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## THE CAMPAIGN OF WEARING MASK AND WASHING HANDS WITH HAND SANITIZER AMONG STREET VENDORS KAYURINGIN JAYA BEKASI SELATAN

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### ABSTRACT

The high number of COVID-19 cases in Bekasi requires interventions that focus on communities with high exposure of virus, one of which was street vendors. With the aim of improving the knowledge and awareness of street vendors to implement health protocols, this campaign was carried out. A total of 50 street vendors participated in these activities and were evaluated to have increased knowledge, especially in the behavior of washing hands with hand sanitizers and the importance of wearing masks in public places.

Keywords: Early Aid, Socialization, Emergency Case.

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### INTRODUCTION

The spread of the COVID-19 in Bekasi continues to increase every day. As of June 8, 2021, the number of positive COVID-19 cases has reached 44683 cases, with the addition of daily cases reaching 188 cases ([corona.bekasikota.go.id](http://corona.bekasikota.go.id)). One of the sub-districts that has a high positive number is

South Bekasi. This condition might be caused by South Bekasi is a dense area with a high level of mobility. The large number of offices, which are often followed by an increasing number of street vendors selling food, increases the risk in transmitting the COVID-19.

Street vendor facilities generally do not support hand washing facilities, besides that vendors and buyers often ignore health protocols during this pandemic. The current program seeks to provide access to washing hands by providing hand sanitizer to the street vendors and distributing masks. By distributing hand sanitizers and masks, it was aiming to prevent the spread of COVID-19 as well as efforts to cultivate clean and healthy living.

Society in general has a view of street vendors who have slum conditions, dirty, disorganized, and unhealthy. Especially in this pandemic situation, the risk of transmission of the COVID-19 increases in individuals who interact with many people, as well as street vendors (Setyawan et al., 2019).

The current problem of infectious diseases such as COVID-19 is one of the diseases with a high level of spread in Indonesia. So it needs to be an important focus in preventing the spread of this virus through increasing knowledge and changing the behavior of clean and healthy living (WHO, 2020) for street vendors.

Based on the explanatios, we took the initiative to create a community service program titled the Campaign of Wearing Mask and Washing Hands with Hand Sanitizer Among Street Vendors Kayuringin Jaya Bekasi Selatan.

## **OBJECTIVES**

### *General Purpose*

This program mainly aimed to change people's behavior after receiving health education about the campaign to wear masks and wash hands with hand sanitizer among street trader in Kayuringin Jaya Bekasi. Through this program, it was also expected to play a role in breaking the chain

of spread of infectious diseases, especially COVID-19.

### *Special Purpose*

This program aims to enable the community to:

1. Learn about proper washing procedures using hand sanitizer.
2. Learn about the correct way to wear a mask.
3. Apply proper hand washing procedures by using hand sanitizer and using the correct mask.
4. Become a Role Model for other people, especially their families.

## **PLAN OF ACTION**

### *Strategy Plan*

There were several strategies plans to implement the community service:

1. Health Promotion  
Health promotion activity was planned to be implemented through the discussions between street vendors and community server about COVID-19 and its dangers. It also conveyed the importance of complying with health protocols to avoid the transmission of COVID-19.
2. Media Education  
Distribution of media education the form of stickers containing health messages on how to wash hands with hand sanitizers according to WHO recommendations. The distribution of hand sanitizers and masks was also accompanied by the practice of washing hands together.
3. Post-Test  
At the end of the program, street vendors were asked to review the stages of washing their hands according to WHO's recommendation (WHO, 2009), and they were also asked to

answer questions from the material that had been given. It aims to evaluate the increase in knowledge and behavior change of the street vendors.

### *Implementation*

At the implementation stage, street vendors were given health promotion as planned. Media education also provided to support them to understand and remember the material that has been given. At the end of the process, a post-test was conducted on the targets to assess changes in behavior in washing hands.

### *Setting*

The setting is in the community and public spots in Kayuringin Jaya, Kota Bekasi.

### *Target*

The main target of the current program was street vendors who located in public areas of Kayuringin Jaya, Kota Bekasi.

## **RESULTS AND DISCUSSION**

In the beginning, the street vendors were asked about their consent to join into this program. Totally for fifty street vendors consented and followed all the process of the health promotion. From the brief interview, most of the street vendors have a good knowledge about the purposes of wearing mask in the public area, and the small numbers of them stated wearing mask just to obedient the rules.

During providing the health education, street vendors were informed about the dangers of COVID-19 and its very fast transmission through the airborne. If the street vendors don't wear a mask when interacting with costumers, they would be at high risk of being exposed to the virus. The education provided also contains the

impact if infected with COVID-19 which can lead to death. This was adjusted to the background of traders who tend to be more receptive to information if they understand the bad-impact of not complying with health protocols including wearing masks. Street vendors were strongly encouraged to wear mask while giving service to the customers, and they allowed put off the mask when no-one is around.

Providing education about the benefits of masks is also accompanied by the provision of disposable masks to street vendors so that they can immediately practice proper use and care. In addition to the use of masks, this community service also provided education on hand washing with hand sanitizer. This is because, for street vendors, they are quite limited in finding water, so the availability of hand sanitizers can help them to still be able to clean their hands, especially when the street vendors were serving customers.



**Picture 1.** Street vendors follow the steps to washing hand with hand sanitizer.

Initially, street vendors were given educational media in the form of stickers containing steps to wash hands with hand sanitizer. The stickers given were asked to be attached to their carts for easy viewing and reminders. Then how to wash hands

was practiced together and followed by street vendors who do it independently while being evaluated. This activity was also accompanied by the provision of hand sanitizers to traders. All street vendors seemed very interested in learning how to do washing hand by hand sanitizer step by step.



**Picture 2.** Street vendors was attaching the sticker to the cart.

## CONCLUSION

Health campaign activities that increase public knowledge and awareness, especially street vendors, must be carried out regularly to reduce the spread of COVID-19. Providing education and health media can be an effort to reduce the risk of exposure to street vendors by the COVID-19 virus.

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*BESAR TERHADAP PENURUNAN PENDAPATAN PEDAGANG KAKI LIMA MENGGUNAKAN DECISION TREE.*

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