

**IMPROVEMENT OF HLB (HEALTHY LIFESTYLE BEHAVIORS) BY HAND
WASHING TO PREVENT DIARRHEA IN CHILDREN**

WITH POSTER MEDIA

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SUMMARY

Background: *The high incidence of child diarrhea in Indonesia is caused by a lack of public knowledge about clean and healthy living habits. Health problems that arise as a result of not doing proper and correct clean and healthy living habits (PHBS), such as diarrhea in infants and children. The prevention of diarrhea in the world of 2015 reached 688 million, preventivity of diarrhea in Indonesia reached 25.29%, preventivity of diarrhea in the province of Central Java was ranked 21th diarrhea with 55.8%. Preventivity Diarrhea in Kudus District Year 2017 shows the number 43.2%. **Objective:** information and education communication media (IEC) created as an increase in knowledge to the public, especially for children to reduce incidence of diarrhea in Indonesia. **Methods:** Information and education communication output method used was in the form of a poster containing clean and healthy living habits (PHBS) by washing hands to prevent diarrhea. **Result:** Information and education communication media in the form of poster, because poster contains clear and easy to understand information for public. **Conclusion:** poster media can provide information to public, especially children, about clean and healthy living habits (PHBS) by washing hands to prevent diarrhea.*

Keywords: *PHBS, lack of knowledge, hand washing, children's diarrhea, posters*