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## **Building Public Awareness: Education and Campaigns to Prevent Stunting in the Next Generation**

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**Abstract:** This study aims to explore the effectiveness of education and campaign approaches in building public awareness about the importance of preventing stunting in future generations. Employing a qualitative descriptive study approach, the researcher engaged three informants with relevant experience and knowledge in the field of child health and stunting prevention. Through in-depth interviews and content analysis, this study describes the perceptions, understandings, and experiences of informants regarding the education and campaign efforts conducted to prevent stunting. The results reveal a variety of strategies employed, including direct counselling, provision of educational materials, social media campaigns, and community activities. Data analysis underscores challenges encountered in implementing the program, such as low levels of community participation, limited access to health services, and financial constraints. Nonetheless, the findings also identify opportunities to enhance the program's effectiveness, such as collaboration with community institutions and a culturally nuanced approach. This research offers valuable insights for the development of more effective strategies to cultivate community awareness about stunting and foster positive behavior change to prevent stunting in future generations. In conclusion, education and campaigns play a pivotal role in stunting prevention efforts, but sustained and coordinated endeavors are requisite to achieve substantial impact.

**Keywords:** Education and campaign approaches, Public awareness, Preventing stunting.

### **Introduction**

The approach to addressing stunting in Indonesia involves a comprehensive strategy that includes targeted initiatives, capacity building, community engagement, education, policy interventions, and the involvement of

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various stakeholders. The government has prioritized specific regions for combating stunting, as evidenced by the implementation of targeted initiatives in 160 priority districts for reducing stunting Rahmadhita (2020). These efforts include the formation of priority areas at the district and city levels to address the issue of stunting (Herbawani et al., 2022). Capacity building for community health workers, particularly those in integrated health posts (Posyandu), has been emphasized as a crucial component in detecting and preventing stunting (Megawati & Wiramihardja, 2019). The government's policies and interventions play a significant role in reducing the prevalence of stunting in Indonesia (Binuko, 2023). Education and community empowerment are essential components of stunting prevention. Community engagement and education programs aimed at increasing awareness of healthy living behaviors have been identified as crucial for preventing stunting (Sarifudin, 2023).

The implementation of programs such as the Infant and Child Feeding Program (PMBA) has been highlighted as a key strategy for accelerating the mitigation of stunting (Sari et al., 2022). Strengthening internal resources and data related to stunting is also crucial for the success of these programs (Sari et al., 2022). Moreover, the involvement of various stakeholders, including midwives, in specific interventions and the implementation of national and local programs, is essential for addressing stunting effectively (Aisyah & Suparni, 2022). The use of technology, such as web applications for classifying stunting cases, has been identified as a supportive tool for expediting the handling of stunting cases at the community level (Sholikhin & Atmojo, 2022). The government's role in socializing and implementing stunting prevention programs at the community level is crucial. The dissemination of information and socialization of stunting prevention in various communities, such as urban areas and fishing communities, is essential for addressing the issue comprehensively (Mahrus et al., 2022; Rasmaniar et al., 2022).

Additionally, the mapping of relative risk for stunting in different provinces provides valuable data for targeted interventions and resource allocation (Aswi et al., 2022). In conclusion, the handling of stunting in Indonesia involves a multi-faceted approach, including targeted initiatives, capacity building, community engagement, education, policy interventions, and the involvement of various stakeholders. These efforts are crucial for addressing the prevalence of stunting and mitigating its impact on child health and development in Indonesia.

The methods for addressing stunting in Indonesia encompass a range of interventions and strategies aimed at prevention, detection, and mitigation of stunting cases. These methods include targeted initiatives, community empowerment, policy interventions, capacity building, and the involvement of various stakeholders. The government has prioritized specific regions for combating stunting, indicating a targeted approach to addressing the issue Herbawani et al. (2022). Additionally, the implementation of the Village Fund (Dana Desa) has been identified as an intervention to support the reduction of stunting in specific areas (Raikhani et al., 2022).

