

HEALTH AWARENESS EDUCATION (HAE) INFOGRAPHIC: A HOLISTIC MODEL OF HYGIENE AND CLEANLINESS/ INFOGRAFIK PENDIDIKAN KESEDARAN KESIHATAN DAN KEBERSIHAN KENDIRI: MODEL KEBERSIHAN MENYELURUH

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ABSTRACT

Cleanliness, hygiene and personal hygiene habits play an extremely important role in the development of an individual's physical and mental health, especially after the World Health Organization (WHO) declared the COVID -19 pandemic a global health problem and spread around the world. The COVID -19 virus spreads mainly through saliva droplets or discharges from the nose when an infected person coughs or sneezes. Water, sanitation and hygiene practices (WASH) had emerged as a critical component and best way to prevent and slow the transmission of the COVID -19 virus. Cleanliness and personal hygiene have not been fully understood by everyone, especially the at-risk group such as the youth. They are at greater risk of infection because their immune systems are not fully developed, and their vaccination is not yet complete. Moreover, with the explosive information nowadays, there is a need to convey the information and awareness about hygiene and cleanliness in an effective medium so that it can be well understood. The purpose of this innovation was to promote Health Awareness Education (HAE) Infographic: A Holistic Model of hygiene and cleanliness as an educational tool and to educate the society about hygiene and cleanliness in today's world. It also aims to raise awareness of the importance of hygiene and cleanliness among the public in Malaysia, especially in the education sector. Data was collected from 56 respondents from Kolej Komuniti Kuala Langat (KKKL). The result showed that students participate attentively and have a better understanding of cleanliness and hygiene education. Students agreed that they can easily understand the given information when the information is presented in form of infographic. The novelty of this product is a new educational tool that can educate the society about the importance of hygiene and cleanliness in a new norm. Moreover, HAE infographic can be recognized as a social responsibility to Malaysians.

Keywords: Cleanliness, hygiene, personal hygiene, infographic, education tools

1. INTRODUCTION

COVID-19 rapidly spread across the world and was declared a global pandemic by the World Health Organization (WHO) on March 11, 2020. As of January 2021, the WHO reports the disease has already caused over 2 million deaths globally. Many preventative measures have been promoted to reduce the spread of the disease, with particular emphasis on avoiding large crowds and social distancing from others, wearing a face mask around others, frequent handwashing with soap, and avoiding touching one's face. To quickly limit the spread of the virus, many countries also implemented lockdowns to restrict movement and limit commercial activities. According to Celik and Yuce (2019), the first and most important rule of health protection is cleanliness. To ensure the body is always healthy is by keeping the person's own body and clothing away from dirt and cleaning. It is considered the most basic

purpose of personal hygiene.

With the rise case of COVID-19, there is an urge for people to concern more about cleanliness, hygiene, and personal hygiene. There is too much information received every day. The information overload phenomenon has been known by many different names, there is no single generally accepted definition, but Bawden and Robinson (2020) defined it as the situation which arises when an individual's efficiency and effectiveness in using information (whether for their work, studies, citizenship, or life generally) is hampered by the amount of relevant, and potentially useful, information available to them. The information must be of value, or it could simply be ignored, and it must be known about and must be accessible, or the overload will only be potential, although that latter situation could certainly cause anxiety or FOMO (fear of missing out). Therefore, there should be a simple way to educate the public on taking care of cleanliness and hygiene, but it should be simple but impactful.

The current era has witnessed a remarkable development in all areas of life around us, including the field of education, which made us notice in our time a great increase and accumulation of information, knowledge, and data that are characterized by difficult and complex delivery to learners despite tremendous technical developments and the qualitative shift in the process (Aldalalah, Shatat & Ababneh, 2019). Thus, the use of infographic will be more effective and easier to understand. Infographic is one of the helpful mediums. Infographics have become one of the most popular visual design fields on account of two core desirable outcomes: engagement of components and memorability of elements (Derar Alqudah, Azman & Mohd Azizul, 2019). In recent years, modern technology has shown the trend of becoming the basis of design education in three ways: by using networks, traditional methods, and infographics (Derar Alqudah, Azman & Mohd Azizul, 2019). It is supported by Shanks, Izumi, Sun, Martin and Shanks (2017) that infographics have become a popular digital technology for sharing information graphically in various sectors, including the news media, business, social media, and research. At the same time, According to Yildirim (2017), infographics have become of the new trends in today's learning approach since they include many components that are used in the visualization of knowledge and enable knowledge to be presented in different visual forms.

