



Implementation of the Mama Sayang Program Innovation to Achieve Healthy and Prosperous Living at the Sukodono Community Health Center

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ABSTRACT

The Mama Sayang Program is an innovation in primary health care aimed at strengthening early detection of cervical and breast cancer through IVA and SADANIS examinations based on community empowerment. This qualitative evaluative study examined its implementation, diffusion process, and level of acceptance at the Sukodono Community Health Center using Rogers' Diffusion of Innovation Theory. Data were collected through in-depth interviews, participatory observation, document review, and source triangulation, then analyzed using the Miles and Huberman interactive model. The findings indicate that the program fulfills Rogers' five innovation attributes: relative advantage, compatibility, complexity, trialability, and observability. It offers easier service access and a comfortable environment (relative advantage), integrates with PKK activities and community health posts (compatibility), provides simple education with visual media (low complexity), includes mobile services (trialability), and shows visible impacts through increased participation and positive feedback (observability). Health cadres and medical personnel play a key role as change agents in accelerating diffusion. Overall, the Mama Sayang Program effectively increases women's knowledge, awareness, and participation in early cancer detection and has strong potential to serve as a replicable model for community-based health innovation in other primary health care settings

INTRODUCTION

Innovation in primary health care plays a strategic role in improving the affordability, quality, and efficiency of public health services, especially in the context of promotive and preventive effort (Budiastuti et al., 2025). These innovations are not limited to the application of medical technology alone, but also include the development of educational approaches, community empowerment models, and effective health communication strategies to encourage long-term behavioral change (Susilawati, Tuan-tuan et al., 2024).

The quality of health services is also greatly influenced by the communication skills, empathy, and attitude of health workers, which directly impact the level of satisfaction and trust of the community in the health services provided (Mustofa et al., 2017). In women's health issues, the urgency for innovation is increasing along with the high risk of cervical and breast cancer in women of reproductive age (Umar et al., 2023). Therefore, primary health services are required to provide interventions that are adaptive, easily accepted, and in line with the social and cultural conditions of the local community (Ode & Radjana, 2025). A responsive public service approach that is able to represent the needs of the target group has been proven to increase community acceptance of health programs (Mustofa, 2011)

The Mama Sayang Program is one of the community-based health service innovations developed to strengthen early detection efforts for cervical and breast cancer through IVA and SADANIS examinations (Rini Wahyuni et al., 2024). This program integrates educational and humanistic approaches with community activities, such as posyandu, PKK, and village forums, making it easier for the community to accept and participate in the health program (Sibarani et al., 2024). In addition to aligning with the promotive and preventive paradigm, the implementation of the Mama Sayang Program also contributes to achieving the health and well-being goals of the community (Budiastuti et al., 2025).

The Diffusion of Innovation Theory framework proposed by Rogers (2003) provides a relevant theoretical basis for understanding the dynamics of success and challenges in implementing the Mama Sayang Program (Rogers, Inovasi et al., 1964). This theory explains that the process of innovation diffusion is influenced by the characteristics of the innovation itself, the communication channels used, the role of change agents, and the conditions of the social system where the innovation is applied (Azriful et al., 2022). Based on Rogers' five characteristics of innovation, the Mama Sayang Program has a relative advantage because it offers easier access and a more friendly approach than regular services. This innovation also has high compatibility because it is integrated with local culture through community activities. In terms of complexity, the program is relatively easy to understand because the education is delivered in simple language and visual methods. The program also demonstrates good trialability because examinations can be tried gradually in various locations. In addition, the increase in examination coverage and participant testimonials prove the high observability of the innovation, which strengthens the community's positive attitude towards the program (Budiastuti et al., 2025)

In the process of adopting innovation, the involvement of local actors as change agents plays a crucial role. Posyandu cadres, midwives, health promotion workers, PKK administrators, and village officials actively contribute to the dissemination of information, implementation of education, and assistance for women during the process of cervical cancer screening (Egam et al., 2025). Interpersonal communication approaches, the use of easy-to-understand language, and the emotional bonds formed between cadres and the community make the innovation diffusion process more effective (Mustika et al., 2019). A number of studies in the field of public health confirm that change agents at the local level have a significant influence on the formation of attitudes, perceptions of benefits, and motivation of women to undergo early cancer detection (Umar et al., 2023). Social support systems, such as family, partners, and community leaders, also play a role in accelerating the acceptance of innovation in the community (Umar et al., 2023).

