

THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

NUMBER 39 YEAR 2013

ON

INFANT FORMULA MILK AND OTHER BABY PRODUCTS

WITH THE GRACE OF GOD ALMIGHTY

THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

Considering: that to implement the provisions of Article 28 of Government Regulation Number 33 Year 2012 on Exclusive Breastfeeding, it is required to stipulate the Regulation of the Minister of Health on Infant Formula Milk and Other Baby Products;

In view of: 1. Law Number 32 Year 2004 on Regional Government (State Gazette of the Republic of Indonesia Year 2004 Number 125, Supplement to State Gazette of the Republic of Indonesia Number 4437) lastly amended by Law Number 12 of 2008 on the Second Amendment to Law Number 32 Year 2004 on Regional Government (State Gazette Republic of Indonesia Year 2008 Number 59, Supplement to State of Indonesia Number 4844);

2. Law Number 36 Year 2009 on Health (State Gazette of the Republic of Indonesia Year 2009



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

Number 144, Supplement to State Gazette of the Republic of Indonesia Number 5063);

3. Government Regulation Number 32 Year 1996 on Medical Staff (State Gazette of the Republic of Indonesia Year 1996 Number 49, Supplement to State Gazette of the Republic of Indonesia Number 3637);

4. Government Regulation Number 69 Year 1999 on Food Label and Advertisement (State Gazette of the Republic of Indonesia Year 1999 Number 131, Supplement to State Gazette of the Republic of Indonesia Number 3867);

5. Government Regulation Number 38 Year 2007 on the Apportionment of Government Affairs between the Central Government, Provincial Government, and the Government of Regency/City (State Gazette of the Republic of Indonesia Year 2007 Number 82, Supplement to State Gazette of the Republic of Indonesia Number 4737);

6. Government Regulation Number 33 Year 2012 on the Exclusive Breastfeeding (State Gazette of the Republic of Indonesia Year 2012 Number 58, Supplement to State Gazette of the Republic of Indonesia Number 5291);



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

7. Presidential Regulation Number 72 Year 2012 on National Health System (State Gazette of the Republic of Indonesia Year 2012 Number 193);

8. Regulation of Minister of Health Number 1144/MENKES/PER/VIII/2010 on Organization and Governance of Ministry of Health (State Gazette of the Republic of Indonesia Year 2010 Number 585);

HAS DECIDED:

To Stipulate: REGULATION OF THE MINISTER OF HEALTH ON INFANT FORMULA MILK AND OTHER BABY PRODUCTS.

CHAPTER I

GENERAL PROVISIONS

Article 1

In this regulation referred to as:

1. Breastfeeding hereinafter referred to as BF is the liquid of breast gland secretion results
2. Infants are newborn child to ages of 12 (twelve) months.
3. Breastfeeding counselors are trained personnel, either health staff or non-health staff who have had training certificates of breastfeeding counseling.
4. Infant Formula Milk is milk that is specifically formulated as a milk substitute for infants up to ages of 6 (six) months.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

5. Other Baby products are baby products, which are directly related to nursing activities include all forms of milk and other baby food, baby bottles, baby teat and Baby Pacifier.
6. Special Printed Media on Health is the printed media in the form of magazines, newsletters, journals or similar in the health of a scientific nature and is only intended for health professionals, health practitioners and institutions/health care facilities.
7. Family is a husband, children, or blood relatives in a straight line up and down until the third degree.
8. Medical indications are medical conditions of Infants and/or mother's medical conditions that do not allow for exclusive breastfeeding either temporary or permanent.
9. Government is the President of the Republic of Indonesia, which holds the executive power of the Republic of Indonesia as defined in the Constitution of the Republic of Indonesia Year 1945.
10. Local government is a Governor, Regent, or Mayor, and the region as an element of the regional administration.
11. Minister is the Minister who holds government affairs in health.

