*Moris Moos* brand: to provide recognition for communities and to build a strong relationship, Tulodo developed a unique brand. This brand helps increase the target audience's engagement on improving sanitation and hygiene practices. The brand consists of brand guidelines, logo and tagline. The materials were tailored to four segments and target behaviors:

1. WASH Champions: maintenance and cleaning their toilet.
2. WASH Aspirational: upgrade their toilet.
3. WASH Vulnerables: those who still open defecate to build toilets.
4. Hygienic Initiative Campaign: handwashing with soap and disposal of child feces.



*Family in front of their new toilet, in Atabae, Timor-Leste*

The mass media materials Tulodo produced were:

- 4 Videos: compelling stories as the flagship communication tools.
- 1 Jingle: a short, catchy song (15-30 seconds)
- 4 Radio ads that cover the 4 segments.
- 4 Infographics for social media, including Facebook, Youtube and SMS.

### Moris Moos Implementation Activities

HealthNet Timor-Leste (HNTL) is the PHD's implementing partner of the *Moris Moos* campaign. The communication materials produced by Tulodo were distributed by HNTL to the target audiences.

### Campaign activities using communication materials

The objective of the *Moris Moos* campaign activities conducted by HNTL is to deliver *Moris Moos* campaign messages to the community. The activities included:

- Moris Moos video screenings and theater performance about good hygiene practices in 4 sucos and 20 aldeia in Atabae. The video screenings are also conducted in Maliana.
- Promotion of personal hygiene at the community health facilities regarding the importance of hand washing with soap. The discussion with households with children aged below 5 years were also conducted to deliver a message for children not to defecate outside and use the toilet. The printed communication materials such as brochures were distributed to the communities.



*Discussion with community in Atabae*

- Promotion of good sanitation and hygiene practice through radio, churchs, and the World Health Day and the World Handwashing Day.





*Video screenings and theatre performance in Atabae*

**Results of the project:**

During the Hygienic Initiative - Moris Moos project, HNTL has demonstrated their experience and knowledge & skilled to implement and achieve Hygienic Initiative objectives through declaring the sanitation and hygiene status of Suco *Moris Moos* in April 2019. A total number of 2,235 households have engaged in the Moris Moos campaign and improved their toilet with handwashing with soap facilities and maintaining a clean environment from 4 Sucos and 20 aldeias. HTNL also conducted documenting and reporting of the Hygienic Initiative outcome projects and distributed it to the local government at the administrative posts and Municipality in the end program.

**10. Grand Challenge Canada - Development of A Sexuality Educational Games for Young Children in Indonesia with Human Centered-Design-Approach**

**Project Title:**  
Dolpin: A Family-based Health, Sexuality and Relationship Teaching Kit for Urban Poor Children in Indonesia

**Location Province/ District:**  
Jakarta, Indonesia

**Start-End Dates:**  
July 2018 - April 2019

**Description of activities:**

Dolpin (Dolanan Pintar), or in English 'Smart Games', is the first family-based sexual and reproductive health teaching kit in Indonesia for children ages 5-9 years. Dolpin kit was designed to serve the urban poor of Indonesia, using the combination of human-centred design methodology, family centered approaches and a focus on sex-ed for younger children. Dolpin focused on a bottom-up approach where we work directly with parents and children at every step of the development process, using methods such as user journey mapping and facilitated group work. Below are the steps that have been done in developing Dolpin:

### Formative Research

Tulodo conducted formative research on 409 families in Kemayoran, Central Jakarta. The results from this study showed that 97% of families believed that parents are the best source of information for teaching reproductive health. However, no more half of respondents felt uncomfortable and insecure about discussing reproductive health issues with children

### Focus Group Work Discussion

Tulodo invited representatives from NGOs, toy manufacturers, schools, parents, child psychologists to find out what efforts have been made regarding this issue in the community. Through this discussion, we also tried to figure out what kind of key messages & media communication that are appropriate for sexuality education campaigns. One of findings from this activity was that sexuality health issues should be taught in tandem, in the family and at school.



