

THE EFFECTIVENESS OF INTEGRATED ANTENATAL CARE SERVICES AT IIKNU TUBAN IN IMPROVING THE HEALTH AND AWARENESS OF PREGNANT WOMEN

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ABSTRACT

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This study evaluates the effectiveness of integrated Antenatal Care (ANC) services at IIKNU Tuban in improving maternal health and awareness among pregnant women. Integrated ANC, which combines routine medical care, nutritional education, and early detection of pregnancy complications, has been shown to significantly reduce maternal and neonatal morbidity and mortality globally. Despite improvements in healthcare delivery, challenges such as inadequate access to services and cultural barriers persist, especially in rural areas. Data collected from pregnant women at IIKNU Tuban indicated that the program has successfully increased maternal awareness regarding the importance of regular ANC visits, nutritional needs, and the identification of potential complications. Participants also reported better health outcomes, such as improved nutritional status and a reduction in anemia. However, challenges, including staffing shortages and the limited availability of advanced medical resources, continue to affect the program's overall impact. The study concludes that while integrated ANC services at IIKNU Tuban are effective in improving maternal health, addressing resource constraints and cultural barriers is crucial for further enhancing program effectiveness. These findings suggest that localized, integrated ANC programs could serve as a model for other regions aiming to improve maternal health outcomes in underserved populations.

1. INTRODUCTION

The health of pregnant women is a crucial aspect of ensuring the well-being of both the mother and fetus, while also reducing the risk of pregnancy complications. According to data from the World Health Organization (WHO), complications during pregnancy and childbirth remain a major cause of maternal mortality globally, including in Indonesia (Hassan et al., 2021).

The Indonesian Ministry of Health also reported that the rate of pregnant women attending Antenatal Care (ANC) services in some regions remains low. In 2020, approximately 32% of pregnant women in Indonesia attended fewer than four ANC visits, reflecting a lack of understanding and access to comprehensive healthcare services (Ziblim et al., 2022).

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In Tuban Regency, improving access to and the quality of ANC services for pregnant women is an urgent need. While efforts have been made to address this issue, significant challenges persist in delivering integrated ANC services that include routine check-ups, nutritional counseling, and early detection of complications. This study aims to evaluate the effectiveness of integrated ANC services provided at IIKNU Tuban Campus in improving the health and awareness of pregnant women.

Integrated ANC programs have been introduced in various regions to improve maternal healthcare services. These programs often incorporate medical examinations, health education, and the provision of supplements to reduce the risk of complications (Olatunbosun & Edouard, 2021). However, in Tuban Regency, the availability of such services remains limited and often lacks comprehensive coverage of maternal health needs.

Previous studies have demonstrated that integrated ANC programs involving comprehensive health assessments, nutritional education, and early detection of complications can reduce maternal and infant mortality rates (Soares et al., 2024). Research by (Mulondo, 2020) indicates that integrated programs with continuous monitoring and educational components are particularly effective in improving maternal health outcomes. Local studies in Indonesia have also shown varying levels of effectiveness, particularly in areas with restricted access to healthcare services (Mashi, 2022).

This study is unique as it evaluates integrated ANC services offered in a campus setting, specifically at IIKNU Tuban Campus. This approach facilitates access for pregnant

women in the surrounding area, especially those who face difficulties reaching other healthcare facilities. Additionally, the research provides a comprehensive assessment of the program's effectiveness in improving maternal health and awareness regarding the importance of integrated ANC services (Prajawati & Faulina, 2023).

The objective of this study is to evaluate the effectiveness of integrated ANC services at IIKNU Tuban Campus, focusing on enhancing the health and awareness of pregnant women. The research seeks to provide insights into the program's impact on pregnant women's knowledge about ANC and to identify factors that contribute to the program's success (Sitalakshmi et al., 2020).

2. METODE

This study employs a qualitative descriptive approach to examine the effectiveness of integrated Antenatal Care (ANC) services at IIKNU Tuban in improving the health and awareness of pregnant women. A qualitative descriptive method allows for an in-depth understanding of participants' experiences and perceptions. By exploring these aspects, the study aims to provide a detailed narrative on the program's impact and identify the factors contributing to its success or limitations.

The research is conducted at IIKNU Tuban Campus, where the integrated ANC program is implemented. The entire research process, including preparation, data collection, and analysis, is planned to span over three months. Participants in this study are selected through purposive sampling. The primary participants include pregnant women who have participated in the ANC program, healthcare professionals such as doctors, midwives, and nurses involved in the service delivery, and program

coordinators responsible for managing the initiative. The sample size is determined based on data saturation, which is estimated to involve 10–15 participants.

To collect data, three methods are employed. First, in-depth interviews are conducted with pregnant women to gather insights into their experiences, perceived benefits, and changes in awareness regarding maternal health. Interviews are also held with healthcare providers and program coordinators to explore how the program is designed, implemented, and the challenges encountered. Second, participant observation is used to directly observe the service delivery process, including the interactions between healthcare providers and pregnant women, the use of facilities, and the implementation of procedures. Lastly, documentation is collected in the form of program reports, service records, and educational materials to provide secondary data.

