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Optimizing Hospital Health Promotion Through Digital Educational Media in Tuban

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ABSTRACT

Hospital Health Promotion plays an important role in improving public health literacy and supporting preventive healthcare services. However, health promotion activities in several hospitals in Tuban are still predominantly conducted using conventional methods, resulting in limited effectiveness and accessibility of health information. This community service program aimed to optimize hospital health promotion through the utilization of digital educational media.

The program was implemented using a participatory and educational approach involving healthcare workers, hospital health promotion staff, and hospital management. The activities consisted of preliminary assessment, development of digital educational media, training and mentoring sessions, implementation of digital health promotion, and evaluation. The digital media developed included educational videos, digital posters, social media content, and QR code–based educational materials.

The results showed an improvement in participants' knowledge and skills regarding the utilization of digital media for health promotion activities. Healthcare workers were able to develop and use digital educational content effectively within hospital services. Patients and visitors also demonstrated positive responses toward the use of digital educational media because the information was considered more attractive, interactive, and easier to access compared to conventional methods. In addition, digital media contributed to improving the consistency and efficiency of health education delivery in hospitals.

In conclusion, optimizing hospital health promotion through digital educational media can enhance healthcare workers' competencies, improve public access to health information, and support the improvement of healthcare service quality. Continuous training and institutional support are necessary to ensure the sustainability of digital-based health promotion programs in hospitals.

1. INTRODUCTION

Hospitals not only function as providers of curative and rehabilitative services but also play an important role in promotive and preventive efforts through Hospital Health Promotion programs.[1] Hospital Health Promotion is a strategic approach aimed at improving the knowledge, awareness, and ability of patients, families, and communities to maintain their health independently. In the current era of digital transformation, health promotion activities in hospitals are required to adapt to technological

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advancements in order to deliver health education more effectively, attractively, and accessibly to the community.[2]

The rapid development of digital technology has created significant opportunities for hospitals to utilize digital health education media, such as educational videos, digital posters, social media platforms, QR code–based health information, and interactive educational systems within healthcare services.[3] The use of digital media is considered more effective because it is flexible, interactive, and capable of reaching a wider audience. In addition, digital educational media can assist healthcare workers in delivering consistent and efficient health information.[4]

In Tuban, the use of smartphones and digital information technology among the community continues to increase, including access to health information. However, health promotion activities in several healthcare facilities are still predominantly conducted through conventional methods such as printed leaflets and direct counseling, which have limitations in terms of reach, continuity, and audience engagement. Furthermore, there are still challenges related to low public health literacy regarding non-communicable disease prevention, healthy lifestyles, treatment adherence, and optimal utilization of healthcare services.[5] These conditions indicate the need for innovation in implementing hospital health promotion programs to improve the effectiveness of health education delivery.[6]

Based on preliminary observations in several hospitals in Tuban, digital educational media have not been optimally utilized as part of hospital health promotion strategies. The availability of digital educational content remains limited, has not been fully integrated into patient services, and healthcare personnel have not received adequate assistance in managing digital educational media.[7] In fact, optimizing digital media in hospital health promotion can become an important strategy to improve healthcare service quality and increase patient satisfaction with health information services.[8]

Therefore, this community service program entitled "Optimizing Hospital Health Promotion through Digital Educational Media" is expected to enhance the capacity of healthcare workers and hospital health promotion staff in developing and utilizing digital educational media effectively.[9] In addition, this program is expected to improve public access to health information, support healthy lifestyle behaviors, and contribute to improving the quality of healthcare services in hospitals in Tuban.

2. METHODE

This community service program was conducted using a participatory and educational approach involving healthcare workers, hospital health promotion staff, and hospital management in Tuban. The activity aimed to optimize hospital health promotion through the utilization of digital educational media.

The implementation of the program consisted of several stages. The first stage was the preliminary assessment and problem identification. At this stage, observations and interviews were conducted with hospital staff to identify existing health promotion activities, available educational media, and challenges in implementing digital-based health promotion. The assessment results were used to determine the educational needs and the type of digital media required by the hospital.

The second stage involved the preparation and development of digital educational media. The service team collaborated with healthcare workers to create educational materials related to healthy lifestyles, disease prevention, treatment adherence, and hospital service information. The media developed included digital posters, educational videos, presentation materials,

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and QR code–based educational content that could be accessed through smartphones and hospital information systems.

The third stage was the implementation of training and mentoring activities. Healthcare workers and hospital health promotion staff were provided with education and practical training on the use of digital media for health promotion, including content creation, information dissemination through social media, and strategies for effective health communication. Interactive discussions, simulations, and hands-on practice sessions were conducted to improve participants' understanding and skills.

