

OPEN CENTER CARE METHOD AS AN EFFORT TO SPEED THE RELEASE OF NEW-BORN BABIES WITH POSTER MEDIA

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SUMMARY

Background; *Umbilical cord care is an effort to prevent infection in newborns if done properly. So we need proper umbilical cord care measures so that babies avoid infection. Lack of public knowledge, especially Ms. Post Partum about open umbilical cord care, requires media to be used as a means of health education. One of them is the poster media. **Purpose;** Media posters can be used as an educational medium to increase public knowledge, especially post partum mothers, about open umbilical cord care methods as an effort to speed up the release of the umbilical cord. **Output Description;** The theme of this poster is "Prevent Infection, Care for the Umbilical Cord Openly" explaining the meaning, purpose, tools and materials as well as procedures for treating open umbilical cord using clean water and soap. **Target;** This Media Poster is aimed at the public, especially for Post Partum mothers, to increase knowledge and health workers as a guide on open umbilical cord care. **Conclusion;** Media Posters can be used as a medium for education and information to increase public knowledge, especially for Post Partum mothers about open umbilical cord care.*

Keywords: *Post Partum Mother, Umbilical Cord, Open Cord Care*