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.