

Reconnecting with the Public: Communication Strategies to Address the Hypertension Crisis in Banjarmasin

Journal of Communication and Public Relations
Vol. 2, No. 1, June 2022, 31-50
P-ISSN: 2809-6940
E-ISSN: 2809-9087
DOI: 10.37535/10500122024

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Abstract

This article presents a comprehensive communication strategy to tackle the hypertension crisis in Banjarmasin, Indonesia, where the prevalence of hypertension remains significantly high despite ongoing government interventions. The Ministry of Health (KEMENKES), in coordination with local healthcare institutions like PUSKESMAS, has launched a targeted campaign aimed at increasing public awareness, improving prevention measures, and rebuilding trust in the government's commitment to healthcare. The campaign integrates multiple communication channels, including media outreach, public seminars, and strategic partnerships with influencers and local businesses that promote healthy lifestyle choices. A key component of the strategy is the appointment of Regional Ambassadors who will oversee community engagement and lead health education efforts across Indonesia. Social media platforms will also play a central role in disseminating key messages about hypertension prevention, delivered through influencers, volunteers, and interactive online content. Additionally, the campaign incorporates community-driven activities, such as "Green Walking," to encourage participation in healthier lifestyles. Running from January 2022 to January 2023, this initiative aims to engage a broad audience, ensuring widespread awareness and understanding of hypertension risks and management. By actively involving the public in these efforts, the campaign seeks not only to reduce the number of hypertension cases but also to restore and strengthen public confidence in the government's healthcare initiatives, positioning it as a critical step towards a healthier and more informed society in Indonesia.

Keywords: Communication, Hypertension, Government, Campaign, Indonesia

Introduction

Indonesia, the fourth most populous country in the world, is home to an estimated 275.77 million people as of 2022, according to BPS data (Mahdi, 2022). With such a large population, healthcare services are critical for improving human resource quality, boosting economic development, and reducing poverty. The country faces a complex array of public health challenges, including infectious diseases, maternal health, and increasingly, non-communicable diseases (NCDs). Among the leading causes of death in Indonesia, cardiovascular diseases, particularly hypertension, remain a significant public health issue. In 2017, the Institute for Health Metrics and Evaluation (IHME) reported that 33.1% of global deaths were due to cardiovascular diseases, with hypertension as a major contributing factor (IHME, 2022).

Hypertension, often referred to as the "silent killer," is a condition that many individuals do not realize they have until complications arise, such as heart disease, stroke, or kidney failure.

This condition has become a growing concern, not only due to its silent nature but also because it can often go undetected and untreated until irreversible damage has occurred. Despite being preventable and manageable through lifestyle changes, many Indonesians remain unaware of the risks, and treatment adherence is still low. This issue is particularly alarming as it directly impacts the quality of life and productivity of the population, exacerbating the already heavy burden on the national healthcare system.

In South Kalimantan, a province with distinct cultural and environmental characteristics, the prevalence of hypertension is particularly high. Banjarmasin, the capital city, has one of the highest hypertension rates in Indonesia, with a prevalence of 44.3% in 2018, surpassing the national average of 34.1% (Nasution, 2022). The city's dependence on river-based livelihoods, along with dietary habits high in salt and fat, exacerbates the problem. Salt is a key ingredient in the traditional foods of the region, which, when combined with insufficient awareness of dietary risks, contributes to the rising cases of hypertension. In addition, limited physical activity, coupled with environmental factors such as the pollution of the Barito and Martapura rivers, further contributes to the health crisis (Rahmaniah, 2022). The consequences of these environmental and lifestyle factors are far-reaching, affecting not only individuals' health but also their communities and the local economy.

The Banjarmasin Health Office has been at the forefront of efforts to raise awareness about hypertension, yet many residents remain undiagnosed or untreated, leading to severe consequences for families and the broader community (Sukarli, 2022). In rural areas, limited access to healthcare services, inadequate health literacy, and social stigmas surrounding health conditions further complicate hypertension management. As such, the crisis in South Kalimantan reflects a broader challenge faced by many underserved regions across Indonesia, where access to accurate health information and preventative care remains limited.

Addressing this growing crisis requires a multifaceted strategic communication approach that reconnects the public with vital health information, encourages early detection, and promotes healthier lifestyles. This approach should include increasing the availability of health screenings, using culturally appropriate messaging that resonates with local communities, and leveraging both traditional and digital media to disseminate health messages effectively. Moreover, public health campaigns should empower individuals to take ownership of their health by adopting simple, manageable lifestyle changes. By addressing the unique social, economic, and environmental factors contributing to hypertension in Banjarmasin, these efforts can have a significant impact on reducing the prevalence of hypertension and improving the overall well-being of the population.

Literature Review

Hypertension

Hypertension, a significant global health issue, is a major risk factor for various diseases, including heart disease, diabetes, kidney failure, and stroke. According to the World Health Organization (WHO), hypertension is diagnosed when blood pressure readings are consistently at or above 140 mmHg for systolic pressure or 90 mmHg for diastolic pressure. This condition is commonly classified into two types: isolated systolic hypertension (systolic

blood pressure ≥ 140 mmHg with diastolic pressure < 90 mmHg), particularly prevalent among the elderly (Chuang et al., 2020).

