



## Utilization of Leaflet Health Promotion Media in Hospital Inpatient Rooms: A Qualitative Study

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### ABSTRACT

The implementation of Hospital Health Promotion (PKRS) in the inpatient rooms of Arifin Achmad Regional General Hospital faced several obstacles, causing the available PKRS leaflets to accumulate and go unread by patients and families. The purpose of this study was to identify problems, prioritize issues, and determine alternative solutions. The method used was qualitative with in-depth interviews, observation and document review. Problem prioritization was done qualitatively using the Urgency, Seriousness, Growth (USG) method. The study found 5 main problems in PKRS implementation: unavailability of needed infrastructure hindering PKRS activities, lack of utilization of leaflet health promotion media, suboptimal monitoring and evaluation of hospital health promotion management, no revision of standard operating procedures in the PKRS unit, and inactive monitoring and evaluation with several foundations and associations. USG analysis concluded the main issue was non-functioning leaflet media in inpatient rooms due to underutilization by nurses. Alternative solutions were adjusted to the problem elements: man, method, material, market, machine, money and environment.

Keywords: Hospital health promotion, PKRS, leaflet

### 1. INTRODUCTION

Hospitals are an advanced level of health service, providing comprehensive individual health efforts through health promotion, disease prevention, disease healing, and health recovery. Promotive and preventive health efforts in hospitals can be carried out through Hospital Health Promotion (PKRS). PKRS promotes health to patients, patient families, hospital human resources, hospital visitors, and surrounding communities (Hendriani & Hadi, 2020).

PKRS is a way for hospitals to improve the ability of patients, clients, and community groups to accelerate self-healing and health

recovery, enabling clients and community groups to independently improve health, prevent health problems, and develop community-based health efforts, through learning from, by, for, and with them, according to their socio-culture, and supported by health-oriented public policies (Sembiring et al., 2023).

There are several strategic issues in PKRS implementation, including: some hospitals have not made PKRS a health service policy, some have not granted patients the right to information about disease prevention and treatment, some have not created a safe, clean and healthy hospital environment, and some

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lack partnerships in preventive and promotive services (Riyanto, 2022).

Factors influencing Hospital Health Promotion implementation are hospital accreditation status, hospital ownership, health promotion policies and planning, and the number of staff trained in PKRS (Melda & Rahayu, 2022).

One PKRS activity is providing information and education about diseases (Anisa & Dewi, 2022), covering prevention, treatment, and how to handle the disease. All of this is contained in the health promotion media at Arifin Achmad Regional Public Hospital, Riau Province, which includes banners, brochures, and leaflets. The PKRS unit distributes these health promotion media to each room, especially inpatient rooms.

Hospitals are a strategic place to conduct health promotion (Yustikasari et al., 2021). Patients and families treated in hospitals have the opportunity to obtain health information that can increase their knowledge and understanding of health.

Leaflets are an effective health promotion medium for conveying health information to the public (Ernawati, 2022). They can be printed in various sizes and shapes to suit the needs of the target audience (Chrisdina & Sultani, 2022). Leaflets can also include attractive images or illustrations to make them easier to understand (Wahyuni et al., 2022). However, based on interviews with sources from Arifin Achmad Regional Public Hospital, leaflet utilization in inpatient rooms was found to be suboptimal.

Lack of leaflet utilization in inpatient rooms can negatively impact the hospital's health promotion efforts (Waiman & Achadi, 2022). Patients and families do not get the health information they need, so they cannot increase their health knowledge and understanding.

According to 2022 PKRS unit reports at Arifin Achmad Regional Public Hospital, 368 leaflets were distributed to surgical and medical wards. In 2023, seven leaflet titles were printed, each with 500 sheets, totaling 3,500 leaflets. Distribution reports in 2023 were only done in January, February, March, May and December, with 1,939 leaflets on

various topics distributed to surgical and medical inpatient rooms.

Observations found leaflets piling up unused at nurses' stations in inpatient rooms. Patients, families, and nurses were reluctant to take the initiative to read or distribute them. May reports confirmed leaflets were not circulating in some rooms.

