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The Role of Health Workers in Increasing the Utilization of Health Services in Coastal Areas: Literature Review

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ABSTRACT

Introduction: Coastal areas face major challenges in access to and utilization of health services due to geographical limitations, infrastructure, and low public awareness. Health workers play an important role as service providers and educational agents, but uneven distribution and lack of facilities are obstacles. Innovations such as community education and telecoaching have been proven to be able to improve access and quality of services. Strengthening the capacity of health workers is the key to encouraging the use of health services in coastal areas.

Methods: This study uses a literature study method by analyzing 10 scientific articles published between 2023-2025.

Results: the active role of health workers, especially in health education, home visits, and community programs, was significantly able to increase the utilization of health services in coastal areas. Innovations such as telecoaching, mobile clinics, and local culture-based approaches have proven effective in reaching communities that were previously difficult to access. However, key challenges still lie in the limited number and distribution of health workers, lack of ongoing training, and cultural and geographical barriers that need to be overcome through cross-sectoral collaborative strategies.

Conclusion: Health services in coastal areas face major challenges due to geographical limitations, infrastructure, and low public awareness of the importance of health. In this condition, health workers play a strategic role not only as a provider of medical services, but also as educational agents, social communicators, and bridges between the community and the formal health system. Various innovations such as telecoaching and community-based education programs have proven to be able to increase the utilization of health services. However, the effectiveness of these efforts is still limited by the inequality of the distribution of medical personnel and the lack of supporting facilities. Therefore, collaborative and sustainable efforts are needed to increase the capacity of health workers, equitable distribution of services, and strengthen local culture-based approaches to realize more equitable and inclusive coastal health services.

Keywords: Health workers, health services, coastal areas, and health education.

Introduction

The geographical conditions of the isolated coastal areas, with limited infrastructure and difficult access, make health services in the area face serious challenges. Coastal communities tend to have low levels of education and health awareness, which contributes to the low utilization of formal health services(1) In some cases, people rely more on traditional medicine and only visit health facilities in emergency conditions(2). Factors such as accessibility, facility distance, and service quality are the main obstacles(3).

The geographical conditions of the isolated coastal areas, with limited infrastructure and difficult access, make health services in the area face serious challenges. Coastal communities tend to have low levels of education and health awareness, which contributes to the low utilization of formal health services (1). In some cases, people rely more on traditional medicine and only visit health facilities in emergency conditions (2). Factors such as accessibility, distance of facilities, and quality of service are the main obstacles (3).

Health workers play a crucial role in bridging the gap. Their role is not only as a medical service provider, as an educational, advocacy, and community empowerment agent. A study in Kendari shows that increasing the capacity of health center nurses through training *Telecoaching* Successfully Improving Patient Knowledge and Glycemic Control of Diabetics in Coastal Areas (4). A similar approach has also proven effective in health education programs in Kamal Muara Fishing Village, which raises public health awareness through the active participation of health workers (5).

However, the availability of equitable and quality health workers is still a challenge. Research in Southeast Sulawesi shows that

The unequal distribution of medical personnel greatly affects the utilization rate of health services, although physical accessibility is not the dominant factor (6). In addition, an effective management system of hospitals and public health centers can increase the productivity of health workers, especially in creating a work environment that supports collaboration and optimal service (7)

Other literature also emphasizes that the success of increasing the utilization of health services is inseparable from continuous interventions by health workers, including health promotion, counseling, and routine mentoring (8). This role must be supported by policies that favor the strengthening of coastal primary services, continuous training, and the provision of adequate facilities and infrastructure (9). Therefore, it is important to continue to evaluate and develop strategies for empowering health workers as the spearhead of services in coastal areas, in order to achieve an inclusive and equitable distribution of health services (10),

Method

This writing is a literature study by analyzing 10 scientific articles published between 2023 and 2025, consisting of international journals and 2 national journals. Keyword searches are conducted through databases such as Google Scholar, PubMed, and Research Gate with the keywords: "healthcare utilization", "health workers", "coastal", and "access to healthcare". The articles were selected based on inclusion criteria: relevant to the topic, based on coastal areas, and containing a discussion of the role of health workers in the context of health services.

