

Environmental and Health Campaigns to Prevent Stunting for the Younger Generation

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Abstract. The implementation of Community Service is the result of collaboration between the Communication Studies Faculty Universitas Mercu Buana and Universiti Sains Malaysia (USM), with SMKN 60 in West Jakarta. The Theme of Community Service Activities is Campaign of Prevent Stunting and Remember WASH. This activity purpose to increase student knowledge and awareness about environmental and impact of Stunting for the health. The Community Service activities will be carried out in the form of socialization with selected topics. In order for problem solving to be in accordance with the analysis of the situation and problems of the partners above, it can be implemented and achieve the objectives, then this activity uses socialisation method. **Findings** – This Socialization is expected to inspire and bring change to community, especially student at SMKN 60 Jakarta so that they have knowledge and awareness about impact of stunting for the health. Based on the results of the implementation evaluation, the average participant stated that this activity was useful (66%), increased knowledge (64%), could solve problems (66%), increased competence (70%) and creativity (66%), could change behavior in the right direction. positive (58%); can apply it to family, friends and relatives (68%), can lead to joining useful communities (70%).

Keywords: Campaign, Prevent Stunting, Environment, Health, Youth

1 Introduction

KEMENKO PMK -- Excellent and qualified Human Capital is a requirement to bring Indonesia forward in 2045. However, the preparation of superior human resources still faces a challenge called "stunting". Based on data from the 2021 Survei Status Gizi Balita Indonesia (Indonesian Toddler Nutrition Status Survey, SSGBI), the prevalence of stunting is currently still at 24.4% or 5.33 million children under five years old. However, the prevalence of stunting has decreased from previous years. However, Indonesian President Joko Widodo targets the stunting rate to drop to 14% in 2024 [1]

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The President declared that the government will ensure stunting prevention precautionary measure for women during pregnancy and after birth. Prior to birth, a program will be carried out to distribute blood-boosting iron tablets (TTD) for young women, an additional nutritional intake program for chronically malnourished pregnant women, equip the local health post (puskesmas) with ultrasound to sharpen the identification of pregnancy [1].

One of the nutritious action movements is by distributing iron tablets to young women. According to Riskesdas 2018, anemia in adolescents is still very high, above 20%. In detail, anemia in children aged 5 to 14 years amounted to 26.8%, aged 15 to 24 years reached 32%. The adherence of young women taking iron tablets is currently in low number. Adolescent girls who received iron tablets in the last 12 months reached 76.2%, but only 1.4% of female adolescents consumed iron tablets as recommended. "This is an important thing to increase the consumption of blood-boosting tablets in young women while also improving the behavior of consuming balanced nutrition," he said. "This is what we aim into the national nutrition action movement so that it becomes a joint movement in consuming blood-boosting tablets for young women," added Director General Endang. This movement aims to increase the literacy of school members about the importance of taking iron tablets at school, sports and physical activity. Representative of UNICEF Indonesia Airin Roshita, MSc, PhD said that these teenagers will be supported to change their behavior through the environment around them. "So friends must have a positive attitude regarding food intake, and snacks at school must also support a healthier direction," said Airin. According to her, the national movement for nutrition is very important, and policies at the government level must ensure that there is a supportive environment for these young people to have positive nutritional and health behaviors. One of them is taking iron tablets, eating healthy food, accompanied with physical activity [2].

The quality of an adolescent is one of the factors that can determine the incidence of stunting. The lack of providing correct information about stunting prevention from an early age, especially regarding preparation for the First 1000 Days of Life can also increase the risk of giving birth to children with growth disorders that lead to stunting. Because of that, it is necessary to provide understanding and increase stunting prevention behavior in young adults [3], [4].

According to the study, there was an effect of implementing health education through leaflet media with a value ($p=0.000$) and health education through audiovisual media ($p=0.000$). The results of the study, from all respondents, there were 67 respondents who experienced an increase in pre-test scores and posttest. It can be concluded that there is an effect of health education using leaflets regarding personal hygiene on external genitalia during menstruation on the knowledge and behavior of teenagers at the Al-Qur'an Insan Primary Islamic Boarding School with a value of $p<0.05$ [5], [6].

