

THE IMPORTANCE OF FOLIC ACID CONSUMPTION FOR PREGNANT WOMEN THROUGH BOOKLETS (Inggris)

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SUMMARY

Background: Folic acid is one of the essential nutrients needed during pregnancy to prevent congenital abnormalities, especially neural tube defects (NTDs) such as spina bifida and anencephaly. Low awareness and knowledge among pregnant women regarding the importance of folic acid consumption pose a risk factor for fetal developmental disorders. **Objective:** The development of a Communication, Information, and Education (KIE) medium in the form of a booklet aimed at increasing pregnant women's knowledge about the importance of folic acid during pregnancy. **Method:** The method used involves the creation of a KIE booklet as part of a health promotion initiative. **Results:** The booklet contains information on the functions of folic acid, food sources, supplementation dosage, and the effects of both deficiency and excess intake. Trial results showed that respondents considered the booklet informative, easy to understand, and visually appealing. Minor feedback regarding medical terminology was addressed to enhance the communicative aspect. **Conclusion:** This booklet is considered suitable as an educational tool to improve pregnant women's understanding of the importance of folic acid consumption. It is expected to be widely used by healthcare providers in health promotion activities.

Keywords: Folic acid, pregnant women, educational media, booklet, KIE