

The Code of Marketing of Breastmilk Substitutes Violations in Indonesia

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MOTHERS ASSOCIATION - MAY 2020

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Indonesia only adapts parts of the Code of Marketing of Breastmilk Substitutes. We only regulate the marketing of infant formula 0-12 months & growing up formula from 12 months & beyond unfortunately are marketed freely.



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According to Indonesian Health Demographic Survey 2017, the breastfeeding exclusive rates is 52%

Giving birth in the pandemic situation makes it even worse

Mother S gave birth to her baby 15 days ago. Baby N was born healthy & weighed 3 kg. It was an emergency ceaseran procedure because the obgyn said mother S has a low hemoglobin count even though she was dialeted for 7 cm. She did the rapid & swab test in the OR (after she's in the hospital for 12 hours) & she didn't show any sign or symptomps of COVID-19. After the baby was born, mother S & baby N was separated for 4 days even though the rapid test shown negative. While in hospital, the baby was formula fed. Mother S called me today (May 19, 2020) for 1 hour & cried because she couldn't latch her baby & she feels like she's failing as a mother.

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The formula companies also give out GUM free samples in this pandemic situation

01

They use social media like instagram/twitter/FB/whatsapp to promote the free sampling by using influencers.

02

They also give out GUM for donation & using local government access to distribute it.

Sampel Gratis



Mam dan Pap berkesempatan untuk mendapatkan Free Sample S-26 Procal 400 gram dengan mengisi data diri lengkap di bawah ini:

#CaraPintarMam Dukung Fondasi Belajar si Kecil Agar Mandiri!



Beragam #CaraPintarMam bisa dilakukan untuk menstimulasi kemandirian si Kecil. Temukan



Free Sampling by Wyeth

www.wyethnutrition.co.id/free-samples

Free Sampling by Arla Indofood

www.arlaindofood.co.id/sampling-form/

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The image shows two boxes of Arla Puregrow Organic milk powder. The left box is labeled 'Rasa Plain' and features a cartoon girl. The right box is also 'Rasa Plain' but includes a '1+' label and a cartoon boy. Both boxes mention 'KONSULTASIKAN DENGAN TENAGA KESEHATAN' and 'Berat Bersih 720g'. To the right of the boxes is a promotional graphic with the text 'Hi Moms & Dads! Mau Dapetin PUREGROW Organic GRATIS?' and a button that says 'Klik di Sini'. Below the button is a cartoon illustration of a girl and a boy with a shopping cart. At the bottom left of the graphic, it says '*S & K Berlaku'.

Hi Moms & Dads!
Mau Dapetin
PUREGROW Organic
GRATIS?

Klik di Sini

*S & K Berlaku

SUSU FORMULA

- PEDULI LAWAN CORONA -

GRATIS

Khusus Wilayah Surabaya, Gresik Sidoarjo

Bagaimana Cara Mendapatkannya → →



CARANYA

Ketik SAYA BUTUH SUSU kirim ke WA 082139707282

Kirim foto bersama keluarga dan sang buah hati, sebagai proses verifikasi

Kirim alamat lengkap

CATATAN

Susu Formula akan dikirim menggunakan jasa kurir paket

Susu merk SGM Tahap 1 Untuk usia 1-3 Tahun berat 900 Gram

100 paket pertama dikirimkan tanggal 4 Mei 2020

Free Formula 'Care for Corona' via Twitter

This account was owned by a former aid of Social Affairs Ministry of Indonesia whose now become the East Java Province Governor where the area of distribution of free GUM. He tagged some of Key Opinion Leaders (KOL) on twitter asked them to retweet the info & unfortunately some KOL did retweet it. After we gave comments on this, the next day, the profile ID changed & deleted the part stating "expert of staff to the Minister of Social Affairs".

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Chandra Dinata

@ChandraDinata90

Political Science Graduate| Founder of @UnairOrchestra| Expert of Staff to The Minister of Social Affairs

Indonesia chandradinatasite.wordpress.com

Joined December 2010

652 Following 613 Followers

Not followed by anyone you're following

Tweets

Tweets & replies

Media

Likes

Chandra Dinata @ChandraDinata... · 26m



Bang @kurawa mohon bantu RT.

Kami membagikan Susu Formula GRATIS.

Cukup WA - hindari kerumunan kami sampaikan lewat kurir, jaga martabatnya kami tdk dokumentasikan. Kawan yg dlm kondisi rentan ekonomi bs jd ada tanggungan balita kecil. Terimakasih supportnya.

SUSU FORMULA

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CARANYA

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Kirim alamat lengkap

Danone donations for West Java Province

This donation was accepted by the West Java Governor consists of:

- 2 ventilators
- 2500 boxes of 600ml bottled water equals 60.000 bottled waters.
- 30.320 boxes of formula.

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Infant formula donation 'Ramadan Series'

This is a campaign done by 'milenials' where they collect fund and distribute the money in a form of food to give out to parents who need formula. We are still trying to find out where they got the formula & to whom they are giving it to. They are using hashtag 100 can formula if you post the pic with the frame on your instagram & people donate 1 can of formula.

Sari Husada Mombassador

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01

SGM is one of the biggest formula brand in Indonesia own by Sari Husada which is part of Danone.

02

They created the Mombassador program where they recruited mothers who are active in social media to be their GUM ambassador.

03

They invited them to see their factory, held classes on nutrition & how to write content for social media. They also have bonus points as rewards.

#dancowinspiringMom by Dancow Nestle



Dancow from Nestle using mothers to hold gatherings in their community to promote their GUM product. They trained mothers as their 'cadres'.

They provided tools for the activity and & it was promoted heavily in social media platform like Instagram/FB with the hashtag: #dancowinspiringmom.

SARIHUSADA PRODUCTS

Sarihusada provide high nutrition products
for every part of your family life's journey

[Professional](#)
[Media](#)
[Consumers](#)


Breast milk is the best food for babies. Breast milk should be given exclusively during the first 6 months of baby's life and it is recommended for two-year-old children, with the appropriate complementary feeding. Infant formulas can be



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Their 0-6 & 6-12 months
infant formula
packaging

The cross promotions of the products are also heavily promoted such as milk specially designed for pregnant & lactating mothers.

Thank You!
Terima Kasih!

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AIMI

Asosiasi Ibu Menyusui Indonesia