Article 2

Regulation of Infant Formula Milk and Other Baby Products aimed to:



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- a. everyone has access to nutrition information for infants who do not receive exclusive breastfeeding;
- b. everyone has access to the correct and appropriate use of recommended standards in Infant Formula and Other Baby Products;
- c. everyone has access to communication, information and education about the use of Infant Formula Milk and Other Baby Products in actual and objectively conducted by health staff, and
- d. the cooperation between the mother, the family, health professionals and health care facilities in campaigning for the importance of exclusive breastfeeding.

CHAPTER II

DUTIES AND RESPONSIBILITIES

Article 3

Government's duties and responsibilities:

- a. increase knowledge and awareness about the importance of nutrition in infants with exclusive breastfeeding;
- b. develop and supervise advertisement and promotion of Infant Formula Milk and Other Baby Products;
- c. to supervise the use of Infant Formula Milk and Other Baby Products in the community and in emergencies and/or disasters;
- d. Increase public knowledge about the use of Infant Formula Milk and Other Baby Products safely, and



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- e. Receives complaints from the public.

Article 4

Provincial government is obliged and responsible for:

- a. increase knowledge and awareness about the importance of nutrition in babies with exclusive breastfeeding;
- b. the coordination, advocacy, monitoring and evaluation in the use of Infant Formula Milk and Other Baby Products;
- c. develop and supervise promotion of Infant Formula Milk and Other Baby Products at the provincial level to coordinate with relevant agencies, and
- d. to supervise the use of Infant Formula Milk and Other Baby Products in the community and in emergencies and/or disasters at the provincial level.

Article 5

Government of regency/municipality has duties and responsibilities:

- a. increase knowledge and awareness on the importance of nutrition in infants with exclusive breastfeeding.
- b. coordinating, monitoring and evaluating the use of Infant Formula Milk and Other Baby Products;
- c. increasing knowledge to the people who use the Infant Milk Formula and Other Baby Products safely, and
- d. to supervise the use of Infant Formula Milk and Other Baby Products in the community and in emergencies and/or



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

disasters at the district/city in coordination with the relevant agencies.

CHAPTER III

USE OF INFANT FORMULA MILK

Part One

Certain Circumstances

Paragraph 1

General

Article 6

- (1) Every mother who give birth has to give exclusive breastfeeding for infants birth to, except in the circumstances of:
 - a. medical indications;
 - b. mother does not exists, or
 - c. the mother is separated from the baby.
- (2) In the circumstances referred to in paragraph (1), mother, family, medical personnel and other health staff can provide Infant Milk Formula.

Paragraph 2

Medical Indications

Article 7

- (1) Infant Formula Milk Feeding by Medical Indications is done in terms of:



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- a. Babies who can only accept milk with a special formula;
 - b. Babies need other foods in addition to breastfeeding with a limited period;
 - c. medical condition of the mother who cannot provide for exclusive breastfeeding should receive treatment in accordance with the standards of medical care;
 - d. mother's medical conditions with HbsAg (+), in case of babies who have not been vaccinated passive and active hepatitis in 12 (twelve) hours; and
 - e. another state in accordance with the development of science and technology.
- (2) Determination of the Medical Indications referred to in paragraph (1) must be performed by a doctor.
- (3) In the event that in certain areas there are no doctors, determination of the Medical Indications can be performed by a midwife or nurse in accordance with the provisions of the law and regulation.
- (4) Infant Formula Milk Feeding and Other Baby Products on Medical Indications are done by midwives and nurses as referred to in paragraph (3) preferred to life saving.

Article 8

- (1) Medical indications on the baby that can only accept milk with a special formula referred to in Article 7 paragraph (1) letter a, is inborn errors metabolism.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- (2) Inborn errors metabolism as referred to in paragraph (1) shall include:
- a. Infants with classic galactosemia who requires for free galactose-special formula;
 - b. Infants with maple syrup urine disease, requires a special formula with free of leucine, isoleucine, and valine;
 - c. Infants with phenylketonuria, requires free phenylalanine-special formula, and/or
 - d. other metabolic abnormalities according to the development of science and technology.
- (3) Infants with phenylketonuria as referred to in paragraph (2) letter c can still be breastfed by calculation and supervision of a competent pediatrician.

