

**HEALTH**

110 POSYANDU | 10 SUBDIVISION | 550 CADRES | 500 BLOOD BAGS

24,069 CHILD

- + HEALTHY FOOD SUPPORT
- + TRAINING
- + COUNSELING
- + FACILITY SUPPORT

**MOGI HERO**  
One month roadshow of MOGI (Mobil Giz) HERO in Jabodetabek area reaching out to 27 schools and 78 Posyandu to commemorate National Nutrition Day. Collaborated with BPOM more than 10.000 beneficiaries received an education about balance nutrition, food safety and healthy food.

**KASIH**  
The third year of KASIH program, focus on advancing cadre competencies. More than 17670 beneficiaries and 550 cadres in 110 Posyandu in 10 subdivision all over Indonesia.

**POSYANDU SKILL LIFE SKILL MANAGEMENT SKILL**

**CSR INITIATIVE 2016**

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### KASIH (Komitmen Anak dan Ibu Sehat HERO)

Dimulai sejak April 2014, Program KASIH (Komitmen Anak dan Ibu Sehat Hero) yang didukung oleh Kementerian Kesehatan Republik Indonesia ini memfokuskan pada pembinaan Pos Pelayanan Terpadu (Posyandu). Program berkesinambungan yang akan berjalan selama 3 tahun ini telah membina sebanyak 110 Posyandu di 4 kota di Indonesia, yaitu Jakarta, Tangerang Selatan, Surabaya, dan Timika dengan total penerima bantuan sebanyak lebih dari 10.000 anak dibawah usia 5 tahun. Dukungan yang telah dilakukan adalah penyuluhan dan pelatihan Kader Posyandu, pemberian makanan dan vitamin tambahan, serta penyediaan sarana atau peralatan penunjang kegiatan Posyandu.

Sebagai rangkaian dalam program KASIH, juga diadakan Posyandu Competition dan Posyandu Fair. Kegiatan ini merupakan salah satu bentuk untuk evaluasi dan apresiasi kepada kader dan posyandu yang telah dibina. Dalam Posyandu Competition, tim penilai yang beranggotakan dari Dinas Kesehatan, Puskesmas, dan kelurahan setempat ini akan mengukur kemampuan posyandu secara keseluruhan termasuk kader posyandunya, baik dari segi operasional posyandu maupun secara administratif. Hasil dari penilaian tersebut akan diumumkan pada Posyandu Fair, dimana juga akan melibatkan masyarakat sekitar dan partner lainnya untuk berpartisipasi dalam pelaksanaan Posyandu Fair tersebut.

Tahun pertama Posyandu Competition dan Posyandu Fair dilaksanakan di Kelurahan Pondok Pinang, Jakarta Selatan dengan melibatkan 21 posyandu, dan tahun kedua dilaksanakan di Kelurahan Pondok Jaya, Tangerang Selatan. Kader dan Posyandu terbaik tentunya diharapkan dapat menjadi contoh dan mempunyai kewajiban untuk menularkan semangat kepada posyandu-posyandu lainnya.

### DONOR DARAH HERO

PT Hero Supermarket Tbk secara rutin bekerjasama dengan Palang Merah Indonesia (PMI) wilayah Tangerang Selatan dalam menyelenggarakan kegiatan donor darah. Setiap 3 bulan, kantor pusat

HERO Group akan mengadakan kegiatan Donor Darah yang diikuti oleh karyawan yang telah mendaftarkan diri. Pada setiap penyelenggaraan Donor Darah, juga diadakan talkshow yang berkaitan dengan kesehatan yang bekerjasama dengan pihak sponsor.

#### **GUARDIAN POSYANDU SUPPORT & SUPPLEMENTARY FEEDING**

HERO Group melalui unit bisnis Guardian kembali menunjukkan dukungannya terhadap Posyandu, yang dilaksanakan di Posyandu Jurang Mangu Timur pada Januari dan Februari 2016. Kegiatan yang dilakukan oleh tim Guardian yaitu mendukung proses aktivitas 5 Meja Posyandu yang diantaranya meliputi penimbangan, penyuluhan, dan pemberian makanan tambahan. Sebanyak 296 balita secara langsung dapat merasakan manfaat dari kegiatan ini.