The fourth stage was the application of digital educational media within hospital services. The developed media were displayed in waiting rooms, outpatient clinics, and other strategic hospital areas through television screens, posters, and QR codes. In addition, digital educational content was disseminated through hospital social media platforms to increase public access to health information.

The final stage was monitoring and evaluation. Evaluation activities were conducted using observation sheets, participant feedback questionnaires, and discussions with hospital management to assess participants' understanding, the effectiveness of digital educational media, and the sustainability of the program implementation. The evaluation results were used as recommendations for improving and developing future hospital health promotion programs.

3. RESULTS AND DISCUSSION

The community service program entitled "Optimizing Hospital Health Promotion through Digital Educational Media" was successfully implemented in several hospital service units in Tuban. The activities included preliminary assessment, development of digital educational media, training sessions, and implementation of digital health promotion strategies within hospital services.

The preliminary assessment revealed that health promotion activities in hospitals were still mainly conducted using conventional methods such as printed leaflets and face-to-face counseling. The availability and utilization of digital educational media were still limited, and healthcare workers had varying levels of knowledge regarding the use of digital technology for health education.

After the implementation of the program, there was an improvement in the knowledge and skills of healthcare workers and hospital health promotion staff regarding the development and utilization of digital educational media. Participants were able to create and use digital posters, educational videos, and QR code–based educational materials to support health promotion activities.

Digital educational media were then implemented in several strategic service areas such as waiting rooms, outpatient clinics, and registration areas. Educational content was also disseminated through hospital social media platforms to increase public access to health information. Patients and visitors showed positive responses toward the use of digital media because the information was considered more attractive, interactive, and easier to understand compared to conventional educational methods.

The program also contributed to improving the efficiency of health promotion activities. Healthcare workers stated that digital educational materials helped them deliver more consistent health messages and facilitated repeated access to educational information by patients and their families.[10]

The results of this community service program indicate that the utilization of digital educational media can improve the effectiveness of hospital health promotion activities.[11] Digital media provide a more innovative and interactive approach to delivering health information, which can

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increase patient engagement and understanding.[12] This finding is consistent with the growing trend of digital transformation in healthcare services, where technology plays an important role in improving communication and service quality.[13]

The improvement in healthcare workers' knowledge and skills demonstrates that training and mentoring activities are essential in supporting the implementation of digital-based health promotion. Healthcare workers are not only required to possess clinical competencies but also communication and technological skills to adapt to the changing healthcare environment.[14] Through proper training, healthcare workers become more confident in utilizing digital platforms as educational tools.[15]

The positive responses from patients and visitors indicate that digital educational media can enhance accessibility and attractiveness of health information. Visual and interactive content such as videos and QR code–based materials can help patients better understand health messages and encourage them to participate actively in maintaining their health.[16] In addition, digital media can reduce dependence on printed educational materials, making health promotion activities more efficient and environmentally friendly.[17]

However, several challenges were identified during program implementation. Differences in digital literacy among healthcare workers affected the speed of adaptation to new technologies. Limited technological infrastructure in certain hospital areas also became an obstacle in maximizing the use of digital educational media.[18] Furthermore, the sustainability of the program requires continuous content updates and institutional support to ensure that educational materials remain relevant and accessible.[19]

Overall, the program demonstrated that optimizing hospital health promotion through digital educational media has significant potential to improve healthcare service quality, strengthen health literacy among patients and communities, and support the modernization of hospital health promotion programs in Tuban.

4. CONCLUSION

The community service program entitled "Optimizing Hospital Health Promotion through Digital Educational Media" was able to improve the knowledge and skills of healthcare workers and hospital health promotion staff in utilizing digital technology for health education activities in Tuban. The implementation of digital educational media, such as digital posters, educational videos, and QR code–based information, contributed to making health promotion activities more effective, interactive, and accessible for patients and visitors.

The program also demonstrated positive responses from patients and healthcare workers, indicating that digital media can enhance understanding of health information and support the delivery of consistent educational messages within hospital services. In addition, the use of digital media has the potential to improve the quality of hospital health promotion programs and support the development of modern healthcare services.

Despite several challenges related to technological infrastructure and digital literacy, the program showed that continuous training, institutional support, and sustainable development of digital educational content are essential to ensure the long-term implementation of digital-based hospital health promotion activities. Overall, optimizing hospital health promotion through digital educational media can become an effective strategy to improve public health literacy and healthcare service quality in hospitals.

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