

**PHBS STRATEGY EFFORT TO PREVENT COVID-19 IN THE NEW
NORMAL ERA THROUGH BOOKLET MEDIA**

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SUMMARY

Background: Efforts to break the chain of spread of COVID-19 can be done by implementing PHBS (Clean and Healthy Living Behavior) in the new normal era. Personal awareness in conducting PHBS is expected to be able to help oneself and others to avoid COVID-19. PHBS can also be a means for the community to actively contribute to the fight against the spread of COVID-19. The implementation of PHBS in the community is also very important to be implemented to improve public health and safety in the new normal era, so that people need communication, information and education. Communication, information and education about PHBS efforts in the new normal era are important in order to reduce the number of cases of COVID-19 in the new normal era. **Method:** The KIE output method is in the form of an educational booklet about PHBS efforts in the new normal era in society. **Results:** IEC media is in the form of booklets, booklet media are more effective, more interesting to watch so that they can be easily understood and can be watched anytime anywhere. **Conclusion:** The booklet of PHBS efforts in the new normal era can add information and knowledge to the wider community about PHBS efforts in the new normal era to reduce the spread of COVID-19 transmission in the new normal era.

Keywords: COVID-19, PHBS, New normal, Booklet