Furthermore, the utilization of the Maternal and Child Health Book (KIA) as a tool for early detection of stunting has been highlighted as a method for independent stunting detection (Ambarwati et al., 2022). Water and sanitation have been recognized as factors associated with stunting in children, emphasizing the importance of environmental health interventions in addressing stunting (Olo et al., 2020). Moreover, the role of community health workers, such as midwives, in stunting prevention has been emphasized, highlighting the significance of capacity building and the involvement of healthcare professionals in addressing stunting (Sholikhin & Atmojo, 2022). The use of web applications for classifying stunting cases has been identified as a supportive tool for expediting the handling of stunting cases at the community level (Sholikhin & Atmojo, 2022). Socialization across sectors and the involvement of various stakeholders have been recognized as crucial components of stunting prevention, indicating the importance of collaborative efforts and community engagement in addressing stunting (Khobibah et al., 2022).

Additionally, the implementation of convergence programs for stunting prevention has been highlighted as a strategy to address the multifaceted nature of stunting (Permanasari et al., 2020). The role of education and awareness programs, such as the Emo-Demo approach and the utilization of social media for health communication, has been identified as effective methods for increasing knowledge and understanding of stunting prevention among different segments of the population (Yustiyani & Nurmansyah, 2022; Prasanti & Indriani, 2022).

Furthermore, the use of local resources, such as marine food sources, has been recognized as a potential strategy for optimizing nutritional intake in vulnerable groups, indicating the importance of context-specific interventions in addressing stunting (Nirmala & Octavia, 2022). In conclusion, the methods for addressing stunting in Indonesia encompass a multifaceted approach, including targeted initiatives, community empowerment, policy interventions, capacity building, involvement of various stakeholders, environmental

health interventions, and context-specific strategies. These methods reflect the comprehensive efforts being made to combat stunting and mitigate its impact on child health and development in Indonesia.

This study aims to enhance community awareness through a stunting counseling program conducted in RW 07 Cibunut, Kebon Pisang, Sumur Bandung Sub-district, Bandung City. Stunting represents a significant public health concern, particularly in urban areas like Bandung. The outreach program, targeted at neighborhood communities, seeks to augment comprehension regarding the significance of balanced nutrition and healthy dietary practices in averting stunting among children. This research will assess the program's efficacy in achieving its objectives, alongside the factors influencing its success or failure. Consequently, the findings of this study are anticipated to furnish valuable insights for policymakers, healthcare professionals, and other stakeholders involved in stunting prevention and control at the community level. Targeting stunting prevention programmes for children aged 0-5 years is a very appropriate step. This age is a critical period in a child's growth and development, where adequate nutrition is essential to prevent stunting. By focusing on this age group, the programme can provide appropriate and effective interventions to reduce the risk of stunting early on.

## **Method**

The research design employed in this study is qualitative. Qualitative research is an investigative approach used to explore issues and develop central phenomena to examine in detail how facts and reality unfold. Researchers are actively involved and even establish relationships with participants [Creswell, 2015]. Additionally, the descriptive approach involves investigative methods aimed at providing a comprehensive summary of a phenomenon or problem. This approach focuses on capturing the richness and complexity of the subjects under study through detailed description and interpretation of collected data.

Qualitative descriptive approaches are highly valuable in exploring and understanding social and human phenomena, as well as providing insights into individual experiences, perceptions, and behaviours. In the context of educational research, qualitative descriptive approaches are utilised to gain in-depth understanding of various educational phenomena. In summary, the qualitative descriptive approach in educational research entails thorough and comprehensive exploration of educational phenomena, providing rich descriptions and interpretations of the subjects under study. The subjects in this research are posyandu cadres and parents.

## **Results and Discussion**

Stunting presents a significant health development challenge in Indonesia. The RW 07 Cibunut area, Kebon Pisang Village, Sumur Bandung District, Bandung City, is not immune to this issue. Counselling emerges as a crucial strategy in tackling stunting at the community level. This research seeks to investigate the factors contributing to stunting and formulate appropriate counselling strategies to address this issue.

A stunting programme organised in RW 07 Kebon Pisang Cibunut Village, known as "Banting Pintu" (Help Stunting Innovation Posyandu), has successfully implemented compost planting media to grow vegetables and raise catfish. The harvest from this programme is done once a month, and the proceeds are distributed to families at risk of stunting. According to the head of the neighbourhood, there are around 20 individuals in RW 07 Cibunut who are at risk of stunting. Families at risk of stunting receive assistance in preparing healthy meals based on guidelines from the community health centre.

