



Implementation of Health Promotion Program in General Hospital of Labuang Baji Makassar, 2015

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Abstract

Implementation of health promotion program in hospitals need to be supported hospital policy, so that the program can run well. The aim of the study was to analyze the implementation of health promotion in general hospitals of Labuang Baji, Makassar. The research was a qualitative research with case study. Informers of the study were 5 health promotion staffs of the hospital and three patients. Data were collected through in-depth interview and were analyzed with content analysis. The results of the research indicated that the implementation of health promotion in Labuang Baji general hospital was good because of support from hospital management. Funds were budgeted for the implementation of PKRS, supporting types of human resources and infrastructure compliant from the minister of health of the Republic of Indonesia. Inhibiting factors for PKRS activity was the limited resources owned by Labuang Baji hospital, so that the implementation of the program was not optimum, facilities supporting the health promotion program were also insufficient. PKRS activity supporting factors were the executive power of the health promotion and infrastructure extension which were placed in the waiting room.

Keywords: Inhibiting factors; supporting factor; health promotion hospital.

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1. Introduction

Health education in the hospital plays an important role in determining the success of health care. Implementation of health promotion hospitals (PKRS) has not done all hospitals in Indonesia. Implementation of health promotion activities should be supported by hospital policy, so that infrastructure can be equipped, and officers were given training to improve their competencies. Health development as an integral part of international development, aims to increase awareness, willingness and ability to live a healthy life for everyone in order to realize optimal health status. One of the institutions that play a role in achieving these objectives is hospital [1].

Health promotion according to the Decree of the Minister of Health No. 1114 / Menkes / SK / VIII / 2005 on Guidelines for Health Promotion in the Region. Health Promotion Hospital (PKRS) is an effort to improve the ability of hospital patients, clients, and community groups, so that patients can self-accelerate healing and rehabilitation, and self-sufficient in improving health, preventing health problems, develop resourced public health efforts , through learning from, by, for, and with them, their social and cultural fit, and sound public policy supported health [2]. General Hospital of Labuang Baji Makassar is a service-oriented common diseases. PKRS already implemented in hospitals Labuang Baji since 1998, so the program has been running well and supporting infrastructure also suffice. In doing health promotion program it is necessary to support the leadership policy, funding, human resources, facilities and infrastructure needed in health promotion. Promotional activities should be supported by policy leaders so that the program can run. Funds provided must also be sufficient, so that the work program can be implemented. Qualified human resources will support the quality and productivity of the implementation of health programs. Research in RSU Dr. Saiful Anwar Malang stated that it was the fulfillment of standards in accordance with the MOH on input indicators and process [3]. While on output and impact are still unmet. Research in the department of H. Adam Malik stated that the manifestation of the commitment of management regarding PKRS applied in the work plan, human resources who have not received specific training on the implementation of PKRS, there has been no transparency regarding the budget among other installations, facilities and infrastructure already complete, documentation health promotion and evaluation has been done [4]. This study aimed to analyze the implementation of health promotion in the hospitals of Labuang Baji, Makassar.

2. Materials and Methods

This study is a qualitative study using a case study approach. This study was carried out in hospitals of Labuang Baji, Makassar for 16 days (15 - March 30, 2015). Informants in this study were health professionals and patients involved in PKRS in hospitals Labuang Baji, Makassar. Data were collected through interviews, observation and study documents. Analysis of the data used is content analysis.

3. Results and Discussion

3.1 The Implementation of PKRS

Implementation of health promotion hospitals has gone well, the hospital's management strongly supports the

implementation of health promotion, supported by adequate human resources. According the following statement:

"The implementation of health promotion efforts in hospitals has been going well, as supported by the commitment of the management and human resources adequate health promotion. The management of health promotion form a committee that will conduct health promotion programs at this hospital "

(HT, 49 years)

"The implementation of health promotion in hospitals is already well underway. This is due to the promotion of health has long been implemented so has no experience in the implementation of the program. Its implementation under the auspices of PKRS team formed by the hospital ... "

(NL, 31 years)

Implementation of health promotion in hospitals Labuang Baji in accordance with the standards of the Ministry of Health that new patients will come to register at the registration window then wait in poly according to the type of illness. While waiting examined, the patient can see -see poster about healthy behavior that is installed in the lounge or watch TV. After obtaining the patient's care is directed to the counseling room to increase patients' knowledge about health.

In the implementation of health promotion efforts this hospital alone held the entire installation in hospitals Labuang Baji Makassar, where implementation is done directly by the installation related to the manner in coordination with the Installation PKMRS in charge of the implementation of all health promotion efforts undertaken hospitals. Efforts have also been implemented based on the evaluation of the work plan that had been developed previously, evaluation visits of the work is already in line with the work plan established. For improvement of hospital health promotion efforts have already started running but not all aspects could be improved, there are several obstacles that become obstacles for the successful implementation of health promotion hospitals

The results are consistent with research at the Hospital Saint Carolus Jakarta concluded that the hospital management strongly supports the health promotion program. This is evidenced by the formation of the committee PKRS for hospital level amounted to 15 people. and quite adequate, with minimal education S1 in the Health Sector and has followed *lokalatif* about PKRS [5]. Research at Adam Malik Hospital, said hospital has been carrying out health promotion hospitals standardized WHO [4].