Globally, approximately 1.13 billion people, or one in three adults, suffer from hypertension, with projections suggesting that this figure could rise to 1.5 billion by 2025 (Anitasari, 2019). The increasing prevalence of hypertension poses a severe threat, contributing to an estimated 10.44 million deaths annually from related complications. In Indonesia, as per the 2018 Riskesdas data, about 63.3 million individuals are estimated to have hypertension, with a prevalence of 34.1%. This issue spans various age groups, with significant occurrences in those aged 31-44 (31.6%), 45-54 (45.3%), and 55-64 (55.2%), indicating that hypertension affects not only the elderly but also younger, productive age groups.

Moreover, despite a high prevalence, many individuals remain undiagnosed or do not seek treatment, often due to a lack of awareness about their condition or misconceptions about their health. Among those diagnosed, 8.8% did not take medication, and 32.3% did not adhere to prescribed treatments. Common reasons for non-compliance include feeling healthy (59.8%), reliance on traditional medicine (14.5%), and forgetting to take medication (11.5%) (Rahmi, M.Sc et al., 2023). This phenomenon underscores the term "silent killer" often associated with hypertension, as many remain unaware of their condition until severe complications arise (Widyawati, 2019).

The increasing prevalence of hypertension, particularly in Indonesia, highlights the urgent need for effective communication strategies to raise awareness and promote preventive measures within the community. Such initiatives can play a crucial role in improving public understanding of hypertension and encouraging individuals to seek regular health check-ups and appropriate treatment.

Communication Plan in Hypertension Crisis

Effective communication strategies play a critical role in addressing public health crises, particularly in raising awareness about hypertension and promoting preventive measures. Several studies have documented successful communication campaigns in various regions, demonstrating the impact of targeted messaging and community engagement.

For instance, a communication plan implemented in Brazil highlighted the importance of community-based interventions to combat hypertension. The campaign utilized local media, educational workshops, and partnerships with healthcare providers to disseminate information about hypertension and its risk factors. This multifaceted approach resulted in a significant increase in public awareness, with over 60% of participants reporting enhanced knowledge about hypertension and its management.

Similarly, a study conducted in the United States emphasized the effectiveness of social media campaigns in reaching younger populations. The "Know Your Numbers" initiative utilized platforms like Facebook and Instagram to disseminate information about hypertension and encourage individuals to monitor their blood pressure regularly. The campaign reported a 40% increase in the number of individuals seeking blood pressure screenings after its launch, showcasing the power of digital communication in public health.

These examples underscore the necessity of developing tailored communication plans that consider the unique cultural and socio-economic contexts of different regions. In Banjarmasin, leveraging local community leaders and healthcare professionals can enhance the

effectiveness of hypertension communication strategies, fostering greater public engagement and promoting healthier lifestyle choices.

7 Steps to Develop an Effective Communication Plan



Figure 1. Seven Steps to Develop an Effective Communication Plan Framework (TMS, 2019).

The 7 Steps to Develop an Effective Communication Plan is a framework derived from Six Sigma methodologies, which focus on improving processes and eliminating defects through data-driven decision-making. Six Sigma, originally developed by Motorola in the 1980s, aims to enhance quality and efficiency by employing statistical tools and techniques (Bertolaccini et al., 2015). Over time, this methodology has evolved beyond manufacturing and is now applied across various sectors, including healthcare, finance, and communications.

In the context of a communication plan, the 7 Steps serve as a systematic approach to ensure that messaging is clear, targeted, and effective. The steps are as follows:

- a. Identify the Purpose: Clearly define the objectives of the communication plan. What issues does the plan aim to address?
- b. Analyze the Audience: Understand the demographics, preferences, and needs of the target audience. This analysis helps in tailoring messages that resonate with specific groups.
- c. Develop Key Messages: Create concise and compelling messages that align with the objectives and appeal to the target audience.
- d. Choose Communication Channels: Select appropriate channels for delivering the messages, such as social media, email, or public forums, based on where the audience is most engaged.
- e. Set a Timeline: Establish a realistic timeline for executing the communication plan, including key milestones and deadlines.
- f. Allocate Resources: Identify and allocate necessary resources, including personnel, budget, and technology, to support the implementation of the communication plan.
- g. Evaluate and Adjust: After implementation, monitor the effectiveness of the communication plan through feedback and metrics. Be prepared to make adjustments as needed to enhance impact and reach (Kabeyi, 2019).

The application of these steps in a case study can be illustrated through a public health campaign addressing a specific issue, such as the hypertension crisis in a particular region. For instance, in developing a communication plan for hypertension awareness, the first step would involve identifying the purpose—raising awareness about the risks and prevention of hypertension. Next, analyzing the audience would involve understanding different demographics affected by hypertension, such as age groups and lifestyle factors.

Developing key messages would focus on the importance of regular health check-ups, dietary recommendations, and exercise. Choosing communication channels could involve social media campaigns, community workshops, and partnerships with local healthcare providers to maximize outreach.

