

## The Effectiveness of Community-Based Health Promotion Strategies in Improving Healthy Living Behaviors; SYSTEMATIC LITERATURE REVIEW

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### Abstract

This study aims to know The Effectiveness of Community-Based Health Promotion Strategies in Improving Healthy Living Behaviors. The research method used a systematic review literature approach by analyzing scientific articles published in the 2021-2025 period. Articles were selected based on inclusion and exclusion criteria. Health promotion effectively improves Clean and Healthy Living Behavior (PHBS) by increasing knowledge, awareness, and healthy daily practices at individual and household levels. Social media and community-based interventions, supported by advocacy and empowerment, enhance behavior change and participation. However, challenges such as misinformation, limited participation, and digital inequality reduce effectiveness. Complex behaviors require multi-level structural and system support. Therefore, sustainable and integrated health promotion programs are essential for long-term behavioral change and improved public health outcomes. Concluded that Health promotion is effective in improving healthy living by increasing knowledge and encouraging healthy daily behaviors at individual and household levels. Social media and community-based approaches, supported by advocacy and diverse communication tools, enhance behavior change and community participation.

**Keyword :** Health Promotion, Healthy Living, Behaviors

### INTRODUCTION

Health promotion is the initial and most crucial stage in disease prevention efforts. In its implementation, a shared understanding is required that health promotion is a process of conveying information to the public so that they have the will and ability to maintain and improve their health. Health promotion activities encompass various efforts, such as health education, which encompasses improving nutritional status, developing healthy lifestyle habits, and educating about sexual health. Furthermore, improvements in environmental sanitation, such as providing clean water for household needs, waste management, waste and sewage disposal, and implementing personal hygiene practices, are also included. Other efforts include providing recreational facilities and preparing for life stages such as pre-marriage and menopause. (Rachmawati, n.d.)

Public health is a key measure in achieving sustainable national development. According to the World Health Organization (WHO), health promotion is defined as a process aimed at empowering communities to control and improve their own health, both through behavioral changes and improvements in social conditions that influence health. Health promotion efforts have been identified as a critical priority for achieving optimal public health. (Cahyani & Ningsih, 2025). Healthy living issues are closely related to behavior and habits, which can be likened to two inseparable entities. Healthy living behaviors represent a concrete manifestation of human interaction with the environment, aimed at creating a dynamic balance and harmony between ecological, socioeconomic, and sociocultural aspects. This is expected to support sustainable life and create a clean, beautiful, healthy, orderly, and organized society.

Health is a crucial investment for the future and the primary capital for achieving a prosperous life. Various factors play a role in maintaining health, one of which is a clean

environment. Cleanliness and health are interconnected, with a clean environment supporting a healthy body. Therefore, implementing Clean and Healthy Living Behaviors (PHBS) is a fundamental step toward achieving optimal health for every individual. Healthy living behaviors are fundamental to preventing various diseases. Health is everyone's desire and need. The principles of clean and healthy living behavior (PHBS) are one of the foundations and foundations of health development programs in Indonesia. According to WHO (World Health Organization) data on the population's defecation habits, in 2017, an estimated 4.5 billion people lived without safe toilets, and 892 million people still practiced open defecation. Indonesia is the second-highest country for open defecation, followed by India (58%), Indonesia (12.9%), China (4.5%), Ethiopia (4.4%), Pakistan (4.3%), Nigeria (3%), Sudan (1.5%), Nepal (1.3%), Brazil (1.2%), and Niger (1.1%). (Cahyani & Ningsih, 2025)

Given the impact and effectiveness of health promotion strategies in improving healthy living behaviors, this literature review study is crucial. The purpose of this literature review study is to examine the effectiveness of health promotion strategies, their targets, participants, opportunities, and challenges. The novelty in this research is comparing previous research on the impact of community-based health promotion in improving healthy living behavior.

