EDUCATION ON SNAKEBITE FIRST AID FOR THE COMMUNITY AS A PRE-HOSPITAL MANAGEMENT EFFORT THROUGH VIDEO MEDIA

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SUMMARY

Background; *There are approximately 5.4 million snakebite cases worldwide each year, resulting in 81,000–138,000 deaths from fatal complications. In Indonesia, an estimated 135,000 cases occur annually with a mortality rate of around 10%, predominantly affecting farmers. Poor knowledge of pre-hospital management contributes to delayed treatment and fatal complications. Education through animated video can serve as an effective solution to improve public knowledge.* ***Objective;*** *To develop an IEC (Information, Education, and Communication) media in the form of an animated video to improve farmers' knowledge of first aid for snakebite.* ***Method;*** *The media was developed through pre-production, production, and post-production stages, combining animation, voice narration, and text.* ***Results;*** *An animated video entitled "Don't Get It Wrong! This Is the Right First Aid for Snakebite" was produced, with a duration of 6 minutes and 22 seconds. The content covers the definition, symptoms, complications, first aid steps by bite location, and prohibited actions. A trial with three farmer respondents showed the material was easy to understand, the animation was engaging, and the delivery flow was clear, with suggestions to improve narration speed and volume.* ***Conclusion****; This media is expected to improve farmers' knowledge and preparedness in performing appropriate pre-hospital management, reducing the risk of delayed treatment and fatal complications.*

Keywords: *Knowledge, Snakebite First Aid, Farmers*