

2025
INDONESIA



SAFEGUARDING THE DEMOGRAPHIC BONUS: **BNN PREVENTION** STRATEGY FOR CHILDREN, YOUTH, AND COMMUNITIES



PRESENTED BY:

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Safeguarding the **Next Generation**

OUTLINE

- 1 Drug Situation in Indonesia
- 2 Indonesia Demographic Bonus
- 3 Challenge and Problem
- 4 BNN Indonesia PDE Programme
- 5 Analysis of Prevention Program
- 6 Recommendation

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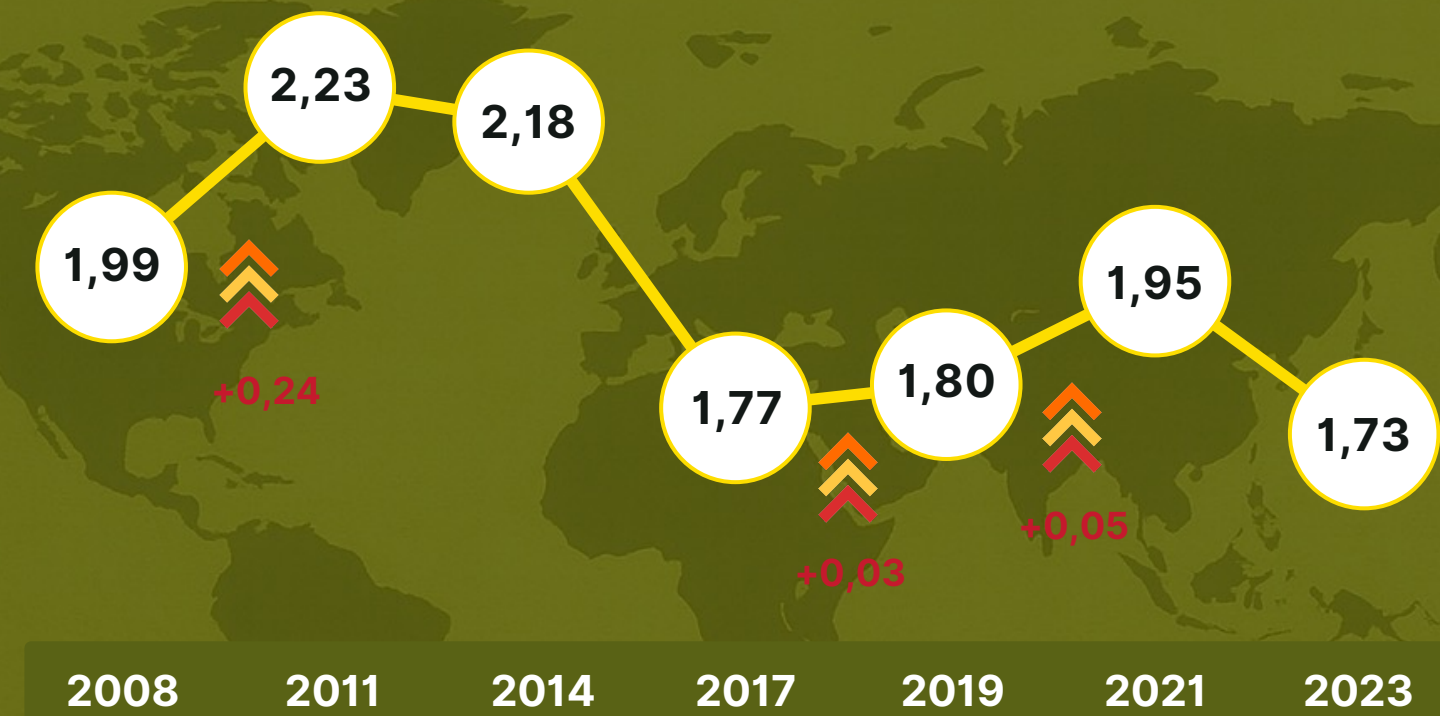


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DRUG SITUATION IN INDONESIA

The prevalence rate of drug abusers in 2023 has decreased compared to 2021, but the number of drug abusers is still relatively high reaching 3.33 million people. Respondents age range 15 years old to 64 years old Age group that tend to be an abuser is the productive age group 15-49 years.

INDONESIA PREVALENCE



GLOBAL PREVALENCE

6% (2023)

Source: World Drug Report 2025

Approximately 316 million people (age 15-64) worldwide use narcotics.

