


Community Service on Strengthening Health Promotion Policy Implementation to Improve Hospital Services in Tuban

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Abstract

This community service aimed to strengthen the implementation of health promotion policies in order to improve hospital services in Tuban Regency. The program was designed to address existing gaps in health promotion practice, particularly limited human resources, suboptimal use of educational media, and low integration of health promotion into routine hospital services. The scope of activities included needs assessment, training, mentoring, and evaluation involving healthcare workers and hospital management. The methods used consisted of participatory approaches through focus group discussions, interactive training sessions, development of audiovisual health education materials, and direct mentoring in implementing health promotion activities. The results showed a significant increase in healthcare workers' knowledge and skills, as reflected by improved pre-test and post-test scores. The results showed that staff knowledge increased by 24.3% (from an average pre-test score of 60.5% to 84.8%), while patient satisfaction improved from 71% to 88% after the implementation of digital media such as short videos and digital leaflets in waiting areas. This community service demonstrated that strengthening health promotion policy implementation—through participatory learning and digital innovation—can enhance hospital service quality, increase patient satisfaction, and support better health outcomes in Tuban Regency.

A. Introduction

Hospitals are essential institutions not only for curative care but also for preventive and promotive health efforts (Rane, 2023). The implementation of health promotion policies in hospitals is crucial to ensure that patients, families, and communities receive comprehensive health services (Khatri et al., 2023). However, in many cases, health promotion activities remain underutilized and poorly integrated into hospital systems (Bate & Robert, 2023). This creates gaps in service quality and reduces the hospital's role in improving overall public health outcomes (Li et al., 2023).

In Tuban Regency, hospitals face similar challenges in implementing effective health promotion policies. Limited human resources, lack of adequate training, and insufficient awareness among health workers often hinder the sustainability of health promotion programs (Hickmann et al., 2022). As a result, promotive and preventive services are frequently overshadowed by curative care, leaving communities without optimal guidance on healthy behaviors and disease prevention. These conditions highlight the urgent need for strengthening the capacity and commitment of hospitals in carrying out health promotion initiatives (Siregar et al., 2024).

Previously, several hospitals in Tuban had initiated internal programs related to health promotion, such as patient education campaigns and limited health counseling sessions (Knowles et al., 2023).

However, these efforts were often fragmented, lacked systematic evaluation, and depended heavily on individual initiatives rather than institutional policy support. As a result, the impact of those programs remained minimal and unsustainable, particularly in rural hospital settings (Zygiaris et al., 2022).

This community service activity was therefore designed to fill those gaps by introducing a more structured, participatory, and sustainable model for implementing health promotion policies (Coombs et al., 2022). The distinguishing feature of this program compared to similar initiatives in other regions lies in its integrated approach, which combines policy strengthening with practical capacity building for hospital staff. Through educational sessions, workshops, and interactive discussions, this model emphasizes active learning, cross-department collaboration, and policy monitoring to ensure long-term improvement (Wiles et al., 2022).

By enhancing both the knowledge and the institutional commitment of health workers in promoting health within the hospital environment, the program aims not only to improve policy implementation but also to foster a culture of continuous quality improvement (Kwame & Petrucka, 2022). Consequently, hospitals in Tuban are expected to deliver more effective, patient-centered, and holistic services that align with national health promotion standards (Baines et al., 2022).

This community service activity seeks to address these challenges by focusing on strengthening the implementation of health promotion policies in hospitals across Tuban. Through educational sessions, workshops, and interactive discussions, the program aims to enhance the knowledge and practical skills of health workers in promoting health within the hospital environment (Agbi et al., 2023). By improving policy implementation and fostering a culture of continuous quality improvement, hospitals in Tuban are expected to provide more effective, patient-centered, and holistic services (Amporfro et al., 2021).