#### **GUARDIAN JATINANGOR CARE**

Pada bulan Maret 2016, tim Guardian berkunjung ke Desa Cipacing, Jatinangor, untuk melaksanakan kegiatan pengobatan umum, cek gula darah dan tekanan darah, serta konsultasi kesehatan, yang semua diberikan secara gratis untuk warga sekitar. Kegiatan yang juga melibatkan tim ahli kesehatan dari Guardian (Dokter dan Apoteker) ini disambut antusias oleh warga mulai dari tingkat RW sampai ke tingkat kecamatan.

#### **GUARDIAN UBUD CARE**

Wilayah Ubud, Bali juga tidak lepas dari aktivitas kepedulian tim Guardian yang rangkaianannya meliputi kelas Yoga, pemeriksaan kesehatan gratis, serta donor darah. Kegiatan diawali dengan kelas Yoga yang diikuti hampir 40 peserta, termasuk diantaranya warga asing yang tinggal atau sedang berkunjung ke Ubud. Kemudian lebih dari 250 orang warga sekitar juga ikut berpartisipasi dalam pemeriksaan kesehatan gratis, yang dilanjutkan pula dengan kegiatan donor darah.

#### **ZUMBA CARNIVAL**

Dalam rangka memperingati hari Kesehatan Dunia dan peduli terhadap penderita kanker, HERO Group mengadakan penggalangan dana melalui kegiatan Zumba Carnival. Bertemakan "Lets Groove for the Cure!", kegiatan senam Zumba yang secara massal dilaksanakan di Parkir Timur Senayan ini berhasil mengumpulkan dana sebesar Rp 474.900.000,- (empat ratus tujuh puluh empat juta sembilan ratus ribu rupiah). Dana yang kemudian disumbangkan kepada anak-anak penderita kanker di bawah naungan Yayasan Pita Kuning Anak Indonesia (YPKAI).

#### **OKTOBRA (OKTOBER LAWAN KANKER PAYUDARA)**

Turut berpartisipasi dalam bulan Kanker Payudara Sedunia dan sekaligus memperingati Hari Kesehatan Nasional ke-51, HERO Group menggelar OKTOBRA (Oktober Lawan Kanker Payudara). Pada kesempatan ini HERO Group yang diwakili oleh Stephane Deutsch, Presiden Direktur HERO Group, secara simbolis memberikan dukungan terhadap program-program Lovepink (Komunitas

yang memberi pendampingan dan dukungan kepada penderita Kanker Payudara) yang diterima oleh Shanti Persada, Founder Lovepink.

Serangkaian kegiatan dilakukan untuk mengkampanyekan OKTOBRA, diantaranya jalan sehat Pink Walk, Senam SADARI (Periksa Payudara Sendiri), Deteksi Dini dan USG gratis, serta Talkshow Interaktif "SADARI Kanker Payudara Sejak Dini".

### **HERO HEALTHY PROJECT**

HERO HEALTHY PROJECT merupakan salah satu bentuk kepedulian HERO Group dalam bidang kesehatan dan bentuk dukungan kepada Kementerian Kesehatan RI dalam memperingati Hari Kesehatan Nasional di Bulan November 2014, melalui beberapa rangkaian kegiatan yang melibatkan lingkungan internal dan eksternal dari HERO Group.

Kegiatan ini diawali dengan kegiatan lari bersama karyawan internal sebagai langkah hidup sehat yang dimulai dari lingkungan sendiri. Kegiatan ini kemudian diperluas ke lingkungan eksternal dalam kegiatan edukasi menjaga kesehatan gigi dan mulut serta memberikan tindakan pemeriksaan gigi gratis kepada siswa Sekolah Dasar Pondok Betung 05. Sebanyak 601 siswa sangat antusias dan tidak sedikit yang menerima tindakan cabut gigi dari dokter dari Yayasan Obor Berkat Indonesia (OBI) pelaksana kegiatan.

Kegiatan dilanjutkan dengan melibatkan sekitar 800 masyarakat sekitar wilayah CBD Bintaro melalui senam Aerobic dan Zumba serta pemeriksaan kesehatan gratis (pemeriksaan tulang, kolesterol, dan gula darah).

