

ABSTRACT

This research is based on a lack of knowledge of people about scoliosis disorders. Scoliosis itself is a disorder of the spine so that the spine has a "S" or "C" shaped curve. The main cause of scoliosis is idiopathic, which means that it is not known for certain but is suspected to be a genetic disorder. If someone have a scoliosis gene, then someone will be at high risk of developing scoliosis disorders that are initially due to poor posture habits. Scoliosis disorder itself is generally experienced by teenager with bad posture habits. Body posture can be formed from the age of children so that it will lead to good habits to adulthood.

According to research conducted by the RSNA (Radiological Society of North America) sitting the right and least hurt spine is sitting with a slope of 135 degrees. The author obtains data through the method of observation, literature study, interviews, and surveys to the parties concerned. From the data that has been collected, the author determines the concept for the campaign. The existence of this campaign is expected to increase the awareness of mothers about scoliosis and the importance of familiarizing good posture starting with daily habits, especially when using gadget. so that the scoliosis rate can be reduced. The health campaign was held in the city of Bandung.

Keywords : Health Campaign, Scoliosis, Spine