

**HEALTH EDUCATION ON THE BENEFITS OF DATES TO INCREASE
HEMOGLOBIN LEVELS IN THE 3rd TRIMESTER OF PREGNANT
WOMEN WITH POCKET BOOK MEDIA**

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ESSENCE

Background: Anemia during pregnancy is potentially dangerous for the mother and fetus because a lack of Hb in the blood can cause serious complications during pregnancy, childbirth and postpartum, and can result in abortion, parturition premitus, and even post partum bleeding due to uterine atony, shock and infection. . Anemia is indicated if the Hb level is less than 10g/dl in pregnant women. Overcoming anemia in pregnant women can be done by fulfilling the body's nutrition from fruits and vegetables, one of which is by consuming dates. The potential of dates in the health sector has been known for a long time, the most nutritional content in dates is glucose, fructose and sucrose. Other minerals contained in dates are zinc, phosphorus, calcium, iron, magnesium and fluorine. Even though the sugar content in dates is high, reaching 70% and is not harmful to health, the medium that midwives can use in providing IEC care and services is a pocket book. A pocket book is a collection of information summarized concisely in an attractive form accompanied by pictures so that it is easy to understand the information. This is the reason the author created a pocket book. Method: The IEC output used is a pocket book entitled "The Benefits of Dates for Increasing Hemoglobin Levels in Pregnant Women in the Third Trimester" created using a software application in the form of Canva. Results: The IEC media produced is a pocket book containing education about the benefits of dates for increasing hemoglobin levels in third trimester pregnant women which has been tested on 3 respondents. Respondents gave an assessment of the work of the pocket book media. Conclusion: The pocket book entitled "The Benefits of Dates for Increasing Hemoglobin Levels in Pregnant Women in the Third Trimester" was prepared as an educational communication medium which is expected to be able to increase knowledge, attitudes and behavior in increasing hemoglobin levels in pregnant women third trimester.

Keywords: Pregnant Women, Anemia, Dates