The strengths of the 7 Steps framework lie in its structured approach, which enhances clarity, efficiency, and effectiveness. It allows communicators to align their strategies with measurable outcomes, ensuring that the intended messages reach the audience and achieve the desired impact. By continuously evaluating and adjusting the plan based on feedback, organizations can foster a culture of improvement and responsiveness (Dewar et al., 2019).

In summary, the 7 Steps to Develop an Effective Communication Plan by Six Sigma not only provides a robust framework for crafting communication strategies but also emphasizes the importance of data-driven decision-making and continuous improvement, making it a valuable tool in addressing complex issues such as public health crises.

Methods

This research employs a case study methodology to explore and analyze communication strategies addressing the hypertension crisis in Banjarmasin. By using this approach, the study provides an in-depth examination of how various health communication strategies can be applied effectively to engage the public. Focusing on Banjarmasin as a case allows the research to capture specific challenges and opportunities that arise when addressing hypertension through strategic communication within a local context.

The analysis method centered on comparing communication strategies like media campaigns, community outreach, and digital engagement to assess their effectiveness in dealing with health issues like hypertension. By examining both successful and less effective campaigns, the study identified essential factors that contribute to impactful public health communication. This included examining elements such as message clarity, audience segmentation, the role of influencers, and the integration of traditional and digital media channels. These insights were then used to formulate recommendations for an effective communication strategy tailored to the unique circumstances of Banjarmasin's hypertension crisis.

The case study method provides several advantages for this research. It allows for a deep contextual understanding of Banjarmasin's sociocultural and health-related dynamics, which is crucial in designing communication strategies that resonate with local audiences. Furthermore, the real-world focus of the case study enables the development of practical recommendations that public health authorities in Banjarmasin can implement to address the hypertension issue more effectively.

Additionally, the case study method supports an in-depth analysis of the multifaceted nature of health communication, covering media usage, community engagement, and more, enabling

the formulation of a comprehensive communication strategy. According to (Schoch, 2020) case studies are particularly suited for addressing "how" and "why" questions in complex real-life contexts, making this methodology ideal for exploring how communication strategies can reconnect public health officials with communities in managing hypertension.

Result and Discussion

This section outlines the key findings from the application of Six Sigma's 7 steps to develop an effective communication plan, aiming to tackle the hypertension crisis in Banjarmasin. The approach, grounded in structured methodology, has provided a comprehensive framework to reconnect with the public and enhance health communication efforts. The results are discussed following each of the steps:

Specify Goals

The primary goal was to reduce the incidence of hypertension through improved public awareness and behavioral change. The communication plan aimed to increase the population's understanding of risk factors and preventive measures, and to encourage the community to engage in routine health checks actively. This objective is aligned with global health communication strategies, which emphasize the importance of early detection and lifestyle modification to prevent chronic diseases (Commonwealth of Australia, 2021).

Identify Target Audiences and Objectives

The target of this campaign is divided into two categories, namely Primary and Secondary which must be fulfilled by them.

Table 1. Target Audiences and Objectives (Data Processed by Author, 2022)

Target Audience	Demographic	Objectives
Primary Audience	Age: 17-35 years (Generation Z) Gender: Women and Men Psychological: 1. Tech-Savvy, active on social media, 2. Young adults with busy lives	1. Increase awareness of hypertension prevention among younger adults 2. Encourage regular health checks and healthy lifestyle practices 3. Promote the use of the digital tools and social media for health management 4. Emphasize the importance of balancing health and active lifestyles
Secondary Audience	Age: 36 – 70 years (Generation Y, Millennials) Gender: Women and Men Geographical: Live in remote areas Psychological: 1. Parents who lack of health information 2. People unaware of preventive measures	1. Raise awareness of hypertension risks and management strategies 2. Provide education on lifestyle changes, particularly for older adults 3. Reach communities with limited access to

Target Audience	Demographic	Objectives
		healthcare and information
		4. Provide resources on how to live a healthier life and prevent hypertension
		5. Improve access to information on hypertension prevention and healthy living

Table 1 outlines the target audiences and objectives for a hypertension awareness and prevention campaign, emphasizing the importance of addressing health needs at different stages of life and within various demographic contexts.

The primary audience consists of young adults aged 17 to 35 years, including both men and women, primarily from Generation Z. This group is characterized by their high level of tech-savviness and active engagement on social media. The campaign's objectives for this audience are to raise awareness about the importance of hypertension prevention, encourage regular health checks, and promote healthy lifestyle practices, such as maintaining a balanced diet and exercising regularly. Additionally, the campaign seeks to emphasize the role of digital tools and social media in managing health, as this audience is often highly engaged with technology. The psychological profile of this group includes being active individuals who tend to lead busy lives, making it essential to offer convenient health management solutions that fit into their dynamic routines. The goal is to make health management feel accessible and relevant in their everyday lives, helping them balance their health with their active, fast-paced lifestyles.

The secondary audience includes individuals aged 36 to 70 years, spanning Generation Y and Millennials. This group also includes both men and women, but with a focus on those living in remote areas, where access to healthcare and health information may be limited. The primary objectives for this audience are to raise awareness about the risks of hypertension and to provide education on effective management strategies, particularly for older adults. The campaign aims to reach communities with limited access to healthcare and information, offering resources that guide them on how to lead healthier lives and prevent hypertension. Given that many people in this age group may be parents or caregivers, it is crucial to focus on providing information that can benefit their families as well. The psychological profile of this group includes parents who may lack health information and individuals who are unaware of preventive measures. By offering practical, accessible resources, the campaign aims to bridge knowledge gaps and improve overall awareness of hypertension prevention in this demographic.

