

## GUIDING QUESTION

Communication Strategy in Policy Communication of Local Regulation Number 4 of 2021 concerning Smoke-Free Zones (SFZ) in Poor Slum Areas in the Working Area of the Caringin Community Health Center.

### A Study of Policy Communication Strategy on Smoking Behavior in the Home

| No | Criteria          | Guiding Question  |
|----|-------------------|---|
| 1  | <b>Criteria A</b> | <p><b>1. Values and Principles</b></p> <ul style="list-style-type: none"><li>a. What are the main values that you want to uphold in the communication strategy related to the implementation of the SFZ Regional Regulation on smoking behavior inside homes in the poor slum areas?</li><li>b. How can the communication approach used in the dissemination of the SFZ Regional Regulation on smoking behavior inside homes reflect public health values?</li><li>c. How are public health and social justice principles applied in the communication strategy for the SFZ policy on smoking behavior inside homes?</li><li>d. What are the main challenges in disseminating the values of the SFZ policy on smoking behavior inside homes to communities in poor slum areas?</li></ul> <p><b>2. Environmental Analysis</b></p> <ul style="list-style-type: none"><li>a. How does the community perceive the SFZ policy on smoking behavior in the home, especially among low-income groups?</li><li>b. How do social, economic, and cultural factors influence the effectiveness of communication of the SFZ policy on smoking behavior in the home in this region?</li><li>c. What is the role of policy actors, such as health workers and government officials, in establishing effective communication?</li></ul> <p><b>3. Communication Objectives</b></p> <ul style="list-style-type: none"><li>a. What are the main objectives of policy communication in the implementation of the SFZ local regulation on smoking behavior inside homes in poor slum areas?</li><li>b. What are the indicators of successful SFZ policy communication in the working area of the Caringin Community Health Center?</li><li>c. How effective are communication strategies in achieving behavioral change related to smoking inside homes?</li></ul> <p><b>4. Segmentation Audience</b></p> <ul style="list-style-type: none"><li>a. What are the demographic characteristics of the community in poor slum areas that is the target of communication regarding smoking behavior in the home?</li><li>b. Are there any groups that are more difficult to reach in communicating this policy? If so, what are the specialized strategies for them?</li><li>c. How are communication strategies tailored to vulnerable groups, such as active smokers, housewives, and children?</li></ul> <p><b>5. Communication Channels</b></p> |

---

- a. What are the most effective communication channels for conveying the SFZ policy on smoking behavior inside the home to the poor slum areas community?
- b. How effective are conventional media (e.g., banners, leaflets) compared to digital media or interpersonal communication in implementing the SFZ policy on smoking behavior inside the home?
- c. What is the role of community leaders and health workers or local communities in disseminating information related to policies on smoking behavior in the home?

#### **6. Content Strategy**

- a. What are the main messages that need to be conveyed in communicating SFZ policies on smoking behavior in the home in poor slum areas?
- b. What approach is used in developing communication content so that it is accepted and understood by the community?
- c. Are there specific strategies for developing narratives to make it easier for the community to accept SFZ policies on smoking behavior inside the home? If so, how?

---

## **2 Criteria B dan C**

#### **1. Values and Principles**

- a. How do community leaders play a role in disseminating the values of the SFZ policy on prohibiting smoking in the home within their communities?
- b. What principles do community leaders uphold in conveying information about the policy prohibiting smoking indoors to residents?

#### **2. Environmental Analysis**

- a. What environmental factors most influence the habit of smoking indoors in this area?
- b. What are the main obstacles faced in socializing the SFZ policy prohibiting smoking indoors to the community?

#### **3. Communication Objectives**

- a. What are community leaders' expectations regarding changes in smoking behavior in the home after the dissemination of this policy?
- b. How effective has communication been in raising residents' awareness of the dangers of smoking in the home?

#### **4. Segmentation Audience**

- a. Which groups are more receptive to SFZ socialization regarding smoking behavior in the home, and who tends to reject it?
- b. What approaches have been taken to reach active smokers who are less responsive to this policy?

#### **5. Communication Channels**

- a. What are the most effective communication channels for conveying the SFZ policy prohibiting smoking behavior in the home to the Kumis community?
- b. How effective are community-based activities such as religious gatherings, social gatherings, or health posts in conveying the SFZ message about the ban on smoking indoors?

#### **6. Content Strategy**

---

---

- a. What type of message is most effective in changing smoking habits indoors?
- b. Is the use of stories or testimonials from residents more effective than a data-based approach?

---

### 3 Criteria D dan E

#### 1. Values and Principles

- a. What is the role of NGOs in supporting the implementation of SFZ policies on smoking behavior in homes in poor slum areas?
- b. What specific principles or approaches do NGOs use in disseminating this policy?

#### 2. Environmental Analysis

- a. What are the main challenges faced by NGOs in advocating for this policy?
- b. How do NGOs collaborate with policy makers in conveying the message of this policy?

#### 3. Communication Objectives

- a. What are the main objectives of NGOs in their involvement with SFZ policies on smoking behavior in the home?
- b. How do NGOs assess the effectiveness of the communication programs that have been carried out?

#### 4. Segmentation Audience

- a. Who are the main targets of the communication program for the SFZ policy on smoking behavior in the home carried out by NGOs?
- b. How do NGOs ensure that the messages they convey are accepted by all community groups?

#### 5. Communication Channels

- a. What communication channels are most effective in conveying the SFZ policy prohibiting smoking behavior in the home to the poor slum areas community?
- b. Is there a role for community leaders or local communities in disseminating information related to this policy prohibiting smoking behavior in the home?
- c. How are health workers involved in communicating the SFZ policy prohibiting smoking indoors to the community?

#### 6. Content Strategy

- a. What is the main message to be conveyed in communicating the SFZ policy prohibiting smoking indoors in poor slum areas?
- b. What approach is used in developing communication content so that it is accepted and understood by the community?

---