

Education Innovation for Hypertension Prevention: Pocketbook and Video-Based Learning Using Local Foods

Rosiana Eva Rayanti¹, Theresia Destin Natalia², Wilda Pascalia Noya³,
Catherine Natawirarindry⁴, Indriani Bastian Christy Wauran⁵, Oliviani Yanto⁶,
Galuh Ambar Sasi⁷, Dwi Laksono⁸

Universitas Kristen Satya Wacana, Indonesia^{1,2,3,4,5,6,7,8}
{rosiana.evarayanti@uksw.edu¹, 462021012@student.uksw.edu²,
462019092@student.uksw.edu³, catherine.natawirarindry@uksw.edu⁴,
indirani.wauran@uksw.edu⁵, 322024040@student.uksw.edu⁶,
galuh.ambarsasi@uksw.edu⁷, 152023006@student.uksw.edu⁸}

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Abstract. Hypertension is a major health problem among older adults because it increases the risk of chronic disease complications. In Ngrawan Village, 70 older adults were identified as having hypertension during activities at the elderly integrated health post (Posyandu Lansia), while 87.14% of the foods consumed by older adults were classified as high in salt. This condition highlights the need to strengthen the role of community health cadres in promoting hypertension-preventive behaviors in the community. This community service program aimed to enhance the capacity of Posyandu cadres to provide hypertension prevention education based on local food resources. The activity was conducted using a service-learning approach involving 25 health cadres in Ngrawan Village, Central Java, on September 15, 2024. The educational media used included a pocketbook entitled *Ngadi Salira Atasi Hipertensi* and a DASH diet video entitled *Diet Ingkang Atasi Saben Hipertensi*, which were developed using local language, attractive visuals, and examples of local foods. Evaluation was carried out using a questionnaire assessing language clarity, visual presentation, and overall media quality. The results showed that all cadres (100%) received the media very positively. This positive reception was followed by increased readiness among cadres to deliver education in a more active, communicative, and contextual manner, as well as to encourage the adoption of healthy behaviors among older adults, particularly reducing salt intake, choosing healthier local foods, and monitoring blood pressure regularly.

Katakunci:
Media Edukasi, Kader;
Hipertensi; Makanan
Lokal; Lansia.

Abstrak. Hipertensi merupakan masalah kesehatan utama pada lansia karena meningkatkan risiko komplikasi penyakit kronis. Di Desa Ngrawan, sebanyak 70 lansia teridentifikasi mengalami hipertensi pada kegiatan Posyandu Lansia, sedangkan 87,14% makanan yang dikonsumsi lansia tergolong tinggi garam. Kondisi ini menunjukkan perlunya penguatan peran kader kesehatan dalam mendorong perilaku pencegahan hipertensi di masyarakat. Pengabdian kepada masyarakat ini bertujuan meningkatkan

kapasitas kader Posyandu dalam memberikan edukasi pencegahan hipertensi berbasis pangan lokal. Kegiatan dilaksanakan dengan pendekatan *service-learning* pada 25 kader kesehatan di Desa Ngrawan, Jawa Tengah, tanggal 15 September 2024. Media edukasi yang digunakan berupa buku saku Ngadi Salira Atasi Hipertensi dan video DASH Diet Inkgang Atasi Saben Hipertensi yang disusun dengan bahasa lokal, visual menarik, dan contoh pangan setempat. Evaluasi dilakukan menggunakan kuesioner terhadap kejelasan bahasa, tampilan visual, dan kualitas media. Hasil menunjukkan bahwa seluruh kader (100%) menerima media dengan sangat baik. Penerimaan ini diikuti oleh meningkatnya kesiapan kader untuk menyampaikan edukasi secara lebih aktif, komunikatif, dan kontekstual, serta mendorong pembiasaan pesan perilaku sehat kepada lansia, terutama pengurangan konsumsi garam, pemilihan pangan lokal yang lebih sehat, dan pemantauan tekanan darah secara rutin.