INDONESIA

DEMOGRAPHIC BONUS

- The demographic bonus in Indonesia refers to a period when the productive age population (15-64 years old) significantly outnumbers the non-productive population (children and elderly).
- This demographic shift presents both opportunities and challenges, particularly.

270.20
Million

Indonesia Total Population
(2020)

HASIL SENSUS PENDUDUK 2020

Berita Resmi Statistik No. 07/01/Th. XXIV, 21 Januari 2021

Jumlah Penduduk Indonesia
Hasil SP2020
(September 2020)

270,20 Juta Jiwa

Bertambah 32,56 juta jiwa
dibandingkan SP2010

Laju Pertumbuhan Penduduk
per Tahun, 2010-2020

1,25%

Melambat dibandingkan
periode 2000-2010
yang sebesar **1,49%**

Penduduk Usia Produktif
(15-64) Tahun

70,72%

Indonesia masih dalam
masa bonus demografi

Persentase
Penduduk Lansia

9,78%

Naik dibandingkan tahun 2010
yang sebesar **7,59%**



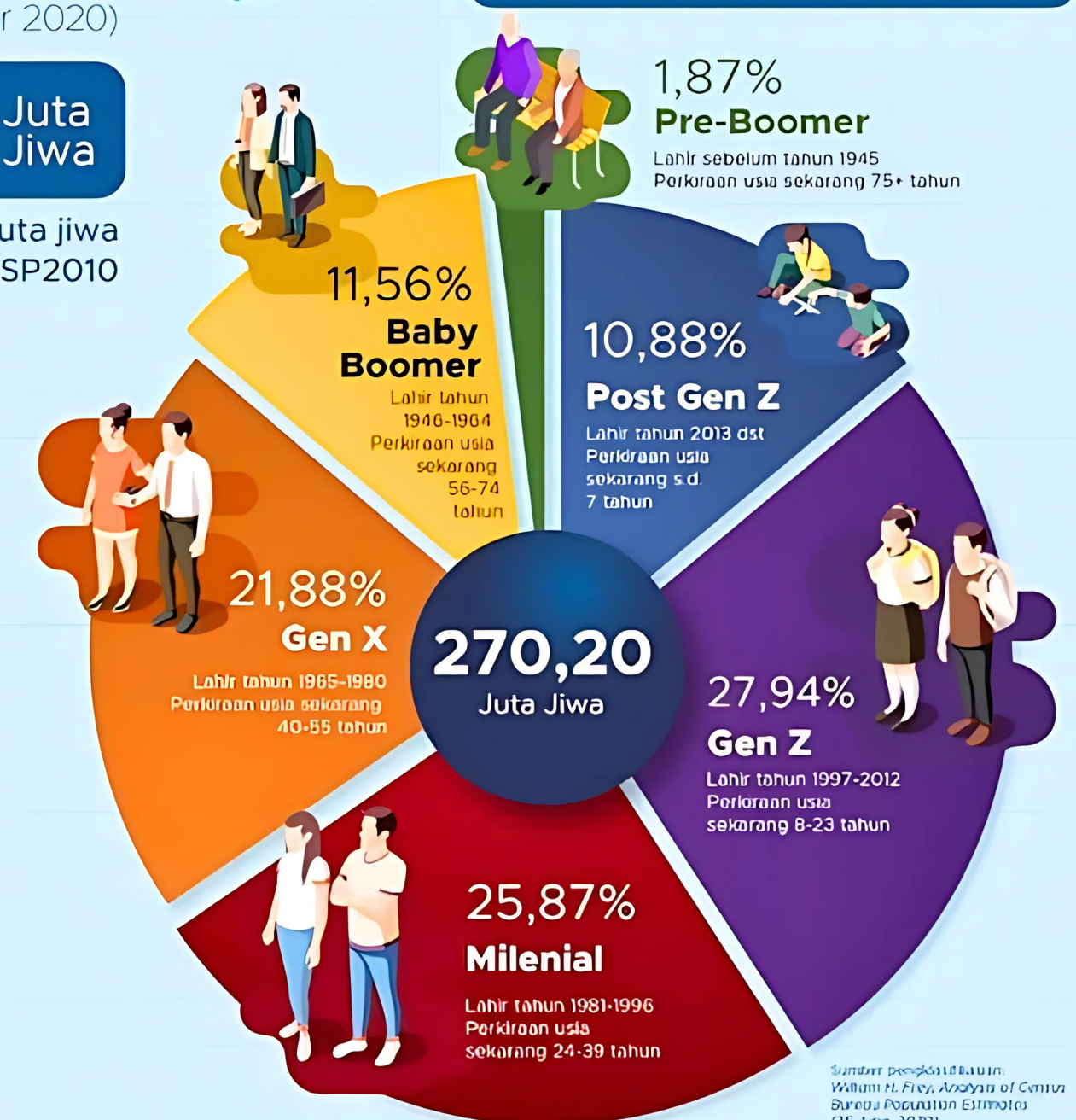
Rasio Jenis Kelamin

102

Terdapat 102 penduduk laki-laki
untuk setiap 100
penduduk perempuan



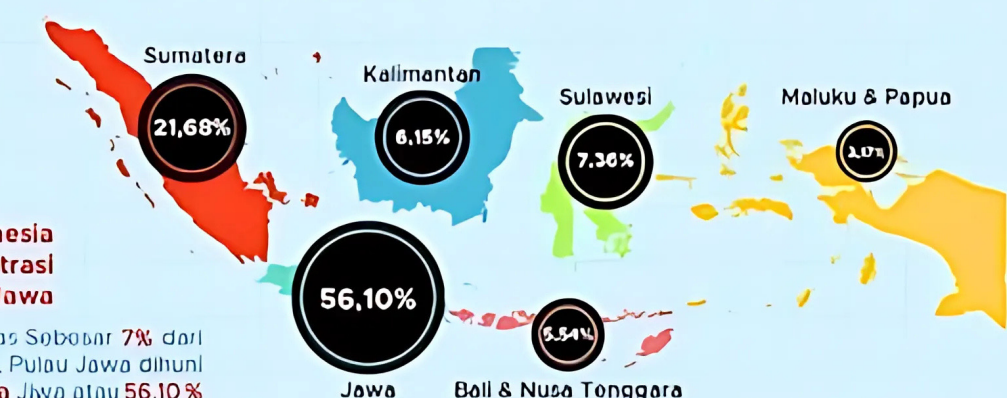
Komposisi Penduduk Indonesia



Sebaran
Penduduk
Indonesia
Menurut
Wilayah

Penduduk Indonesia
Masih Terkonsentrasi
di Pulau Jawa

Dengan Luas Sebesar 7% dari
Wilayah Indonesia, Pulau Jawa dihuni
Sebanyak **151,59** Juta Jiwa atau **56,10%**
Penduduk Indonesia





CHALLENGES

- Demographic Bonus Management
- Peer Influence and Experimentation
- Openness of Media and Digital Access
- Multi-Sectoral Coordination