RESULTS AND DISCUSSION

Table 1. Literature Review

Yes	Author's Name	Article Title	Purpose	Research Methods	Research Results	Conclusion
	Alruwaili, et al(2024)	The Role of Health Workers in Community Health Promotion and Disease Prevention	This study aims to explore the role of health workers (including community health workers, nurses, and health educators) in health promotion and disease prevention in the community. The study also aims to to identify the strategies they use, the challenges they face, and their impact on public health outcomes.	This study uses a systematic literature review approach to evaluate the role of health workers in health promotion and disease prevention in the community. Literature searches were conducted on a number of well-known scientific databases, such as Pub Med, Scopus, CINAHL, and Web of Science, with inclusion criteria in the form of articles containing interventions	The results of the study show that health workers, especially community nurses and public health workers, play a key role in improving the status of public health through various promotive and preventive efforts. These roles include health education, immunization campaigns, chronic disease screening, home visits, and strengthening interpersonal relationships with community members. The intervention has been shown to be effective in reducing the burden of disease and increasing public health literacy	Health workers have a central role in public health promotion and disease prevention, especially in underserved communities. Their involvement increases access to preventive services, reduces health disparities, and encourages healthy behavior change, To maximize the impact of health workers, increased investment in training, resource provision, supportive policy development, and active community engagement is needed.

	Wilaga, et al (2024)	The Influence of Education Health against Changes in Clean and Healthy Living Behavior in Das Schools	To find out the influence of health education on improving clean and healthy living behaviors (PHBS) in elementary school students	Pre-experimental with a quantitative approach. Sample of 83 elementary school students taken using Stratifie d Random Sampling, analyzed with Test Paired Sample T- Test	The average score of healthy living behavior increased from 11.64 to 29.05 after health education was provided. The results of the statistical test show the value of	Health education programs proven effective In increasing the understanding and awareness of elementary school students regarding Clean and Healthy Living Behavior (PHBS). Research This shows a significant increase in students' healthy living behaviors after Provided with health education, with the average healthy lifestyle behavior increasing from 11.64 become 29.05. Result test Statistics (Paired The Sample Test showed a P<0.05 value, indicating a significant influence of health education interventions on changes in students' healthy living behaviors. Thus, health education interventions directly contributes positively to forming and improving healthy living behaviors in
						living behaviors in elementary school-age children.
3	Masquillieretal (2023)	CommunityHealt h WorkersasB ridge BuildersTowards IntegratedCare.	The aim of this study is to explore the role of Community Health Workers (CHWs) in building bridges between health care systems and communities, especially in	This study uses a participatory qualitative approach	The results of the study show that that Community Health Workers (CHWs) play an important role as a liaison between communities and the health care system, particularly in	(Community HealthWork ers/CHWs) have great potential as a liaison Between communities and service systems health Especially deep support integrated health care for socioeconomically

			the context of integrated health service delivery, with a focus on socio-economically vulnerable communities, including coastal communities		reaching marginalized communities such as coastal groups and migrants. Because CHWs come from the same community, CHWs have a high level of trust and social closeness, which allows them to reduce barriers Structural then culture in access to health services.	vulnerable community groups. Although CHWs' unique position among communities and health systems is their main strength, the biggest challenge they face is the lack of integration and synchronization Between programs CHWand local health systems. This risks causing fragmentation service.
4	Tine Silv ana Rachmawati (2020)	The Role of Health Workers in Puskesmas as Communicators in the Healthy Indonesia Program with a Family Approach	This research aims to identify the importance of interpersonal communication skills for health care workers, especially in the implementation of the Healthy Indonesia Program with a family approach.	Qualitative method with a case study approach.	The results of the study show that that The success of the Indonesia Sehat Program is greatly influenced by Communication skills Interpersonal power health. Power health Phc play the role of the main communicator in conveying health information to families in their work area. Effective communication includes the ability to speak, actively listen, and use body language	Effectivenesscommunication Interpersonal activities carried out by health workers at the Puskesmas play a key role in the success of delivering health information to the community. The main issue raised is the importance of good communication skills, not just to convey information, but also build trust and empathic relationships with the surrounding community Without effective communication skills, the relationship between the Puskesmas and the community can be disrupted, so that the goals of the Healthy Indonesia Program are at risk is not optimally achieved.
5	Kallonetal. (2023)	"Community Health Workers and Covid- 19— Addressing Social Determinants of Health in Times	This study aims to understand how the roles and responsibilities of Community	This study uses an exploratory qualitative approach	The results of the study show that CHWs play a central role in responding to COVID-19, including	Public Health Workers (Community Health Workers/CHWs) has a very important role in overcoming social and health inequalities, especially during the