1 Introduction

Hypertension is one of the major health problems among older adults and increases the risk of chronic complications. Community-based services such as the elderly integrated health post (Posyandu Lansia) play an important role in early detection and monitoring of hypertension in rural areas. In Ngrawan Village, Semarang Regency, Central Java, monthly Posyandu activities are conducted by village midwives assisted by health cadres, including body weight measurements, blood pressure monitoring using digital sphygmomanometers, and quarterly examinations of blood glucose, uric acid, and cholesterol levels (Rayanti et al., 2026). During these visits, brief health education is provided while blood pressure is checked. However, the role of village midwives is often limited to screening and recording examination results, while comprehensive, culturally appropriate health education on hypertension prevention and management remains limited.

Strengthening the capacity of Posyandu cadres is therefore essential to improve community-based health education. Health cadres often serve as the first point of contact for older adults and play a key role in encouraging healthy behaviours, including maintaining appropriate dietary patterns and regularly monitoring blood pressure (Alfian & Wulansari, 2023). Training cadres and equipping them with

appropriate educational tools can enhance their ability to promote hypertension prevention, early detection, and management within the community (Istifada et al., 2019). This community service program involved 25 Posyandu health cadres in Ngrawan Village to strengthen their role in delivering culturally appropriate health education for older adults.

Local findings further highlight the need for improved hypertension education in Ngrawan Village. Health examinations conducted at the Posyandu Lansia identified 70 older adults with hypertension (Rayanti et al., 2025). In addition, observations and interviews with older adults in Ngrawan Village indicated that salt was present in 87.14% of food items, with 12.86% at low levels, 34.29% at moderate levels, and 40% at high levels (Puspita, Suharningsih, & Rayanti, 2023). High salt consumption increases the risk of hypertension. These findings indicate the need for practical education to support healthier dietary habits, including examples of low-salt vegetable dishes prepared from locally available ingredients.

To address this need, engaging educational media were developed to improve the accessibility and comprehension of health information among older adults (Sari et al., 2022; Nurmagandi et al., 2023). Two educational media were created: a pocketbook titled *Ngadi Salira Overcomes Hypertension* and a DASH diet video (*Diet Inkgang Atasi Saben Hypertension*). These materials were designed using an age-friendly approach, including large font sizes, simple, clear language, and realistic images that reflect the daily lives of older adults in Ngrawan Village.

The educational video was designed in short segments to maintain attention among older audiences. At the same time, the content in both media was presented through storytelling and short drama scenarios to make the information more engaging and easier to understand. The educational materials also integrate elements of local wisdom, including the use of local language, examples of daily menus based on locally available foods, cultural symbols, and traditional health practices. Ngrawan Village is rich in natural resources, including fresh vegetables and medicinal plants such as ginger and avocado leaf shoots, which are

commonly used by the community. These local resources are introduced as complementary approaches to a healthy lifestyle, while emphasising that medicinal plants should not replace medical treatment and that older adults should consult healthcare professionals when necessary.

During education sessions, cadres were also encouraged to facilitate simple discussions and clarify messages to improve understanding among older adults. The novelty of this community service project lies in the development of culturally appropriate educational media that integrate evidence-based hypertension management with local wisdom to strengthen cadres' capacity in delivering community-based hypertension education. This community service program aimed to improve the capacity of Posyandu cadres to deliver hypertension prevention education using local foods.

2 Method

This community service activity was conducted in Ngrawan Village, Semarang Regency, Central Java, involving 25 participants consisting of a village midwife and Posyandu cadres for older adults. The activity adopted a service-learning approach and was implemented through three main stages: preparation, implementation, and evaluation.



Figure 1. Stages of Service-Learning

During the preparation stage, preliminary data were collected through in-depth interviews with older adults to identify their health conditions and needs related to hypertension management. The interviews explored several aspects, including healthy lifestyle practices, challenges faced in controlling hypertension, and the utilization of locally

available resources such as traditional medicinal plants. The information obtained from these interviews served as the basis for developing educational media tailored to the local context. Based on these findings, two types of educational materials were prepared: a pocketbook titled *Ngadi Salira Atasi Hipertensi* and audio-visual educational videos incorporating local food resources and traditional herbal practices.

