

## **ABSTRACT**

### **Designing a Routine Heartbeat Record Campaign as Prevention of Heart Attack in Adolescents in Bandung City**

Heart disease is one of the biggest killers in Indonesia, which is still difficult to handle. The cause of many deaths from heart disease is late treatment, or lack of understanding of victims of heart disease. The government has issued a CERDIK lifestyle program but still not many people know about it. One method in the CERDIK program is routine health checks, in terms of heart disease, actually routine health checks can be recording heart rate using two fingers around the wrist and calculating heart rate per second to see heart health and immediately carry out further treatment if the heartbeat is not beat normally. This becomes very important to avoid the delay in handling that leads to death. Designing a creative strategy to socialize heart rate record routinely will be applied to the people of Bandung, West Java, which is one of the cities with the highest number of deaths from heart disease, the selected age is 18-24 years old middle class social class with lifestyle modern and caring for health. The age range is the ideal productive age to start a healthy life. The design time will be conducted on August 1, 2018 and follow the existing schedule until the research is considered complete. This research is intended to increase the knowledge of heart disease and how to overcome it, so that the community will be more concerned about health, so that there is a reduction in mortality due to non-communicable diseases.

Keywords: Campaign, Storytelling, CERDIK.