





INDONESIA'S EFFORT TO MEET WHO RECOMMENDATION ON EXCLUSIVE BREASTFEEDING 2012-2023

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Abstract

Background: The World Health Organization (WHO) provides policy recommendations related to exclusive breastfeeding that can be adopted by UN member states. In Indonesia, the government has issued a policy to support exclusive breastfeeding based on WHO recommendations. **Objectives:** To describe effort in exclusive breastfeeding governance in Indonesia from 2012 to 2023 according to WHO recommendations. **Method:** This research uses a descriptive qualitative methodology and relies on a literature review from a variety of sources, including books, journals, articles, websites, and more, to gather information about Indonesia's efforts to meet the WHO recommendations about exclusive breastfeeding from 2012 to 2023. **Results:** It showed that there were efforts in the community due to applied policies, such as the provision of lactation rooms in public facilities, the formation of Breastfeeding Support Groups, the training of breastfeeding counselors, and the establishment of the PelanggaranKode website to continue to support the exclusive breastfeeding program. **Conclusion:** There are efforts indicating that government policies are not yet optimal. Recommendations for future research should be more specific by exploring strategies for effective advocacy and policy change to support breastfeeding, as well as evaluating the impact of global health initiatives and programs that promote breastfeeding

Keywords: *Exclusive breastfeeding, WHO, governance, effort, Indonesia*





INTRODUCTION

Exclusive breastfeeding is giving breast milk to newborn babies without any mixture of food or drink for six months to fulfill their nutritional needs (Direktorat Jenderal Pelayanan Kesehatan Republik Indonesia, 2022). Since 1980, breastfeeding has become a global issue because it is considered as the first human food security that has long-term effects. The issue of breastfeeding also supports the realization of the 17 Sustainable Development Goals because breastfeeding as the first food of newborns is the best food fulfillment to promote zero hunger and breast milk is an environmentally friendly food because it does not produce waste (European Lactation Consultants Alliance, 2020).

Globally, exclusive breastfeeding rates have increased over the past decade and reached 48%, which is close to the WHO target of 50% by 2025 (United Nations Children's Fund, 2023). In exclusive breastfeeding, Indonesia is ranked 66th out of 100 countries (World Breastfeeding Trends Initiative, 2023). The exclusive breastfeeding rate in Indonesia is increasing quite well, but the implementation of WHO recommendations related to breastfeeding is still not optimal, along with many sociocultural problems that occur such as unrestricted marketing of formula milk in Indonesia, cultural values and beliefs that affect breastfeeding, lack of knowledge and information related to breastfeeding, and myths and hoaxes that are often swallowed raw (Pratiwi, Adi, Udijono, & Martini, 2021).

WHO made several recommendations to encourage the promotion and exclusive breastfeeding at the global level, which tended to be low at the time. The long-term benefits of exclusive breastfeeding led countries to start adopting WHO recommendations for the wellbeing of their citizens. Based on this, the adoption of WHO recommendations to the national level is not only to fulfill Indonesia's commitment to global conventions, but also as a responsibility to improve the wellbeing of citizens and fulfill their health rights. Multisectoral collaboration and an integrative approach are important to create an enabling environment for breastfeeding. This multisectoral integration includes actors at the global to subnational level. Global actors include international organizations such as WHO,

as well as national and sub-national actors including governments, nongovernmental organizations, health workers, and communities, which strengthen the global partnership for sustainable development. The integration between these actors then results in policies that are implemented at the national level to the local level. It is then necessary to conduct research related to efforts that occur due to governance and policies that have been established.