*One of the families who test Dolpin products in Kemayoran - Central Jakarta*

### Market Research

We conducted market research by interviewing sellers and buyers of kid toys in traditional and modern markets to explore their insights. From this activity we got insight that toys/games teach about reproductive health education for children are very rarely found.

### Prototype Testing

We tested Dolpin with 10 families. For 3-4 weeks we asked them to play Dolpin and asked for input for Dolpin's development. In this process there are many changes from Dolpin's products such as materials and story lines that are made according to their needs.

### Beta-product Testing

30 families participated in this process for three months. We divided them into two groups, the first group was intervention group. The families in this group were asked to play Dolpin in their families. And the last one was control group where the families were not given Dolpin product. Resulting from this project, families who used Dolpin demonstrated an increase of 53% in teaching and discussion about reproductive and sexual health within their family. Around 80% of the families who used Dolpin for three months use the correct anatomical terms for genitals, such as penis and vagina, compared to only 10% of the families who did not use Dolpin. It shows the effectiveness of Dolpin as a teaching tool for parents to introduce sexuality education in the family.



*Dolpin is available on major shopping platforms*

### **Results of project:**

- Dolpin launched in April 2019 and is now sold through Indonesia's leading e-commerce platform, Tokopedia and Shopee, which can be shipped nationwide. Per April 2020, a total 34 Dolpin product were sold.
- Dolpin held two days offline event to launching Dolpin product called *Dolpin Festival*. It engaged 177 people, supported and endorsed by the Indonesia Ministry of Women and Child's Protection, Education Department of Indonesia, and other NGOs such as Rutgers WPF, Indonesian Storytellers Association and Ibu Profesional (Professional Mothers). A total of 14 organizations consisting of government agencies, NGOs, schools and mass media attended this event.
- Dolpin was endorsed by the Deputy Assistant of Child Protection of the Ministry of Women's Empowerment and Child Protection (KPPPA) of Indonesia, Valentina Ginting, as one of the solutions to teach Indonesian children about sexuality, health, and relationships. In addition, Dolpin also received endorsement from several well-known figures such as children's book writer - Watiek Ideo and Indonesian education activist Najeela Shihab.
- Currently Dolpin is actively campaigning for the importance of sexuality education through Instagram. The public gave a positive response, seen from the high number of followers (1,5933) actively following the uploaded content. Per April 2020, Dolpin's account has total interaction: 10.291, total reach: 1.168.954, and total impression: 2.229.719.
- For online activities, Dolpin successfully engaged 48 social media influencers. They did not merely promote Dolpin through their social media account but also spread awareness about the importance of reproductive health education for children.
- Dolpin conducted online donations for disadvantaged families through KitaBisa.com (crowdfunding platform). The total funds collected was IDR 1,342,101 . Furthermore, donations were given to 15 families.
- For offline activities, Dolpin collaborates with several parenting communities, institutions, and schools. As of April 2020, Dolpin successfully held promotions in 3 schools in several areas (Jakarta, Central Java, Yogyakarta), where one of the schools was a school for children with special needs.

## 11. KOMPAK: Micro Marketing for Market Linkages Project

**Project Title:**  
Micro Marketing for Market Linkages Project

**Location Province/ District:**  
Pacitan, East Java & North Lombok, West Nusa Tenggara, Indonesia

**Start-End Dates:**  
September 2017- December 2018

### Description of activities:

The project tested a micro marketing service with small businesses in Indonesia's North Lombok and Pacitan. Tulodo used a Human Centered Design (HCD) approach to identify and develop prototype services to be trialled in tourism (North Lombok) and food products (Pacitan). We also adapted and iterated the service prototype based on evidence, and conducted monitoring and reflection on progress and achievements, working with local stakeholders. Tulodo also documented the reflections and the resulting iterations.