According to research by Bela Novita Amaris Susanto, et al, it is necessary to carry out health campaign with audio-visual media for stunting prevention behavior in teenagers [7]. According to research by Yunita Permatasari et al, it is necessary to conduct a persuasion study on health campaigns conducted by the Ministry of Health that can affect health in young adult. [8], [9], [10], [11]. One of the efforts to prevent stunting by the ministry of health is to carry out environmental campaigns through posting photos and videos on social media.

Law Number 32 of 2009 in article 70 is to optimize community participation in environmental protection and management. This article outlines several roles that can be carried out by the community, including social supervision, providing suggestions, opinions, objections, complaints and conveying information and or reports. Thus, normatively UUPPLH is in line with or has adopted Principle 10 of the 1992 Rio

Declaration which emphasizes the importance of community participation in environmental protection and management. [12]; [13].

Robert Cox argues that environmental communication is a pragmatic and constitutive means of providing an understanding of the environment to society, just like our relationship with the universe. It is a symbolic medium that is used to create environmental problems and negotiate different responses to environmental problems that occur. In other words, environmental communication is used to create understanding about environmental issues [14]; [15]; [16]; [17]; [18].

Campaigns regarding stunting are also needed in terms of environmental communication, for example, regarding the effect of sanitation in reducing stunting rates in children [6]. Relationship between Sanitation Facilities, Occupants' Behavior, and the habit of washing hands with soap with the incidence of stunting [19]. The relationship between environmental sanitation and the incidence of stunting [20], [21]. There are also those who socialize health and environmental information literacy as an effort to prevent [22]. PkM Stunting in Cilacap [23].

The combination of unimproved latrines and untreated drinking water was associated with an increased odds on stunting in Indonesia compared with improved conditions. Policies and programmes to address child stunting in Indonesia must consider water, sanitation and hygiene interventions. Operational research is needed to determine how best to converge and integrate water, sanitation and hygiene interventions into a broader multisectoral approach to reduce stunting in Indonesia [24].

Stunting is a high-risk health problem and can affect children's growth into adulthood. There are several preventive measures that can be taken to prevent stunting, including: (1) improving hygiene level [25]. Recurrent infections in children are caused by the body's immune system not working optimally. When a child's immune system is not functioning properly, the risk of developing various types of health problems, including stunting, is higher. Because stunting is a disease that is prone to attack children, it's always a good idea to ensure that your child's immunity is maintained so you can avoid infection. (2) Sanitation and access to clean water [26], [27] are one of the focuses that you can do to prevent stunting in children. Keep yourself and your environment clean so that no bacteria, fungi, germs, and viruses can contaminate your body and that of your child. You are also advised to always pay attention to the cleanliness of your body and hands. Dirty hands will increase the probability for germs to infect food that enters the body, causing malnutrition. In the long term, this prolonged problem of malnutrition can lead to stunting. To prevent stunting through sanitation, you are advised to choose body hygiene products that are effective in protecting against harmful germs. Choose hygiene products such as hand washing soap and specially designed hand sanitizers with maximum cleaning benefits, such as Lifebuoy products. Lifebuoy hand washing soap is presented with a gentle formula and a variety of fragrances that are suitable for use by all family members. Meanwhile, Lifebuoy hand sanitizer can protect your family from germs quickly without using water. Because having children who are healthy and grow well into adulthood is every parent's dream, right? Come on, prevent the risk of stunting by understanding the meaning of stunting and always pay attention to nutrition, health and cleanliness of the baby's body [28], [29], [30].



Picture 1.1. Prevent Stunting

Based on the explanation above, it is necessary to increase the knowledge, understanding and life skills of the younger generation regarding stunting prevention in the context of environmental communication to the public, especially young adults. This aims to increase public awareness of the environment and health.

This community service activity by conducting a stunting prevention campaign for students at SMKN 60 West Jakarta. The parner problem is: (1) How to increase students' knowledge about the phenomenon and the dangers of stunting? (2) How to increase student awareness to participate in preventing stunting from oneself based on the effects of environmental communication? (3) How to encourage students to live a healthy lifestyle so they can prevent stunting?

2 Implementation Method

The target of this activity is SMKN 60 West Jakarta, which is located near the Mercu Buana University campus. The number of participants is around 50 - 60 students, from grade 1 and grade 2. The method of implementing the activities is in the form of training. The material to be provided is: How to increase students' knowledge about the phenomenon and dangers of stunting? How to increase student awareness to participate in preventing stunting from oneself based on the effects of environmental communication? How to encourage students to behave healthily so they can prevent stunting?