METHOD

This research used a descriptive method by explaining efforts to meet WHO recommendations of exclusive breastfeeding in Indonesia from 2012 to 2023. This research analyzed Indonesia's effort to meet WHO recommendations through the lens of global governance, which consisted of substantial and behavioral efforts. This research focused on behavioral efforts on exclusive breastfeeding in Indonesia in 2012-2023. The data collection technique in this research was secondary data in the form of library research obtained through a number of existing literature and sources, such as articles, websites, journals, and various other sources that contained information on efforts in exclusive breastfeeding in Indonesia from 2012 to 2023 according to WHO recommendations. Then the data that had been collected was analyzed using qualitative techniques to find out how efforts to meet WHO recommendations of exclusive breastfeeding in Indonesia from 2012 to 2023 were made. .

RESULT

The link between the substantive and action components of governance is inseparable (Cadman, 2011). The substantive component is in the form of policies that have been established, causing action changes that occur in the community. This action occurs due to the interaction between the central government and various relevant stakeholders to issue policies that aim to encourage the promotion and exclusive breastfeeding in Indonesia based on recommendations from WHO.



Conformity between Policies and Actions in Indonesia with WHO Recommendations

WHO Recommendations	Policies	Actions
International Code of Marketing of Breast-milk Substitutes (ICMBS)	Regulation of the Minister of Health of the Republic of Indonesia No. 39 Year 2013 on Infant Formula and Other Baby Products	Establishment of Pelanggarankode.org Site
Ten Steps to Successful Breastfeeding	Regulation of the Minister of State for Women's Empowerment and Child Protection No. 3 of 2010 on the Implementation of Ten Steps to Successful Breastfeeding	Establishment of Breastfeeding Support Groups in the Community
	Government Regulation No. 33 of 2012 on Exclusive Breastfeeding	Breastfeeding Counselors Training
	Regulation of the Minister of Health of the Republic of Indonesia No. 15 of 2013 Concerning the Procedures for Providing Special Facilities for Breastfeeding and/or Expressing Breast Milk	Provision of Lactation Rooms in Public Places, Public Service Facilities, and Offices where Mothers Work
The Baby-friendly Hospital Initiative (BFHI)	Decree of the Minister of Health of the Republic of Indonesia No. 603/Menkes/SK/VII/2008 on the Implementation of the Baby-Friendly Hospital Program	Implementation of Mother and Baby Friendly Hospital
Global Strategy for Infant and Young Child Feeding	Regulation of the Minister of Health of the Republic of Indonesia No. 41 of 2014 on Balanced Nutrition Guidelines	Establishing Balanced Nutrition Guidelines for Pregnant Women and Breastfeeding Mothers
World Breastfeeding Week	Presidential Instruction No. 1 of 2017 on Healthy Living Community Movement	Dissemination of Breastfeeding Every Year Through World Breastfeeding Week

Source : Author's Summary

1. Implementation of Mother and Baby Friendly Hospital (RSSIB)

The RSSIB program is in line with WHO recommendations, The Baby-Friendly Hospital Initiative (BFHI) which provides support to health facilities with maternity services to provide universal and sustainable services (World Health Organization, 2018). BFHI is one of the efforts to reduce maternal mortality and infant mortality rates by improving the quality of services in health facilities, especially in hospitals. The implementation of RSSIB must be followed by the implementation of ten steps to protect mothers and babies in a complete and integrated manner to reduce maternal mortality and infant mortality rates. One of the efforts to implement the Mother and Baby Friendly Hospital is that hospitals are required to provide 24-hour integrated emergency maternity services that include emergency room stabilization & preparation for treatment, handling emergency cases in the action room, fast and precise operative treatment, and intensive care for mothers and babies, and high-risk pregnancy care services. (Direktorat Jenderal Bina Upaya Kesehatan RI, 2012).

RSUD Bali Mandara Won 1st Place in the 2020 RSSIB Competition



Source : (RSUD Bali Mandara, 2021)

One of the hospitals that has implemented the Mother and Baby Friendly Hospital is Bali Mandara Regional General Hospital. Winning first place in the Mother and Baby Friendly Hospital Competition in a row, Bali Mandara Hospital always strives to improve services by prioritizing patient safety (RSUD Bali

Mandara, 2021). RSUD Bali Mandara always applies the principle that healthy mothers and babies will create a bright and excellent future.

