



# WELCOME

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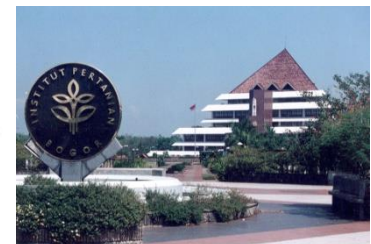
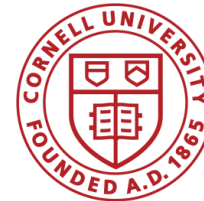
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# EXPERIENCE IN DESIMINATING THE NEW DIETARY GUIDELINES FOR INDONESIANS

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EDSA SHANGRI-LA, Manila, 27 July 2016

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2016



# EXPERIENCE IN DISSEMINATING THE NEW DIETARY GUIDELINES FOR INDONESIANS

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1. The New DGs for Indonesians
2. DGs Dissemination Tools
3. Dissemination Strategies

# 1.

## THE NEW DGs FOR INDONESIANS

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### □ Name

Gizi Seimbang (Balance Diet)



### What is New in the Indonesian new DGs:

1. Water
2. Sanitation and food safety
3. Physical activity
4. Maintain healthy body weight
5. Eat adequate fruit & more vegs
6. Limit sugar, salt & fat intake



# 1. THE NEW DGs FOR INDONESIANS

❑ **Slogan (Tag Line)**  
A strong healthy nation

❑ **Visual (Food Guide)**  
Tumpeng (Cone shape)  
Piring (plate)



## ❑ Messages

- Ten main messages
- Messages for each age group



1. Thankful and enjoy eating variety of foods
2. Eat more vegetables and enough fruit
3. Eat variety of high protein side dishes
4. Eat variety of staple foods
5. Limit intake of sweet, salty and fatty foods
6. Eat breakfast everyday
7. Drink adequate safe drinking water
8. Read label of packed foods
9. Wash hands with soap with clean waters
10. Adequate physical activity and maintain a normal weight



## 2. DGs Promotion Tools

- ☐ Booklet
- ☐ Leaflet
- ☐ Poster
- ☐ Comic
- ☐ Song
- ☐ Message board



# Balance Diet Media Competitiion

## By PEGIZI PANGAN Indonesia and MOH (2015)



- ☐ Jingle
- ☐ Song
- ☐ Video
- ☐ Games
- ☐ Small Disc
- ☐ Giant Disc





# 3. Dissemination Strategies

## ❑ Government strategy

### ➤ Online & broadcast

- Website
- TV & radio



### ➤ Offline

- Launching
- National & local workshops
- Training of cadres
- Stakeholder meetings
- Exhibitions



## ❑ Public private partnership strategy:

### ➤ Online&broadcast

- Website
- Social media
- TV & radio



### ➤ Offline

- National and local seminars
- Stakeholder meetings
- School nutrition education
- Nutrition education for teenagers
- Nutrition training for cadres
- Advertising and promotion inline with Nutrition Day, Breakfast Week, and Food day





# Nutrition Carnival & Festival







# Nutrition Games





# Creative Cooking Class, Coloring & Story Telling for Children



**Working  
together with  
private sectors  
in approaching  
celebrity, young  
leaders, women  
leaders, religio  
& local govt  
leaders**





# PPP of school nutrition education on the new Indonesia dietary guideline & healthy breakfast plus press conference



# Campaign through Media And Fun Walk & Aerobic



## Program Edukasi Gizi Energen Jangkau Puluhan Ribu Keluarga











## **4.**

# **CONCLUSIONS**

- ☐ **The new DGs for Indonesians was launched in 2014 (MOH decree no 41/2014)**
- ☐ **The dissemination tools include: Booklet, Leaflet, Poster, Jingle, Song, Games, Video, Message Boards, Small Disc, and Giant Disc**
- ☐ **The strategies to disseminate the new DGs are through Government strategy and PPP Strategy, both via offline and online**

# Thank you



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