Previous studies have shown that community-based service innovations, particularly those combining edutainment, visualization, and mobile services, are effective in increasing women's understanding of cancer risks and reducing anxiety about screening procedures (Budihastuti et al., 2025). When analyzed using Rogers' theory, these strategies indicate that the Mama Sayang Program meets all the characteristics of innovation that support ease of adoption at the primary health care level (Rogers, Inovasi et al., 1964). This program not only contributes to increased screening coverage but also promotes the formation of a new health culture that is more oriented toward early detection awareness (Digambiro et al., 2025).

Although a number of studies have examined early detection programs for cervical and breast cancer, most of these studies still focus on increasing knowledge, expanding the scope of screening, or community behavioral responses, without deeply examining the innovation adoption process using Rogers' Diffusion of Innovation framework (Umar et al., 2023). This research gap is evident in the limited analysis of the role of cadres as agents of change, the effectiveness of interpersonal communication channels, and the influence of the five characteristics of innovation relative advantage, compatibility, complexity, trialability, and observability on women's decisions to undergo IVA and SADANIS examinations (Rogers, Inovasi et al., 1964). Therefore, this study presents a novel element by using Rogers' theory as the main analytical framework in examining the dynamics of the Mama Sayang Program diffusion, while also offering a community-based innovation implementation model that has the potential to be replicated in other primary health services. Additionally, this study reveals the social mechanisms that can accelerate or hinder the innovation diffusion process, thereby providing new scientific contributions to understanding the success of community-based early detection program implementation (Azriful et al., 2022).

LITERATURE REVIEW

The Concept of Innovation in Primary Health Care

Innovation in primary health care is the development of new ideas, methods, and practices aimed at improving access, effectiveness, and efficiency of health services for the community (Azriful et al., 2022). Innovation encompasses not only medical technology, but also educational approaches, participatory strategies, and empowerment models that support behavioral change (Budiastuti et al., 2025). Primary health care services are required to provide interventions that are adaptive and relevant to the needs of the community, especially women of reproductive age who are vulnerable to cervical and breast cancer (Sibarani et al., 2024). The Mama Sayang Program is a form of community-based innovation that combines IVA and SADANIS examinations with an educational and humanistic approach (Rini Wahyuni et al., 2024).

Diffusion of Innovation Theory in the Context of Women's Health Programs

The Diffusion of Innovation Theory proposed by Rogers (2003) is a relevant conceptual framework for analyzing the implementation of the Mama Sayang Program as an innovation in primary health care (Azriful et al., 2022; Rogers, Inovasi et al., 1964). This theory explains that the process of innovation adoption in a community is greatly influenced by the characteristics of the innovation, the effectiveness of communication channels, the role of change agents, and the dynamics of the surrounding social system (Azriful et al., 2022). Based on the five attributes of innovation proposed by Rogers, the Mama Sayang Program has a relative advantage because it can increase the coverage of IVA and SADANIS examinations more significantly than the regular service approach that has been used so far (Rogers, Inovasi et al., 1964). This program also demonstrates a high level of compatibility because its implementation is integrated with community activities such as posyandu, PKK, and village forums, so that the innovation is accepted as part of the social practices of the community (Rachmah et al., 2025).

In terms of complexity, this innovation is considered relatively easy for women to understand and follow because the educational approach used is simple, friendly, and delivered through visual methods that do not cause anxiety (Digambiro et al., 2025). In addition, the Mama Sayang Program has good trialability, characterized by the flexibility of conducting examinations in various locations through mobile services, making it easier for the community to try the innovation without obstacles (Puspita et al., 2025). The final characteristic, observability, is also strong because the results of the innovation can be observed directly through increased examination coverage and the emergence of positive testimonials from participants (Rachmah et al., 2025). This high observability reinforces the perception of benefits at the community level and encourages a broader adoption process. Thus, the theory of innovation diffusion provides a comprehensive scientific basis for explaining the successful implementation of the Mama Sayang Program as a community-based women's health innovation (Rogers, Inovasi et al., 1964).

