

ABSTRAK

Implementasi Program Cek Kesehatan Gratis (CKG) Ulang Tahun di Puskesmas Stabat merupakan program pemerintah di bidang kesehatan yang dilaksanakan untuk meningkatkan deteksi dini penyakit dan kesadaran masyarakat terhadap pentingnya pemeriksaan kesehatan secara berkala. Program ini dilaksanakan untuk mengetahui pelaksanaan pelayanan pemeriksaan kesehatan gratis, promosi program, pemberian edukasi dan informasi kesehatan, serta hambatan dalam implementasi Program CKG Ulang Tahun di Puskesmas Stabat. Tujuan dari Program CKG Ulang Tahun yaitu meningkatkan kualitas kesehatan masyarakat melalui upaya promotif dan preventif, mendeteksi faktor risiko kesehatan sejak dini, serta mencegah berkembangnya penyakit menjadi lebih serius. Saat ini, pelaksanaan Program CKG Ulang Tahun di Puskesmas Stabat masih sangat memerlukan penguatan dalam pelaksanaannya, baik melalui peningkatan pelayanan, promosi program, edukasi kesehatan, maupun optimalisasi koordinasi antar pelaksana agar tujuan program dapat tercapai secara efektif. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data meliputi observasi, wawancara, dan dokumentasi. Hasil penelitian mengenai implementasi Program CKG Ulang Tahun menunjukkan bahwa pelaksanaan pelayanan kesehatan telah berjalan melalui tahapan pendaftaran, pemeriksaan kesehatan berdasarkan kelompok usia, promosi program, serta pemberian edukasi kesehatan kepada masyarakat. Implementasi program masih menghadapi berbagai hambatan seperti Keterbatasan sarana, prasarana, dan sistem pendukung pelayanan, belum optimalnya komunikasi dan koordinasi antar organisasi pelaksana, serta rendahnya kesadaran masyarakat dalam melakukan pemeriksaan kesehatan rutin sehingga tingkat partisipasi masyarakat masih berada di bawah target yang telah ditetapkan.

Kata Kunci: Implementasi Program, Cek Kesehatan Gratis, Puskesmas.

ABSTRACT

The implementation of the Free Birthday Health Check (CKG) Program at Stabat Community Health Center (Puskesmas Stabat) is a government health initiative aimed at improving early disease detection and increasing public awareness of the importance of regular health check-ups. This program was implemented to examine the delivery of free health screening services, program promotion, health education and information, and the obstacles encountered in implementing the Free Birthday Health Check Program at Puskesmas Stabat. The program aims to improve public health through promotive and preventive efforts, identify health risk factors at an early stage, and prevent diseases from developing into more serious conditions. Currently, the implementation of the Free Birthday Health Check Program at Puskesmas Stabat still requires significant improvement through better service delivery, more effective program promotion, enhanced health education, and stronger coordination among implementing agencies to ensure that the program objectives are achieved effectively. This study employed a qualitative approach with a descriptive research design. Data were collected through observation, interviews, and documentation. The findings indicate that the implementation of the program has been carried out through registration procedures, health examinations based on age groups, program promotion, and the provision of health education to the community. However, the implementation still faces several challenges, including limited facilities, infrastructure, and supporting service systems, suboptimal communication and coordination among implementing organizations, and low public awareness of the importance of routine health check-ups, resulting in community participation remaining below the established target.

Keywords: Program Implementation, Free Health Check, Puskesmas.