PKRS plays an important role in implementing health promotion interventions about disease dangers, prevention, and handling to patients and visitors in inpatient units. It aims to change the behavior of patients, families and visitors to identify and address disease risk factors, enabling them to make the right decisions to solve their health problems and prevent recurrence due to the same behavior, through leaflets, pamphlets, and posters (Renata Anisa, Yustikasari, 2022).

Arifin Achmad Regional Public Hospital has had a PKRS Installation since 2016. Its work program refers to Accreditation standards and Ministry of Health Regulation no. 44 of 2018. PKRS at Arifin Achmad Regional Public Hospital has implemented a health promotion program to improve the quality of complete and comprehensive health services.

This study aimed to identify problems, prioritize issues, determine alternative solutions, and make an intervention plan (Plan of Action) according to the alternative solutions related to the "lack of utilization of leaflet health promotion media in the inpatient rooms of Arifin Achmad Regional Public Hospital, Riau Province".

## 2. RESEARCH METHOD

The design used was qualitative with in-depth interviews, observation, and document review in the PKRS Unit of Arifin Achmad Regional Public Hospital. In-depth interviews obtained information to answer research objectives by questioning informants, namely the Head and Staff of the PKRS Unit and Heads of Inpatient Rooms (Surgical and Medical) (Surayya, 2018). Observations were made by directly observing the process from planning to reporting. Documents were obtained from the hospital profile, especially



the PKRS Unit, 2023 screening reports, and documentation.

Problem prioritization was done qualitatively using the Urgency, Seriousness, Growth (USG) method. USG determines the priority order of problems to be solved (Jamani et al., 2022) by rating the urgency, seriousness, and development of problems on a scale of 1-5 or 1-10. The problem with the highest total score is the priority. After prioritizing problems with USG, alternative solutions are outlined according to the problem findings.

3. RESULTS AND DISCUSSION

Analysis of the PKRS unit at Arifin Achmad Regional Public Hospital through interviews and document review found that monthly leaflet distribution reports to inpatient rooms were disorganized, and some leaflets were not circulating to patients or families. The main informants said:

"...there is no record, you know (IU 1)"

"...we don't know because there is no definite record (IU 2)".

This was reinforced by the key informant's statement:

"...for the monthly distribution of leaflets to inpatient rooms, there is no definite report on how many (IK)".

This caused leaflets to pile up unused in surgical and medical inpatient rooms. The main informants said:

"...the leaflets that piled up in the inpatient rooms were just left there (IU 1)".

"...sometimes we are busy in this room, so the leaflets are just left there (IU 2)".

The key informant reinforced this:

"...usually we coordinate with the head nurse and team leader to give leaflets to patients and families to avoid accumulation (IK)".

Interviews with the Head and Staff of the PKRS Unit identified several problems, including:

Table 1. Identification of Problems in the PKRS Unit

Problem Identification	
1.	Unavailability of needed infrastructure hindering PKRS activities
2.	Lack of utilization of leaflet health promotion media in Arifin Achmad Regional Public Hospital inpatient rooms
3.	Suboptimal monitoring and evaluation of hospital health promotion management
4.	No revision of Standard Operating Procedures (SOP) in the PKRS unit
5.	Inactive monitoring and evaluation with several foundations and associations

Next, existing problems were prioritized using the Urgency Seriousness Growth (USG) method, with scoring by the Head, Staff of the PKRS Unit, and Researchers.

Table 2. Determination of Dominant Causal Factors Based on USG Analysis

Masalah	(U) Urgency			(S) Seriousness			(G) Growth			Jumlah	Skorsing
	1	2	3	1	2	3	1	2	3		
Belum Tersedianya Prasarana yang dibutuhkan dan menjadi kendala dalam kegiatan PKRS	2	3	2	3	3	3	2	2	2	22	4
Kurangnya Pemanfaatan Media Promosi Kesehatan Leaflet di ruangan rawat inap RSUD Arifin Achmad	4	5	4	5	4	5	5	5	5	42	1
Monitoring Evaluasi Manajemen Promosi Kesehatan di Rumah Sakit yang belum optimal dilaksanakan.	2	2	2	3	2	2	2	3	2	20	5
Belum adanya dilakukan revisi terhadap SPO (Standar Prosedur Operasional) di unit PKRS	3	2	4	2	3	3	3	4	3	25	3
Monitoring Evaluasi dengan beberapa Yayasan dan perkumpulan belum berjalan.	3	3	3	2	3	3	3	4	3	27	2