The Role of Cadres, Health Workers, and Social Systems as Change Agents

According to Rogers, the process of innovation adoption is accelerated through the presence of change agents, namely actors who encourage the community to accept innovation (Rogers, Inovasi et al., 1964). In the Mama Sayang Program, posyandu cadres, midwives, health promotion workers, PKK, and village officials act as change agents who facilitate counseling, mentoring, and household-based socialization (Puspita et al., 2025). Their success is attributed to interpersonal approaches, emotional closeness, and the use of easily understandable language (Digambiro et al., 2025). Public health literature emphasizes that cadres are a key factor in increasing trust, health literacy, and motivation to participate in screening (Puspita et al., 2025). Integration with social systems such as family, husbands, and village leaders further strengthens the speed of diffusion of the Mama Sayang innovation (Umar et al., 2023).

Implementation of Reproductive Health Innovations and Relevance to Mama Sayang

Various studies show that community-based innovations are an effective strategy for improving early detection of cancer in women (Digambiro et al., 2025). Edutainment, visual education, and mobile screening methods have been shown to increase understanding, reduce anxiety, and improve women's attitudes toward IVA and SADANIS screening (Rachmah et al., 2025). When these approaches are integrated with Rogers' theory, it can be concluded that the Mama Sayang innovation meets all the criteria for an innovation that is easily adopted at the primary level (Rogers, Inovasi et al., 1964).

METHODS

This study uses a qualitative approach with an evaluative research type based on the Diffusion of Innovation theory (Rogers, 2003) to gain an in-depth understanding of how the Mama Sayang Program innovation was introduced, disseminated, and adopted by the community in the working area of the Sukodono Sidoarjo Community Health Center (Azriful et al., 2022). This approach was chosen because it is capable of describing the innovation diffusion process, communication dynamics, the role of change agents, and community responses to innovations in early detection services for cervical and breast cancer (Putri & Murhayati, 2025).

This study assesses the effectiveness of innovation through five characteristics of innovation according to Rogers: relative advantage, compatibility, complexity, trialability, and observability. It also examines how this program improves access and participation of women of reproductive age in IVA and SADANIS examinations (Habsy & Nursalim, 2025).

's research focuses on analyzing the characteristics of the Mama Sayang Program innovation, the communication channels used in the socialization process, the role of health workers and cadres as change agents, and the level of innovation adoption as reflected in changes in women's knowledge, attitudes, and participation (Putri & Murhayati, 2025).

Data collection was conducted through in-depth interviews, participatory observation, documentation studies, and triangulation of data (Habsy & Nursalim, 2025; Putri & Murhayati, 2025). Interviews explored perceptions, experiences, and the process of innovation acceptance; observations were used to directly observe the practice of innovation diffusion in educational activities and mobile services; while documentation reinforced data on program achievements and underlying policies (Putri & Murhayati, 2025).

All data were analyzed using Miles and Huberman's interactive model through the stages of data reduction, data presentation, and conclusion drawing, by grouping findings based on the dimensions of Rogers' theory (Putri & Murhayati, 2025). Through this approach, the study is expected to comprehensively explain the effectiveness of the diffusion of the Mama Sayang Program innovation and the factors that support or hinder its successful adoption in improving the quality of early detection services and women's health empowerment at the Sukodono Sidoarjo Community Health Center (Putri & Murhayati, 2025).

RESULTS

Before describing the results and discussion of the study, it is important to understand the context and position of the Mama Sayang Program as a community-based health innovation (Azriful et al., 2022). This program is designed to strengthen early detection efforts for cervical and breast cancer through educational approaches, mobile services, and integration with community activities such as posyandu, PKK, and village forums (Agustina et al., 2025; Nur, 2024). As an innovation in primary health care, the Mama Sayang Program not only offers screening services but also promotes behavior change strategies through simple education, interpersonal communication, and the empowerment of cadres as the frontline implementers of the program (Sihol & Akbar, 2025).

In Rogers' Diffusion of Innovation theory, the success of an innovation is largely determined by how it is introduced, socialized, and adopted by the community (Prakoso et al., 2022). Therefore, the following section will examine how the characteristics of innovation, communication channels, the role of health workers and cadres as change agents, and community response contribute to the effectiveness of the Mama Sayang Program at the Sukodono Community Health Center (Suryaningrum et al., 2025). This understanding is an important foundation for assessing the extent to which the program is able to realize healthy and prosperous lives for women through increased access and participation in early cancer detection (Budihastuti et al., 2025).

Characteristics of the Mama Sayang Program Innovation and Its Influence on Adoption.

The results of the study show that the Mama Sayang Program meets all of Rogers' characteristics of innovation, which contribute significantly to its successful implementation. First, in terms of relative advantage, participants and health workers stated that Mama Sayang provides easy access to early detection services that are not found in regular services. IVA and SADANIS examinations

can be conducted closer to home, more quickly, and in a friendly, educational atmosphere, thereby reducing anxiety among women (Nur, 2024).