## METHOD

The study undertakes a systematic review through a sequence of article reviews, beginning with study search, followed by screening, data extraction and analysis. A systematic review is a method that systematically collects, evaluates, classifies and categorizes evidence-based findings from previously conducted research (Pulling and Stewart 2006). This study conducted literature research using the PRISMA Method. Articles were collected from the following databases: PUBMED, BMC and Google Scholar. The key words included : “Health promotion strategies, healthy living behavior”. The total number of articles obtained is 126 articles, and a selection process will be carried out to meet the inclusion and exclusion criteria.

### Inclusion and exclusion

The criteria use the PICOS Framework, as follows:

1. Population to be analyzed by the title that has been determined in the systematic review.
2. Intervention is a management action on individual or community case and an explanation of study management by the title that has been determined in a systematic review.
3. Comparison is an intervention or other management that is used as a comparison if no one can use the control group in the selected study.
4. Outcomes are results or outcomes obtained in previous studies that follow the themes that have been determined in a systematic review.
5. Study design is the research design used in the article to be reviewed.

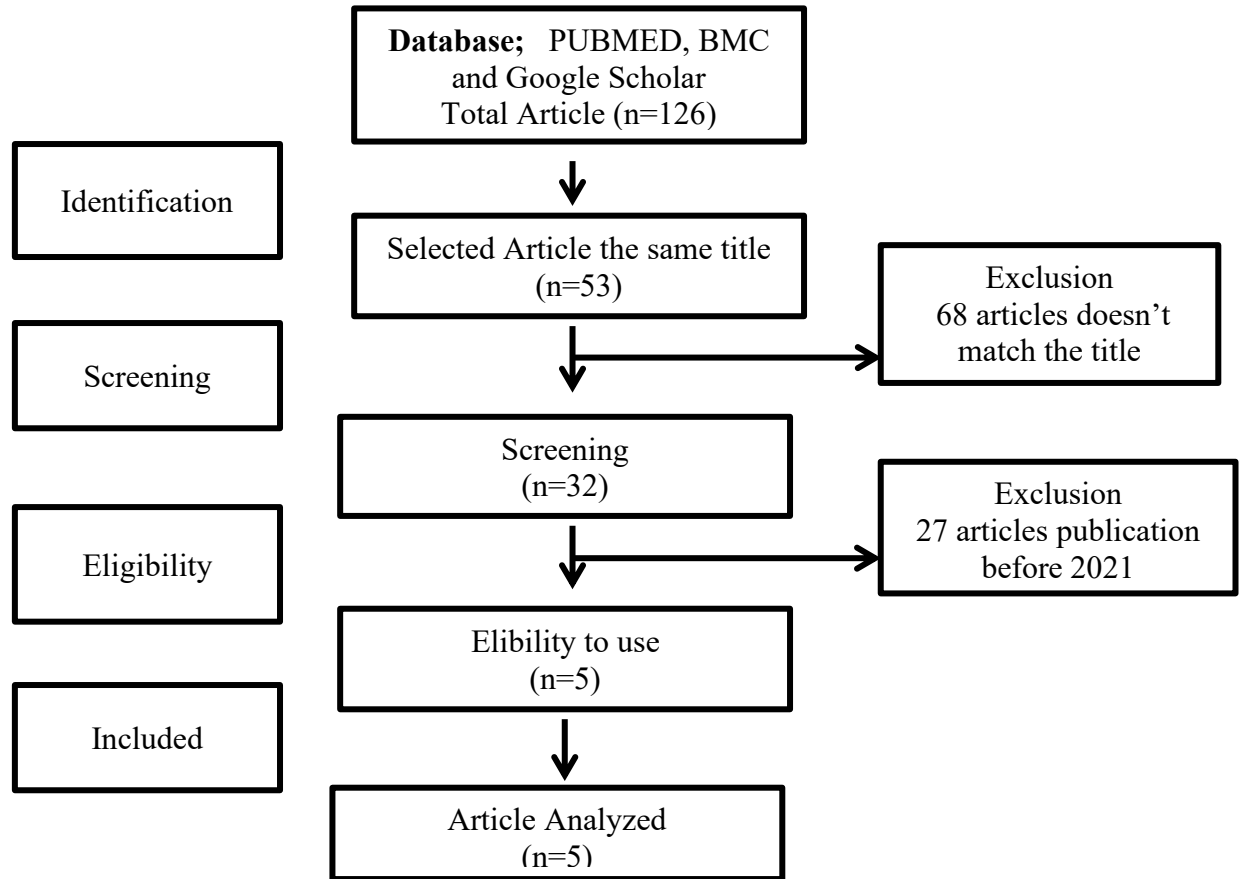
Table 1 Inclusion and exclusion criteria