B. Methods

This community service activity was carried out in four hospitals in Tuban Regency, involving a total of 54 participants, consisting of healthcare workers and hospital staff. The results presented in this paper represent aggregated findings from all four hospitals, rather than a single in-depth case. Participants were selected from health promotion units and patient care departments to ensure direct involvement in implementing health promotion policies.

The program was conducted in three main stages. First, a needs assessment was conducted through direct observation and short semi-structured interviews with hospital staff to identify barriers to the implementation and integration of health promotion policies in daily hospital services. The results from this stage were used to design the training modules and materials that aligned with the real needs and operational context of the hospitals.

Second, a series of educational sessions and workshops were organized. These sessions began with lectures on the importance of health promotion policies and the role of hospitals in achieving national health targets. This was followed by group discussions analyzing national health regulations and guidelines, including *Permenkes No. 44 of 2018 on Hospital Health Promotion*. The workshops applied a participatory learning approach participants were divided into small groups to identify existing problems in their hospitals and develop practical strategies to integrate health promotion activities into daily workflows (Nwosu et al., 2024). Simulated demonstrations and case studies were conducted to enhance understanding and improve participants' analytical and problem-solving skills. Each group presented their action plans, which were then reviewed collaboratively to ensure applicability and sustainability.

Third, a monitoring and evaluation process was implemented to measure the impact of the program. The evaluation used a structured questionnaire consisting of 20 items covering knowledge, attitude, and perceived readiness in implementing health promotion policies. The instrument had previously been validated through expert judgment and demonstrated good reliability (Cronbach's alpha = 0.86). Pre-test and post-test scores were compared to identify knowledge improvement, while a satisfaction survey assessed participants' perceptions of the training quality and relevance. Additionally, a feedback session was conducted to collect participants' reflections and recommendations, as well as to encourage continued institutional commitment to health promotion.

From an ethical standpoint, this activity was conducted with prior permission from the participating hospitals and approval from local health authorities. All participants provided informed consent before joining the survey and workshop sessions, ensuring voluntary participation and confidentiality of respo.

C. Results and Discussion

This community service program was conducted through several stages needs assessment, training, mentoring, and evaluation aimed at strengthening the implementation of health promotion policies in one of the hospitals in Tuban Regency. The following summarizes the key results from each stage.

The needs assessment identified that while a hospital health promotion policy already existed, its implementation remained suboptimal. Interviews and observations showed several barriers, including limited human resources specifically assigned to health promotion, inadequate use of educational media, and weak cross-sector collaboration.

During the training and capacity-building stage, 25 healthcare workers comprising nurses, midwives, and hospital public relations staff participated in interactive sessions on health communication strategies, audiovisual media development, and integration of health promotion into clinical services. This program was conducted across four hospitals in Tuban Regency covering needs assessment, training, mentoring, and evaluation aimed at strengthening the implementation of health promotion policies. The aggregated results from 54 participants are summarized below:

Table 1. Improvement in Staff Knowledge and Skills

Indicator	Pre-Test Score (%)	Post-Test Score (%)	Increase (%)
Knowledge of health promotion policies	62.4	86.7	+24.3
Communication & media use skills	58.2	82.5	+24.3
Integration into clinical workflow	61.0	85.2	+24.2

The improvement confirms that participatory and case-based training methods effectively enhanced healthcare workers' understanding and practical skills.

In the implementation mentoring stage, the team supported the hospital in formulating an Action Plan for Health Promotion aligned with the *Minimum Service Standards (SPM)* and *Permenkes No. 44 of 2018 on Hospital Health Promotion*. The hospital began producing digital educational media such as short health videos and digital leaflets displayed in waiting areas. Health education activities were also expanded to involve not only patients but their families and visitors, promoting a more inclusive approach to behavioral change.

