

Rural-based health promotion model for pregnant women in banyumas district

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Abstrak

Previous studies show that knowledge of prenatal care in rural areas remains low affecting on bad behavior, so developing health promotion models is needed

to improve prenatal care knowledge, attitude and behavior. This study aimed to develop health promotion model of prenatal care in rural area based on

needs assessment. Study was conducted on June 2015 by qualitative approach involving first 16 pregnant women in third trimester with risky pregnancy as

key informants and 16 family members living with them and know their daily life, 27 midwives and 3 religious leaders as additional informants. Data collection

techniques were in-depth interviews and observation for pregnant women and family, then focus group discussion for midwives and religious leaders. Analysis

used was Miles and Huberman model by data reduction, data display and conclusion. Based on needs assessment, health promotion media is needed by

book for pregnant women with attractive design that features images, colors and complete explanation.

Book is selected because of pregnant women's preference

and needs, characteristics of rural areas and infrastructure availability. Prenatal care materials need to be added from book containing child and maternal

health including prenatal checkup by midwives, danger pregnancy signs, causes, consequences, prevention, recommended and unrecommended food,

breast care ways, pregnancy exercise and fetal development.

Pengetahuan pelayanan prenatal di wilayah pedesaan masih rendah yang berdampak pada perilaku buruk sehingga mengembangkan model promosi kesehatan

dibutuhkan untuk meningkatkan pengetahuan prenatal, sikap dan perilaku. Penelitian ini bertujuan mengembangkan model promosi kesehatan

pelayanan prenatal di wilayah pedesaan berdasarkan penilaian kebutuhan. Penelitian dilakukan pada Juni 2015 dengan pendekatan kualitatif melibatkan 16

ibu hamil pertama di trimester ketiga dengan kehamilan berisiko sebagai informan kunci dan anggota keluarganya serta 27 bidan dan 3 tokoh agama sebagai

informan tambahan. Teknik pengumpulan data adalah wawancara mendalam dan observasi untuk ibu hamil dan keluarga, kemudian focus group discussion

untuk bidan dan tokoh agama. Analisis menggunakan model Miles dan Huberman dengan melakukan pengurangan data, tampilan data dan kesimpulan.

Berdasarkan penilaian kebutuhan, media promosi kesehatan dibutuhkan melalui buku untuk ibu hamil dengan desain menarik berfitur gambar, warna

dan penjelasan lengkap. Buku dipilih karena kecenderungan dan kebutuhan ibu hamil, karakteristik wilayah pedesaan dan ketersediaan infrastruktur. Buku yang memuat kesehatan ibu dan anak perlu menambahkan bahan pelayanan prenatal meliputi pemeriksaan prenatal oleh bidan, tanda kehamilan berbahaya, penyebab, konsekuensi, pencegahan, makanan rekomendasi dan tidak, cara menjaga payudara dan latihan kehamilan serta perkembangan janin.