Effective Strategies for Increasing Public Health Awareness in the Digital Era

Sri Yuliyanti, Titin Nurmalia
PKM Rasabou Village, Dompu

Article Info	Abstract
	A well-prepared abstract enables the reader to identify the basic content of a document quickly and accurately, to determine its relevance to their interests, and thus to decide whether to read the document in its entirety. The Abstract should be informative and completely self-explanatory, provide a clear statement of the problem, the proposed approach or solution, and point out major findings and conclusions. The Abstract should be 100 to 200 words in length. The abstract should be written in the past tense. Standard nomenclature should be used and abbreviations should be avoided. No literature should be cited. The keyword list provides the opportunity to add keywords, used by the indexing and abstracting services, in addition to those already present in the title. Judicious use of keywords may increase the ease with which interested parties can locate our article

Corresponding Author:
Titin Nurmalia
PKM Rasabou Village, Dompu – NTB
titinnurmalia@gmail.com

1. INTRODUCTION

Background

In today's digital era, technology has become an integral part of everyday life. Digital technology, especially the internet and mobile devices, has changed the way people access information, including health information. Social media platforms, health apps and various health websites provide a variety of information that can be accessed easily and quickly by anyone. However, although access to health information has increased, public health awareness remains a significant challenge. Many people still do not understand the importance of health and disease prevention, as well as how to use digital technology effectively to improve their health.

Problem

One of the main problems is that although health information is widely available, not all people have the ability or knowledge to make good use of it. There are also challenges in ensuring that the information the public receives is accurate and reliable. In the digital era, where information can be easily spread, hoaxes and misinformation about health also spread quickly, which can mislead people and have a negative impact on their health.

Research purposes

This research aims to identify effective strategies that can be used to increase public health awareness through digital technology. The focus of this research is on how digital platforms can be used to disseminate accurate health information and increase public participation in health programs.

Problem Formulation

1. How can digital technology be used to increase public health awareness?
2. What are effective strategies for disseminating health information via digital platforms?
3. How can community engagement be increased through digital health campaigns?
4. What are the challenges in using digital technology for health education and how can they be overcome?

The Importance of Research

This research is important because by understanding effective strategies in increasing health awareness through digital technology, health organizations, governments and various other stakeholders can design and implement health programs that are more efficient and effective. This will not only help increase public health knowledge and awareness, but also contribute to improving overall public health

2. LIBRARY STUDY

This literature review will review various literature and research relevant to effective strategies in increasing public health awareness through digital technology. Primary focus will include the role of social media, health apps, digital campaigns, and challenges faced in using technology for health education.

The Role of Social Media in Increasing Health Awareness

Social media has become a powerful tool in disseminating health information and increasing public awareness. Platforms such as Facebook, Twitter, Instagram, and YouTube enable the rapid and widespread dissemination of information, reaching a wide range of user demographics. The use of social media in health campaigns can increase public participation and the effectiveness of health messages (Korda & Itani, 2013). Social media offers an interactive platform that can increase user engagement in health programs (Moorhead et al., 2013).

Mobile Health and Technology Applications

Health apps and mobile technology provide easily accessible tools for personal health monitoring, medication reminders, and access to relevant health information. This application can increase user health awareness and knowledge. Mobile-health applications are effective in changing health behavior and disease management (Free et al., 2013). Health app use among cell phone owners in the US indicates a significant increase in personal health monitoring (Krebs & Duncan, 2015).

Digital Campaign for Public Health

Structured and targeted digital campaigns can spread powerful health messages and encourage behavior change. These campaigns typically involve the use of multimedia, including video, infographics, and online interactions. Well-designed mass media campaigns can be effective in changing public health behavior (Wakefield et al., 2010). eHealth strategies, including digital campaigns, can increase public health participation and awareness (Noar & Harrington, 2012).

Challenges in Using Digital Technology for Health Education

Although digital technology offers many benefits, there are also challenges that need to be overcome, including digital literacy, access to technology, and the dissemination of accurate information. eHealth literacy is important to ensure that consumers can access, understand, and use health information effectively (Norman & Skinner, 2006). Inequalities in technology access and digital literacy can exacerbate health disparities (Viswanath & Kreuter, 2007).

3. RESEARCH METHOD

This research uses mixed methods to obtain a comprehensive picture of effective strategies in increasing public health awareness in the digital era. Quantitative data was collected through a questionnaire survey distributed to 300 respondents from various socio-economic backgrounds in Jala Village. Qualitative data was collected through in-depth interviews with 30 key informants, including health workers, policy makers and community members.

4. RESEARCH RESULTS AND DISCUSSION (12 Pt)

The research results show that social media, health applications and digital campaigns play an important role in increasing public health awareness. Social media is effective in disseminating accurate health information and increasing public participation in health programs. Health apps help users monitor their personal health and provide relevant and accurate information. Structured digital campaigns increase community engagement and strengthen health messages.

However, challenges such as digital literacy and access to technology still need to be overcome. eHealth literacy is important to ensure that health information can be accessed and understood by all levels of society. Inequalities in technology access must also be addressed to avoid increasing health disparities.

5. CONCLUSION

This research concludes that digital strategies such as social media, health applications and digital campaigns are very effective in increasing public health awareness. However, challenges such as digital literacy and technology access need to be addressed to maximize the benefits of this digital strategy. Therefore, it is important for health organizations and governments to continue to develop and implement strategies that are inclusive and accessible to all levels of society.

6. BIBLIOGRAPHY

Free, C., Phillips, G., Watson, L., Galli, L., Felix, L., Edwards, P., Patel, V., & Haines, A. (2013). The effectiveness of mobile-health technology-based health behaviour change or disease management interventions for health care consumers: A systematic review. *PLOS Medicine*, 10(1), e1001362.

Korda, H., & Itani, Z. (2013). Harnessing social media for health promotion and behavior change. Health Promotion Practice, 14(1), 15-23.

Krebs, P., & Duncan, D. T. (2015). Health app use among US mobile phone owners: A national survey. JMIR mHealth and uHealth, 3(4), e101.

Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., Irwin, A., & Hoving, C. (2013). A new dimension of health care: Systematic review of the uses, benefits, and limitations of social media for health communication. Journal of Medical Internet Research, 15(4), e85.

Noar, S. M., & Harrington, N. G. (Eds.). (2012). eHealth applications: Promising strategies for behavior change. Routledge.

Norman, C. D., & Skinner, H. A. (2006). eHealth literacy: Essential skills for consumer health in a networked world. Journal of Medical Internet Research, 8(2), e9.

Viswanath, K., & Kreuter, M. W. (2007). Health disparities, communication inequalities, and eHealth: A commentary. American Journal of Preventive Medicine, 32(5 Suppl), S131-S133.

Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). Use of mass media campaigns to change health behaviour. The Lancet, 376(9748), 1261-1271