3.2 The availability of funds, human resources, facilities and infrastructure

Readiness funds in the program of work is very important. Because each work program requires funding not less. The hospital provides a special allocation for the implementation of health promotion hospital, but funds are still lacking. Such as the following statement:

"Funds allocated for the implementation of health promotion programs are lacking so that interventions are also limited"

(MY, 44 years)

"The hospital includes a work program that is compliant implementation of health promotion hospitals"

(SY, 39 years)

Labuang Baji Hospital has budgeted funds for the implementation of health promotion hospitals. Funds in accordance with the budget request of the health promotion unit time of hospital planning work program. Budget funds are not given directly to the Installation PKMRS. To get budgets hospital health promotion efforts, the installation must submit a proposal of PKMRS the budget planning for the hospital directors to be processed, and if approved, the new budget lowered to the installation PKMRS as the responsible hospital health promotion efforts.

Funding issues associated with hospital policy to allocate the data for the implementation of health promotion. From the results obtained that the funds available for the implementation of health promotion in hospitals is still small. This is due to the unit is still new so that the funds provided are still little. This leads to limited funds work program that can be implemented too little. To anticipate this funding should be based on the urgency of the work program so that the funds provided better targeted.

The implementation budget for health promotion efforts hospitals assessed own budget sufficient funds, budget funds are fully managed by Installation PKMRS, the budget is used for all forms of the type of activities and operational implementation of activities ranging from stationery, posters and leaflets, as well as the consumption of utilities Other efforts to support the implementation of health promotion hospital itself. While other work units, as the executor does not use a special budget-related health promotion efforts, because the unit is only carrying out extension work is felt not need a budget, because materials and other supplies have been provided by the Installation PKMRS.

The results are consistent with research on General Hospital Jakarta in Tarakan areas that are not allocated special funds for PKRS, so the current implementation in Tarakan Hospital PKRS far from the expected. Monitoring that have not been done on the implementation PKRS in Tarakan Hospital, has never been followed up either by the hospital management. Ministry of Health and the Provincial Health Office in Jakarta. So it can be analyzed that the performance PKRS Tarakan Hospital is still very low [6]. Based on the results of in-depth interviews showed that the availability of human resources in the implementation of health promotion efforts of hospitals available but is still lacking.

"The resources are still limited and not all programs do hospital work program includes a standards-compliant implementation of health promotion hospitals"

(MT, 42 years)

Hospital resources in the health promotion hospitals, in terms of the type of knowledge is sufficient, but still less in number so that the management need to add personnel. According to the Ministry of Health, health promotion officer standard hospital is a public health scholar and three health diploma talents and interests associated with the promotion of health.

HR planning for the implementation of promotional efforts in hospital Labuang Baji arranged in the structure of tasks and job descriptions were written, especially for the person in charge of the implementation of promotional efforts that PKMRS installation. However, the determination of officials in their execution in other work units as part of hospitalization and pharmacy did not have a specific job for a resource description for implementation at each installation.

Various human resource development efforts of organizations such as hospitals that can be taken is the provision of training to these employees, provide an opportunity to continue their education to a higher level and engage in health promotion workshop. These findings are consistent with studies that concluded that health promotion personnel hospital Saint Carolus sufficient of 15 people with minimal education S1 in the Health Sector and has followed *lokalatif* about PKRS [5]. Existing facilities at the hospital already support the implementation of health promotion, but the numbers are still lacking. This is evident from the results of in-depth interviews following:

"Tool - a tool to perform limited health promotion and the instruments used to carry out health promotion is still limited"

(NL, 31 years)

"The hospital includes a work program that is compliant implementation of health promotion hospitals"

(SY, 39 years)

Health promotion facilities are very important in the implementation of health promotion programs. Health promotion facilities owned by hospitals Labuang Baji is TV, LCD, projector screens, laptops and posters of good hygiene practices and healthy, pamphlets and a short film about health promotion. To improve the understanding of the audience it needs some audio-visual media such as LCD, video that can change knowledge and perceptions about the health of the patient. Media used officers to share information with patients and families in the form of leaflets, brochures and pamphlets / posters. These findings are consistent with studies that the picture of health promotion must be displayed at strategic places in the hospital. It can be carried by the patient and his family so as to increase their knowledge about the behavior of healthy living [7].

3.3 Factors inhibiting activity of PKRS

Factors that hinder of the implementation of health promotion hospitals is the number of health promotion workers are still lacking, and not all existing power ever training, because usually sent only that that's it (the same person), as well as the flurry of patients queuing for services they rarely lead to health counseling room.