Article 9

Medical indications in Infants with food other than Breast Milk requires within a certain time period referred to in Article 7 paragraph (1) letter b, with the following criteria:

- a. Babies born weighing less than 1.500 (one thousand five hundred) grams or Babies born with too low body weight;
- b. Infants born at less than 32 (thirty two) weeks of very preterm gestation, and/or
- c. Newborns babies with hypoglycemia risk based on adaptation disorders or an increase of need for glucose metabolism such as the premature baby, small for



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

gestational age or who are under stress ischemic/hypoxic intrapartum significantly, sick babies and babies who have mothers with diabetes, when blood sugar fails to respond breastfeeding, either directly or indirectly.

Article 10

Mother's medical conditions that cannot provide exclusive breastfeeding because they have to get treatment in accordance with the standards of medical care as referred to in Article 7 paragraph (1) letter c is divided into:

- a. mother who is allowed to stop permanently breastfeeding, and
- b. mother who is allowed to stop temporarily breastfeeding.

Article 11

- (1) Mother's medical conditions that can be justified to stop breastfeeding permanently referred to in Article 10 letter a if the mother is infected Human Immunodeficiency Virus (HIV).
- (2) Mothers with human immunodeficiency virus infection (HIV) as referred to in paragraph (1) are given information about the possibility of using breastfeeding donor or infant formula milk.
- (3) Use of Infant Formula Milk as described in paragraph (2) shall be eligible for AFASS requirements, covering acceptable, feasible, affordable, sustainable and safe.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- (4) Excluded from the provisions referred to in paragraph (1), if the baby tested positive for human immunodeficiency virus infection (HIV) or the mother and baby have obtained treatment in accordance with standards and technologically breastfeeding has been certified as safe for babies interest in accordance with the provisions of the law and regulation.

Article 12

Mother's medical conditions that can be justified to have breastfeeding as referred to in Article 10 letter b include:

- a. mother who suffered from a severe illness that prevents a mother caring for her baby, such as sepsis/fever until unconsciousness;
- b. mother who suffered from Herpes Simplex Virus infection type 1 (HSV-1) and HSV-2 in the breast;
- c. mothers in the treatment of:
 - 1) use of psychotherapeutic drugs of tranquilizers type, anti-epileptic drugs and opioids;
 - 2) Iodine-131 Radioactive;
 - 3) use of iodine or yodoform topical, and/or
 - 4) chemotherapy cytotoxic.

Paragraph 3

Mother does not exist or Separated from Her Baby



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

Article 13

Formula Milk Feeding and Other Baby Products on the circumstances of mother does not exists or the mother is separated from her baby, includes:

- a. mother passed away, has severe illness, is suffering from severe mental disorder;
- b. mother's whereabouts are unknown, or
- c. Baby is separated from the mother because of a disaster or other condition in which the mother is separated from her baby so that the mother cannot meet its obligations or child has no its right.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

Part Two

**Procedures for Use of Infant Formula Milk
and Other Baby Products**

Paragraph 1

General

Article 14

- (1) Infant Formula Milk Feeding on Medical Indications referred to in Article 7 must be approved by the Baby's mother and/or their Families.
- (2) Approval referred to in paragraph (1) shall be issued after the mother of Baby and/or their Families receive demonstration and explanation of the use and presentation of the Infant Formula Milk and Other Baby Products.

Article 15

- 1) Health staff should provide demonstration and explanation to the mother and/or family regarding the storage, use and serving of Infant Formula Milk including baby products sterilization techniques and relactation/re-breastfeeding techniques.
- 2) Health staff should make sure the mother and/or families of babies are fed by Infant Formula Milk has understood on demonstration and the given explanations.
- 3) The health staff should record the indications for Infant Formula Milk in relevant Infant medical records.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

