

# Sunshine Project

Combating Jakarta's new parents' loneliness by connecting them with a support system for social companionship, everyday tasks, assistance, and more.

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# Personal Note

*"Motherhood is instinctual and comes naturally to women."*

The remark made by our mutual friend during our summer break this year about the deeply-rooted belief in our Indonesian and Asian traditions that motherhood comes naturally struck a chord with our team, as it brought to light the silent battle our dear friend had been facing with postpartum depression alone. In our culture, motherhood is often portrayed as a joyful and seamless experience, but the reality is far more complex, with unforeseen challenges such as overwhelming emotions, hormonal imbalances, fatigue, and the need for additional support. We recognize that the struggles faced by mothers are not a reflection of their capabilities or love for their children, but rather highlight the profound impact that postpartum depression can have on a woman's overall well-being.



Picture 1: some available stories about postpartum depression among moms in Jakarta source: instagram

Through our research, we discovered that our mutual friend's experiences were not isolated, as many women shared similar challenges online, some even contemplating ending their lives. These stories revealed a common thread of silent suffering, driven by the fear of being judged as a "bad mother" and the stigma surrounding mental health. Motivated by compassion and inclusivity, we embarked on a journey of education and awareness, aiming to challenge cultural narratives and promote a more supportive approach to motherhood. Our dream is for a world where no mother feels isolated or overwhelmed, where mental health holds equal importance to physical well-being, benefiting both struggling mothers and future generations.

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## Abstract

The Sunshine Project is an initiative driven by the mission to combat the profound loneliness experienced by new parents, particularly postpartum mothers, in Jakarta, Indonesia. Through a user-friendly platform, the project connects new parents with dedicated volunteers who provide companionship and practical assistance. With a focus on addressing the emotional well-being of new parents, the Sunshine Project aims to build a supportive community that fosters connection and understanding. The project's theory of change encompasses key milestones such as recruitment and training of volunteers, expanding services, geographic expansion, and advocating for policy changes. The Sunshine Project strives to make a meaningful impact on the lives of new parents by providing them with the support, resources, and sense of belonging they need during this transformative phase of their lives.

**Keywords:** Loneliness, postpartum depression, companionship, volunteerism



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## Introduction: Sunshine Project

The journey of becoming a new parent brings about a completely unique and transformative experience. During the critical transition period of parenthood, a significant number of new parents face high levels of loneliness, which can have detrimental effects on their physical, emotional, and mental well-being. With an estimated population of approximately 132,000 postpartum mothers in Jakarta as of December 2022 (Carik Jakarta, 2023), the need for a support system becomes increasingly apparent. The Sunshine Project is driven by the mission to reduce the profound loneliness experienced by new parents, particularly postpartum mothers, in Jakarta, Indonesia.

Societal pressures and the fear of being labeled as "bad mothers" often deter these mothers from openly sharing their experiences of loneliness (Adlington et al., 2023). Compounding the issue, Jakarta's urban commuting challenges further impact stay-at-home mothers, limiting their partners' time to help with childcare and domestic responsibilities (Melihat Kota, 2022). In megacities like Jakarta, families are often compelled to be self-sufficient, even if their extended family members live nearby, due to the challenges of traveling and commuting. Unlike rural areas where sibling-based and community caretaking is more common, Jakarta's cultural patterns tend to be more individualistic, making it difficult for families to rely on neighbors for childcare support (Hendriati & Okvitawanli, 2019). Notably, studies have shown that feelings of unbearable loneliness are closely associated with baby blues and postpartum depression among mothers (Susanti & Sulistiyanti, 2017). The lack of support networks, community resources, and potential conflicts or separation from partners further worsen the loneliness experienced by new parents (Adlington et al., 2023).

### **Initial interview with X, Jakarta, 26 years old.**

"When I had my firstborn child, I experienced a deep sense of loneliness. The absence of companionship and support in taking care of both my baby and the household, especially while recovering from postpartum, left me feeling overwhelmed. Weekdays were particularly challenging as my partner was busy with work and exhausted from sleepless nights. While I longed for assistance from my parents and in-laws, they lived far away, and I felt ashamed to ask for help with household chores. Financial constraints also made hiring a nanny or babysitter impossible. I cherished my baby, but the constant 24/7 interaction sometimes became overwhelming, and I simply craved someone to talk to and lend a hand around the house."

Taking care of a newborn also poses challenges for dads and other family caregivers. Lack of experience and societal expectations can lead to uncertainty and pressure for fathers, while balancing work commitments and baby care can cause fatigue. Other caregivers may struggle to adapt to the newborn's needs due to personal commitments. It is important to support and empower all caregivers in sharing responsibilities. Research shows that the active involvement of fathers and supportive caregiving from family members contribute to positive child development (Sarkadi et al., 2008). By recognizing and addressing these challenges, we can create a nurturing environment for the well-being of the newborn and the entire family.

Addressing this prevalent and underreported problem is crucial not only for the well-being of new parents but also for the realization of the Sustainable Development Goals (SDGs). It directly intersects with multiple SDGs such as Goal 3 (Good Health and Well-being), Goal 5 (Gender Equality), Goal 10 (Reduced Inequalities), and Goal 11 (Sustainable Cities and Communities). By recognizing and addressing the loneliness experienced by new parents, we can create a more inclusive and supportive environment that fosters healthier individuals, stronger families, and a more sustainable society.

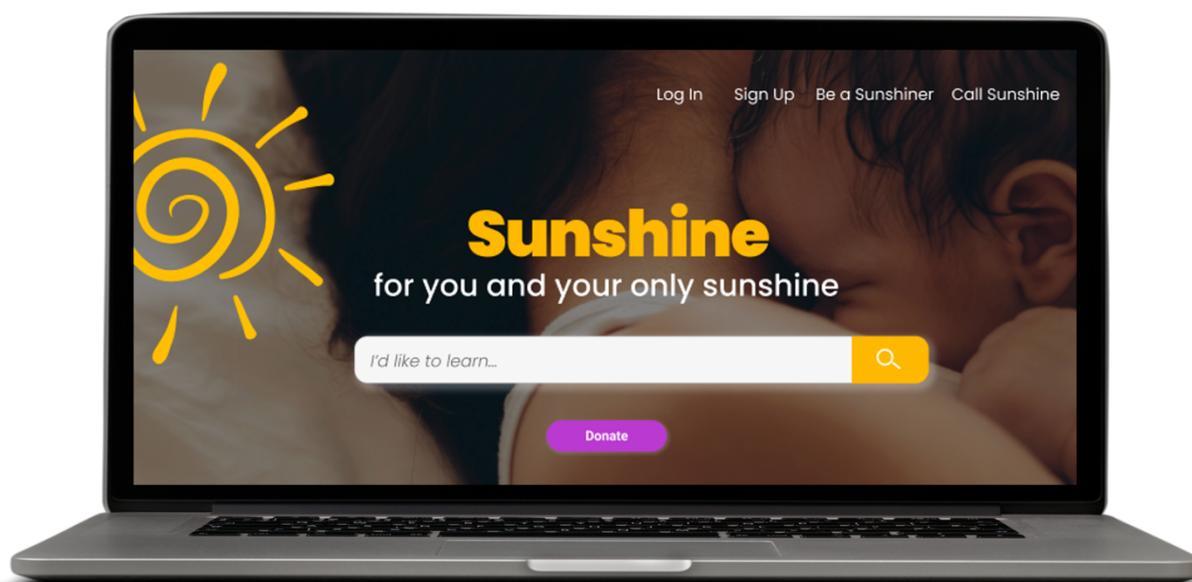


Figure 1 - Sunshine Project Welcome Page

Drawing inspiration from the song written by former Louisiana State Governor Jimmie Davis and Charles Mitchell, the Sunshine Project aims to keep the sunshine brightening up new parents even when the skies are grey. The Sunshine Project endeavors to combat loneliness among new parents, particularly postpartum mothers, in Jakarta. Loneliness among new parents can be fleeting and acute, which could be a dangerous environment for the children growing up if left untreated. Through our innovative platform, we connect these parents with a diverse range of volunteers who are committed to providing practical assistance and meaningful companionship.