This campaign's objectives are tailored to meet the specific needs of each audience, ensuring that messages about hypertension prevention and health management are both relevant and accessible to people at different life stages and from various socio-geographical contexts.

Craft Key Messages

Key messages are the foundation of any effective communication campaign. They serve as the core information that must be consistently conveyed to the target audiences in a clear, concise, and engaging manner. The key messages for this campaign aim to educate the public

about hypertension, promote prevention, and encourage community engagement in health practices. The messages are tailored to both primary and secondary target audiences, ensuring they resonate with different demographics, from tech-savvy Generation Z to older adults in remote areas.

a. *Key Messages for Primary Audience (Generation Z)*

Table 2. Key Message for Primary Audience (Data Processed by Author, 2022)

Key Message	Objective	Tone	Supporting Content
Take control of your health now to prevent hypertension later!	To inspire younger audiences (ages 17-35) to adopt preventive health measures early in life, emphasizing the importance of a healthy lifestyle in reducing the risk of hypertension.	Empowering and action-oriented.	Infographics, quizzes, and interactive social media posts that illustrate simple lifestyle changes (e.g., reduced salt intake, regular exercise) that can prevent hypertension.
Healthy choices today mean a stronger future!	To motivate younger individuals to make informed food and lifestyle choices by connecting their current actions to long-term health outcomes.	Positive, encouraging, and focused on personal growth.	Short videos and testimonials from health influencers demonstrating how healthy choices can be easy and enjoyable.
Heart health isn't just for the elderly—start now!	To break the misconception that hypertension only affects older adults, stressing the importance of early prevention.	Informative yet relatable.	Educational posts and stories that highlight facts and figures on hypertension in young adults, making the topic relevant to their lives.

The table presents key messages designed to communicate the importance of hypertension prevention to younger audiences, with a focus on promoting healthier lifestyles and early intervention.

The first key message, "Take control of your health now to prevent hypertension later!", aims to inspire individuals aged 17-35 to adopt preventive health measures early in life. The message encourages a proactive approach by emphasizing the importance of a healthy lifestyle in reducing the risk of hypertension. The tone is empowering and action-oriented, motivating individuals to take charge of their health. To support this message, content such as infographics, quizzes, and interactive social media posts will be used. These formats will highlight simple yet effective lifestyle changes—like reducing salt intake and incorporating regular exercise—demonstrating how easy it is to prevent hypertension.

The second key message, "Healthy choices today mean a stronger future!", is geared towards motivating younger individuals to make informed decisions about their food and lifestyle choices. By linking their current actions to future health outcomes, this message emphasizes

the long-term benefits of a healthy lifestyle. The tone is positive, encouraging, and focused on personal growth. Supporting content will include short videos and testimonials from health influencers, illustrating how healthy choices can be both easy and enjoyable. These visuals aim to make healthier habits seem more accessible and appealing.

Lastly, the message "Heart health isn't just for the elderly—start now!" seeks to challenge the misconception that hypertension is a condition that only affects older adults. It stresses the importance of beginning prevention at an early age. The tone is informative yet relatable, aiming to make the topic of hypertension relevant to younger audiences. To reinforce this message, educational posts and stories will share facts and figures about hypertension in young adults, helping to normalize the conversation around heart health for all age groups.

b. Key Messages for Secondary Audience (Millennials and Older Adults)

Table 3. Key Messages for Secondary Audience (Data Processed by Author, 2022)

Key Message	Objective	Tone	Supporting Content
Routine health checks can save your life—don't wait!	To emphasize the importance of regular blood pressure monitoring for older adults (ages 36-70), encouraging them to seek regular medical advice.	Direct and reassuring.	Brochures, radio PSAs, and posters placed in community centers promoting routine check-ups, along with local success stories of hypertension management.
Small changes lead to big improvements in managing hypertension.	To provide simple, actionable advice on how to manage and reduce hypertension risks through diet, exercise, and stress management.	Practical and hopeful.	Step-by-step guides and radio segments that highlight small lifestyle adjustments, like reducing salt and sugar consumption or incorporating more physical activity into daily routines.
Stay healthy, stay strong—protect your heart and your loved ones."	To connect the well-being of older adults to their ability to care for and support their families, emphasizing that staying healthy benefits the entire household.	Family-oriented and community-driven.	Testimonials from parents or grandparents who have successfully managed hypertension, with visual content showing the impact on their families.

The table outlines key messages aimed at older adults (ages 36-70), focusing on the importance of routine health checks, managing hypertension, and maintaining overall well-being to benefit both themselves and their families.

The first key message, "Routine health checks can save your life—don't wait!", stresses the critical need for regular blood pressure monitoring and seeking medical advice. Its objective is to encourage older adults to be proactive in their health care. The tone is direct and reassuring, aiming to emphasize the urgency of regular check-ups. To support this message, various forms of content will be used, including brochures, radio public service

announcements (PSAs), and posters displayed in community centers. These materials will highlight the importance of routine health checks, while also sharing local success stories of individuals who have effectively managed hypertension, reinforcing the benefits of timely medical intervention.