PROBLEMS



HIGH PROPOTION OF
YOUTH DRUG USERS



SCHOOL AND CAMPUS
VULNERABILITY



DIGITAL EXPOSURE
TO RISKY CONTENT



FRAGMENTED
PREVENTION PROGRAMS



BNN INDONESIA PDE PROGRAMME **For** CHILDREN, YOUTH, AND COMMUNITIES



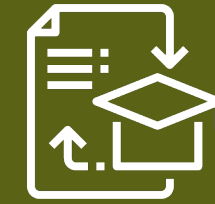
**SOFT SKILL TRAINING
PROGRAM**



**PEER EDUCATOR
TRAINING PROGRAM**



**INTEGRATED ANTI
DRUG CURRICULUM**



**EDUCATOR TRAINING
PROGRAM**



FAMILY UNITED



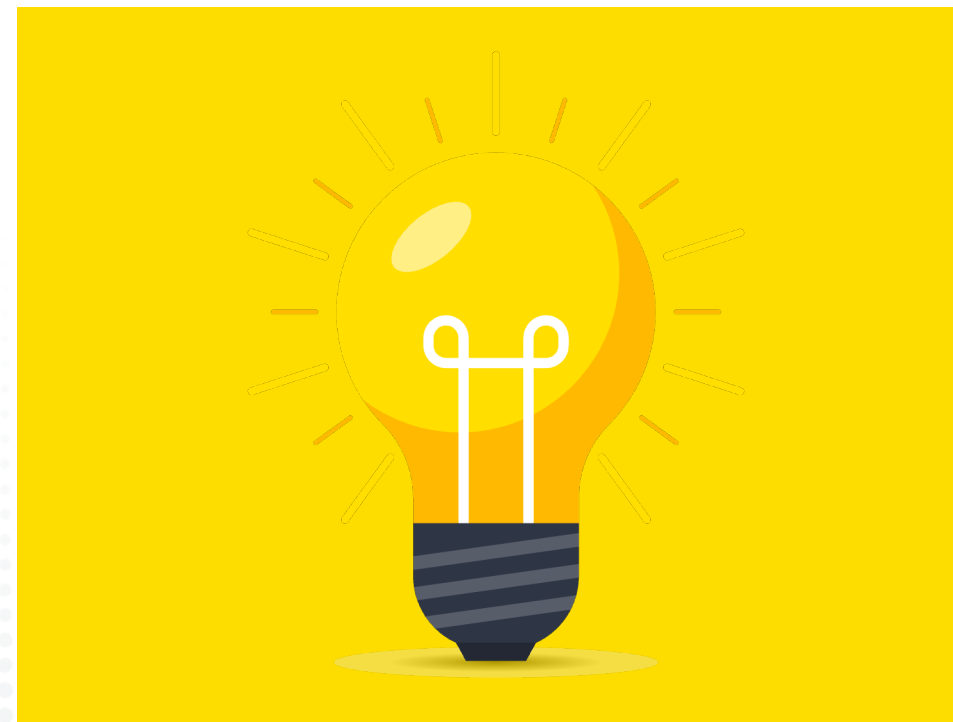
**SOCIAL MEDIA
CAMPAIGN**



**BOOKS AND
MODULES**

SOFT SKILL TRAINING PROGRAM

- ✓ Training for Counseling Teacher
- ✓ The goal is to provide knowledge and practical skills in schools for student.
- ✓ Taught three dimensions of Self Resilience: Self-Regulation, Assertive Behavior and Reaching Out.



PEER EDUCATOR TRAINING PROGRAM

01

To provide understanding and develop practical skills for teenagers in creating adaptive friendships that prevent drug abuse

02

Strengthening the positive image of teenagers.

03

To develop self confidence in social interactions

INTEGRATED ANTI DRUG CURRICULUM

- Developed in collaboration with the Ministry of Education to align with national education policies
- Designed to embed drug prevention content into classroom learning, extracurricular, and co-curricular activities
- Applied across all levels of education, from primary to higher education



FAMILY UNITED

- Adopted from Family United UNODC
- Implemented in Indonesia since 2019
- Aiming parents, caregiver, children and the family
- There are sessions for parents and children

PROGRAM HIGHLIGHTS FAMILY UNITED



SUSTAINABLE DEVELOPMENT GOALS



SOCIAL MEDIA CAMPAIGN

Delivering messages not only about staying away from drugs, but also promote healthy life style, positive friendship and other constructive values.

