

IMPLEMENTATION OF MOBILE FAMILY PLANNING SERVICES IN NATAR DISTRICT, SOUTH LAMPUNG REGENCY

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ABSTRACT

This study evaluates the implementation of the Mobile Family Planning (FP) Service Program in Natar District, South Lampung Regency, aimed at enhancing community participation in family planning, particularly in hard-to-reach areas. Utilizing a qualitative descriptive approach, data were collected through observations, interviews, and documentation analysis. The program's implementation is structured into three stages: pre-service, service, and post-service, involving activities such as contraceptive counseling, provision, and follow-up. Findings reveal that the program successfully applies five service theories—reliability, tangibility, responsiveness, assurance, and empathy—resulting in increased family planning participation and reduced population growth from 2020 to 2021. Despite these successes, challenges such as socio-cultural barriers, inadequate infrastructure, and budgetary constraints persist. Recommendations include improving infrastructure, internet access, and coordination with relevant agencies to enhance program delivery. This study contributes to the understanding of mobile services' role in expanding healthcare access in underserved areas, highlighting the need for continued innovation in public health initiatives.

Keywords : *Mobile Family Planning; Service Implementation; Community Participation; Public Health; Rural Healthcare Access*

Introduction

The present study seeks to comprehensively evaluate the implementation of the Mobile Family Planning (FP) Service Program in the Natar District of South Lampung Regency (Marbun et al., 2023; Misransyah et al., 2023). This initiative is designed to address the unique challenges associated with increasing community participation in family planning efforts, particularly within remote and hard-to-reach areas where access to traditional health services may be limited (Agushybana et al., 2022; Handayani et al., 2020; Susanti & Yulianti, 2021; Alam et al., 2019). Family planning plays a critical role in managing birth rates, thereby mitigating the potential adverse effects on maternal and infant health, as well as the broader socio-economic wellbeing of families (Cooper et al., 2020; Dzulhijatussarah & Defrizal, 2024; Herrera-Almanza & Rosales-Rueda, 2020; Uneke et al., 2019). While the importance of family planning is widely recognized, there remains a significant gap in the existing literature concerning the effectiveness of mobile service delivery models in improving accessibility and encouraging active participation in rural or underserved regions (Ng et al., 2021; Tiwari, 2018). This study aims to bridge this gap by providing a thorough examination of the program's implementation, identifying both the facilitators and barriers encountered in the process, and assessing the overall impact of the program on enhancing community engagement in family (Msovela et al., 2022; Msovela & Tengia-Kessy, 2016; Tanjung & Wahdiniwaty, 2020). Through this analysis, the study will contribute valuable insights into the effectiveness of mobile health interventions in addressing public health challenges in similar contexts (Barusman & Hidayat, 2017).

Methodology

This study uses a qualitative descriptive approach to evaluate the Mobile Family Planning (FP) Service Program in Natar District, South Lampung Regency. Data is collected through observations, interviews, and document analysis to understand the program's implementation. The focus is on Natar District, which includes 26

villages with a population of about 191,833. The program involves multiple stakeholders, including local health officials and representatives from the central government. The implementation process is divided into three stages: pre-service, where information and counseling are provided; service, where contraceptives are supplied; and post-service, where follow-up counseling occurs (Aichatou et al., 2016; Faundes et al., 2020). The study also explores the internal and external challenges affecting the program's success (Barusman & Barusman, 2017).

Result and Discussion

a. Results

The results of this study reveal that the Mobile Family Planning (FP) Service Program in Natar District has been successfully implemented by integrating five key service quality dimensions: reliability, tangibility, responsiveness, assurance, and empathy. These service dimensions have collectively contributed to the program's overall effectiveness in enhancing family planning services in the region.