The Sunshine Project will support new parents with companionship, help around the house, babysitting, grocery shopping, meal prep, and other daily tasks. This support and intervention will ultimately reduce loneliness among new parents.

Our volunteers include individuals from various backgrounds, including those with relevant academic expertise and experienced parents who can offer invaluable support. We acknowledge that there are many current support groups and online resources available for mothers to access. However, most of them only provide virtual education and companionship. If there were an in-person support group, one of the constraints is on how to bring along their newborn child to the meeting point and also the additional cost it requires (Prevatt, Lowder, & Desmarais, 2018). Sunshine Project aims to address these barriers of cost and lack of childcare by directly providing visitation directly to the doorstep of the new parents.

To measure the impact of our interventions, we will conduct pre-test and post-test on our platform – utilizing the de Jong Gierveld 6-Item Loneliness Scale, ensuring that our efforts effectively alleviate loneliness and enhance the well-being of the targeted group. de Jong Gierveld 6-Item Loneliness Scale is easy to understand and focus in measuring the intensity of loneliness, and the validity and reliability is proven in various research, including in Indonesian contexts (de Jong Gierveld & Tilburg, 2006; de Jong Gierveld & Tilburg, 2010; Faisal & Turnip, 2019). We recognize that addressing loneliness among new parents requires a comprehensive approach that encompasses their physical, emotional, and social dimensions. By providing a holistic support system, the Sunshine Project aims to make a tangible difference in the lives of new parents in Jakarta, ultimately fostering a sense of connection, belonging, and overall well-being.

## Theory of Change

| <b>Problems</b>  | <b>Activities</b>   | <b>Output</b>   | <b>Outcomes</b>  | <b>Impact</b>  |
|--|---|---|--|--|
| New parents, particularly postpartum mothers face high levels of loneliness and lack a support system during the critical transition period of parenthood. | Develop an innovative platform  | A user-friendly platform connecting new parents with volunteers   | Increased social companionship and emotional support for new parents   | Improved overall well-being and quality of life for new parents and their families |
|  | Volunteer recruitment and training                                      | Recruited and trained a diverse pool of volunteers with necessary tools to provide social support, companionship, and practical assistance. | Compassionate and empathetic volunteers form meaningful connections with new parents and contribute to their overall well-being. | Reduced feelings of loneliness and isolation among new parents                     |
|  | Facilitate the matching process between new parents and volunteers      | Successful matching of new parents with suitable volunteers based on their needs and preferences.   | Supportive community that uplifts and empowers new parents in their journey of raising children.                                 | Increased resilience and coping mechanisms among new parents                       |
| Contributing factors to the new parents' isolation, e.g.: societal pressures, and limited access to community resources                                    | Resource provision and community support networks through the platform. | Provided resources and information on parenting and self-care   | Strengthened support networks and community connections for new parents  | Improved well-being and mental health of new parents                               |

# Sunshine Model

## How it works

The Sunshine Project provides a simple and user-friendly platform where new parents and caregivers can easily book our dedicated Sunshine volunteers. While we encourage all parents to seek assistance, we particularly recognize the importance of involving dads in this process. By actively engaging, dads can gain a deeper understanding of the challenges and burdens that moms often face alone. This not only promotes empathy and shared responsibility but also encourages moms to feel comfortable seeking help for the difficulties and struggles they encounter. Creating an environment where parents can openly communicate and support each other fosters a stronger bond and a sense of togetherness. Through these collaborative efforts, the Sunshine Project aims to alleviate the burden on moms and promote a more supportive and inclusive parenting experience for all. This will be the start of our **moment of sunshine**.

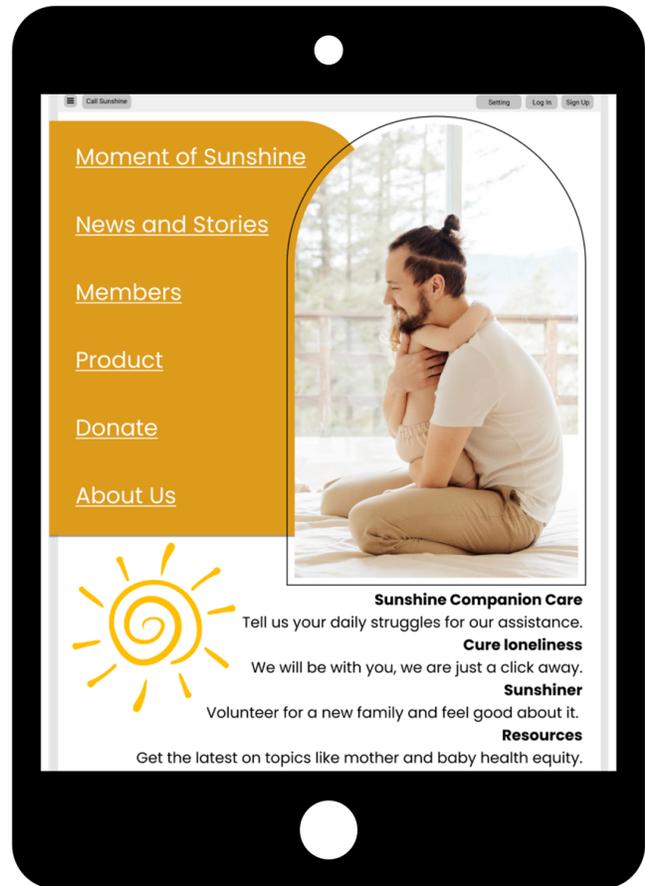


Figure 2 Sunshine Project's Mobile Front Page

**News and stories** - New parents will also be able to access the story page which serve as a platform for sharing parenting experiences and knowledge. Anyone can contribute by writing articles and sharing their insights, creating an e-learning space for new parents to learn from one another.

**Members** - What sets Sunshine apart is our focus on providing real human connection and support directly to the doorstep of new parents. We understand that loneliness is not just a result of physical isolation but also a lack of meaningful social interaction. By connecting new parents with volunteers who can offer companionship and practical assistance, we address the core issue of loneliness comprehensively.

Our organization’s strength lies in our deep understanding of the challenges faced by new parents during the transition period. We recognize the unique needs and vulnerabilities they experience and tailor our programs and interventions accordingly. With our commitment to measuring impact using the de Jong Gierveld Loneliness Scale, we ensure that our interventions are effective and contribute to alleviating loneliness among our target population.