This is evident from the results of in-depth interviews following:

"Still lack the resources of the hospital so that not all programs can be run"

(HT, 49 years)

"Not all patients are willing to participate counseling because of their busy queue to get care / treatment"

(NL, 31 years)

"Health workers who join the training of health promotion hospitals-that's only just that we have not been included in the training of health promotion"

(SY, 39 years)

In the absence of adequate number of health promotion personnel, then the implementation of health promotion hospitals in the hospital will not be well implemented. Although health promotion personnel in hospitals Labuang Baji already exists but still less, as the result the implementation of health promotion hospitals not optimal. Besides, it is necessary that health promotion workers have the skills and ability to carry out counseling on patients and their families.

Health promotion personnel need to be enhanced, either through training, continuing education, or workshop. But on the ground it was found that not all health promotion officers had attended the training. The hospital just send the same people to training promotion. This suggests there are officers who have had several training but there are also officers who had never attended training related to health promotion hospitals.

The results are consistent with studies that the factors inhibiting the implementation of health promotion in hospitals Tajuddin hospital Chalid Makassar is a resource that is owned hospitals are limited so that the implementation of the program is still not optimal, health promotion program supporting facilities also still limited [8]. Research by Sari states the factors that hinder the implementation of PKRS is the lack of human resources, and existing officers, not all training of health promotion so that competence is still lacking [9]. PKRS limiting factor in terms of the patient is the busyness of patients queuing to get health services they rarely lead to a counseling room. After check the patient wants to go home. To capture a group like this, the media health promotion should be placed in the waiting room, so that they can read, watch while waiting in line.

Availability of necessary facilities and infrastructure so need attention from the hospital management as decision-makers, so expect these shortcomings can be overcome so as not to interfere with the quality and service quality in hospitals. Darmanelly found an organization can provide quality health services if there is financial support, facilities / infrastructure and energy proportional in it. It is also in accordance with the results of the study by Gustin that the limited facilities and infrastructure of health promotion in hospitals would affect the performance of the officer. Salim in his research, adding that means the complete work will improve their performance.

Completeness of facilities and infrastructure available is sufficient, but if terms of the number of very inadequate it is seen from the number of television sets that are only available of two in the lounge information only, should the television already provided in every waiting room in hospitals Labuang Makassar wedge in order to convey health messages continuously and directly to visitors to the hospital through a short film containing health messages.

3.4 Factors supporting PKRS activities

Factors supporting the implementation of health promotion in hospitals is the advanced facilities such as a TV in the lounge, pamphlets and LCD for presentations.

"Hospital health promotion programs can be accomplished because the support infrastructure such counseling TV, LCD, and pamphlets.

(HT, 49 years)

"The hospital has put pamlet facilities and a TV in the waiting room so that patients do not need to space counseling to know various things to increase efforts to conduct a clean and healthy life"

(MY, 44 years)

Types of health promotion officer is in conformity with the standards of the Ministry of Health that undergraduate majors public health and health promotion diploma three related to health promotion. Hospital personnel health promotion in hospitals Labuang Baji graduated from the faculty of public health, department of health promotion so that it fits with the position. Human resources responsible for the implementation of health promotion efforts of existing hospital is now able to perform the duties and responsibilities that have been given the Means extension also already exists in the form of posters installed in the patient waiting room and in the counseling room. All health workers in hospitals should have knowledge and skills in providing information or counseling. Health promotion personnel in hospitals already exist and are trained by the Centre for Health Promotion, South Sulawesi Province, although still in its early stages the basics on how to do health promotion in hospitals properly. It aims to produce personnel who will be able to do counseling, mentoring, advocacy, community development and community empowerment atmosphere in the hospital. To that end, efforts to improve community health status are achieved. Health promotion personnel resources and time is vital in a hospital health promotion program.

Study by Guo et al. mention that all the senior leaders of the hospital said shortage of staff training will result in the implementation of health promotion programs in hospitals and reinforced by Johnson and Baum research which states that the promotion of health human resources, financial, and physical facilities is a key foundation of the health promotion program [10]. According to the Ministry of Health (2011) health promotion was developed to help patients and their families to be able to deal with his health, it is the shared responsibility of continuous between doctors and patients or healthcare workers with patient and their family [2].

4. Conclusions and Suggestions

The study concluded that the implementation of health promotion programs in hospitals of Labuang Baji is good because the support of the hospital management. Funds have been budgeted for the implementation PKRS but still lacking, type health promotion resources and adequate infrastructure in accordance to the standard of Ministry of Health Affairs. Inhibiting factors that cause PKRS activities has not been successful because of the resources of hospitals Labuang Baji is limited so that the implementation of the program is still not optimal, facilities that support health promotion programs is also incomplete. The factors that support the PKRS activities in Labuang Baji hospitals is the executive power of health promotion and education facilities and infrastructure that are placed in the patient waiting area.

This study suggests the need for the hospital to provide funds to increase efforts to implement of PKRS in Makassar Baji Labuang hospitals, hospital management in order to receive HR personnel tailored to the needs of health promotion and the need for training in health promotion officer.

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