

## "Sehat Mantab" Health Awareness Program for the Community around the PT Putra Perkasa Abadi Mining

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KEYWORDS	ABSTRACT
"SEHAT MANTAB" program; Health Conscious; Public Health	The SEHAT MANTAB program was initiated by PT. Putra Perkasa Abadi (PPA) is a comprehensive effort to improve the quality of public health around the mine. With a focus on increasing health awareness, HIV/AIDS prevention, education, and stunting prevention in children, this program runs from January 2023 to January 2024. Through activities such as "Clean Beaches and Free Health Checks" and HIV/AIDS education programs in schools, this program has succeeded in increasing public understanding of environmental cleanliness and HIV/AIDS risks. In addition, through the "Stunting Awareness" program, PPA has succeeded in reducing stunting rates in children through monitoring, evaluation, and the provision of PMT. Collaboration with stakeholders such as local governments and health workers is also the key to the success of this program. Through these various efforts, PPA hopes to create a healthier and more prosperous society and positively contribute to overcoming health problems in the mining area.

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### 1. Introduction

Health is an important asset for individuals and society (Van Bortel et al., 2019). Prevention is better than cure is a slogan that underscores the importance of preventive measures in maintaining health (Ehrenreich, 2018). Based on the results of implementing public health management, disease prevention through education and early intervention has proven to be more effective and efficient than treatment after the disease has developed. This is relevant in public health in the mining perimeter area, where health risks can increase due to various environmental and social factors (Cabral-Pinto et al., 2020; González-Valoys et al., 2021).

In 2023, PT. Putra Perkasa Abadi (PPA) is committed to improving public health around the mining area through the SEHAT MANTAB program. This program is carried out in collaboration with health agencies and local communities, with the goal of realizing a healthier and more prosperous society. People who know the importance of health tend to take better steps to maintain their well-being. The SEHAT MANTAB program will hold various educational and health counselling activities, including personal hygiene, balanced nutrition, and a healthy lifestyle. Through this activity, it is hoped that the community will understand more about how to prevent diseases and maintain their and their familie health.

According to data from South Kalimantan Province, Tanah Bumbu Regency, in 2022 there was an increase in the number of HIV/AIDS sufferers by 41 people, a significant increase from only 2 cases in 2021 (Source: Tanah Bumbu Health Office). This increase signals the need for more intensive prevention efforts. PT. Putra Perkasa Abadi runs the "Prevent AIDS with PPA" program, which focuses on HIV/AIDS education and prevention among high school/vocational school students around the mine. This program aims to provide accurate information about HIV/AIDS, how it is transmitted, and its prevention, as well as reduce stigma against sufferers (Gangcuangco & Eustaquio, 2023).

Data from the Tanah Bumbu Health Office shows that in 2022, around 18.6% of children in the region experienced stunting and wasting. Stunting, caused by chronic malnutrition, can result in long-term impacts on a child's physical and cognitive development. PPA's focus on reducing stunting rates aligns with the Tanah Bumbu Health Office program. Through the SEHAT MANTAB program, PPA will provide nutrition education to pregnant women and their families, supplementation programs and routine health services for children. This is expected to help reduce the prevalence of stunting and improve the quality of children's health in the area.

The success of the health program cannot be separated from good cooperation with various stakeholders. PT. Putra Perkasa Abadi works closely with local governments, health agencies, and community organizations to strengthen efforts to prevent and handle health problems around the mine. This collaboration includes providing health facilities, training for local health workers, and active participation of the community in various health activities.

With the implementation of the SEHAT MANTAB program, PT. Putra Perkasa Abadi hopes to create a healthier and more prosperous society. Focusing on increasing health awareness, HIV/AIDS and stunting prevention education, and collaborating with stakeholders are strategic steps to achieve these goals.