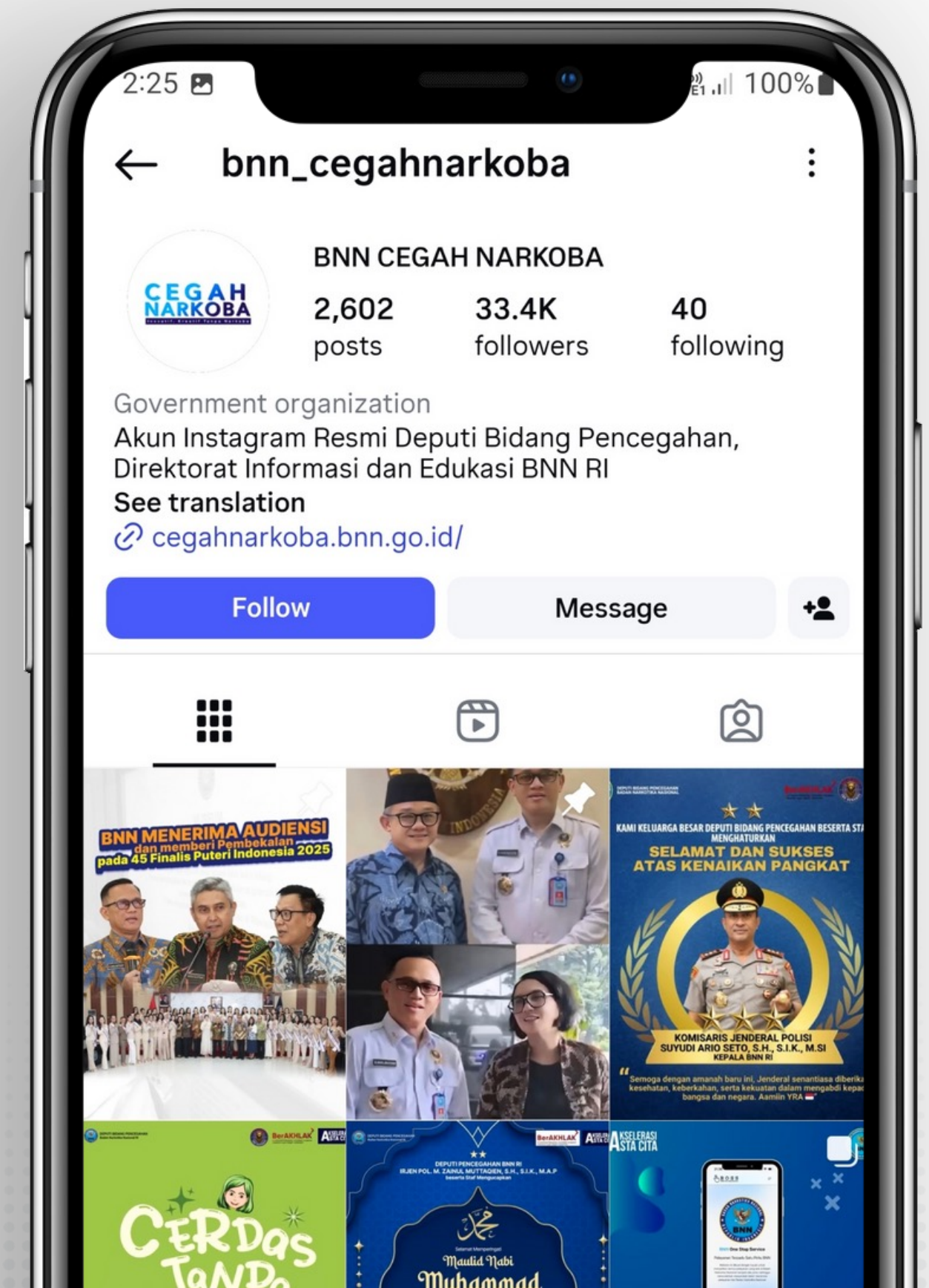
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ENCOURAGING YOUTH THROUGH COMPETITION



