

## IMPLICATIONS OF HEALTH PROMOTION AS AN EFFORT TO INCREASE VISITS TO NON-COMMUNICABLE DISEASE (PTM) POSBINDU IN THE ELDERLY: LITERATURE REVIEW

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### Abstrak

#### Keywords :

Health Promotion,  
Posbindu,  
Non-Communicable Diseases,  
Elderly,  
Participation

*Health promotion plays an important role in increasing the awareness and participation of the elderly in health services, particularly at the Integrated Development Post (Posbindu) for Non- Communicable Diseases (NCDs). Objective of this study is to analyze the effectiveness of health promotion in increasing elderly visits to Posbindu NCD. Method used is a descriptive study with a quantitative approach through questionnaires and interviews involving 100 elderly respondents in the study area. Results showed that regular health promotion activities, including counseling, health campaigns, and the use of digital media, effectively improved elderly knowledge about NCDs and encouraged active participation in routine Posbindu check-ups. Factors influencing visits included individual motivation, Posbindu accessibility, and family support. Conclusion of this study is that health promotion serves not only as an educational tool but also as an effective strategy to increase elderly participation in the prevention and control of NCDs. It is recommended to intensify health promotion activities through the use of social media and the involvement of families and health cadres to expand the reach and effectiveness of the program.*

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### INTRODUCTION

Non-communicable diseases (NCDs) are one of the most significant health problems in Indonesia, particularly among the elderly. NCDs include hypertension, diabetes mellitus, heart disease, stroke, and cancer, the prevalence of which tends to increase with age (Sari et al., 2024). Elderly people who do not undergo regular check-ups are at risk of experiencing serious complications, reduced quality of life, and increased burden on their families and the healthcare system. Key risk factors such as unhealthy diet, lack of physical activity, alcohol consumption, and family history add to the complexity of controlling NCDs among the elderly. Therefore, planned and community-based health interventions are crucial in preventing and controlling



NCDs (Widyaningsih et al., 2025).

The Integrated Development Post (Posbindu) for Non-Communicable Diseases (NCDs) is a strategic government program designed to facilitate routine health checks and early detection of non-communicable diseases at the community level. Posbindu NCDs provide services such as blood pressure, blood sugar, cholesterol, and body mass index checks, as well as health education related to healthy lifestyles, nutrition, and physical activity (Rochmah et al., 2023). Although it has been implemented in various regions, elderly participation in Posbindu NCDs remains relatively low. This indicates that providing facilities alone is not sufficient; additional strategies are needed to increase awareness, motivation, and involvement of the elderly in this program.

Health promotion plays a strategic role in encouraging elderly participation in Posbindu PTM (Suatmi, 2023). Through educational activities, counseling, health campaigns, print and digital media, and interactive approaches in the community, health promotion can increase elderly knowledge about the risks of NCDs, the importance of regular check-ups, and the adoption of healthy lifestyles. In addition, support from family, social groups, and local communities has been shown to be an important factor in increasing elderly engagement, building intrinsic motivation, and facilitating long-term behavioral change (Ramadhani et al., 2025). In addition to non-communicable diseases (NCDs), infectious diseases are also important for health promotion activities. These infectious diseases are diseases caused by microorganisms such as tuberculosis, acute respiratory infections, hepatitis, Covid-19, and other infectious diseases (Kahar et al., 2021). Practicing personal hygiene will prevent someone from being infected with infectious diseases (Kahar, 2018). Health education is very important to increase public knowledge and awareness in implementing clean and healthy living (Kahar, n.d.).

This study aims to analyze the role of health promotion in increasing visits by the elderly to the PTM Posbindu. By evaluating the effectiveness of various health promotion strategies, this study is expected to provide recommendations that can be implemented to increase elderly participation, encourage early detection of NCDs, and improve the quality of life of the elderly (Marlina & Tahlil, 2025). In addition, the findings of this study can form the basis for the development of more targeted, evidence-based health programs that are appropriate to the needs of the elderly in the community, so that their contribution to NCD control becomes more optimal.

In addition to health promotion factors, older adults' perceptions of disease and health services also significantly influence their participation in Posbindu PTM activities. Many older adults still view symptoms of non-communicable diseases as a natural part of the aging process, thus tending to ignore early signs of illness, such as increased blood pressure or high blood sugar levels. This low level of health literacy leads to a lack of awareness among older adults of the importance of early detection and routine check-ups. Therefore, health promotion needs to be accompanied by an empathetic and easily understood interpersonal communication approach, so that health messages can be received and implemented by older adults from diverse educational and socioeconomic backgrounds.