6	Martin Otundo Richard (2024)	Assessing the Adequacyof of Antenatal Care Services and Determinants among Women of Reproductive	Health Workers (CHWs) have adapted during the COVID-19 pandemic in Sierra Leone, as well as to evaluate the forms of support they receive from their families, communities, and health systems. This study aims to evaluate the adequacy of antenatal care (ANC) services and identify	This study uses a mixed-methods design with an approach Quantitative and qualitative	conducting tracking contact Monitoring house quarantine educati on community, to psychosocial support. In addition, they continue to carry out routine tasks such as pregnancy monitoring and child immunization, which causes the workload to increase significantly. The results showed that only 60% of participants followed the recommended number of ANC	Covid-19 pandemic. They are able to bridge the gap between the health care system and marginalized communities by providing medical, social, and social support. emotional. Therefore, the investment and the integration of CHWs into the health system is essential to create a sustainablehealth care system that is more fair and resilient. Factors such as difficult geographical access, high transportation costs, lack of trained medical personnel, and the influence of cultural norms and traditional
		Case Study of Kwale, Kilifi, and Tana River	of reproductive age in marginalized coastal areas of Kenya, particularly in three districts: Kwale, Kilifi, and Tana River.		facility accessibility funds Health affects Significant to the utilization of ANC services. Women with higher education are three times more likely	WHO. In addition, the level of education and marital status is proven by Significant affects the level ANC visit— women who are more educated and married tend to use ANC services more often.
7	Ibrahim,	Assistance to	This research	This study used a	Utilizing ANC compared to those with basic education (p <0.01).	Positive perceptions of modern health services continue to grow, but trust in traditional maternity shamans is still quite strong in some communities.
,	etal(2025)	Improve Occupation al	aims to improve	pre-test and post- test design of one	study showed a significant	through education and distribution of

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		Safety and	occupational	group without	increase in	occupational safety and
		Health Behavior	safety and	control	various aspects of	health (K3) guidelines
		in Traditional	health (K3)		K3 behavior. The	significantly improved the K3 behavior of
		Diver Fishing Communities	behavior in the traditional		use of PPE	traditional fishermen in
		Communities			increased markedly, such as	Kambuno Island, Pulau
			diving fishing community on		I	Sembilan District,
			Kambuno		head protection	Indonesia.
					from 43.3% to	indonesia.
			Island, Pulau		81.6%, and hand	Personal Protective
			Sembilan		protection from	Equipment (PPE) Like
			District, Sinjai		30% to 73.3%.	head protectors,
			Regency		"Good"	1 1 6 4 1
					knowledge	hands, feet, buoys, as
					increased from	well as increasing
					26.7% to 65%,	knowledge and
					and "good"	practiceK3. In addition,
					practices	there is a positive
					increased from	change in behavior in
					26.7% to 51.6%.	the cleanliness of self-
					Seeking treatment	care boats, and the
					to formal health	tendency to choose
					facilities also	formal health services
					increased from	over treatment
					23.3% to 45%	traditional
8	Vardhani et al	Social Pharmacy	To improve the	This study uses a	The results of the	The implementation of
	(2025)	Initiation to	quality of life	descriptive	study show that	the Social Pharmacy
		Improve Quality	of the fishing	qualitative approach	that the program	Practice Program by
		of Life and	community in		Social Pharmacy	Esa Unggul University
		Health	Kamal Muara		Practice Impact	in Kamal Muara
		Education in	Village, North		positive	Village has a very
		Fisherman	Jakarta,		significant against	positive impact on the
		Village Kamal	through health		the increase	local community. This
		Muara	education,			program has succeeded
			nutrition		knowledge and	in increasing citizens'
			improvement,		awareness of	awareness and
			and		coastal	knowledge about the
			environmental		communities	importance of health
			awareness with		about the	through a series of
			a social		importance of	educational activities
			pharmacy		environmental	that include personal
			practice		health and	hygiene, nutrition,
			approach.		cleanliness.	correct use of
					Personal hygiene	medicines, exercise,
			•		education in	and environmental
					primary schools	conservation. In
					has succeeded in	addition, this program
					improving	is also able to
					students'	strengthen cooperation
					understanding of	between residents and
					proper	encourage active
					handwashing and	community
					toothbrushing	participation with the
					practices.	support of community
					practices.	leaders from the
						mission fund.

al(2024) modern and experiences of qualitative approach study sometimes in controlling health care phenomenological differences of phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in controlling health care phenomenological differences of qualitative approach with a study sometime in c	sults of the The integration of herbal medicine into s a the formal health care
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herbal and integra	provide alternative
l modern	treatments, most
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		checks, minor	
		wound care,	
		counseling, and	
		referrals to free	
		service facilities.	

