Designing a Campaign Regarding Preventing the Spread of HFMD Disease for Parents

Karina Anabelle Putri Yusman
Multimedia Nusantara University
Indonesia

SIKLUS SEHAT
Satu Langkah, Seribu Perlindungan

Background

Hand, foot, and mouth disease (HFMD) is a contagious illness primarily affecting children under 10, characterized by vesicles or rashes on the palms, soles, and oral mucosa, leading to discomfort and difficulty swallowing.

In Indonesia, HFMD cases have been rising from 2021 to 2024, yet health authorities' prevention efforts have been deemed **ineffective due to low frequency and poor visual hierarchy in media communications.** Currently, there is no specific campaign in Indonesia focused on HFMD prevention





Background

Research shows that parents have a basic understanding of HFMD, **indicating a need for more persuasive education on preventive measures**, effectively structured using the AIDA (Attention, Interest, Desire, Action), PESO (Paid, Earned, Shared, Owned media), and HOE (Hierarchy of Effects) models.

This health campaign aims to encourage parents to educate themselves and others about preventing HFMD among children.

KeyWord

Clarity | Impactful | Kotinu | Mindful

Big Idea

Lifelong Embrace.
A hug that continuously protects, full of love and care in maintaining the child's health.

Attention - Transit Advertising



Interest - ActivityPoster



Attention - Landscape banner



Attention - Train Hanging Alley



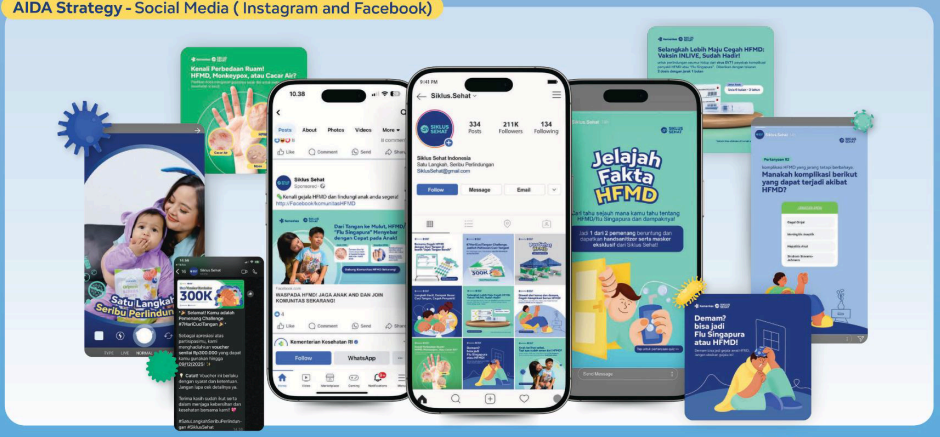
Interest - Trifold Brochure



Interest - Merchandise



AIDA Strategy - Social Media (Instagram and Facebook)





Desire - Booth "Pos Sehat"

The "Pos Sehat HFMD" booth provides free health check-ups for children and allows parents to join a Facebook community via a QR code at registration.

Interest and Action - Merchandise



Action - Interactive board

The interactive handwashing board at the booth allows children to place stickers, promoting healthy hand hygiene habits. A handwashing poster nearby provides clear, step-by-step instructions.



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Hand, foot, and mouth disease (HFMD) is a contagious illness that primarily affects children under the age of 10. It is characterized by the appearance of vesicles or rashes on the palms, soles, and oral mucosa, which can lead to discomfort and difficulty swallowing. The trend of HFMD cases has been increasing in Indonesia from 2021 to 2024. Health authorities have disseminated information on HFMD prevention. However, the effectiveness of these efforts has been assessed as low due to suboptimal frequency and visual hierarchy in the media. To date, there has been no campaign in Indonesia specifically focused on preventing HFMD.This research aims to persuade parents to understand preventive measures to curb the spread of HFMD among children. Interview results indicate that parents' understanding of HFMD remains basic and general, highlighting the need for persuasive education to provide a comprehensive understanding of HFMD and its preventive steps. This health campaign is designed to encourage parents to educate themselves and others about preventing the spread of HFMD among children in the future.