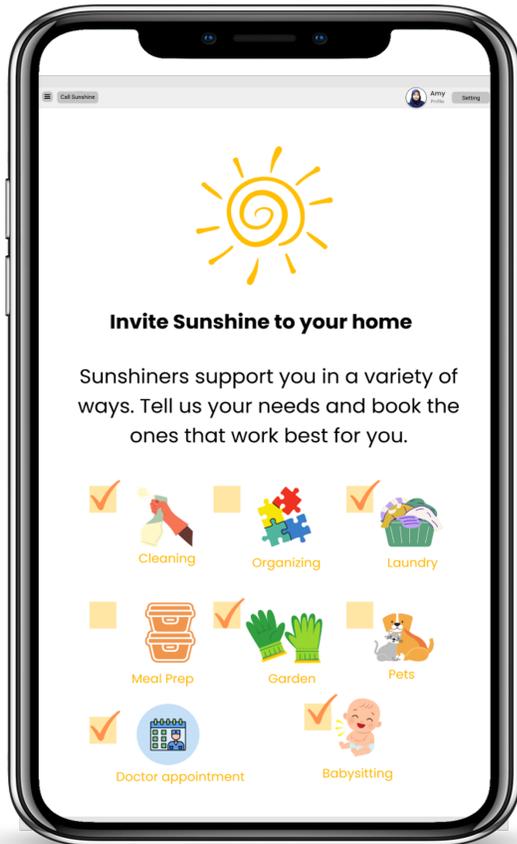


Figure 3 Sunshine Project's Needs Match

The Sunshine platform offers comprehensive support to new parents in various aspects of their daily lives. Through our user-friendly platform, parents can easily book our dedicated volunteers for a range of activities, including everyday tasks like cleaning, organizing, laundry, and gardening. Additionally, our volunteers are available to assist with meal preparation, grocery shopping, pet care, and even accompany moms to follow-up medical appointments.

With our expertise and tailored programs, the Sunshine Project is uniquely positioned to address the loneliness experienced by new parents in Jakarta, Indonesia. Our emphasis on human connection and understanding, combined with our accessible platform designed in Bahasa Indonesia, ensures that we can make a positive impact on the lives of new parents. We are committed to providing a supportive and inclusive environment for visually impaired parents, further strengthening our ability to meet the diverse needs of our community.

## Volunteers: The Pillars of the Sunshine Project

At the Sunshine Project, we wholeheartedly recognize and appreciate the vital role that volunteers play in our initiative. We are immensely proud to partner with individuals who exemplify dedication and compassion, generously devoting their time and expertise to support new moms and families. Our success is deeply rooted in the commitment and contributions of these remarkable volunteers. Notably, Indonesia stands out as one of the top 10 countries in terms of volunteering activities, with a significant 40% of the population actively participating in volunteer work between 2009-2018 (Statista.com, 2022). This statistic highlights the strong culture of volunteerism in Indonesia and further reinforces the value and impact of our volunteers in creating a positive change in the lives of new parents.

We are committed to continuously seeking out passionate, driven, and professional individuals to join our team. Volunteers are the lifeblood of our project, and we value their unwavering commitment to our goals and objectives. We expect volunteers to deliver their duties with the highest level of compassion, professionalism, and care. They are the embodiment of our values and play a crucial role in upholding our Code of Conduct.

Maintaining satisfactory physical and mental health is essential for our volunteers, ensuring they can effectively carry out their responsibilities. Accountability is a core principle within our organization, and we expect volunteers to be accountable to the Sunshine Project, donors, beneficiaries, employers, and their fellow members/volunteers. Above all, we emphasize the importance of sincerity in their actions, as it is the key to building genuine connections and making a lasting impact.

For volunteers deployed on field missions, we provide comprehensive training to equip them with the necessary skills to provide vital social support and care while ensuring their personal

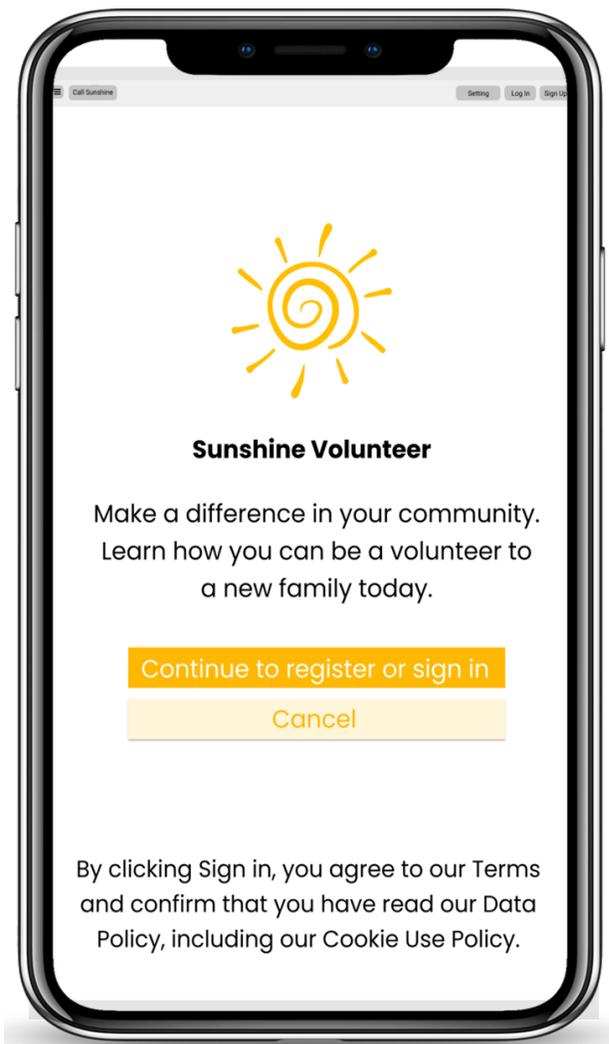


Figure 4 Volunteer Registration Page

safety. Sunshine will provide each volunteer with a Terms of Reference that outlines their specific role, the scope of the mission, and the reporting line.

**Volunteer Application** - To become a volunteer, individuals must complete an application process that includes providing their identification information and motivation statement. For those interested in transportation visits, sharing vehicle details is necessary. Additionally, volunteers are required to create a profile and review the agreements that govern their participation. As part of our commitment to safety, all volunteers undergo screenings, including background checks. For volunteers involved in transportation visits, a motor vehicle record review is conducted.

**Volunteer Training** - Once volunteers successfully complete the screening process, they are poised to become valuable members of our impactful project. We prioritize their integration through comprehensive onboarding materials, including training videos and compliance acknowledgments. Volunteers will receive certified training in Psychological First Aid, a crucial skill set for supporting distressed individuals. As a testament to their dedication, volunteers will also receive a certification that can be utilized for academic purposes, particularly for those recruited through university partnerships. It is important to note that volunteering not only reduces the loneliness experienced by new parents but can also serve as a means for volunteers struggling with loneliness to break free from its grip. Engaging in acts of service and helping others has been shown to alleviate loneliness, enhance self-worth, and increase social desirability (Winch, 2014).

In our commitment to inclusivity, we strive to provide access to our platform for users with disabilities (PwD). We accomplish this by ensuring that volunteers receive Disability Equality Training (DET), enabling them to assist users with different needs effectively. For instance, volunteers may possess basic proficiency in BISINDO (Bahasa Isyarat Indonesia or Indonesian Sign Language) or support users with mobility or visual impairment. By catering to the diverse needs of our users, including those with disabilities, we aim to create an inclusive environment where everyone can benefit from the support and companionship provided by our dedicated volunteers.