The evaluation and early impact after two months indicated measurable improvement in both staff and patient outcomes. Patient satisfaction regarding health information services rose from 71% to 88%, as shown below:

Table 2. Patient and Staff Outcomes Post-Implementation

Indicator	Before Program (%)	After Program (%)	Increase (%)
Patient satisfaction with health information	71	88	+17
Staff participation in health education	64	90	+26

These results also align with the WHO *Health Promoting Hospitals (HPH)* framework, which emphasizes that health promotion should be embedded within hospital systems rather than treated as a separate activity.

The results demonstrate that strengthening the implementation of health promotion policies in hospitals can significantly improve the quality of healthcare services (Nguyen et al., 2021). This finding aligns with the WHO concept of *Health Promoting Hospitals*, which emphasizes that health promotion should be an integral part of hospital services rather than an additional activity (Adams et al., 2022).

The findings reveal a clear cause-and-effect relationship between capacity building, media innovation, and improved service outcomes. The increased knowledge and motivation of healthcare workers directly contributed to higher patient satisfaction levels. This aligns with Aiken et al. (2021), who emphasized that continuous professional development strengthens health policy implementation (Aiken et al., 2021). The pre-test and post-test results confirmed that participatory training methods, case-based learning, and the use of audiovisual media enhanced healthcare workers' understanding and communication skills (Enticott et al., 2021).

From a regulatory perspective, the activity supports the principles of Permenkes No. 44/2018, which mandates that hospitals conduct structured, sustainable, and measurable health promotion activities. The establishment of an *Action Plan* and the proposal for a multidisciplinary Health Promotion Team serve as tangible steps to institutionalize these practices within hospital management systems (Chan et al., 2023).

The introduction of digital educational media also proved effective. The use of videos and digital leaflets in waiting rooms increased patient exposure to health information (Hubley et al., 2021). This supports previous studies suggesting that audiovisual-based education is more easily understood and retained by patients compared to print-only media (Liu et al., 2021).

The early impact, reflected in improved patient satisfaction, indicates that strong health promotion contributes to a positive hospital image and supports the achievement of quality service standards (Edelman & Kudzma, 2021). However, sustainability challenges remain, particularly regarding human resources dedicated to health promotion. Therefore, establishing a multidisciplinary Health Promotion Team is a strategic step to ensure the program is not only incidental but fully integrated into hospital management systems (Morse et al., 2022).

Overall, this community service project shows that strengthening health promotion policy implementation not only enhances hospital service quality but also supports the improvement of public health in Tuban Regency (Bhati et al., 2023).

D. Conclusion

The implementation of this community service program demonstrated that strengthening health promotion policy implementation served as a strategic and practical effort to improve hospital services in Tuban Regency. Based on the program results, several key outcomes were achieved. First, the capacity of healthcare workers significantly increased, as reflected by the improvement in knowledge and communication skills following the training sessions. Second, patient satisfaction with the delivery of health information rose substantially, indicating that health promotion activities became more accessible and engaging. Third, health promotion practices were successfully integrated into hospital services through the development of an institutional Action Plan aligned with national regulations.

The use of audiovisual and digital educational media effectively enhanced both staff performance and patient understanding, while mentoring activities strengthened the hospital's internal coordination in executing health promotion initiatives. The formulation of recommendations for establishing a multidisciplinary Health Promotion Team provided a concrete step toward ensuring the program's sustainability and institutionalization.

As a follow-up plan, a long-term evaluation will be conducted six months after the initial implementation to assess the consistency of health promotion practices and their measurable impact on patient outcomes. In addition, this model of capacity building and policy integration is planned to be replicated in other hospitals across Tuban Regency, with adjustments according to each institution's readiness and resource capacity.

In conclusion, the outcomes of this community service program confirm that practical strengthening of health promotion policy implementation supported by participatory training, digital innovation, and continuous mentoring can directly enhance hospital service quality and contribute to improving community health standards in Tuban Regency.

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F. Author Contribution Statement

SG contributed to the project in the following roles: Conceptualization, Methodology, Investigation, Data Curation, Formal Analysis, Writing – Original Draft, Writing – Review & Editing, Supervision, and Project Administration.

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