Tiktok Challenge



Poetry Writing



Choir Performance



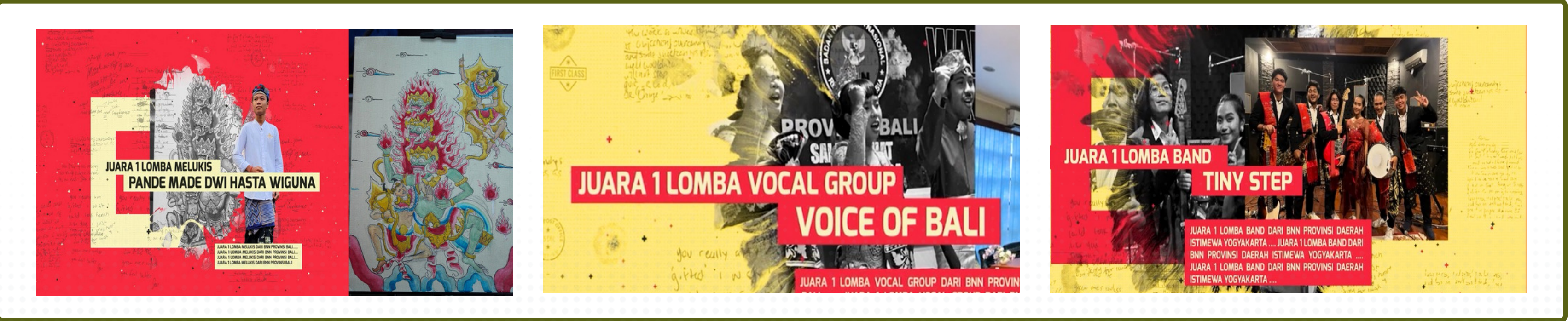
Speech Contest



Songwriting



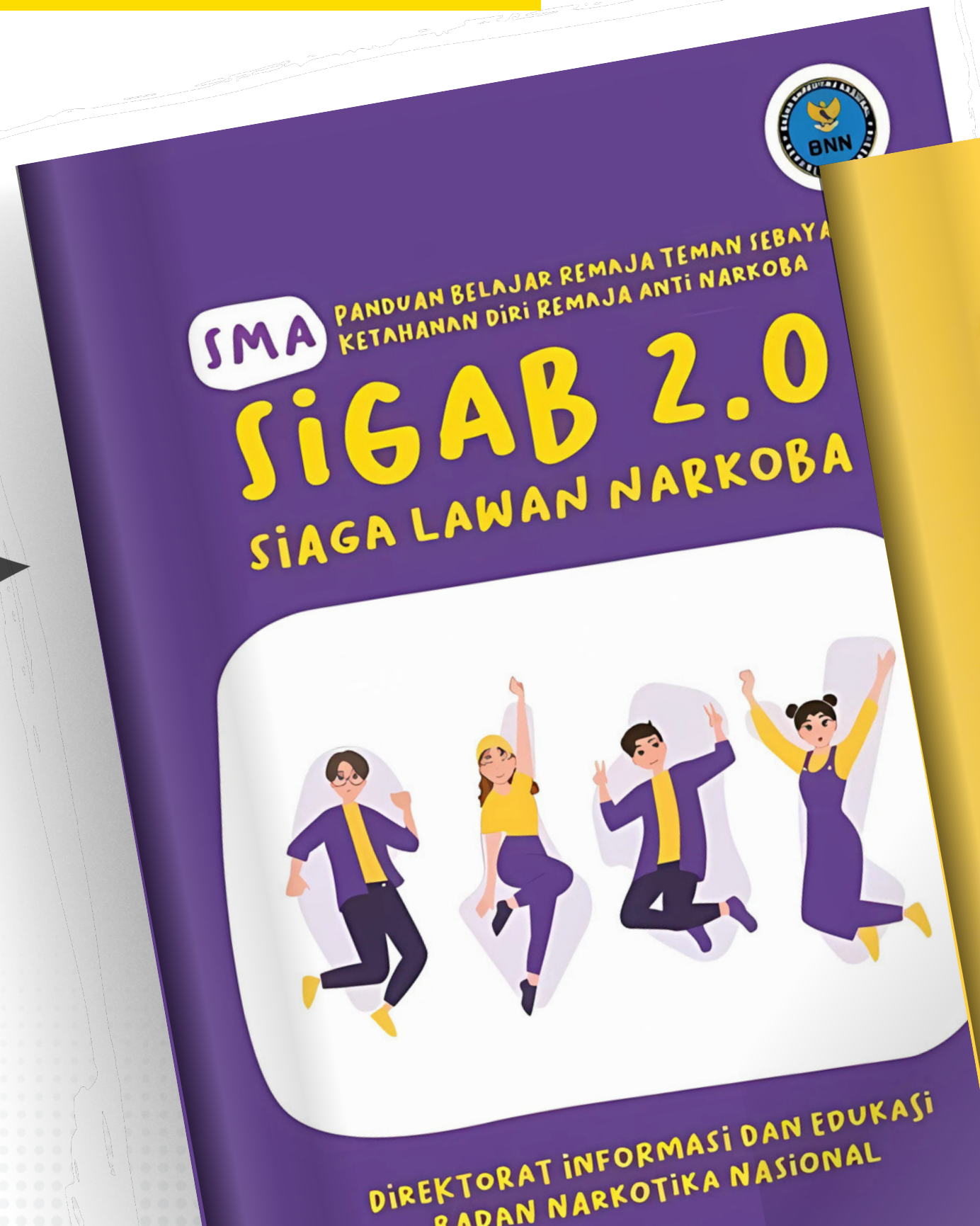
Painting Competition





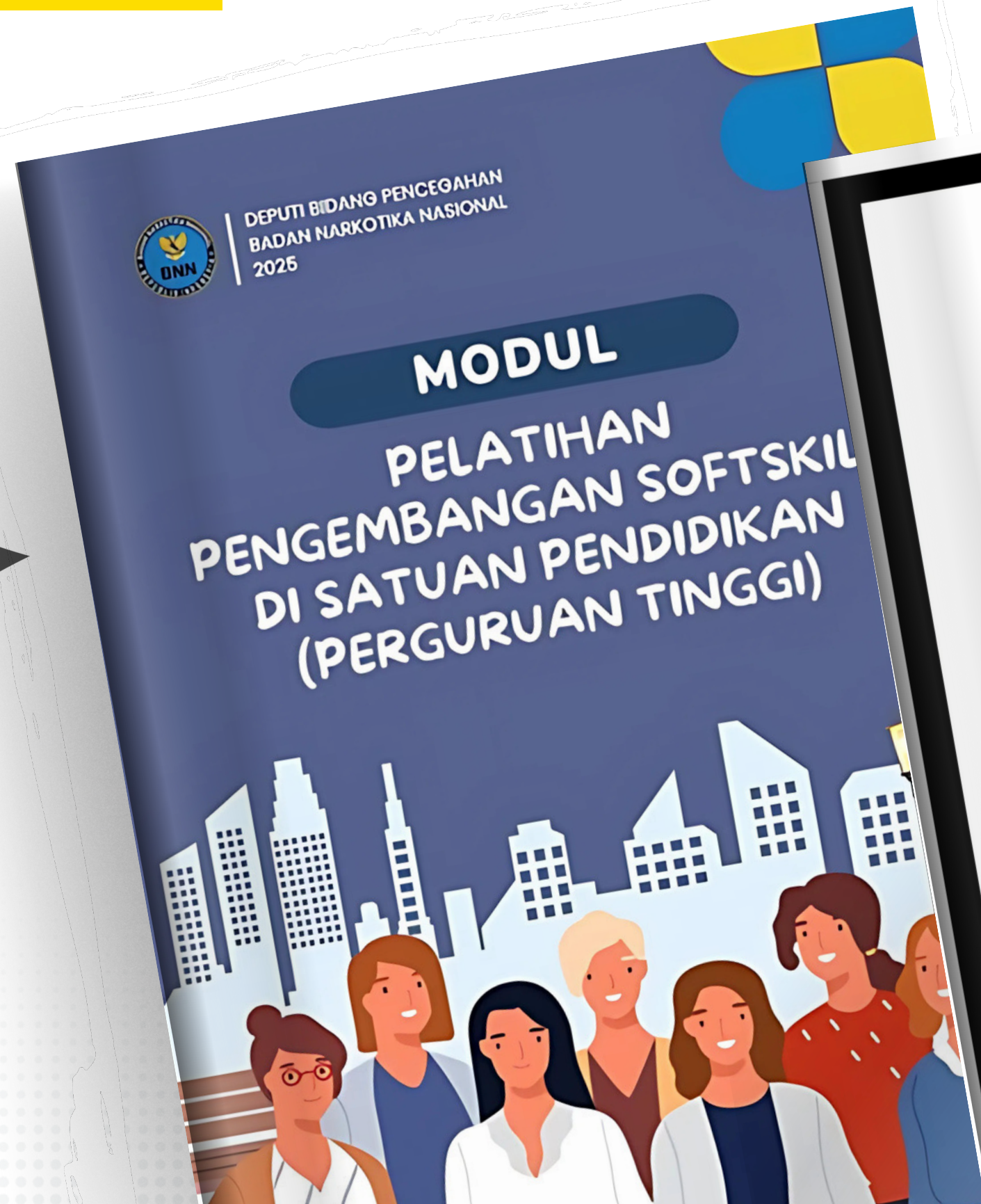
Peer Educator Training Modules

Books
and
Modules



Soft Skill Training Modules

Books
and
Modules



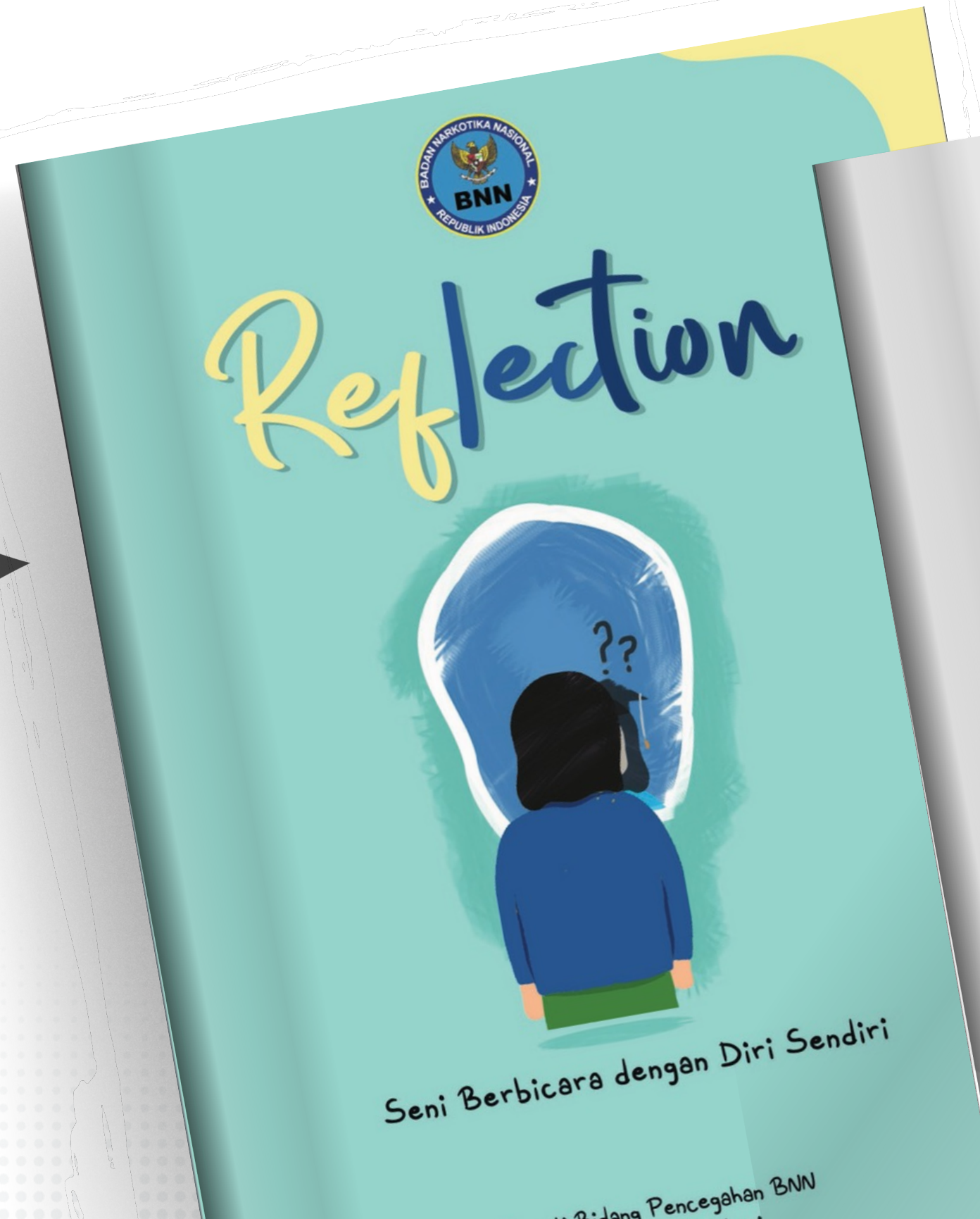
Storytelling Books for Children

