

ABSTRACT

DESIGNING ANEMIA PREVENTION CAMPAIGN ON PREGNANT WOMAN

Anemia is a condition where the body does not have sufficient red blood cells. Anemia is a decrease in the number of red blood cells in the blood caused by too little iron. Iron is a major component of hemoglobin and is important for proper function. Iron deficiency in pregnancy can cause interference or resistance to the growth of body cells including brain cells. The symptoms themselves can be seen from the face began to paled, then short of breath, easy fatigue, and no appetite. Anemia can cause heart failure, damage to the brain and others even to death. Pregnant women are susceptible to anemia due to the increasing need for iron and other vitamins according to dr. Rose Arosdiani said that there are about 700 cases or about 45% of pregnant women who suffer from anemia in 2016 Bandung city government trying to suppress the number. The author chooses the main media application that is useful for pregnant women, to educate the dangers, impacts and ways to prevent anemia during pregnancy

Keywords: Health campaign, Advertising, Anemia, pregnant mother, anemia hazard, prevention of anemia.