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Strengthening Child Protection Awareness and Communication Competence among Posyandu Cadres in the Digital Era

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Abstract

The child protection system is the responsibility of all elements including the Posyandu group. To be involved in child protection education, Posyandu cadres need to be given supportive training. This training aims to increase knowledge about child protection and the ability to communicate effectively to Posyandu cadres. The implementation of this training is a second-year community service program carried out in Pondok Cabe Ilir Village, South Tangerang. The participants involved totaled 19 cadres. The training method is given in two stages: stage one, material delivery, and stage two, participant simulation. Activities were evaluated using a questionnaire with a Likert scale of 1-5. The results showed an average overall score of 4.46 (SD = 0.62), or equivalent to 89.2% which is in the very good category. This finding shows that the training provided has been effective in improving the competence of Posyandu cadres in aspects of knowledge and effective communication skills that support child protection in the digital era. Continuous and practice-based training is recommended to strengthen implementation in the field.

Keywords: *Child protection; community empowerment; effective communication; Posyandu; training*

INTRODUCTION

Children are a vulnerable group who face various risks of violence, neglect, and exploitation in the family and community environment (Novitasari et al., 2025). Global reports show that violence against children remains a significant public health issue with long-term impacts on children's cognitive, emotional and social development (WHO, 2024). Recent research also confirms that childhood experiences of violence are correlated with mental health disorders, decreased academic performance, and risk of risky behaviors in adulthood (Sasaki et al., 2024). Currently, the digital era provides greater potential for child abuse. Social media platforms that are easily accessible to anyone make children vulnerable to becoming victims or perpetrators of violence, both sexual violence and cyberbullying (Anisah & Lewoleba, 2024; Ridwanulloh, 2024; Sadaruddin et al., 2025). Therefore, child protection efforts need to be carried out systematically through a family and community-based preventive approach (Myharto & Lestari, 2025).

Integrated Service Post (Posyandu) as a community-based health service, has strategic potential in supporting child protection, given the intensity of cadre interaction with mothers and children in the early years of life. Posyandu cadres not only monitor physical growth and health but also serve as agents of family education (Khatimah & Suryaningsi, 2023; Saepuddin et al., 2017). The involvement of Posyandu in child protection is one of the key strategies for fostering

and supporting the implementation of child protection programs. Studies show that the involvement of community groups has proven effective in supporting early detection and prevention of violence (Magesa et al., 2024; Nur et al., 2023; Petersen et al., 2025).

However, the role of Posyandu cadres in the child protection system is not yet optimal. This is shown by the existing program at Posyandu, where the Posyandu education point is still about health only, not yet penetrating self-protection education, fulfilling children's rights, and assisting mothers in cases of child abuse (Ayu et al., 2025; Nugraheni & Malik, 2023; Saepuddin et al., 2017). According to the Ministry of Home Affairs (Pemendagri) Regulation No. 13 of 2024 on Integrated Service Posts article 2, the tasks of Posyandu consist of six aspects namely, (a) education, (b) health, (c) public works, (d) public housing, (e) peace, public order and community protection and (f) social affairs (Mendagri, 2024). Thus, the context of child protection education and assistance should also be included in the duties of Posyandu, especially in the aspects of education, health and peace, public order and community protection.

The ability of Posyandu cadres needs to be improved, especially in child protection materials. Studies show that increased knowledge and structured training for Posyandu cadres contribute significantly to the effectiveness of child protection and abuse prevention programs (Malay & Wahyuni, 2024; Masela et al., 2025). However, increasing knowledge is not enough. In carrying out their duties and functions, Posyandu cadres need to master other skills, such as counseling skills (Silvia et al., 2020). Counseling is related to communication skills. Posyandu cadres need to master effective communication techniques so that the message or counseling material delivered can be received properly and correctly by Posyandu participants, who are identical to mothers (Mesiono; et al., 2021; Ranum, 2018). Empathetic, participatory, and supportive communication has been shown to increase parental engagement in positive parenting practices and strengthen mentoring relationships (Jeong et al., 2021). In the digital era of massive and rapid information, participants' attention is a precious and limited commodity, and the ability to capture and maintain that attention is highly dependent on the quality of communication, which essentially starts with effective sentence construction (Wulandari et al., 2025).

