

## Gerakan Nusantara: Improving Nutrition for Elementary School Students

A partnership between PT Frisian Flag Indonesia and Center for Nutrition and Health Studies FKM UI

### Children's Nutrition Survey in Indonesia

In 2011, Frisian Flag Global carried out Southeast Asian Nutrition Survey (SEANUTS) to find out the nutritional status of children (ages 6 months - 12 years old) in Southeast Asian countries including Indonesia<sup>1</sup>. The survey involved more than 7,200 children in 48 regions and cities in Indonesia.

Compared to other countries in Southeast Asia, the nutritional status of Indonesian children is still relatively low, where the case of stunting is still high with prevalence rate of 25.2 for urban and 39.2 for rural areas; weight and height averages are still below the standard of the WHO; Vitamin D deficiency with prevalence rate of 43 for urban and 44.2 for rural; and 70% of the children do not consume breakfast.



Happy faces of students from one of the participating schools during Gerakan Nusantara training. © Frisian Flag Indonesia 2015

### SUMMARY

*Gerakan Nusantara* is a partnership between Frisian Flag Indonesia (FFI) and Center for Nutrition and Health Studies (PKGK), Faculty of Public Health at the University of Indonesia. This partnership started in 2013, based on common concern in nutrition, particularly in addressing stunting problems in Indonesia.

The activities comprised of three groups, namely: Full Treatment, Half Treatment and Control Group. Each group consists of 10 SD (elementary school) chosen randomly each year. These groups were set up to

measure the impact of the program. The activities for Full Treatment group includes physical activities, education on nutrition, distribution of milk, teachers' training, and training for students. Half Treatment group carried out the same activities but without the training for students. Finally, the Control group only receives the activation activities in the form of physical activity and nutrition education.

During the implementation, FFI and PKGK shared roles in accordance with the competency of each organization. PKGK as an academic organization, is instrumental in the development of knowledge-attitude-practice (KAP) survey design that is good for post-program, as well as the determination of the baseline sample, data collection and analysis of the survey results. While the FFI helped facilitate a survey in five program areas including coordination with local governments. The two organizations also coordinate and cooperate in the implementation of the activities throughout the elementary schools involved.

Results achieved by the program during the year 2013 to 2015 was more than 600,000 students from 1,250 elementary schools learned about nutrition. Up to 300 teachers in 60 elementary schools in Medan, Jakarta, Bandung, Surabaya and Makassar have attended the training.

## THE PARTNERS



**PT Frisian Flag/FFI** ([www.frisianflag.com](http://www.frisianflag.com)) is a nutritious milk-based company, and a subsidiary of Royal FrieslandCampina N.V. (FrieslandCampina), in Amersfoort, Netherlands. Frisian Flag is fully owned by Zuivelcoöperatie Friesland

Campina U.A. comprises of 19,244 dairy farmers as members in the Netherlands, Germany, and Belgium. The organization is known as one of the largest dairy co-operative in the world.

Frisian Flag Indonesia was established in 1922, and has more than 2,000 employees throughout Indonesia. The company currently operates production facilities in Pasar Rebo and Ciracas, East Jakarta, with a wide portfolio of products such as liquid milk, powdered milk, and sweetened condensed milk.

In producing and distributing dairy-based products, PT Frisian Flag Indonesia not only follows national and international standards, but they also advocate to their stakeholders to continuously support holistic child development, and promote exclusive breastfeeding in accordance with the guidance of World Health Organization (WHO).

The activities of corporate social responsibility (CSR) of the company consists of three pillars under the principle of "Nourishing by Nature", namely: (1) the availability of sources for nutrition, (2) development of sustainable dairy farm, and (3) energy sustainability.



**PKGK** ([www.fkm.ui.ac.id](http://www.fkm.ui.ac.id)) is part of the Faculty of Public Health of the University of Indonesia (FKM UI). As an educational institutions, PKGK focuses on research, learning, community services and training in public health. Center for Nutrition

and Health Studies (PKGK) is founded with the purpose to: (1) increase the knowledge of decision makers in the areas of nutritional health; (2) provide up-to-date information regarding nutrition through research/learning; (3) organize training on nutrition; (4) provide community service in the area of nutrition.

To achieve its goals, PKGK conducts research activities and education in the area of health and nutrition at the national and regional level; provide consulting services on nutrition, in close collaboration with local or central governments; and organize training to reduce nutritional problems in community.