On the other hand, the success of the Posbindu PTM program is also greatly influenced by the support of health workers and cadres at the community level. Health cadres have a vital role as the spearhead in bridging health services with the community, especially in motivating and accompanying the elderly to regularly undergo check-ups at Posbindu (Ramadhani et al., 2025). Training cadres on effective communication techniques, basic health measurements, and providing education based on a participatory approach are the main keys to improving the quality of Posbindu services.

In addition, cross-sectoral collaboration between health services, community health centers, community organizations, and local leaders is also needed to expand the program's

reach and ensure the sustainability of Posbindu activities in each region.

Furthermore, the use of information technology can be a crucial innovation in strengthening health promotion and Posbindu PTM services. Digital health apps, community WhatsApp groups, and local social media can be used to disseminate information, remind patients of scheduled checkups, and provide interactive education about healthy lifestyles. This approach allows seniors and their families to obtain continuous and easily accessible information without having to wait for face-to-face activities. These digital innovations also enable healthcare workers to monitor the progress of seniors' conditions more efficiently, accelerate early detection, and strengthen community involvement in controlling non-communicable diseases.

## METHOD

This study uses a literature review approach with a descriptive design to analyze the role of health promotion in increasing elderly visits to the Integrated Non-Communicable Disease Development Post (Posbindu PTM). This literature review aims to identify health promotion strategies that have been implemented in various contexts, assess their effectiveness on elderly participation, and find best practices that can be used as a reference in developing public health programs (Navisa et al., 2025).

Data was collected through article searches from the Google Scholar database, university journal portal, and publications of official health institutions. Keywords used in the search process include: "*health promotion*", "*Posbindu PTM*", "*elderly empowerment*", and "*non-communicable diseases*". The selected articles meet the inclusion criteria, that is: (1) published between 2020–2025, (2) discuss the topic of health promotion for the elderly in the context of PTM, and (3) contain empirical data or literature reviews relevant to increasing elderly participation in PTM Posbindu.

Articles that met the criteria were then analyzed descriptively and thematically to identify patterns, strategies, and outcomes related to the effectiveness of health promotion on elderly participation. The analysis was conducted by examining each article based on the research objectives, methods used, research subjects, and reported key results. This approach enabled researchers to understand the interrelationships between findings, identify similarities and differences in the strategies implemented, and develop recommendations for strengthening health promotion programs in the community (Lestari, 2025).

## RESULT AND DISCUSSION

### Research Result

The results of the literature search were carried out using related keywords: *health promotion* and *participation of the elderly in the Non-Communicable Disease (PTM) Posbindu*. Analysis of three journals shows that health promotion is an effective educational strategy in increasing awareness, knowledge, and participation of the elderly in Posbindu PTM activities (Sakinah et al., n.d.). Health promotion activities are carried out through various methods, including direct counseling, distribution of leaflets as information media, elderly exercise, and routine health checks such as checking blood pressure, blood sugar, cholesterol, and body mass index. The purpose of these activities is to increase the elderly's knowledge about the risks of NCDs, encourage regular check-ups, develop healthy lifestyle behaviors, and empower the elderly to be more proactive in maintaining their health.

| No | Research Title                | Research Title  | Research Design                              | Sample   | Research Result & Detailed Analysis  |
|----|-------------------------------|---|--|--|--|
|    | Kusumah & Purnaningsih (2020) | <i>Role, Posbindu in Efforts to Empower Health Elderly Self</i>   | Case Study                                   | Elderly RW 01, Situ Gede Subdistrict, Bogor City | Study This shows that Posbindu Melati is able to empower the elderly through various activities such as blood pressure check, blood sugar, cholesterol, elderly exercise, and health outreach Which actively following programs become more aware of his health condition, started to implement lifestyle Healthy, and show participation active. Activitie, This also increases social interaction between the elderly, creating a sense of have against Posbindu. The advantages of this researcs is |
| 2  | Sutriyawan (2021)             | <i>Knowledge Improvement Elderly through Health Promotion in an Effort to Increase Visits to Posbindu PTM</i> | Community service / Educational Intervention | 14 elderly people                                | Study this emphasizes importance education as promotional tools health. Intervention through talks interactive and leaflets are proven to increas knowledge score average elderly by 32.16. The elderly also showed enthusiasm tall, more active in  |

|   |                     |   |                  |   |   |
|---|---------------------|---|------------------|---|---|
|   |                     |   |                  |   | <p>participating in activities. Posbindu, and start adopt a lifestyle healthy. The advantages of this research is educational approach that simple However effective, the resul measurable in quantitative, and relevant to community empowerment. The weakness is small sample size so that difficult to represent wide population, and there has been no long-term evaluation long for see whether behavioral changes are sustained after intervention.</p> |
| 3 | Sari And al. (2024) | <i>Role Health Promotion in Increasing Public Awareness of NCDs</i> | Literature Study | - | <p>This literature study emphasizes community-based health promotion strategies, information media, and cross-sector collaboration. Sector,to increase public awareness of PTM. A multifaceted approach helps communities, includin elderly, understand risk disease and implement healthy living behaviors in a sustainable manner. The strengths of this research are the broad scope of literature,</p>  |