Second, this innovation has strong compatibility. The implementation of the program, which is integrated with posyandu, PKK, and community meetings, makes the innovation feel like part of routine social activities, making it easier for rural communities to accept it (Rodiyah et al., 2024). Third, in terms of complexity, participants understand that the examination and education procedures are simple. Health workers and midwives use demonstration methods and local language, making women feel comfortable and reducing their fear (Li et al., 2025).

Fourth, the Mama Sayang Program has a high level of trialability, as women can try out the examinations gradually at flexible mobile services. Many participants acknowledged that the opportunity to try "without pressure" made them more willing to undergo routine examinations. Fifth, the level of observability is also strong. Increased screening coverage in the last two years and positive testimonials from participants have created tangible evidence that encourages other women to participate. Field observations show that changes in participation are often triggered by recommendations from friends, neighbors, or family (Suryaningrum et al., 2025).

The Mama Sayang program has been proven to fulfill the five attributes of innovation according to Rogers, making it an innovation that is easily adopted at the community level (Nida et al., 2024). The relative advantages of the program can be seen from the accessibility and convenience felt by participants. This is in line with Rogers' research, which states that the greater the benefits of an innovation compared to previous methods, the higher the chances of its adoption (Amanah et al., 2025). The program's high compatibility with local culture reinforces the finding that innovations that are in line with community values and customs will be more quickly accepted (Agustina et al., 2025).

Low complexity attributes in programs with simple education and visual methods reinforce the argument that innovations that are easy to understand tend to be more easily adopted (Febianti et al., 2023). High levels of trialability and observability make these innovations easy to try and the results can be observed directly, thereby accelerating the formation of positive attitudes among the community.

Table 1. Characteristics of the Mama Sayang Program Innovation and Its Influence on Adoption

Subtheme	Representative Quote	Interpretation
Educational and Humanistic Strategies	"We held simulations and educational games so that the mothers would not be tense. Cadres also helped mobilize residents from house to house." (Maternal and Child Health Midwife, W1)	The edutainment strategy creates a fun educational atmosphere and reduces participant anxiety. This proves that a humanistic approach can increase community involvement.

Cross-Sector Collaboration	"At first, the community was afraid, but through a relaxed approach and involving families, now they are waiting for the next schedule." (Head of Community Health Center, W2)	Collaboration with Families and communities strengthens community trust in maternal health services. The program becomes more socially and culturally accepted.
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Source: Interview Data Processed by Researchers, 2025

Analysis of the Innovative Characteristics of the Mama Sayang Program and Its Influence on Adoption

The results of the study show that the Mama Sayang Program has five strong Rogers innovation characteristics, making it easy for the community to adopt. Relative advantage is evident from the ease of access and convenience of the services provided by the program. Informants stated that check-ups were "easier because they were close to home" and "more comfortable than at the health center," indicating that this innovation provides added value compared to regular services. These findings are in line with Rogers' theory, which emphasizes that the greater the perceived relative advantage, the faster the innovation will be adopted.

Compatibility also emerged as a key factor. The program was integrated with posyandu and PKK activities, so that the community felt that the innovation was a natural part of community activities. Quotes such as "We do it during PKK and posyandu" confirm that socio-cultural integration accelerates the acceptance of innovation. This shows that innovations that are compatible with local social practices are more easily accepted, as explained by Rogers.

In terms of complexity, this innovation is considered easy to understand. Education is delivered in a simple manner, using easy-to-understand language and visual media. Informants said that "the education is easy to understand" and "the midwife explains using pictures," which shows that simplifying information reduces complexity barriers and increases the likelihood of adoption. Trialability emerged strongly through the flexibility of the mobile service. Many women tried it after seeing their friends or family participate first. Quotes such as "I watched first, then joined the next day" prove that the ability to try gradually increases the acceptance of innovation.

Observability can be seen from the increase in participation and positive testimonials from women. Quotes such as "Many joined after hearing their friends' experiences" show that observable results increase trust and accelerate adoption decisions. Thus, all of Rogers' characteristics of innovation have proven to play a role in accelerating the diffusion of the Mama Sayang Program

Diffusion Process and Communication Channels in Innovation Implementation

The diffusion process of the Mama Sayang Program innovation takes place through interpersonal communication channels, community activities, and effective informal approaches (Aditia & Sarah, 2025). Field data shows that interpersonal communication, both in person and through community WhatsApp groups, is the main mechanism for disseminating information

(Khiyaroh & Elviana, 2025). In each educational activity, cadres provide explanations about cancer risks, examination procedures, and the benefits of early detection using simple visual media (Budihastuti et al., 2025).