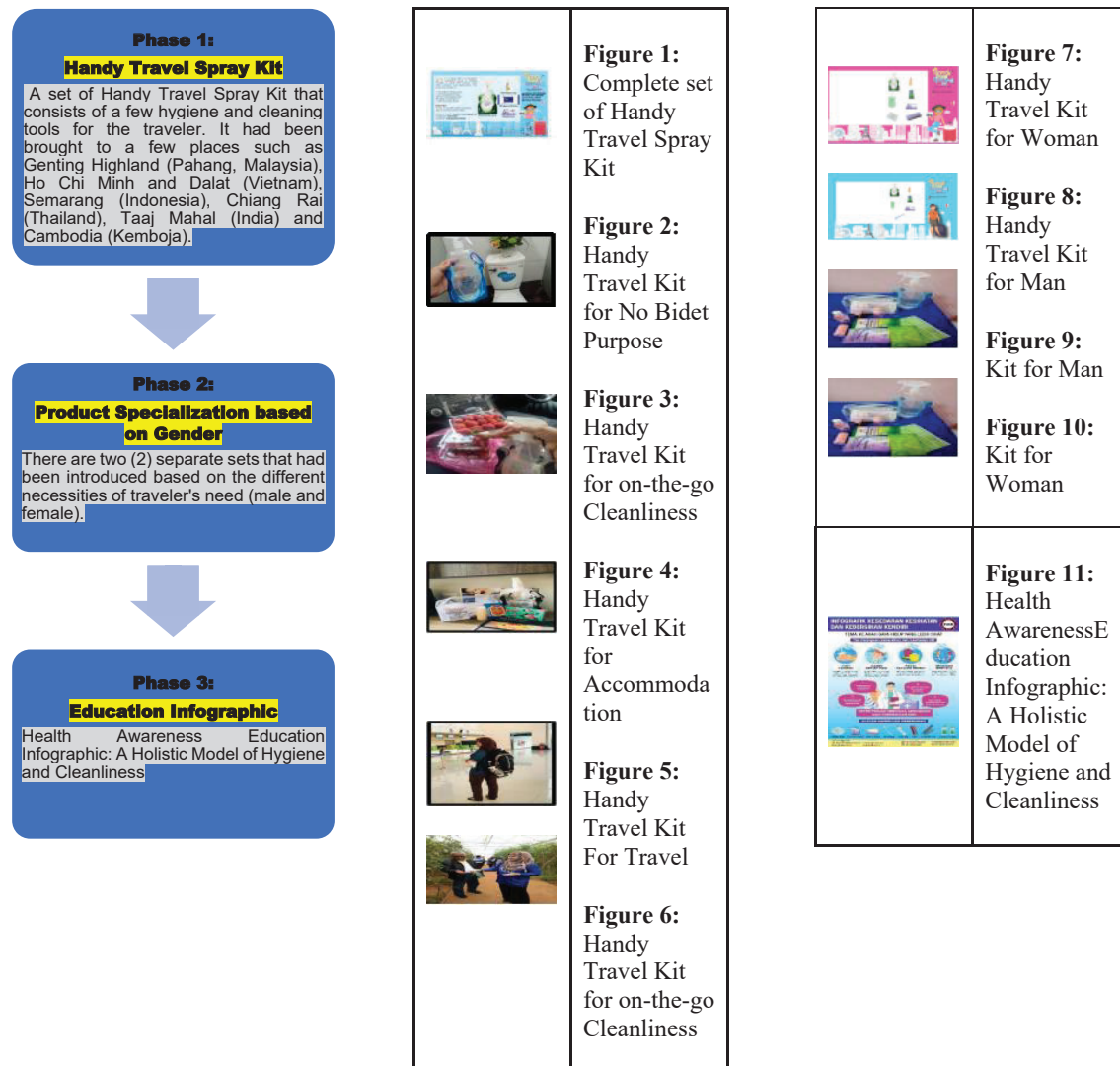
In this study, the habits of higher education institution students regarding cleaning and hygiene practices were examined according to some methods and variables. In line with this aim, it is aimed to determine the attitudes of students towards hygiene and cleaning practices, which is to reveal their knowledge about personal hygiene habits and to raise awareness about the importance of taking care of cleanliness, hygiene, and personal hygiene. The cleanliness and personal hygiene are not completely been able to be understood by everybody especially by the risky group such as youngsters. They have a greater risk of infection because their immune systems are not fully developed, and their vaccination is not completed. According to research conducted by Al-Khawaldeh and Alkhrsha (2015), one of the major problems faced by students is instructional methods. The study recommended that several educational methods and programs be introduced to enable students to keep up with educational techniques and improve their achievements. This innovation attempts to introduce solution educational methods that serve the education system through evaluating the effect of infographic method considered as supported mean for educational purposes. Additionally, upon the experimental findings of this study, the study contributes to the literature on visual communication theory, specifically on the use of infographics for educational aims, and how infographics affect different types of students academically. Harrylmazrin, Nassiriah and Azliza (2018) had highlighted that the rapid advances and innovation in technology had brought new opportunities to introduce infographics in education. The researchers mentioned that infographic has been efficiently used in journalism and healthcare industry to spread awareness to the public.