Although various studies emphasize the importance of training in child protection practices, the implementation of integrated Posyandu cadre competency improvement programs is still relatively limited. Not many trainings have been specifically aimed at improving child protection knowledge as well as effective communication skills of Posyandu cadres in the digital era. This gap suggests the need for training designed to strengthen both aspects simultaneously. Based on this background, the implementation of this training aims to improve child protection knowledge and effective communication skills in the digital era among Posyandu cadres. The results of the training are expected to contribute to the community-based child protection system in the digital era.

METHOD

Partners and Locations

For this initiative, the Pondok Cabe Ilir Subdistrict was selected as a partner for the community service program. This subdistrict is located in Pamulang District, South Tangerang City, and is strategically situated, with an area of approximately 4.6 km² and a population of around 6,074 people, making it a densely populated area. The subdistrict is considered well-qualified due to its active Posyandu cadres; however, these cadres require updated knowledge regarding the prevention of child abuse, which frequently occurs in densely populated areas. According to data, Pamulang Subdistrict has the second-highest rate of violence (berita.tangerangselatankota, 2025). With a heterogeneous community and high levels of technological penetration, this village is well-positioned to implement child protection education and effective communication methods, and it

is hoped that the cadres can become agents of change in disseminating this knowledge to parents in their communities. The participants in this activity were 19 Posyandu volunteers.

Activity Implementation Procedures

This activity marks the second year of the community service program in Pondok Cabe Ilir Village. Whereas previously, efforts to strengthen the competencies of Posyandu cadres focused on ensuring children's right to nutritious food and the basics of communication skills, the focus of this second year is on the prevention of child abuse and effective communication. This is based on the implementation process, which involves several stages. The first stage involves conducting (1) a situational analysis to identify the needs of Pondok Cabe Village as the target of the activity. From the results of this identification, data was obtained regarding the competencies of Posyandu cadres that need to be improved, particularly communication skills and knowledge about child protection, as part of efforts to prevent violence against children in the digital age. The identification was conducted through interviews with the Posyandu coordinators. (2) Developing a program based on the identification results, specifically determining the technical implementation materials and the schedule for their implementation. Training materials were prepared on the topics of preventing violence against children and effective communication in the digital age. The technical implementation was decided to be carried out in two ways: delivering the material through lectures, asking questions, and conducting simulations of effective communication using the material on preventing violence against children. (3) Monitoring and evaluating the activity by measuring participants' knowledge and satisfaction with the activity.

RESULT AND DISCUSSION

Result

In accordance with the planned program, the training was attended by 19 Posyandu cadres in the multipurpose room of Pondok Cabe Ilir Village. When the training began, the community service team first provided an overview of the objectives of the training so that the participants could participate in the activities properly. The first material presented was about preventing child abuse. The participants were asked to identify behaviors that contain elements of child abuse. Furthermore, the speaker explained that children's rights must be fulfilled by adults so that children can grow and develop optimally.



Figure 1. Training briefing



Figure 2. Presentation of material

As for the next material is communicating effectively in the digital era. In this second material, participants were also asked to simulate effective communication. The presentation team provided several topics as communication simulation materials, and then participants in pairs practiced effective communication according to the topics they received.

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Figure 4. Simulation briefing



Figure 3. Simulation of effective communication

As a training evaluation process, participants were given a questionnaire to see whether this training had an impact on them.



