


Health Promotion Strategy to Prevent Malnutrition Problems in Toddlers

Detriana Imeriet Nenobais¹, Anastasia Yasintha Thedeens², Monika Bela Zaghu³

¹Departemen Administrasi Rumah Sakit, Fakultas Kesehatan, Universitas Stella Maris Sumba, NTT,

^{2,3}Departemen Kesehatan dan Keselamatan Kerja, Fakultas Kesehatan, Universitas Stella Maris Sumba, NTT

Article Info	ABSTRACT
<p>Keywords: health promotion strategies, toddlers, nutritional status, malnutrition, qualitative approach</p>	<p>Toddlerhood is often referred to as the golden age where humans experience rapid growth and development so that optimal nutritional fulfillment is needed. The problem of malnutrition in toddlers is a significant issue in Indonesia, especially in areas with limited access to health services. Mothers' lack of knowledge about nutrition and inadequate parenting patterns are contributing factors to this problem. A good health promotion strategy is needed to help the community in providing good knowledge and understanding to the community to overcome this problem. The purpose of this study was to determine the health promotion strategies by health workers and integrated health post cadres in an effort to prevent malnutrition in toddlers. The study used a qualitative method with in-depth interviews with 7 key informants: health workers, Posyandu cadres, local RTs, and mothers of toddlers at the Melati integrated health post at the Radamata Community Health Center. The results found that the health promotion strategy was implemented through community empowerment, involving Posyandu cadres to provide supplementary feeding to toddlers. A climate-building strategy was also implemented, but was not optimal due to the uncondusive educational environment. Advocacy has been conducted with the local government to develop policies to support supplementary feeding through village funds. Partnerships have been established with the local Health Office to help monitor the nutritional status of toddlers at the Posyandu and provide counseling to the community. It was concluded that the health promotion strategy at the Melati Posyandu at the Radamata Community Health Center has been implemented, but has not been optimally implemented.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Detriana Imeriet Nenobais Departemen Administrasi Rumah Sakit, Fakultas Kesehatan, Universitas Stella Maris Sumba, Nusa Tenggara Timur detrianaimeriet@gmail.com</p>

INTRODUCTION

One indicator of the success of the SDGs in the health sector is improving the nutritional status of toddlers. Time toddler or the usual called as the golden age is time Where man experience growth And rapid development. During this period, children increasingly develop in thinking, speaking, sensory and motor skills⁽¹⁾.

Therefore, it is crucial for parents to optimize growth and development during their child's golden age, one of which is meeting their nutritional needs. Failure to meet nutritional

needs during toddlerhood will lead to nutritional problems and make children susceptible to infections.

In Indonesia, many toddlers still suffer from underweight, stunting, and wasting. The 2021 and 2022 National Child Health Survey (SSGI) results show that the percentage of underweight toddlers increased from 17.0% to 17.1%. The percentage of stunting decreased from 24.4% to 21.6%. Meanwhile, the percentage of wasting toddlers increased from 7.1% to 7.7%. Therefore, the national target to reduce underweight, stunting, and wasting has not been achieved(2). Data from the East Nusa Tenggara (NTT) Central Statistics Agency (BPS) shows that the number of toddlers in Southwest Sumba Regency with malnutrition has increased from 1,301 in 2021, 2,033 in 2022, and 2,340 in 2023. The high rate of malnutrition is due to inadequate nutritional intake. Socio-cultural factors such as parenting patterns, socio-economics, environmental cleanliness, exclusive breastfeeding, and the provision of additional food are triggers for malnutrition problems in toddlers(3).

Health promotion is an effort to improve a person's abilities through an independent learning process. The goal is for individuals and communities to be able to help themselves by developing activities based on community resources in accordance with local culture and supported by health-oriented policies. In Sukidjo Notoatmodjo's view, health promotion is an effort to change behavior and the environment to be more conducive to healthy living by encouraging people to actively maintain their own health. Health promotion is also defined by the WHO as efforts to improve health through social and environmental interventions that have a positive impact on quality of life, with the aim of preventing disease without having to rely on medical treatment(4). The government's efforts to address malnutrition include implementing specific and sensitive nutrition interventions. These interventions are aimed at the first 1,000 days of life.

To achieve success in addressing malnutrition in toddlers, the government needs a health promotion strategy implemented by health workers. Health promotion is a preventative approach that can increase public awareness and knowledge of the importance of balanced nutrition. A health promotion strategy is a way to achieve or realize the vision and mission of health promotion effectively and efficiently, through community empowerment, climate building, advocacy, and partnerships. The ultimate goal of health promotion is to empower and educate the community so they know, are willing, and are able to adopt clean and healthy lifestyles.

