



Building Collaborative Partnerships to Improve Public Health Services in Bumi Ayu

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Abstract: Health services are one of the fundamental needs of society and play a crucial role in determining quality of life and social welfare. However, limited access to routine health check-ups and low public awareness of the importance of early disease detection remain significant challenges in many areas, including Bumi Ayu Village. This Community Service Program (PKM) aims to establish a partnership between STIA Lancang Kuning, local health centers, and the community to improve health services through basic health examinations. The program was implemented using health education sessions, interactive discussions, and continuous monitoring and evaluation. The health examinations included blood glucose, cholesterol, blood pressure, and uric acid checks. The results indicate an improvement in community knowledge and awareness regarding the importance of routine health examinations as a preventive measure against disease. Active community participation throughout the program reflects positive acceptance of the established partnership model. This activity demonstrates that collaboration between higher education institutions, health professionals, and the community can serve as an effective strategy to enhance the quality of local health services.

1. INTRODUCTION

Health is a fundamental aspect that significantly determines the quality of human life. Good health not only influences an individual's ability to carry out daily activities but also directly impacts the productivity and social well-being of society as a whole. In the context of national development, public health is a top priority because it is closely linked to disease prevention and improving the quality of human resources (World Health Organization, 2022).

Amidst the increasingly rapid development of the times, challenges in the health sector continue to increase, particularly in areas lacking optimal access to healthcare facilities and services. Frequently arising issues include limited access to basic health check-ups and low public awareness of the importance of early detection of non-communicable diseases, such as diabetes, hypertension, high cholesterol, and gout. These conditions are major risk factors that can reduce quality of life if not addressed early (Ministry of Health of the Republic of Indonesia, 2020).

Despite its significant social potential, Bumi Ayu Village still faces challenges in implementing routine health checks for the community. Limited access to basic health check-up facilities and a lack of information about the benefits of regular health check-ups are major obstacles, impacting poor disease prevention efforts. Yet, basic health checks, such as blood

sugar, cholesterol, blood pressure, and uric acid measurements, are crucial initial steps in detecting health problems before they develop into more serious conditions (American Diabetes Association, 2023; National Heart, Lung, and Blood Institute, 2023).

Regular blood sugar checks, for example, play a crucial role in detecting and managing diabetes mellitus, which, if not properly managed, can lead to serious complications such as heart disease and nerve disorders (American Diabetes Association, 2023). Meanwhile, cholesterol and uric acid tests help identify the risk of cardiovascular disease and joint disorders, which are common among people of productive age and the elderly (Mayo Clinic, 2023; National Heart, Lung, and Blood Institute, 2023).

In addressing these challenges, higher education institutions play a strategic role through Community Service (PKM) activities. Universities serve not only as centers for scientific development but also as agents of social change, contributing directly to improving community well-being. Through PKM activities, educational institutions can implement academic knowledge in real-world settings by engaging faculty and students, and by establishing partnerships with local healthcare facilities (Smith & Jones, 2022).

As a higher education institution committed to community service, STIA Lancang Kuning has a significant opportunity to contribute to improving public health services in Bumi Ayu Village. Through partnerships with community health centers (Puskesmas) and other relevant parties, basic health screenings can be implemented in a structured, affordable, and accessible manner. The use of simple screening technologies such as sticks and Easy Touch devices allows for fast, practical, and efficient health screenings at the community level (Easy Touch, 2023).

Community-based health initiatives that combine basic health services with education are essential because health outcomes are strongly shaped by social determinants such as access to care, living conditions, and community capacity (Braveman & Gottlieb, 2014). The provision of free basic health check-ups can serve as an entry point for broader health promotion efforts that emphasize prevention, early detection, and behavioral change rather than solely curative care (Green & Kreuter, 2005; WHO, 1986). Strengthening health literacy is a critical component of this process, as communities with better understanding of health risks and prevention are more likely to adopt healthy behaviors and seek timely care (Nutbeam, 2000). At the same time, sustainable public health improvement requires empowering communities to identify their own needs and mobilize local assets, rather than relying only on external interventions (Kretzmann & McKnight, 1993; Laverack, 2006). When local residents are actively involved in planning and implementing health programs, these initiatives gain

greater legitimacy, relevance, and long-term sustainability, leading to more consistent improvements in community well-being (Rifkin, 2014).

2. METHOD

This Community Service (PKM) activity was implemented using an educational and participatory approach, aiming to educate the community about the importance of building partnerships and collaboration to improve public health services in Bumi Ayu Village. The implementation method was designed so that the community not only received information but also actively participated in the learning process and program evaluation.

The initial stage of the activity involved delivering material on public health. During this stage, participants gained an understanding of the importance of regular and periodic individual health checks as a preventative measure. The material focused on raising awareness of the importance of early detection before diseases develop into chronic conditions that can reduce quality of life. The material was delivered in a communicative manner using accessible language to reach all levels of the Bumi Ayu community.

The event continued with an interactive discussion session. This discussion provided a space for participants to share their experiences, concerns, and questions related to the health services provided by the government to the community, particularly in the Bumi Ayu sub-district. In this session, the community was invited to engage in direct dialogue with the speakers and medical personnel involved, fostering two-way communication. The discussion is expected to increase public understanding of the role of the government and healthcare professionals in providing healthcare services, while strengthening the partnership between the community and healthcare providers.

The final stage of activity implementation is monitoring and evaluation. Monitoring is conducted routinely throughout the activity to ensure that all activities are running according to the established plan. Furthermore, evaluation is conducted by gathering feedback from participating communities and involved health workers. The results of this monitoring and evaluation are used as a reflection to assess the effectiveness of the activity and as a basis for future improvements and development of community service programs.