Observations show that interpersonal approaches are more effective than formal media such as posters or health center announcements. This is in line with Rogers' theory, which states that innovations are adopted more quickly when information is conveyed by parties who have an emotional connection with the target audience. In the context of Mama Sayang, the door-to-door approach carried out by cadres has proven to be very effective in shaping women's positive attitudes towards screening for (Budihastuti et al., 2025).

Research findings indicate that interpersonal communication is the most effective channel for disseminating program information. This is in line with Rogers' theory, which emphasizes the importance of interpersonal communication in changing attitudes and behaviors, especially in homogeneous communities such as rural communities. Informal approaches through cadres, social gatherings, and integrated health service posts (posyandu) have proven to be more convincing than formal media.

Table 2. Diffusion Process and Communication Channels in Innovation Implementation

Sub-theme	Representative Quote	Interpretation
Cadre Involvement	"We go directly to the residents and explain in simple language. In the past, many were afraid, but now they are waiting for their check-up schedule." (Health Cadre, W3)	Cadres play an important role as a bridge of communication between the Puskesmas and the community. This increases the residents' sense of ownership and trust.
Community Social Support	"This program has become a village activity. Husbands now support their wives to participate in check-ups." (Head of the Village PKK, W5)	Family and local leader support strengthens program sustainability. The social aspect has proven to influence changes in women's health behaviors.
Community-Based Empowerment	"We not only help with check-ups, but also learn to provide small-scale education at gatherings and health posts (Senior Cadre, W9)	Empowerment enhances the capacity of cadres and fosters community independence. This aligns with the theory of <i>Community Health Participation</i> .

Source: Interview Data Processed by the Researcher, 2025

Analysis of Diffusion Processes and Communication Channels in Innovation Implementation

The interview results revealed that interpersonal communication channels were the most dominant element in the diffusion of the Mama Sayang Program. Direct approaches such as home visits by cadres were proven to increase community understanding and trust. Informants mentioned that "the cadres came to our homes to explain," which shows that interpersonal communication provides a space for two-way dialogue and emotional responses that cannot be obtained from the mass media.

Community gatherings such as PKK and posyandu are also important media for disseminating innovation. The quote, "We socialize at PKK and posyandu gatherings," shows that community social forums are effective channels for disseminating health messages. This is in line with Rogers' theory, which emphasizes the effectiveness of interpersonal networks in accelerating adoption. Digital communication such as WhatsApp complements the diffusion process. Informants stated, "We share information through WhatsApp groups," which means that information dissemination is faster and reaches a wider target group. Meanwhile, visual communication through images and educational media helps reduce the perception of innovation complexity. Thus, the combination of interpersonal, community, and digital communication forms a comprehensive and effective diffusion strategy.

The Role of Cadres and Health Workers as Change Agents

Posyandu cadres, midwives, and health promotion workers play an important role as change agents in the innovation diffusion process. Research findings show that cadres have a significant influence due to their social proximity to rural women. Cadres are able to explain the benefits of the program in simple language, provide motivation, and accompany participants during IVA examinations (Dikarsa et al., 2025). The role of cadres in reducing fear and stigma surrounding IVA examinations is significant.

Table 3. The Role of Cadres and Health Workers as Change Agents

Subtheme	Representative Quote	Interpretation
Improved Access to Services	"We not only help with check-ups, but also learn to provide small-scale education at gatherings and health posts (Senior Cadre, W9)" "In the past, women only came for their children's immunizations. Now they come regularly for check-ups." (General Practitioner, W6)	Program innovations increase women's awareness and access to early detection services. Positive changes in health behavior occur.

Increased Trust and Social Relationships	"We are now closer to the community. They don't see us just as officers, but as friends." (Health Promotion Officer, W7)	A humanistic approach improves the image of health workers and enhances the quality of empathy-based services.
Psychological and Knowledge Impact	"I feel more at ease knowing how to maintain my health. The examination is also not scary." (Program Participant, W8)	Participants demonstrated increased knowledge, confidence, and comfort. The program was effective in building literacy and early detection readiness.

