

## Perspectives

### HEALTH PARADIGM IN PUBLIC HEALTH INSTITUTIONS

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#### INTRODUCTION

National Health Day 12 November 2015 was completed. This year the theme of National Health Day to 51 is Ready to Build Healthier Generation Love Affairs. Very philosophic theme, there is no development without health, and if health is an investment that is driving a healthy generation. In forming a healthy society is not as easy as it is written, today the government has made a wide range of national programs such as the Healthy Indonesia 2010, which was adopted from the World Health Organization program with a major theme of Health for All, or healthy for all.<sup>1</sup> The program is a major milestone in protecting the Indonesian nation to protect its people to live a healthy life. At that time the Indonesian nation preoccupied with reform, so that all elements of government must clean up including the areas of health, so that under the leadership of Prof. Farid Anfasa Moeloek the then health minister made the national program Indonesia Healthy to 2010.<sup>2</sup>

The challenges of health development is still very complex, the

prevalence of infectious diseases, degenerative diseases, maternal mortality rate, infant mortality rate, Nutrition Macro, Micro Nutrition and various other indicators are still a concern as the unfinished agenda.<sup>3</sup> Healthy a symbol that some people react to it is not as serious as addressing pain conditions. Different paradigms and addressing healthy and sick, in many respects great sacrifice will do when sick to become healthy again, this is certainly different from the sacrifices in times well to maintain a healthy condition itself. Our paradigm is still largely oriented towards curative and rehabilitative aspects if not to say ignore the aspect of promotion<sup>4</sup> and prevention.<sup>5</sup>

Public Health Education Institution of Higher Education led by Public Health can be a driving force generation healthy love. The challenges of public health competence as a standard output of college can be a guarantee that the public health institutions can drive the formation of a healthy generation. This potential needs to be directed to realize the formation of healthy love generation.

## New Health Paradigm

Initiating Network GPRS (*Gaul Sehat Prestasi Hebat Generasi Cerdas*), Free sex is the greatest threat to the destruction of a generation, teenagers are increasingly permissive and hedonic is psychologically still looking for identity, labile, and full of trial and error. Unfortunately, not all teens get health information that is correct and not being able to access resources with good health. The existence of a GPRS network could become a place for teens to share information on health, especially reproductive health.

Initiating the Stop Smoking Clinic For Teens, Teens and smoking like tangled yarn, the more difficult to unravel. Smoking is increasingly early age, teenage smokers increasingly prevalent,<sup>6</sup> on the other hand preventive measures to stop smoking prevention have not yielded significant results. But of course, this should not be a reason to stop giving a solution to the problem of cigarette and adolescents.<sup>7</sup> Cessation clinic is driven by teenagers, of and for adolescents, peer as a doctor cigarettes for her peers.

Bulletin publishes Wins Health News, Reading for teenagers has mushroomed, but specifically for adolescent health bulletin unusual. News of the uniqueness Wins manageability. This bulletin purely managed by teenagers; working device, search and news constituent, to marketing all in their management. Another specialty of this bulletin could become a means to hone the ability of journalism and media design health, news wins spur innovation and creative ideas of youth, once paddled two birds.

Initiating Friends Community Health, Youth and socially fixed price not slang seemed dead. Community friends invite friends healthy teenagers to be actively involved in work based social

health. Sharpen social awareness by actively interacting with the community growing social sensitivity for teens, friends healthy visit to the nursing home,<sup>8</sup> talk with the community of fishermen in coastal areas,<sup>9</sup> the talk of reproductive health, exhibit creations poster themed teen, up visits and counseling bulk to schools. Confront a public health problem, get used to face public health problems, prepare yourself first so that first prepared.

## CONCLUSIONS

Surely this effort requires cooperation among the various parties to build a generation of healthy love. The seriousness of the public health institutions is needed because this is where smart young youth of this nation is printed in the face of the phenomenon of behavior change very quickly. Innovation and above strategy has been put forward, in its application require new innovations for each institution public health mas has different characteristics, this is what must be recognized by the faculty that Markowitz character generation healthy requires new innovations, not only adopted as a whole a model or theory of behavior change.

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