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Implementation of Perilaku Hidup Bersih dan Sehat (PHBS) from an early age

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ABSTRACT

Perilaku Hidup Bersih dan Sehat (PHBS), or Clean and Healthy Living Behavior, is a form of individual response to the environment to minimize the emergence of various diseases caused by behavior from everyday life. To increase this awareness, it needs to be done early so that it becomes a good habit for the community. This community service was carried out by students of the Indonesian Education University with the theme "Si Penting" (Mahasiswa Peduli Stunting) with the implementation of PHBS as an effort to contribute to increasing awareness of clean and healthy living behavior in the community in an effort to prevent and eradicate stunting. The community service was carried out in Ciherang Village, Karangtengah District, Cianjur Regency. Class V students of SDN 1 Karangtengah and PAUD Dahlia, Ciherang Village, were the targets of this activity. The socialization of increasing PHBS awareness was filled with material and also questions and answers. This activity had a positive impact, as marked by the students and early childhood educators involved, who were able to answer every question and implement it in their daily lives. PHBS is something that must be understood early on because it can reduce the risk of various diseases in the future.

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ABSTRAK

Perilaku Hidup Bersih dan Sehat (PHBS) adalah bentuk respons individu terhadap lingkungan untuk meminimalisir munculnya berbagai penyakit yang dilakukan akibat perilaku dari kehidupan sehari-hari. Untuk meningkatkan kesadaran tersebut, perlu dilakukan sejak dini sehingga menjadi kebiasaan baik bagi masyarakat. Pengabdian ini dilakukan oleh mahasiswa Universitas Pendidikan Indonesia dengan tema "Si Penting" (Mahasiswa Peduli Stunting) dengan penerapan PHBS sebagai upaya kontribusi meningkatkan kesadaran perilaku hidup bersih dan sehat di masyarakat dalam upaya mencegah dan memberantas stunting. Pengabdian dilaksanakan di Desa Ciherang, Kecamatan Karangtengah, Kabupaten Cianjur. Peserta didik kelas V SDN 1 Karangtengah dan PAUD Dahlia Desa Ciherang menjadi sasaran pada kegiatan ini. Sosialisasi peningkatan kesadaran PHBS diisi dengan pemaparan dan juga tanya jawab. Kegiatan ini memberikan dampak positif ditandai dengan para peserta didik dan anak usia dini yang terlibat pada kegiatan dapat menjawab setiap pertanyaan dan mengimplementasikannya dalam kehidupan sehari-hari. PHBS menjadi hal yang harus dipahami sejak dini karena dapat menurunkan risiko munculnya berbagai penyakit di masa yang akan datang.

Kata Kunci: kesehatan; pengabdian kepada masyarakat; PHBS; sosialisasi

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INTRODUCTION

Clean and healthy living emphasizes personal and environmental hygiene. Besides these aspects, eating a nutritious diet and exercising regularly are also part of clean and healthy living. This improves quality of life and prevents disease. Perilaku Hidup Bersih dan Sehat (PHBS) refers to efforts as a form of individual response to the environment to minimize the emergence of various diseases carried out in daily life. (Hidayah et al., 2020). PHBS is performed with full awareness to promote independence in maintaining health and hygiene in one's surroundings. (Kirana et al., 2022). Implementing PHBS begins with maintaining personal health and hygiene. This can be achieved by drinking plenty of water, exercising regularly, eating a healthy diet, and avoiding smoking. Maintaining personal hygiene involves taking regular showers, brushing your teeth, cleaning your mouth, washing your hands with soap under running water, cleaning your nose, and cleaning your entire body. PHBS should be a conscious practice for everyone. This awareness is essential for self-care, maintaining one's health and hygiene, as well as protecting the environment.

The government is raising public awareness of personal hygiene and environmental cleanliness by implementing the PHBS program. This is necessary to build awareness from an early age. Children are particularly susceptible to diseases caused by poor hygiene and unclean environments. Following the onset of the pandemic, the importance of early childhood health and hygiene has become the focus of several studies. (Jalongo, 2021). PHBS is often neglected and can threaten health, especially in children. A dirty and unkempt environment is one factor that contributes to the emergence of diseases that impact health. The community needs to be informed about the benefits and risks of not implementing PHBS (Nasution, 2020).