2. Provision of Lactation Rooms in Public Places, Public Service Facilities, and Offices where Mothers Work

Exclusive breastfeeding for babies is often limited because the mother has to work. Although breast milk can be expressed in the workplace, unsafe and inadequate places make mothers often lazy to do it. In order to ensure the success of the exclusive breastfeeding program and that the mother's work is no longer an obstacle, the government issued a regulation by referring to Government Regulation No. 33 Year 2012 on exclusive breastfeeding, the Regulation of the Minister of Health of the Republic of Indonesia No. 15 Year 2013 on the Procedure for Providing Special Facilities for Breastfeeding and/or Expressing Breast Milk. (Kementerian Kesehatan, 2013).

In this era of many working mothers, support in the form of regulations related to the provision of lactation rooms in workplaces and public places such as airports, terminals, train stations, shopping centers, lodging places, health care facilities, and other public facilities will be very helpful. This regulation ensures that mothers can breastfeed and express milk comfortably, with the aim of fulfilling the mother's right to breastfeed and the child's right to receive breast milk. It is hoped that employees or visitors who breastfeed will still be able to provide exclusive breastfeeding to their babies without worrying about places that are not in accordance with health standards. Female employees can also increase their productivity at work while on an exclusive breastfeeding program.

Lactation Room in Unilever Company Jakarta



Source: (Mommies Daily, 2015)

The provision of lactation room in Unilever Company fulfills the criteria or requirements of lactation room in the workplace. It is provided with a crib, a large-sized sterilizer and refrigerator for pumping breast milk, a table with drawers for changing baby diapers, carpet and pillows that are comfortable for mothers to breastfeed, and clean mineral water to ensure mothers are not dehydrated.



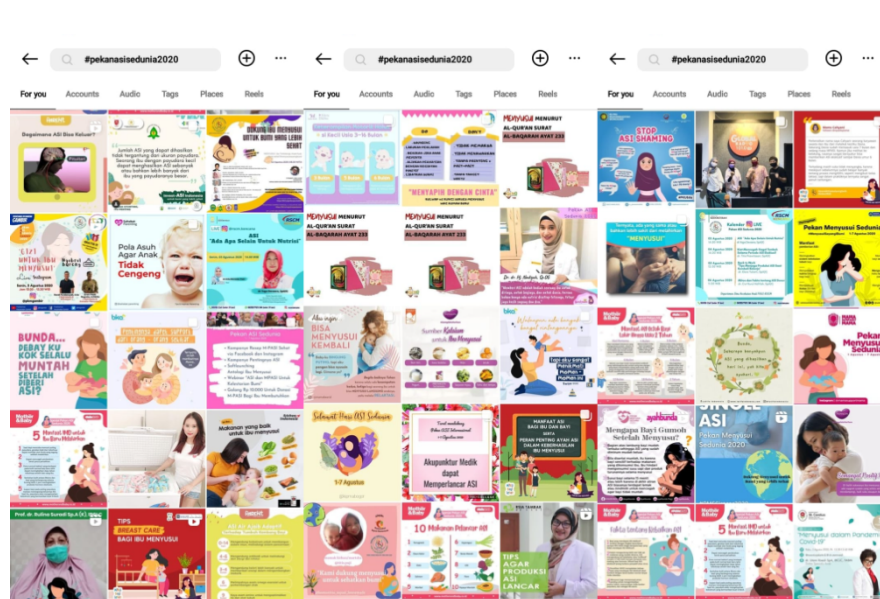
Lactation Room in Soekarno Hatta Airport

Source: X Account Angkasa Pura II

(https://twitter.com/AngkasaPura_2/status/1290951250524004358)

In public spaces, the provision of lactation rooms that meet the standards is at Soekarno Hatta Airport. Reporting from the official X account of PT Angkasa Pura II, this lactation room is a mother and child friendly facility provided by the airport to make mothers comfortable when breastfeeding or changing baby diapers. For visitors who bring babies, baby chairs and tables are provided to change baby diapers. To support the cleanliness of the lactation room, a sink with soap is provided, as well as large trash cans to dispose of baby diapers and other baby waste. The availability of sterilizers and mineral water meets the needs of airport visitors who are still actively expressing breast milk.