Through the implementation of integrated material delivery, discussion, and monitoring and evaluation methods, this PKM activity is expected to increase public understanding of the importance of health services, strengthen partnerships between the community and stakeholders, and encourage continuous improvement in the quality of health services in Bumi

Ayu Village.

3. RESULTS

The Community Service (PKM) program in Bumi Ayu Village was successfully implemented and received a very positive response from the community. The attendance of participants demonstrated a high level of interest in the program's theme, particularly regarding efforts to improve health services through routine health checks and strengthening partnerships between the community, health workers, and educational institutions. Throughout the program, participants actively and orderly participated in all aspects of the program, including the presentation and discussion sessions.

The results of the activity showed an increase in public understanding of the meaning and urgency of regular health check-ups. Prior to the activity, most participants still viewed health check-ups as a procedure performed only when experiencing complaints or illness. After participating in the PKM activity, this perspective changed, as people began to understand that health check-ups are an important preventative measure for early disease risk detection, thus preventing more serious health conditions later in life.

This increased understanding was reflected in the various questions participants asked regarding basic health screenings, such as blood pressure, blood sugar, cholesterol, and uric acid levels. Participants also expressed interest in learning about follow-up actions if test results indicate an abnormality. This indicates a growing public awareness of the importance of maintaining health sustainably and responsibly.

In addition to increasing knowledge, this Community Service Program (PKM) activity also strengthened the partnership between the community, healthcare workers, and STIA Lancang Kuning as an educational institution. The community gained a clearer understanding of the role of medical personnel and healthcare facilities in providing healthcare services, as well as the mechanisms for accessing services available at the village level. This activity served as an effective communication tool to bridge community needs with healthcare services provided by the government and healthcare partners.

Furthermore, this Community Service Program (PKM) activity also increased public trust in existing health services. Through open dialogue and an educational approach, the community felt more cared for and involved in efforts to improve the health of their community. Thus, the results of the activity were not limited to increased knowledge but also contributed to strengthening community participation and synergy among stakeholders in supporting

improved health services in Bumi Ayu Village.

4. DISCUSSION

The results of this Community Service (PKM) activity demonstrate that educational and participatory approaches play a crucial role in raising public health awareness. The increased public understanding of the importance of routine health check-ups reflects a persistent information gap that needs to be bridged through ongoing educational activities. This finding aligns with various studies that indicate that low public awareness of preventive health check-ups is a factor hindering improvements in public health.

In the context of Bumi Ayu Village, limited access to health information and facilities is a major challenge faced by the community. This Community Service Program (PKM) activity serves as an initial intervention to encourage a shift in community mindset from a curative approach to a preventive one. This shift is crucial, as early disease detection through basic health checks can reduce the risk of complications and improve the community's overall quality of life.

Discussions during the event also demonstrated a high public demand for practical and easy-to-understand health information. Two-way interaction between presenters and participants enabled the exchange of experiences and contextualized understanding tailored to local social conditions. This reinforced the view that effective health programs must be designed with the community's actual conditions and needs in mind, rather than relying solely on a top-down approach.

From a partnership perspective, STIA Lancang Kuning's involvement in this Community Service Program (PKM) demonstrates the strategic role of higher education institutions in supporting the improvement of public health services. Collaboration between universities, healthcare professionals, and the community creates synergy that expands the reach of healthcare services while simultaneously increasing public trust in the health programs being implemented. Such partnerships are crucial to ensuring program sustainability and long-term impact on the community.

Furthermore, this Community Service Program (PKM) activity also reinforces the concept that community empowerment is key to health development. Communities with good health knowledge and awareness tend to be more active in maintaining their own health and that of their environment. Therefore, this PKM activity serves not only as a means of knowledge transfer but also as an effort to build community independence and participation in supporting a more inclusive and sustainable health care system.

5. CONCLUSION

The Community Service (PKM) program held in Bumi Ayu Village demonstrated that efforts to improve public health services through educational approaches and partnerships can have a positive and meaningful impact. This program not only succeeded in increasing public understanding of the importance of routine health check-ups but also encouraged a shift in public mindset from a solely medical approach to prevention and sustainable health maintenance.

Through this activity, the public is beginning to realize that basic health checks, such as blood pressure, blood sugar, cholesterol, and uric acid tests, are strategic steps in detecting potential health problems early. This awareness is crucial for developing healthy lifestyles, as people no longer wait for symptoms to appear before seeking healthcare, but instead proactively strive to maintain their health.

In addition to increasing knowledge, this PKM activity also contributes to strengthening partnerships between the community, healthcare workers, and educational institutions. The presence of STIA Lancang Kuning as the implementing institution provides a space for constructive collaboration in supporting public health services. This partnership demonstrates that the role of universities extends beyond the development of science to serve as agents of social change, capable of bridging community needs with public services, particularly in the health sector.

This activity also demonstrated that a participatory approach through discussion and direct interaction can increase public trust in the healthcare services provided by the government and medical personnel. By providing an open dialogue, the public feels involved and valued, fostering a more harmonious and communicative relationship between healthcare providers and the community as beneficiaries.

Overall, this Community Service activity demonstrates that public health development requires a strong synergy between education, partnerships, and active community participation. Therefore, similar activities need to be carried out sustainably and expanded in scope so that their positive impact can be felt more widely. With support from various parties, it is hoped that efforts to improve health services in Bumi Ayu Village can continue to develop and contribute to the realization of a healthy, independent community with a high awareness of the importance of health as part of a quality of life.

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