Community empowerment is a health promotion strategy that is aimed directly at the community. The goal of community empowerment is to realize the community's ability to maintain and improve their own health. According to Windi C.R. (2019), community empowerment is also a process of increasing greater control over decisions and actions that affect their health. Community empowerment activities can be implemented through various activities, including health education and community development in the form of training to increase family income(5).

Climate building is a health promotion strategy that involves creating a conducive atmosphere. This can be done individually, in groups, or publicly with the support of community leaders. Individual climate building is carried out by community leaders who

serve as role models in implementing the health program being implemented. Group climate building is carried out by groups within the community who are concerned with the health program being implemented. Public climate building is carried out by utilizing existing communication media to support the health program.

Advocacy is a strategic, planned health promotion effort aimed at gaining commitment and support from various parties. The goal of advocacy is to increase the number of health-focused public policies and to resolve health problems collaboratively and integrated with regional health development through partnerships. Health advocacy targets decision-makers and policymakers at the national and provincial levels, as well as at city or district levels, and at local village governments⁽⁶⁾.

Theory of WHO (1984) in Notoatmodjo, 2012 Subaris and Waryana, 2016) partnership is a formal collaboration between individuals, groups or organizations to achieve a specific task or goal. Where the main purpose of building a partnership is to obtain resource support (human, money, material) for the realization of facilities and infrastructure to facilitate healthy community living behavior⁽⁷⁾. Partners are national task forces that partner with each other between programs and sectors, coordinated resources and the existence of SOPs for communication functions during emergencies (Ministry of Health of the Republic of Indonesia, Directorate General, 2020)⁽⁸⁾.

Through appropriate health promotion strategies, the public, especially mothers and families, can better understand how to prevent malnutrition in toddlers from an early age. Health promotion strategies according to the Decree Minister Health Number 1114/ Menkes /SK/VII/2005, namely empowerment, climate development, advocacy, and partnerships. This study aims to determine health promotion strategies to prevent malnutrition in toddlers at the Melati Integrated Health Post at the Radamata Community Health Center.

METHODS

Type research used in this study is qualitative with use approach descriptive. Study qualitative is method research of a nature describe as well as try for can understand something incident in situation certain⁽⁹⁾. Technique data collection in the form of interview in-depth, observation participatory and documentation for understand strategy promotion health from perspective implementer and recipient benefits. Approach analysis used namely content analysis and data analysis using Open Code software. The research was conducted at the Melati integrated health post, Radamata Health Center. Informant on study this are health workers, integrated health post cadres, local RT and mothers of toddlers.

RESULTS AND DISCUSSION

Empowerment

Based on in-depth interviews with informants, it was discovered that the community empowerment strategy involved Integrated Service Post cadres and mothers of toddlers. This was because integrated health post cadres were closer to the community and more familiar with local conditions. Community empowerment activities carried out by cadres

included measuring the height and weight of children at the integrated health post and preparing Supplementary Feeding (PMT) for them. Cadres also conducted home visits to provide supplementary food to malnourished children. In addition, toddler classes were held where health workers and integrated health post cadres provided counseling and taught mothers of toddlers how to prepare healthy food for their children.

According to Yulius Dirman (2023), community empowerment is the process of developing community resources in the form of individual strength, creativity, abilities and thinking power as well as exploring better actions from the previous⁽¹⁰⁾. The results of this study are supported by research by Intan et al. (2022) who stated that community empowerment activities carried out at the Pelangiran Community Health Center in implementing the stunting prevention program are through integrated health post cadre development activities, because those closest to the community and in direct contact with toddlers are integrated health post cadres. These results are in line with the results of research conducted (Gina et al., 2019) which were obtained in community empowerment involving integrated health post cadres, because the driving cadres are the main drivers in every integrated health post activity. The existence of cadres is important and strategic, when the services provided receive sympathy from the community, it will have positive implications for community concern and participation. The duties of cadres related to health and nutrition are toddler data collection, weighing, measuring height, recording in the Health Card (KMS), providing additional food, providing vitamin A and being involved in nutrition counseling^(10,11).

Build Atmosphere

Building a climate is a health promotion strategy aimed at creating an environment or conditions that support healthy lifestyle behaviors. Simply put, we want to create an atmosphere that naturally encourages people to choose healthy behaviors. Based on in-depth interviews with informants, it was revealed that the climate building strategy involves providing direct education to the community during integrated health service posts. There have been no specific activities designed to provide community education. Building a climate was deemed ineffective because the education was conducted during weighing sessions, making it less conducive for mothers of toddlers to understand.

