



NEWSLETTER

APRIL 2020

EMPOWERING INDONESIAN LIVES FOR MORE THAN 40 YEARS



WHAT'S BEEN HAPPENING IN YUM?

- Our Plan of Action During the Covid-19 Crisis
- New Activities For the Elderly in West Java
- Building Women-Centred Businesses in Central Sulawesi
- How to get key messages about Clean Water & Sanitation across
- Health Cadres as Frontline in the Fight Against Stunting
- A Young Woman's Determination to Follow Her Dreams

OUR PLAN OF ACTION DURING THE COVID-19 CRISIS

As of April 20th 2020, there are 6,760 cases of COVID-19 found in Indonesia. The mortality rate from Corona Virus (COVID-19) in Indonesia was 1st in Asia. Overall, Indonesia ranks second in the world with a mortality rate of 8-9%. Experts confirm that Indonesia has not yet reached its peak and the number of cases will continue rising especially in the provinces. In the long term, and as the curve of those infected in these communities increase, they will be facing the brunt of the pandemic in the form of loss of income. The income loss in turn will have impacts on physical & mental health, children's nutrition and overall family well-being.

YUM is seeing a real crisis ahead and is currently raising funds in order to support disadvantaged communities in West Java and Central Kalimantan, where more than 50% of the population live below the poverty line. Daily wage earners and single parents, who don't have the luxury of working from home, are already struggling to survive. Many of them have already lost their jobs.

Both project areas have prepared a task force who will distribute soaps, masks, basic food, and provide education about the disease for over 4,000 poor families most at risk during the COVID-19 pandemic.

The primary goal of this project is saving people's lives and reducing the burden of families due to a sick family member. This will only aggravate the issue of generational poverty within the family, which Yayasan Usaha Mulia is trying to put a stop to through our health and education projects.



REDUCING LONELINESS AND SOCIAL ISOLATION FOR THE ELDERLY

Upon returning from a social services training organized by the Japan National Council of Social Welfare (JNCSW), Eneng Ernawati (YUM's Health Education and Sponsorship Coordinator) established a program for the elderly in 2013. The goal of this program is to help the elderly become more independent and reduce their loneliness. Approximately 2.9 million elderly in Indonesia are neglected or have limited access to health care and other social services. In rural areas, the elderly bare a huge responsibility by having to take care of their grandchildren while the parents work elsewhere.

YUM now assists two elderly posts in Cipanas, West Java, with a growing number from only 50 elderly in the initial year to 395 elderly today.



In 2019, Eneng completed a third follow-up training supported by the JNCSW. It turns out that loneliness and social isolation are even bigger issues that can have a serious effect on health. Improving the quality of life of the elderly should not only focus on the physical aspects but also consider the psychological aspects. Because of this, YUM initiated Sharing Sessions so the elderly could chat freely with each other about their challenges. A feeling of usefulness to others is also accommodated by opening volunteering opportunities to 10 elderly who will cook and distribute lunch boxes for 40 elderly in need, such as living in extreme poverty or having physical disability.

Keeping the elderly active and having social interaction in the long term can potentially reduce their risk of Alzheimer. Therefore, in October 2019, in collaboration with Alzheimer Indonesia (ALZI), YUM held a workshop and distributed leaflets on the prevention of alzheimer and dementia. In the near future, YUM hopes to reach more disadvantaged elderly. In order to make this come true, we are currently seeking more donors to fund this project.

BUILDING WOMEN-CENTRED BUSINESSES AFTER THE EARTHQUAKE

It has been more than a year after YUM assisted local communities in Palu, Donggala, and Sigi following the earthquake and liquefaction in 2018. An earthquake with a magnitude of 7.4 richter scale caused the death of 2,081 people, damaged 66,926 houses and left many families without any employment or means of income.

Thanks to further funding from generous donors on GlobalGiving, YUM was given the opportunity to help activate the local economy that had temporarily stopped due to the disasters by empowering groups of women, most of them housewives, from five villages in Palu, Donggala and Sigi. With a total number of 550 women as direct beneficiaries, YUM is providing various food processing training, as well as capital and equipment assistance. All activities carried out refer to local resources found in the villages. All products that will be produced are then marketed to the nearby cities as delicious local snacks.

Currently, this project is on hold as the final part of the activities will be to monitor the quality of the products and provide marketing and product packaging support. We hope that once the COVID-19 crisis will pass, we will be able to finally go back to Sulawesi and provide this support.



