THE IMPORTANCE OF IRON (FE) TABLET AND FOLIC ACID CONSUMPTION AS AN EFFORT TO PREVENT ANEMIA IN PREGNANT WOMEN THROUGH A BOOKLET MEDIA

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SUMMARRY

Background: *Anemia in pregnant women remains a health problem that can negatively affect both maternal and fetal health. One of the efforts to prevent anemia is the regular consumption of iron (Fe) tablets and folic acid. However, many pregnant women still lack understanding of the importance of consuming iron tablets and folic acid. Therefore, an attractive and easy-to-understand Communication, Information, and Education (CIE) media is needed, one of which is a booklet.****Objective:*** *To develop an educational booklet on the importance of iron (Fe) tablet and folic acid consumption as an effort to prevent anemia in pregnant women.****Methods:*** *The method used was the development of a Communication, Information, and Education (CIE) media through problem identification, material preparation, booklet design, and trial testing with respondents at PMB.* ***Results:*** *The booklet contains information about anemia in pregnancy, the importance of iron (Fe) tablets and folic acid, proper consumption methods, food sources rich in iron and folic acid, and tips for preventing anemia. The trial results showed that the booklet was easy to understand, attractive, and helped improve pregnant women's understanding of anemia prevention.****Conclusion:*** *The booklet is effective as a Communication, Information, and Education (CIE) media in improving pregnant women's understanding of the importance of consuming iron (Fe) tablets and folic acid as an effort to prevent anemia during pregnancy.*

Keywords: *Anemia in pregnancy, booklet, folic acid, health education, iron (Fe) tablets, pregnant women.*