The causes of stunting in a locality can portray a complex interplay of social, economic, and environmental factors impacting children's growth and development. One primary factor is the limited access to adequate nutrition. In regions with high poverty rates, families may encounter difficulties in fulfilling their children's nutritional requirements. Restricted access to nutritious food and quality healthcare services can result in sustained malnutrition, thereby impeding children's linear growth. Moreover, inadequate sanitation and hygiene practices can also contribute to stunting. The absence of proper sanitation facilities heightens the risk of infections and diseases that disrupt nutrient absorption in children's bodies. Social factors also wield significant influence; low levels of education, economic instability, and a lack of awareness regarding the importance of nutrition and health can exacerbate stunting issues. Hence, stunting intervention strategies in a locality must adopt a holistic approach and consider various factors affecting children's health conditions, including nutritional interventions, access to healthcare services, and enhancements in sanitation and community education.

The identified stunting risk factors in the research location mirror the social, economic, and environmental conditions shaping overall children's growth and development. Limited access to adequate nutrition, particularly in areas with high poverty rates, stands out as a major risk factor for stunting. Additionally, chronic infections such as diarrhea and respiratory infections, compounded by poor sanitation and hygiene practices, can also precipitate stunting by disrupting nutrient absorption in children's bodies. Low education and awareness levels regarding the significance of children's nutrition and health, coupled with family poverty and economic instability, contribute to heightened stunting risk in a locality. Unhealthy dietary patterns and exposure to environmental pollutants further exacerbate the risk. Therefore, in devising stunting prevention and intervention programmes, it is imperative to comprehensively consider these risk factors. Collaborative efforts involving the government, NGOs, health organizations, and civil society are pivotal in effectively and sustainably addressing the stunting issue.

Consequently, these programmes can concentrate on enhancing access to nutrition and healthcare services, heightening community awareness of children's nutrition and health, and implementing sanitation and environmental enhancements. Through this integrated and collaborative approach, it is envisaged that stunting incidence can be diminished and the health and quality of life of children in the area can be enhanced.

### **Strategy for Handling Stunting**

The prevalence of stunting in Indonesia decreased from 24.4% in 2021 to 21.6% in 2022 (<https://sehatnegeriku.kemkes.go.id>). Based on this data, the decrease in stunting rates is attributed to the participation of both the government and the community in stunting control. Strategies involving direct counselling, provision of educational materials, social media campaigns, and community activities constitute a comprehensive approach to stunting management in a region. Below are detailed strategies that can be implemented:

#### *Direct Counselling*

Direct counselling has proven to be an effective strategy in providing information and personal support to individuals or families affected by stunting. Through this approach, the posyandu cadre team can provide in-depth knowledge about healthy eating patterns, the importance of balanced nutrition, and effective ways to overcome nutritional problems in children. The role of the posyandu cadre team is vital in this counselling process. They not only provide information, but also help motivate parents to be more aware of the negative impact of stunting on their children's future development. This counselling serves as a means to increase parents' awareness and knowledge of the importance of stunting prevention through a healthy diet and balanced nutrition.

In addition, direct counselling has also proven to be effective in increasing parents' participation in stunting intervention programs in the RW 07 Cibinut area. By providing comprehensive information and personalised support, parents become more motivated and eager to be actively involved in programmes designed to address stunting. Their awareness of the dangers of stunting and the importance of prevention has increased, making them more committed to ensuring their children receive adequate and balanced nutrition. The work of posyandu cadres does not stop there. They also ensure that families at high risk of stunting receive special assistance from the health centre. This assistance includes providing detailed information on balanced nutrition and how to apply it in their daily lives. With this assistance, families at risk can receive more intensive attention and support that is more specific to their needs. Overall, the direct counselling conducted by the posyandu cadre team in RW 07 Cibinut showed very positive results. This strategy not only increases parents' awareness and participation in stunting prevention efforts, but also ensures that at-risk families get the support and information they need. By continuing to optimise this approach, it is hoped that the stunting rate in the area can be significantly reduced, so that children can grow and develop healthily and optimally.

#### *Provision of Educational Materials*

The provision of educational materials such as brochures, leaflets, and pamphlets on stunting and balanced nutrition is a strategic step that can provide an easily accessible source of information for the RW 07 Cibinut community. These educational materials can be distributed in various locations frequented by the community, such as health centres, posyandu, and other public places. Thus, important information about stunting and

balanced nutrition can reach more people and increase public awareness of this issue. The content of the educational materials needs to be designed in a way that is easily understood by all.

