

The Dream Project

Combating Malnutrition in Indonesia

Fact Sheet on Reaching and Providing Information to Mothers & Families in Indonesia

With a special focus on low income households utilizing Sinetron, Game Show and Cartoon

Target

Indonesian mothers and families - with a special focus on low -income households

Medium

National Broadcasting - optimal geographical distribution

Frequency

Weekly, prime time, around 50 episodes

Message

Success through affordable and appropriate nutrition; with easily identifiable positive and negative role models

Production

Renowned production house, mix of top-level national / international cast, guest appearances of national symbols

Story Line

14 year old girl in a traditional / poor Indonesian family refuses arranged marriage - fights herself into the medical profession through dramatic / romantic / complicated developments in her life - Javanese / multicultural- Indonesian setting - based on real life stories

Narration

Based on input from Advisory Board including leaders of UNICEF, World Food Programme, Action Contre La Faim, Ministry of Health, BAPPENAS, Ministry of Social Affairs, Ministry of Information, Ministry of Women Empowerment and Child Protection, KPI, PKK, GAIN, SUN Business Network, PWC, PA International Foundation

■ Framework

*United Nations / Scaling Up
Nutrition (SUN) / SUN Indonesia*

■ Game Show

Each episode ends with a nation-wide quiz - all audiences can send correct answers through SMS; one winner receives a major prize. Telecom operator makes revenue and sponsors Sinetron

■ Radio Show

Episodes and underlying issues in the story line will be discussed in regional popular radio stations per region

■ Cartoon

In the most popular Indonesian newspaper (Kompas) a daily cartoon will repeat topics addressed in Sinetron episodes in a humorous-'cheeky' manner

■ Funding

Will be acquired through non-food advertising, sponsoring and limited Government support - potential EU/US support

■ Broadcast Style and Content

Serving public interest and fulfilling social needs through offering quality entertainment presented in a dramatic and emotional style while simultaneously providing accurate information on dietary, health, care and sanitary practices