Health Program for the Mining Circle Community of PT. Putra Perkasa Abadi aims to improve the quality of public health through a comprehensive approach that includes disease treatment and prevention. This program emphasizes increasing public awareness about the importance of maintaining health by educating about hygiene, healthy lifestyles, and disease prevention. The main focus of this program is HIV/AIDS education and prevention by providing free HIV information, counselling, and testing, as well as reducing stigma against sufferers. In addition, this program also educates about stunting prevention in children through information about nutrition during pregnancy and child growth, as well as providing nutritional supplementation and routine health services. PT. Putra Perkasa Abadi works closely with governments, health organizations, and NGOs to strengthen these efforts and ensure active community involvement in program planning and implementation. Thus, it is hoped that a healthier and more prosperous community can be created and that the prevalence of diseases in the area around the mine can be reduced.

## **2. Materials and Method**

The research method to measure the effectiveness of the SEHAT MANTAB program initiated by PT. Putra Perkasa Abadi (PPA) includes a quasi-experimental evaluation design with a pretest-posttest design without a control group, using purposive sampling techniques to include 200 residents for free health checkups, 400 high school students for HIV/AIDS education, and 60 children and families at risk of stunting. Data collection was carried out through health surveys, physical

examinations, in-depth interviews, direct observations, and secondary data. Data analysis was carried out using descriptive and inferential statistics for quantitative data, as well as thematic analysis for qualitative data, with the aim of understanding changes in health-related knowledge, attitudes, and behaviors, as well as the real impact of the SEHAT MANTAB program on the community around the mine.

### 3. Results and Discussions

#### Program Description

The SEHAT MANTAB program initiated by PT. Putra Perkasa Abadi (PPA) is a comprehensive effort that aims to improve the quality of public health around the mining area. This program runs from January 2023 to January 2024, with the main focus on increasing health awareness, HIV/AIDS prevention, education and prevention of stunting in children, and collaboration with stakeholders (Indonesia, 2019; Sukamawandira, 2023).

1. Increasing Health Awareness and Knowledge,  
"Beach Cleanup and Free Health Check" Event (January 2024) In January 2024, coinciding with the national Occupational Safety and Health (K3) month, PPA collaborated with the people of Sungai Dua Laut Village to hold an event "Beach Cleanup and Free Health Check." The event involved more than 100 residents and 50 PPA employees who together cleaned the beach, conducted free health checks, and planted mangroves. This activity aims to increase public awareness about the importance of maintaining environmental cleanliness and personal health.
2. HIV/AIDS Education and Prevention,  
Program "Prevent HIV in Mining Communities" (December 2023). In December 2023, this program is focused on providing education about the dangers of HIV/AIDS to the younger generation. The activity was carried out in three high schools around the mine, with the participation of more than 300 students. This program, in collaboration with the Tanah Bumbu Regency Health Office, aims to provide an in-depth understanding of HIV/AIDS, how it is transmitted, and prevention measures. It is hoped that through this program, students' awareness and knowledge about HIV/AIDS will increase so that they can avoid the risk of infection.
3. Education and Prevention of Stunting in Children  
Program "Stunting Awareness of Mining Perimeter Communities" (March 2023 - December 2023). Starting in March 2023, PPA implemented the "Stunting Awareness" program which focuses on reducing stunting rates in eight villages and three sub-districts around the mine. This program targets 60 children who have been detected to be stunted and wasting. PPA conducts monitoring and evaluation to identify the causes of an increase or decrease in stunting cases. The CSR & SHE PPA team provides intensive assistance through the provision of Supplementary Feeding (PMT) every month and socialization with posyandu activities. This effort is expected to help reduce the stunting rate by the national target of 14%.
4. Collaboration with Stakeholders,  
Free Health Check and Medical Treatment Program (January - February 2024). Continuing its commitment in the K3 month, from January to February 2024, PPA carried out a free health check and medical treatment program for the people around the mine with a wider scope, namely

Sungai Loban District. This program involves 160 residents and aims to provide better and more equitable access to health services. These activities involve general health checks and treatment for diseases found, in the hope of improving the overall degree of public health.