Tulodo's work on each phase:

1. *Preparation.* Tulodo reviewed client businesses; conducted desktop research on best practices for SME marketing; surveys and interviews with businesses and stakeholders; conducted market surveys; conducted meetings with potential local partners.
2. *Mobilisation:* development of the inception plan detailing the prototype and testing process. Tulodo used innovative design methods and approaches such as Human-Centred Design.
3. *Prototype Testing.* Tulodo worked on prototypes and testing, including monthly "progress meetings" and ongoing coaching with the client businesses.
4. *Reporting.* Tulodo coordinated data collection and evaluation of the project impacts.



*Offline marketing training for women entrepreneur, Pacitan*



*Producing video advertisement and photoshoot for Bogati Mocaf flour*

### Results of project:

- Rebranding of two SMEs in Pacitan, Mocaf Bogati and Sumber Waras.
- Strong sales increase for Mocaf Bogati (821%) & Sumber Waras (564%) in 4 months.
- Rebranding of community-owned eco-tourism businesses - Kerujuk and Genggelang.
- 115% increase of visitor numbers at Kerujuk and 26% at Genggelang
- Targeted capacity building for local Pokdarwis (Tourism Awareness Group) members.
- Video Mocaf Bogati: <https://www.youtube.com/watch?v=phHrmWNoQUs>
- Video Sumber Waras: [https://www.youtube.com/watch?v=XUy\\_2gublxA](https://www.youtube.com/watch?v=XUy_2gublxA)
- Video Kerujuk: <https://www.youtube.com/watch?v=ixY6RPS05es>
- Video Genggelang: [https://www.youtube.com/watch?v=\\_JWcWrZ97t8](https://www.youtube.com/watch?v=_JWcWrZ97t8)

Tulodo success was based on our ability to work with different partners and stakeholders from government, private sector and NGOs. Tulodo developed a wide network and maintained solid working relationships. Tulodo worked with a number of local government agencies such as Bappeda, Dinas Koperasi dan UMKM (Ministry of Cooperatives and Small and Medium Enterprises), Dinas Pariwisata (Ministry of Tourism), local small businesses (Boga Lestari Group, Sumber Waras Group, Kelompok Sadar Wisata/Pokdarwis), and private sector consultants, including research, creative and communication.

## 12. Save the Children: Helmet Use and Pedestrian Safety - Research Project

**Project Title:** Rapid Assessment on the Barriers to Law Enforcement on Road Safety and Helmet Use in Tasikmalaya Municipality

**Location Province/ District:** Tasikmalaya, West Java, Indonesia

### Start-End Dates:

June - September 2019

### Description of activities:



*Photo with Deputy of Tasikmalaya Transportation Agency*

Tulodo was appointed by Yayasan Sayangi Tunas Cilik (Save The Children, Indonesia) to support their work to gain a deeper understanding on motorcycle user and pedestrian behaviours in Tasikmalaya. We conducted a rapid assessment to analyze the barriers to enforcement of road safety and helmet laws in Tasikmalaya:

- In-depth interviews with Transportation Agency and Sub Regional Police of Tasikmalaya City from top management to operational staff.
- In-depth interviews with parents on helmet use and pedestrian behavior.
- Focus group discussions with senior high school students.



*Research team with Head of Road Traffic Accident (Laka) Unit*

**Results of project:**

The final report included mapping of interventions and analysis of barriers faced by each institution in improving helmet usage and pedestrian safety. The proposed recommendations included a focus for interventions on specific contexts for accidents involving children and young people.

**13. Partnership for Human Development: Hamutuk Formative Research**

**Project Title:**

Hamutuk Nutrition Formative Research

**Location Province/ District:**

Dili and Holarua - Timor Leste

**Start-End Dates:**

July – December 2018

**Description of activities:**

Hamutuk is a nutrition impact pilot in a selected suku (villages) in Timor-Leste organized by Konsellu Nasionál ba Seguransa, Soberania Ai-hanno Nutrisauniha Timor-Leste (KONSSANTIL) at the sub-national level and a Technical Support Hub (TSH), comprised of representatives from DFAT, Partnership for Human Development (PHD), M&E House and Catalpa International. Tulodo was pointed to assist them in identifying key behavior to examine in the formative research. Using a behavioural determinants framework (Behaviour Change Design), the study used mixed methods including in-depth interviews, observation and mini ethnographic case studies to examine the following:

- Complementary feeding, exclusive & continued breastfeeding & WASH behaviours
- Roles and attitudes of key informant stakeholders.
- Living experiences of households.