Note:  
5 = very large  
4 = large  
3 = medium  
2 = small  
1 = very small

Based on the table above, USG analysis showed the biggest priority problem was "lack of utilization of leaflet health promotion media in the inpatient rooms of Arifin Achmad Regional Public Hospital, Riau Province". Next, alternative solutions are outlined for the priority problem. Before



determining alternative solutions, a fishbone analysis is made depicting the causes of the problem (Nofraianti et al., 2022). From the fishbone analysis, the causes and alternative solutions can be formulated as in Figure 1:

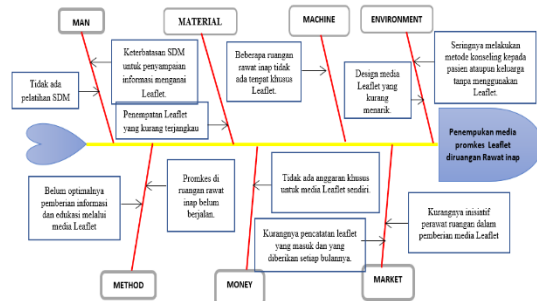


Figure 1. Fishbone Analysis

From the problem identification and prioritization, alternative solutions were made. The Head of the PKRS Unit coordinates for PKRS staff and inpatient room nurses to attend or hold training on using leaflet media in inpatient rooms, followed by evaluation. The goal is to improve the quality of human resources, namely PKRS unit staff and nurses at Arifin Achmad Regional Public Hospital, in carrying out health education programs for patients and families using leaflets. The success indicator is an improvement in HR quality in terms of health education programs.

### Man

Implementing a program requires executing personnel who are experts or have been trained related to the program. Human Resource (HR) training or empowerment activities must be carried out to prepare and improve the quality of the program managers themselves (Nurul Hidayati Murtafiah, 2021).

### Method

PKRS staff, assisted by Inpatient Room Nurses, conduct health education according to several diseases in surgical and medical inpatient rooms using attractive and easy-to-understand leaflet media. The goal is for patient and family targets to be interested in knowing about the prevention and handling of these diseases.

The counseling method that can be used is the Socratic method (two-way method), where two-way communication is carried out between nurses and patients or families who are given counseling. Patients and families are given the opportunity to express opinions and participate in stating opinions (Obar et al., 2022).

### Material

Leaflet media placed in inpatient rooms should be easily accessible to patients and families for reading or viewing, so nurses do not have to constantly distribute them to patients and families. Ahmil, Amrun, Malik, & Junaidi, (2021) explain that leaflets placed in strategic places such as bedside tables or waiting rooms allow patients and families to easily access relevant health information. An attractive leaflet design and well-structured content ensure health messages are conveyed clearly and easily understood by readers, without causing confusion.

### Market

The head of the PKRS unit, assisted by PKRS staff, conducts coaching and training for nurses in inpatient rooms. The goal is for inpatient room nurses to receive training on using Health Promotion Media and then educate patients and families. The success indicator for this activity is the attendance of several nurses from surgical and medical inpatient rooms at the training. Research by Anisa, Yustikasari, & Dewi (2022) suggests that health promotion training is considered a crucial step in strengthening health workers' ability to effectively implement health promotion media in inpatient rooms. Such training is an urgent need to ensure optimal delivery of health information to patients and families.

Coaching and training by the PKRS unit health workers at Arifin Achmad Regional Public Hospital is very necessary, because it can assist nurses and the PKRS Unit in running health education programs using leaflets for patients and families, enabling nurses, patients and families to independently conduct health education. Research by Anisa, Yustikasari, & Dewi (2022) suggests that health promotion training is considered a



crucial step in strengthening health workers' ability to effectively implement health promotion media in inpatient rooms. Such training is an urgent need to ensure optimal delivery of health information to patients and families.

