

SNAKE BITE FIRST AID EDUCATION IN THE COMMUNITY WITH ANIMATED VIDEO MEDIA

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SUMMARY

Background: Snake bite is a medical emergency that can threaten human life, snake bites have threats ranging from minor injuries to potential life threats that lead to death. Every year in the world there are 5.4 million victims, while in Asia it reaches 2 million cases annually. Southeast Asia in particular is estimated to reach 111,000 - 498,000 cases of venomous snake bites (WHO, 2023). First aid in general often makes things worse due to lack of knowledge. Snake bite first aid education is needed for ordinary people **Objective:** to create information media that can help increase public understanding of snake bite first aid, especially for people who have limitations in reading **Methods:** this educational video media was compiled using canva and tested on 3 respondents **Results:** Video products with a duration 03.10 minutes the title of pre-hospital snake bite first aid education that are IPR are expected to be useful for the community and can find out how to first aid properly and correctly **Conclusion:** snake bite first aid educational animation video media can be used as educational and informational media to increase public knowledge in snake bite first aid.

Keywords: snake bite, community,