Paragraph 2

Infant Formula Milk Feeding and Other Baby Products

Article 16

- (1) Infant Formula Milk Feeding and Other Baby Products must be adjusted to the baby's ages, condition and in accordance with the recommended serving size and/or established standards.
- (2) Use of Infant Formula Milk and other Baby Products must be done to meet the requirements of hygiene and sanitation.
- (3) Hygiene and sanitation requirements as referred to in paragraph (1) and (2) include:
 - a. wash hands with soap and rinsed in running water before serving Infant Formula Milk;
 - b. dilute milk with water that has been boiled and wait 10 minutes;
 - c. watch carefully dosing instructions contained in Infant Formula Milk packaging or by following the doctor's advice, and
 - d. if in 2 hours the milk has not run out then it should be discarded;
- (4) Other Baby Product usage conducted hygiene and adjusts to the standard, includes:
 - a. notify to the expiration date;
 - b. notify to the integrity of the packaging;



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- c. clean up every part of the tool used for the preparation/serving of Infant Formula Milk, and
- d. boils tools used for preparation/serving of Infant Formula Milk with boiling water.

Paragraph 3

Infant Formula Milk Feeding and Other Baby Products

In case of Emergency and/or Disaster

Article 17

- (1) Each feeding of Infant Formula Milk and Other Baby Products on emergency and/or disaster must go through to the local regency/municipality health offices and carried out in accordance with the guidelines for feeding babies and children in emergency situations specified by the Minister.
- (2) Local health regency/municipality agency as referred to in paragraph (1) tiered coordinate with the Ministry of Health.

Article 18

In emergencies and/or disasters condition, each manufacturer of Infant Formula Milk and Other Baby Products prohibited:

- a. Provide Infant Formula Milk and other baby products directly to the Baby, mother and/or her family in an emergency and/or disaster condition, or



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- b. persuade, request, and forcing nursing mothers and/or their families to use the Infant Formula and Other Baby Products.

Article 19

- (1) Infant Formula Milk Feeding on emergency and/or disaster condition is only intended to meet the nutrition of Babies and social interests.
- (2) Infant Formula Milk Feeding on emergency and/or disaster condition as referred to in paragraph (1) shall be issued in accordance with provisions of Article 16.
- (3) Infant Formula Milk feeding on emergency and/or disaster condition can be done by health staff and/or Breastfeeding Counselor.

CHAPTER V

PROMOTION AND INFANT FORMULA MILK ADVERTISEMENT

Part One

Infant Formula Milk Advertisement

Article 20

- (1) Infant Formula Milk can only be advertised by the manufacturer and/or distributor of the Special Printed Media on Health.
- (2) Advertisement material referred to in paragraph (1) shall contain a statement that the Infant Formula Milk can only be granted on certain conditions as set forth in Article



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

6, as well as information that Breast Milk is the best food for babies.

- (3) Advertisement material referred to in paragraph (2) shall obtain the permission of the Minister.
- (4) The procedure for obtaining permission as referred to in paragraph (3) by submitting a license application to the Minister through the Directorate General in charge of nutrition affairs for at least 30 days before the date of circulation, by attaching:
 - a. examples of Special Printed Media on Health;
 - b. advertisement materials, and
 - c. include the date, month and year of publication of advertisement.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

Part Two

Infant Formula Milk Promotion

Article 21

Manufacturer or distributor of Infant Formula Milk and/or Others Baby Products, are prohibited to conduct the promotion of Infant Formula Milk and Other Baby Products in the following methods:

- a. providing of products sample on free of charge;
- b. provision of free supply, rebates, or any form of the purchase of Infant Formula Milk as the attraction of the seller;
- c. providing awards for those who is able to sell and/or purchase Infant Formula Milk;
- d. sell or offer by exaggerating products via telephone, email and other electronic means;
- e. offer or sale of Infant Formula Milk directly using either a sales marketing services that come to your home or place of public facilities;
- f. use of health staff to provide information about the Infant Formula Milk to the public;
- g. using healthy baby picture that seems to be healthy because of the use of its products, and
- h. idealize the product as if it was the best.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

Article 22

Health Staff, and health care facilities are prohibited from promoting Infant Formula Milk and Other Baby Products in any way.