Research conducted by Rahmat et al. (2019) shows that in preventing stunting, creating an atmosphere by using cheers, providing material or counseling related to stunting, and conducting role plays for mothers of toddlers by showing educational videos in the hope that the community will be more concerned with preventing stunting in children⁽¹²⁾.

Advocacy

Advocacy is an effort to influence policymakers in various fields, including health, to support public health programs. Advocacy actions aim to gain commitment and support from relevant stakeholders (Mohammad Nur Jamko et al., 2024). Based on in-depth interviews with informants, information was obtained that advocacy was conducted by approaching the local government in an effort to develop policies related to preventing

malnutrition in toddlers. Information was obtained that the village government created a policy to provide funds from the village budget to support providing additional food services at integrated health posts.

These results are in line with the research conducted by Afrizal that advocates for the use of village funds for health, the use of these village funds is in accordance with central policies regarding the priority use of village funds set by the Ministry of Villages (13). Intan et al. (2022) stated that the Pelangiran Community Health Center in implementing the stunting reduction program has advocated to cross-sectors and local governments to obtain budget support(13). Aswadi et al. (2020) stated that the advocacy carried out by the Polombangkeng Selatan Community Health Center in improving PHBS in the household setting was in the form of requests for funds and infrastructure in the form of leaflets and printed posters to the Takalar Regency Health Office(13).

Partnership

Partnership is an effort to involve various components, both community groups, governmental and non-governmental institutions, to work together to achieve common goals based on agreements, principles, and respective roles (M. Abdal et al., 2023). According to Notoatmodjo (2003), partnership is a formal collaboration between individuals, groups, or organizations to achieve a specific task or goal (14).

Based on in-depth interviews with informants, it was discovered that a partnership strategy had been implemented between the community health center and the local government to support integrated health service post activities. Partnerships were also established with the Health Office, specifically the nutrition department, to monitor integrated health post activities for toddlers and educate the community about fulfilling good nutrition for children. Integrated health post Melati brought village officials and the health office together during integrated health post implementation, so they were directly involved in preventing malnutrition in toddlers. Informants also provided information that partnerships had not yet been established with private organizations such as NGOs and universities in the local area to assist in malnutrition prevention.

The results of research conducted by Zeti Sintia (2022) show that integrated health post Cempaka collaborates with universities, however, cadres do not understand the concept of partnerships, so education and training related to the concept of partnerships are still needed(14). Another study conducted by Saleha et al. (2016) stated that the partnership strategy implemented by the Tarogong DTP Community Health Center is still very minimal, because health promotion officers at the Community Health Center focus on routine programs already in place at the Community Health Center(15,16). To prevent malnutrition in toddlers, partnerships must be carried out across various sectors. According to research conducted by Ramiza et al. (2020), it is known that the partnership strategy implemented by Community Health Center health workers is partnering with sub-districts, districts, and agricultural extension agencies. The Community Health Center should partner with various related cross-sectors such as religious leaders, professional groups, NGOs,

mass media and others. Research conducted by Yusriani et al. (2022) through their community partnership program partnered with farmer groups to diversify processed products from moringa leaves into moringa leaf pudding as an effort to prevent stunting(17).

CONCLUSION

Health promotion strategies have been shown to play a significant role in preventing malnutrition in toddlers. The research revealed that the health promotion strategies implemented by the Melati integrated health post and the Radamata Health Center have been implemented but have not been optimally implemented. The strategy implemented includes community empowerment, which involves empowering integrated health post cadres to conduct weighing and height measurements, assisting in preparing supplementary feeding for toddlers at each integrated health post schedule, and conducting home visits. Empowerment is also carried out by integrated health post cadres to train mothers of toddlers to prepare nutritious food for toddlers. The atmosphere development program has not been carried out properly by health workers and integrated health post cadres. The community has not received counseling in a conducive atmosphere, so what is conveyed has not been optimally reached. Advocacy is also carried out through an approach between the Community Health Center (integrated health post Melati) and the local village government to create policies to help prevent malnutrition in toddlers. Partnerships are also carried out with the local Health Office to assist in monitoring nutrition in toddlers. The partnership carried out by the Melati integrated health post and the Radamata Health Center has not been optimal because it does not involve all cross-sectors. To prevent malnutrition in toddlers, health promotion strategies must be implemented effectively. It is hoped that community empowerment, environmental development, advocacy, and partnerships will be implemented effectively to effectively prevent malnutrition in toddlers.

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