

**STATEMENT
BY THE DELEGATION OF THE REPUBLIC OF INDONESIA
ON AGENDA 17
THE 150TH SESSION OF THE WHO EXECUTIVE BOARD**

Thank you Chair,

Indonesia would like to thank the Secretariat for providing us with the comprehensive report for this agenda item.

Indonesia takes note of the report and, in accordance with resolution WHA65.6, takes note of the implementation of the comprehensive implementation plan on maternal, infant, and young child nutrition.

Our commitment has been reflected in numerous regulations related to the marketing of breastmilk substitutes and the promotion of food for infants and young children, particularly in the marketing of breastmilk substitutes. Since 2011, the Indonesian government has prohibited the marketing of breast-milk substitutes for infants under the age of one year. Infant mortality is expected to be reduced as a result of the initiative. These regulations apply not only to breastmilk substitutes, but also to other baby products that are inextricably linked to breastfeeding activities. This includes all types of milk and baby food, as well as milk bottles and pacifiers.

Various parties are currently using a variety of methods to promote breast milk substitutes, including the use of various digital platforms that are very effective in influencing mothers. Indonesia is in favor of establishing guidelines to limit the direct and digital marketing of breastmilk substitutes. To protect breastfeeding and protect the health of mothers and babies, we need to strengthen legislation, monitoring and enforcement strategies, and transnational legal frameworks. In this regard, we support a coherent international regulatory framework and would like to emphasize the importance of continuous government-private-community-media collaboration at the global, regional, national and community levels.

I thank you.

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