

# INCREASING PUBLIC AWARENESS OF SOCIAL ASSISTANCE PROGRAMMES



Australian Government  
Department of Foreign Affairs and Trade



To raise public awareness of poverty issues and boost communication efforts with beneficiaries, TNP2K, supported by the Poverty Reduction Support Facility (PRSF), which is funded by Australia's Department of Foreign Affairs and Trade (DFAT), carried out dissemination and publicity activities for various poverty reduction programme, both at the national and local level. These efforts helped increase awareness of poverty reduction programmes to stakeholders, including the general public.

## TNP2K SUPPORTS DISSEMINATION EFFORTS FOR BSM 2013-2014

### COVERAGE OF DISSEMINATION ACTIVITIES



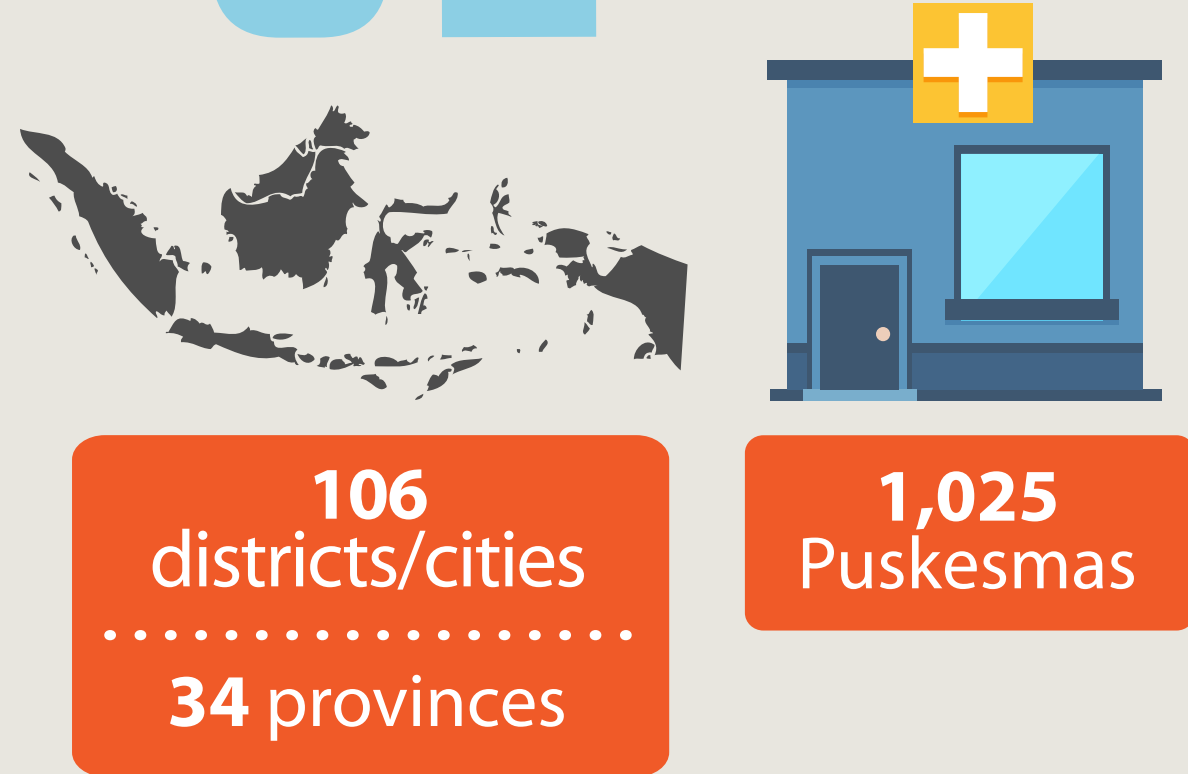
### ACTIVITIES



Collected the **contact details of 1,114 heads of schools/teachers**

## TNP2K MENDUKUNG SOSIALISASI JKN 2014

### COVERAGE OF DISSEMINATION



### ACTIVITIES



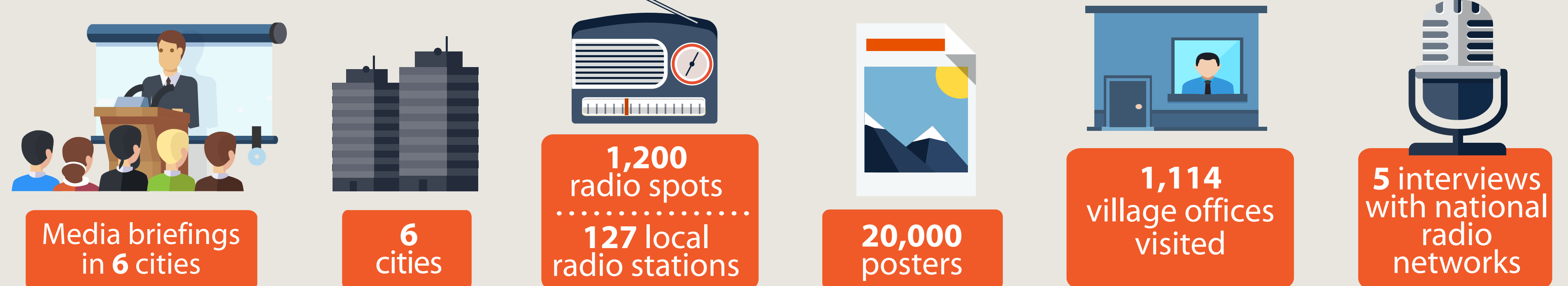
Collected the **contact details of 1,106 heads of Puskesmas**

## TNP2K MENDUKUNG SOSIALISASI RASKIN 2014

### COVERAGE OF DISSEMINATION



### ACTIVITIES



Collected the **contact details of 1,114 of heads of villages**