In this community service program, socialization is carried out to SMKN 60 West Jakarta This activity aims to provide campaign Prevent Stunting, Remember WASH. This activity provides benefits for students of SMKN 60 west jakarta, which can increase student knowledge and awareness about environmental and impact of Stunting for the health.

The Community Service activities will be carried out in the form of socialization with selected topics. In order for problem solving to be in accordance with the analysis of the situation and problems of the partners above, it can be implemented and achieve the objectives, then this activity uses socialisation method. This method is chosen to convey concepts that are important to be understood and mastered by trainees. The lecture method intended is intended to trigger participatory activities. Lectures in this case are more interactive, which involves participants through the presence of feedback or comparisons with participants' opinions and experiences.

The work procedure in the community service program is divided into three stages: (1) Pre Program: Situation analysis of social phenomena, problems, and solutions outlined in

community service proposals and mapping the target audience. (2) Program Implementation: Resource person, Community service team that has competence in the field of digital communication. (3) Finalize the Program, Preparation of public service reports and accountability for budget activities

Evaluation is carried out at the final stage of the activity, through collecting data based on observations on socialisation activities. At the presentation stage, evaluation is done by concluding the participants' understanding. The socialization results are measured by the accuracy of participants in accordance with good and right ethics. The participants will be given an evaluation in the form of a special test at the end of the session in the form of materials that have been given at the beginning and after of the session.

3 Result

This community service activity was carried out at SMKN 60 Jakarta Barat, Jalan Duri Raya No.15A, RT.2/RW.7, Duri Kepa, Kec. Kb. Jeruk, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11510. This activity is about Campaign of Prevent Stunting and Remember 2M 3P for Students of SMKN 60 West Jakarta. This activity aims to make students Increase awareness students about how Impact of stunting and health. This Sozcalization is expected to inspire and bring change to the community, especially students at SMKN 60 West Jakarta so that they have awareness and knowledge about the phenomenon and the dangers of stunting, to participate in preventing stunting from oneself based on the effects of environmental communication, to live a healthy lifestyle so they can prevent stunting.

The program of community service activities was carried out on: Day / Date: Wednesday, 15 March 2023. At: 12.00-18.00 WIB. Venue: SMKN 60 Jakarta Barat. Participants are 53 students. This community service activity is carried out in class by starting to watch a stunting prevention campaign film issued by the Ministry of Health on Youtube. The video is 10 minutes long. Then, students were given material with Powerpoint and Stunting Prevention Posters.

Program begin with introduction accompanied with welcoming remark by head master or representative of Senior High School (SMKN) 60 West Jakarta, Mrs. Khairan Deslina, M. Pd, which represented by Mrs. Purwati, M. Pd. And opening speech by Dean Faculty of Communication Sciences Universitas Mercu Buana, Dr. Ahmad Mulyana, M. Si.

Keynote Speech International Joint Community Service between Universitas Mercu Buana and Universiti Sains Malaysia by Deputy Dean of Academic Career and Internasional, School of Communication Universiti Sains Malaysia. Theme: "Digital Literacy and Environmental Communication: Cultural, Technological, Educational and Literacy Perspectives to form the Awareness of maintaining a Green Environment in Adolescents" by Dr. Mohamad Saifudin Mohamad Saleh. Material provided: Concern of environmental issue, how to solve the problem with communication. Environmental Communication is a new thing in the study of communication science and is a combination of two words, namely environment and communication. This emerged in the early 1980's in the US.

First material given by Dr. Suraya, M. Si. And Novi Erlita, MA and Gammara lenggo Geni, M. Ikom with Theme: Prevent Stunting: Remember WASH. The material revolves around: How to prevent stunting with hygiene and sanitation (WASH: Water, Sanitation, Hygiene). Things that must be considered: (1) Washing hand using water and soap; Using Healthy Latrines (2M), (2) Securing and Managing Household Garbage and Waste Disposal; Management of drinking water and household food; Clean water supply (3P) and WASH [25], [31].

Provided material begin by conducting pretest to students. Pre-test done by interviewing 5 students by answering several questions related to (1) How to prevent stunting in children at an early age? (2) How can children grow and develop healthy? (3) What should parents do? (4) Mention 3 characteristics of a child affected by stunting? (5) what does WASH stands for? This becomes a picture of the situation of the target audience about what topics need to be addressed, what goals are to be achieved, what benefits are expected and in what ways should activities be carried out. Post-test conducted by distributing questionnaires that were distributed to all participants to measure the results of these activities. In the questionnaire, there are three aspects assessed by the participants in the questionnaire regarding the material submitted, the resource persons/presenters who deliver, and the training methods used. The questionnaire is an indicator of success whether the objectives of this activity are achieved according to expectations or not and what aspects must be evaluated and become learning.

