

Health Promotion To Increase Exclusive Breastfeeding Coverage

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ABSTRACT

The PHBS indicator shows that Optimizing breast milk is very important For the continuity of life generation next because That is important for Mothers To provide breast milk. Scope babies who are exclusively breastfed are Still low below the target of 100%. Low knowledge is one of the factors achievement of exclusive breastfeeding Still Far below target. The purpose of service to this Society is To give intervention promotion health in frame effort to increase the scope of exclusive breastfeeding.

Implementation activity PkM This May 10-25 2024. The target intervention is for 16 breastfeeding mothers. Data collection techniques include interviews, observations, and studies documentation Stages intervention First do observations and stages second do counselling with Target breastfeeding mothers. Results of activities PkM found it based on priority problem health becomes priority problem that is exclusive breastfeeding that is amounting to 43.13% of the target of 100%. So activities intervention during PkM giving counselling and practising massage oxytocin to facilitate breast milk target 16 mothers breast-feed. The conclusion from results PkM This has given intervention counselling and practice massage oxytocin against 16 mothers breast-feed. The public health centre can increase counselling regarding exclusive breastfeeding and increase Work The same to improve achieving exclusive breastfeeding.

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INTRODUCTION

Investment in health will produce public health and productivity, which will become a source of Power man sustainable and owning Power competitive all over the world. The government organize efforts to service health To increase the degrees of the health of public the (Angraini et al., 2022). Implementation activity The Public health centre consists of system administration recording and reporting, improvement cooperation cross-program and cross-sectoral, coaching, counselling, KIA programs, nutrition programs, P2M programs, service programs community, promotional programs community, and health programs environment, including the PHBS program(Suci Ramadhan, 2023).

One strategy for pushing the family or member House ladder is the implementation of PHBS. The goal For make every family or member of the House Ladder know, want, and be able to help themselves Alone in matters of health (Angraini et al., 2022).

Research results show that the public has Not yet applied ten PHBS indicators on the home ladder. As a result, the environment place stay becomes dirty and various problems and diseases appear (Nasution et al., 2023).

PHBS indicator shows that Optimizing breast milk is very important For continuity life generation next. Current rates of exclusive breastfeeding worldwide This is still 37%, so by 2025 at least 50 % of babies under six months will Already get exclusive breastfeeding. ³In Indonesia, 31.36% of 37.94% of babies are sick Because No one can receive exclusive breastfeeding and coverage for babies who are exclusively breastfed is 61.33%(Alam Fajar et al., 2018).

Toddlers who are exclusively breastfed include one in ten behaviour clean and healthy lives in their family, and they tend more healthy and not easily sick, so families can save money (Yupita et al., 2024).breast milk has an immunity body, which helps the growth of brain baby and improves the braid love of Darling's Mother (Kristanti et al., 2023). Baby will feel more thirsty because breast milk contains relatively water high, which is metabolic safe (Alfaridh et al., 2021).

Achievements of PHBS Community Health Centers Pekalangan the city of Cirebon in 2023 show that help birth by force 100% health, provide exclusive breastfeeding to babies at 56.86%, weighing toddlers routinely at 83.78%, using 100% clean water, washing hands with clean water and 100% soap, use toilet healthy 99.8%, eradicated flick mosquitoes 99.8%, eat vegetable and fruit every day 99.8%, activity physique in a way regular 99.3%, and not smoking inside home 82.5%.

Based on The program's achievements above including providing exclusive breastfeeding to the lowest baby the achievement was 56.86% of the target of 85%. Breast milk is very important For growth infancy and survival life generation Next, the Mother needs to provide breast milk exclusively to the baby. So aim of Devotion to this Society For give intervention promotion health to increase the scope of exclusive breastfeeding.

METHOD

Implementation activity This is for 12 days starting from May 10-25 2024. Implementation activity This is at the Community Health Center Pekalangan, Cirebon City. The target intervention is for 16 breastfeeding mothers. In compiling the report PkM uses a type of secondary data, in the form of supporting data from reports at the Puskesmas and also several other supporting sources report This. Data collection technique includes: interviews, observations that are with observation direct to objects in the corresponding fields with the required data that is with observe direct activity Posyandu at the Community Health Center, and studies documentation that is with learn close document the relationship with Health Promotion and exclusive

breastfeeding data, as well Stages intervention First do observations and stages second do counseling with Target breastfeeding mothers.

The analytical method used in Pk Mini uses method Ultrasound (*Urgency, Seriousness, Growth*) to show the urgency of the problem, the seriousness of problems encountered, as well as possible development problems the more size and method 5W (What, Where, When, Who, Why) + 1H (How) method. Stage of community service activity methods can be seen in the following image.