The Ministry of Health is taking various steps to achieve this. One of these steps is the issuance of Peraturan Menteri Kesehatan Republik Indonesia Nomor 2269/Menkes/Per/XI/2011 tentang Pedoman Pembinaan Perilaku Hidup Bersih dan Sehat, which serves as a reference for improving clean and healthy living behaviors (see: <https://peraturan.go.id/id/permenkes-no-2269-menkes-per-xi-2011-tahun-2011>). These PHBS guidelines can be used as a reference for protecting and maintaining public health. They cover PHBS management patterns from the assessment and planning stages to implementation, monitoring, and evaluation in the community. It is important to instill PHBS from an early age to increase the percentage of public health.

The implementation of PHBS in schools involves behaviors practiced by students, teachers, and the school community as a result of learning (Hendrawati et al., 2020). Health issues among children often arise from a lack of awareness about simple healthy living behaviors. For example, insufficient attention to hand washing, proper toothbrushing techniques, and nail hygiene can lead to health problems (Rahman et al., 2021; Wardani et al., 2024). Early socialization through various methods and media is crucial for increasing awareness among children and the general public about PHBS (Fadila & Kusmana, 2024; Suhendy et al., 2023).

One of the efforts made by schools is the inclusion of PHBS concepts in the curriculum. Students understand the concepts of PHBS, particularly those regarding handwashing and sanitary toilet use, because teachers directly teach them in the classroom (Nurhidayah et al., 2021). Although improper behavior and a lack of discipline regarding PHBS still occur among students, schools can play a role in addressing this issue by improving students' knowledge of PHBS through education, motivation, and by providing role models for PHBS implementation within the school environment. A lack of awareness of PHBS among students can lead to health issues at school that pose a risk to children (Najikhah et al., 2023).

Universitas Pendidikan Indonesia, as one of the universities offering Kuliah Kerja Nyata (KKN), is taking an active role in raising public awareness about healthy living practices. The main theme is stunting, represented by the acronym "Si Penting," which stands for "mahasiswa peduli stunting". Through this theme, students can contribute to efforts to raise public awareness of PHBS, especially among children. Students can disseminate information about PHBS directly to students in schools in regions targeted for KKN implementation. Additionally, students can have a positive impact by employing diverse methods of dissemination, such as games, videos, stories, and visual aids, during their community service activities. These methods can help students better understand and recognize the urgency of implementing PHBS in their daily lives. (Basri et al., 2023; Nabilah et al., 2023; Shabrina et al., 2022).

Ciherang Village in the Karangtengah subdistrict of Cianjur Regency is one of the areas targeted by the KKN with the theme "Si Penting". The KKN team planned the socialization of PHBS primarily for students and young children, due to the link between stunting and PHBS. This service activity is conducted by students from Universitas Pendidikan Indonesia as part of an effort to raise awareness about clean and healthy living behaviors in the community, aiming to prevent and eradicate stunting. The socialization activities aim to enhance awareness of PHBS among students and young children, thereby fostering good habits within the community in the future.

Literature Review

PHBS is a national program with 10 indicators applicable to all regions in Indonesia, without any regional differences (see: <https://promkes.kemkes.go.id/agenda/phbs>). The ten indicators that must be implemented in daily life by all households are: 1) childbirth assistance by healthcare professionals, 2) exclusive breastfeeding for infants, 3) monthly infant weigh-ins, 4) access to clean water, 5) access to sanitary toilets, 6) mosquito larvae eradication, 7) washing hands with clean water and soap, 8) not smoking indoors, 9) daily physical activity, and 10) eating fruits and vegetables. These indicators serve as benchmarks for a clean and healthy lifestyle for oneself and the environment.

The implementation of PHBS is one of the causes of disease transmission if not carried out correctly (Bupu et al., 2021). It also depends on an individual's academic training regarding PHBS, as well as the role of educational institutions in organizing healthy activities to promote healthier lifestyle practices (García-Pérez et al., 2023; Hanawi et al., 2020). PHBS is an effective program that helps communities maintain their health and reduce the risk of disease.

