

The employment of “Posyandu Balita” Cadre through Three Level Marketing Model for early Detection of Child Growth and Development Anomaly

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ABSTRACT

PPM activity aims to give knowledge for “Posyandu Balita” cadre to early detection of child growth and development, to help develop “Posyandu Balita” cadre’s skills to early detection of child growth and development, and to increase “Posyandu Balita” cadre’s insight in basic ability to prevent and arrange child growth and development anomaly.

The implementation of PPM with a lecture about child physic growth and phsicologic development, nutritionally balanced menu for child, and child growth and development anomaly management the practice of early detection, evaluation of the implementation of PPM for participant (test and non test) this activity was attaded by 27 “Posyandu Balita” cadres so that 135% are met from 20 persons target.

Result of PPM activities that show increased domination of the matter rated by before and after the PPM activities, as well as the benefit of PPM rated by participant with the instrument of customer satisfaction from LPPM UNY shows that PPM is very useful for the participants.

Kata Kunci: “Posyandu Balita” cadre, three level marketing, early detection, child growth and development anomaly