The second key message, "Small changes lead to big improvements in managing hypertension", offers practical, actionable advice on how to manage and reduce hypertension risks through simple lifestyle adjustments. The tone is practical and hopeful, making the message feel attainable and encouraging. Supporting content will include step-by-step guides and radio segments that provide specific, easy-to-follow suggestions, such as reducing salt and sugar intake or increasing physical activity. These resources aim to empower older adults with the tools they need to manage their hypertension effectively.

Lastly, the message "Stay healthy, stay strong—protect your heart and your loved ones" connects the health of older adults to their ability to care for and support their families. This message emphasizes the broader impact that maintaining good health can have on loved ones, reinforcing the idea that taking care of oneself benefits the entire household. The tone is family-oriented and community-driven, aiming to inspire a sense of responsibility and collective well-being. Supporting content will include testimonials from parents or grandparents who have successfully managed hypertension, along with visual content that illustrates how their health improvements have positively impacted their families.

Together, these key messages and supporting content strategies work to encourage older adults to prioritize their health, manage hypertension through simple changes, and recognize the positive effects their well-being can have on their families.

c. Key Messages for Remote and Underserved Communities

Table 4. Key Messages for Remote and Underserved Communities (Data Processed by Author, 2022)

Key Message	Objective	Tone	Supporting Content
Your heart health matters—get checked today for free!	To ensure that communities with limited access to healthcare feel encouraged and supported to participate in free health screenings offered by mobile health units or local health fairs.	Accessible and urgent.	Flyers, local radio messages, and posters in local languages advertising free hypertension screenings and health check-ups.
A healthy family starts with you—learn how to prevent hypertension!	To promote education about hypertension prevention in rural areas where there may be limited health literacy, using simple	Inclusive and educational	Educational materials designed specifically for rural areas, distributed through community leaders and local health workers.

Key Message	Objective	Tone	Supporting Content
Good health means more time for the things that matter most.	language to explain prevention methods. To frame the importance of maintaining good health in the context of being able to enjoy life and spend time with loved ones, aligning with cultural values of family and community.	Warm and motivational.	Radio broadcasts, storytelling in local languages, and visual materials featuring relatable local scenarios that emphasize health and happiness.

Table 4 outlines key messages aimed at remote and underserved communities, focusing on encouraging participation in health screenings, educating about hypertension prevention, and highlighting the value of good health in terms of family and community life.

The first key message, "Your heart health matters—get checked today for free!" seeks to ensure that communities with limited access to healthcare feel encouraged to take advantage of free health screenings offered by mobile health units or local health fairs. The objective is to raise awareness and provide opportunities for people in these communities to have their blood pressure checked without financial barriers. The tone is accessible and urgent, motivating individuals to take immediate action regarding their health. To support this message, content will include flyers, local radio broadcasts, and posters written in local languages. These materials will promote the availability of free hypertension screenings and health check-ups, making them easy for people in remote areas to understand and access.

The second message, "A healthy family starts with you—learn how to prevent hypertension!" is designed to educate rural populations, where health literacy may be limited, about the importance of hypertension prevention. The goal is to provide simple, clear explanations of how to reduce the risk of hypertension through lifestyle changes. The tone is inclusive and educational, making the message feel welcoming and easy to grasp. Educational materials will be created specifically for rural areas and distributed through community leaders and local health workers, ensuring the message reaches the people who need it most in a culturally sensitive manner.

Finally, the message "Good health means more time for the things that matter most" connects the importance of maintaining good health to the ability to enjoy life and spend time with loved ones. This message resonates with cultural values that prioritize family and community well-being. The tone is warm and motivational, aiming to inspire people to take care of their health for the sake of their relationships and happiness. Supporting content will include radio broadcasts, storytelling in local languages, and visual materials featuring relatable local scenarios. These materials will emphasize the connection between good health and the ability to enjoy family time, reinforcing the message that health is key to a fulfilling life.

By crafting these specific messages, the campaign ensures that the communication is relatable, culturally appropriate, and effectively motivates action across all target demographics. The messages will be delivered through multiple channels, including social media, radio, community workshops, and printed materials, ensuring wide reach and engagement.

Determine Communication Strategies

The success of a communication campaign relies heavily on a well-structured strategy that leverages strengths, addresses weaknesses, seizes opportunities, and mitigates potential threats. In this section, we will define the overall communication strategy by analyzing the campaign's internal and external environment through a SWOT analysis, and then link it to concrete goals, tactics, and measurements for implementation.

Table 5. SWOT to Determine Communication Strategies (Data Processed by Author, 2022)

Strength	Weakness
1. Organizing public events to raise awareness about healthcare and hypertension prevention. 2. Creating a space for the community to conduct regular health check-ups, especially for hypertension.	1. Lack of manpower to monitor and sustain ongoing community health initiatives.
Opportunity	Threats
1. Conducting continuous counseling and events to prevent hypertension and educate the public.	1. Unhealthy lifestyles, coupled with food and drink choices that do not meet sufficient health standards.unhealthy lifestyles as well as food and drinks consumed do not have sufficient health standards.

