

***Baduta* Program: How Clean Water Helps Reduce Stunting**

Partnership between PT Holland for Water (NAZAVA) and Global Alliance for Improved Nutrition (GAIN)

Child Nutrition and Clean Water

GAIN and PT Holland for Water (NAZAVA) both support the national movement on nutritional acceleration in close collaboration with the Ministry of Health. GAIN and NAZAVA used Ministry of Health’s data for several cities in Indonesia to identify the status of child nutrition, particularly that of children under 2 years old or of first 1000 days of life¹. The survey shows relatively low status of nutrition of Indonesian children, with the rate of stunting prevalence reaches 36%.

The indicators of stunting rate are due to the lack of access to clean drinking water. Around 47% of Indonesia’s population drink contaminated water, even though it is already cooked. There are 340 children died due to diarrhea every week in Indonesia.



NAZAVA provides training on how to identify and maintain clean water for the village. @NAZAVA.

nutritional situation particularly during first 1000 days of life (1000 HPK) and access to safe drinking water which is crucial to improve the children nutritional status and reduce stunting.

The program was implemented in 3 districts in Malang and 3 districts in Sidoarjo. The program’s beneficiaries were pregnant women and children under two (*baduta*), in an effort to support 1000 HPK. NAZAVA assessed the access to water and provided education in HWTS (Household Water Treatment and Safe Storage) and water quality to 125,000 people. It was followed by proposition to become resellers to establish sustainable supply chain of household filter to 30,000 people. Supply chain would be able to provide safe drinking water and build a facility of water system to 1,000 households with clean water access.

In the process, PT Holland for Water (NAZAVA) and GAIN divided the tasks based on their expertise. NAZAVA as the water filter company focused on research and assessment of water quality, and provided education and knowledge on how to prepare and store drinking water safely. Meanwhile, GAIN was in charge of facilitating the program to the community and

SUMMARY

Baduta (below two years) Program: How clean water helps reduce stunting is a partnership between PT Holland for Water (NAZAVA) and Global Alliance for Improved Nutrition (GAIN). It started in September 2014, with their shared interest and concern in

coordinating with local government. Both organizations also work together in coordination in implementing the program in six districts.

As of 2016, the *Baduta* program had achieved 2,000 village cadres; and trained 20,000 women on safe and healthy drinking water; and trained 80 people to become supplier of healthy drinking water technology, 95% of whom were women.

THE PARTNERS



Global Alliance for Improved Nutrition (GAIN)

(www.gainhealth.org/knowledge-centre/country/indonesia/)

is an International NGO that was established by the United Nations in 2002 with a mandate to address malnutrition problems. Through its innovative, scalable and sustainable nutrition improvement program, GAIN has reached more than 750 million people in 30 countries.

One of GAIN's strategies is supporting public-private partnerships to improve the access and availability of nutritious products for most vulnerable population. GAIN always implement nutrition-specific and nutrition-sensitive interventions in all of its programs. Nutrition-specific intervention deals with direct causes of nutritional problems, for instance the inadequate food intake, and other root causes like eating habits and access to food. Nutrition-sensitive intervention focuses on improving food and nutrition safety of beneficiaries through agriculture and food resilience, healthcare, education, clean water and sanitation.



PT Holland for Water (HfW)

(www.nazava.com) is a social enterprise, established in 2009 in Aceh, Indonesia, with the office located in Cimahi, West

Java. It has the vision to provide safe drinking water with affordable prices for the society. In order to fulfill their mission, the company produces and sells Nazava, a water filter which is able to filter the well, rain, and tap water in order the household to have the safe drinking water without the need to boil or use electricity.

Since it was established until May 2016, HfW had provided healthy drinking water for more than 250,000 people in Indonesia through 122 resellers in 100 locations across 70 districts/cities in Indonesia.

NAZAVA had partnered with Kopernik, Plan International, Palang Merah, and ACTED (French NGO). To expand its market, NAZAVA uses a partnership approach in establishing the entrepreneurial chain. The partners gain profit for each product sold. The business

term for this kind of method is called multilevel marketing.

INITIATING THE PARTNERSHIP

NAZAVA and GAIN entered into a cooperation agreement starting from September 2014 until December 2016. Both organizations have the same vision to improve the access of potable water for everybody through the *Baduta* program intervention components.

NAZAVA submitted a proposal that corresponded with one of *Baduta* program's objectives and in line with NAZAVA's vision, namely: the distribution and sales of water filter at affordable prices using social marketing approach, and provided education activities which was integrated with the government program. The program sustainability would be achieved through women empowerment and capacity building of funding water filter entrepreneurs.

IMPLEMENTING THE PARTNERSHIP

The *Baduta* Movement Program started from September 2014 until December 2016. Before conducting the program that related to children's nutritional status and focused on access to clean drinking water, GAIN paid a courtesy call to the Ministry of Health to state its interest. The Ministry recommended targeted areas in East Java in improving children's nutritional condition and reducing stunting. GAIN then selected 6 districts which were 3 in Malang and 3 in Sidoarjo using random sampling method. Based on the Ministry's recommendation this program was expected to support the government in improving the children's nutritional status which contribute to reduce the stunting rate.

GAIN then looked for the right implementing partners with similar vision and mission. Based on shared concern on the availability of the safe drinking water and reducing the number of stunting, GAIN and NAZAVA agreed to partner in implementing the *Baduta* program.