We encourage volunteers to regularly review the content available at the Sunshine Project and stay up to date with best practices and helpful information. Through regular emails and text communications, we ensure our volunteers receive ongoing education and support throughout their journey with us.

By joining the Sunshine Project as a volunteer, individuals become part of a compassionate community, working together to make a positive difference in the lives of new parents and families. Together, we can bring warmth, support, and sunshine to those who most need it.

## Stakeholder Analysis

Table 1: Stakeholder Analysis

| Activities                           | Potential Partner  | Potential Partnership Roles   |
|--------------------------------------|--|---|
| Volunteer Recruitment                | <ul style="list-style-type: none"> <li>● <a href="#">Indorelawan</a></li> <li>● Universities in Jakarta: Atmajaya University, Universitas Indonesia, BINUS University, YARSI, Trisakti University</li> </ul>                               | <p>Indorelawan is the biggest platform in Indonesia for non-profit organizations to find volunteers and for potential volunteers finding volunteer opportunities. Indorelawan will become an implementing partner to seek eager volunteers to combat loneliness for new parents in Jakarta.</p> <p>By partnering with universities in Jakarta, we can leverage their "Merdeka" curricula, which require students to engage in volunteering or internship activities that contribute to their grades. This partnership will allow students to convert their time spent volunteering into academic recognition.</p> |
| Training of Volunteers               | <p><a href="#">Research on Community Mental Health Initiative (ROCMHI), Faculty of Psychology, Universitas Indonesia</a></p>   | <p>ROCMHI, a renowned institution specializing in tailored-Psychological First Aid, will lend their expertise in loneliness research and intervention to design and deliver training programs for selected Sunshine volunteers, including undergraduate students from psychology and related academic backgrounds.</p>  |
| Engagement of initial targeted group | <p>Jakarta City Government:</p> <ul style="list-style-type: none"> <li>● Women Empowerment &amp; Children's Protection Agency</li> <li>● Health Agency</li> <li>● Ibu Penggerak Pembinaan Kesejahteraan Keluarga/Family Welfare</li> </ul> | <p>Collaboration with the Women Empowerment &amp; Children's Protection Agency, Health Agency of the Local Government of Jakarta, and Ibu PKK (Family Welfare Movement) will be instrumental in identifying potential pilot areas and vulnerable or underprivileged families. These agencies are frontliners in delivering programs and providing services to families in 6 administrative areas of Jakarta. They manage household-level data for Jakarta, ensuring the targeted reach of the Sunshine Project. Endorsement and support from the government also foster greater trust among</p>                   |

|   |  |  |
|---|--|--|
|   | Empowerment (as Community Health Workers)  | families, and the project's best practices can be replicated in other cities across Indonesia.   |
| Engagement of targeted group (Story Page Section) | <ul style="list-style-type: none"> <li>• <a href="#">Motherhope</a> Indonesia (7,2k Instagram followers)</li> <li>• <a href="#">Postpartum ID</a> (7,8k Instagram followers)</li> <li>• <a href="#">Parentalk.ID</a> (1.1M Instagram followers)</li> </ul> | To effectively reach postpartum mothers and new parents, the Sunshine Project will leverage the Story Page section, providing valuable insights for scaling-up plans and offering support to those facing challenges, regardless of their location.  |
| Engagement of communities to amplify outreach     | <ul style="list-style-type: none"> <li>• <a href="#">Ayah ASI</a> (105k Instagram followers)</li> <li>• <a href="#">Bapak2ID</a> (1.4M Instagram followers)</li> </ul>   | partnerships with Ayah ASI and Bapak2ID, online communities that promote gender equality and raise awareness about the roles of fathers in parenting and domestic responsibilities, will help expand our reach and engage fathers in our initiative, reducing the double burden on their partners. |

# Sunshine Project’s Work Plan

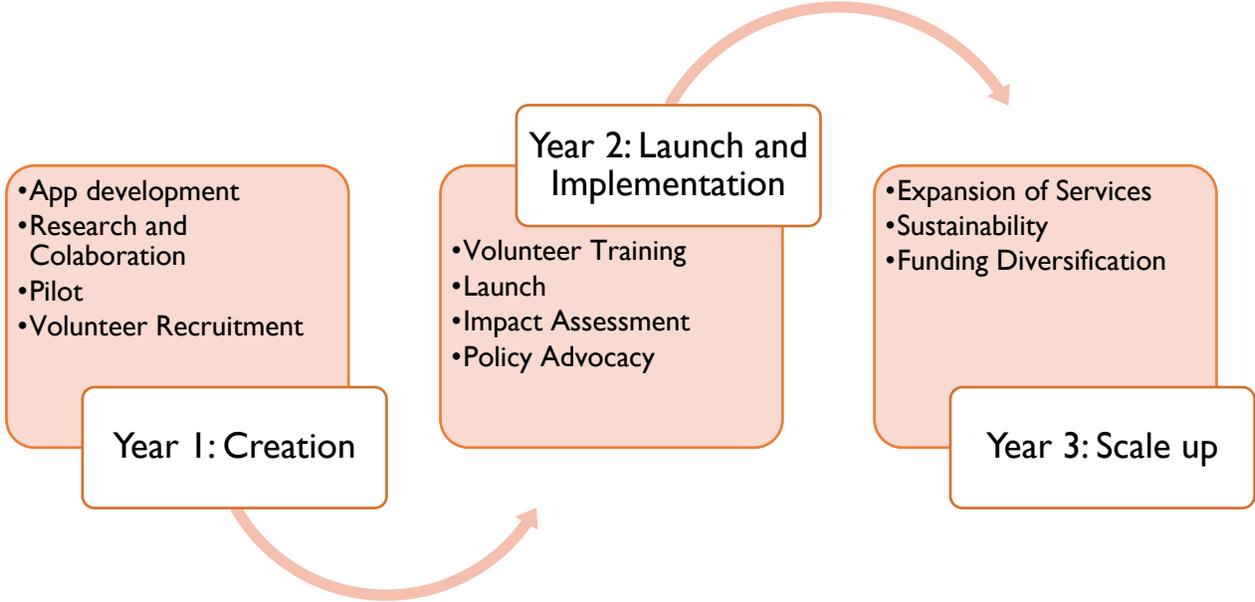


Figure 5 Sunshine Project's Work Plan

To effectively address the complex challenges faced by new parents and achieve sustainable and impactful outcomes, the Sunshine Project allocate three years of timeline. This timeline allows us to implement a comprehensive approach, engage in strategic partnerships, and evaluate the impact of our interventions, ensuring a sustainable and meaningful impact on the lives of new parents and their families.

In the first year of the Sunshine Project, we will focus on developing a user-friendly mobile application that allows new parents and volunteers to access our services conveniently and efficiently. This app will feature functionalities for easy scheduling, communication, and resource access. Additionally, we will strengthen our collaboration with academic institutions and research organizations to conduct in-depth research on new parents' well-being, loneliness, and the impact of support systems. By utilizing research findings, we can enhance our program design and advocacy efforts. Furthermore, we will conduct a comprehensive evaluation of our pilot program to assess its effectiveness, gather feedback from new parents and volunteers, and identify areas for improvement.