Books
and
Modules



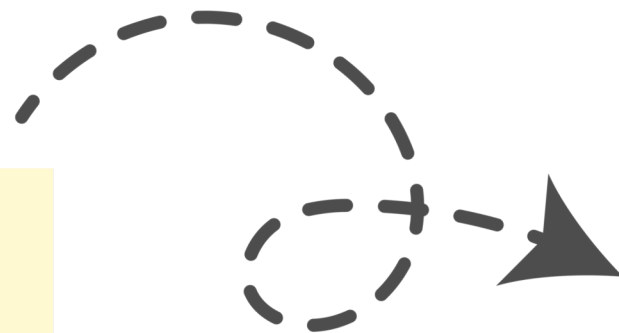
Educational Books for Teenager

Books
and
Modules

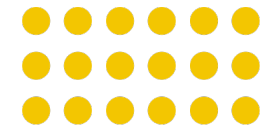
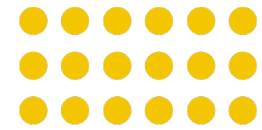


Practical Modules for Implementing Prevention Programs

Books
and
Modules



ANALYSIS OF PREVENTION PROGRAM



**Soft skill training program
enlighten teachers and
students.**

**The material presented
was appropriate for the
needs.**

**96% respondents said
that this program could
be replicated by schools.**

RECOMMENDATION



Strengthen preventive education in schools and communities.



Optimize digital platforms for prevention campaigns.



Enhance multi-stakeholder collaboration.



THANK YOU



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**September
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