

Public Speaking Training for Posyandu Cadres as Provisions for Health Promotion Efforts in Lubuk Siam Village

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ABSTRACT

Posyandu cadres are one of the front-line health workers who work at posyandu. The ability of cadres to provide effective health promotion will have a more positive impact on society. Health promotion activities by cadres sometimes experience several obstacles, including differences in knowledge and community culture. The government has specifically provided training for posyandu cadres and published a curriculum and training modules as a reference for training cadres. Skills taught include knowledge of effective communication and negotiation. However, in practice in the field, cadres still experience obstacles in implementing health promotion due to their lack of knowledge regarding effective communication. This was the statement made by cadres in Lubuk Siam Village. The most frequently encountered problems are difficulties in dealing with residents who do not want to implement government programs and the sultan's difficulty in negotiating with the community. Public Speaking Training is one solution in providing the ability to communicate with other people with the aim of providing information, persuading, inviting many people to change their views, opinions and behavior for the better. The training is carried out by providing material on basic public speaking techniques, public speaking skills, event hosting/mc techniques and also public speaking practice. Activities are carried out 1 day on 30 May 2024 with 20 posyandu cadres participating. The activities are carried out by lecturers assisted by students.

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INTRODUCTION

Health promotion is an effort to increase community capacity through learning from, by, for and with the community, so that people can help themselves, as well as developing activities that are community resourced, appropriate to local social culture and supported by health-oriented public policies[1]. ealth promotion includes health education and community empowerment[2]

Posyandu is a government policy with community-based targets. More health promotion activities are carried out at posyandu, such as examinations of the elderly, examinations of babies and toddlers, pregnancy examinations of mothers in rural areas and health promotion to increase mothers' awareness of healthy pregnancies and safe births. Health promotion activities carried out by cadres can increase public knowledge about health. Posyandu cadres are one of the front line health workers who work at posyandu. The ability to provide effective health promotion by posyandu cadres will have a more positive impact on the elderly, mothers

of babies and toddlers as well as pregnant women so that they are more confident and willing to follow the advice given [3]

Health promotion activities carried out by posyandu cadres sometimes experience several obstacles in their implementation. This can be caused by differences in people's knowledge and culture. In 2012, the Indonesian Ministry specifically provided training for posyandu cadres and published a curriculum and training module as a reference for training cadres. Skills taught include knowledge of effective communication and negotiation. However, in practice in the field, cadres still experience obstacles in implementing health promotion due to their lack of knowledge regarding effective communication and negotiation and due to the diversity of community members they meet. The most frequently encountered problems are difficulties in dealing with citizens who do not want to implement government programs and the sultan's authority in negotiating with the community[4]

Public speaking is the ability to communicate with other people with the aim of providing information, persuading, inviting many people to change their views, opinions and behavior for the better. Based on the results of research by Wibawa (2012), most people are afraid to speak in public rather than being at a height. Therefore, public speaking skills need to be possessed so that cadres can get used to speaking in public.

Based on an initial survey conducted on November 23 2023 in Lubuk Siam Village, it was discovered that the performance of cadres in Lubuk Siam Village in implementing health promotion was in the poor category. This is in line with the phenomenon in Indonesia, such as the results of research conducted by Yuniarti, et al (2012) which found that the performance of health promotion practices in DKK Pati was in the category of deficient[5].

METHOD

The community service activities carried out are divided into 3 stages, namely as follows:

1. Stage of Preparation:

Coordination with posyandu cadres. Coordination is carried out no later than 2 weeks after the service activity proposal is received. Coordination is carried out by distributing invitations, preparing locations and providing the equipment needed to support activities. Preparation of training materials prepared by the activity implementation team. Preparations are carried out no later than 2 weeks after the coordination is carried out

2. Implementation Level :

Implementation of training. The training was attended by all posyandu cadres in Lubuk Siam Village. Training duration 1 day

3. Evaluation Stage :

Evaluations are carried out before, during implementation and after implementation to see the obstacles and the extent to which activities are effective for posyandu cadres in Lubuk Siam Village

RESULTS

The results of this community service can be described as follows:

1. Stage of Preparation

In the initial stage, the team made an agreement with the village to carry out service activities. The result of the agreement was that the service schedule would be carried out on Thursday 30 May 2024 with the target group of cadres in Lubuk Siam Village. Before the activity, the team prepares all service needs including banners, ordering snacks, community service equipment such as infocus, community service materials, door prizes, division of tasks within community service, arrangement of community service events and so on. The following is documentation for the preparation stage.



Figure 1. Making Banners



Figure 2. Room Preparation



Figure 3. Participant Registration

2. Implementation Level

The activities were carried out on a predetermined schedule, which can be described as follows: the team arrived at the Lubuk Siam Village office then faced the village representatives, after that the team went straight to the hall according to the agreement. The next stage was providing public speaking training to cadres totaling 20 people, after that continued with future practice to find out the depth of the cadres' knowledge after being given the training, whoever was brave enough to appear got a door prize, before closing a group photo

was taken. The activities are carried out by lecturers assisted by students. The following is documentation at the implementation stage



Figure 4. Opening of Activities by Village Officials



Figure 5: Delivery of Material



Figure 6. Ice Breaking



Figure 7. Praktik



Figure 8. Give Doorprize



Gambar 9. Foto Bersama

3. Evaluation Stage:

There were no significant obstacles during the preparation and implementation stages of activities. Activities run smoothly. Cadres began to be brave when they appeared in front to practice public speaking. They were happy with the training provided and said they would try it when there was a posyandu schedule.

CONCLUSION

Implementation of community service according to the agreement was carried out on Thursday 30 May 2024 with a target group of 20 cadres in Lubuk Siam Village. . Before the activity, the team prepares all service needs including banners, ordering snacks, community service equipment such as infocus, community service materials, door prizes, division of tasks within community service, arrangement of community service events and so on. Activities are carried out on a predetermined schedule, after the material is continued with future practice to find out the depth of cadres' knowledge after being given training, whoever dares to appear gets a door prize, before closing a group photo is taken. . Activities run smoothly. Cadres began to be brave when they appeared in front to practice public speaking. They were happy with the training provided and said they would try it when there was a posyandu schedule.

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