Criteria	Inclusion	Exclusion
Population	The international article is related to the title The Effectiveness of Community-Based Health Promotion Strategies in Improving Healthy Living Behaviors	The international article that not related to the title The Effectiveness of Community-Based Health Promotion Strategies in Improving Healthy Living Behaviors
Outcome	Know about The Effectiveness of Community-Based Health Promotion Strategies in Improving Healthy Living Behaviors.	Do not Know about The Effectiveness of Community-Based Health Promotion Strategies in Improving Healthy Living Behaviors.

Study design	All types of research publications are open access research articles	Nothing
Publication year	2021-2025	Before 2021
Language	English & Bahasa Indonesia	Other Languages

**Article Selection**

Articles were collected from the following databases: PUBMED, BMJ and Google Scholar. The keywords included: “Health promotion strategies, healthy living behavior”. The total number of articles obtained is 126 articles, and a selection process will be carried out to meet the inclusion and exclusion criteria.



**Figure 1** Article review flowchart

**Relevance of Study**

Relevance study involves searching articles in database to determine the quality of the information generated. A systematic approach to obtaining, critically reviewing, integrating and presenting data from multiples studies on a research issue f interest results in a more comprehensive and accurate undstanding.

**Quality of study**

Studies were review to determine wich met the inclusion and exclusion criteria. Publications were collected from 126 English Language articles published between 2021 – 2025 in the PUBMED, BMC and Google Scholar databases. After PRISMA flowchart screening, six publication were considered fro synthesis or further research.

**Techineque Analysis**

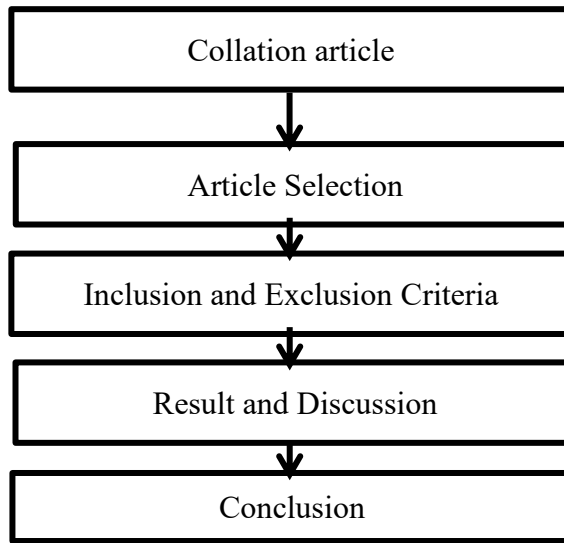
Analysis was carried out on articles that meet the inclusion criteria (2021-2025) to conclude.

**RESULT AND DISCUSSION**

**Result**

**1. The characteristics of the study**

The systematic review process involves searching for information on articles through internet tools, using various online sources as data repositories. Articles are sourced from databases such as PUBMED, BMC and Google Scholar. Once gathered, the articles are analyzed using the PRISMA framework to identify those meet the criteria for each stage of review.



**Figure 2** The characteristics of the study

**2. The search process**

The systematic review is a comprehensive summary of several research studies that are determined based on the theme of critical determinants of The Effectiveness of Community-Based Health Promotion Strategies in Improving Healthy Living Behaviors. The process of searching or collecting articles was carried out from April 11-19/2026, and find out 126 articles.

