

**“Enhancing Interprofessional
Collaboration and Learning for
Strengthening Primary Health Care”**

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TUFH 2021 ABSTRACTS

Title	BUILDING ENGAGEMENT IN THE COMMUNITY DURING THE COVID-19 PANDEMIC IN SLEMAN: WHAT CAN BE DONE?
Type	Oral Presentation <i>Innovative Ways for Community Mobilization and Engagement of Stakeholders</i>
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Abstract N ^o	TUFH824
Content	<p>Background: Community participation is very important in supporting the sustainability of a health program. Therefore, engagement with the target community must be built to make the community actively participate and foster a sense of belonging to the program being made. Building engagement with the community cannot be done instantly, it requires a variety of communications and approaches in it. In general, intensive communication by increasing the frequency of meetings will greatly assist in the process of approaching and engaging with the community. However, various approaches experienced challenges during the COVID-19 pandemic, where interactions in activities were very limited, which had a major impact on social activities. Therefore, the method of approaching the community and society needs to be adjusted. This abstract aims to share experiences regarding several things that can be done in an effort to build engagement with the community during the COVID-19 pandemic. Method: A qualitative approach was applied to 20 community leaders in the Sleman area as representatives of the Sleman community to analyze approach methods that can help engagement with the community during the COVID-19 pandemic. Result: important points in increasing community engagement during a pandemic are: First, use social media that is familiar in the community as the main communication platform, Second, approaching individuals who tend to be active is important, Last, show empathy and get involved in solving community problems Conclusion: Showing empathy and being involved in solving problems in the community is quite effective in increasing community participation in activities.</p>