

**STRATEGIES TO PREVENT AND CONTROL HYPERTENSION THROUGH
PROMOTIVE AND PREVENTIVE APPROACHES AT UPTD PUSKESMAS
MENTENG**

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ABSTRAK

Hipertensi merupakan penyakit tidak menular utama yang berkontribusi terhadap komplikasi kardiovaskular dan angka kematian yang tinggi secara global. Pengabdian masyarakat ini bertujuan untuk menganalisis strategi promotif dan preventif dalam pengendalian hipertensi di UPTD Puskesmas Menteng, Palangka Raya. Metode yang digunakan adalah studi kasus deskriptif kualitatif melalui observasi, dokumentasi, dan wawancara dengan tenaga kesehatan dan masyarakat. Analisis situasi dilakukan menggunakan model Fishbone, USG (Urgency, Seriousness, Growth), dan SWOT. Temuan utama meliputi kurangnya staf terlatih untuk edukasi hipertensi, rendahnya kesadaran masyarakat, dan dominannya layanan kuratif. Strategi yang diterapkan meliputi promosi kesehatan melalui buklet, poster, dan edukasi langsung dengan partisipasi berbasis masyarakat. Hasil uji pra-pasca menunjukkan peningkatan pengetahuan dan kesadaran masyarakat. Program ini memperkuat peran pelayanan kesehatan primer dalam pencegahan penyakit dan mendukung kolaborasi lintas sektor dalam pengelolaan penyakit kronis.

Kata Kunci: Promosi Kesehatan, Hipertensi, Pendekatan Preventif, Kesehatan Masyarakat, Puskesmas, Faktor Risiko.

ABSTRACT

Hypertension is a major non-communicable disease contributing to cardiovascular complications and high mortality globally. This community service aims to analyze promotive and preventive strategies in controlling hypertension at UPTD Puskesmas Menteng, Palangka Raya. The method used is a qualitative descriptive case study through observation, documentation, and interviews with health personnel and the community. Situation analysis was performed using Fishbone, USG (Urgency, Seriousness, Growth), and SWOT models. The main findings include the lack of trained staff for hypertension education, low public awareness, and the dominance of curative services. Implemented strategies involved health promotion through booklets, posters, and direct education

using community-based participation. Pre-post tests showed improved public knowledge and awareness. This program strengthens the role of primary health care in disease prevention and supports intersectoral collaboration in chronic disease management.

Keywords: *Health Promotion, Hypertension, Preventive Approach, Public Health, Puskesmas, Risk Factors.*

INTRODUCTION

Hypertension is a global public health challenge contributing significantly to morbidity and mortality, especially from cardiovascular diseases. According to WHO, the number of adults with hypertension nearly doubled from 594 million in 1975 to 1.13 billion in 2015, with low- and middle-income countries bearing the highest burden. In Indonesia, the 2018 Basic Health Research (Riskesdas) reported a national hypertension prevalence of 34.1%. UPTD Puskesmas Menteng recorded an alarming increase in hypertension cases from 6,161 in 2023 to 14,560 in 2024.

Despite efforts, promotive and preventive measures are still limited. Services often focus on curative approaches, and there is a lack of trained staff and structured educational programs. This condition highlights the need for a strategic shift toward health promotion and prevention. This article presents a community service activity focused on improving hypertension management through strategic health promotion at UPTD Puskesmas Menteng.

RESEARCH METHOD

This community service used a descriptive qualitative approach with a case study design conducted at UPTD Puskesmas Menteng, Palangka Raya, between January and June 2025. Data collection involved observation, interviews with healthcare workers and community members, documentation review, and questionnaires. Data were analyzed using Fishbone diagrams to identify root causes, USG for problem prioritization, and SWOT for strategic planning. Pre- and post-tests measured the impact of health education.

RESULTS AND DISCUSSION

Identified Problems and Root Causes

The Fishbone analysis revealed multiple causes: lack of trained promotive staff, inadequate media, limited community engagement, and poor lifestyle habits.

Problem Prioritization with USG

The primary problems were high urgency (rapid hypertension increase), seriousness (risk of complications), and growth (projected rise). Thus, health education and screening were prioritized.

Strategy Formulation using SWOT

Strengths: Community willingness to participate, health worker commitment. *Weaknesses:* Inadequate infrastructure, low training. *Opportunities:* Government programs, partnerships with universities. *Threats:* Lifestyle habits, low health literacy.

Implementation and Outcomes

The community service included educational sessions using booklets and posters, early screening, and behavior change communication. Pre-test showed low knowledge, while post-test indicated significant improvement. Community members reported increased awareness and motivation to manage blood pressure.

Discussion

These findings support previous studies (Azizah et al., 2022; Nuryani et al., 2023) on the effectiveness of community empowerment in hypertension prevention. Strengthening promotive roles in primary care is crucial. The Health Promotion Model by Pender also underlines the importance of perceived self-efficacy and social support in behavior change.

CONCLUSION

The implementation of promotive and preventive strategies in UPTD Puskesmas Menteng effectively improved public knowledge and attitudes toward hypertension. Empowering communities and healthcare staff is key to sustainable control efforts. Further replication and integration of this model in other Puskesmas settings are recommended.

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