**3. Data extraction**

The journal information collected from 2021 to 2025 includes detail such as research names, research years, titles, methodologies and findings. This data extration is essential for identifying articles that can be analyzed and further developed in the future. The extracted data is recorded in a data extration from and will be presented in the table bellow:

Table 2 Data extration

No	Author and year	Article title	Method	Results
1	(Sidabutar, et al, 2024)	Effectiveness of health promotion through social media in	Quasi-experimental pre-test and post-test design	The resulth show that In social media based health promotion is an effective strategy for strengthening PHBS among adolescents, offering both

		improving clean and healthy living behavior among teenagers.	without randomization	theoretical contributions to behavioral health models and practical implications for designing impactful public health campaigns. Future studies should examine diverse content formats and assess long-term sustainability.
2	(E Pelle, Sinolungan, 2025)	The Impact of Health Promotion on Changes in Knowledge of Clean and Healthy Living Behaviors (PHBS) in Households in Malalayang District.	Quantitative with pre-experimental design one group pre-test and post-test	Health promotion has significantly impacted knowledge of PHBS in Malalayang District. It is hoped that this health promotion will continue to be implemented sustainably to raise public awareness of PHBS and family health.
3	(Aldyan et al., 2024)	The effectiveness of health promotion through social media in encouraging healthy living behaviors in adolescents	Prospective observational approach	Research results show that The study results indicate that health promotion through social media is effective in increasing health knowledge and motivating healthy behavior changes. However, several challenges need to be addressed, such as the spread of inaccurate information, limited access and digital literacy, and issues of privacy and data security.
4	(Adsmi et al., 2021)	Analysis of the Impact of Health Promotion Strategies on Improving Clean and Healthy Living Behaviors (PHBS) in Household Settings in Lasolo District, North Konawe Regency in 2021	qualitative using a phenomenological approach.	The research results show that the advocacy process has gained commitment and support from relevant parties. The results of the advocacy include the creation of supporting facilities, infrastructure, and the establishment of an active health alert village. Consequently, counseling services, outreach, and PHBS competitions are routinely held. The obstacle encountered is the lack of community participation. As a result of the atmosphere building, the community has

				<p>cultivated PHBS, starting from the simplest steps of washing hands and not littering, and maintaining the surrounding environment. In addition, there are health cadres who directly coordinate the community and the fostered villages that have become icons in practicing PHBS. In community empowerment, socialization, promotion, prevention, and direct motivation are carried out with prizes. This is carried out using facilities that have been created such as Posyandu buildings, Polindes (village polindes) and using leaflets, posters, banners, and social media. As a result of the empowerment, the community has begun to play an active role in the PHBS program at the household level.</p>
5	(Situmeang, 2025)	<p>The Influence of Health Promotion on Changes in Clean and Healthy Living (PHBS) Knowledge in Household Structures in Etebatu Village, Fanayama District in 2024</p>	<p>Quantitative Quasi-Experimental research design</p>	<p>The results of data analysis show that there is an influence of health promotion on several behavioral changes, namely monthly baby weighing behavior (<math>P = 0.000</math>), hand washing behavior (<math>P = 0.000</math>), clean water use behavior (<math>P = 0.000</math>), healthy toilet use behavior (<math>P = 0.000</math>), mosquito larvae eradication behavior (<math>P = 0.000</math>), fruit and vegetable consumption behavior (<math>P = 0.000</math>), physical activity behavior (<math>P = 0.000</math>), and non-smoking behavior (<math>P = 0.005</math>). In addition, there are 2 variables that cannot be directly influenced by health promotion, namely the behavior of childbirth assisted by health workers (<math>P = 0.489</math>) and exclusive breastfeeding behavior (<math>P = 0.320</math>).</p>

#### 4. Synthesis of data

The systematic review was synthesized through a narrative approach, grouping similar extracted data based on measured outcomes to address the research objectives.

#### Discussion

##### **The Effectiveness of Community-Based Health Promotion Strategies in Improving Healthy Living Behaviors**

According to the results of the study (Sidabutar, et al., 2024) showed that In social media based health promotion is an effective strategy for strengthening PHBS among adolescents, offering both theoretical contributions to behavioral health models and practical implications for designing impactful public health campaigns. Future studies should examine diverse content formats and assess long-term sustainability.