*A mother giving her child complementary food*

**Results of the project:**

This report has discussed the study’s findings on complementary feeding, continued breastfeeding and related WASH behaviours in Holarua, Manufahi in Timor-Leste, presented using the behavioural determinants framework, administered through a Behaviour Centred Design (BCD) process. It has also reviewed stakeholder roles and attitudes, including partners and government counterparts, using the Behaviour Change Wheel tool to analyse intervention functions.

**14. Rutgers WPF: Review of Youth Friendly Health Services (PKPR)**

<b>Project title:</b> Review of Youth Friendly Health Services (PKPR)	<b>Country:</b> Indonesia
<b>Start-End dates:</b> April - December 2018	
<b>Description of activities:</b> Tulodo was appointed by Rutgers WPF to work with the Ministry of Health (Kemenkes) to review the Government’s youth friendly health service (PKPR) in five regions of Indonesia – Lampung, West Java, Jakarta, Denpasar and West Lombok. The review consisted of a qualitative operational assessment of <i>puskesmas</i> (community health centres), interviews with <i>puskesmas</i> staff, teachers, young people both in and out of school, parents and Rutgers partners. Recommendations were developed in consultation with national and regional Ministry of Health offices.	
<b>Results of the project:</b> A formative research report titled: “Sakit Apa ‘Dik? Tinjauan Pelayanan Kesehatan Peduli Remaja di Indonesia was developed. The study found the opportunity, ability and motivation of adolescents to access the health services. The study also explored the evaluation of reproductive health services for young people and found contributing factors to the success of the health services to young people. Several recommendations were provided to increase the health services and engage young people.	

### 15. UNFPA: Report of Indonesian Youth in the 21st Century Report

<b>Project title:</b> Indonesian Youth in the 21st Century Report	<b>Country:</b> Indonesia
<b>Start-End Dates:</b> August - December 2015	
<p><b>Description of activities:</b> For UNFPA and its Indonesian Government partners, effective policies and programs for adolescents and youth are key to Indonesia's long-term development. Tulodo was appointed to research and produce a report that mapped and reviewed youth programs throughout Indonesia. Tulodo led consultations with the UN, government, donors, NGOs, business and youth. We then provided recommendations for the Government of Indonesia's National Youth Strategy 2014-19. The report, the Indonesian Youth in the 21st Century Report, was produced by UNFPA through the UN Inter-Agency Network on Youth Development (IANYD) and in collaboration with the Ministry of Youth and Sports.</p> <p><b>Results of the project:</b> The report covers a broad range of policies and issues facing youth networks. The report highlights youth programs, partnerships and priorities, including the challenges faced and recommendations for future directions and interventions at the national level.</p>	

