

The Implementation of the Policy on Health Promotion in DKT Gubeng Surabaya Hospital According to Regulation of the Ministry of Health Republic Indonesia Number 004 Year 2012

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Abstract: Hospital Health Promotion is a part of health effort that focuses on hospital patients, hospital clients, hospital workers, community knowledge and the ability to implement PHBS in handling health problems and health issues. One of the hospitals that has Health Promotion units in Surabaya is DKT (Dinas Kesehatan Tentara) Gubeng Surabaya Hospital. This study aims to find the implementation and promotion of health policies in DKT Gubeng Surabaya Hospital. The methodology in this research is descriptive and qualitative with observation technique and an interview with a key informant who is one of the workers in the health promotion unit at DKT Gubeng Surabaya Hospital. Secondary data are obtained through the hospital profile and print media owned by DKT Gubeng Surabaya Hospital. The results of research implementation and health promotion policy in this hospital will be adjusted with the Regulation of the Ministry of Health Republic Indonesia Number 004 Year 2012 about health promotion in the hospital where in the implementation and health promotion policy is described. DKT Gubeng Surabaya Hospital still has not cooperated with other sectors in health promotion and some of them have been running quite well and some have been adopted in accordance with the Regulation of the Ministry of Health Republic Indonesia Number 004 Year 2012.

1 INTRODUCTION

Health, according to WHO, is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity. Health systems not only focus on curative and rehabilitative efforts alone, but must be balanced with promotive and preventive efforts. Health Promotion enables people to take control over their own health and can be rooted in early life when people have a substantial opportunity to learn, listen and behave from the basics until they are adopted automatically. One of the goals of Hospital Health Promotion is for the public to know how to prevent illness with dressings and preventing the root of ill health and applying this in their daily lives (WHO, 2017a).

Health Promotion can be applied to anyone, anytime, anywhere and it can also be applied in various institutions, and one such is a hospital. Society needs health promotion to avoid becoming sick. One of the most important things for this is

clean and healthy life behavior (PHBS). That is one of the basics to prevent disease. The focus of hospital health promotion is that society knows how to behave in a clean and healthy manner, and another one is to be able to carry out a clean and healthy life behavior in handling health problems. Thus, the duty of hospital health promotion is to create a healthy, safe and clean hospital environment (WHO, 2017b).

There are several hospitals that have implemented health promotion according to the health ministry's regulation about technical implementation of health promotion in hospital, one of them is Bhayangkara Hospital in Semarang. One of the hospitals in Surabaya that has already applied hospital health promotion is DKT Gubeng Surabaya Hospital. DKT Gubeng Surabaya Hospital is the implementing element of Kasdam (Kepala Staff Daerah Militer) in carrying out health services and health support in 084 / BJ korem region with the duty and obligation to carry out health services to

improve the health status of soldiers, civil servants and their families and also the general public. The implementation of hospital health promotion in DKT Gubeng Surabaya Hospital has been running since 2016 and involves the participation of various parties from policymakers and health workers to patients. The hospital has a lot of health promotion posters and brochures that stated around the hall and inside the room and it also has handwashing facility. To see how far the implementation of hospital health promotion in DKT Gubeng Surabaya Hospital has been effective, it is necessary to do a further review on the conformity of implementation and policy of Hospital Health Promotion with some indicators in the Regulation of the Ministry of Health Republic Indonesia Number 004 Year 2012 on Technical Guidelines for Hospital Health Promotion. These elements are management policy, hospital health promotion media inside the rooms, a safe, clean and healthy workplace, and partnership (Department of Health, 2010; Ministry of Health, 2012).

2 METHODS

This research was conducted with a descriptive qualitative method from two data sources, primary and secondary. Primary data were obtained through several key informants using observation and interview methods. Observation was done by observing health promotion media attached in some parts of the hospital and public response to this and the interview was conducted with one of the hospital employees who also works as a member in the Hospital Health Promotion team. Secondary data were obtained through the hospital profiles, brochures, leaflets, and posters owned by DKT Gubeng Surabaya Hospital. Analysis was done by comparing the conformity of implementation and policy of Hospital Health Promotion in DKT Gubeng Surabaya Hospital Gubeng Surabaya according to the Regulation of the Ministry of Health Republic Indonesia Number 004 Year 2012 concerning Technical Guidance of Hospital Health Promotion.

3 RESULT

According to the Regulation of the Ministry of Health Republic Indonesia Number 004 Year 2012 concerning Technical Guidance of Hospital Health Promotion, there are four elements observed management policy, hospital health promotion

media inside the rooms, a safe, clean and healthy workplace, and partnership. The observation result showed in Table 1.