The implementation stage involved the delivery of health education using the developed educational media. The activity began with an opening session consisting of an opening prayer, introduction of the community service team, and explanation of the objectives and expected outcomes of the program. The educational session was then carried out through several learning activities. Participants watched a video demonstration on preparing ginger tea as a healthy beverage alternative, followed by an introduction to the pocketbook *Ngadi Salira Atasi Hipertensi*. In addition, participants viewed an educational video on the DASH diet titled *Diet Inggang Atasi Saben Hipertensi*, which emphasized dietary management of hypertension using locally available foods. The session also included a video demonstration on preparing herbal drinks made from avocado leaves.

These educational materials were designed to equip Posyandu cadres and the village midwife with practical knowledge and skills to provide hypertension prevention and management education for older adults in the community. The evaluation stage was conducted through group discussions, completion of evaluation forms, and documentation of the activity. Primary data were collected using evaluation sheets completed by participants after the educational session.

The collected data were analyzed descriptively to describe participant characteristics, including age and gender. In addition, the educational media used in the program were evaluated based on several criteria, including clarity of language, visual attractiveness, relevance of the content, paper quality for the pocketbook, and sound quality for the videos. The evaluation results were then categorized into two levels, namely good and poor, to determine the overall quality and acceptability of the educational media used in the program.

3 Results

There are five Elderly Integrated Health Service Posts (*Posyandu Lansia*) supported by 25 active cadres who participated as respondents in this study, playing a crucial role in promoting the health of older residents in Ngrawan Village, Getasan District, Semarang Regency, Central Java (Table 1). Most cadres were in the productive age group (26–59 years), which may support the community health services as they can actively engage in service delivery and health education. These cadres assist midwives in providing various health services, including routine health check-ups, monitoring blood pressure and blood sugar levels, and educating older adults about healthy lifestyles.

Table 1. Respondents' Profil (n:25)

Variable	<i>f</i>	%
Gender		
Women	25	100
Age (year)		
26-59 (Productive)	24	96
60-74 (Older)	1	4

To better understand local dietary habits and traditional medicine practices, interviews were conducted with older residents. These interviews revealed that avocado leaf tips and ginger tea are commonly used and believed by the community to help reduce blood pressure. Based on these insights, conceptual and interactive educational media were developed to support cadres in educating older adults about hypertension prevention and management using locally available foods and medicinal plants, such as avocado leaf tips and ginger tea. This approach integrates local knowledge with modern evidence-based health strategies, combining traditional practices with scientifically recommended interventions such as blood pressure monitoring and the Dietary Approaches to Stop Hypertension (DASH) diet. These educational resources were designed to strengthen cadres' capacity to deliver health education and counselling to older adults in the community.



Figure 2. Cadres Reading the Pocketbook

The pocketbook *Ngadi Salira Atasi Hipertensi* is designed in an engaging comic format to make the information easier to understand, particularly for older readers (Figure 2). It features characters such as *Mbah Daryah* and *Mbokde* participating in *Posyandu* activities, including blood pressure checks at the village leader's house. Through the storyline, older adults learn about hypertension and strategies to manage it. Also, the pocketbook emphasises preventive measures to maintain normal blood pressure and introduces traditional remedies such as ginger tea and avocado leaf tip infusions as natural approaches to hypertension management. These culturally rooted practices represent local knowledge passed down through generations and serve as valuable community-based health resources.

Second, a video titled *Diet Ingkang Atasi Saben Hipertensi*, based on the Dietary Approaches to Stop Hypertension (DASH) concept, was developed to prevent hypertension through a healthy diet (Figure 3). The use of a Javanese title was intended to make the educational message more accessible to residents. The video explains the purpose and benefits of the DASH diet in preventing and managing hypertension, particularly among older adults.

