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CHASING CITA

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THE 'DREAM' PROJECT

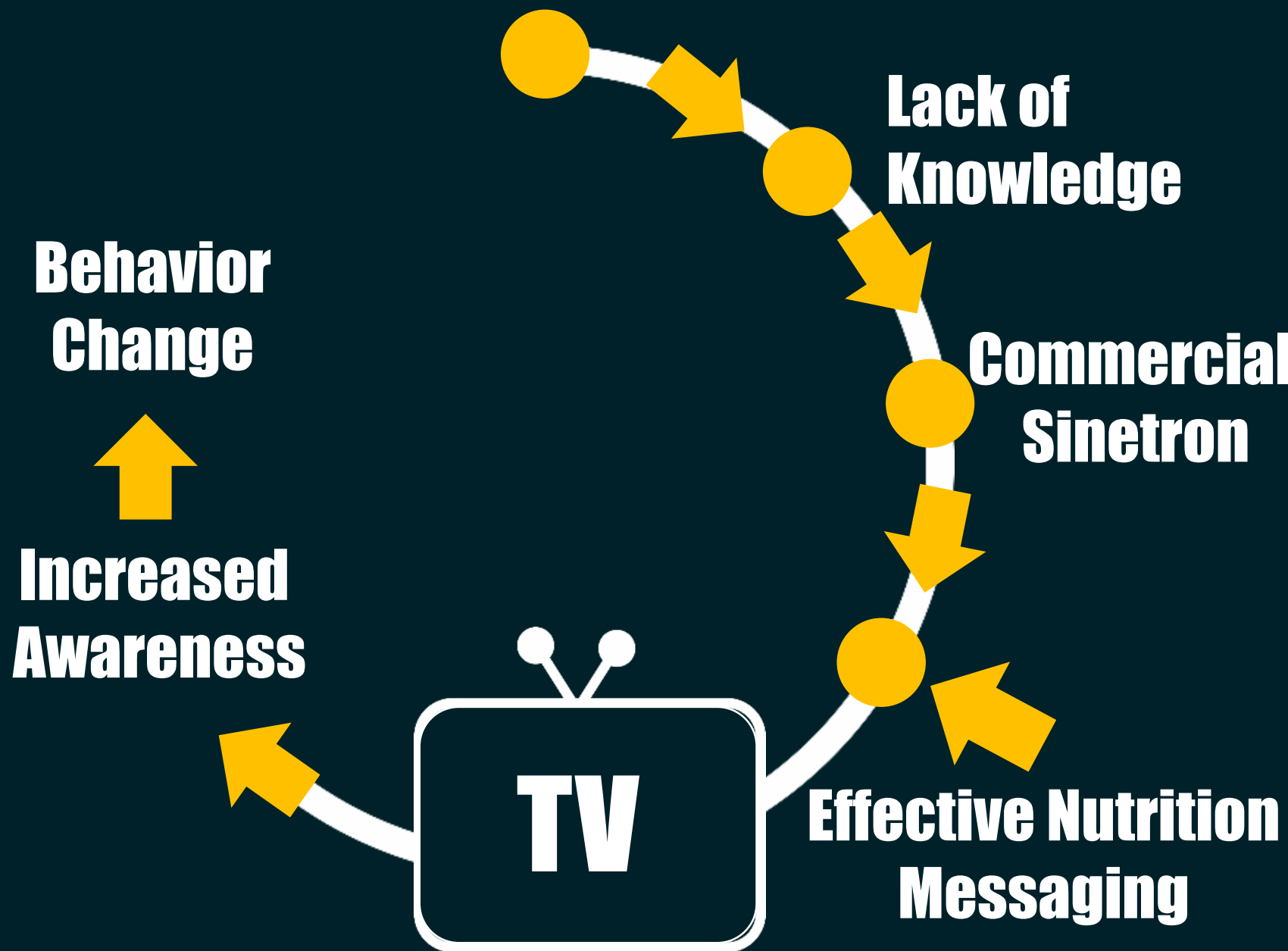


MALNUTRITION IN INDONESIA



**HOW TO ADDRESS THE
LACK OF AWARENESS**

Lack of financial, human, physical and social capital



DETAILS OF THE SINETRON

- **TITLE** Chasing Cita / Mengejar Cita
- **DURATION** 30 Minutes Daily
- **EPIISODE** 50 + Episodes
- **TARGET** +12 years / C,D Focused
- **AIRING TIME** Prime time

CONTENT OF THE STORY

- 'Chasing Cita' tells the story about 14 year old Cita
- Cita has two older sisters, one younger sister and one older brother
- She escapes forced marriage and sets off to achieve her dream to become a medical doctor
- **WAYS TO INSERT NUTRITION (AND OTHER) MESSAGES IN THE SCRIPT** → Cita encounters positive role models such as:
 - Puskesmas Medical Doctor, Dr. Tiara: **inspires Cita to become a medical doctor, gives Cita advise on how to best feed the daughter of Cita's sister, Evis**
 - Imam Ustad Soleh: **inspires Cita to be tolerant to people of all faiths, teaches Cita about the importance of nutrition to achieve good results at school**

CONTENT OF THE STORY

- **WAYS TO INSERT NUTRITION (AND OTHER) MESSAGES IN THE SCRIPT** → Cita encounters negative examples and/or transitional characters such as:
 - Dr. Tiara's daughter Anggun: who steals from the poor, single mother Ibu Ijah – **Cita tries to help Ibu Ijah and her two young sons**
 - Iroh, Cita's older sister: who forced into marriage against, which was followed by an early and ill-prepared pregnancy. Iroh is very young and inexperienced, therefore she does not provide the accurate care and nutrition for her daughter Euis. Iroh's first child died due to severe undernourishment – **Cita tries to prevent that the same happens to Euis**

CONTENT OF THE STORY

→ Cita's friend Wulan: who does not manage to pass the exams in school due to her poor cognitive abilities caused by severe malnourishment at a very young age. Because of failure in school, Wulan's only option to support herself and her poor mother is to become a migrant worker. During her time abroad she experiences both mental and physical abuse – **Cita always remembers the unfortunate situation of Wulan, which inspires her to work harder to succeed in school and graduate**

THANK YOU