The campaign's strategy to address hypertension in Banjarmasin includes several strong points that contribute to its potential effectiveness. A notable strength is the focus on organizing public events aimed at raising awareness about healthcare and, specifically, hypertension prevention. By hosting these events, the campaign reaches a broad audience and fosters community engagement, making it easier to disseminate valuable health information to a large number of people. Public events also provide a platform for interactive activities such as health screenings, educational talks, and workshops, allowing individuals to learn in an engaging and supportive environment. However, this strategy requires significant resources, coordination, and event planning expertise, which can pose challenges if these elements are not consistently available.

Another strength lies in the initiative to create a dedicated space within the community where regular health check-ups, especially for hypertension, can be conducted. This physical space not only provides easy access to essential healthcare services but also encourages individuals to monitor their health routinely. Having a reliable, accessible location for check-ups reduces barriers such as travel time and costs that often hinder regular health monitoring, particularly in areas with limited healthcare infrastructure. Despite these advantages, maintaining this community health space requires continuous funding, supplies, and staffing, which may present sustainability issues over time if resources are limited or inconsistent.

While these strengths present promising approaches to addressing hypertension, the campaign faces a significant weakness due to a lack of manpower to monitor and sustain ongoing community health initiatives. Without sufficient personnel, it becomes challenging to provide continuous support, oversee health events, and maintain the community health space.

This shortage can compromise the campaign's impact, as consistent follow-ups and accessibility are crucial for effective hypertension management. The campaign may therefore struggle with long-term sustainability and might have to explore solutions such as partnerships with local healthcare providers or the recruitment of community volunteers.

Opportunities to expand the campaign's impact include conducting continuous counseling sessions and organizing events designed to prevent hypertension and educate the public. Ongoing counseling creates an environment where individuals feel supported and can seek advice on managing their health, while regular educational events reinforce the importance of lifestyle changes to prevent hypertension. These opportunities position the campaign as a consistent source of health education, which could build community trust over time. However, the effectiveness of these continuous initiatives largely depends on available funding, community interest, and the ability to make each event or counseling session engaging and informative.

One of the primary external threats to the campaign's objectives is the prevalence of unhealthy lifestyles, including food and drink choices that lack sufficient health standards. The community's dietary habits and lifestyle choices can directly counteract the campaign's efforts, as individuals may continue consuming high-sodium foods or engaging in behaviors that increase hypertension risk. Overcoming this threat requires targeted messaging that addresses these lifestyle factors in culturally relevant ways, as well as promoting affordable and accessible alternatives that align with health standards. Without addressing this threat, there is a risk that the campaign's awareness and educational efforts may have limited effectiveness if individuals revert to habits that contribute to hypertension.

The table below outlines the specific goals for the campaign, the tactics to achieve them, and the corresponding methods of measurement to track success.

Table 6. Goal, Tactics and Measurement (Data Processed by Author, 2022)

Goal	Tactics	Measurement
Increase Awareness of Hypertension Prevention among Generation Z	Create engaging social media content (Instagram, TikTok) with videos, infographics, and quizzes on lifestyle choices affecting blood pressure.	Social media engagement metrics (likes, shares, comments, views).
	Collaborate with influencers and health advocates to promote hypertension awareness and heart health stories.	Number of collaborations and influencer reach (follower count, audience engagement).
	Host live webinars or virtual talks with healthcare professionals, focused on hypertension prevention for younger adults	Number of webinar attendees and post-event survey responses on knowledge improvement.
Enhance Hypertension Management and Risk Awareness Among Millennials	Develop infographics and articles on hypertension management (diet, stress reduction) for older adults.	Distribution metrics (downloads, shares) and feedback on educational materials.
	Organize community workshops and health fairs offering free blood pressure	Number of participants in workshops and fairs, blood

Goal	Tactics	Measurement
Improve Health Information Access for Communities in Remote Areas	screenings and educational materials. Partner with local media (radio, TV) to air programs on hypertension management targeting older demographics.	pressure screening data collected. Broadcast reach (viewership/listenership numbers) and post-broadcast surveys.
	Design printed educational materials in local languages for distribution at community centers and clinics in rural areas. Deploy mobile health units for hypertension screenings and health education in underserved regions. Broadcast hypertension prevention messages through radio in rural areas, including healthcare provider interviews.	Number of materials distributed and community feedback on usability and understanding. Number of individuals reached, screenings conducted, and follow-up consultations. Radio broadcast reach and listener feedback through call-ins or surveys.
	Promote the Use of Digital Tools for Health Management	Develop or partner with existing mobile health apps to monitor blood pressure, provide health tips, and schedule check-up reminders. Launch a 30-day heart health challenge encouraging participants to track daily habits related to hypertension prevention. Send WhatsApp or SMS-based health alerts with daily/weekly tips on hypertension prevention.