To enhance engagement, the video features a short drama that illustrates how healthier dietary practices can be applied in everyday life. It highlights lifestyle changes such as reducing salt and fat intake, avoiding repeatedly processed foods, and increasing the consumption of vegetables, fruits, and low-fat products. The video also presents examples of healthy foods commonly available in Ngrawan Village that align with DASH diet principles. Both the pocketbook and the video were

designed with clear language, appealing visuals, and culturally relevant content to facilitate learning among older adults and cadres.



Figure 3. DASH Video “Diet Inkgang Atasi Saben Hipertensi”

Table 2. Respondents' Perception of Educational Media (n:25)

Variable	f	%
<i>Ngadi Salira Atasi Hipertensi</i> pocketbook		
Good	25	100
Poor	0	0
<i>Diet Inkgang Atasi Saben Hipertensi</i> (DASH) Video		
Good	25	100
Poor	0	0

Table 2 indicates that all respondents (100%) evaluated the educational media positively, rating it as good. The visual illustrations help clarify concepts that may be difficult to explain through text alone, while the large font size supports readability for older adults whose vision may be declining. The pocketbook's small size also makes it portable, allowing seniors to read it at any time during daily activities. Then, the use of the local Javanese language in the video further enhances comprehension, as it is the language most familiar to older women in the village. This culturally appropriate approach supports effective communication between cadres and older adults. The positive perception of the pocketbook and video suggests that these locally based educational media can strengthen cadres' understanding of hypertension management, improve their ability to deliver health education, and increase their confidence in providing counselling to older adults. Moreover, integrating local food resources, traditional herbal practices, and evidence-based dietary recommendations, such as

the DASH diet, demonstrates an innovative community-based approach to hypertension prevention and management.

4 Discussion

The Precede-Proceed Theory (Green & Kreuter) is a critical health promotion theory in disease prevention, including the role of educational media (Malinda et al., 2024). This model emphasizes that health promotion must go through a comprehensive planning process that includes predisposing, enabling, and reinforcing factors in the individual's environment. Precede-Proceed explains that understanding these factors can increase the effectiveness of educational media in encouraging behavior change. In a medical context, nurses play a role in helping patients and families understand the importance of disease prevention. Given health care's social and legal aspects, nurses often need to work closely with educational and legal staff. This collaboration will help health education achieve its goals while respecting patient rights and the laws governing medical practice.

Contextual Educational Media

Several studies have shown the effectiveness of visual and interactive media in increasing the knowledge of older people. For example, pocketbooks effectively provide nutritional literacy to older people, increasing their understanding of health, including hypertension. This media makes it easier to convey information because it is simple and easily accessible (Hanifah et al., 2021). In addition, educational videos have also been recognized as an effective tool for conveying health information. Other studies have shown that videos, especially those using local languages and attractive visuals, can improve the older people's knowledge about healthy lifestyles, such as diet and hypertension prevention (Rahmawaty et al., 2019). Visual elements, such as drama or video illustrations, can make messages more straightforward for older people audiences who often experience sensory limitations, such as vision and hearing. The combination of the pocketbook and videos has excellent potential to be implemented in Ngrawan village because both can simplify complex concepts and make them more

accessible for the older to understand, especially in the context of hypertension prevention. In rural areas, they use books as an educational medium, which is still essential, especially in health education, such as healthy lifestyles and disease prevention.

Books have several advantages namely they are easy to access, do not require electronic devices or the internet, and can be used repeatedly as a reference source. For example, paperback books can improve people's understanding of health because they provide simple, practical information and can be carried anywhere. Research shows that paperbacks are compelling as educational media to improve patient knowledge about treating diabetes and hypertension (Hidayah et al., 2019). Books are still considered an appropriate educational medium, especially in rural areas where access to technology is often limited. Books provide information in a form that can be accessed at any time, regardless of electricity or network connections, where formal education is limited so that people can continue to receive critical health information for everyday life.

