

Dear Dr. William Crano

How are you, Dr. Crano .. greetings from me David Hutapea in Indonesia. I hope you and Suellen stay healthy and happy.

First, I have to apologize because I haven't informed and contacted you for quite sometime, but I can assure you that you are always in my mind along with the experience and knowledge that you have delivered to me and colleagues while we were in Claremont, really a very valuable experience.

Dr. Crano, at this time I am no longer serving at the head office of the National Narcotics Boards, since July 2020 I have received a promotion to directly lead an office in the District area, in Trenggalek, East Java Province. The distance is about 700 km from the capital Jakarta.

As for the media campaign, in relation to my current position, I have more authority in term of how to deliver and promotes content related to drug prevention. Currently, the National Narcotics Agency has launched a new slogan which is different from the previous slogan. Previously the slogan used was "Stop Narkoba" (Stop Drugs), now we have started using the new slogan "Hidup 100 Percent" (100 Percent Life). The input that we have given regarding the approach pattern that provides more options than prohibitions, has actually received a positive response from the leaders of the organization, and somehow became one of the the consideration which has resulted in a change in the slogan.

In the region where I am currently work, we have begun to use this slogan in our various campaigns and programs. The existence of the Covid-19 pandemic, also requires us to make various adjustments in the implementation of the campaign. We have reduced the campaign with the face-to-face method and changed to virtual patterns and social media campaign.

Here is a summary of some of the programs that already mplemented:

1. The application of the new slogan "Hidup 100 Persen" (100 Percent Life)

This slogan is a new slogan which embodies several stages, namely: Conscious, Healthy, Productive and Happy. As we mentioned earlier, this slogan is to replace the slogan "Stop Drugs" which seemed more authoritative and prohibits. It is hoped that the new slogan will be closer to the dynamic of young people who prefer to be given choices rather than to be restrict. In short, this slogan points to the choice to live life to its fullest. A continuum, from the emerge of awareness of the meaning of one's presence in this universe, followed by the choice to live it physically and mentally healthy and fit. From this point, it is hoped that people will be productive and produce works that can benefit themselves and those around them. And above all, happiness becomes an attainable goal as a manifestation of life to the fullest. It may sound a bit religious, but isn't happiness the goal of the majority of people living on this planet?



Previous slogan

#hidup100persen

Sadar Sehat Produktif dan Bahagia

Current slogan

2. Talk shows and cultural arts performances that are conducted virtually, broadcast live via YouTube and Instagram.

This activity collaborates the performance of local talents, traditional cultural arts, with a talk show featuring local figures and myself as the Head of the BNN in this area (one thing that I cannot avoid for now). In this show, we present high-achieving young people who can be used as positive examples to those who see this program. Prevention messages were given through a talk show that took place between art and cultural performances.

Until now, the program has been carried out three times, and there are still two more programs that will be implemented by the end of this year. All of this program broadcasted live via youtube and Instagram, and can be rewatched at the the official youtube channel of the National Narcotics Board of Trenggalek Municipal (BNNK Trenggalek Channel).



Talkshow with the Head of Municipal and the head of NNB Trenggalek_Aug,19 2020



Music Perform_Aug,19 2020



Arts Perform (Young Puuppet Master) Sept,12 2020



Music Perform, Sept,12 2020



Traditional Dance Perform by High School Student Oct. 28 2020



Prevention Talkshow with the head of NNB Trenggalek_Oct. 28 2020

3. Production of preventive content posted on YouTube, Facebook and Instagram channels.

Since serving in this new position, we have created several videos content containing messages submitted by several national celebrities. I used my network of relationships to get some video footage of the nationally public figures favored by young people, to deliver a drug prevention messages. The videos is then edited independently by our office personnel (maybe not very professional, but at least it deserves to be shown). Taking regional sentiment into account, I request that in the recording, celebrities mention specifically their intended target (Youth of Trenggalek District, East Java).

Besides that, we also try to raise local figures who have achievements in their respective fields by making short videos about their activities. At the end of the video we present a call-to-action message highlighting the message 100 Percent Life. With this video, we want to show that the figure that is admired by many people is a figure who has gone through the process of the emerge of awareness of his/hers existence in the universe, which leads to the choice to live a healthy lifestyle, to be able to remain productive in work and ultimately be able to achieve happiness, which is actually a full stage of 100 Percent Life.

4. Counseling Corner

It is true that the Covid 19 pandemic has changed many ways of life, especially in social interactions. Indeed, the pandemic has made many people turn to the virtual meeting pattern. However, it turns out that many people also prefer to meet in person to talk about things they consider important. Based on this, at the end of November, we already launched a new program called Counseling Corner. In this program we prepare officers and volunteers to be able to discuss with the people directly about the things they want to discuss (prevention, rehabilitation and law enforcement). This program is carried out for one day only and will only be carried out in areas that are relatively safe from the pandemic. However, the Health Protocol will still be implemented, which includes washing hands, using masks and applying physical distancing.

The village government where this program is implemented provides support in the form of providing space and inviting local community leaders to be part of this program. At least their presence is a motivation for the surrounding community to attend.



Dr. Crano, here are a few things that I can report to you for the time being, of course with the expectation that you can give a response to what I am doing and about to do.

All activities mentioned, can be watched or viewed via video or news articles on:

- Youtube : BNNKTrenggalek Channel
<https://www.youtube.com/watch?v=E48I1LPI3NA&t=409s>
<https://www.youtube.com/watch?v=e8WTQDINeFc>
<https://www.youtube.com/watch?v=f-jT6HdaOJI&t=3608s>
<https://www.youtube.com/watch?v=v4PnALgoiGw&t=11443s>
- Facebook : BNNK Trenggalek
- Instagram : infobnn_kab_trenggalek

(Unfortunately, all are in Indonesian language. So maybe it is just to get a little pictures of what has been done. However, of course I would be very happy to explain if there are any of them that concern or interest to you, sir)

Thank you and hopefully you and Suellen are always healthy and happy..and live a 100 percent life.
Thank you, sir.

Warm regards,

David Hutapea