The information conveyed can cover various important aspects of stunting, such as the main causes of stunting, the negative impact of stunting on children's growth and development, and concrete steps that parents and families can take to prevent and overcome stunting. With the provision and distribution of good educational materials, it is hoped that the community of RW 07 Cibinut can be more aware and informed about the importance of balanced nutrition and stunting prevention measures. This will ultimately contribute to reducing the stunting rate in the area and improving the quality of children's health.

### *Social Media Campaigns*

Social media campaigns are an effective way to disseminate information about stunting to the wider community. Through social media platforms such as Facebook and Instagram, information about balanced nutrition, healthy eating, and the importance of stunting prevention can be communicated quickly and widely. By utilising the speed and wide reach of social media, these important messages can reach a wide range of people in a short period of time. Creative content such as videos, infographics and images can be used to attract attention and raise awareness about stunting. Videos depicting the impact of stunting and prevention measures can provide a deeper and more emotional understanding. Simple and informative infographics can help convey important data and facts in a way that is easy to understand. Interesting images and illustrations can also increase engagement and spread the message more effectively.

Social media plays an important role in building community awareness in RW 07 Cibinut. With this platform, information about posyandu activities, programmes to use the yard as a food source, and various other local initiatives can be posted and shared with the community. This not only helps increase community knowledge, but also allows them to see and understand the efforts being made to address stunting in their area.

By posting posyandu activities, the community can see first-hand the efforts made to monitor and improve children's health. Information on the utilisation of yard land as a source of healthy food can also inspire people to follow similar steps in their own homes. In addition, documentation of programmes and activities also helps stakeholders to monitor and support stunting prevention programmes in the area.

Overall, the social media campaign can strengthen the stunting response in RW 07 Cibinut in an efficient and effective way. With the right communication strategy, creative and informative content, and active community involvement, it is expected that awareness of the importance of balanced nutrition and stunting prevention can increase significantly. This will ultimately help reduce stunting rates and improve the quality of life of children in the area.

### *Community Activities*

Community activities such as workshops, training sessions and group meetings are effective ways to build awareness and strengthen community knowledge about stunting. These activities can be facilitated by the health centre or conducted independently by the community itself, providing space for the community to actively participate in stunting prevention efforts. Regularly organised training sessions can help strengthen community knowledge and skills on child nutrition and health. These trainings can cover a range of topics, from the importance of exclusive breastfeeding, to healthy complementary feeding, to how to detect early signs of stunting. With ongoing training, communities can continue to update their knowledge and implement better practices in their daily lives. Overall, structured and sustainable community activities can have a significant impact in the effort to tackle stunting. By involving various elements of the community and utilising local resources, it is expected that awareness and knowledge about the importance of stunting prevention can increase. This will ultimately contribute to reducing stunting rates and improving the quality of life of children in RW 07 Cibinut.

### *Household Farming*

In an effort to address stunting, a household farming programme conducted by posyandu cadres can be an effective and sustainable strategy. Through this programme, posyandu cadres cultivate vegetables and fish

farming. This activity aims to increase community access to nutritious food sources, which can help address the problem of families at risk of stunting.

Household farming provides multiple benefits. First, by growing vegetables such as kale, spinach, or long beans, residents can obtain a source of vitamins, minerals, and fibre that are important for the health of the body, especially in children who are growing. Secondly, raising catfish provides additional animal protein needed to fulfil daily nutritional needs. The harvest from this activity is then distributed evenly to families at risk of stunting in the neighbourhood.

In addition to providing nutritious food sources, the home farming programme also plays a role in nutrition and hygiene education. Posyandu cadres can provide information on the importance of a balanced diet and healthy nutrition to residents, as well as provide practical examples of preparing and cooking nutritious meals with ingredients from the home farm. In addition, this activity also encourages awareness of the importance of hygiene in managing household farms, including in the handling and storage of crops.

The integration of household agriculture in the stunting prevention programme not only provides a short-term solution in terms of meeting nutritional needs, but also supports the formation of sustainable healthy living habits in the community. With good collaboration between posyandu cadres, the community, and related parties, this programme can have a positive impact in reducing stunting rates and improving family health and welfare.

### *Nutrition Mentoring*

Nutrition assistance is a key aspect of addressing stunting in the community. By providing assistance to families at risk of stunting in cooking food according to the nutritional standards recommended by the health centre, it can help increase awareness and knowledge about a healthy and nutritious diet. Through this assistance, families will learn how to select and process food ingredients that are rich in essential nutrients for children's growth and development. Nutrition assistance is provided by trained health workers, such as posyandu cadres or community health centre workers, who educate families directly. They teach proper cooking techniques, including how to combine different ingredients to create balanced meals that contain the necessary proteins, carbohydrates, fats, vitamins and minerals.