The uniqueness of Health Awareness Education (HAE) Infographic: A Holistic Model of Hygiene and Cleanliness is the information that has been displayed in an easy-to-understand mode that will help the public to adopt more input given to them. Besides, this infographic will also highlight the practicality of keeping ourselves clean. In addition to proper resources and facilities, hygiene practices are heavily influenced by the public's knowledge and attitudes towards hygiene. Since the Pandemic COVID-19 had spread all over the world, there is a need to develop awareness and to educate the public to take care about hygiene and cleanliness. Thus, the development of Health Awareness Education (HAE) Infographic is perceived as a very useful and indispensable learning tool. It is relevant to help the government to promote cleanliness and hygiene among the citizens. Therefore, the objectives of this innovation products are:

- To promote Health Awareness Education (HAE) Infographic: A Holistic Model of Hygiene and Cleanliness as an education tool to educate the society about hygiene and cleanliness in a new norm today.
- To increase the awareness of the importance of taking care of hygiene and cleanliness.

2. MATERIALS AND METHODS

The innovation product had undergone a series of the innovative process since the first phase of its creation. The following information describes each of the phases accordingly:



This study was conducted at Kolej Komuniti Kuala Langat (KKKL), Selangor with 56 students. The information about the academic staff was obtained from KKKL official website and from the administrative staff. For data collection, a set of questionnaires were developed using Google Form to measure their feedback and response while using a conventional learning tool (slides presentation) and an infographic. Information was delivered using two methods and the feedback for each method was recorded.

3. RESULTS AND DISCUSSION

The target group for this study are students from Kolej Komuniti Kuala Langat (KKKL). A descriptive analysis of the distribution of 56 questionnaires using google form was used to evaluate the respondents understanding on the importance of cleanliness and personal hygiene using normal presentation and infographic.

The following are the demographic information of the respondents. 59.83% of respondents are students who are studying in Certificate in Adventure and Tourism from Kolej Komuniti Kuala Langat (KKKL). Besides, 44.64% of the respondents are now in Semester 2.

The following figures show the difference between pre and post results:

3.1: Presentation Evaluation (Before Using Infographic)

The information shown in the presentation is clear.	29 respondents	51.79%
The presentation information helped improve my knowledge about cleanliness and hygiene.	32 respondents	57.14%

Figure 12. Pre-Result Evaluation (Before Using Infographic)

3.2: Evaluation Using Infographic

The information shown in the infographic is clear.	35 respondents	62.50%
The presentation information helped improve my knowledge about cleanliness and hygiene.	34 respondents	60.71%

Figure 13. Post-Result Evaluation (After Using Infographic)