The coaching and training that can be provided to nurses in surgical and medical inpatient rooms is in the form of counseling given directly by the PKRS unit implementation team at Arifin Achmad Regional Public Hospital (Sari & Dirdjo, 2021). During the counseling, materials such as patient counseling presentations, use of health promotion media in inpatient rooms, and designing attractive leaflets are provided. The resource persons for this activity are PKRS Unit Staff who have competence in their fields so that the activity objectives are expected to be achieved (Oktaviani & Rofii, 2019).

### **Machine**

The program holder submits completeness to the facilities and infrastructure section at Arifin Achmad Hospital in order to achieve promotive, preventive, and curative activities. The Facilities and Infrastructure Unit of Arifin Achmad Regional Public Hospital provides the equipment for activities such as counseling, while the PKRS Unit only provides the time and place. The success indicator for implementing counseling and coaching programs is the need for fulfillment of facilities and infrastructure according to standards so as to improve the quality of program implementation services in the PKRS Unit (Andriani, 2022).

### **Money**

A review of the procurement of special funds made for this health promotion media is carried out, especially for leaflet media to be distributed in the Arifin Achmad Regional Public Hospital environment. This is to optimize the budget needed in each unit, such as outpatient units, medical records units, and inpatient units at Arifin Achmad Regional Public Hospital. Leaflets are printed

according to the needs of each unit. Research by Shafitri et al (2021) shows that the provision of special funds allows health institutions or agencies to invest resources in a more focused and planned manner in the development of health promotion media. This can include creating leaflets, posters, educational videos, social media campaigns, or other health promotion activities that suit the needs and characteristics of the community.

### **Environment**

The Head and Staff of the PKRS Unit conduct training on how to design good and interesting leaflet media, with the aim of properly compiling and creating health promotion media designs, especially leaflets. The success indicator for this activity is that all staff in the PKRS Unit conduct media design training for health promotion. Research by Anisa, Yustikasari, & Dewi (2022) suggests that health promotion training is considered a crucial step in strengthening health workers' ability to effectively implement health promotion media in inpatient rooms. Training utilizes graphic design technology and software to create professional-quality leaflets, thereby supporting more successful and sustainable health promotion efforts. The Head and Staff of the PKRS Unit and Inpatient Room Nurses must cooperate with each other in using health promotion media, especially leaflets, in inpatient rooms.

### **CONCLUSION**

The problem identified in surgical and medical inpatient rooms was due to the lack of utilization of health promotion media by nurses. Based on USG weighting, the priority problem obtained was the lack of utilization of leaflet health promotion media in the inpatient rooms of Arifin Achmad Regional Public Hospital, Riau Province. After obtaining the priority problem, a Fishbone analysis was carried out and then alternative solutions were sought by adjusting the elements of the problem causes, namely man (program implementation requires trained human resources to improve quality), method



(PKRS staff and inpatient room nurses organize health education with attractive leaflets about diseases in inpatient rooms), material (leaflets in inpatient rooms must be easily accessible to patients and families, reducing the need for nurses to constantly provide them), market (training of health workers at the PKRS Unit of Arifin Achmad Regional Public Hospital, Riau Province helps inpatient room nurses in delivering health education to patients and families using leaflets, increasing independence of health education), machine (the program holder requests completeness from the facilities and infrastructure section of Arifin Achmad Regional Public Hospital for counseling activities. The facilities and infrastructure unit provides the equipment, while the PKRS unit provides the time and place), money (a review of the procurement of special funds for health promotion media is carried out, including leaflets at Arifin Achmad Regional Public Hospital, Riau Province, to optimize the budget in each unit, such as outpatient, medical records, and inpatient units. Leaflets are printed according to the needs of each unit) and environment (the head and staff of the PKRS unit conduct leaflet design training to improve the quality of health promotion media designs).

## RECOMMENDATION

It is expected that each element (man, method, material, market, machine, money, and environment) in the fishbone requires specific strategies such as holding regular counseling sessions in inpatient rooms using leaflets as presentation guides. Thus, this research not only identifies problems but also offers constructive steps to improve the utilization of leaflet health promotion media in inpatient rooms such as conducting periodic evaluations to measure the effectiveness of using leaflets in increasing patient health awareness and knowledge, with the hope of enhancing its effectiveness and impact on patients and health workers at Arifin Achmad Regional Public Hospital, Riau Province.

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