

DEVELOPING COMMUNITY-BASED INTERVENTIONS TO PROMOTE HEALTHY BREAKFAST CULTURE

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ABSTRACT

Breakfast is an important part of a healthy lifestyle. However, there are still many individuals who skip breakfast or do not have a healthy breakfast culture. This habit can have a negative impact on long-term health, especially in children and teenagers who are still growing. The aim of this research is to develop a community-based intervention that is effective in increasing the culture of healthy breakfast among the community. This research uses a qualitative approach. The data collection technique in this research is literature study. The data that has been collected is then analyzed in three stages, namely data reduction, data presentation and drawing conclusions. The research results show that intervention by effective community-based health promotion workers can increase the culture of healthy breakfasts. Implementation of this intervention development can be done in various ways, including education about the importance of a healthy breakfast, demonstrations on how to make a healthy breakfast, training of health cadres to become educational agents and motivators for the community, collaboration with schools and workplaces to provide healthy breakfast foods, promotion of healthy breakfasts. through social media and communities.

KEYWORDS Intervention, Society, Culture, Healthy Breakfast



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INTRODUCTION

Breakfast is included in the General Guidelines for Balanced Nutrition conveyed by the Ministry of Health of the Republic of Indonesia in 2014. According to Tri, a nutrition expert at UM Surabaya, the negative consequences of skipping breakfast are significant, especially in the context of the learning process in schools for students, as it can reduce physical activity and potentially lead to obesity in adolescents and adults. The difference between individuals who regularly eat

How to cite: Fitri Nur Fadhillah. (2024). Developing Community-Based Interventions To Promote Healthy Breakfast Culture. *Journal Eduvest*. 4 (3): 940-946
E-ISSN: 2775-3727
Published by: <https://greenpublisher.id/>

breakfast and those who do not is that individuals who eat breakfast have the ability to provide their bodies with the necessary nutrients to think, work, and engage in physical activity optimally after waking up.

Breakfast time starts from 6:00 in the morning until 10:00 in the morning. No matter how busy one may be, it is important to fuel the body so that energy is fulfilled throughout the day. Breakfast is a meal eaten in the morning. Breakfast plays an important role for children. Children who are accustomed to having breakfast will have better abilities than those who are not accustomed to having breakfast (Nurlinawati et al., 2019).

Breakfast has many important benefits, especially in relation to health and cognitive performance (Aryadi et al., 2019). Several studies have shown that breakfast affects the concentration and academic performance of students (Noviyanti & Kusudaryati, 2018). Additionally, breakfast also contributes to meeting the calories and nutrients needed for daily activities (Putra et al., 2018). Therefore, it is important to pay attention to breakfast habits as part of a healthy lifestyle and to support cognitive performance, especially in children and adolescents. However, many individuals still skip breakfast or do not have a healthy breakfast culture. This habit can have long-term negative impacts on health, especially in children and adolescents who are still growing.

Efforts to improve healthy breakfast culture can be implemented through health promotion by health promotion officers. Health promotion refers to a series of efforts aimed at convincing and enabling the community to maintain and improve their own health (Nurdianna, 2017). Meanwhile, Health Promotion Officers are civil servants (PNS) who are given responsibilities, authority, and full rights by authorized officials to carry out services in the field of health promotion in government agencies (Salangka, 2023).

Previous research by (Burhannuddin et al., 2023) shows that foster children BCC activities during the activities can accept the material and counseling methods used well. All foster children after the activities have been conducted have recognized about PHBS and most have been able to imitate and practice behaviors including the application of PHBS. This community service activity has produced outputs in the form of registered educational comic books, leaflets, draft articles for publication, and increased participant knowledge.

Another study by (Dianah et al., 2022) shows that post-test results have increased compared to pre-test results, so it can be concluded that there has been a cognitive improvement from counseling participants about the importance of healthy and balanced nutritious breakfast followed by changes in healthy and balanced nutritious breakfast routines and leaving inappropriate and unhealthy breakfast habits.

The novelty of this research lies in its object of research, namely community-based health promotion interventions that are effective in improving healthy breakfast culture among communities that have never been studied before. The theoretical implications of this research are an increased understanding of the effectiveness of community-based interventions in changing community behavior related to eating patterns. The results of this research can serve as a basis for the development of similar interventions in various contexts and other communities. Additionally, this

research can also help enrich the literature on disease prevention efforts through changes in community behaviour, especially related to healthy eating patterns. The aim of this research is to develop effective community-based interventions in improving healthy breakfast culture among communities.

RESEARCH METHOD

This research adopts a qualitative approach. Qualitative research method is a way to examine a problem more deeply and comprehensively, which requires a longer time to complete. This method prioritizes the qualitative aspects of the entities being studied, such as meaning, attitudes, and perceptions (Gebang et al., 2022). The data collection technique in this study is literature review. In the literature review process, researchers gather data from various literature sources such as books, journals, and other relevant information related to the research. After the data is collected, the next step in the research is data analysis. The data analysis process is generally carried out in three stages, namely data reduction, data display, and conclusion drawing. The first stage is data reduction, where raw data is filtered, organized, and prepared for further analysis. The second stage is data display, where the reduced data is presented in a more understandable format. The final stage is conclusion drawing, where the researcher evaluates the findings from the data analysis and draws conclusions about what can be inferred from the data.

