
Health Promotion For Stunting Prevention At The Simpang Pandan Health Center, Tanjung Jabung East

M. Ridwan¹⁾, Usi Lanita²⁾, Nur Annisa³⁾

^{1,2,3)}Public Health Study Program, Faculty of Medicine and Health Sciences, Universitas Jambi

*Corresponding Author

Email : fk.m.ridwan@unja.ac.id

Abstract

The health promotion program is an essential program at the Public health center. Overcoming stunting at the Simpang Pandan Health Center is a problem for the community and health centers in an effort to prevent or counteract it. The purpose of this study is to find out the Implementation of the Health Promotion Program at the Simpang Pandan Health Center in Lokus Stunting Village 2020. This study used a qualitative method with a case study design. Data collection through in-depth interviews and document review. There were 12 informants in the study selected using a purposive sampling technique. The Puskesmas in handling stunting cases use a health promotion strategy by advocating for village heads to support through the village budget in preventing and overcoming stunting. The partnership with the PKK driving team and universities is an effort to accelerate education for the community and efforts to tackle stunting by providing additional food for those affected by stunting. Health promotion strategies can support cross-sectoral collaboration in supporting stunting prevention and control programs at the Public health center.

Keywords : Implementation, Health Promotion Program, Public Health Center

INTRODUCTION

The health promotion program became the main program of the Indonesian Ministry of Health in 2012 in order to achieve the 2015 MDGs program target to increase life expectancy. Health promotion is one of the pillars in national and regional health development towards a healthy Indonesia through "increasing awareness, willingness and ability to live healthy for everyone in order to achieve a high degree of public health, which includes promotive and preventive efforts which are important determinants of life behavior." healthy community". The health promotion program is a very strategic program to improve public health status, by providing health information to the public to carry out clean and healthy living behaviors in daily life.

In line with the development of the development paradigm, health development policy directives have been outlined, which are contained in the 2015-2019 National Medium-Term Development Plan (NMDP/RPJMN), that the target to be achieved in the Healthy Indonesia Program in the 2015-2019 RPJMN is to improve the health status and nutritional status of the community. through health efforts and community empowerment supported by financial protection and equity in health services. In the 2015-2019 RENSTRA for health promotion and community empowerment, the target indicators are districts/cities that have PHBS policies of 80%, villages that utilize village funds for UKBM by 50%, and the business world that utilizes its Corporate Social Responsibility (CSR). for health programs as many as 60 business world.

The percentage of villages utilizing 10% village funds for Community-Based Health Efforts (UKBM) reached 50.89% of the 2015-2019 RI Strategic Plan target of 50%, and the number of businesses utilizing their Corporate Social Responsibility (CSR) for health programs was 4 the business world from the 2015-2019 RI Strategic Plan target of 60 business world.

The East Tanjung Jabung Regency Service has 17 units of Public health center, namely the Mandahara, Pangkal Duri, Simpang Tuan, Simpang Pandan, Dendang, Muara Sabak Timur,

Lambur, Simbur Naik, Muara Sabak Barat, Kampung Laut, Rantau Rasau, Simpang Berbak, Nipah Panjang, Sungai Tereng, Lokan River, Jambat River, and Air Hitam Laut.

The achievement of the health promotion program at the Simpang Pandan Community Health Center, Pandan Lagan Village, Geragai District, East Tanjung Jabung Regency in 2018, households with Clean and Healthy Living Behavior (PHBS) reached 52.43% of the target indicator of 55%, elementary school (SD) those promoting health reached 56% of the target indicator, which was 100%, the indicator was 100%, and the active Posyandu Purnama to Mandiri reached 64.29% of the target indicator, which was 100%⁸.

It can be concluded that there are health promotion activities that have not reached the target, namely households with Clean and Healthy Behavior (PHBS) only reach 52.43% of the indicator target of 55%, elementary schools (SD) that promote health only reach 56 % of the indicator target of 100%. Community-Based Health Efforts (UKBM) that have not been achieved, namely Posyandu Active Purnama to Mandiri have only reached 64% of the target indicator of 100%. And there is no business world that utilizes its Corporate Social Responsibility (CSR) for health programs.

RESEARCH METHODS

This study used a qualitative method to find out clearly about the implementation of the health promotion program at the Simpang Pandan Community Health Center, East Tanjung Jabung Regency with a case study design. The location of the research was the Simpang Pandan Health Center, Geragai District, East Tanjung Jabung Regency, Jambi Province. Informants in this study as many as 12 people were selected using a purposive sampling technique. Data collection techniques in this study are: In-depth interviews and document reviews.