CHAPTER VI

LABEL FOR INFANT FORMULA MILK

Article 23

- (1) Manufacturers and/or distributors Infant Formula Milk and/or Other Baby Products must include a label on each package Infant Formula Milk and/or Other Baby Products.
- (2) Label referred to in paragraph (1) must be clearly written using the good and correct Indonesian Language.
- (3) Label referred to in paragraph (1) shall contain at least:
 - a. name of the product;
 - b. list of ingredient used;
 - c. net weight or net contents;
 - d. nutritional value information;
 - e. expiration date and storage instructions;
 - f. description of the allotment;
 - g. usage methods;
 - h. name and address of the party that produces or imports into Indonesian territory, and
 - i. other information required to be known.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- (4) Labeling on the formula referred to in paragraph (3) letter a should mention the product name of "Infant Formula".
- (5) Labeling on the formula milk referred to in paragraph (3) letter b includes:
- a. all the ingredients used must be listed in order sideways or downwards from the highest amount;
 - b. description of vitamins and minerals should not be made separately and sequentially according to amount;
 - c. for ingredient derived from animals or plants and food additives must be specifically written in accordance with the provisions of law and regulation;
 - d. source of protein used in the product must be clearly stated on the label;
 - e. if cow's milk is the only source of protein, the product may include "Cow Milk-Based Infant Formula Milk", and
 - f. products that do not contain milk or its processing results must include the words "Contains No Milk or it's processing product " or similar words.
- (6) Labeling on the formula milk referred to in paragraph (3) letter d must be expressed in per 100 g or per 100 ml and per 100 kcal.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- (7) Labeling on the formula milk referred to in paragraph (3) letter e include:
- a. 'Expiration date is stated by the date, month and year, and preceded by the words "Best before ..." must be mentioned on the label. Products that have a storage period of more than three months, sufficient to be written with month and year. Inclusion of the month may be declared with Latin letters at least 3 digits, and the year is expressed with numbers at least 2 digits. If the month and year expressed in number then the year should be expressed with a full year (4 digits);
 - b. if the storage period of the product is strongly influenced by the special storage conditions, the special storage conditions should be written on the label in the form of storage instructions and included adjacent to the expiry date;
 - c. Infant Formula Milk label should contain explanation of the signs that indicate Infant Formula Milk is not good anymore, should not be given to babies, and
 - d. product label should contain clear instructions on product storage after the container has been opened.
- (8) Labeling on the formula milk referred to in paragraph (3) letter f contains information on age and usage of Infant Formula Milk.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

(9) Labeling on the formula referred to in paragraph (3) letter g include:

- a. instructions include how to use the preparation, handling and usage must be included in the label and/or leaflet;
- b. Baby formula in liquid form must include the words "Ready to Drink";
- c. Baby formula in concentrate form must include instructions for dilution with water;
- d. Baby formula in powder form must include instructions of reconstitution with water;
- e. includes how to prepare and use of the product, including the method of storage and disposal of the product after prepared, e.g. the remaining of undrunk milk should be discarded;
- f. contains an illustration of how to prepare;
- g. instructions for use should be equipped with a warning about the health hazards if the method of the preparation, storage and use is not appropriate;
- h. guidelines for cleaning and sterilization of equipment, as well as preparing and serving of Infant Formula Milk must be listed on the label and/or leaflet as follows:
 1. method of cleaning and sterilization of equipment, including:



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- a) wash hands with soap before cleaning and sterilizing baby drinking equipment;
 - b) wash all equipment (bottles, teat, bottle brush and teat brush) with soap, and
 - c) rinse bottles and pacifiers with running water;
2. sterilization by boiling, include:
- a) bottles should be completely submerged so no air in the bottle;
 - b) closed pot and let it boil for 5-10 minutes;
 - c) let the pan closed, leave bottles and pacifiers in it until shortly will be used;
 - d) wash hands with soap before taking bottles and pacifiers;
 - e) when the bottle is not directly used after boiling, bottles should be kept clean and covered, and
 - f) teat and the cover should be installed properly.
3. how to prepare and serve the Infant Milk Formula, include:
- a) clean the preparation place of Infant Formula Milk;



