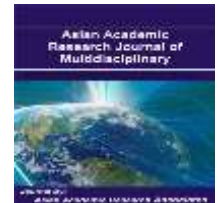




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**EFFECTIVENESS OF HEALTH PROMOTION MEDIA ABOUT PHBS IN
HOUSEHOLDS INMOTHERSHAVING TODDLER IN THE WORKING AREA OF
RASIMAH AHMAD PUBLIC HEALTH CENTER IN BUKITTINGGI 2017**

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Abstract

Clean and healthy living behavior (*PHBS*) in the household is an effort to empower the household members to know, willing and able to implement PHBS and play an active role in the community health movement. Based on Basic Health Research (*Riskesdas*) 2013, the national proportion of households with good PHBS was 32.3% of the target achievement in 2014 as much as 70%. PHBS in Province of West Sumatra was 20%. PHBS in Bukittinggi was 19.8% (2017), from the target achievement of 65%. The lowest achievement of PHBS in households was Rasimah Ahmad Public Health Center, 19,3% from 1500 (48,79%) of the built households. The aim of this study was to know the effectiveness of health promotion by using leaflets and booklets to the knowledge about PHBS in households. The design of this study was Quantitative Quasi-Experimental with Two Group, pre-test and post-test. The population of this study was all households with toddlers. Samples were 30 people, consist of 2 groups, given health promotion by using leaflets and booklets. The instruments were knowledge and attitude questionnaire about PHBS in households. Analysis of data used was *paired t-test* and *independent t-Test*. The result of this study, there was an increase of respondent knowledge and attitude after being given health promotion by using leaflets and booklets. The average of knowledge score using leaflets was 16.60 and booklets was 17.60. The average of attitude score using leaflets was 67.53 and booklets was 69.13. It meant that the use of booklets was more effective than leaflets. It was expected that health workers could increase the use of booklets and leaflets in providing health promotion about PHBS, and could be understood and used as a guide in its application.

Keywords: Health Promotion, Leaflets, Booklets, Knowledge, Attitude

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