METHODS

This community service program takes a direct approach to engaging with the community through socialization activities. It is implemented in Ciherang Village, in the Karangtengah subdistrict of Cianjur Regency. Fifth-grade students from SDN 1 Karangtengah and the PAUD Dahlia in Ciherang Village were the target participants for this activity. The awareness-raising campaign on healthy living practices included presentations and question-and-answer sessions as part of efforts to enhance community awareness of clean and healthy living behaviors, particularly to prevent stunting.

RESULT AND DISCUSSION

As part of an initiative to raise awareness about stunting among students, the socialization of PHBS was carried out by students participating in the Community Service Program (KKN) at the University of Education Indonesia. The University of Education Indonesia introduced the theme "Students Care About

Stunting (Si Penting)" in collaboration with the National Population and Family Planning Board (BKKBN). PHBS implementation is correlated with stunting prevention, including eating healthy food, measuring weight and height, maintaining sanitation, and other indicators (Imamah et al., 2024). Therefore, in order to prevent and eradicate stunting, it is necessary to implement the PHBS program in the community, starting from an early age. (Rozi et al., 2021; Tabi'in, 2020).

The implementation of Perilaku Hidup Bersih dan Sehat (PHBS) for young children took place at Sekolah Dasar Negeri 1 Karangtengah, Pendidikan Usia Dini Dahlia, and several health posts in Ciherang Village, Karangtengah Subdistrict, Cianjur Regency, West Java. The implementation was carried out through socialization and direct outreach to the community by students participating in the KKN of the Universitas Pendidikan Indonesia. Socializing and promoting PHBS is essential to raise community awareness of healthy living habits, particularly among children in schools, as they are an ideal setting to implement such practices. (Pulimeno et al., 2020; Solhi et al., 2022).



Figure 1. Socialization of PHBS at School
Source: Community Service Documentation 2023

Figure 1 shows the socialization conducted by students participating in the KKN of Universitas Pendidikan Indonesia, which began with a discussion on the importance of PHBS. The students presented materials covering topics related to health maintenance, including proper handwashing techniques, body growth monitoring, and meal plans aligned with the "ISI Piringku" guidelines issued by the Ministry of Health of the Republic of Indonesia (Aliya et al., 2023; Qottrunnada et al., 2023; Turnip et al., 2024). The presentation was delivered to elementary school students. PHBS education is crucial for preventing stunting, which has a significant impact on children's adult lives (Deshpande & Ramachandran, 2022). Daily habits, including those of the family and the environment, play a significant role in shaping children's lifestyles from an early age (Lioret et al., 2020). Therefore, PHBS needs to be introduced and cultivated from an early age.

Socialization and provision of materials on PHBS were given to fifth-grade students at SDN Karangtengah 1. Storytelling techniques and interactive media were used to deliver the material and attract the students' attention during the PHBS socialization. (Rachman & Qodriyyah, 2024). Presentations often incorporate cartoon and animation elements, utilizing media such as PowerPoint, Quizizz, and eye-catching images, to make them more relatable to children's lives (Adianto et al., 2023; Putra & Buana, 2024; Rosyiddin et

al., 2023). Students participating in the KKN provided animated videos about PHBS. Distributing these animated films is expected to encourage students to actively participate in maintaining personal hygiene and environmental cleanliness, while also fostering healthy habits.