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- b) wash hands with soap and running water, then dry;
- c) boil drinking water to a boil in a covered saucepan;
- d) let the water in covered pot for 10-15 minutes so that the temperature does not drop to less than 70° C;
- e) pour down the water (temperature not less than 70° C) as much as can be consumed by the baby (do not overpour) into a bottle of milk that has been sterilized;
- f) add Infant Formula Milk Powder in accordance with the instructions dosage on the label;
- g) close the bottle and shake until Infant Formula Milk well dissolved;
- h) cool immediately by immersing the bottom of the bottle in cold water, until the temperature is suitable for drinking (trying to shed Infant Formula Milk on the wrist, it will feel a little warm, not hot), and
- i) the diluted of rest of Infant Formula Milk is discarded after 2 (two) hours.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

(10) Labeling in the formula referred to in paragraph (3) letter i include:

- a. Label contents must not conflict with the program of breastfeeding, the Infant Formula Milk product label must include:
 1. the word "Important Caution " or other similar words;
 2. inscription "Infant formula is not a Sterile Product therefore Watch for Preparation Instructions" listed on the main posts with label font size of at least 2 mm;
 3. the phrase "breastfeeding is the Best Food for Your Baby" or similar words that express excellence of breastmilk feeding/breastfeeding, and
 4. statement that the product be used only on medical advice based on medical indications and accompanied by a correct explanation on usage methods.
- b. label must not contain images of babies and women or something that favor the use of both the Infant Formula Milk 'form of images or words. Labels should not be declared Infant Formula Milk has the same qualities as breast milk;



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- c. the term equated with human, mother or similar/same terms, should not be used;
- d. information on the label must be stated that infants at the ages of 6 (six) months must be given MP-ASI besides advanced formula, according to baby needs for growth and development;
- e. Providing of breastfeeding Complementary food (MP-ASI) before the age of 6 (six) months should be with the doctor's instructions, and
- f. products should be clearly labeled so that consumers can distinguish between Infant Formula Milk, advanced formula milk and baby formula for special medical purposes.

Article 24

Infant Formula Milk labeling as referred to in Article 23 shall be subject to the provision of the law and regulation.

CHAPTER VII

SPONSORSHIP ACTIVITY

Article 25

- (1) Every health staff, organizer of health care facilities, providers of health education units, professional organizations in the field of health, Breastfeeding Counselors and including family are prohibited from accepting gifts and/or assistance from manufacturers



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

and/or distributors of infant formula milk and/or other baby products that can inhibit Exclusive breastfeeding program.

- (2) Providing of relief from manufacturers and/or distributors of infant formula milk and/or other baby products as referred to in paragraph (1) may be accepted only for the purpose of financing the activities of training, research and development, scientific meetings, and/or other similar meetings.
- (3) Providing assistance as referred to in paragraph (2), can be done only through health care facilities, providers of health education unit, and/or professional organizations in the field of health and shall make a written statement to the Minister through the Director General in charge of nutrition affairs or minister conduct government affairs in the field of education, in accordance with provision of law and regulation.
- (4) In case of aid granted to certain health staff, must be made through the facilities of health services and health staff concerned shall make a written statement to his superiors that the assistance is not binding and does not prevent the success of breastfeeding program.
- (5) Providing assistance to finance the activities referred to in paragraph (2) shall not display the product logo, product names and/or trademarks.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- (6) Each beneficiary of assistance, either healthcare facilities providers, organizer of health education units, the management of professional organizations in the field of health shall provide a report to the Minister or the minister who held government affairs in the field of education, in accordance with provision of the law and regulation.
- (7) Manufacturers and/or distributors of Infant Formula Milk and/or Other Baby Products, and relief agency shall provide a report to the Minister, in accordance with the provision of the law and regulation.

CHAPTER VIII

COMMUNITY EMPOWERMENT

Article 26

- (1) In order to use Infant Formula Milk and Other Baby Products is required the participation of community both individuals and organization.
- (2) Community participation as referred to in paragraph (1) may include:
- a. providing support for mothers who give exclusive breastfeeding and be continued breastfeeding up to 2 years;
 - b. participate to supervise the use of Infant Formula Milk and Other Baby Products in accordance with the provision of the law and regulation;



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- c. provide actual and objective information on Infant Formula Milk;
 - d. provide encouragement to mothers who have not been optimal in providing exclusive breastfeeding, and
 - e. not giving judgmental opinion and/or marginalize women who cannot give exclusive breastfeeding.
- (3) Public participation as referred to in paragraph (2) can be done through breastfeeding counseling, mobilize communities through breastfeeding support group, breastfeeding motivator, and trained cadres.