In the second year, our primary goals are to successfully launch the Sunshine Project's platform, acquire funding, and connect new parents with volunteers for companionship and support in Jakarta. We will partner with local organizations and community groups to enhance our outreach and engagement efforts. A crucial aspect of our work will be the recruitment and training of a pool of dedicated volunteers who are passionate about supporting new parents. We will develop

comprehensive training programs to equip our volunteers with the necessary skills and knowledge to provide effective assistance.

After ensuring a successful launch and implementation, we will seek opportunities to expand the range of services offered by the Sunshine Project. This expansion will include additional support, such as postpartum mental health resources, parenting workshops, and access to healthcare professionals. Collaborating with healthcare providers and experts will ensure that our support for new parents is of the highest quality. In addition, we aim to extend the reach of the Sunshine Project beyond Jakarta and serve new parents in other cities and regions of Indonesia. To achieve this, we will conduct research and analysis to identify target areas and establish partnerships with local organizations.

Furthermore, we will seek national recognition for our innovative approach and collaborate with government agencies, NGOs, and policymakers to advocate for the importance of addressing new parents' well-being and loneliness nationwide. To ensure the long-term sustainability of the project, we will implement strategies to diversify our funding sources, actively seeking grants, corporate sponsorships, and individual donations. We will also engage in policy advocacy, collaborating with policymakers and stakeholders to advocate for policies that prioritize the well-being and support of new parents based on evidence-based recommendations and dialogue.

Additionally, we will explore opportunities for scaling up and replicating the Sunshine Project model in other countries or cities that face similar challenges with new parents' loneliness and well-being. We aim to establish partnerships with international organizations and leverage their expertise and resources for successful replication.

# Organization Structure of Sunshine Project

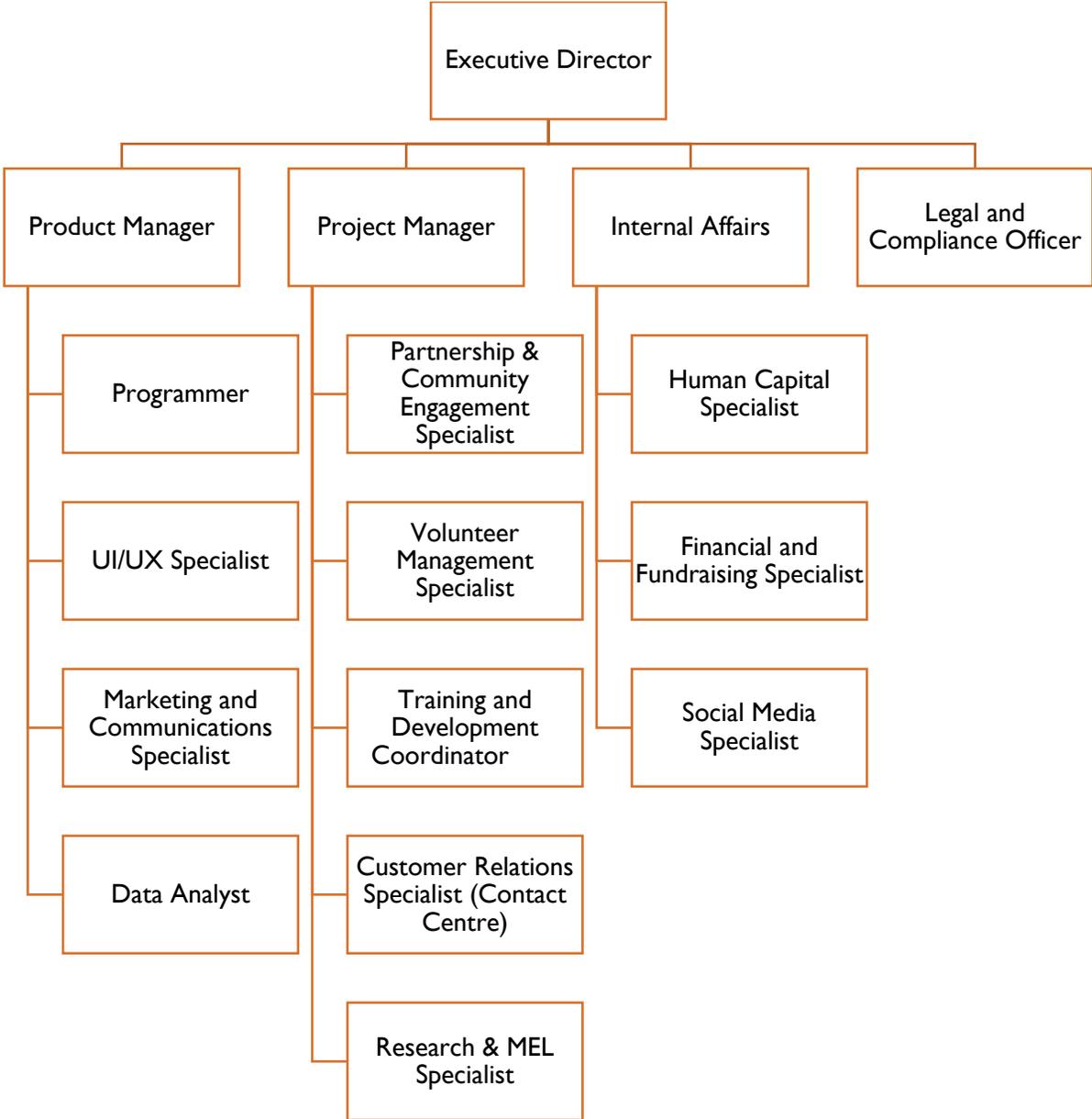


Figure 6 Sunshine Project's Organizational Structure

The organizational structure of the Sunshine Project is designed to support its mission of reducing loneliness and providing support to new parents in Jakarta. This comprehensive structure, as illustrated in Figure 6, enables the project to address the multifaceted needs of new parents and ensures efficient coordination and execution of activities. The functions of each roles are elaborated as follows.

- Executive Director

The Executive Director is responsible for overseeing the overall operations and strategic direction of the Sunshine Project. They provide leadership, guidance, and support to the team and ensure the project's objectives are met effectively. The Executive Director represents the organization to stakeholders, builds partnerships, and drives the project's mission forward.

- Product Manager

The Product Manager oversees the development and management of the Sunshine Project's platform. They work closely with the team to define the product roadmap, prioritize features, and ensure the platform meets the needs of new parents and volunteers. The Product Manager collaborates with programmers and UI/UX specialists to create a user-friendly and impactful platform. Below are the roles under the supervision of Product Manager.

- Programmer

- The Programmer works in collaboration with the Product Manager and UI/UX Specialist to develop and maintain the technical aspects of the Sunshine Project's platform. They are responsible for coding, testing, debugging, and implementing new features and functionalities.

- UI/UX Specialist

- The UI/UX Specialist focuses on designing the user interface and user experience of the Sunshine Project's platform. They ensure a visually appealing and intuitive design that enhances user engagement and satisfaction. The UI/UX Specialist conducts user research, creates wireframes and prototypes, and collaborates with the Programmer to implement the design

- Marketing and Communications Specialist

- The Marketing and Communications Specialist is responsible for developing and implementing marketing strategies to promote the Sunshine Project. They create compelling content, manage marketing campaigns, engage with the media, and enhance brand awareness. This role focuses on reaching a broader audience and increasing the visibility of the project.

