## BENEFITS OF ENDHORPHIN MASSAGE TO REDUCE LABOR PAIN

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## **SUMMARY**

**Background**: Childbirth is accompanied by pain due to stretching of the birth canal and lowering of the head, but labor pain is a natural process, so non-pharmacological measures, namely endorphin massage, are easy to do and do not cause side effects. **Objective**: to provide knowledge to husbands and health workers to reduce labor pain. **Method**: The method used is a video produced as an implementation of health promotion which can be used as a reference for midwives or midwifery students. **Results**: the media produced from KIE is in the form of videos that can be viewed and practiced directly by husbands and health workers. **Conclusion**: the resulting video media can provide education and knowledge to husbands and health workers to reduce labor pain.

Keywords: Endhorphin Massage, Labor pain