A strategy model for community-based training to promote responsible self-medication: Lesson learned from Indonesia

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Abstract—**Background**. Self-medication has been an essential form of daily self-care among Indonesians. In 2015, the Indonesian Government introduced a national health program (*GeMa CerMat*) – involving community-based training – to promote responsible self-medication, yet the training implementation has been a challenge. **Objective**. To develop a strategy model to implement community-based training on self-medication in Indonesia. **Methods.** A sample of 40 trainers was selected from pharmacist/pharmacy staff involved in prior 2-day training for trainers in Ngawi, East Java - Indonesia. A mixed method approach (questionnaire and focus group discussion) was used to explore factors contributing to the training implementation. A strategy model was developed based on the factors and validated by an expert panel. **Results.** The strategy model to implement community-based training on self-medication in Indonesia should consider: 1) factors directly related to the training, including participant characteristics, training designs (i.e. local/simple language, interactive discussion, and visual aids), and training arrangements (i.e. quality and quantity of trainers, venue and food, souvenirs, and timing); and 2) indirect factors, including policy/regulation and organisational supports (i.e. acceptance as priority/routine activity, funding, and remuneration system), environmental factors (i.e. community proximity/distance and culture), and communication media. In addition to the training, active tools ('asking the right questions') were recommended to enhance community empowerment. **Conclusion.** The strategy model developed in this study could be used as a basis to design appropriate intervention programs to empower Indonesians to practice responsible self-medication.

Key words: self-medication, community-based training, pharmacist, Indonesia.