3. Dissemination of Breastfeeding Every Year Through World Breastfeeding Week



Instagram Uploads on World Breastfeeding World 2020

Source: <https://www.instagram.com/explore/tags/pekanasisedunia2020>

World Breastfeeding Week, which is celebrated every first week of August, is a great opportunity for many parties to campaign for information and awareness about the importance of breastfeeding, from WHO, UNICEF, the Ministry of Health, to civil society to participate in commemorating World Breastfeeding Week. Every year, social media has become a platform for many people to campaign, and World Breastfeeding Week is no exception. During this week, many organizations and individuals uploaded photos or videos with the hashtag #WorldBreastfeedingWeek with words and brief information about breastfeeding that helped educate the public. Not only online, World Breastfeeding Week is also celebrated with activities such as seminars by local health offices to raise awareness about the importance of breastfeeding babies. (Dinas Kesehatan Provinsi NTB, 2019).

4. Breastfeeding Counselors Training

To follow the WHO recommendation on the Ten Steps to Successful Breastfeeding, Breastfeeding Counselors training is conducted to fulfill the right of every mother who has just given birth to be physically and mentally assisted in providing breast milk to her baby. The Breastfeeding Counselors training can be attended by health workers, Kader Posyandu, and community

members who have a concern to support breastfeeding for babies (Pramono, 2024). Following the modules established by WHO and UNICEF, the Breastfeeding Counselors training is standardized at 40 hours. The course includes counseling techniques, breastfeeding management, nutrition information, the benefits of breastfeeding, the various help and support mothers need to breastfeed, recognizing the promotion of breast milk substitutes that may hinder breastfeeding, and learning about the rules related to breastfeeding support (Sentra Laktasi Indonesia, 2020).

5. Establishment of Breastfeeding Support Groups in the Community

Breastfeeding Support Group or KP-ASI is one of the programs that aim to improve the nutritional status of children under five. The formation of the ASI Support Group is one of the steps and efforts towards successful breastfeeding, because breastfeeding is the main thing for the health of children and mothers (Peraturan Menteri PPPA RI, 2010). Exclusive breastfeeding for the first six months of an infant's life followed by appropriate complementary feeding until the infant is two years old will reduce child mortality and morbidity and improve the child's nutritional status (Direktorat Jenderal Pelayanan Kesehatan Republik Indonesia, 2022). A child's nutritional status is affected by two things: infectious diseases and insufficient food consumption.

In addition to food consumption, sociocultural aspects such as myths and beliefs circulating in the community are also a problem in increasing nutritional problems. The existence of the ASI Support Group is being a companion for new mothers to get information and education process about proper breastfeeding, and KP-ASI is present to provide motivation and psychological support to mothers and families so as to foster the mother's confidence when breastfeeding (Dinas Kesehatan Kota Tegal, 2018). The establishment of the Breastfeeding Support Group is in line with WHO recommendations related to the Ten Steps to Successful Breastfeeding where health workers and the community must support mothers' efforts to provide exclusive breastfeeding, through moral support and emotional support.

6. Establishing Balanced Nutrition Guidelines for Pregnant Women and Breastfeeding Mothers



The nutritional needs of pregnant women and breastfeeding mothers are more as they have to meet the needs for themselves and for the development of their babies, where food consumption must be diverse but must remain balanced in proportion and quantity (Peraturan Menteri Kesehatan RI, 2014). In Indonesia, there are still many mothers whose lack of nutritional status because their food intake does not meet the nutritional needs of themselves and their babies, thus disrupting the development and growth of the fetus or baby (Dinas Kesehatan Kabupaten Kulon Progo, 2019). Not all of the nutrients that the baby needs to develop can be fulfilled by the mother's nutrient supply, hence the intake of these nutrients must be obtained from the mother's daily food consumption.