Table 1: The observation results of the implementation and policy of Hospital Health Promotion in DKT Gubeng Surabaya Hospital

Elements	Elements Break Down	Availability	
		Yes	No
Management policy	Written policy	√	
	Work unit / Hospital Health Promotion Division or team	√	
	Hospital Health Promotion workforce	√	
	Budget funds	√	
	Periodic evaluation		√
	Periodic training		√
Hospital Health Promotion Medias inside the room	Administration room	√	
	Outpatient room	√	
	Parking lot	√	
	Laboratory		√
	Canteen		√
	Worship place	√	
Safe, Clean and Healthy Workplace	Maintain facilities and infrastructure		√
	A ban on littering		√
	Smoking ban sign	√	
	Cigarette Counseling		√
Partnership	Network with external sector		√
	Cross-sector programs		√

Source : The result of observation about hospital health promotion at DKT Gubeng Surabaya Hospital.

3.1 Management Policy

The function of the hospital is to conduct individual health efforts as well as public health efforts, whereby health promotion is one of the service efforts that must be held (Department of Health, 2011). DKT Gubeng Surabaya Hospital already has a Hospital Health Promotion unit with membership consisting of doctors and nurses. The Hospital Health Promotion Unit obtains activity funds by submission of activity proposals to the hospital's internal management. The activity evaluation process is done once every six months and there is no routine evaluation after the event is finished. There is no regular training of the Hospital Health Promotion unit's employees in managing the content of health promotion activities and media.

3.2 Hospital Health Promotion Medias Inside the Room

Hospital Health Promotion media is important because it contains knowledge about health and how to prevent disease, but not everywhere inside the DKT Gubeng Surabaya Hospital building contains Hospital Health Promotion media. Health promotion media are available in administration rooms, outpatient rooms, parking lots, hospital corridors and places of worship. There is no health promotion media in the canteen because the hospital does not have a canteen.

3.3 Safe, Clean and Health Workplace

In this aspect, there is no special employee to maintain the hospital facilities and infrastructure. DKT Gubeng Surabaya Hospital is a non-smoking area, that proofed by the existence of media promotion contains that smoking is ban and bad to the body. DKT Gubeng Surabaya Hospital puts a lot of trash cans in every corner and corridor of hospital but there is no media which prohibits littering.

3.4 Partnership

DKT Gubeng Surabaya Hospital has not established cross-sector cooperation related to health promotion in hospitals and non-governmental organizations (NGOs). This is proofed by the health promotion activities that are still within the internal scope of the hospital alone by utilizing the resources within it.

4 DISCUSSION

DKT Gubeng Surabaya Hospital only gained a Hospital Health Promotion unit in 2016, so the unit is fairly new, but, in less than a year, the visual media of health promotion in the hospital has been considerably established, even though not all places have health promotion media, such as the laboratory. The form of audio-visual media of health promotion at DKT Gubeng Surabaya Hospital is health counselling, direct education by doctors and poly nurses to patients who receive treatment from poly doctors and health training counselling to all workers in the hospital although the training is not done routinely.

Health promotion media is not only in the form of brochures, posters, or leaflets, but a good form of service is also in the form of health promotion media

in hospitals. DKT Gubeng Surabaya Hospital has Standard Operating Procedures (SOP) about good service from workers to patients, visitors, and other workers. SOP has been performed well by some employees at DKT Gubeng Surabaya Hospital. In addition, the hospital also always ensures that patients and visitors can receive basic information in the hospital when entering the administration room with the presence of important information media at the front, so that they can obtain the information easily.

Regarding facilities and infrastructure, the hospital has been doing maintenance on the facilities and infrastructure of the hospital environment and its completeness, but there are no maintenance workers to clean and maintain the facilities and infrastructure. As described in the observation results, although DKT Gubeng Surabaya Hospital is a non-smoking area, there are still visitors who smoke, although not inside the hospital area. Smokers are smoking around the parking area of the hospital and in open places.

The three basic principles of equality, according to the Regulation of the Ministry of Health Republic Indonesia Number 004 Year 2012, are equality, openness and mutual benefit. DKT Gubeng Surabaya Hospital has not established cooperation with other sectors, so that the health promotion media of the hospital is not fully complete with the needs of the community. Establishing cross-sectoral partnerships has a good purpose, with increased cross-sectoral networks and familial relationships among them. In addition to improving relationships and kinship, partnerships can also benefit each other with the exchange of knowledge and information which would be very useful for the advancement of health promotion in DKT Gubeng Surabaya Hospital. If the partnership goes well, health promotion in hospitals can also be improved and the goal of reducing risk is attained

5 CONCLUSION

DKT Gubeng Surabaya Hospital has its own Hospital Health Promotion unit with its members are Doctors and Hospital Nurses. The visual media of Health Promotion already exist in all parts in DKT Gubeng Surabaya Hospital, either inside or outside the building that is stated according to the hospital's technical health promotion guidelines listed in the Regulation of the Ministry of Health Republic Indonesia Number 004 Year 2012. Health promotion unit in DKT Gubeng Surabaya Hospital has not

undergone partners and work with stakeholders or any institution in the field of health promotion. Health promotion in DKT Gubeng Surabaya Hospital always evaluate its performance every 6 months internally and always make plan of health promotion media change once in 1 month for maximum result

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