

KNOWLEDGE IMPROVEMENT OF COLOSTRUM UTILIZATION IN EFFORTS TO RELEASE THE CENTER NEWBORN BABY

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ESSENCE

Background; Infant Mortality Rate (IMR) 2016 in Vietnam (17.80 / 1000), Malaysia (12.90 / 1000), and Thailand (9.40 / 1000), in Indonesia 23.50 / 1000 live births, while in Central Java 2016 amounted to 99.9 / 1,000 live births.**Purpose;** the purpose of making this poster is to explain the increased knowledge of using colostrum in an effort to release the umbilical cord in newborns. With this media, it is hoped that it can be used as a medium for education or health education in the community, especially for pregnant women in the third trimester so that they can find out and apply the use of colostrum to accelerate the release of the umbilical cord.**Method;** The method used is to use IEC media, namely posters are expected to be a source of information about the use of colostrum in an effort to release the umbilical cord to accelerate the release of the umbilical cord to increase knowledge.**Result;** posters will be IPRed at the University of 'Aisyiyah Surakarta and especially for pregnant women in the third trimester so that they can find out and implement the use of colostrum in an effort to release the umbilical cord.**Conclusion;** as a health education media and educational media for the public and the general public, especially for pregnant women in the third trimester to increase knowledge about the procedure for using colostrum in an effort to release the umbilical cord in newborns.

Keywords; Colostrum, Umbilical Cord, Poster