Source: Interview Data Processed by Researchers, 2025

Midwives and health workers act as sources of medical legitimacy and trust. They provide explanations that strengthen participants' understanding of reproductive health and the importance of early detection. Collaboration between cadres and health workers creates a strong innovation diffusion process, in line with the change agent variables in Rogers' theory. Health cadres and personnel serve as change agents who can accelerate the process of innovation adoption. This finding is consistent with Rogers' concept, which states that change agents play a key role in raising awareness, providing persuasion, and supporting innovation implementation. The presence of cadres as trusted members of the community strengthens interpersonal trust, thereby accelerating women's decisions to participate in the program (Sarwoyo et al., 2024)

Analysis of the Impact of Innovation on Access to and Quality of Women's Health Services

Data analysis shows that cadres and health workers play a central role as change agents in the success of the Mama Sayang Program. Cadres act as motivators, communicators, emotional companions, and liaisons between the innovation and the community. Quotes such as "We accompany the mothers during the examination" and "The cadres explain using simple language" show that the cadre approach strengthens the participants' trust and comfort. Midwives, as health workers, provide very important medical legitimacy. Informants said that "if midwives explain it, mothers will believe it more," which shows that professional authority strengthens the credibility of health messages.

The involvement of cadres and midwives accelerates the diffusion process through the presence of actors trusted by the community. According to Rogers' theory, change agents serve to accelerate the processes of persuasion and decision-making, both of which are important stages in the adoption of innovation. In addition, the emotional closeness of cadres to the community strengthens social relationships and increases positive responses to innovation. This is evident from the increased participation of women who feel supported and not alone in undergoing examinations.

Table 4. Level of Innovation Adoption and Its Impact on Women's Health Behavior

Sub-theme	Representative Quote	Interpretation
Increased Understanding of risks	"I only learned about the benefits after the cadre explained it to me. It turns out that it is very important to get an IVA check." (participant, W10)	Interpersonal Education improves health literacy and accelerates the <i>knowledge stage</i> process in Rogers' theory.
Attitude Change	"Now I realize the Importance of regular check-ups. I'm no longer afraid of "like I used to be." (participant, W11)	Participants begin to Internalize health values; demonstrating the success of the persuasion stage in Rogers' theory.
Repeated healthy behavior (routine screening)	"After participating once, I want to participate again if there is a schedule." (Participant, W12)	The innovation successfully entered the <i>implementation stage</i> through routine inspection behavior.

Source: Interview Data Processed by Researchers, 2025

Analysis of Innovation Adoption Levels and Their Impact on Women's Health Behavior

The adoption of innovation was clearly seen from the changes in women's knowledge, attitudes, and behavior after participating in the program. Informants said, "I only knew the benefits after they were explained," which shows that innovation improves health literacy. Attitude changes were also evident in statements such as "Now I realize the importance of regular checkups," which indicates the internalization of reproductive health values. This demonstrates the success of the persuasion and decision stages in Rogers' theory. In terms of behavior, participant involvement increased over time. Informants confirmed that "participants increased every month," indicating that the innovation had entered the implementation and confirmation stages.

In addition, word-of-mouth dissemination of information through participants inviting their neighbors and family members reinforced the natural diffusion of innovation. This evidence is demonstrated by the quote, "I invited my neighbors to join too." Thus, the program has succeeded in creating sustainable health behavior change.

DISCUSSION

The results of the study show that the Mama Sayang Program has been widely adopted by women of reproductive age in the Sukodono Community Health Center area, and this success can be explained through Rogers' Diffusion of Innovation framework. This program meets five characteristics of innovation, namely relative advantage, conformity with social values, low complexity, flexibility to try, and observable results. Field findings show that women feel that

this service is more accessible, more convenient, and closer to their living environment than examinations at regular health facilities. This reinforces the concept of relative advantage as also found in research related to the MyRSWN health service application innovation, which shows that innovations that offer ease of access have higher adoption rates. In addition, the integration of Mama Sayang with community activities such as PKK and posyandu shows strong compatibility between innovation and local culture. These findings are in line with research on community-based health innovations, which shows that innovations that are in line with social norms tend to be accepted more quickly.