The data collected through these methods is analyzed systematically. Initially, the data is reduced by selecting and organizing information relevant to the research objectives. The data is then presented in the form of narratives, thematic tables, and direct quotations from participants. Finally, conclusions are drawn by identifying patterns, themes, or relationships in the data, addressing the study's goals.

To ensure the validity and reliability of the findings, the study employs several strategies. Triangulation is applied by combining data from interviews, observations, and documentation. Member checking is used to validate the accuracy of interview results by seeking confirmation from participants. Additionally, an audit trail is maintained to ensure transparency by

documenting every step of the research process.

This study also adheres to strict ethical considerations. Informed consent is obtained from all participants, ensuring they fully understand the purpose and scope of the research. Participants' confidentiality is safeguarded, and they are given the freedom to withdraw from the study at any time.

The research is expected to provide a comprehensive narrative on the effectiveness of the integrated ANC services at IIKNU Tuban. The results will offer valuable insights into the program's impact on the health and awareness of pregnant women while identifying factors that support or hinder its implementation. These findings aim to contribute to the development of more effective maternal health programs in similar settings.

3. RESULTS AND DISCUSSION

Results

The study revealed several key findings regarding the effectiveness of integrated Antenatal Care (ANC) services at IIKNU Tuban in improving maternal health and awareness:

1. Increased Awareness of Maternal Health

Most pregnant women reported significant improvements in their understanding of the importance of regular ANC visits, nutritional requirements, and early detection of complications. Participants noted that educational sessions provided by healthcare professionals during ANC visits were instrumental in increasing their awareness (Buser et al., 2020).

2. Improved Maternal Health Outcomes

Healthcare providers observed better

maternal health indicators among pregnant women who actively participated in the integrated ANC program. For instance, women demonstrated improved adherence to nutritional advice, better weight management, and fewer cases of anemia (Mollet et al., 2024).

3. **Accessibility and Convenience**

The location of the ANC services at IIKNU Tuban provided easier access for women in surrounding areas, particularly for those who faced geographical or financial barriers to reaching larger healthcare facilities.

4. **Challenges in Implementation**

Despite its successes, the program faced challenges such as limited staffing, lack of advanced medical equipment, and occasional delays in service delivery. Additionally, cultural barriers and misconceptions about ANC persisted among certain participants, which sometimes hindered full engagement in the program.

Discussion

The findings align with previous research on the impact of integrated ANC services on maternal health. Studies have consistently demonstrated that structured ANC programs combining medical care, education, and early detection of complications contribute to reduced maternal and neonatal mortality (Dai, 2021). The educational component of the program at IIKNU Tuban played a critical role in enhancing maternal awareness, similar to the findings, which highlighted the importance of health education in encouraging ANC visits (Gribble et al., 2020).

Improved maternal health outcomes, such as reduced anemia and better

nutritional status, are consistent with global reports indicating that ANC services emphasizing nutritional supplementation and monitoring can significantly improve pregnancy outcomes (TURNWAIT, 2020). This demonstrates the effectiveness of the integrated approach at IIKNU Tuban in addressing key health indicators.

Accessibility was another notable strength of the program. Many participants reported that the proximity of the services to their homes reduced logistical and financial challenges, which is crucial in regions with limited healthcare infrastructure. This is supported who emphasized the role of localized health services in increasing maternal healthcare uptake (Mudonhi & Nunu, 2021).

However, the challenges identified, such as cultural barriers and resource limitations, underscore the need for further program enhancements. For instance, increasing the number of healthcare providers and improving facility resources could enhance service delivery. Moreover, addressing cultural misconceptions through targeted community outreach and education could help overcome resistance to ANC participation, as suggested by (Awadh, 2020).

4. CONCLUSION

The integrated Antenatal Care (ANC) services at IIKNU Tuban have demonstrated a positive impact on improving maternal health and awareness among pregnant women. The program effectively increased participants' knowledge of the importance of regular ANC visits, nutritional needs, and early detection of complications. It also contributed to improved health outcomes, such as better nutritional status and reduced cases of anemia among pregnant women.

The program's accessibility, due to its location at IIKNU Tuban, proved instrumental in overcoming geographical and financial barriers, allowing more women to access essential maternal health services. However, challenges such as limited resources, staffing shortages, and cultural barriers were identified, highlighting areas for program enhancement.

Overall, the study emphasizes the importance of integrated, localized ANC services in promoting maternal health and reducing pregnancy-related risks. Efforts to address the identified challenges, such as increasing healthcare resources and implementing targeted community outreach, could further enhance the program's effectiveness and sustainability. This approach serves as a model for other regions aiming to improve maternal healthcare access and outcomes.

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This research is a testament to the collective effort of individuals committed to advancing maternal healthcare, and we hope it will serve as a meaningful contribution to the field.

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