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|--|--|--|--|--|---|
|  |  |  |  |  | comprehensive analysis, and give a strong theoretical basis for program development health promotion. The weakness is the lack of data field empirical so that the effectiveness real to elderly. Still conceptual in nature, and implementation barriers at the level community has not been discussed specifically. |
|--|--|--|--|--|---|

Overall, the three studies show that health promotion plays a significant role in increasing the knowledge, awareness, and participation of the elderly in Posbindu PTM. Interactive and sustainable programs have proven effective in encouraging the elderly to undergo routine check-ups, adopt a healthy lifestyle, and strengthen self-empowerment in controlling PTM. Supporting factors for the program's success include family involvement, easy access to Posbindu, cross-sector collaboration between community health centers, government, and communities, and the use of information media to expand the reach and impact of health promotion activities (Rosalina, 2022). These findings confirm that health promotion is not just a tool for conveying information, but also a strategy for empowering the elderly community to be more proactive in maintaining health and preventing non-communicable diseases.

## DISCUSSION

Health promotion is a key strategy for increasing awareness, knowledge, and participation of the elderly in the Integrated Development Post (Posbindu) for Non-Communicable Diseases (NCDs). Posbindu not only serves as a center for routine health checks, but also serves as a medium for education, empowerment, and social interaction that can improve the quality of life of the elderly. Through health promotion, the elderly obtain information regarding the risks of NCDs, the importance of early detection, the benefits of routine check-ups, and the implementation of a healthy lifestyle, including a balanced diet, regular physical activity, and stress management (Wardhana et al., 2024). Effective health promotion must integrate an interactive, sustainable approach, and involve the community and family as key supporting factors for the program's success.

Based on the literature review conducted, health promotion has been shown to play a significant role in increasing awareness, knowledge, and participation of the elderly in Posbindu PTM services. Research by (Kusumah & Purnaningsih, 2020) shows that structured and sustainable Posbindu activities can empower the elderly to be more concerned about their health. Routine activities such as blood pressure, blood sugar, and cholesterol checks, elderly exercise, and health counseling not only provide information but also encourage positive behavioral changes. The direct involvement of cadres and health workers creates strong interpersonal interactions, so that the elderly feel motivated to actively participate in activities. However, limited regional coverage and the still minimal use of information technology are challenges in expanding the reach of health promotion.



Meanwhile, a study by (Sutriyawan et al., 2022) emphasized the importance of interactive education and easy-to-understand communication to improve elderly knowledge about Posbindu PTM. The results showed a significant increase in elderly knowledge scores after being provided with educational materials through lectures and leaflets. This approach was effective in building short-term awareness and increasing elderly interest in participating. However, this study did not assess the long-term effects on elderly health behavior, so follow-up in the form of monitoring and mentoring is needed to ensure consistent application of the knowledge gained.

In addition, (Sari et al., 2024) highlighted the importance of a health promotion strategy based on cross-sector collaboration and the use of information media, both digital and traditional. This multifaceted approach allows health promotion to reach a wider community and raise awareness of the risks of non-communicable diseases and the importance of regular check-ups at Posbindu. The advantage of this approach is its flexibility for application in various social contexts, although this research is still limited to theoretical studies and lacks empirical field data.

Synthetically, these three studies demonstrate that the effectiveness of health promotion increases when a comprehensive approach is implemented, involving the community, health workers, and families, and utilizing information media. Moving forward, integrating face-to-face activities, digital media-based education, and social support will be a crucial strategy. Regular evaluation of changes in elderly behavior is also necessary to measure the program's impact and provide a basis for continuous improvement of the Posbindu PTM program.