RESULTS AND DISCUSSION

The results of the study regarding the implementation of health promotion programs at the Simpang Pandan Public Health Center as a locus of stunting. Health promotion is an activity or effort to convey health information to the public so as to increase knowledge about better health. Therefore, providing stunting prevention information is very important, because in this way it is hoped that the incidence of stunting can be reduced:

Implementation of the Health Promotion Program at the Public health center

Based on the results of interviews with activities carried out at the Simpang Pandan Health Center related to the Health Promotion program, namely counseling, counseling, and home inspection. According to informants, the program targets were the community, mothers of infants and toddlers, and health cadres. Socialization activities for the community are carried out simultaneously with Integrated Healthcare Center or other community meetings, while cadre training activities are carried out during cadre coordination meetings at the village level.

Based on a well-programmed study of outreach and training activities for cadres. Some extension activities are carried out using extension and counseling methods. Lectures are conducted simultaneously with activities in the community such as community meetings and posyandu activities. Counseling is carried out simultaneously with Posyandu activities. Home inspection and environmental sanitation activities are carried out every month.

The material given to the community in counseling is healthy clean living behavior. PHBS is all health behavior that is carried out on the awareness of each individual and group so that they are able to help themselves, their families, and communities related to health, the purpose of PHBS

counseling is to provide information and education that aims to increase knowledge, attitudes, and behavior so that they can apply ways of life healthy. The discussion that emphasizes more in providing counseling material is about PHBS which aims to reduce stunting rates as follows:

"... it is hoped that with counseling about PHBS, people's behavior will change, from those who are not used to washing their hands with soap so that it will also have an impact on preventing stunting" (I.B; 42 yrs)

In addition to counseling about stunting, health promotion officers at the Simpang Pandan Health Center also approached community leaders and cadres to encourage behavior change in preventing stunting in the community:

"...the community health center staff don't want it without the support of the village head, and it won't work..." (I.B; 42 yrs)

"... stunting extension continues to be carried out in increasing public knowledge in the work area of the Public health center .." (LG; 36)

Counseling is usually done with guidance and counseling. According to the informant, counseling was carried out together with the Posyandu, while the counseling was carried out together with treatment, both at the Integrated Healthcare Center and at the Public health center. In addition to counseling the same as the Integrated Healthcare Center, the Public health center also conducts counseling in areas affected by the outbreak with material according to the problems found, especially the problem of stunting. The implementation of the health promotion program is in accordance with the available funds, if the funds are lacking they will not hold activities.

"...implementation is in accordance with the available funds, the Puskesmas is a work implementing unit, so in certain matters, it really depends on the agency...you can't necessarily plan on your own, it depends on the available funds and it really depends on the agency..." (I.B; 42 yrs)

The role of stakeholders in the stunting program

One of the health promotion strategies is to advocate for policies. The Health Promotion Officer advocated for the village head to allocate village funds for activities to increase the capacity of cadres and improve Integrated Healthcare Center. Honors for the purchase of Integrated Healthcare Center equipment and the construction of the Integrated Healthcare Center. Apart from that, the district PKK also conducts outreach activities to the community in Simpang Pandan Village about stunting. the role of tertiary institutions through student practice in conducting education with emo demonstrations at Simpang Pandan Village. this was stated by the informant

'...we allocate village funds for posyandu cadres, posyandu development and equipment. (LH.45)

There are also district PKK organizers who are here to provide counseling, including from Unja there are those who come to provide education to the mothers here" (LK.46)

Table: The role of each stakeholder in preventing and overcoming stunting in Simpang Pandan Village

Stakeholder	Activity
Village head	Provide budget assistance for Integrated Healthcare Center activities
District PKK	Providing additional basic food assistance, and health education
Jambi University	Emo demo education student practice in stunting prevention

Discussion

Implementation of the Health Promotion Program at the Puskesmas

The implementation of the health promotion program at the Public health center is in the form of implementing Clean and Healthy Behavior (PHBS) activities, which are carried out by health workers through outreach to individuals and community groups, some of the outreach activities are carried out using counseling and counseling methods. Lectures are carried out simultaneously with activities in the community such as community meetings and Integrated Healthcare Center activities, according to Ewless and Simnet (1995) stating that the weakness of this method is a one-way communication process, so that the material presented can sometimes only be remembered at the final meeting and will be reduced for several days. then. Counseling is carried out simultaneously with Posyandu activities. Home inspection and environmental sanitation activities are carried out every month.

