www.gigisehat.id for Easy of Access to Valid Dental Health Information for Mothers of Kindergarteners

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ABSTRACT
Background: Parental attentiveness is critical during early childhood age. In consideration of the fact that child dental health problems are linked to parents’ dental health, it is necessary to not only focus on children in promoting dental health strategy, but also to parents and close relatives. An epidemiological study on social support as a determinant factor to maternal behavior in dental and oral health care in 3–7 years old children confirmed that the four components of social support (informational, appraisal, instrumental, and emotional) are linked to maternal behavior. Furthermore, although there has been a high caries severity index, the total visitation to the Public Health Centre is low regardless of whether more than 50% of the respondents claimed they are covered by BPJS Health Insurance and are active in social media. The reluctance of mothers to access information related to dental and oral health care have cost children’s dental and oral health. The website www.gigisehat.id is expected to serve as a source of information related to dental and oral health for mothers.

Purpose: To serve as a source of information related to child dental and oral health care for mothers.

Methods: The website link was shared through the NgobrolOnline discussion group and distribution of the illustrated book.

Results: 29 participants (64.4%) have accessed the www.gigisehat.id.

Conclusion: www.gigisehat.id was accepted and effective in disseminating information about child dental and oral health care, especially for mothers under Keputih Public Health Center coverage.

Keywords: mother; 3–7 years old children; information, oral health; gigisehat.id website.

INTRODUCTION
Parental attentiveness is critical during early childhood age. In consideration of the fact that child dental health problems are linked to parents’ dental health, it is necessary to not only focus on children in promoting dental health strategy, but also to parents and close relatives. This research discovered that mothers with low education had poor communication skills that consequently affect their children’s dental and oral health. Those are internal factors of dental health behavior. Social support is an external factor that usually comes from close relatives. An epidemiological study reported that 96.5% of kindergarteners have caries with caries severity index of 8.24. The caries severity index for Harum Kindergarten was 8.08. There has been low dental visitation, and 80.5% of the respondents (mothers of the kindergarteners) claimed that they never had dental check-up even though that 50% of them claimed that they are covered by BPJS Health Insurance. This was because mothers’ reluctance to access dental and oral health information, and it has costed their children’s dental health.

This program was motivated to provide a reliable source of information about dental and oral health for mothers of kindergarteners under Keputih Public Health Center coverage. We created a website that can be accessed anytime. This website targeted the mothers of kindergarteners of Harum Kindergarten. The website link was promoted on 21 May 2019 during the NgobrolOnline program. The success indicators of the program were on-time completion of the website and more than 50% access from the participants.
MATERIALS AND METHODS

The website provides dental and oral health information that can be easily accessed at any time. This was an individual-based program that each participant was encouraged to access the information by herself. The website was promoted during the NgobrolOnline session on 21 May 2019, followed by the distribution of the illustrated book. The success indicators of the program were on-time completion of the website and more than 50% access from the participants.

The website is accessible by the public but specifically published for mothers of kindergarteners of Harum Kindergarten. The program objective was increased dental health knowledge levels in mothers of kindergarteners.

RESULTS

The program was evaluated formatively or upon the completion of the program. One of the success indicators was 50% visit from program participants or equaled to 23 mothers of the kindergarteners. The website was accessed by 29 mothers in a four-day period. The success indicator was achieved as there was 64.4% visitation from the program participants. Therefore, the program was successful because the success indicator has been passed.

DISCUSSION

The total of website traffic was accumulated from the first day of the program. There were 45 participants, and 29 of them have visited the website with 95 total visits. The program was then analyzed using SWOT method in accordance with the WHO.

The concept of health promotion using internet or electronic media has been applied for years. However, in the current era of globalization, the use of websites as a medium for health promotion is reaching its peak. The use of electronic media is considered effective for disseminating health information, public communication media and medical personnel, as well as the use of patient databases. Several studies have also confirmed the effectiveness of electronic media as a means of health promotion.

The internet is also used as a means of health research and data collection. In addition, it is also used as a medium for health interventions that can be measured using data. This intervention method is used to reach a specific population or target. The use of the website as a health promotion media is considered effective, in addition to its low cost, it can also reach the audience more easily. The audience can access health information anywhere and anytime, as well as the presentation of information (content) that can be made more interesting so that the audience is more interested in opening the information, so that it can motivate them to be able to improve health.

Based on data from the Indonesian Internet Service Providers Association (APJII), it is known that internet users in Indonesia are 171.2 million. This of course indicates that the use of the internet in everyday life of Indonesian people has become a necessity. Aside from being a means of entertainment, it is also a place to get information. Therefore, we chose the website media as a medium for empowerment to increase knowledge about oral health. (1) Strength: The empowerment program can be accessed anytime and anywhere. Moreover, in this globalization era, all targets of the program can access the internet. The information was delivered informally by comparing myths and facts rather than in formal text. The NgobrolOnline included a QA session with doctors from Keputih Public Health Center. The website also allows visitors to have live chats. (2) Weakness: The program material was not specific and broad enough. Also, visitors could not leave a comment on the website. (3) Opportunities: The program found that mothers of the kindergarteners did not have enough information about dental and oral health; therefore, the website is expected to serve as a reliable source of information for them. In this globalization era, more and more people search for information online. (4) Threats: No human resource for the educational content creator; therefore, no regular updates on the website.

CONCLUSION

www.gigisehat.id was accepted and effective in disseminating information about child dental and oral health care, especially for mothers under Keputih Public Health Center coverage. The website is also accessible for the public to help to promote dental and oral health.

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