### 16. UNFPA: Review of Lessons Learned and Good Practices of Unala

<b>Project title:</b> Review of Lessons Learned & Good Practices of Unala	<b>Country:</b> Indonesia
<b>Start-End dates:</b> September 2015 - October 2016	
<p><b>Description of activities:</b> Tulodo was appointed to analyze the lessons learned and good practices of Unala, an adolescent sexual and reproductive health services model in Yogyakarta. Tulodo provided recommendations for the sustainability of Unala and strategies to advocate private sectors and government support for Unala. We first conducted a literature review documenting effective practices in other parts of the world that incorporate and leverage the private sector in providing ASRH information and services. The literature review covered various models that have been tried, with comparison drawn to the Indonesian context, for the purposes of considering their viability and appropriateness.</p> <p>We first conducted a desk review on the situation and SRH needs among young people in Yogyakarta. We then identified the metrics and methodologies for data collection, to be used locally to measure the effectiveness of this youth-targeted SRH model, with specific consideration paid to partnership between the public and private sectors. Tulodo led data collection to evaluate and document lessons learned and good practices of Unala. This included review of data, interviews and focus group discussions with stakeholders at the national and sub-national levels (including government, NGOs, youth, health care providers, private sector firms, and other development partners).</p> <p><b>Results of the project:</b> A documentation of good practices of Unala was developed. The report covers a number of contributing factors to the success of the Unala program, including the barriers and motivations of young people to access reproductive health services.</p>	

### 17. Kopernik: Campaign on Sustainable Energy and Women #IDWomen4Energy

**Project Title:**

Campaign on Sustainable Energy and Women  
#IDWomen4Energy

**Location Province/ District:**

Indonesia

**Start-End Dates:**

July 2015-February 2016

**Description of activities:**

Tulodo produced the #IDWomen4Energy advocacy campaign on sustainable energy access in Indonesia, commissioned by nonprofit Kopernik as part of the United Nations Sustainable Energy for All (SE4ALL) agenda. The campaign engaged Indonesian consumers to change their behaviors and increase participation on issues relating to sustainable energy. We informed and inspired audiences with a campaign platform that appealed to national pride and enabled them to take personal action. We communicated campaign messages through trusted channels, including social media, spokespersons and traditional media. Tulodo also assisted Kopernik to advocate for gender to be incorporated in energy policies and expanded energy access for the poor.



Video for #IDWomen4Energy Campaign



Event for #IDWomen4Energy Campaign

**Results of the project:**

The campaign exceeded the target of reaching 450,000 people. Coverage by mass media alone had a potential total reach of up to 7 million. Social media activation, including competitions and content

sharing, reached 86,000 people with over 17,000 interactions. Facebook video posts alone had over 36,000 views. The on-ground Car Free Day activation created campaign visibility for thousands of people, including higher quality interaction with more than 150 people.

For the media coverage, the estimated earned media (PR) value of the campaign is more than IDR2.5 billion (USD183,000). The estimated equivalent paid media (advertising) value of the editorial coverage is more than IDR836 million (USD60,000). Tulodo also organized a roundtable event in Jakarta to bring together the experts, implementers and opinion leaders on sustainable energy access issues. We engaged a co-host organization, the Indonesian Institute for Energy Economics (IIEE), to bring additional economic credibility and networks to stakeholder engagement efforts.

### 18. Millennium Challenge Account (MCA) Indonesia, Communications and Stakeholder Engagement Plan

<p><b>Project title:</b> Millennium Challenge Account (MCA) Indonesia, Communications and Stakeholder Engagement Plan</p>	<p><b>Country:</b> Jakarta, East Java, Lampung, NTB, NTT and South Sulawesi</p>
<p><b>Start-End dates:</b> 2018</p>	
<p><b>Description of activities:</b> Tulodo partnered with Kiroyan in developing the Communications and Stakeholder Engagement Plan for MCA Indonesia. Tulodo developed the Communication Strategy for MCA's Indonesia programs: Green Prosperity, Community-based Health and Nutrition to reduce stunting, and Procurement Modernization. This Communication plan was the basis for the implementation of MCA-Indonesia's projects in Indonesia.</p> <p><b>Results of the project:</b> Tulodo, as the specialist communication agency, partnered with Kiroyan Partners, to produce a practical, actionable and measurable communication and stakeholder engagement plan for MCA Indonesia. Engaging internal and external stakeholders, especially local government agencies, resulted in greater ownership of the process and results of the strategy and plan. This plan helped ensure the successful implementation of MCA-Indonesia's projects in Indonesia. Activities included field based interviews and activity review, leadership consultations, strategy and plan development, including for projects focused on nutrition, green prosperity and procurement modernization.</p>	

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