In addition, nutrition mentoring also involves a personalised and interactive approach, where health workers provide practical examples of cooking and serving healthy meals. They also provide information on appropriate portions and frequency of consumption of healthy foods according to the age and needs of family members. Nutrition assistance not only provides direct benefits in improving the nutritional quality of families at risk of stunting, but also helps to create a supportive environment for behaviour change towards a healthier and more regular diet. Through this approach, it is hoped that positive changes in people's consumption patterns can ultimately help reduce the incidence of stunting and improve the overall health and quality of life of children and families.

Collaboration with various parties, including local governments, NGOs and universities, is a very important strategy in addressing stunting. Through this collaboration, various resources and expertise can be combined to design and implement effective and sustainable programmes to reduce stunting in an area. Local governments have a key role in providing policy support and resource allocation to support stunting reduction programmes. Collaboration with local government makes it possible to integrate stunting prevention efforts into broader community development and welfare programmes. Non-governmental organisations (NGOs) can also play a role in providing human resources and logistics to support programme implementation, as well as helping to advocate health and nutrition issues to communities and other stakeholders. Universities bring research and innovation to the development of approaches and interventions to address stunting. Collaboration with universities makes it possible to utilise the latest scientific knowledge in designing effective and scalable strategies.

By combining the above strategies, it is hoped that a supportive environment for stunting management can be created in a region. Direct counselling provides a personal approach to help individuals and families address nutritional issues directly. The provision of educational materials ensures that information about stunting can be accessed independently by the wider community. Social media campaigns leverage technology to disseminate information massively and rapidly to many people. Meanwhile, community activities build social support and collaboration among the community in stunting prevention and management efforts. With these integrated

strategies, it is hoped that stunting rates can be reduced and the health and quality of life of children in a region can be improved.

Raising public awareness about tackling stunting is a key step in preventing and addressing this issue. Several approaches have been identified to achieve this goal, firstly, through education and outreach at various strategic locations such as integrated health posts, community health centres, schools, and places of worship. Educational materials provided should include information about the causes, impacts, and methods of preventing and managing stunting. This approach may involve lectures, group discussions, and the provision of educational materials such as brochures, posters, and leaflets.

Furthermore, leveraging social media is one effective way to disseminate information about stunting to the wider community. Creative content such as short videos, infographics, and images can be used to attract attention and raise awareness about this issue. Through social media campaigns, information about stunting can be accessed quickly and easily by many people.

Collaboration with community leaders, religious leaders, and local figures is also a crucial strategy in building public awareness about stunting. They can serve as effective agents of change in conveying important messages about the importance of balanced nutrition and healthy eating habits in preventing stunting. Additionally, organizing community activities such as workshops, group meetings, or other social events can provide a platform for people to share experiences, ideas, and knowledge about preventing and addressing stunting. Through these activities, strong social support can be created in the efforts to tackle stunting.

Finally, establishing support groups for parents and families with children experiencing stunting can provide emotional support, information, and practical advice to members in addressing child nutrition issues. Through sharing experiences and knowledge, group members can support each other in efforts to improve the health of their children. By combining these various strategies, it is hoped that an environment supportive of raising awareness about stunting can be created, as well as increasing understanding about the importance of balanced nutrition and healthy eating habits in preventing stunting.

## **Discussion**

Stunting is a pressing health issue in Indonesia, including in the RW 07 Cibunut area of Kebon Pisang Village, Sumur Bandung District, Bandung City. The complexity of factors contributing to stunting underscores the need for multifaceted approaches, with counselling emerging as a crucial strategy at the community level. Factors such as limited access to adequate nutrition, poor sanitation, low education levels, and economic instability exacerbate the risk of stunting. Thus, intervention strategies must encompass various aspects, including nutritional interventions, access to healthcare services, and community education.

The identified risk factors in the research location underscore the intricate interplay of social, economic, and environmental conditions in shaping children's growth and development. Addressing stunting requires a comprehensive approach that considers these factors. Collaborative efforts involving government, NGOs, health organizations, and civil society are essential for effective and sustainable stunting prevention and intervention programs. These programs should focus on improving access to nutrition and healthcare services, raising community awareness, and enhancing sanitation and environmental conditions.