Roles Health

Health workers play a central role in promoting health and preventing disease at the community level, especially through direct engagement with the community. They become an important link between the health care system and the populations served, particularly in areas with limited access to health facilities. Through various activities such as health education, disease screening, immunization campaigns, and prevention programs, health workers help reduce the incidence of infectious and non-communicable diseases. Their existence has been proven to increase health literacy, public awareness, and encourage sustainable healthy living behaviors (11).

The methods used by health workers vary and are adapted to local needs, including direct counseling, home visits, and the organization of community activities. This intervention has proven to be effective in increasing community participation in preventive efforts such as hypertension detection, diabetes, and nutrition and hygiene education. In the context of remote areas, home visits by health workers are an important strategy to reach vulnerable groups who have difficulty accessing medical services. The involvement of health workers also strengthens trust between the community and health services, which is crucial for the success of public health interventions. However, a number of challenges also limit the effectiveness of health workers in the field. The main problems faced are limited resources such as funds, medical equipment, uneven training, and high workload that causes fatigue or burnout. The lack of continuous training also makes it difficult for health workers to keep up with the latest developments in promotive and preventive practices. In addition, cultural and language barriers are often obstacles to delivering health messages effectively, especially in multicultural communities or those with strong traditional health norms (11).

To optimize the contribution of health workers in health promotion and disease prevention, increased investment in training, provision of facilities and infrastructure, and policies that support their well-being and protection is needed. Training that emphasizes cultural competence and communication skills is essential to strengthen their effectiveness in the context of diverse societies. In addition, community involvement in the planning and implementation process of health programs can increase the success of interventions and create a sense of ownership and active participation in maintaining community health in a sustainable manner (11).

The role theory put forward by Biddle (1986) explains that every individual in a social system or organization has a certain role that is formed based on social expectations for the position or position he holds. In the context of health workers, this role is not only shaped by formal regulations or job responsibilities, but also by public expectations of them as agents of change in the health sector. This means that health workers are expected not only to provide medical services, but also to build effective social and communication relationships with the communities in which they serve. According to Green and Kreuter in the PRECEDE-PROCEED model, health interventions should be designed based on predisposition, enablers, and reinforcing factors in people's behavior. (Jackson, 1998).

Based on role theory, health workers not only act as technical service providers, but also as social actors who build bridges between the health system and society. They must be able to adapt to the local culture, understand community values, and convey health messages in an easy-to-accept approach. In situations such as those in coastal areas, this role becomes very complex because health workers are often the main source of information as well as respected figures in the community. This dual role requires high interpersonal and communication skills so that health messages can be received effectively and impactfully (Jackson, 1998).

As explained by Rachmawati (2020), health workers in marginalized areas such as the coast play a role as strategic communicators. They not only convey the message, but also translate health policies to be relevant to the local context. This is where the application of the role becomes real health workers carry out diverse roles based on the expectations of the community, health institutions, and the social conditions where they work. For this reason, it is important for health workers to receive training not only in clinical aspects, but also in terms of social communication, community development, and culture-based approaches, so that their roles can be carried out optimally and sustainably. The success of health programs such as the Healthy Indonesia Program with a Family Approach is highly dependent on the interpersonal ability of health workers to convey information effectively to families and communities (Rachmawati, 2020).

Research by Masquillier et al. (2023) shows that Community Health Workers (CHWs) in developing countries are able to bridge formal service systems with marginalized communities, including coastal areas. In the study, the social and cultural closeness of community health workers increased public trust and the effectiveness of health services (12).

Health services in coastal areas also have a crucial role in improving the quality of life of the community, especially through health education aimed at forming clean and healthy living behaviors (PHBS). As shown by Wilaga et al. (2024), interventions in the form of health education in elementary schools

have proven to be effective in significantly increasing students' PHBS awareness and practice. This shows that promotive and preventive health services, especially in areas with limited access to information and health facilities such as coastal areas, can be a strategic solution to prevent environment-based diseases and improve public health status from an early age. Another benefit of health services in coastal areas is the increased understanding of children about the importance of maintaining personal and environmental hygiene. In the context of coastal communities that often face socio-economic challenges and limited sanitation infrastructure, interventions like this are urgently needed. Based on the results of the study, the students' healthy living behavior score increased from an average of 11.64 to 29.05 after receiving education. This figure indicates a real change in behavior as a result of education-based health services. This educational program can also strengthen the role of schools and health workers in shaping healthy habits of the community in the future (13).