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## KASIH PROGRAM

Started in April 2014. Program KASIH (Komitmen Anak dan Ibu Sehat Hero) that supported by Ministry of Health Republic of Indonesia is focusing in Pos Pelayanan Terpadu (Posyandu assistance). This sustainable program will run for 3 years in different stages and has supported 110 posyandu in total 4 cities in Indonesia. Located in Jakarta, South Tangerang, Surabaya and Timika with total beneficiaries more than 10,000 children under five years old. Training for cadres and provide additional food are supports that given by this program to posyandu.

As a part of program KASIH, Posyandu Competition and Posyandu Fair are held as an evaluation and appreciation to cadres and posyandu. In Posyandu competition, the judges that consist of Public Health Office, Puskesmas and Kelurahan will measure the abilities and knowledge of cadres, both operational and administration. The result of this scoring will be announced in Posyandu Fair, where this event will not only involve posyandu but also surrounding community and partner to participate.

First year of Posyandu Competition and Posyandu Fair were held in Kelurahan Pondok Pinang (with 21 Posyandu), while the second year were held in Kelurahan Pondok Jaya. Selected Posyandu and cadres are expected to be the role model, and have responsibility to transfer the knowledge and spread the spirit for other Posyandu and community.

## HERO BLOOD DONATION

PT Hero Supermarket Tbk is periodically in collaboration with Indonesian Red Cross (PMI) in South Tangerang area to arrange blood donation activities. This program is held once every 3 months for internal employees. We also collaborating with partners through Health Talkshow In every blood donation activities.

## GUARDIAN POSYANDU SUPPORT & SUPPLEMENTARY FEEDING

HERO Group through its business unit Guardian shows the support to Posyandu that held in Posyandu Jurang Mangu Timur in Januari and Februari 2016. Guardian team supported the 5 tables

process such as weighing, counselling and provide additional food. A total of 296 infants directly get the benefit from this activity.

### **GUARDIAN JATINANGOR CARE**

In March 2016, Guardian team visited to Cipacing Village, Jatinangor to arrange medical check up activity, blood sugar check and blood pressure check and also health counselling, all of the service are free of charge for local community. This activity which involved health expert from Guardian (doctor and pharmacist) has a good response from all the community.

### **GUARDIAN UBUD CARE**

Ubud, Bali is also become the area for Guardian health activity which consist of Yoga class, free medical check up and blood donation. This activity started with yoga class which attended by almost 40 participants, including foreigner that stay or visiting Ubud, and more than 250 local people participated in free medical check up that followed by blood donation.

### **ZUMBA CARNIVAL**

Commemorating World Health Day and awareness to cancer, HERO Group held fundraising through Zumba Carnival activity. Themed "Lets Groove for the Cure!", Zumba activity which massively held in Parkir Timur Senayan raised fund in amount of Rp 474.900.000. all the funds is donated to Yayasan Pita Kuning Anak Indonesia (YPKAI).

### **OKTOBRA (OCTOBER AGAINST BREAST CANCER)**

Participated in World Breast Cancer month and also commemorate 51th National Health Day, HERO Group held OKTOBRA (Oktober Lawan Kanker Payudara). On this occasion, HERO Group represented by Stephane Deutsch, President Director of HERO Group, symbolically providing support to Lovepink programs (Community which gives guidance and support to breast cancer patients) received by Shanti Persada, Founder Lovepink.

A series of activities undertaken to do OKTOBRA campaign, including a healthy walk (Pink Walk), BSE (Breast Self Check), Early Detection and free USG, as well as Interactive Talkshow "BSE Early Breast Cancer".

### **HERO HEALTHY PROJECT**

HERO PROJECT HEALTHY is one of concern HERO Group in health and to support the Ministry of Health Republic of Indonesia in celebrating National Health Day in November 2014, through a series of activities involving internal and external community of the HERO Group.

This activity is started with the run program with internal employees as a first step to a healthy life that started from our own environment. This activity later extended to the external community in educational activities to maintain oral health and provide free dental checkup action to elementary school students Pondok Betung 05. Total of 601 students which very enthusiastic and quite a few are receiving the further action from the doctors from Obor Berkas Indonesia (OBI).

The activities continued by involving about 800 people around the region Bintaro CBD are through gymnastics Aerobic and Zumba as well as free health examination (bones, cholesterol, and blood sugar check).