

EDUCATION ON CORRECT IMMUNAL CORD CARE FOR NEWBORN BABIES WITH POCKET BOOK MEDIA

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SUMMARY

Background: *Newborn babies are babies who have just experienced birth and must need to adapt to the environment that comes out of the womb. WHO data shows that the infection rate in newborns is 24% to 34% and is the cause of newborn deaths. problems with improper care of the umbilical cord, which does not pay attention to hygiene when touching the newborn. Efforts that can be made to reduce infection or death in newborn babies are umbilical cord care. Care of the umbilical cord with sterile dry gauze or in a closed manner can reduce infection in the newborn's umbilical cord.* **Method:** *using a description of the outcome of a pocket book with a theme entitled "Education on Umbilical Cord Care Techniques for Newborn Babies" created using a Canva software application with a size of 10 x 13 cm.* **Results:** *pocket book entitled "Education on Umbilical Cord Care Techniques for Babies Newborn".* **Conclusion:** *can educate and increase public knowledge, especially mothers who have just given birth, about how to care for the umbilical cord properly.*

Keywords: *Newborns, Umbilical Cord Care, Pocket Book Media*