Analysis of Goals, Tactics, and Measurement

- a. Goal 1: Increase Awareness Among Generation Z: Social media and digital tools are central to reaching this demographic. By collaborating with influencers and healthcare professionals, the campaign can build credibility and trust. The focus is on interactive, engaging content that makes health education accessible and fun for a younger audience.
- b. Goal 2: Enhance Awareness Among Millennials: This group, particularly those aged 36-70, may be less active on social media but still need practical and actionable health information. The campaign will use traditional media like radio and TV, alongside in-person events and workshops, to reach this group. Blood pressure screenings at community events also provide an opportunity for direct engagement.
- c. Goal 3: Improve Access in Remote Areas: Given the geographical barriers, the campaign will rely on printed materials, mobile health units, and radio broadcasts to reach remote populations. These tactics are cost-effective and can penetrate areas with limited internet access, ensuring that even underserved communities are included in the campaign.

- d. Goal 4: Promote Digital Tools for Health Management: Digital health tools, such as apps and SMS-based alerts, can provide a continuous, user-friendly platform for people to manage their health. The 30-day challenge will engage users actively and allow them to track progress over time, reinforcing healthy behaviors.

By leveraging its strengths and opportunities, the campaign can capitalize on public events, continuous education, and partnerships with influencers and healthcare providers. However, addressing the weakness of manpower shortages and the threat of unhealthy lifestyles requires ongoing efforts in community engagement, local collaborations, and promoting accessible tools for lifestyle change. The structured approach outlined through clear goals, tactics, and measurements ensures that the communication strategies are both comprehensive and actionable, aligning with the broader objective of tackling the hypertension crisis in Banjarmasin.

Develop a Dissemination and Outreach Plan

To maximize the reach and impact of the communication campaign, a carefully structured dissemination and outreach plan is essential. This section outlines the key methods and channels through which the campaign's messages will be delivered to target audiences, ensuring that both primary and secondary groups receive the information in a manner that is accessible, engaging, and culturally relevant.

- a. Multi-Channel Approach

To ensure broad reach, the campaign will employ a multi-channel approach, using a combination of digital, traditional, and community-based communication channels. This ensures that messages are accessible to different demographic groups, from tech-savvy younger individuals to older adults in more remote areas.

- a. Digital Channels: The campaign will heavily rely on digital platforms such as social media (Instagram, TikTok, Facebook), mobile health apps, and WhatsApp to engage younger audiences and parents who are digitally connected. Content will be designed to be interactive, visually appealing, and shareable, including videos, infographics, and health tips.
 - b. Traditional Media: Radio and television will be used to reach a wider segment of the population, particularly older adults and individuals in rural areas where internet access may be limited. Local radio stations and community TV channels will broadcast health education programs, interviews with healthcare providers, and public service announcements about hypertension prevention.
 - c. Community-Based Outreach: Physical dissemination of educational materials, along with health workshops and mobile health units, will be implemented in collaboration with local health centers, NGOs, and community leaders. This approach will focus on reaching underserved and remote populations who may have limited access to digital resources.
- b. Partnering with Local Influencers and Community Leaders

Local influencers, including health advocates, youth leaders, and community figures, will play a pivotal role in disseminating the campaign messages. Collaborations with these trusted voices will help personalize the communication and increase message credibility. For the digital aspect, social media influencers in health and lifestyle spaces will engage younger demographics by sharing personal stories and encouraging participation in health challenges.

At the grassroots level, community leaders and local healthcare workers will act as ambassadors of the campaign, facilitating face-to-face interactions, hosting health

education workshops, and ensuring that educational materials are disseminated in local languages to cater to specific cultural contexts.

c. Targeted Health Campaigns in Remote Areas

Given that a significant portion of Banjarmasin's population resides in rural and remote areas, special efforts will be made to target these communities through mobile health units and on-the-ground outreach. These mobile units will offer free blood pressure screenings, distribute educational materials, and provide on-site consultations with healthcare professionals.

Additionally, radio broadcasts in local languages will be a critical outreach tool in areas where internet penetration is low. By partnering with local radio stations, the campaign will deliver easy-to-understand health messages tailored to the needs and concerns of rural audiences.

d. Educational Material Distribution

Printed educational materials such as posters, brochures, and flyers will be distributed at local health centers, community centers, schools, and during public events. These materials will be designed to be visually engaging, culturally relevant, and easy to understand, with practical tips for managing and preventing hypertension.

Materials will also be available in both digital and printed formats to accommodate the varying access to resources across target audiences. For remote communities, materials will be distributed through health workers and community outreach programs to ensure that the information reaches even the most underserved populations.

e. Social Media and Digital Health Campaign

For Generation Z and younger parents, social media will be a key dissemination platform. Regular posts, videos, and stories will be scheduled on platforms such as Instagram, TikTok, and Facebook, using trending hashtags to enhance visibility. Content will be designed to engage users with interactive elements such as quizzes, polls, and challenges that promote heart health awareness and lifestyle changes.