During the program period from January 2023 to January 2024, PPA continues to monitor and evaluate to ensure the effectiveness of the program. Evaluations are conducted periodically to assess the impact of the program on public health and adjust strategies if needed. Thus, the SEHAT MANTAB program is expected to provide maximum and sustainable results for the community around the mine.

Through these various activities, PT. Putra Perkasa Abadi strives to create a healthier and more prosperous society, as well as make a positive contribution to overcoming health problems in the mining area, especially in Tanah Bumbu Regency.



**Figure 1. Health Screening**



**Figure 3. HIV Prevention Program in High School**



**Figure 2. Stunting Assistance Program in Collaboration with Posyandu**

### **Program Contribution to the Environment and/or Society**

The "Health Awareness for the Mining Ring Community" program was initiated by PT. Putra Perkasa Abadi (PPA) has significantly contributed to the health of people affected by mining activities. Through various activities throughout 2023, this program has achieved several important achievements in improving the quality of life and health of the people around the mine. Here are the specific contributions that the program has achieved:

1. Raising awareness about the importance of maintaining environmental cleanliness also provides free health check-up services that are urgently needed by the community and contributes to preserving the coastal environment.
2. Increasing the understanding of the younger generation about HIV/AIDS, how it is transmitted, and prevention measures.
3. Education and Prevention of Stunting in Children to reduce stunting rates and has made a real contribution to improving the nutritional status of children in the mining ring area.
4. Strengthening cooperation between PPAs, local governments, and communities in an effort to improve overall public health.

Overall, the SEHAT MANTAB program has significantly impacted the health of the people around the mine. Here is a summary of the program's contributions:

- Stunting Reduction: The number of children categorized as stunted has decreased.
- HIV/AIDS education: More than 400 students have received HIV/AIDS education and briefing.
- Free Examination and Treatment: Around 200 residents received free medical services and health checks.
- Environmental Awareness: Through the "Beach Cleanup and Free Health Checks" event, public awareness of environmental cleanliness and health has increased, and mangrove planting has been carried out to maintain coastal ecosystems.

With these various efforts, PT. Putra Perkasa Abadi hopes to continue to make a positive contribution to the health and welfare of the people around the mine, as well as support government programs to improve the quality of life of the community.

### **Program contribution to SDG's achievements**

The SEHAT MANTAB (Health Awareness for the Abadi Mining Ring Community) program was initiated by PT. Putra Perkasa Abadi (PPA) has made significant contributions to several Sustainable Development Goals (SDGs) promulgated by the United Nations (UN). The following are details of the program's contribution to the achievement of the SDGs:

### **SDG 3: Good Health and Well-being**

Health programs are carried out around the mining circle of PT. Putra Perkasa Abadi has had a significant impact on the local community. Starting from the "Clean the Beach and Free Health Checks" in Sungai Dua Laut Village which raises awareness of the importance of maintaining environmental cleanliness and personal health by providing free access to basic health services, to the "Prevent HIV in Mining Communities" program which provides education to more than 400 students, reducing the risk of spreading HIV/AIDS. In addition, the "Stunting Awareness of the Mining Ring Community" program has succeeded in reducing the number of stunted children from 60 to 40 through monitoring, evaluation, and the provision of PMT, while the free examination and treatment program in Sungai Loban District provides access to health services to 200 residents, assists in disease prevention and treatment, and improves the general welfare of the community.

#### **SDG 4: Quality Education**

Health Education in Schools: by holding HIV/AIDS education programs in three high schools, PPA has contributed to improving the quality of education in the health sector. This education equips students with the essential knowledge to maintain their health and avoid risky behaviours.

#### **SDG 13: Addressing Climate Change**

Mangrove planting in Sungai Dua Laut Village helps mitigate climate change by absorbing carbon dioxide and protecting beaches from erosion. Mangroves also serve as important habitats for marine biodiversity.

#### **SDG 17: Partnerships to Achieve the Goals**

The SEHAT MANTAB program collaborates with various stakeholders, including the Tanah Bumbu Regency Health Office, schools, and the local community. This collaboration strengthens the collective ability to achieve sustainable development goals through synergy and active participation from various parties.