Type of business	Number of Groups	Number of People	Provided Assistancess	Locations
Coconut Oil	15	150	Production Workshops and Equipment	Tanjung Padang, Sikara dan Ombu Villages, Sirenja Sub-District, Donggala District
Tortila Chips	10	100	Production Equipment	Pombewe dan Jonooge Villages, Sigi District
Palm Sugar	10	100	Production Equipment	Sigi District
Fried Red Onion	10	100	Oil Spinner Machine, Scale, and Other Production Equipment	Wombo Village, Tanantovea Sub-District, Donggala District
Fish Floss	10	100	Production Equipment	Gawalise Villagge, The City of Palu
Total	55	550		

HOW TO GET KEY MESSAGES ABOUT CLEAN WATER AND SANITATION ACROSS

How do we raise awareness and educate our communities on the benefits of clean water, sanitation, good hygiene and better garbage management? These are not exciting topics that will easily be absorbed by people in our communities so the YUM team in Kalimantan found several ways to create innovative campaigns such putting up banners with smiling faces (see below), leaflets, posters and presentations that were made by community leaders who were supported by YUM.



Creating these campaigns took time as it had to not only fit all the information that we wanted to spread, but they also needed to be attractive enough for the community to want to read. In order to do that, the YUM team, supported by communications consultants, conducted surveys, communication workshops and collected feedback from the community. By doing this, the team was able to create resources that people in the community felt more engaged with.



HEALTH CADRES AS FRONTLINE IN THE FIGHT AGAINST STUNTING

Since October 2019, the Mother & Child Health project in Cipanas has been working with the 1000 Days Fund to help assist 6 *Posyandus* (health posts) in the village of Cibadak. This village has the highest stunting rate in the district of Cianjur, West Java. For this reason, various steps have been and are being taken to reduce the stunting rate of children, especially those aged 0-2 years where health interventions are still very possible.



One of these interventions is regular monthly training of the 30 volunteer health cadres involved in the 6 *Posyandus*. These women are the front line in our fight against stunting. In order for them to have the necessary knowledge to speak to community members, trainings in the following subjects have been conducted:

1. Understanding stunting: the causes and consequences for children's development.
2. The importance of breastfeeding and massaging the breasts by direct demonstration.
4. The Importance of taking Iron tablets for pregnant women to prevent bleeding during childbirth and its relationship with stunting.

After attending these various trainings, the cadres became more confident in providing information to their community, especially to mothers. Together with 1000 Days Fund, we recognise the crucial importance of training and empowering these health volunteers if we are to win the war against stunting in the area.



A YOUNG WOMAN'S DETERMINATION TO FOLLOW HER DREAMS

Ita Arista came to YUM when she was 12 years old as one of the orphans living at the Children's Village in the 1990s. Her father is a farm labourer while her mother is a housewife, and together they have seven children. As the fourth child of seven siblings, her parents realized that they could not afford to put all their children to school, and because of that, they decided that an orphanage would be the best place for Ita.

In 2014, Ita successfully graduated from high school and hoped that she could further studies. However, the economic situation of her parents forced her to end her dream. For some time, she worked in Jakarta and Bogor, then YUM provided an opportunity for Ita to join as a bookkeeper at Cipanas YUM Village in 2015. While working at YUM, Ita can still live with her family.

YUM still wanted to help Ita in reaching her dreams. Luckily, her previous donor was willing to support her university fees. Ita went through many challenges during her last semester at university. Despite these challenges, Ita continued to work in the morning as a Bookkeeper at YUM Cipanas and to go to university in the evenings. In the end, Ita managed to get an A for her final paper!

Ita recently earned a Bachelor of Economics majoring in Management in October 2019 with a GPA of 3,72 which means she graduated Cum Laude, or With Distinction. This is of course due to Ita's own determination in achieving her dreams with the strong support from her family, her donor and her friends. We could not be more proud of what Ita has achieved and how she has grown into a strong, hard working young woman.



CALL FOR ACTION



A SIMPLE ACT CAN SAVE MANY LIVES

Help Us Support 4,000 Poor Indonesian Families
During Covid-19:

- The Elderly
- Daily Wage Earners
- Single Parents
- Stunted and Malnourished Children

**HELP BY PROVIDING THEM WITH:
FACE MASKS, HAND SOAPS, BASIC FOOD PACKAGES,
AND HEALTH EDUCATION ON COVID-19**

**DONATE DIRECTLY VIA
BANK TRANSFER:**

CIMB Niaga - Jakarta Branch
Account Number: 800129858500
Account Name : Yayasan Usaha Mulia
SWIFT code : bniaidja

**DONATE VIA
GLOBAL GIVING:**

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