Training of health cadres is essential because they are an extension of health workers in the community, especially in rural areas. Cadres play a significant role in conveying health information, recognizing signs of disease, and encouraging people to live a healthy lifestyle. With a good understanding of health, cadres can be a trusted source of information for residents so that cadre education can strengthen the effectiveness of health programs at the community level.

Using Javanese in educational media ensures the local community can better understand health messages. Regional languages make communication more effective and feel closer and more relevant because the messages are delivered in their everyday language. Using local languages also helps cadres bridge cultural differences, mainly because people tend to be more receptive to information from sources that use their language. Thus, educating cadres through appropriate media and in friendly language can improve the community's understanding of health information and their readiness to prevent disease and live a healthy lifestyle.

Health Cadres as Drivers to Overcome Hypertension

Cadres have an important role as the main drivers of health in their villages, because they are an inseparable part of health prevention and promotion efforts in the community (Masif et al., 2023). They help disseminate information about health and encourage people to participate in basic health programs, such as hypertension prevention. Cadres who care about health conditions in their villages and can quickly identify and respond to the health needs of the surrounding community (Ningsih et al., 2022).

With proper training and empowerment, cadres are better prepared to educate the community about important health issues, such as hypertension prevention. Cadres also strengthen the relationship between the community and health workers, which helps accelerate the process of identifying health problems and solutions that can be taken. Increasing the capacity of cadres in the health sector can support more effective disease prevention efforts and improve the quality of life of village communities (Safitri & Sukmana, 2023). Cadres can also provide education about healthy lifestyles, the importance of routine blood pressure measurements, and provide assistance to people with hypertension to undergo the right treatment. So that the presence of cadres can help the older people in reducing hypertension through conceptual educational media.

Cadres as Role Models

The Behavior Change Theory is the nursing theory that supports cadres as role models in public health, especially in disease prevention and health promotion (Yeremia Mamahit et al., 2022). The theory explains that changes in individual or group behavior can be achieved through education and role models from others. In this case, *Posyandu* administrators function as agents of change by providing examples of healthy lifestyles, such as healthy eating and exercise, that the community can imitate. *Posyandu* administrators can motivate the community to change their behavior and live healthier lives by becoming role models who provide direct examples.

Cadres as role models in overcoming hypertension in older people play an essential role in providing examples of healthy lifestyles, such as maintaining a low-salt diet, exercising regularly, and monitoring blood pressure regularly (Syukkur et al., 2022). Cadres support education and counseling for older people and their families so that the community is more aware of and active in preventing and managing hypertension. Through this approach, cadres can become role models, encouraging positive changes among older in controlling their blood pressure. *Posyandu* cadres are essential in overcoming hypertension in older, especially in villages. Because they live in the same environment, cadres have emotional closeness and a better understanding of the culture and customs of the local community (Zen et al., 2024).

Cadres actively educate the older people and their families, which helps increase public awareness of the importance of hypertension treatment. This approach allows cadres to more effectively mobilize the community to maintain their health, not only by providing information but also by giving direct examples. As role models, cadres can encourage positive lifestyle changes in older, help them manage blood pressure, prevent serious complications, monitor blood pressure, and maintain a healthy lifestyle (Heningtyas et al., 2022). This training program for cadres has proven effective in increasing their understanding and strengthening the implementation of community health programs.

5 Conclusion

The implementation of the *“Ngadi Salira Atasi Hypertension”* pocketbook and the DASH educational video (*Diet In kang Atasi Saben Hipertensi*) improved Posbindu cadres’ knowledge and capacity to support older adults in managing hypertension using locally available foods. The culturally adapted educational media integrating local language, local knowledge, and evidence-based dietary approaches enhanced the effectiveness of health education in the community. This approach highlights the potential of community-based and culturally relevant strategies to strengthen hypertension prevention and management among older adults in rural settings.

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