In Indonesia, the prevalence of stunting has decreased from 24.4% in 2021 to 21.6% in 2022, attributed to collaborative efforts between the government and the community. Effective strategies for stunting management include direct counselling, provision of educational materials, social media campaigns, and community activities. Direct counselling offers personalized support and information to affected individuals and families, while educational materials ensure widespread access to information. Social media campaigns leverage technology for mass dissemination of information, and community activities foster collaboration and support among community members.

Combining these strategies creates a conducive environment for stunting management. Direct counselling provides personalized support, educational materials ensure widespread access to information, social media campaigns reach a broad audience, and community activities foster collaboration. By integrating these strategies, it is hoped that stunting rates can be further reduced, and the health and quality of life of children in the region can be improved. Ultimately, raising public awareness and implementing comprehensive strategies are crucial steps in addressing the challenge of stunting in Indonesia.

The strategic steps outlined in the field findings provide a comprehensive overview of the efforts needed to reduce stunting rates in Indonesia. Discussion and deliberation on these steps can lead to a deeper understanding of the challenges faced and the efforts required to effectively address the issue of stunting. First and foremost, community outreach and education are crucial steps in raising awareness about the importance of balanced nutrition and child healthcare.

Through the delivery of clear and easily understandable information, parents and the general public can comprehend the negative impact of stunting and the measures that can be taken to prevent it. However, outreach alone is insufficient without the support of a strong healthcare system. Strengthening the healthcare system, especially in rural and remote areas, is a crucial step. Ensuring accessibility and quality of comprehensive healthcare services, including monitoring children's growth and early stunting intervention, can help detect and address stunting issues early on before they worsen.

Additionally, supplementary feeding programs and educating parents about healthy eating patterns are efforts that must be supported. Providing access to nutritious supplementary foods for children at risk of stunting can help improve their nutritional status. Furthermore, improvements in sanitation and environmental health are also crucial in reducing the risk of infections and diseases that contribute to stunting.

Empowering women and families is crucial in ensuring that family nutrition and child health are prioritized. By empowering women in decision-making regarding family nutrition and providing them access to reproductive health education and services, an environment conducive to optimal growth and development of children can be created.

Furthermore, child-centric public policies need to be comprehensively implemented. This includes nutrition policies, child protection, and poverty alleviation measures. Full support from the government in allocating adequate budgets and monitoring the implementation of these policies will be key to successfully addressing stunting.

Finally, cross-sector collaboration is essential in reducing stunting rates. Only through synergy among the government, private sector, NGOs, international organizations, and civil society can efforts to reduce stunting rates become more effective and sustainable. Overall, these strategic steps indicate that addressing stunting requires an integrated and comprehensive approach from various sectors and levels. Only with strong collaboration and commitment from all parties can stunting rates in Indonesia continue to decline and the health and quality of life of children significantly improve.

## **Conclusion**

In conclusion, addressing the issue of stunting in Indonesia requires a multifaceted and coordinated approach involving various stakeholders. Stunting poses a significant health challenge, not only in Indonesia but also in specific areas like the RW 07 Cibunut area of Kebon Pisang Village, Sumur Bandung District, Bandung City. Counselling emerges as a vital strategy at the community level, given the complex interplay of social, economic, and environmental factors contributing to stunting. Key factors such as limited access to adequate nutrition, poor sanitation, low education levels, and economic instability exacerbate the risk of stunting. Therefore, intervention strategies need to encompass nutritional interventions, improved access to healthcare services, and community education. Collaborative efforts involving government agencies, NGOs, health organizations, and civil society are crucial for implementing effective and sustainable stunting prevention and intervention programs.

Significant progress has been made, as evidenced by the decrease in stunting prevalence from 24.4% in 2021 to 21.6% in 2022. This decline can be attributed to the joint efforts of the government and the community. Effective strategies include direct counselling, provision of educational materials, social media campaigns, and community activities. These strategies aim to provide personalized support, disseminate information widely, and foster community collaboration. Overall, the strategic steps outlined in the data underscore the comprehensive nature of efforts needed to reduce stunting rates in Indonesia. By combining various approaches and fostering collaboration among stakeholders, it is hoped that stunting rates will continue to decrease, leading to improved health and quality of life for children across the country.

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