- Data Analyst

- The Data Analyst collects, analyzes, and interprets data related to the Sunshine Project's operations and outcomes. They identify trends, generate reports, and provide insights that inform decision-making and program improvements. This role helps the organization measure the effectiveness of its initiatives and make data-driven decisions.

- Project Manager

The Project Manager oversees various aspects of the project and supervise below roles.

- **Partnership & Community Engagement Specialist**  
The Partnership & Community Engagement Specialist is responsible for building and maintaining partnerships with relevant organizations and stakeholders. They collaborate with community groups, NGOs, and other entities to expand the project's reach and impact.
- **Volunteer Management Specialist**  
The Volunteer Management Specialist is responsible for recruiting, training, and coordinating volunteers for the Sunshine Project. They oversee volunteer engagement, ensure proper onboarding, and support, and manage volunteer scheduling and activities.
- **Training and Development Coordinator**  
The Training and Development Coordinator oversees the design and implementation of volunteer training programs. They identify training needs, develop training materials, and conduct workshops or sessions to enhance the skills and knowledge of volunteers. This role ensures that volunteers are well-equipped to support new parents effectively.
- **Customer Relations Specialist (Contact Centre)**  
The Customer Relations Specialist handles communication with new parents, volunteers, and other stakeholders. They address inquiries, provide support, and ensure a positive experience for all users of the Sunshine Project's services. This role may include managing a contact center or helpline.
- **Research & MEL Specialist**  
The Research & MEL (Monitoring, Evaluation, and Learning) Specialist is responsible for conducting research, collecting data, and evaluating the impact of the Sunshine Project's initiatives. They assess program effectiveness, identify areas for improvement, and contribute to evidence-based decision-making.

- **Internal Affairs**

The Internal Affairs team manages the internal functioning and administrative aspects of the Sunshine Project.

- **Human Capital Specialist**  
The Human Capital Specialist focuses on human resources management within the organization. They handle recruitment, employee engagement, training and development, performance evaluation, and ensure compliance with labor regulations.
- **Financial & Fundraising Specialist**  
The Financial & Fundraising Specialist oversees financial management, budgeting, and fundraising efforts for the Sunshine Project. They manage financial records, monitor expenses, seek funding opportunities, and develop strategies to sustain the project's operations.
- **Social Media Specialist**

The Social Media Specialist is responsible for managing the organization’s social media presence. They develop and implement social media strategies, create engaging content, and interact with the online community to raise awareness about the Sunshine Project and its activities

- Legal and Compliance Officer

The Legal and Compliance Officer ensures that the Sunshine Project operates in compliance with relevant laws, regulations, and policies. They provide legal guidance, review contracts and agreements, and handle legal matters. This role helps protect the organization's interests and ensures legal compliance in its operations

Overall, the organizational structure of the Sunshine Project is designed to leverage the strengths and expertise of its team members, fostering a collaborative and efficient work environment. With a clear division of responsibilities, effective coordination, and specialized roles, the structure enables the project to effectively deliver its services, address the needs of new parents, and make a positive impact in Jakarta's community.

**Risks Management**

This provides information how the Sunshine Project will manage the risk to ensure that the project will be delivered.

Table 2: Risk Management

| <b>Risks</b>                         | <b>Risk Management</b>   |
|--------------------------------------|--|
| Insufficient volunteer participation | <ul style="list-style-type: none"> <li>● Engage in a comprehensive volunteer recruitment campaign: Advertise the project through various channels, including social media platforms, community centers, and local organizations. Highlight the benefits of volunteering and the positive impact volunteers can make on new parents' lives.</li> <li>● Build partnerships with existing volunteer organizations, such as <a href="#">Indorelawan</a> and Universities in the city: Collaborate with established volunteer organizations and leverage their network to attract volunteers. This can help increase the pool of potential volunteers and ensure a steady supply of support.</li> <li>● Provide incentives for volunteers: Offer incentives such as recognition programs, certificates, or training opportunities to motivate volunteers. Recognizing their efforts and providing a sense of accomplishment can help retain volunteers and attract new ones.</li> </ul> |

|   |   |
|---|---|
| <p>Safety and security concerns involved when connecting volunteers with new parents.</p> | <ul style="list-style-type: none"> <li>● Conduct background checks: Implement a thorough screening process for volunteers, including background checks, reference checks, motivation statements, and interviews. This will help ensure that only trustworthy individuals are involved in the program.</li> <li>● Establish clear guidelines and protocols: Develop comprehensive guidelines and protocols for volunteers to follow when interacting with new parents. These should include rules on appropriate behavior, confidentiality, and boundaries. Provide training to volunteers to ensure they understand and adhere to these guidelines.</li> <li>● Implement a rating and feedback system: Set up a rating and feedback system where new parents can evaluate the performance of volunteers. This will enable the project to identify and address any safety concerns or issues promptly.</li> </ul>  |
| <p>Limited accessibility for visually impaired parents</p>                                | <ul style="list-style-type: none"> <li>● Develop an inclusive platform: Ensure that the Sunshine platform is designed with accessibility features, such as compatibility with screen readers and voice-controlled navigation. Conduct usability tests with visually impaired individuals to identify and address any accessibility barriers.</li> <li>● Provide alternative communication methods: Offer multiple communication channels to accommodate visually impaired parents. This can include options for phone calls, audio messages, or text-based communication through messaging apps.</li> <li>● Collaborate with organizations supporting visually impaired individuals such as Thisable Enterprise (<a href="https://thisable.org">https://thisable.org</a>) : Partner with local organizations that specialize in supporting visually impaired individuals. Seek their expertise and guidance to ensure the platform is inclusive and meets the needs of this specific user group.</li> </ul> |

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| <p>Breach of confidentiality. By prioritizing confidentiality and implementing appropriate measures to mitigate the risk of breach, the Sunshine Project can create a safe and trustworthy environment for new parents, ensuring their privacy is respected and protected. This, in turn, can foster greater participation, engagement, and positive outcomes for the project.</p> | <ul style="list-style-type: none"> <li>● <b>Develop a comprehensive privacy policy:</b> Create a clear and detailed privacy policy that outlines how personal information will be collected, stored, and used by the Sunshine Project. The policy should emphasize the project's commitment to confidentiality and comply with relevant data protection laws and regulations in Jakarta, Indonesia.</li> <li>● <b>Implement secure data storage and transmission:</b> Utilize secure and encrypted systems for storing and transmitting personal information. Ensure that data is protected from unauthorized access through appropriate encryption and security measures.</li> <li>● <b>Limit access to personal information:</b> Grant access to personal information only to authorized personnel who require it for their designated roles within the project. Implement strict user access controls, such as unique login credentials and role-based permissions, to prevent unauthorized individuals from accessing sensitive data.</li> <li>● <b>Conduct confidentiality training for volunteers:</b> Provide comprehensive training to volunteers on the importance of confidentiality and the handling of personal information. Educate them about their responsibilities, including the appropriate use, storage, and disclosure of sensitive data. Emphasize the consequences of breaching confidentiality and the importance of maintaining trust with new parents.</li> <li>● <b>Require confidentiality agreements:</b> Establish a process where volunteers must sign confidentiality agreements, explicitly stating their commitment to maintaining the confidentiality of new parents' information. Make it clear that breaches of confidentiality can result in disciplinary actions or termination from the program.</li> <li>● <b>Regularly review and update privacy practices:</b> Conduct periodic reviews of privacy practices and protocols to ensure they remain effective and compliant with changing regulations. Stay informed about evolving data protection laws and adjust policies and procedures accordingly.</li> <li>● <b>Provide avenues for feedback and concerns:</b> Establish a mechanism for new parents to report any concerns regarding confidentiality or privacy. Actively address and investigate any reported incidents, and communicate the steps taken to resolve the concerns and prevent future breaches of confidentiality</li> </ul> |
|--|--|

