

## Literature Review: Optimizing Leaflets as a Medium for Health Information

Ayu Endang Purwati<sup>1</sup>, Adelia Agustin<sup>1</sup>, Deli Parida<sup>1</sup>, Fatimah Khoirun Nisa<sup>1</sup> Siti Nurkholizah<sup>1</sup>,  
Tita Tamala<sup>1</sup>

<sup>1</sup>Department of Midwifery, STIKes Muhammadiyah Ciamis, Ciamis, Indonesia

Correspondence Author: Ayu Endang Purwati

Email: [ayuendang86@gmail.com](mailto:ayuendang86@gmail.com)

Address: Jl. K.H Ahmad Dahlan No. 20, Ciamis, West Java, Indonesia, +6285864103070

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### ABSTRACT

**Introduction:** One of the main objectives of health development is to improve public health by focusing on preventive and promotive efforts, which cannot be separated from the role of health workers in providing education. The health education process will be delivered effectively with communication support accompanied by simple, interesting health information media and the use of easy-to-understand language. Information media plays an important role in the success of the health education process. Health information media that are widely used include electronic, digital, audiovisual, and print media, but not all people have access to them. Print media in the form of leaflets are information sheets that contain concise, compact, and systematic messages, accompanied by illustrations that appeal to readers. Optimizing leaflets as a medium for health information can help and encourage changes in health attitudes and behaviors. **Objective:** The main objective of this article is to optimize leaflets as a useful health information tool to increase knowledge, foster positive attitudes, and encourage changes in health behavior. **Method:** This study uses a literature review design to examine and analyze the results of previous studies relevant to the optimization of leaflets as a medium for health information. The data sources are scientific articles published in reputable national journals. **Result:** The results of this literature search were obtained from Google Scholar, PubMed, Science Direct, and Garuda. The criteria in this literature are articles that focus on discussing health information leaflets published from 2023 to 2025. **Conclusion:** Leaflets are an optimal medium for health information that can improve the knowledge and attitudes of the target audience.

**Keywords:** education, information, leaflet, media

## **Introduction**

One of the main objectives of health development is to improve public health by focusing on preventive and promotive efforts, which cannot be separated from the role of health workers in providing education. Health education is an important factor in the process of increasing knowledge and changing behavior to be more positive so that awareness of health can be improved (Kanchan & Gaidhane, 2024). The health education process will be delivered effectively with communication support accompanied by simple, interesting health information media and the use of easy-to-understand language.

Information media plays an important role in the success of the health education process. Various information media are widely used by agencies and institutions in various promotional activities, including health agencies. Health information media that are widely used, such as electronic, digital, audiovisual, and print media, are not accessible to all members of the public. Print media are widely used health information media, such as booklets, posters, flyers, and leaflets, in addition to digital media (Kanchan & Gaidhane, 2023). Booklets are an effective medium for conveying messages to target audiences compared to other print media (Muwakhidah et al., n.d.). Other analyses have shown that leaflets as a medium for health information influence changes in people's attitudes, knowledge, and behavior regarding nutrition and other health issues (Sutrisno & Ariyanto Sinanto, 2022). In line with research findings explaining that flip charts accompanied by animated videos influence elementary school students' attitudes and knowledge of reproduction and sexuality (Simaibang et al., 2021).

Posters, as a form of print media, also contribute significantly to the success of health education, in line with research findings that explain that posters, as a visual medium, have been proven to help convey important information in a concise, interesting, and easy-to-understand manner (Mardhotika et al., 2025). Based on this explanation, leaflets are considered one of the simplest forms of print media. They are economical, easy to carry, and can be read repeatedly, in line with research findings that describe leaflets as a simple educational medium (Manullang et al., 2025). Print media in the form of leaflets are information sheets that contain concise, compact, and systematic messages, accompanied by illustrations that appeal to readers. Optimizing leaflets as a medium for health information can help and encourage changes in health attitudes and behaviors.

