VIDEO BASED HEALTH EDUCATION TO REDUCE THE RISK OF ANEMIA CAUSED BY NON-COMPLIANCE WITH IRON (Fe) TABLET INTAKE AMONG PREGNANT WOMEN

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SUMMARY

Background**:** *Anemia during pregnancy increases complication risks for mothers and fetuses. Prevention includes taking iron tablets, yet adherence is hindered by limited knowledge, forgetfulness, boredom, side effects, and insufficient continuous education.* ***Objective:*** *This project aimed to develop a video-based health educational medium to support pregnant women's understanding and adherence to iron tablet consumption.* ***Methods:*** *The development involved preproduction, production, and postproduction stages, including material and script preparation, recording, editing, review, a limited trial with two pregnant women, and revision.* ***Result:*** *The output was a 5-minute, 11-second video entitled "Take Your Iron Tablets! Protect Mothers and Babies from Anemia!" consisting of 12 scenes. It presents the definition and risks of anemia, benefits and correct use of iron tablets, side-effect management, myths and facts, and reminder strategies. Respondents considered the video engaging, clear, easy to understand, with readable text, clear audio, and appropriate visuals.* ***Conclusion:*** *Therefore, the video is suitable as supporting educational media for pregnant women.*

Keywords: *Educational Video, Anemia in Pregnancy, Pregnant Women, Adherence, Iron Tablets.*