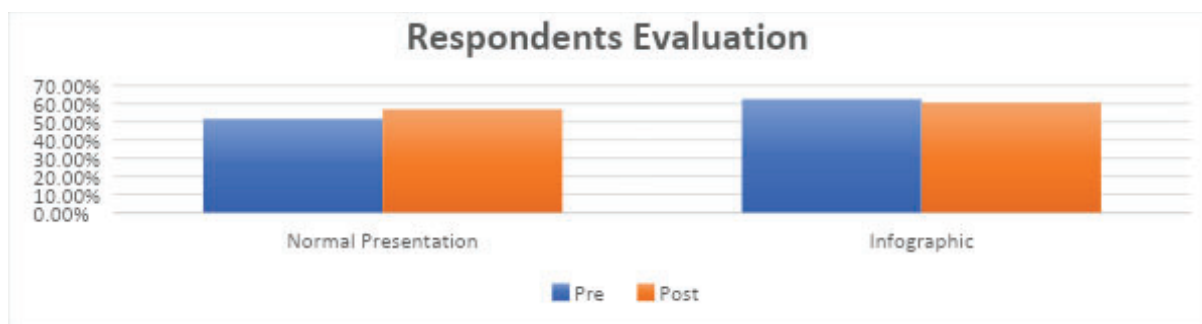


Figure 14. Graph on Pre and Post Result

Based on the graph, it is shown that using infographic help the respondents in increasing their understanding on the importance of cleanliness and personal hygiene.

3.3: The Effective of Explanation using Health Awareness Education (HAE)

Infographic: A Holistic Model of Hygiene and Cleanliness

HAE Infographic provides accurate, relevant and detailed information.	29 respondents	51.79%
HAE Infographics is easy to understand.	32 respondents	57.14%

Figure 15. The Effective of Explanation using Health Awareness Education (HAE) Infographic

From the above figure, it shows that respondents agreed that Health Awareness Education (HAE) Infographic helps them to understand more on the importance of cleanliness education and personal hygiene. The result shows that using HAE Infographic helps them to understand all the information given and the information also more interactive compared to the normal presentation.

4. CONTRIBUTION AND USEFULNESS/COMMERCIALISATION

Hygiene and cleanliness are a lifestyle choice which maximises ongoing interaction with essential microbes from human, animal, and natural environments but at the same time maximises protection against infection. Targeted hygiene means focusing on hygiene and cleanliness practices at the times and in the places that matter to break the chain of infection and reduce the risk of exposure to harmful microbes. Therefore, through this innovation, the cleanliness and hygiene education could be done more effectively, easy to be understood and be implemented, safety measures would be taken beforehand thus increased awareness in taking care of personal hygiene and cleanliness thus saving more lives in future.

Since Malaysian had implemented the concept of Work from Home (WFH) and (Work from Office) (WFO) after the COVID-19 pandemic, there are more sense of urgency to educate society most effectively. It will benefit multiple levels starting from early childhood education, primary/secondary school students, higher education institution, government agencies, private agencies, non-profit organizations (NGOs) and society. It is a holistic way to promote awareness since people should understand that taking care of hygiene and cleanliness is not just to ensure they protect themselves with hygiene tools, but to take care of their hygiene and personal hygiene too. The infographic is cheap, convenient, and yet brings powerful knowledge to everybody who saw and reads it.

The novelty of this innovation product lies in the fact that it is an integration of end-user product to the new concept of an education tool and educate society about hygiene and cleanliness in a new norm today. The previous innovation product was produced in March 2021 before the COVID-19 pandemic and won a gold medal. It also undergoes the innovation in the second phase and moves to other innovation dimensions as an awareness education infographic poster. It is also become part of our social corporate responsibility to encourage cleanliness and hygiene awareness among Malaysians.

5. CONCLUSION

In summary, the research that we have performed successfully achieves all two objectives. The results obtained can answer the research objective posed in relation to the most important rule of health protection is cleanliness. Nothing can be achieved if people's awareness about its importance and necessity in their personal life. Cleanliness awareness and personal hygiene measures will prevent many diseases, especially infectious diseases. Therefore, health education programs should be developed to create positive behavioral changes in people concerned with personal hygiene. The education process should be done at every level and should be supported by the authorities' bodies. Perhaps each family member should engage in infographic education because this platform it will provide more promising evidence that creates more understanding on the aspect of healthcare (Şetareh, Shawna & Libby, 2020).

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