CHAPTER IX

RECORDING AND REPORTING

Article 27

- (1) Every health professionals and health care facilities should implement the recording and reporting of usage of Infant Formula Milk and Other Baby Products referred to in Article 7.
- (2) The provincial government and local government of regency /municipality shall encourage health professionals and health care facilities in performing the recording and reporting as referred to in paragraph (1).
- (3) Reporting as referred to in paragraph (1) conducted in phases.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

CHAPTER X

GUIDANCE AND SUPERVISION

Article 28

- (1) Minister, related ministers, heads of non-ministerial government agencies, governors, and regents/mayors shall guide and supervise the implementation of the use of Infant Formula Milk and Other Baby Products in accordance with the respective duties, functions, and authority.
- (2) Coaching and supervision as referred to in paragraph (1) is intended:
 - a. that the use of Infant Formula Milk and Other Baby Products shall not hamper the exclusive breastfeeding program.
 - b. to increase knowledge and awareness of the community, health care facilities, and health staff that Infant Formula Milk is given only in certain circumstances, and
 - c. that health care facilities and health staff in the provision of Infant Formula Milk in accordance with the provision of the law and regulation.
- (3) Coaching and supervision as referred to in paragraph (1) shall be implemented through:
 - a. advocacy and socialization to increase exclusive breastfeeding;



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

- b. training and improving the quality of health and well-trained personnel/Breastfeeding Counselor, and/or
 - c. monitoring and evaluation.
- (4) Minister, related ministers, heads of non-ministerial government agencies, governors, and regents/mayor in implementing the guidance and supervision as referred to in paragraph (3) may include the community.

Article 29

- (1) Supervision of the manufacturer or distributor of Infant Formula Milk and/or Other Baby Products conducting advertising which published in the mass media, both printed and electronic media, and outdoor media carried out by the agency responsible for the implementation of government duty in the field of drug and food control.
- (2) Further provisions on the control of the manufacturer or distributor Infant Formula Milk and/or Other Baby Products referred to in paragraph (1) shall be provided with the regulation of the head of agency who perform the implementation of government duties in the field of drug and food control.

Article 30

- (1) Each manufacturer and/or distributor of Infant Formula Milk and health care facilities that do not implement the



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

provisions set out herein shall be penalized with administrative sanction by the competent authority in the form of:

- a. verbal reprimand, and/or;
- b. written reprimand,

(2) Every health staff who do not carry out the provisions stipulated in this Minister Regulation subject to administrative sanctions by the competent authorities in the form of:

- a. verbal warning;
- b. written reprimand, and/or
- c. revocation of license.

(3) Provisions concerning the procedures for the imposition of administrative sanctions referred to in paragraph (1) shall be provided by separated regulation.

CHAPTER XI

CLOSING PROVISION

Article 31

With the enactment of this Minister Regulation, the Ministerial Decree Number 237/Menkes/SK/IV/1997 on Marketing of Breastmilk Substitute is revoked and declared void.

Article 32

This Regulation of the Minister shall come into force on the date of stipulation.



THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA

For public cognizance, ordering the promulgation of this
Minister regulation with its placement in the State Gazette of
The Republic of Indonesia.

Stipulated in Jakarta

on May 17th , 2013

MINISTER OF HEALTH

THE REPUBLIC OF INDONESIA

signed and stamped

Nafsiah Mboi

Enacted in Jakarta

on May 30th, 2013

MINISTER OF LAW AND HUMAN RIGHTS

THE REPUBLIC OF INDONESIA

Signed

AMIR SYAMSUDIN

STATE GAZETTE OF THE REPUBLIC OF INDONESIA OF 2013 NUMBER 750