

ABSTRACT

The high percentage of young women experiencing anemia is 41.8% in West Java. The tendency of young women to pay less attention to healthy nutrition and not to get enough iron from their food causes the body to be unable to produce enough red blood cells which causes anemia. The campaign that was carried out by the West Java Provincial Government in August 2022 has won a MURI record breaking by distributing 1.4 million blood-boosting tablets for middle and high school students on the same level. The previous campaign was limited to the simultaneous consumption of blood-supplemented tablets, which did not build awareness and interest in young women to prevent anemia. Another alternative to iron supplement tablets is to use Purula rice seasonings as an iron-boosting food product. Methods of data collection using observation, interviews, questionnaires, and literature. While the data analysis method used includes the AOI method and the facets model of effects. The results of the design in this study were in the form of a Public Health Expo event with expert speakers and health influencers, healthy food booths, and hemoglobin checks, meal vouchers and free Hb checks. Other supporting media include billboards, social media Instagram and Tiktok, as well as merchandise. It is hoped that this campaign can increase awareness so that it can reduce the prevalence rate of anemia in young women, especially in the city of Bandung.

Keywords: anaemia, iron, Purula, social campaigns, young women