RESULT AND DISCUSSION

Health is a state of complete physical, mental, and social well-being that enables everyone to lead a socially and economically productive life. Health maintenance involves efforts to prevent and address health disorders that require examination, treatment, and/or care, including pregnancy and childbirth. Health education is a process of assisting individuals, acting either individually or collectively, to make decisions based on knowledge about factors affecting their own health and that of others (Rinaldhi, n.d.). Health is an important aspect for everyone to engage in activities. Awareness of the importance of health needs to be instilled as early as possible in school-age children (Keumalasari et al., 2017).

Food is one of the crucial aspects of life. Food provides nutrition and energy for the body. Nutrition provides energy and regulatory substances needed for growth, development, and maintenance of a healthy body (Syahroni et al., 2021). Breakfast is an activity of consuming food in the morning; someone who skips breakfast tends to consume snacks in large quantities, resulting in excessive calorie intake and potentially causing overweight issues. Women and men with high body fat percentages will experience higher levels of inflammation compared to those with normal body fat percentages (Oktaviani et al., 2021). Breakfast is a crucial activity since in the morning, the brain requires nutrient intake due to fasting overnight during sleep (Verdiana & Muniroh, 2018). Regular breakfast is useful for fulfilling the body's energy needs for optimal activities (Purnawinadi & Lotulung, 2020). Law No. 36/2009 concerning Health mandates the need to realize balanced

nutrition as one of the efforts to improve nutrition, and one of the messages (the 6th message) in the Balanced Nutrition Guidelines (Minister of Health Regulation no. 41/2014) is "Make Breakfast a Habit," which needs to be continuously socialized and improved (Prasetyo et al., 2020).

During breakfast, the brain receives nutrition intake again. A healthy breakfast should meet at least a quarter of the daily nutritional needs. Therefore, at least the morning breakfast menu should contain carbohydrates, protein, fat, vitamins, minerals, and fiber, as well as sufficient water to aid in digestion, increase energy, concentration, and memory (Suraya et al., 2019). Breakfast is also to prevent hypoglycemia, stabilize blood glucose levels, and prevent dehydration after fasting all night (Nita, 2016). Breakfast activities are not only carried out but also need to pay attention to the quantity and quality of nutrients contained in breakfast. The suitability between the amount of carbohydrates, proteins, and fats in the body is crucial, especially for children's growth. The nutritional adequacy of children will not be fulfilled if dominated by one type of food consumed continuously (Astriani et al., 2022).

The negative impact of skipping breakfast is the imbalance of the central nervous system followed by dizziness, trembling or fatigue, in this condition, children have difficulty receiving lessons well, learning concentration is disrupted because reserves from dinner have decreased, short-term memory disturbances, inability to solve problems, disturbed attention, and decreased learning achievement test results (Rafika et al., 2018). Therefore, the habit of breakfast needs to be applied at school age because, in addition to having various benefits, at this age, children begin to realize the importance of nutritious food for growth and health and believe in the importance of mealtime so it will be easier to foster breakfast habits in children (Gemily et al., 2017).

Health education is a health practice carried out to change the behavior of individuals, groups, and larger populations towards better behavior, and correct information will provide positive stimulation about healthy lifestyle behaviors (Setiawan et al., 2020). Promotion in the health field is directed towards changing the health behavior of the community. Health promotion as an approach to health behavior factors activities cannot be separated from the factors that determine these behaviors (Indika & Aprilia, 2017).

Health promotion is an effort to enhance community capabilities through the learning process from, by, for, and with the community. So that the community can help themselves and develop community resource-based activities, in accordance with local socio-cultural conditions and supported by health-oriented public policies. The application of health promotion in the field is usually through health education and health counseling (Setyabudi, 2017).

Based on the WHO decision in 1994 in Rachmawati (2019), health promotion strategies consist of three parts:

1. Advocacy

Advocacy is an effort to persuade others or people who can help or support something desired. In health promotion, advocacy is an approach to decision-makers or policymakers at various levels and parts.

2. Social Support

The social support strategy is an effort to seek social support through several existing figures in the community, both formal and informal community figures. The goal of social support is to make these community figures a bridge that connects the health sector with recipients of health programs in the sense of the community.

3. Empowerment

Community Empowerment is a health promotion effort that focuses on the community directly. The goal of community empowerment is to create abilities.

The development of community-based interventions to improve community eating habits. By utilizing an approach involving the community directly, this intervention aims to build awareness of the importance of healthy breakfast and encourage sustainable behavior change. This may include education on the benefits of breakfast nutrition, introduction of affordable and healthy breakfast food recipes, and provision of social support in implementing these changes. Thus, the development of community-based interventions is a strategic step in creating a sustainable culture of healthy breakfast in society.

CONCLUSION

Community-based interventions conducted by health promotion workers can significantly improve the culture of healthy breakfast in society. Various effective implementation methods for interventions have been identified, including education on the importance of a healthy breakfast, demonstration of practices for making healthy breakfasts, training of health cadres as educational agents and motivators, as well as collaboration with educational institutions and workplaces to provide healthy breakfast options. In addition, promotion through social media and active participation in the community have also been proven effective in raising awareness of the importance of a healthy breakfast. In designing interventions, it is important to consider various factors that influence the breakfast habits of the community, such as knowledge, attitudes, practices, and access to healthy and affordable breakfast foods. Therefore, collective efforts to promote a culture of healthy breakfast can provide significant benefits for the health and well-being of the community as a whole.

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