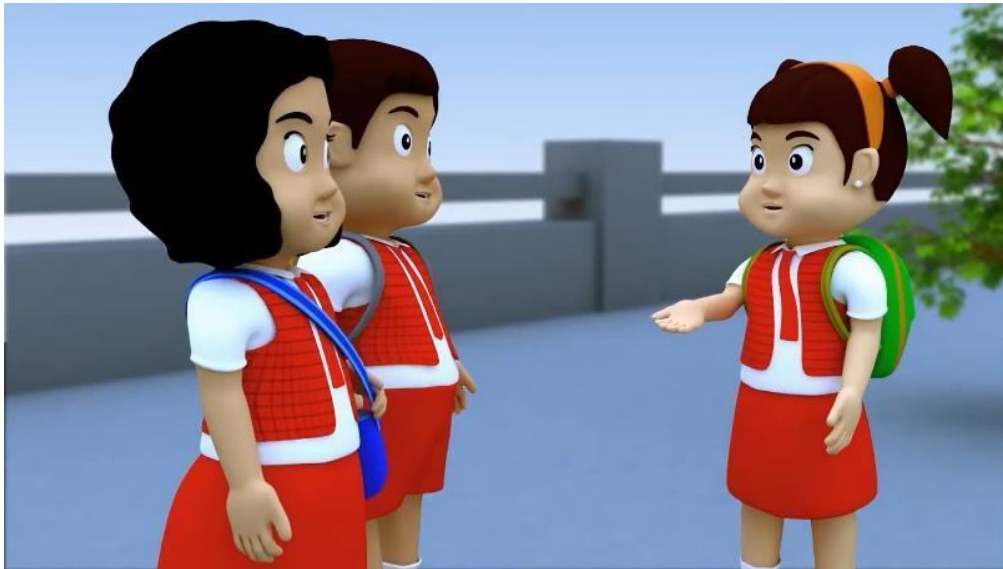


Figure 2. Animated Video Screening
Source: Community Service Documentation 2023

Using animated videos to present material to students is considered an effective teaching method because they attract attention and improve understanding (Haq & Irawati, 2022). PHBS material presented through animated videos is more interesting and easier for students to understand, making it more effective during socialization activities. After the presentation, a question-and-answer session was conducted through games. Students participating in the socialization activity demonstrated the concepts presented in the material. Using gamification for evaluation also increases students' interest in listening to the material until the end (Haryanti et al., 2023; Raharjo et al., 2024). In this socialization activity, students from Universitas Pendidikan Indonesia's KKN program combined animated videos and gamification to deliver material related to PHBS.



Figure 3. Question-and-answer Session about the presented PHBS Material
Source: Community Service Documentation 2023

The delivery of materials and screening of videos related to clean and healthy living behaviors was very effective. This is evident in the question-and-answer session, where the children fluently answered and demonstrated their understanding of the material. Thus, disseminating information related to PHBS can be considered successful and applicable to daily life. Most students understood several PHBS indicators, such as washing hands with soap under running water, eating healthy food, and using clean toilets. Sekolah Dasar Negeri 1 Karangtengah has water taps for handwashing and closed trash bins, which makes it easier to implement PHBS in the school.

KKN students from Universitas Pendidikan Indonesia carried out the same activity for PAUD Dahlia. The socialization was conducted with the children and parents of the PAUD Dahlia. Young children need to participate in socialization to prevent stunting and improve nutrition, thereby reducing the impact of stunting (Nurjanah et al., 2023; Sukmawati et al., 2023). Parents also need to be involved in implementing PHBS in their children's environment, as they play a crucial role in guiding their children (Sari et al., 2021). Socialization regarding PHBS is important for young children because it helps minimize the emergence of diseases caused by certain daily behaviors. This phase marks the beginning of character formation and is the ideal time to stimulate development. Character formation, habits, and experiences greatly influence development during this stage of childhood. PHBS must be instilled from an early age because children at this stage are shaped by the guidance of their surroundings, including parents, family, and peers.

Health education in educational institutions is necessary because they are not only centers for providing academic services, but also places for imparting life values, including personal and health behaviors. Implementing PHBS is the responsibility of everyone, including schools. Outreach activities conducted by students in the Community Service Program (KKN) at the University of Education Indonesia have positively impacted the participating students and young children, as evidenced by their ability to answer questions and apply knowledge to their daily lives. PHBS must be understood from an early age because it reduces the risk of disease in the future.

CONCLUSION

Perilaku Hidup Bersih dan Sehat (PHBS) is an individual's response to the environment to minimize the emergence of diseases caused by daily behaviors. Community service activities carried out by students in the KKN program at the Universitas of Pendidikan Indonesia emphasize efforts to raise awareness about PHBS implementation. The program's theme is "Si Penting," and it is in collaboration with BKKBN. Through socialization efforts at SDN 1 Karangtengah and PAUD Dahlia in Ciherang Village, Karangtengah Subdistrict, Cianjur Regency, participants were able to understand the presented PHBS material well. This activity enhances students' understanding of how to apply PHBS in daily life to reduce the risk of disease.

AUTHOR'S NOTE

Penulis menyatakan bahwa tidak ada konflik kepentingan terkait publikasi artikel ini. Penulis menegaskan bahwa data dan isi artikel bebas dari plagiarisme.

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