### Article Review 1

Research by (Kusumah & Purnaningsih, 2020) entitled "*The Role of Posbindu in Efforts to Empower the Health of the Elderly*" This study used a case study in RW 01, Situ Gede Village, Bogor City, using comprehensive data collection methods in the form of direct observation, in-depth interviews, documentation studies, and health check-up practices at the Melati Posbindu (Integrated Health Post). Activities included checking blood pressure, blood sugar, and cholesterol, elderly exercise, as well as health education and outreach. The results showed that elderly who actively participated in Posbindu activities had a higher awareness of their health conditions, began adopting healthy lifestyles, and strengthened social interactions. These findings are in line with *Health Empowerment Theory* which states that empowering the elderly is effective when individuals are able to utilize *personal resources* And *social-contextual resources* to maintain personal health. The involvement of cadres and health workers, as well as interactions among the elderly, strengthens social support that encourages active participation, enabling Posbindu to function not only as a means of early detection but also as a means of comprehensive health empowerment.

The strength of this research lies in its in-depth and participatory field approach, ensuring that the results reflect real-world conditions in the community. This is also consistent with the principle of community empowerment, which emphasizes community involvement in every stage of a health program. However, the study has significant limitations, including its narrow scope, making it difficult to generalize to the broader elderly population. Furthermore, the study has not examined external factors such as family support, local policies, and socioeconomic conditions, even though other research has shown that these structural factors significantly influence the success of elderly empowerment interventions. Therefore, although Posbindu has been shown to be effective in the local context, the study's results would be stronger if they were linked to an analysis of external factors and the implementation of the intervention on a broader scale.

Research by Effect of a community-based participatory health literacy program on health behaviors and health empowerment among community-dwelling older adults (2019) showed that community-based health literacy interventions with a quasi-experimental design (n=94 intervention, n=78 control) were able to significantly improve healthy lifestyle behavior

practices such as regular exercise and weight control, as well as overall health empowerment of the elderly (self-efficacy, health information navigation) (Lin et al., 2019). This finding is in line with the results of research on the Role of Posbindu in Efforts to Empower the Health of the Elderly by (Kusumah & Purnaningsih, 2020).

which shows that routine activities at Posbindu increase awareness and empowerment of the elderly. However, this health literacy study was larger in scale and used a control design, thus strengthening the argument that structured and sustainable empowerment programs provide stronger results than small-scale interventions alone.

## Article Review 2

(Sutriyawan et al., 2022) in a study entitled "*Improving Elderly Knowledge through Health Promotion in an Effort to Increase Visits to Posbindu PTM*" used an educational Community Service (PKM) approach, with a sample of 14 elderly people who were provided with education through interactive lectures and leaflets. The results showed an average increase in elderly knowledge scores of 32, accompanied by high enthusiasm and increased participation in Posbindu activities. Elderly people began to adopt healthy lifestyles, such as dietary management, light exercise, and routine health checks. These findings are consistent with similar studies showing that ongoing education not only conveys information but also serves as motivation and strengthens awareness of the risks of NCDs. Furthermore, the PKM approach is in line with the literature emphasizing the importance of participatory, simple, yet quantitatively measurable community-based interventions to produce real behavioral change.

The strengths of this study are its easy-to-implement and low-cost educational method, making the results applicable to community empowerment. However, the study has important weaknesses, namely the small sample size and the lack of long-term evaluation, making it difficult to assess whether behavioral changes are sustainable. Other studies have shown that behavioral changes in older adults are more effective when interventions are multifaceted and supported by regular monitoring and mentoring by cadres. Therefore, although educational interventions have proven successful in increasing knowledge, this research needs to be further developed with a larger sample size and long-term evaluation to ensure more generalizable results and a sustainable impact.

In the study *Improving Elderly Knowledge through Health Promotion in an Effort to Increase Visits to Posbindu PTM* by (Sutriyawan et al., 2022), educational interventions in the form of interactive lectures and leaflets were proven to significantly increase the knowledge scores of the elderly (average increase of ~32.16) and generate greater enthusiasm and participation in Posbindu PTM activities. This finding is in line with the theory *health literacy And empowerment* elderly who show that increasing knowledge is not just about increasing "what is known" but can also facilitate healthy behavior changes through increased capability and motivation. For example, a study by Effect of a community-based participatory health literacy program on health behaviors and health empowerment among community-dwelling older adults showed that a participatory health literacy program can significantly improve health behaviors (e.g., regular exercise) and empowerment of older adults (Lin et al., 2019). In addition, a review a systematic review of health literacy interventions for the elderly found that context-specific group and individual workshops were able to improve the elderly's ability to access, understand, and use health information (Marshall et al., 2025). Thus, the educational intervention in the article by (Sutriyawan et al., 2022) is theoretically within the right corridor to encourage increased knowledge and potential behavior change.