Recent theoretical development continue to support these findings. One relevante framework is the application of the social cognitive theaory in digital contexts. Contemporary studies (Rivera-romero et al., 2022) emphasize that social media has emerged as a significant medium for disseminating health-related news and information to the general population, and social media-based interventions have shown effective in influencing behavioral changes. In order to create targeted communication interventions to influence health behavior, social media can be used in conjunction with digital phenotyping to profile people's attitudes, behaviors and helath outcomes.

In addition, theory of using social media for health behavior changes continue applied in recent research (Seiler et al., 2022) emphasize that in today's environments, social media plataforms are everywhere. And the among adolecents and children, social media interventions is a effective tools for the health promotion and behavior changes and behavior change strategies implemented using digital technology inclede training, coaching al of those are potentiality more effective with increase frequency.

Finally, recent discussion on the behaviour change communication approach(WHO,2022) futher reinforce the effectiveness of social media interventions. This approach integrates communication strategies with behavioral science, emphasizing the importance of tailored, audence-centered messaging-something that social media platforms are uniquely positioned to deliver.

However, as suggested in the study, future research should exlore diverse content formats and long –term sutainability. Recent literature indicates that while short-term engagement thourg social media is high, maingtaining long-term behavioral change requires continous reinforcement, adaptive content strategies, and integration with intervention. Health promotion has significantly impacted knowledge of PHBS in Malalayang District. It is hoped that this health promotion will continue to be implemented sustainably to raise public awareness of PHBS and family health.

Compare with the study result of (E Pelle, Sinolungan, 2025) demontrate that Health promotion has significantly impacted knowledge of PHBS in Malalayang District. It is hoped that this health promotion will continue to be implemented sustainably to raise public awareness of PHBS and family health.

The findings indicate thet health promotion has a signifikan impact on improving knowledge of clean and healthy living behavior (*PHBS*) in Malalayang District. This result is consistent with previous studies showing that health promotion interventions play a crucial role in enhancing community knowledge and awareness related to healthy behaviors.

The signifikan increase in PBHS knowledge after the intervention suggests that health promotion activities-such as counseling, education and community engagement-are effective in delivering health-related information. A study conduted in Malalalyang District using a pre-test and post-test design also foug a statitcally significant

improvement in PHBS knowledge ( $P < 0.05$ ), confirm that structure health promotion intervention can positively influence community understanding. This aligns with other research indicating that health promotion is an essential strategy to encourage behavioral change through increased knowledge and awareness.

Furthermore, similar findings were reported in other settings where health education significantly improved PHBS knowledge scores among participants. For instance, a community-based health education intervention showed a substantial increase in knowledge scores from pre-test to post-test, demonstrating the effectiveness of interactive and participatory approaches (Dias et al., 2025). This suggests that not only the presence of health promotion but also the method of delivery (participatory and context-based approaches) influences its success.

From a theoretical perspective, these findings can be explained using health behavior theories such as the Health Belief Model (HBM), which emphasizes that increased knowledge can shape individuals' perceptions of health risk and benefits, thereby encouraging positive behavior change. When individuals are more informed about PHBS, they are more likely to adopt preventive health behaviors, such as proper handwashing, balanced nutrition, and maintaining a clean environment.

In addition, a systematic review highlighted that various health promotion strategies— including counseling, campaigns, and digital media— consistently improve PHBS-related knowledge and behavior (Widiyanto, 2025). This reinforces the idea that health promotion is a key determinant in improving public health outcomes.

However, while the study demonstrates a significant improvement in knowledge, it is important to note that increasing knowledge does not always directly translate into sustained behavioral change. Continuous and sustainable health promotion efforts are therefore necessary to ensure long-term adoption of PHBS practices. Regular reinforcement, community involvement, and integration with local health systems are recommended to maintain and strengthen these outcomes.

In conclusion, the study provides strong evidence that health promotion significantly enhances PHBS knowledge in the community. Sustainable implementation of such programs is essential to increase public awareness and ultimately improve family and community health status.