#### **Evidence of the running of the program**

Through the Corporate Social Responsibility (CSR) and safety, Health and environment (SHE) team (Mavroulidis et al., 2022) of PT. Putra Perkasa Abadi (PPA) actively monitors the programs implemented, especially those related to the community and villages around the mine. Monitoring is done by directly reviewing the field while absorbing and distributing aid to the location. This monitoring activity is carried out regularly, including during the posyandu schedule, and the stunting rate in each village is reduced. The results of this monitoring are then followed up, as attached in paper B.1, by providing online and face-to-face support to increase parents' motivation and innovation in providing adequate attention and nutrition services for their children. With this approach, PPA strives to ensure that the CSR programs are running well and have a real and sustainable impact on the communities around the mine.



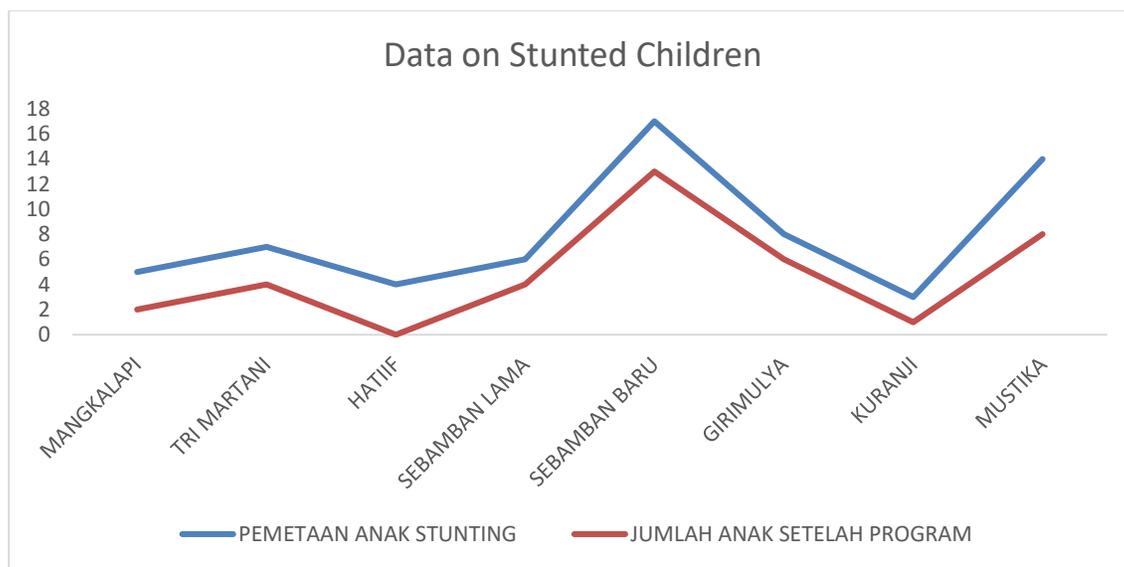
**Figure 4 provision of PMT assistance**



**Figure 5 Involving 3rd Parties for the Provision of Materials to Children Categorized as Stunting**

PT. Putra Perkasa Abadi (PPA) actively contributes to the achievement of the Sustainable Development Goals (SDGs) in surrounding villages by realizing sustainable Community Correctional Development (PPM) programs that are in line with the principles of the SDGs. The company strives for sustainable development with a focus on the four pillars of S, namely good health and welfare, ending hunger, maintaining quality environment, and based on human rights and equality (Anto et al., 2023).

