

## ABSTRACT

Toddler was an important period in the process of growing man. Based on data of Survei Demografi Kesehatan Indonesia (SDKI) or Indonesian Health Demography Survey 2012 showed that the number of child mortality or AKABA in Jawa Timur is 34 in 1.000 of livebirths, exactly at Kota Malang founded 3 casses of child mortality in 2012. Health services of toddlers program is to degrade the number of child mortality. The coverage number of this program in Kota Malang is 57,78%, it has below target of Renstra Propinsi (81,00%) and SPM Kota Malang (87,00%) in 2012. The issue of inaccurated on recording and reporting at the basic health care level is a problem of the unacquired of the program coverage.

This research was a descriptive evaluative the implementation of health services of toddler program in Kota Malang, used to composed recommendations of recording and reporting system. Indepth interview and observation conducted at 130 respondents, drawn from a population by means of a multistage sampling, it was undertaken to gain information about the variables of profound surveyed. Dependent variable surveyed was characteristic of enforcement officers program (age, working life, workload, knowledge level), characteristic of toddlers mother, constraints of the implementation program, and recording and reporting system of program.

Based on SWOT analysis methods acquired that result was in a quadrant I (supported for agresif strategy), indicated that good evaluation results, but it was required concentration strategy through horizontal integration (among the enforcement officers program), a recommendation to development of recording and reporting system of program that may usefull for enforcement officers, toddlers mother, society, and the other partial.

The conclusion of this research is the implementation of health services of toddler program was good evaluation result, but it was required concentration strategy through horizontal integration (among the enforcement officers of health services of toddler program) for improve the system of recording and reporting program. Recording and reporting among the enforcement, completeness facilities to degrade constraints of the implementation could support programs.

**Keyword:** evaluation, SWOT analysis, recording and reporting system