Based on (E Pelle, Sinolungan, 2025) Research results show that The study results indicate that health promotion through social media is effective in increasing health knowledge and motivating healthy behavior changes. However, several challenges need to be addressed, such as the spread of inaccurate information, limited access and digital literacy, and issues of privacy and data security.

The findings of this study indicate that health promotion through social media is effective in increasing health knowledge and motivating behavioral change toward healthier lifestyles. This result aligns with a growing body of literature demonstrating that digital platforms have become powerful tools for disseminating health information and influencing public health behaviors. Social media enables rapid, wide-reaching communication, allowing health messages to be delivered efficiently to diverse populations.

From a theoretical perspective, these findings can be explained using the **Health Belief Model (HBM)**. The HBM suggests that health behavior change depends on individuals' perceptions of susceptibility, severity, benefits, barriers, and cues to action. Social media interventions often function as *cues to action*, providing reminders, information, and motivational content that influence users' perceptions and encourage behavioral change. For example, health promotion messages on platforms such as Instagram, Facebook, or TikTok can increase perceived benefits of healthy behavior while reducing perceived barriers through educational content and peer influence. (Mao et al., 2023)

However, despite these positive impacts, the study also highlights several critical challenges. One major issue is the spread of misinformation, which can lead to incorrect health beliefs and harmful behaviors. Social media environments often lack strict content regulation, allowing false or misleading health claims to circulate rapidly. Another challenge is digital inequality and limited digital literacy, which restrict access to reliable health information for certain population groups. Individuals with lower digital skills may struggle to evaluate the credibility of online content, making them more vulnerable to misinformation. (Ghahramani et al., 2022)

In summary, social media-based health promotion is effective in improving health knowledge and behavior, supported by HBM and SCT theories. However, challenges such as misinformation, digital literacy limitations, and privacy risks must be addressed to ensure long-term effectiveness and sustainability.

Research results of (Aldyan et al., 2024) results indicate that health promotion through social media is effective in increasing health knowledge and motivating healthy behavior changes. However, several challenges need to be addressed, such as the spread of inaccurate information, limited access and digital literacy, and issues of privacy and data security.

The findings of the findings of (Aldyan et al., 2024) demonstrate that social media-based health promotion is effective in improving health knowledge and encouraging positive behavioral change. This result aligns with contemporary developments in Digital Health Communication, which emphasize the role of interactive platforms in delivering health information efficiently and engagingly. demonstrate that social media-based health promotion is effective in improving health knowledge and encouraging positive behavioral change. This result aligns with contemporary developments in Digital Health Communication, which emphasize the role of interactive platforms in delivering health information efficiently and engagingly.

Another relevant framework is the Diffusion of Innovations Theory, which explains how new ideas and behaviors spread within a community. Social media accelerates this diffusion process by enabling rapid information sharing, peer interaction, and widespread exposure. As a result, health-related messages can quickly reach a broader audience and influence behavioral adoption (Sun et al., 2022)

Furthermore, limited access to digital technology remains a significant barrier. This reflects the ongoing “digital divide,” where certain populations lack access to internet services or digital tools, reducing the effectiveness of social media-based interventions (Turnbull et al., 2020). Without equitable access, health promotion efforts may not reach vulnerable groups.

Overall, while social media is a powerful tool for health promotion, its success depends on addressing key barriers such as misinformation, digital inequality, and privacy concerns. Future health promotion programs should integrate behavioral theories and ensure equitable access and digital literacy to maximize their effectiveness.

The study of (Adsmi et al., 2021) demonstrates that the advocacy process has effectively garnered support from stakeholders, resulting in the creation of health-supporting facilities and an active health alert village. This aligns with recent evidence underscoring the importance of advocacy and multi-sector collaboration in enhancing community health programs and sustainability, as well as improving coordination, resource allocation, and program implementation at the community level.