## Project Timeline

| Notes   |   | Year - I |    |    |    | Year - II |    |    |    | Year - III |    |    |    | Responsible  |
|---|---|----------|----|----|----|-----------|----|----|----|------------|----|----|----|--|
|   |   | Q1       | Q2 | Q3 | Q4 | Q1        | Q2 | Q3 | Q4 | Q1         | Q2 | Q3 | Q4 |  |
| <b>Reduce loneliness of new parents in Jakarta, Indonesia</b> |   |          |    |    |    |           |    |    |    |            |    |    |    |  |
| <b>I. Initiating the Sunshine Project</b>                     |   |          |    |    |    |           |    |    |    |            |    |    |    |  |
| I.1   | Establishing a core team for Sunshine Project   |          |    |    |    |           |    |    |    |            |    |    |    | Internal Affairs<br>- Human Capital Specialist                     |
| I.2   | Completing legal requirement for Sunshine Project   |          |    |    |    |           |    |    |    |            |    |    |    | Executive Director   |
| I.3   | Initial coordination with the government of Jakarta (Women & Children’s Protection Agency, Health Agency, sub-district government, about the project) |          |    |    |    |           |    |    |    |            |    |    |    | Project Manager<br>- Partnership & Community Engagement Specialist |
| I.4   | Finding a grant or funding for the project  |          |    |    |    |           |    |    |    |            |    |    |    | Internal Affairs<br>- Financial & Fundraising Specialist           |

| <b>2. Build a user-friendly and accessible platform and test the platform to all relevant stakeholders</b> |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| 2.1  | Conducting preliminary assessment to beneficiaries and potential volunteers  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Research & MEL Specialist and Product Manager<br>- UI/UX Specialist |
| 2.2  | Designing end-to-end prototype of the platform ( <i>website</i> ), including pre-test to measure initial loneliness level of new parents as user |  |  |  |  |  |  |  |  |  |  |  | Product Manager<br>- Programmer<br>- UI/UX Specialist                                    |
| 2.3  | Focus Group Discussion to test the user-friendliness and accessibility of the platform to the targeted group (user & volunteers)                 |  |  |  |  |  |  |  |  |  |  |  | Project Manager - Research & MEL Specialist and Product Manager - UI/UX Specialist       |
| <b>3. Build partnership with relevant stakeholders in order to pilot the project within limited scope</b>  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.1  | Build partnership with Indorelawan.com to gain access to interested volunteer and local universities   |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Volunteer Management Specialist                                     |

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| 3.2  | Build partnership with 6 sub-district's local agencies and stakeholders in each region of Jakarta to pilot the project   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Partnership &<br>Community<br>Engagement |
| 3.3  | Build partnership with online community of parenting such as Postpartum.ID, Motherhope, Parentalk, etc to fill resources in the "Story Page" section of the platform |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Partnership &<br>Community<br>Engagement |
| <b>4. Piloting the Sunshine project to gain insights and address concerns from the perspective of volunteers and also users before scaling up to city-wide project</b> |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |
| 4.1  | Recruit volunteers from Indorelawan.com and universities with specific requirement   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Volunteer<br>Management Specialist       |
| 4.2  | Selection & screening process of pilot project volunteers  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Volunteer<br>Management Specialist       |
| 4.3  | Onboarding: Psychological First Aid and safety, CoC training to volunteers, specific materials on loneliness dealt by new parents                                    |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Volunteer<br>Management Specialist       |

|  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |   |
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| 4.4  | Targeted beneficiaries run through the Sunshine platform to search for pilot volunteers (can be filtered by kind of assistance needed, distance, etc) |  |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Customer Relations Specialist                                      |
| 4.5  | Implementation of the companionship and assistance services by volunteers   |  |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Customer Relations Specialist<br>- Volunteer Management Specialist |
| 4.6  | Monitoring, evaluation, and learning of the pilot project to volunteers and users   |  |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager - Research & MEL Specialist and Product Manager - UI/UX Specialist      |
| 4.7  | Developing a final plan to execute the city-wide project  |  |  |  |  |  |  |  |  |  |  |  |  |  | Executive Director  |
| <b>5. Launch and operation of the Sunshine project</b> |   |  |  |  |  |  |  |  |  |  |  |  |  |  |   |
| 5.1  | Social media launch and maintenance to promote platform   |  |  |  |  |  |  |  |  |  |  |  |  |  | Internal Affairs - Social Media Specialist  |

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|-----|---|--|--|--|--|--|--|--|--|--|--|--|--|---|
| 5.2 | Recruit volunteers from Indovolunteer.com and universities with specific requirement  |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Volunteer Management Specialist                                    |
| 5.3 | Selection & screening process of pilot project volunteers   |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Volunteer Management Specialist                                    |
| 5.4 | Onboarding: Psychological First Aid and safety training to volunteers, specific materials on loneliness dealt by new parents                    |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Volunteer Management Specialist                                    |
| 5.5 | Targeted beneficiaries run through the Sunshine platform to find pilot volunteers (can be filtered by kind of assistance needed, distance, etc) |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Customer Relations Specialist                                      |
| 5.6 | Implementation of the companionship and assistance services by volunteers   |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Customer Relations Specialist<br>- Volunteer Management Specialist |
| 5.7 | Monitoring, evaluation, and learning of the project   |  |  |  |  |  |  |  |  |  |  |  |  | Project Manager<br>- Research & MEL Specialist<br>and                                   |



## Monitoring and Evaluation Plan

|       |   | Indicator  | Target  | Assumptions   | Means of Verification   |
|-------|---|--|---|---|---|
|       | Reduce loneliness and improve well-being among new parents, particularly postpartum mothers, in Jakarta, Indonesia. |  |   |   |   |
| I     | Improved well-being and mental health of new parents  |  |   |   |   |
| I.1   | Reduced feelings of loneliness and isolation among new parents  |  |   |   |   |
| I.1.1 | Development of a user-friendly mobile application to facilitate easy access to support services and resources       | Percentage in self-reported loneliness levels among new parents.                     | 20% reduction in self-reported loneliness levels among new parents. | Availability of reliable and affordable internet connectivity for new parents to access the mobile application. | Pre and post-program surveys to measure self-reported loneliness levels. Feedback forms and interviews with new parents regarding their satisfaction with the support received. |
|       |   | Number utilization of support services by new parents.                               | 50% increase in utilization of support services by new parents      | Willingness of new parents to seek and utilize support services   | Data on utilization of support services and participation in workshops.   |
|       |   | Number of feedback and satisfaction from new parents regarding the support received. | 80% positive feedback and satisfaction                              | Support provided is sufficient and addressing the needs of the new parents                                      | Assessment of well-being and mental health indicators through validated tools.  |