Relating to Biddle's (1986) role theory, health workers in coastal areas not only act as technical service providers, but also as social actors who build bridges between health systems and local communities. In the context of PHBS education in schools, health workers play the role of communicators who convey health information with an appropriate cultural approach. They must understand local social, cultural, and cultural conditions so that health messages can be well received by children and their families. This requires high interpersonal skills as well as the ability to adapt to complex regional conditions such as coastal areas. Thus, health services in coastal areas cannot rely solely on a curative approach. Health workers must be equipped with strong promotive and educational skills, as described by Rachmawati (2020) in her role as a strategic communicator. Community-based health services such as PHBS education in elementary schools are a tangible form of implementation of this role. When the power health is able to convey messages contextually and build harmonious relationships with the community, so health services become more effective and sustainable. This proves that health services in coastal areas are not only clinically beneficial, but also socially and culturally beneficial (13).

Coastal areas such as Kwale, Kilifi, and Tana River in Kenya face serious challenges in the provision of antenatal care (ANC) services. This study shows that health services in marginalized coastal areas are very important in reducing maternal and infant mortality. However, access to ANC services is still hampered by distance, transportation costs, lack of medical personnel, and cultural barriers. Difficult geographical conditions and a strong social structure of the community have led to a lack of health services in the region. Health services in coastal areas, if carried out in a planned and integrated manner, can provide basic protection for pregnant women and detect the risk of complications early. One of the great benefits of health services in coastal areas is health education which serves to increase public understanding and awareness of the importance of pregnancy care. As explained in the journal (13). Health education is able to improve healthy living behaviors among school children, so in coastal areas of Kenya, similar education can be used to reach pregnant women. The results of Richard's study show that women with higher education are more likely to take advantage of ANC services according to WHO standards. Therefore, health services in coastal areas should not only touch the clinical aspect, but also include an educational and communication approach based on local culture

Relating to role theory (RoleTheory) From Biddle (1986), health workers in coastal areas are fighting as technical service providers and as social actors who bridge the health system with the community. In the Kenyan context, health workers must be able to deal with cultural challenges such as reliance on birth control shamans, and be able to build trust through an inclusive and empathetic approach. The findings from the journal confirm the importance of training health workers in the aspects of intercultural communication and interpersonal skills to facilitate harmonious relationships with local communities, similar to the communicative role of health workers described by (14).

By strengthening the social role of health workers in coastal communities and integrating health education into antenatal care services, the gap in access and quality of health services in marginalized areas can be reduced. Community-based health services and a culturally sensitive approach to local culture play a key role in increasing ANC visits and reducing reliance on traditional practices that are less safe. This journal emphasizes that the solution to health service inequality does not only lie in improving physical facilities, but also in the social involvement of health workers in shaping people's behavior and beliefs, something that is very much in line with the idea of Role Theory in health services in coastal areas (15).

CONCLUSION

Health services in coastal areas face complex challenges that include geographical, socio-cultural factors, limited health personnel and facilities, and low public awareness of the importance of maintaining health. In this condition, health workers play a very important role, not only as implementers of medical services, but also as educational and promotive agents who bridge the community with the formal health system. However, the uneven distribution of health workers and the lack of infrastructure support are still the main obstacles in increasing the utilization of health services in coastal areas. Despite these challenges, innovations such as telecoaching and community-based education programs have shown great potential in improving access and quality of health services for coastal communities.

SUGGESTION

Collaborative efforts are needed between the government, educational institutions, and health workers to strengthen the health care system in coastal areas. Equitable distribution of medical personnel, capacity building through continuous training, and providing adequate facilities and infrastructure are the main steps that must be taken. In addition, an effective cultural and communication approach is needed so that coastal communities can be more accepting and trusting of medical services. Technology-based innovations such as telehealth also need to be expanded as a solution to geographical limitations. With strategic measures and cross-sectoral support, increasing the utilization of health services in coastal areas can be achieved in a sustainable manner

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