In addition, the implementation of health promotion activities for the community at the Public health center is contained in the Decree of the Minister of Health of the Republic of Indonesia No: HK.02.02/Menkes/52/2015 concerning the Ministry of Health's strategic plan for 2015-2019 is to encourage villages to allocate and utilize village funds of at least 10% for Human Resources Health Efforts (UKBM) and the number of businesses that take advantage of their Corporate Social Responsibility (CSR) for health programs. Human-Based Health Efforts (UKBM) are health units that are managed directly by the community such as Village Health Posts, Integrated Healthcare Centers, elderly Integrated Healthcare Centers, Integrated Development posts, Village Malaria Posts, TB posts, and so on. UKBM is a very strategic empowerment activity in efforts to prevent stunting. Posyandu is an activity that has been carried out for a long time and routinely by the community so if it is used properly it will be able to overcome the incidence of stunting. Posyandu as a health service facility in the village has a very important role in reducing the prevalence of stunting (Rahmadini et al., 2022). Integrated Healthcare Center activities in providing stunting prevention information: including improving nutrition. Cadres distribute supplementary feeding (PMT) to undernourished or stunted toddlers. (Lis Vizianti, 2022) The role of Posyandu that can be mobilized to improve health status is by carrying out health promotion. (Sujana, 2019) is different from Ririn's research. Several other obstacles such as the Integrated Healthcare Center budget for dealing with stunting which is limited, there are still infrastructure facilities that have not been met and the quality of Integrated Healthcare Center cadres still requires more intensive coaching.(Ririn dkk, 2018)

Utilization of village funds for Human-Based Health Efforts (UKBM) in Pandan Lagan village, namely village funds for Integrated Healthcare Center development and needs for Integrated Healthcare Center such as additional food assistance, cooking training, tools for Integrated Healthcare Center such as scales and height measuring devices. In implementing the health promotion program at the Simpang Pandan Health Center, the process of running the health promotion program at the Simpang Pandan Health Center is still not optimal due to a lack of funds from the Financial Operational Assistance (BOK), causing activities not to go according to plan, as a result of the limited funds available resulting in programs health promotion is not going well such as training, home visits, procurement of facilities and infrastructure, and so on. The success of cadres in motivating mothers to come to the Integrated Healthcare Center affects the nutritional status of toddlers by fostering their growth and development of toddlers. Thus, it can be concluded that the role of cadres influences the monitoring of nutritional status at the Integrated Healthcare Center (Faiqah et al., 2022). Afrihal's opinion (2017) is that funds are needed to carry out activities or programs so that a program can run smoothly and according to plan. , health workers are expected to be able to improve the programs that have been implemented and add information related to stunting. Furthermore, the stunting management program needs to be carried out regularly to ensure the implementation of the right activities and targets. (Ramli et al., 2022)

The practical implication of this research is that the Pati Regency government's 8 stages of policy are ineffective. Not because of an error in formulating the program, but because the policy was not implemented holistically. (Absori et al., 2022)

Role of stakeholders

The role of stakeholders is very supportive in efforts to reduce stunting. The collaborative program will accelerate the achievement of the stunting management program. Partnerships in health promotion are an indispensable strategy in dealing with stunting in Public health centers. The results of the Community Partnership Program (CPP/PKM) show that there is an increase in knowledge, attitudes, and skills in the partner group based on the pre-test and post-test regarding education on stunting prevention, the benefits of Moringa leaves and making Moringa leaf pudding (Society and Indonesia, 2022) describes community collaboration - Private Partnership is a modern way to encourage the private sector to meet public needs. This study was carried out in the context of developing a partnership model for the business world in the public sector to reduce the prevalence of stunting (Prahastuti, 2020). The long-term strategy needs to intensify opportunities to support collaboration between sectors and multi-stakeholders to ensure the realization and target of stunting reduction (Priyono, 2020)

CONCLUSION

Health promotion can be used in collaborative program efforts at Public health centers in tackling stunting. Health promotion has many stakeholders' support in overcoming health problems in the health center, especially in preventing stunting. As a suggestion, it is necessary to have health promotion staff who have the ability to do advocacy in order to get cross-sectoral support.

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