The study reveals that the advocacy process has effectively gathered support from stakeholders, culminating in the establishment of health-supporting facilities and an active health alert village. This coincides with recent data stressing the role of advocacy and multi-sector collaboration in promoting community health programs and sustainability, as well as increasing coordination, resource allocation, and program implementation at the community level. (Gao et al., 2025)

The study demonstrates that the advocacy process has effectively garnered support from stakeholders, resulting in the creation of health-supporting facilities and an active health alert village. This aligns with recent evidence underscoring the importance of advocacy and multi-sector collaboration in enhancing community health programs and sustainability, as well as improving coordination, resource allocation, and program implementation at the community level.(Gao et al., 2025)

From a theoretical standpoint, the effectiveness of social media interventions can be explained by the Health Belief Model (HBM). According to this model, individuals are more likely to adopt healthy behaviors when they perceive susceptibility to a health problem, understand its severity, and recognize the benefits of taking action. Social media serves as a continuous “cue to action” by repeatedly exposing users to health messages, thus strengthening awareness and encouraging behavioral change(Stellefson et al., 2020).

Furthermore, community empowerment efforts—through socialization, promotion, prevention, and motivational incentives—have contributed to increasing participation at the household level. The use of various communication media, including print materials and digital platforms such as Facebook and Instagram, enhances the reach and effectiveness of health messages. Recent studies emphasize that combining traditional and modern communication strategies improves engagement and strengthens health behavior change outcomes(Khubchandani et al., 2025).

Ultimately, the findings confirm that advocacy, community empowerment, and the involvement of health cadres are key factors in improving participation and promoting PHBS practices. However, future efforts should focus on addressing participation barriers by improving health literacy, strengthening community engagement strategies, and ensuring inclusive and culturally appropriate interventions. Evidence suggests that meaningful community involvement and strong partnerships are critical for achieving sustainable public health outcomes(*COMMUNITY ACTION WELL-BEING Policy Paper*, n.d.).

According to The results of the (Situmeang, 2025), data analysis indicate that health promotion has a statistically significant influence on several health-related behaviors, including monthly baby weighing, handwashing, use of clean water, use of healthy toilets, mosquito larvae eradication, fruit and vegetable consumption, physical activity, and non-smoking behavior ( $p < 0.05$ ). These findings suggest that health promotion interventions are effective in encouraging preventive and promotive health behaviors at the community level.

From a theoretical perspective, these results can be explained using the Health Belief Model (HBM). This model posits that individuals are more likely to engage in health behaviors when they perceive the benefits of action, feel susceptible to health risks, and receive cues to act. Health promotion activities—such as education, counseling, and campaigns—serve as cues to action that enhance awareness and motivate individuals to adopt healthier practices(Meskini et al., 2021).

This limitation can be better understood using the Social Ecological Model, which emphasizes that health behavior is shaped by multiple levels of influence, including individual, interpersonal, community, and policy factors. For example, access to skilled birth attendants may depend on the availability of health facilities, financial resources, and geographic accessibility, rather than solely on individual knowledge. Similarly, exclusive breastfeeding is influenced by cultural beliefs, family support, workplace policies, and maternal conditions (Cholley-Gomez et al., 2023)

Furthermore, these findings highlight the importance of Health Promotion strategies that go beyond information dissemination. Structural interventions, community engagement, and policy support are necessary to address behaviors that require systemic change. In conclusion, health promotion is effective in influencing simple and preventive health behaviors, particularly those that rely on individual awareness and motivation.

However, more complex behaviors such as childbirth assistance and exclusive breastfeeding require a broader, multi-level approach that addresses structural and social determinants of health. Future interventions should integrate behavioral theories with systemic strategies to achieve more comprehensive and sustainable health outcomes.

## COCLUSION

Concluded that health promotion is an effective strategy for improving Clean and Healthy Living Behavior particularly in increasing knowledge, awareness, and simple daily health practices at both individual and household levels. Interventions delivered through social media and community-based approaches, especially when combined with advocacy, empowerment, and the use of various communication media, contribute significantly to positive behavioral change and greater community participation in health programs. However, their effectiveness is influenced by several challenges, including misinformation, limited participation, and disparities in digital access and literacy, while more complex health behaviors require broader, multi-level interventions involving structural, cultural, and health system support. Therefore, sustainable, integrated, and well-structured health promotion programs are essential to ensure long-term behavioral change, strengthen community health awareness, and achieve comprehensive public health outcomes

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