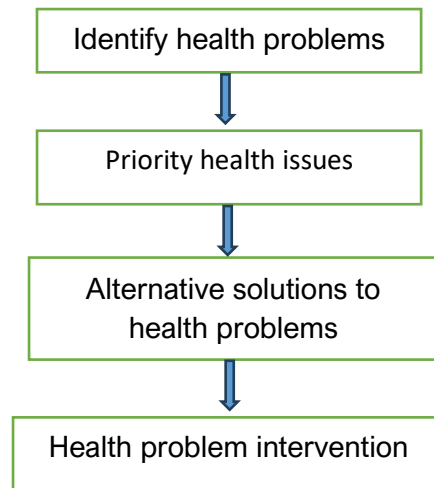


FIGURE 1. Activity method flow

RESULTS AND DISCUSSION

TABLE 1. Targets and Achievements of the Health Promotion Program

NO	PHBS indicators	Target		Scope	
		Amount	%	Amount	%
1	Delivery by health facility	20	100%	20	100%
2	Exclusive breastfeeding	51	100%	29	56.86%
3	Weighing Babies and Toddlers	259	100%	217	83.78%
4	Use clean water	1524	100%	1108	100%
5	Wash your hands with clean water	1524	100%	1108	100%
6	Use a healthy toilet	1524	100%	1106	99.8%
7	Eradicating larvae at home	1524	100%	1106	99.8%
8	Eat vegetables and fruit every day	1524	100%	1106	99.8%
9	Do physical activity every day	1524	100%	1100	99.3%
10	No smoking in the house	1219	100%	914	82.5%

Source Profile Community Health Center, 2023

Identification Problem

TABLE 2. Identification of Health Promotion Program Issues

No	PHBS indicators	Target	%	Achievements	%	problem
1	Exclusive breastfeeding	51	100%	29	56.86%	43.13%
2	Smoking in the house	1219	100%	914	82.5%	25%

Based on Table 2. regarding identification problem found problem health is exclusive breastfeeding amounting to 43.13% of the target of 100%, and no smoke in the House amounting to 82.5% of the target of 100%. That matter naturally based on behavioural data life Clean and chat from Public health centre Pekalangan and also the results Counseling to target Mother breast-feed. Problem low exclusive breastfeeding can happen Because of a lack of knowledge Mother about breastfeeding, the availability of mothers working toddlers so the baby is on formula milk, and the mother's breast milk production is low.

Priority Problem

Based on identification problems that have been discussed previously of each activity, the step furthermore writer determines the priority problem with the use ultrasound method.

TABLE 3. Determine Order Priority Problem

No	Problem	U	S	G	Total	Priority
1	Exclusive breastfeeding	5	5	5	15	1
2	Smoking inside House	4	5	3	12	2

From the description of the generated priority problem health is exclusive breastfeeding that is amounting to 43.13% of the target of 100%. This matter can happen because of a lack of knowledge Mother about exclusive breastfeeding and low maternal milk production.

Intervention Problem

Activity intervention for problem low exclusive breastfeeding is to counselling and practice massage oxytocin to facilitate breast milk target 16 mothers breast-feed. In the implementation of activity intervention, several work programs are:

1. Giving counseling about exclusive breastfeeding, in the delivery material there is a meteri Definition of exclusive breastfeeding, benefits of breast milk, and risks to babies who are not exclusively breastfed. And distribute Leaflets
2. Practice about activity Massage oxytocin/breast milk massage. giving material about the explanation method of breast milk massage, the benefits of breast milk massage and also factors that can influence the smoothness of breast milk production. Estimate time for 30 minutes, goal increase knowledge Mother about smooth breastfeeding with practice massage oxytocin. As for indicators of success in activities that is exists a solution to enhancement of mother's breast milk production as well as minimize related problems with decline breast milk production.

Discussion of 5W + 1H

From the description above found priority problem from some programs is Exclusive breastfeeding. The writer tries To identify existing problems in a way clear and detailed with the use 5W method is as follows:

TABLE 4. Formulation Problem

What The problem (What)	Where (where)	When (When)	How many Big (How)	Who's in charge (Who)	Why happens (Why)
The low percentage of exclusive breastfeeding with a percentage of 43.13% Year 2024	In the working area of the UPT Puskesmas Pekalangan	Year 2024	43.13%	Pekalangan Community Health Center UPT	1. The low-knowledge Mother about the method of breastfeeding and how to promote breast milk 2. Lack of support from family/husband

Interventions can be formulated as solutions to the problem.

