



City Knowledge Exchange Series

This series, developed by the USAID-funded Building Healthy Cities (BHC) project, highlights city-led efforts to improve urban health in three BHC partner cities: Indore, India; Makassar, Indonesia; and Da Nang, Vietnam. While no USAID funds were used to complete these particular efforts, BHC is sharing these successes with other project cities and investors to explore how to scale up these initiatives.

PROMOTING HEALTHY BEHAVIORS

How Makassar engages communities with the Healthy Alley program

In the city of Makassar, Indonesia, there are 7,520 narrow neighborhood streets known as alleys, where more than 80 percent of Makassar residents live. Most of these alleys are in slum areas where residents have difficulty accessing information about healthy behaviors. The situation is exacerbated by difficulties obtaining basic health data from people living in the alleys and identifying unequal health service outreach.¹

In 2015, the city introduced an innovative alley-based community effort to promote healthy behaviors and to help these

communities more easily access health services. Known as the Healthy Alley program, it was first introduced in 46 alleys, with new alleys joining the program every year. As of 2019, 185 of the 7,520 alleys in Makassar had adopted the program.² The program in each participating alley is overseen by a puskesmas, or community health center, in collaboration with the community. It focuses on promoting key healthy behaviors that align with the objectives of Clean and Healthy Behaviors (PHBS) and Healthy Family, initiatives launched by the Ministry of Health.



Health messages painted in a Healthy Alley.

Source: JSI

They include:³

- Eating a healthy diet.
- Washing hands with soap.
- Exercising.
- Ensuring births are assisted by a skilled birth attendant.
- Practicing exclusive breastfeeding.
- Routinely measuring a baby's weight.
- Following sanitation practices such as drinking clean water and using designated latrines.
- Eradicating mosquito larvae.
- Avoiding smoking inside the home.

The Healthy Alley program also fills an important gap in health data. Select alley residents are trained to collect basic health data, which they share with the puskesmas.

History

In 2014, the City Government launched the “Makassar’Ta Tidak Rantasa” program which encouraged alley-based innovations. In response, the Makassar Health Office worked with participating puskesmas to develop and implement the Healthy Alley program.¹

The program fostered a “from, to, and by the community” mindset, involving community members in developing their Healthy Alleys from the start. Community members were involved in building designated smoking



A community garden in a Healthy Alley.

Source: JSI

spots and hand washing facilities, and making pots to hold plants. Resource mobilization was conducted through social gatherings. Furthermore, the community was involved in evaluating the implementation of activities over time.^{1,4}

Private sector stakeholders, including banks, energy companies, automotive groups, and insurance providers, initiated some of the Healthy Alley programs after the initial round of 46. The city engaged the private sector through an existing Corporate Social and Environment Responsibility forum. Private sector actors provided inputs such as seeds to create green spaces, and training on a variety of topics.¹

Funding

Initially, puskesmas bore the operational expenses of implementing the Healthy Alley program. Later in 2015, the Makassar Health Office designated program funds under the PHBS campaign, totaling Rp 260,000,200 (US\$18,600). In 2016, approximately Rp 400,118,000 (US\$28,600) was allocated for the program. Since then, Healthy Alley funding has increased every year, to Rp 711,457,000 (US\$51,800) in 2018 (the most recent data publicly available).¹



Funding sustainability was secured through the regional governing body's periodic budgeting. The Regional Medium Term Development Plan for 2014-2019 provided a funding roadmap for reaching PHBS and Healthy Families initiative targets, and allowed the city to plan for Healthy Alley programming. Each Healthy Alley community was responsible for budgeting for their infrastructure. The Head of the Makassar Health Office stated, "Everything purely comes from community. We only guide them, thus, each Healthy Alley has different model depending on what the community residing in it wants." Communities also used funds from "arisans," or social groups that serve as a source of microfinance, to pay for small items such as paint and flower pots.⁴

Public Response and Benefit

The Healthy Alley program successfully improved healthy behaviors in the participating communities. The number of

alleys meeting PHBS targets increased significantly after the Health Alley program began, from 58 percent in 2014 to 74 percent in 2018. The program also forged stronger connections between the communities and puskesmas, resulting in easier access to health services.²

In 2017, the Ministry of Empowerment of State Civil and Bureaucratic Reforms awarded the Healthy Alley program a Top 40 Public Service Innovations title. Twenty-seven regencies and provinces visited Makassar to observe and learn from the program.⁵

Thanks to its straightforward design, low cost, and use of existing local resources, the Healthy Alley program can provide services that are more equitable to marginalized population groups. It can also be easily adapted for implementation in other regions. Makassar has adapted the Healthy Alley model for other programs, such as Garden Alleys and Family Planning Alleys.¹

¹Makassar Health Office. 2019. "Proposal Dinas Kesehatan Lorong Sehat (Longset)."

²Perhimpunan Sarjana dan Profesional Kesehatan Masyarakat Indonesia. 2020. "Evaluation Report." https://publicadministration.un.org/unpsa/Portals/0/UNPSA_Submitted_Docs/2019/b63a4f66-f9c0-4b55-8336-1aa731071262/2020%20UNPSA_LONGSET_Evaluation%20Report_26112019_051332_6f481b9c-f71d-456a-8e3f-7312ce2c3f17.pdf?ver=2019-11-26-051332-887.

³Ministry of Health. n.d. "Perilaku Hidup Bersih Dan Sehat (PHBS)." <http://promkes.kemkes.go.id/phbs>.

⁴Nurfatria, Herman. 2018. "Upayakan Pola Hidup Sehat, Dinkes Kota Makassar Galakkan Program Lorong Sehat." *Jurnal Celebes*, February 24, 2018. <https://jurnalcelebes.co/2018/02/24/upayakan-pola-hidup-sehat-dinkes-kota-makassar-galakkan-program-lorong-sehat/>.

⁵Purnama, A Nita. 2017. "Lorong Sehat Makassar Sabet Penghargaan Nasional." *Gosulsel.com*, August 26, 2017. <https://gosulsel.com/2017/08/26/lorong-sehat-makassar-sabet-penghargaan-nasional/>.

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