

ABSTRACT

Children with autism have difficulties in communicating, interacting and behaving socially like children in general. However, based on the fact that children with autism disorders still need reinforcement regarding reproductive health information with the aim that the child can grow as an independent person despite having limitations. The role of parents in guiding and assisting the child is very necessary, especially in providing information on reproductive health. However, there are still many parents who still do not understand how to provide information about reproductive health to their children because of the lack of information about reproductive health owned by parents. Based on this, SLB Autism Prananda made a health promotion regarding reproductive health in helping parents to provide information about reproductive health to their children. Seeing the important role that schools have in relation to reproductive health promotion efforts, the study tries to reveal how the health promotion process is carried out, seeing that the obstacles in the delivery are still often faced by parents. Especially in this study, the subject that became the focus of research was children with special needs, namely autism. This study uses a health behavior view according to Lawrence Green in the Precede-Proceed model and uses a model related to health behavior which is also associated with the Northouse and Northouse health communication model and the communication process carried out by the school by considering the elements of communication. This qualitative research uses a case study method that prioritizes in-depth interview techniques and direct observations in the field. The purposive sampling technique refers to the criteria of the informants and takes data from 5 informants. The results showed that the health promotion process carried out by the SLB Autis Prananda was divided into two themes, namely determining health promotion needs and developing health promotion components and then implementing and evaluating them as a measure of success.

Keywords: *Health promotion process, Reproductive health*