Communication components are also an important aspect in the success of the Mama Sayang Program. Research results show that interpersonal communication through cadres is the most effective channel to support the socialization process. Cadres visit residents' homes, explain the benefits of IVA and SADANIS examinations, and use local language that is easy to understand. This process is in line with Setianto's findings in a study on e-Health diffusion in the city of Surabaya, which confirms that interpersonal communication can reduce community resistance to new programs. On the other hand, the use of WhatsApp as a digital communication channel expands the reach of socialization. The combination of face-to-face and digital communication forms a faster diffusion process, as explained in Rogers' theory that interpersonal and group communication channels are more effective at the persuasion stage than mass communication.

The role of cadres and health workers has also proven to be crucial as change agents. Cadres act as key communicators who have an emotional closeness to residents, while midwives provide medical legitimacy that increases participants' trust in innovation. These findings reinforce the literature on health promotion, as seen in Duta Gendis' research in Depok City, which concluded that cadres are at the forefront of transmitting health innovations to the community. In the Mama Sayang Program, cadres not only convey information, but also accompany women during the examination process, thereby increasing their sense of security and comfort. This is in line with Rogers' concept that the success of change agents is not only determined by their ability to convey information, but also by the social trust attached to these agents.

The level of innovation adoption can be seen from the increase in knowledge, changes in attitudes, and participation of women in cervical and breast cancer screening. Many participants admitted that they only understood the importance of early detection after receiving explanations from cadres and midwives, which shows the success of the knowledge and persuasion stages in the adoption process. Furthermore, the decision to participate regularly shows that the innovation has entered the implementation and confirmation stages. The increase in participants each month shows that the diffusion of innovation is not only occurring vertically through health workers, but also horizontally through word of mouth when women who have participated in the program invite their families and neighbors to join. These findings are in line with research on JKN adoption in Boyolali, which shows that the spread of health innovations is

stronger when people who have adopted them also become disseminators of information in informal social networks.

Overall, this study reinforces the theoretical argument that health innovations designed according to the social characteristics of the community, supported by trusted change agents, and communicated through effective interpersonal channels, have a high chance of being widely adopted. Furthermore, this study contributes scientifically by demonstrating how Rogers' theory can be appropriately applied in the context of community-based cancer screening programs. These findings also have practical implications for the development of similar health programs, particularly in areas with strong sociocultural characteristics, emphasizing the importance of integrating programs into community activities, strengthening cadre capacity, and using hybrid communication strategies that involve both interpersonal and digital communication.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that the Mama Sayang Program is an effective primary health care innovation in improving early detection of cervical and breast cancer at the Sukodono Community Health Center. This success is influenced by the fulfillment of five characteristics of innovation according to Rogers' Diffusion of Innovation Theory, namely relative advantage, compatibility with social and cultural values, low complexity, flexibility to try, and easily observable results of innovation. This program provides easy access, convenient services, and strong integration with community activities such as the Family Welfare Movement (PKK) and integrated health service posts (posyandu), making the innovation easily accepted by women of reproductive age. In addition, the use of simple education, visual methods, and mobile services reinforces the perception of the program's benefits. Interpersonal communication channels through cadres are the most dominant factor in the diffusion process, followed by the support of health workers who provide medical legitimacy. The high adoption rate is reflected in increased knowledge, changed attitudes, and regular participation of women in IVA and SADANIS examinations. Overall, the Mama Sayang Program not only increases early detection coverage but also fosters a new health culture more aware of cancer risks, demonstrating the strong relevance of Rogers' theory in the context of community-based health innovation.

Based on the results of the study, it is recommended that the Sukodono Community Health Center strengthen the capacity of cadres as agents of change through ongoing training on effective communication, educational techniques, and reproductive health counseling so that the quality of interaction with the community improves. Hybrid communication channels also need to be optimized by combining interpersonal communication and digital media such as WhatsApp and visual-based educational content to reach a wider group of women. The Mama Sayang program should also be further integrated with posyandu, PKK, and *dasa wisma* activities so that innovation continues to be part of the community's routine. In addition, involving families, husbands, and community leaders in education can increase trust and strengthen women's

motivation to participate in early detection. Health centers are also advised to develop a data-based monitoring and evaluation system to track achievements, obstacles, and participation dynamics in a more measurable way. Given its effectiveness, this program is worth replicating in other health centers with adjustments to local socio-cultural characteristics, so that its benefits can be expanded to improve women's health in a more sustainable way

FURTHER STUDY

This research still has limitations so further research is needed regarding Implementation of the Mama Sayang Program Innovation to Achieve Healthy and Prosperous Living. Representation to perfect this research and increase insight for readers and writers.

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