Reliability is demonstrated through the program's consistent service delivery, ensuring that eligible couples regularly receive the necessary family planning services. The program's tangibility is evident in the physical presence of Mobile Family Planning Units (MUYAN KB), which have significantly improved access to contraceptive services, particularly in remote and underserved areas lacking permanent healthcare facilities. Responsiveness is highlighted by the program's ability to adapt to the needs of the community, offering timely services and addressing concerns as they arise. Assurance is provided through the involvement of trained personnel, including 18 Family Planning Counselors (PKB/PLKB), who are instrumental in delivering accurate information and guidance across all 26 villages in the district. Finally, empathy is reflected in the program's approach to understanding and addressing the unique needs and concerns of the community, particularly in promoting awareness and acceptance of family planning.

The success of the program is further supported by several key factors. The high number of eligible couples participating in the program indicates strong community engagement and awareness of the importance of family planning. The presence of well-trained personnel ensures the effective delivery of services, while ongoing community awareness campaigns have helped to reinforce the value of family planning in managing population growth and improving maternal and child health outcomes. Notably, the study highlights significant achievements in terms of population control and increased participation in family planning. From 2020 to 2021, there was a noticeable decrease in population growth rates, coinciding with a rise in the number of family planning participants. This trend underscores the positive impact of the Mobile FP Service Program in expanding access to contraceptive services and promoting family planning practices within the district.

b. Discussion

Despite notable successes, the Mobile Family Planning (FP) Service Program in the Natar District faces several challenges that impact its overall effectiveness. Socio-cultural factors are a significant barrier, as traditional beliefs and practices in some communities may limit the acceptance and uptake of family planning services (Agushybana et al., 2022; Handayani et al., 2020; Susanti & Yulianti, 2021). Inadequate infrastructure, particularly in remote areas, creates logistical hurdles for the consistent delivery of services (Marbun et al., 2023; Misransyah et al., 2023). Budgetary constraints also affect the program's capacity to expand and sustain its operations, impacting the availability of essential resources such as contraceptives and medical supplies (Cooper et al., 2020; Dzulhijatussarah & Defrizal, 2024).

Additional challenges include limited internet access, which hampers communication and data management (Ng et al., 2021; Tiwari, 2018). Personnel changes can disrupt service continuity and quality (Msovela et al., 2022; Msovela & Tengia-Kessy, 2016). Furthermore, inconsistent availability of contraceptives undermines the program's reliability and effectiveness (Alam et al., 2019; Herrera-Almanza & Rosales-Rueda, 2020).

In conclusion, while the Mobile FP Service Program in Natar District has made significant strides in improving access to family planning services and mitigating population growth, addressing these challenges is crucial for enhancing the program's delivery and ensuring its long-term sustainability. Overcoming these barriers will enable the program to continue making a vital contribution to family planning and public health outcomes in the region (Uneke et al., 2019; Barusman & Hidayat, 2017).

Conclusion

The Mobile FP Service Program in Natar District has effectively increased community participation in family planning and contributed to controlling population growth. The application of service theories has ensured the

program's reliability and responsiveness to community needs. However, to overcome existing challenges, it is recommended to improve infrastructure, enhance internet access, and strengthen coordination with relevant agencies. Future research could explore the long-term impact of mobile family planning services on demographic trends and community health outcomes. This study underscores the significance of mobile services in expanding access to essential healthcare in underserved areas, highlighting the need for continued innovation and investment in public health initiatives. The study provides empirical evidence of the significant impact of competency, work discipline, and work environment on employee productivity in the context of UPT Waste Management in Teluk Betung Selatan. The findings highlight the importance of a holistic approach to human resource management that addresses multiple productivity drivers simultaneously. For practitioners, the study offers actionable insights into enhancing productivity through targeted interventions in competency development, discipline enforcement, and environmental improvements. By creating a supportive work environment, fostering a culture of discipline, and investing in employee competency, organizations can achieve higher productivity levels and improve service delivery. Future research could explore the impact of additional factors, such as leadership style, employee motivation, and organizational culture, on productivity. Longitudinal studies could also provide insights into the dynamic nature of these relationships over time. By expanding the scope of research, scholars can further enrich the understanding of productivity determinants and inform strategies for optimizing workforce performance in diverse organizational contexts.

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