ABSTRACT

THE IMPLEMENTATION OF THE FREE HEALTH CHECK-UP POLICY FOR RESIDENTS ON THEIR BIRTHDAY AT SUDIANG COMMUNITY HEALTH CENTER, MAKASSAR CITY

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The implementation of the Free Health Check-Up policy provided to all Indonesian citizens at community health centers (Puskesmas) *is motivated by the need to improve public access to and awareness of the importance of regular health check-ups, as well as to increase public participation in maintaining health through preventive measures. The Free Health Check-Up can be accessed once a year at any time as a form of a birthday gift through a life-cycle approach. The Free Health Check-Up program, as a form of policy implementation, is an effort to conduct early detection of risk factors or pre-disease conditions so that early interventions can be carried out to prevent the onset of diseases, thereby making treatment more effective.*

This study employed a qualitative descriptive method to describe and explain phenomena, events, or conditions in depth and comprehensively without relying on numerical data or statistics.

The results of this study indicate that the implementation of the Free Health Check-Up policy in the working area of Sudiang Community Health Center has not yet been successfully implemented, as the coverage achieved remains very low. This is attributed to limited socialization and communication, limited resources, and the disposition/attitude of policy implementers, which has not been optimal in providing support for the program.

Keywords: Free Health Check-Up, Policy Implementation, Sudiang Community Health Center, Early Detection

Translated by:

The AgencyES
Language Institute
File No.: 820-S2-226015

Dipindai dengan CamScanner