## PLAN AND DESIGN DISSEMINATION ACTIVITIES FOR THE SOCIAL ASSISTANCE CARD (KPS)



Designed the KPS card and accompanying dissemination materials, which were distributed to 15.5 million households (equal to 2% of households with the lowest socio-economic level). KPS can be used to access various programmes benefits, including for Raskin, BLSM, and BSM. KPS beneficiaries also automatically become Instalment Payment Beneficiaries (PBI) for National Health Insurance (JKN).

## DESIGN, DEVELOP AND MANAGE THE TNP2K WEBSITE

Launched the website [www.tnp2k.go.id](http://www.tnp2k.go.id) in February 2012, which has since attracted more than 1 million visits from 129 countries including the United States, Malaysia, Australia and India.

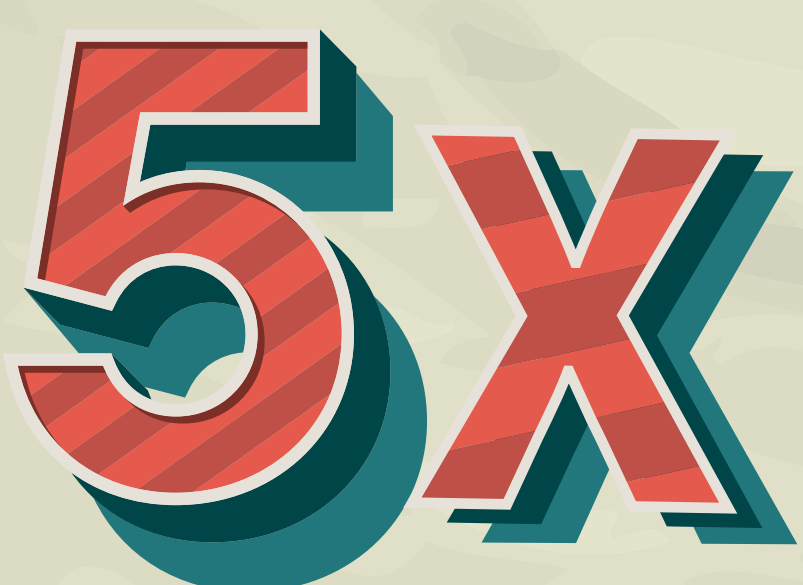


## PUBLISH AND DISTRIBUTE ACADEMIC PUBLICATIONS

Designed, launched and distributed **59 books, 6 magazines, 26 dissemination materials (including posters and stickers), 34 presentations, 14 audiovisual materials, 14 poverty briefs and 11 working papers**, on Raskin (11), BSM (12), BLSM (9), KUR (1), PKH (3) and PNPM (5).



Dissemination activities led to:



News coverage of BSM in May 2014 increased nearly 5 times.



Media briefings and outreach activities for BSM led to an increase in programme take-up rates to **44%** in its second stage, compared with **4%** in the first stage in 2013. In 2014, this total rose further to **62%**.