In addition, a WhatsApp-based campaign will be launched to send health tips, reminders, and daily encouragement directly to users' phones. This will ensure that the campaign reaches even those who may not actively use social media but rely on messaging apps for communication.

f. Leveraging Mobile Health Apps

To promote continuous health monitoring and management, the campaign will partner with existing mobile health apps or develop a simple platform that allows users to track their blood pressure, receive personalized health tips, and schedule reminders for health check-ups. This will particularly target the tech-savvy demographic that prefers digital solutions for managing their health.

g. Health Events and Workshops

Local health events, such as community health fairs, workshops, and webinars, will be organized to provide hands-on education about hypertension prevention and management. These events will be supported by healthcare professionals who will offer free consultations, live demonstrations on healthy lifestyle habits, and distribute health kits containing pamphlets and tools like blood pressure monitors.

Health events will also serve as a platform to gather feedback from the public, ensuring the campaign can adapt and evolve based on the community's needs and concerns.

Evaluation and Follow-Up

To measure the effectiveness of the dissemination plan, data will be collected on the reach and engagement of each channel. Metrics will include social media engagement rates, attendance at health events, radio broadcast reach, and the distribution of educational materials. Surveys and focus groups will be conducted to assess the public's understanding of hypertension and behavior change over time.

This multi-faceted dissemination and outreach plan ensures that messages about hypertension prevention and management are delivered effectively to all segments of the population, with particular attention to those in underserved and remote areas. Through strategic partnerships and a combination of digital and community-based approaches, the campaign aims to create long-lasting awareness and behavioral change in Banjarmasin.

Table 7. An Activity Timeline (Data Processed by Author, 2022)

NO	Phase	Month	Activities
1	Phase 1: Research and Analysis	January – February 2022	<ul style="list-style-type: none"> a. Week 1-2: Conduct a literature review on hypertension and communication strategies in health. b. Week 3: Identify key stakeholders, including healthcare providers, local government, and community organizations. c. Week 4: Analyze existing health communication efforts and their effectiveness in Banjarmasin.
2	Phase 2: Strategy Development	March 2022	<ul style="list-style-type: none"> a. Week 1: Develop a comprehensive communication strategy, incorporating best practices identified during research. b. Week 2: Create tailored messaging for different audience segments, focusing on awareness, prevention, and treatment of hypertension. c. Week 3: Plan for the selection of communication channels (social media, community meetings, healthcare facilities, etc.). d. Week 4: Review and finalize the communication strategy with stakeholders.
3	Phase 3: Implementation	April – June 2022	<ul style="list-style-type: none"> a. Week 1: Launch the communication campaign, including press releases and social media announcements. b. Week 2: Conduct community workshops and seminars to raise awareness about hypertension. c. Week 3: Distribute educational materials (brochures, flyers) in healthcare facilities and community centers.

NO	Phase	Month	Activities
4	Phase 4: Monitoring and Evaluation	July – August 2022	<ul style="list-style-type: none"> d. Week 4: Collaborate with local influencers and healthcare professionals to promote the campaign. a. Week 1: Collect data on the campaign's reach and effectiveness through surveys and feedback from the community. b. Week 2: Analyze data and assess the impact of the communication strategies on public awareness and behavior regarding hypertension. c. Week 3: Prepare a report detailing findings, successes, and areas for improvement. d. Week 4: Share results with stakeholders and make recommendations for future communication efforts. a. Month 9: Conduct follow-up surveys to measure long-term changes in public awareness and behavior related to hypertension. b. Month 10: Host a community forum to discuss ongoing challenges and successes in managing hypertension.
5	Phase 5: Follow-up and Sustainment	September – December 2022	<ul style="list-style-type: none"> c. Month 11: Refine the communication strategy based on feedback and evaluation results for sustainability. d. Month 12: Develop a plan for continuous engagement with the community and periodic updates on hypertension awareness.

Measure the Results

Measuring the impact of the campaign involved both quantitative and qualitative metrics. Quantitative measures included the number of people attending health screenings, the reach of digital and traditional media, and the reduction in average blood pressure readings among hypertensive patients. Qualitative assessments involved surveys to gauge public understanding of hypertension and its risks. According to Six Sigma's approach, continuous improvement is integral, and metrics were used to refine the communication strategy over time. Data from similar health interventions suggest that a mixed-methods approach provides a more comprehensive understanding of campaign effectiveness (Griensven et al., 2014).

Conclusion

In conclusion, the hypertension crisis in Banjarmasin presents a significant public health challenge that demands urgent attention. The application of Six Sigma's 7-step methodology provides a robust, structured framework for developing an effective communication plan aimed at raising awareness and promoting proactive management of this "silent killer." By setting clear goals, identifying target audiences, and crafting tailored key messages, the plan ensures that communication efforts resonate with diverse demographics, from tech-savvy Generation Z to underserved rural communities.

The campaign's multi-channel dissemination strategy, which integrates digital platforms, traditional media, and community outreach, maximizes engagement and reach. Collaborations with influencers, healthcare professionals, and local leaders further enhance the cultural relevance and actionability of the messages. However, potential challenges, such as limited manpower for sustained health initiatives and unhealthy lifestyle habits, must also be addressed through continuous community involvement and strategic partnerships. Drawing on insights from successful communication campaigns in other regions, the plan acknowledges both the strengths and limitations of various approaches, ensuring a balanced and comprehensive response.

Ultimately, this communication plan equips Banjarmasin's residents with essential resources and information, driving healthier lifestyle choices and improving overall health outcomes in the region while being adaptable to evolving needs and constraints.

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