Figure 5. Asessment

Based on the results of the training evaluation questionnaire involving 19 Posyandu Pondok Cabe cadres, the overall average score was 4.46 on a scale of 1-5 or equivalent to 89.2%, which indicates a very high category. This finding indicates that the training effectively improved child protection knowledge and effective communication skills of cadres. Indicators with the highest achievements were in understanding effective communication (96.8%) and perceived improvement in Posyandu service quality (95.8%), indicating that the training materials were relevant and applicable in field practice. Aspects of understanding child protection concepts and early risk detection skills were also in the high category (86-91%), indicating a strengthening of cadres' cognitive capacity on child protection issues. However, the indicator of adequate training time received the lowest percentage (74.8%), suggesting the need for additional duration or practical sessions to deepen the implementation of skills in an applicable manner. Overall, the data shows that the training had a positive impact on improving the capacity of cadres in carrying out their community-based preventive and educative roles.

Discussion

The effectiveness of the training is inseparable from the enthusiasm of the participants in understanding the objectives of the training. Posyandu cadres' awareness of the dangers of child abuse is an important modality in strengthening the community-based child protection system (Majebi et al., 2024). In efforts to prevent child abuse, increasing the understanding and sensitivity of Posyandu cadres to the signs, risks, and impacts of violence is the main foundation in creating a safe environment for children. World Health Organization (2020) emphasized that strategies to

prevent violence against children require the active involvement of health workers and community volunteers with early detection capacity and family education skills. In line with that, UNICEF (2021) emphasizes that community-based approaches are effective when local implementers have sufficient knowledge and awareness to recognize and respond to risks of violence. Community participation is a key pillar of child protection; high awareness leads to preventive measures and more responsive referral schemes (Wessells, 2015). Thus, the awareness of Posyandu cadres not only functions as individual knowledge, but also as social capital that strengthens the preventive function in the child protection system sustainably.

However, knowledge without good communication skills will make it difficult to change behavior in the targeted community. Various studies have shown that increased knowledge does not automatically result in changes in practice without persuasive, empathetic, and participatory communication (Udoudom et al., 2023). Effective communication is a key foundation in social work practice as it determines the success of various forms of interventions and services. Posyandu mothers tend to appreciate cadres who are warm, empathic, respectful, and able to listen and show genuine concern. Even in complex situations, good communication plays an important role in building constructive working relationships and improving intervention outcomes (Hall & Montgomery, 2023). Thus, the effectiveness of child abuse prevention programs is strongly influenced by the quality of facilitator communication in building supportive and trusting relationships with parents. Communication skills of Posyandu cadres are not just technical skills, but strategic mechanisms that mediate the transformation of knowledge into changes in parenting behavior that are safer and more protective of children in the digital era.

Empowering Posyandu in the child protection system is a strategic step in creating a safe environment for the younger generation. Based on empowerment theory, improving the knowledge and abilities of Posyandu cadres means participating in a development process that makes the community take the initiative to start the process of social activities in improving their own situation and conditions (Nauli et al., 2025).

CONCLUSION

On preventing child abuse by communicating effectively in the digital era is very effective in increasing the knowledge and competence of Posyandu cadres in Pondok Cabe Ilir Village. This training not only impacts cognitive aspects but also strengthens the preventive, educative, and relational roles of cadres in the child protection system. Nevertheless, the duration and depth of practice aspects still need to be improved to optimize implementation in the field. This training can be recommended as a strategic step in strengthening the community-based child protection system sustainably.

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AI Disclosure

Generative Artificial Intelligence (AI) and AI-assisted technologies were used solely to improve the readability and organization of the manuscript. All outputs generated through these tools were carefully reviewed, edited, and validated by the author to ensure accuracy, completeness, and alignment with the study's original content. The author assumes full responsibility and accountability for the integrity of the work, including its analysis, interpretation, and conclusions. AI tools were not used for data generation, data analysis, or as a substitute for scholarly judgment, and are not listed as authors or co-authors of this study.

Conflict of Interest Statement: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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