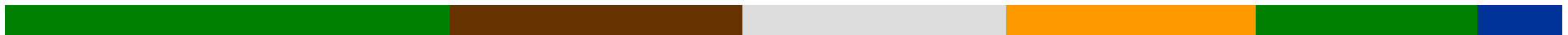




**NANGGROE ACEH DARUSSALAM  
INDONESIA**



Gavi Rosenthal  
Public Information Officer



## What does CHF International do?

- ❑ Established in 1952 and now in more than 35 countries
- ❑ Programs aimed at improving community housing, economic circumstances, and social and physical environment
- ❑ Sustainable development, community-wide benefits, participatory approach, transparent decision-making
- ❑ In Aceh since January 2005
- ❑ Reconstruction, livelihoods and community health
- ❑ Healthy Markets Program reconstructs and rehabilitates traditional markets



# Healthy Markets Program

Aceh Healthy Markets are located in 4 districts:

**Banda Aceh:**

Kampung Baru, Daging  
and Peunayong,  
Lampulo

**Pidie:**

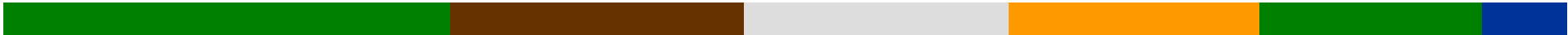
Laweung, Mereudu, Jangka Buya

**Aceh Besar:**

Ateuk, Kajhu, Lhoong, Lampuuk

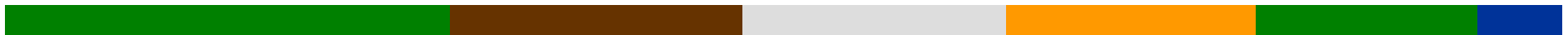
**Aceh Jaya:**

Suak Bekah, Sabee, Rigah, Pasie Tebee,  
Pajar, Lhok Kruet



## What is a Healthy Market?

- Recognizes links between environmental health, food safety and public health, and the critical role of the traditional market in the health of the community
- Access to safe and nutritious food is a right
- Provides for appropriate infrastructure
- Provides for appropriate zoning of activities
- Ensures that vendors and customers are aware of and practice means of disease prevention
- Exploits the role of markets in community health outreach
- Includes strong community participation in all parts of the process



# Healthy Markets Program

## Infrastructure

Building construction

Building strength  
Drainage, ventilation, lighting  
Adequate space (i.e. universal access)

Hazard avoidance measures

Air quality control (smoke, dust, odors etc.)  
Protection from rodents  
Proper use of chemicals

Water supply/sanitation

Clean water availability  
Hand washing points  
Public toilets  
Solid waste management

Health and Emergency Services

First aid & health system access  
Evacuation routes and systems  
Fire Safety



## COMMUNITY OUTREACH

Maintenance

Establishment of cost recovery systems  
Utilities maintenance  
Establishment/respect of market rules  
Security staff/systems

Food safety

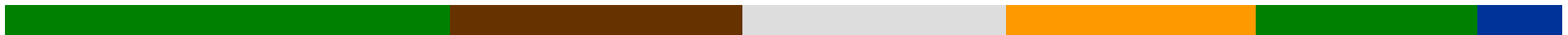
Training of vendors  
Establishment of inspection systems  
Food preservation (covering, keeping raw foods cold and prepared foods hot, etc.)

Emergency preparedness

Providing first aid training and equipment  
Establishing evacuation routes and plans  
Providing fire safety/response measures

Health outreach

Providing training and support to vendors and community members in other public health areas



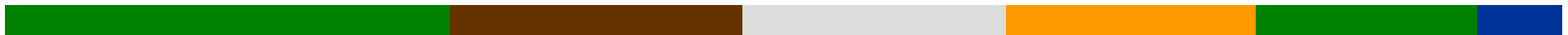
## Linking Health and the Market

- ❖ Health Post
  - Equipping with basic supplies
  - Serve vendors and others in the community
  - Resource for information dissemination
- ❖ Work with DHO to assign sanitarian workers to inspect and monitor health at the markets
- ❖ Training of sanitarian workers in solid waste management best practices, and their roles in monitoring the markets



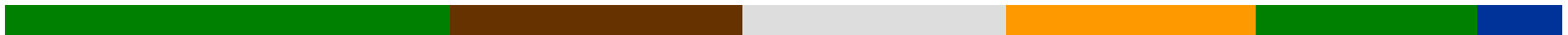
## Market Management Committee (MMC)

- An MMC is formed for each Healthy Market
- Represents stakeholders in the community
- Includes vendors, community leaders, religious leaders, government institutions, women's associations, youth groups, and others
- Members are elected in a democratic, transparent process
- MMC gives final approval of the market design
- Involved with all stages of the market construction process
- Facilitates communication between CHF and the community
- Monitors the market to ensure long-term maintenance and sustainability



## Participatory Training Methodology

- ☐ Community identifies its own concerns and problems related to market health
- ☐ Mapping of market, including traffic of potential hazards, sanitation facilities, etc
- ☐ Discussing common hygiene practices and the good or bad consequences
- ☐ How disease is spread through the marketplace
- ☐ Identify ways to prevent spread of disease
- ☐ Identify barriers to preventative actions
- ☐ Identify potential solutions, tasks, and actors



## Challenges & Opportunities

### ■ Government communication and coordination

Standards are unclear or not communicated

Enforcement of standards and law is weak; unclear lines of authority

Corruption leads to distrust and further miscommunication

Opportunity: these challenges universally recognized by government in Aceh

### ■ Government Resources

Financial: lack of equipment, vehicles to perform tasks

Human: understaffing and inexperience

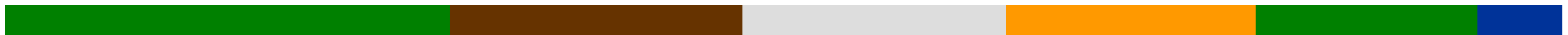
Opportunity: While infrastructure can be expensive, community outreach is not and is equally important

### ■ Individual and Community Behavior Change

Sense of ownership of market space: displacement

Poverty: must communicate economic benefit of behavior change

Opportunity: treat vendors as *resources* and *partners* in every step of the process; “positive campaign” to make AI no longer taboo



## Partners in CHF Healthy Markets Program in Aceh

Provincial Department of Trade and Industry (and district offices)

Provincial Health Office (and district offices)

Municipality Offices

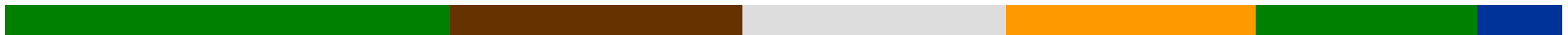
Provincial Department of Agriculture (and district offices)

Indonesian Red Cross (PMI) and other Red Cross agencies

Indonesia Nurses Association (PPNI)

USAID Health Services Project (HSP)

World Health Organization (WHO)



# Healthy Markets Program

**THANK YOU!!!!!!**