One of PPA's real efforts in achieving this goal is to encourage the active role and participation of village governments, local governments, and health workers in ensuring a healthy and prosperous life for all residents, including infants (Silvestre et al., 2023). This collaboration between various parties is expected to create an environment that is conducive to overall public health. In addition, PPA is also committed to ensuring that people are free from malnutrition by uniting efforts between the government, health workers, and companies. Through increased investment in the provision of nutritious food and support for productivity, PPA aims to ensure that the balanced nutritional needs of the community are met, so that they can live productively and prosperously. By implementing these programs, PT. Putra Perkasa Abadi not only acts as a business entity, but also as an agent of social change that plays an important role in achieving sustainable development goals, maintaining community welfare, and improving the quality of life for current and future generations. The following is the direct impact of the target target obtained from the "Healthy Baby, Stunting-Free Baby" program"



**Figure 1 Data on Stunted Children**

Corporate Social Responsibility (CSR) Team & Safety, Health, and Environment (SHE) Team of PT. Putra Perkasa Abadi (PPA) carries out periodic evaluation and monitoring, and if important findings or notes are found, follow-up is carried out by organizing training both offline and online. This action aims to ensure that every program or activity realized can provide the desired results by the government's goal to reduce stunting rates in Tanah Bumbu Regency. Further development and evaluation are carried out so that the CSR & SHE PPA programs can have maximum impact and produce significant improvements in efforts to reduce stunting rates (Maulida

et al., 2023; Munir & Audyna, 2022). Thus, not only maintaining the achievements that have been achieved but also improving the quality and effectiveness of every activity carried out by the CSR team. The main objective of this further development and evaluation is to improve and upgrade the monitoring results that have been carried out by the CSR & SHE PT team. PPA, so that it can continue to make a positive contribution in supporting the government's efforts to reduce stunting rates in Tanah Bumbu Regency. With this approach, PPA is committed to continuing to play an active role in improving the welfare of local communities and achieving sustainable development goals. The following is documentation of periodic monitoring and socialization related to the results of the evaluation:



**Figure 7 shows several proofs of attendance from 2 schools during the HIV/AIDS socialization around the mining ring village**

**Figure 6 Socialization of HIV/AIDS and distribution of door prizes at Junior High Schools/Adolescents in Villages and High Schools around the mine**

In addition to carrying out stunting prevention and HIV/AIDS socialization programs in some schools around the mine area, the Corporate Social Responsibility (CSR) and Safety, Health, and Environment (SHE) teams of PT. Putra Perkasa Abadi (PPA) is also active in organizing mass health checks. This activity aims to provide health assistance to residents and the elderly who are underprivileged in terms of treatment. These health checks are often aligned with National Occupational Safety and Health Month (BK3N), which is an important moment to raise awareness of the importance of safety and health in the workplace (Mutiarasari, 2024; Superadmin, 2023). In addition, collaboration with the delivery of the Disaster Response Care program for Mining Ring Villages was also carried out. Through these efforts, PPA is not only committed to improving public

health, but also providing assistance and support in dealing with potential disasters, thus providing a holistic and sustainable impact on the communities around the mine (Sunyap, 2020).



**Figure 8 Documentation of Mass Health Checks and Disaster Response Socialization activities to residents around the mine perimeter**

#### 4. Conclusion

The SEHAT MANTAB program implemented by PT. Putra Perkasa Abadi (PPA) from January 2023 to January 2024, aims to improve the quality of public health around the mining area through a comprehensive approach that includes increasing health awareness, HIV/AIDS prevention education, and reducing stunting rates in children. The program has succeeded in raising public awareness about the importance of maintaining environmental cleanliness and health through activities such as "Clean Beaches and Free Health Checks," as well as educating more than 400 students about HIV/AIDS. In addition, this program has also succeeded in reducing the number of stunted children through monitoring, evaluation, and the provision of Supplementary Feeding (PMT). PPA collaborates with various stakeholders to strengthen these efforts and provide wider access to health services, such as a free health check-up and treatment program involving 200 citizens. The program also contributes to the achievement of the Sustainable Development Goals (SDGs) with a focus on good health, quality education, climate change mitigation, and strong partnerships. Overall, the SEHAT MANTAB program has had a significant positive impact on the health and welfare of the people around the mine, as well as supporting the government's efforts to improve the quality of life and reduce stunting rates in Tanah Bumbu Regency.

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