## **Objective**

The main objective of this article is to optimize leaflets as a useful health information tool to increase knowledge, foster positive attitudes, and encourage changes in health behavior.

## **Method**

This study uses a literature review design to examine and analyze the results of previous studies relevant to the optimization of leaflets as a medium for health information. The data sources are scientific articles published in reputable national journals. The electronic databases used in this literature search include Google Scholar, PubMed, Science Direct, and Garuda. The criteria in this literature are articles that focus on discussing health information leaflets published from 2023 to 2025.

## Result

The following are the results of the search for articles related to the Optimization of Leaflets as a Health Information Medium, as shown in table 1.

Table 1. Article Search Results

No	Title and Year of Publication	Author	Methods	Results
1	Optimizing Leaflets to Improve Mothers' Knowledge and Attitudes about Exclusive Breastfeeding (Hardjito & Kemenkes Malang, 2023).	Koekoeh Hardjito	The research design used was a one-group pretest-posttest design, with a sample size of 24 primigravida mothers. The sampling technique used was purposive sampling. Statistical calculations using the Wilcoxon Match Pairs Test obtained a sig value of 0.000 for the difference in mothers knowledge and a sig value of 0.001 for the difference in mothers attitudes towards exclusive breastfeeding before and after receiving health education through leaflets.	These results show that the research hypothesis is accepted. The use of leaflets in health education can improve mothers' knowledge and attitudes about exclusive breastfeeding.
2	The Use of Leaflets as Preparation for Pregnancy Planning (Heryanto et al., 2023).	Merissa Laora Heryanto, Putri Bunga Amelia, Anggun Tismatul Khasanah, Evi Oktaviani	This community service used lectures/lecture methods. Before the participants received the lectures, they were first given a pretest and then a posttest. Data analysis using the dependent T-test to determine the increase in pretest and posttest scores. The pretest results showed that most participants had insufficient knowledge, at 65.6%, while the posttest results showed that most participants had good knowledge, at 59.4%.	The statistical test yielded a value of 0.000, so it can be concluded that there is a significant difference between the pretest and posttest results.
3	The Use of Leaflets and Posters as Media for	Agus Hendra Al Rahmad, Hizir	This quantitative study used a quasi-experimental design. The research was conducted	The results showed that balanced nutrition education using leaflets had an effect on improving

	Education on Balanced Nutrition to Improve Knowledge and Attitudes among Adolescent Girls in Aceh Besar (Hendra et al., 2023).	Sofyan, Said Usman, Mudatsir, Shausan Binti Firdaus	at SMAN 1 Ingin Jaya Aceh Besar in 2023. A sample of 66 female students was divided into two intervention groups, namely balanced nutrition education using leaflets and posters. Data collection was conducted using questionnaires. Direct intervention was carried out for 5 days with balanced nutrition material amounting to 2 credits. Data analysis using statistical tests: Dependent T-test and Independent T-test at CI: 95%.	knowledge and attitudes ( $p < 0.05$ ). Similarly, balanced nutrition education using posters also had a significant effect ( $p < 0.05$ ). However, there was no significant difference between the use of leaflets and posters in increasing adolescent girls' knowledge and attitudes toward balanced nutrition ( $p > 0.05$ ).
4	The Effect of Providing Information Using Leaflets on Personal Hygiene Knowledge During Menstruation among Adolescents at State Senior High School 7 in Padangsidimpuan City in 2024 (Wari Harahap et al., 2024).	Yanna Wari Harahap, Ahmad Safii Hasibuan, Hera Soraya, Suryati, Nurlaila, Henny Sahriani Siregar, Ita Arbaiyah, Kombang Ali Yasin, Nursalmah	The method used was a one-group pre-test and post-test design. The sample size was 49 people.	The level of knowledge among adolescents regarding personal hygiene during menstruation before treatment was low in 27 people (55.1%) and good in 4 people (8.2%). After the intervention, most adolescents had a good level of knowledge, namely 36 people (73.5%), while a small number (8.2%) had a low level of knowledge. Based on the Wilcoxon test results obtained with a p-value=0.000 ( $p < 0.05$ ).
5	The Effect of Health Education Leaflets on the Knowledge of Pulmonary TB Patients at Kartika Kasih Hospital in Sukabumi. (Laura Cahya Kamilah et al., 2024).	Laura Cahyah Kamilah, Irawan Danismaya, Egi Mulyadi	Research Method: Quasi-experimental using a one-group pre- and post-test design with purposive sampling technique. The sample size in this study was 15 people. Data analysis used the Paired t-test. This study conducted health education about pulmonary TB using leaflets as a medium.	Results: After the counseling session, there was an increase in average knowledge scores from 6.87 to 10.47.

