

ABSTRACT

Islamiyah, Hanidhar Maurin. 2023 *Implementation of Non-Communicable Diseases Health Promotion Program at Sisir Health Center, Batu City, Thesis, Poltekkes Kemenkes Malang Prodi Sarjana Terapan Promosi Kesehatan.. Advisor I : Wandu S.Kep, Ns, M.Pd, Advisor II : Dr. Ganif Djuwadi, SST, S.Pd, M.Kes*

Non-communicable diseases are medical conditions that cannot be transmitted from one person to another. Health promotion strategies with community empowerment require high participation from the target so that it has a significant impact on behavior change. The government's effort in dealing with public health problems in non-communicable diseases is through a health promotion program. Objective: to find out the implementation of the non-communicable disease health promotion program at the Sisir Health Center, Batu City. Design This research is a qualitative descriptive research. The design used to conduct research is phenomenology. Data collection techniques using interviews, observation, and documentation. The results of the research data: In the assessment there is a schedule that is used as a benchmark for activities called the matrix. Health promotion program planning has several parts, namely: scheduling, materials, resources, funding sources, strategy, and timeframe. Implementation is carried out by looking for the problem, and seeking support from policy makers or office holders. Monitoring and assessment can be seen through the success of the program in achieving it according to the plan made, that is, the implementation of the non-communicable disease health promotion program is considered good enough, this is because it is a routine and included in the puskesmas policy contained in the third mission of the puskesmas, and the driving factor for program implementation is due to the support of the puskesmas staff. The inhibiting factor for program implementation was due to the absence of intervention from the internal health center

Keywords: Non-Communicable Diseases, Program Implementation, Health Promotion