

ABSTRACT

Golden period or the first 1000 days of life are the beginning of life starts from the beginning of pregnancy until the child is 2 years old. During this period the nutritional intake needed by the mother and child must be fulfilled because if it is not sufficient, it will have an impact on the condition of the mother's pregnancy and the permanent development of the child. However, mother's knowledge of the first 1000 days of life period has not been maximized, as evidenced by the high maternal and child mortality rates and the high incidence of stunting. In addition, there are still many cases of death in infants due to errors in food intake. The case was caused by a lack of knowledge of the mother regarding the right intake for her baby. So the design of educational media about the first 1000 days of life period aims to increase the level of knowledge of mothers regarding the first 1000 days of life period so as to reduce maternal and child mortality and stunting cases. The author uses qualitative methods in collecting data through interviews, literature studies, and observations. The media used in the form of booklets as the main media because it is a medium that is suitable to the mother's condition and is the most efficient and effective media.

Keywords: Educational media, The first 1000 days of life, stunting.