TABLE 5. Plan intervention

No.	Problem	Root Cause Problem	Alternative Solution Problem
1.	Low percentage of exclusive breastfeeding with a percentage of 43.13 % Year 2024	1. The low-knowledge Mother about method Proper breastfeeding and breastfeeding 2. Lack of Support from family/husband	1. Intensify counselling with the use of interesting media interest the public such as leaflets and showing power points. 2. Doing practice Massage Oxytocin/breast milk in breastfeeding mothers.

Based on table 5. then alternative solution problem as follows:

1. Intensify counselling with the use of interesting media interest in the public
 There are still breastfeeding mothers who haven't yet too understood will importance method proper breastfeeding. So it needs to be given return counselling related method Correct breastfeeding, risks babies who don't exclusively breastfeed
2. Do practice massage oxytocin/breast milk in mothers breast-feed
 Importance of adequate milk production For fulfilling infant intake. So that can said lack of production of breast milk in the mother breast-feeds unique fulfil infant intake. So he did Massage Oxytocin is one solution For overcoming disfluency breast milk production.

Based on priority problem activity devotion public This that is percentage Exclusive breastfeeding with gap 43.13%, p This due to: lack knowledge of breastfeeding mothers about method breastfeeding properly and how method facilitates breast milk, p This by results study show that power health No give sufficient information and level knowledge Mother breast-feeds Still low. This has an impact on quality breastfeeding, which means a lack of exclusive breastfeeding coverage (Amran et al., 2013). Babies have to get exclusive breastfeeding Because can help develop them and improve system immunity. However, achievements in exclusive breastfeeding only amount to 50.7% of the target of 85% (Bahriyah et al., 2017).

Of the 10 PHBS indicators, the results study shows that there are indicators that result below the target of 70%, one of which is that babies are given exclusive breast milk achievements only 17%. Low education and deprivation of service health are several hindering things public following PHBS(Suminar, 2018).

Breastfeeding is a natural process, however moment this is very difficult Because needs proper knowledge and training. To breastfeed with success requires knowledge about the technique of proper breastfeeding For giving breast milk to a baby (Hilamuhu et al., 2023).

The low exclusive breastfeeding based on results devotion to this Society so the intervention provided is to give counseling about exclusive breastfeeding, including meteri Definition of exclusive breastfeeding, benefits of breastfeeding and risks babies who are not exclusively breastfed, give out Leaflets, as well as practice massage oxytocin to facilitate breast milk target Mother breast-feed.

To reach level optimal health for everyone, PHBS is the step first thing to take. Therefore That's expected that counseling about behavior life clean and healthy will encourage others to do the same thing (Oktariani & Dewi Aulia dan Ria Setia Sari, 2021). Expected Public health centres will apply approach counselling To increase the achievements of exclusive breastfeeding and society more active follow counselling (Kristanti et al., 2019).

Breastfeeding is very important for the health, growth and development and survival of children (Octaviyanti Handajani et al., 2018). However, due to busy work, many mothers do not give exclusive breast milk to their babies (Asrina et al., 2022). Exclusive breastfeeding is influenced by the mother's knowledge, access to information, and husband's support (Ambarwati et al., 2016).

Massage oxytocin For Mothers breast-feeds done To stimulate reflex breast milk production or hormone oxytocin, which can expedite breast milk (Hidayah et al., 2023). Production Massage Oxytocin makes the Mother more comfortable, reducing blockage, stimulating the release hormone oxytocin, and ensuring steady milk production There is. Massage oxytocin will give comfort in the area back and improve breast milk production (Kasus & Umi Syahrani, 2022).

CONCLUSION AND RECOMMENDATIONS

Priority problem health activities devoted to this Society is exclusive breastfeeding that is amounting to 43.13% of the target of 100%. So intervention is given with counselling and practice of massage oxytocin to facilitate breast milk target 16 mothers breast-feed. Giving counseling covers meteri Definition of exclusive breastfeeding, the benefits of breast milk, risks to babies who are not exclusively breastfed, as well as distribute leaflets. Practice massage oxytocin/breast milk massage, including administration material about the method of breast milk massage, benefits of breast milk massage, and also factors that can influence the smoothness of breast milk production.

Should the Public health centre increase counselling regarding exclusive breastfeeding, increasing Work The same with cross-program and cross-sector in implementation of exclusive breastfeeding activities. It is hoped that the public will be more aware of the importance of exclusive breastfeeding and can collaborate with health workers and cadres in implementing health promotion programs.

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APPENDIX



FIGURE 2. Counseling first about exclusive breastfeeding



FIGURE 2. Counseling second about exclusive breastfeeding



FIGURE 3. Practice massage oxytocin