|       |  |  |   |   |   |
|-------|--|--|---|---|---|
| 1.1.2 | Recruitment and training of a pool of dedicated volunteers to provide companionship and practical assistance to new parents. | Number of dedicated volunteers recruited and trained                   | Recruit and train a minimum of 50 dedicated volunteers within the first year of the project                       | Sufficient interest and availability of individuals willing to volunteer their time and support new parents.<br>Adequate resources and funding allocated for recruitment and training activities.<br>Effective outreach and promotion strategies to attract potential volunteers. | Volunteer database and records of recruitment and training activities.<br>Attendance records and completion certificates for volunteer training programs.<br>Feedback and testimonials from volunteers regarding their experience and readiness to support new parents.                           |
| 1.2   | Resource provision and community support networks through the platform   |  |   |   |   |
| 1.2.1 | Provided resources and information on parenting, mental health, and self-care  | Number of resources and support networks available on the platform     | Have a minimum of 100 resources and support networks available on the platform within the first year of operation | Active engagement and participation of community members in sharing their knowledge and experiences to contribute to the support networks.  | Database and records of resources and support networks available on the platform.<br>User feedback and reviews indicating the usefulness and accessibility of the provided resources.<br>Collaboration agreements and partnerships with organizations and community groups for resource provision |
| 1.2.2 | Implementation of strategies for long-term sustainability and funding diversification.                                       | Diversification of funding sources to ensure long-term sustainability. | 50% of the project budget from corporate sponsorships and individual donations.                                   | Availability of financial resources to sustain the project beyond the initial funding period.   | Financial records and reports on funding diversification efforts.   |

## Budget Estimation

| Cost Category by Line Item   | Year 1         | Year 2         | Total          |
|--|----------------|----------------|----------------|
| Personnel (Salary & Fringe)  | 247,361        | 247,361        | 494,722        |
| Material and Equipment   | 6,690          | 6,690          | 13,380         |
| Branding and Marketing   | 3,000          | 3,000          | 6,000          |
| Other Direct Costs   | 12,850         | 12,850         | 25,700         |
| Subtotal Direct Costs  | 269,901        | 269,901        | 539,802        |
| Indirect cost (10%)  | 26,990         | 26,990         | 53,980         |
| <b>Total</b>   | <b>296,891</b> | <b>296,891</b> | <b>593,782</b> |
|  |                |                |                |
| Cost Category by Project Objectives  | Year 1         | Year 2         | Total          |
| Initiating the Sunshine Project  | 109,000        | 0              | 109,000        |
| Build a user-friendly and accessible platform and test the platform to all relevant stakeholders   | 51,985         | 0              | 51,985         |
| Build a partnership with relevant stakeholders in order to pilot the project within limited scope  | 28,326         | 64,190         | 92,516         |
| Piloting the Sunshine project to gain insights and address concerns from the perspective of volunteers and also users before scaling up to city-wide project | 80,590         | 99,226         | 179,816        |
| Launch of the Sunshine project   | 0              | 106,485        | 106,485        |
| Scaling-up products of the Sunshine project  | 0              | 0              | 0              |
| Indirect cost (10%)  | 26,990         | 26,990         | 53,980         |
| <b>Total</b>   | <b>296,891</b> | <b>296,891</b> | <b>593,782</b> |

The total budget for the Sunshine Project is \$593,782. This budget is allocated to various cost categories, including personnel costs, material and equipment expenses, branding and marketing activities, and other direct costs. The personnel costs, which include salaries and fringe benefits, account for a significant portion of the budget at \$494,722. Other direct costs cost \$25,700, while branding and marketing expenses reach \$6,000. Additionally, there is an allocation of 10% for indirect costs, totaling \$53,980.

The budget is strategically distributed across different project objectives, such as initiating the project, building a user-friendly platform, establishing partnerships, piloting the project, and launching it. All the costs related to project management and IT were estimated with the help of an expert from IT and Solutions Architect as well as consultants. The major components are application development, piloting, and project scaling." This comprehensive budget ensures the successful implementation of the Sunshine Project and its mission to support new parents and address loneliness in Jakarta.

While the work plan extends until Year 3, the budget estimation provided covers only Year 1 and Year 2. This deliberate decision is driven by the project's strategy to diversify funding sources and ensure long-term sustainability. By seeking additional funding beyond Year 2, the Sunshine Project aims to tap into various opportunities, which will be elaborated on in the next part of the proposal (See: Funding Mechanism). This approach allows flexibility in securing the necessary financial resources to support the project's operations and expansion in subsequent years. Through proactive fundraising efforts and strategic partnerships, the Sunshine Project aims to continue its work beyond Year 2 and make a positive difference in the lives of new parents in Jakarta. The organization remains committed to responsible financial management and will regularly evaluate and adjust its funding strategies to ensure the successful implementation and continuation of the project in line with its intended impact.

## **Funding Mechanism**

Pay-as-you-wish, Cross-subsidization, and donor funding are three mechanisms that will be used to finance the Sunshine project. These mechanisms involve redistributing funds from one source to another, aiming to achieve our goals such as ensuring affordability, promoting equity, and addressing resource gaps.

The pay-as-you-wish pricing model allows families to determine the price they are willing to pay for Sunshine services. This will empower all families to assess the value of the offering based on their financial means and perception of its worth. Pay-as-you-wish pricing creates a personalized and flexible experience that resonates with families seeking transparency, empowerment, and control over purchasing decisions.

Cross-subsidization will be applied to redistributing resources or funds from wealthier families to support economically disadvantaged families. This mechanism aims to promote equity and accessibility of the Sunshine Project to all families. In the context of pricing, cross-subsidization can involve wealthier customers paying more to subsidize the costs of those who are financially disadvantaged. This mechanism ensures that everyone, regardless of their financial situation, has access to products or services that may otherwise be unaffordable.

Donor funding involves financial contributions from external sources such as governments, intergovernmental organizations, philanthropic foundations, and individuals. Integrating donor funding into the equation provides an additional source of resources to support the cross-subsidization efforts. Donor funding can supplement the funds generated through pay-as-you-wish payments, further supporting providing products or services to economically disadvantaged individuals.

By integrating pay-as-you-wish pricing, cross-subsidization, and donor funding, Sunshine Project can create a comprehensive approach to pricing and resource allocation. This integration empowers customers, promotes access and inclusivity, addresses social inequalities, and ensures the financial viability and sustainability of the initiatives. By combining these elements, the Sunshine Project can maximize our social impact and create a more equitable and inclusive society. Finally, these elements create a comprehensive approach that promotes immediate and long-term social sustainability.

## **Concluding Remarks**

In conclusion, the Sunshine Project is not just about numbers and budgets; it is about touching lives and making a lasting impact on the hearts of new parents in Jakarta. It is about creating a community where loneliness is replaced with companionship, where struggles are met with support, and where parents find solace in knowing they are not alone. Through the dedication of our passionate team, the commitment of our volunteers, and the generosity of our supporters, we believe that together we can bring warmth, joy, and hope to those who need it the most. With every smile shared, every burden eased, and every connection made, the Sunshine Project illuminates the path to a brighter and more compassionate future for all new parents. Let us join hands and embark on this meaningful journey, spreading sunshine and love to every corner of Jakarta and beyond.

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