The Balanced Nutrition guidelines for pregnant women and breastfeeding mothers are in line with WHO recommendations regarding the Global Strategy for Infant and Young Child Feeding. In carrying out its duties, the Ministry of Health at the central level provides information and education to the public through posters or infographics uploaded on the Ministry of Health's official website. These infographics are then adopted by actors at the regional level to conduct direct counseling to the community, through socialization, counseling, and supported by demonstrations and practices of Balanced Nutrition.

7. Establishment of Pelanggarankode.org Site

Policies related to the promotion and marketing of infant formula and other baby products have been regulated in the Regulation of the Minister of Health of the Republic of Indonesia No. 39 Year 2013 on Infant Formula Milk and Other Baby Products. This regulation covers the use of infant formula in urgent or disaster conditions, procedures for the use of infant formula, rules for the promotion and advertising of infant formula, labeling rules for infant formula, rules for sponsorship of activities, community empowerment, recording and reporting, also guidance and supervision. (Permenkes RI No. 39 Tahun 2013, 2013). Although the policy related to formula milk have been regulated for a long time, its implementation in the field is not optimal (Pramono, 2024). This is evidenced by the large number of formula milk advertisements, offers with discounted prices to attract buyers, and direct marketing to breastfeeding

mothers through telemarketing (Pramono, 2024). Based on this, the Association of Indonesian Breastfeeding Mothers (AIMI) and Ayah ASI, established PelanggaranKode as a platform to report violations of marketing and promotion of baby products.

Supported by UNICEF Indonesia and Gerakan Kesehatan Ibu dan Anak (GKIA), PelanggaranKode effectively operates in May 2021 and was formed on the initiative of collectives who have a concern for child nutrition and health, as well as a sense of sadness about unethical promotion and marketing by the baby and child product industry. This website is a form of civil society participation to participate in overseeing the implementation of the Code and related national policies (PelanggaranKode, 2021). PelanggaranKode has received more than 1300 reports, and 1286 of them have been verified. All information provided by the reporter will be kept confidential and will be labeled anonymous. The types of violations reported to PelanggaranKode are varied, ranging from violations of advertising on social media, sponsorship or endorsement of webinar events, direct promotion through telemarketing, providing free product samples to baby mothers, promotion of baby products in public places, and others (PelanggaranKode, 2024). PelanggaranKode is a good start for the public to report violations related to baby products. The more people who are educated about this site, the more people will be aware and willing to report. All of this is a form of support so that the exclusive breastfeeding program continues to run and babies can receive the best nutritional intake without intervention from anyone (Pramono, 2024).



CONCLUSIONS

The establishment of regulations that support exclusive breastfeeding, leading to action changes in the community in the form of Establishment of Breastfeeding Support Groups in the Community, Breastfeeding Counselors Training, Provision of Lactation Rooms in Public Places, Public Service Facilities, and Offices where Mothers Work, Implementation of Mother and Baby Friendly Hospital, Establishing Balanced Nutrition Guidelines for Pregnant Women and Breastfeeding Mothers, and Dissemination of Breastfeeding Every Year Through World Breastfeeding Week indicate good policy implementation. However, the existence of the PelanggaranKode website means that the policies implemented by the government have not been optimally implemented. This actions supports the exclusive breastfeeding program well.

DECLARATION

Conflict of Interest

Author declare there is no conflict of interest in this research

Authors' Contribution

All author contribute from concept until writing draft article.

Ethical Approval

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This research was conducted independently. All costs associated with the project were covered by the researcher

Data Availability

The data supporting this research are available from the authors on reasonable request.

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