Based on the results of a questionnaire conducted using the Likert scale model, that is a scale commonly used to measure perceptions, attitudes or opinions of a person or group regarding an event or social phenomenon. The results obtained from the questionnaire are as follows:

Table 1. Community Service implementation evaluation results

NO	DESCRIPTION	Strongly Agree	Agree	Disagree
1	This activity can solve problems faced by SMA/K students by utilizing the expertise of the relevant academic community	34%	66%	0
2	This seminar can take advantage of appropriate technology	36%	64%	0
3	This seminar activities are useful for the development of science and technology	36%	64%	0
4	This activity can be used as teaching materials or training modules for the enrichment of learning resources	34%	66%	0
5	This seminar activity can improve competency	30%	70%	0
6	This seminar activities can increase knowledge	36%	64%	0
7	This activity can increase creativity	34%	66%	0
8	This Seminar activity can change behavior in a positive direction	42%	58%	0
9	This seminar provides knowledge about digital media and the environment	36%	64%	0
10	Through this Seminar Activity participants can join in useful communities	30%	70%	0
11	Through this Seminar Activity participants are able to take advantage of the application so we can communicate with family, friends and relatives	32%	68%	0
12	This activity can improve the quality of the environment	36%	64%	0
13	This activity uses adequate technology/network	26%	74%	0
14	In this seminar activity, the resource presentation process is clear and meets the needs of the participants	28%	72%	0
15	The atmosphere at the seminar activity is conducive to increase the participants' knowledge	34%	66%	0
16	Collaborative activities carried out with UMB	34%	66%	0

	through Community Service activities are beneficial for SMA/K students			
17	Collaborative activities carried out with UMB through Community Service activities met the target of cooperation	26%	74%	0

This activity was useful (66%), increased knowledge (64%), could solve problems (66%), increased competence (70%) and creativity (66%), could change behavior in the right direction positive (58%), can apply it to family, friends and relatives (68%), can lead to joining useful communities (70%).

Benchmarks for the success of P2M activities at SMKN 60 West Jakarta, Banten can be seen from the behavior of students, such as: The participants were satisfied with the event. This can be seen from the results on the questionnaire that has been distributed. Students know, understand, and aware in maintaining a clean and healthy environment during the Covid-19 pandemic. Students know about how to prevent Stunting with hygiene and sanitation [32], [33], [34].

Overall P2M activities on For Youth held at SMKN 60 West Jakarta went smoothly. This event took place as written in the event rundown. The students who participated in this activity were very enthusiastic, this can be seen from the critical questions raised by the participants to the presenters.

The results of community service activities can be broadly discussed in several aspects: the target participants, the objectives of community service activities, training materials and participant satisfaction. In terms of target participants, the number of targeted participants is 60 students, who are expected to be agents of change who can tell other friends about the material they get. This target was achieved and actually exceeded the target number. The number of participants who came in total of 53 students.

From the participants' enthusiasm when attending the event, it was seen that the students looked cheerful and happy and even took part in giving the material and were enthusiastic about answering every quiz question and games given. What's more they were enthusiastic watching the video played by the speaker. In terms of material, the material presented is indeed very relevant to the needs of students. Each question raised can also be answered in detail and thoroughly by the speaker. Thus, all questions raised can be answered in accordance with the needs of the participants.

Lastly, the satisfaction of the participants in the devotion activities can be said to be very good. This can be seen from the response which says that the material delivered is in accordance with what is needed by the students, besides that he also follows the activity from beginning to end. In addition, in terms of participants, it was seen from their cooperative attitude and feedback that was relevant to what was delivered by the speaker.

5 Conclusion

Participants senior high school students to have the awareness and ability to how to prevent Stunting with hygiene and sanitation. Senior High students need motivation and maintaining regarding to have about how to prevent Stunting with hygiene and sanitation. Participants concern for cleanliness keep from contracting the environmental. Similar community service activities should be maintained and expanded, so that more and more students have a competency needed about how to prevent Stunting with hygiene and sanitation in the next activities.

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