In implementing the program, GAIN and NAZAVA not only worked closely with Ministry of Health, but also with local governments. They also involved local community healthcare centers (*Puskesmas*) to assess and study the water content because there was high number of cases of diarrhea in that area. The result showed how in Kedungsalam village, one of GAIN and NAZAVA intervention areas, the water content reached 240 E.Coli bacteria/1 mil compared to the basic standard of 0 bacteria/1 mil water.

During the implementation period from September 2014 – December 2016, GAIN and NAZAVA conducted the program through several stages. It started with

assessment and research of water quality in the areas. Then they followed by education on HWTS and water quality. NAZAVA educated around 125,000 people. In this stage, NAZAVA educated the community on how to choose good source of water, how to treat water in various ways – including how to use NAZAVA water filter, and how to store the water properly to avoid bacteria contamination.

The second component of the activity was to build supply chains of household water filters through resellers from the community itself. After receiving education on how to choose the source, process and save drinking water, the community's knowledge was increased, and they began to pay more attention on how to treat water using NAZAVA filter, which saves money and time. After NAZAVA water filter was introduced to the community with the help of Puskesmas staff, NAZAVA then established the water supply chains by inviting the community to become the resellers. Upon finding out how easy to use and understand the benefits of using Nazava water filter, the community was attracted to become the resellers. Becoming resellers would also improve their livelihood towards healthy life. Those who become resellers had earned additional income from selling the products.

The last component was facility building on clean water systems, to allow 1,000 people to have access to clean water. With *Baduta* program, the outbreak of diarrhea in Kedungsalam village, one of the intervention areas, was halted. It's expected that it would contribute to the reduction of stunting.

The program was a successful one, using social marketing approach which insisted sustainable behavior change of the society. It was fully supported by the local governments and women' activity groups, which in turn galvanized community's participation. During the education process, HfW demonstrated filtering water using NAZAVA in Puskesmas and provided samples of filtered water for the community, particularly mothers and children under two, to drink.

Later on, when the supply chain of water filter was established by the resellers in the intervention area, it was expected that the program would be able to continue in a sustainable way with the existing sales network and the agents of the water filter. Thus, the community would easily get the product and information for the filter replacement every two years.

At the end of program, both NAZAVA and GAIN conducted an evaluation and monitoring based on the quarterly reports which indicators were agreed upon during the quarterly coordination meeting by the relevant stakeholders and local government. The



Healthcare center (Puskesmas) crew hands over NAZAVA drinking water filter to the villagers. @NAZAVA.

meeting was coordinated by the Provincial Health Office of East Java together with GAIN. For testimonials, not only they collected and gathered stories, but also the ones with the most meaningful behavior change. The impact evaluation was also undertaken by comparing the baseline and endline surveys at the intervention location to see the behavior changes, the survey was controlled by the Sydney University Consortium. The program sustainability could also be seen from how the community replace their water filter regularly once every two years.

In general, division of labor between both organizations was based on their expertise: GAIN focused on facilitating the program to community and coordinated with the local government, providing the concept for baseline – endline survey to the community.

Meanwhile, PT Holland for Water as the manufacturer of NAZAVA water filter focused on developing research related to drinking water, provided education to the community, developed the baseline – endline surveys to measure behavior change as the impact of *Baduta* program.

RESULT

This program had reached out to women in 6 districts and also their family members. This program had successfully provided the training on healthy and safe drinking water to 2,000 village cadres and 20,000 women; created the supply chain of the healthy drinking water technology to 80 resellers, 95% of whom were women. Based on the result, this program had improved the access to clean drinking water to 2,500 families.

Community's understanding about clean and safe drinking water had improved. NAZAVA and GAIN also built the capacity of clean water system. This program provided training for the community on how to identify good source of drinking water; proper water treatment - one of them was by using NAZAVA water filters; and safe water storage.

CHALLENGES AND LESSONS LEARNED

In implementing the *Baduta* program, NAZAVA and GAIN had identified several challenges in conducting the partnership with various institution, namely government, private sector, and NGOs.

For example, in recruiting resellers of drinking water filters, each organization had different criteria and priority, thus it required them to make a reasonable adjustment in order to make it operational.

Second, each stakeholder had different strategy approach of program implementation, for instance between social marketing and community empowerment. Different design interventions from each stakeholder for the same target groups required a well-integrated and coordinated implementation.

Third, the integration of public-private partnership (PPP) into public health intervention could improve the achievement of both stakeholders and more beneficial for the community. The sales and distribution of water filters to the partners, and the training schedule had to

be transparent, well integrated and planned to involve all local stakeholders.

Lastly, the success of the program with social marketing approach should include direct government involvement to increase program's credibility. Intensive coordination at all levels may reduce conflict among program implementers and may accelerate achievement of the goals.

FUTURE PLANS

NAZAVA and GAIN hoped that the program would be sustainable even when the partnership program has ended. The water filter distribution using social marketing approach and reselling still continues; the training is expected to be integrated under the local community healthcare system; and this intervention is expected to be the model of similar program in other regions.

Reference

1. Kusumawati, Erna; Rahardjo, Setiyowati; and Sari, Hesti Permata. *Model of Stunting Risk Factor Control among Children under Three Years Old*. The National Public Health Journal Vol 9, No 3. February. 2015. _

About this Case Study

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