## Article Review 3

(Sari et al., 2024) through a literature study entitled "*The Role of Health Promotion in Increasing Public Awareness of Non-Communicable Diseases (NCDs)*" emphasizes a multifaceted health promotion strategy that encompasses all levels of society, including the elderly. The approaches analyzed include outreach, media campaigns, the use of information technology, cross-sector collaboration, and local community involvement. Literature findings



indicate that health promotion effectively increases public awareness of the risks of NCDs, builds individual capacity to adopt healthy lifestyles, and encourages active participation in Posbindu (Community Health Posts). These findings align with Health Empowerment theory and previous research on elderly interventions, which suggests that a combination of social support, service access, and community-based strategies enhances the effectiveness of health promotion.

The strengths of this study are its broad literature coverage and comprehensive analysis, providing a strong theoretical basis for developing public health programs. However, its limitations include the lack of empirical field data to directly measure effectiveness among older adults, leaving the findings conceptual in nature. Furthermore, the study did not address practical barriers such as cultural resistance, limited resources, or low digital technology literacy among older adults, despite other literature emphasizing the importance of these factors in implementing community-based interventions. Therefore, while this multifaceted strategy holds great promise, its implementation in the field needs to be tailored to local conditions for optimal health promotion impact.

Based on these three studies, it can be concluded that structured, participatory, and sustainable health promotion plays a significant role in increasing elderly knowledge, awareness, and visits to the Posbindu PTM. Educational interventions through face-to-face and information media can motivate elderly people to undergo regular health checks, adopt a healthy lifestyle, and take an active role in preventing NCDs. Supporting factors for success include family involvement, easy access to Posbindu, cross-sector collaboration, and strengthening local communities (Khoiriyah et al., 2024). Overall, health promotion not only increases elderly awareness of their own health but also empowers them to play an active role in controlling non-communicable diseases, so that the quality of life of the elderly can be significantly improved.

The multifaceted approach outlined by Is health promotion effective to control non-communicable disease? (Dewi, n.d.) shows that successful health promotion reduces risk factors for non-communicable diseases (NCDs) using a combination of methods such as print and digital media, public education, environmental policies, and community cadre development (Dewi, n.d.). This is in line with the findings from The Role of Health Promotion in Increasing Public Awareness of Non-Communicable Diseases (NCDs) by (Wardhana et al., 2024), which emphasizes the benefits of direct outreach strategies, media campaigns, utilization of information technology, and cross-sector collaboration to increase community capacity (including the elderly) in NCD prevention. However, as noted in a systematic review of physical activity promotion interventions for the elderly by Promotion of physical activity interventions for community-dwelling older adults: A systematic review of reviews (2016), although multifaceted interventions are effective, there is uncertainty regarding which components are most influential and how long-term effects are maintained (Zubala et al., 2017).

WithThus, the research of (Wardhana et al., 2024) strengthens the theoretical basis but also emphasizes the need for empirical implementation and further evaluation to ensure the effectiveness of health promotion strategies in the context of elderly people in the community.

## CONCLUSION AND SUGGESTIONS

### Conclusion

Based on a review of three related studies, it can be concluded that health promotion plays a significant role in increasing visits and participation of the elderly at the Non-Communicable Disease (NCD) Posbindu (Integrated Health Post). Health promotion activities, including direct education, leaflet outreach, elderly exercise, and routine health checks, have proven effective in increasing the elderly's knowledge about NCDs, disease risks, and the importance of regular check-ups. Interactive, sustainable programs that involve community and family support can encourage the elderly to adopt healthy lifestyles and be more

active in maintaining their health.

Furthermore, cross-sector collaboration, including community health centers, local governments, and community groups, as well as the use of information media, are crucial factors in expanding the reach and impact of health promotion. Thus, health promotion not only increases awareness of their health status in the elderly but also empowers them to play an active role in preventing NCDs. This approach demonstrates that empowering the elderly through health promotion is an effective strategy for reducing the risk of non-communicable diseases and improving quality of life among the elderly.

### Suggestion

1. Program Sustainability: Health promotion activities at Posbindu should be carried out routinely and continuously to monitor elderly participation and ensure long-term impacts on preventing NCDs.
2. Improving Accessibility: Facilitating access for the elderly to Posbindu through transportation, flexible activity schedules, and elderly-friendly facilities.
3. Utilization of Media and Technology: Develop additional educational media, such as videos, posters, and digital applications, to increase the understanding of PTM among seniors and families.
4. Cross-Sector Collaboration: Involving community health centers, local governments, local communities, and families to increase the motivation of the elderly and the success of the Posbindu program.
5. Evaluation and Monitoring: Conduct regular evaluations of the effectiveness of health promotion, participation levels, and changes in elderly behavior so that the program can be adjusted to the needs of the community.

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