6	The Effectiveness of Health Education Using Leaflets on Knowledge About Fluor Albus Among Female Students in 2025 (Dwi Safiva et al., 2025).	Anggraeni Dwi Safiva, Hajar Nur Fathur Rohmah, Neneng Julianti, Rosi Kurnia Sugiharti	This research method is a pre-experimental study with a One Group Pretest-Posttest Design. It was conducted at SMPN 5 Tambun Selatan in 2025 on 128 respondents selected through stratified random sampling. Data collection was conducted using a research instrument in the form of a questionnaire administered before and after the intervention. The data were then analyzed using the Wilcoxon Signed Rank test because the Kolmogorov-Smirnov test results showed that the data were not normally distributed.	The results showed an increase in the average knowledge score from 59.41 to 84.69 with a p-value of 0.000 ( $p < 0.05$ ), indicating a significant difference between before and after the health education using leaflets was provided.
7	Health Promotion Through Leaflets to Improve Nurses' Knowledge and Skills on Universal Precautions for HIV/AIDS. (Bestin Valentina Hulu et al., 2025).	Bestin Valentina Hulu, Ismail Efendi, Aida Fitria	The study used a quasi-experimental design with a pre-test and post-test approach with a non-equivalent control-group design. The study population consisted of 36 nurses, all of whom were sampled using a saturated sampling technique. Data were analyzed univariately, bivariately, and multivariately using paired t-tests with a significance level of 95% ( $p < 0.05$ ).	The results show that health promotion through leaflets significantly increased nurses' knowledge (sig. 0.004) and skills (sig. 0.000) related to Universal Precautions for HIV/AIDS. It is recommended that nurses continue to improve the implementation of Universal Precautions in hospitals to optimize the prevention of infection transmission.

## Discussion

The results of a search for articles related to leaflets as a medium for health information explain that leaflets as a medium of information are effective in increasing health knowledge and changing attitudes. According to research, leaflets can be used as a medium for health information so that they can increase the audience's knowledge. Leaflets are a printed medium that is easy to distribute, can be read at any time, and allow recipients to learn on their own (Ramadhani et al., n.d.)

Several studies related to the effectiveness of leaflets as a medium for health information are research that explains the higher increase in mothers' knowledge and attitudes towards toddler growth and development using the leaflet method compared to the method without leaflets (Ramadhanti et al., 2019). Other data show that in community service activities, leaflets have proven effective in increasing pregnant women's knowledge about danger signs during pregnancy (Putri et al., 2024). Another explanation shows that an educational process supported by leaflets can significantly increase mothers' knowledge before and after health education interventions (Delvano Weky, n.d.) (Shalahuddin et al., 2025). Leaflets are a form of information media designed to be re-read by each audience (Guzenda et al., 2025).

Factors that influence the effectiveness of leaflets as a medium for health information are literacy and reading skills (Imunisasi Pada Siswa Pada SDN et al., 2024). One limitation of leaflets is that the information conveyed is limited, and they are less appealing if the content is presented without animated designs.

## Conclusion

Leaflets are an optimal medium for health information that can improve the knowledge and attitudes of the target audience.

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