## INITIATING THE PARTNERSHIP

Initial contact between PKGK and FFI occurred in 2010. At the time FFI would like to conduct mapping on

nutritional problems in the schools within the area of Gedong village, Pasar Rebo, East Jakarta. For that purpose FFI needed technical inputs for developing survey tools and training materials on child nutrition. FFI then contacted Ahmad Syafieq, the Head of PKGK, whose institution had been well-known as one of the country's leading research organization in nutritional issues.

The following year, FFI contacted PKGK again when conducted the Southeast Asian Nutrition Survey (SEANUTS) in Indonesia. As a follow up, in 2013 FFI developed a program called Drinking Milk for Smart, Creative and Active Kids Indonesia or *Gerakan Nusantara*. For its implementation, in 2014 FFI again invited PKGK as resource expert and its implementing partner.

## IMPLEMENTING THE PARTNERSHIP

*Gerakan Nusantara* was launched in 2013 and ended in 2015. It had been critical for FFI to discuss the program with officials at the Directorate General of Primary Education, Ministry of Education and Culture before running the program. Out of this discussion FFI received a list of recommended elementary schools, which were also priority schools of the Ministry. Therefore, the interests of both the Ministry and FFI were reflected in the schools being chosen. In the end, the result should significantly improve the quality of the participating schools.

As a follow up of the discussion with the Ministry of Education, FFI met with the district education office in 5 target areas of Medan, Jakarta, Bandung, Surabaya, and Makassar. PKGK team then took over the process by conducting "knowledge, attitude, and practices" survey to evaluate the commitment of target schools, and to select participating schools. PKGK took advantage of its vast network in recruiting nutrition science students from local universities.

FFI conducted the program in year-long stages. During the first year (2013), FFI run the "activation" stage toward 250 elementary schools, with a total number of 117,000 students. During this stage, the students received brief explanation on nutrition and health, including a simplified Balanced Diet Chart, the importance of drinking milk, physical exercise, and healthy snacks. The briefings were conducted by senior level nutrition science majors of local universities. Moreover, FFI also renovated 10 school canteens, which need facilities improvement, including new chairs, tables, display racks, drainpipe, and clean water. This "activation" was conducted twice a year for each of the elementary school.

In 2014, FFI conducted "activation" again in 500 different schools with nearly 250,000 students. The difference with previous "activation" was that it was only conducted once during this year for each of the school.



Students doing physical exercise during *Gerakan Nusantara* training. © Frisian Flag Indonesia 2015

In this second year, FFI had started to incorporate impact assessment through special intervention activities. FFI let PKGK to be the one that designed the so-called “treatment intervention”.

PKGK then randomly selected 30 elementary schools, and grouped them into three categories of interventions: (1) Full Treatment intervention group, (2) Half Treatment, and (3) Control Group. Each group comprised of 10 schools. The goal was to make a comparative impacts among the schools that received full treatment, half treatment, and no treatment (control group).

The schools in Full Treatment category received comprehensive intervention: “activation” by FFI, training for teachers and students. Training materials consisted of the sources and benefits of nutritious meals (protein, fat, carbohydrates); the right amount of consuming staple food, fruits, vegetables, meat; the need for hydration, milk; frequency and duration of physical exercise; and healthy snacks.

For teachers’ training, PKGK selected 5 teachers from each school: grade 4 and 5 teacher, physical education teacher, science teacher, and School Health Unit teacher. The training material included an advanced knowledge of child’s nutrition, and how to fill in the teachers’ workbook. These participants had gone through selection process by FFI’s CSR and PKGK teams, and also based on their availability and commitment to participate in follow-up activities. 150 teachers from 30 schools participated in training for every Sunday during a period of three months.

After the training, the teachers then shared their newly gained knowledge to their students. As a toolkit, the teachers used their workbooks to guide them in sharing the knowledge and outdoor activities. The workbook is basically a teacher’s journal recording everything that

they teach to the students. This workbook would become a monitoring tool for PKGK regarding all activities in the schools.

All participating teachers were required to submit their workbooks to PKGK team for monitoring. This was done every week from “pre-test” to “post-test” during a period of three months. Those workbooks were carefully evaluated in order to monitor whether the teachers had provided the right information in the correct way, including frequently asked questions (FAQ).

At the same time, a selected number of students also received training materials on Saturdays and Sundays during the same period of time. They trained the students more advanced topics compared to those shared during “activation”. After the training, the students were required to disseminate their newly acquired knowledge to their peers and parents. This training had reached 1,800 students from 30 elementary schools. Every student received a Student Workbook to record all physical activities, dietary habits, and food consumption during the activities.

The Half Treatment intervention group had to conduct similar activities as those of the Full Treatment one, but without the students’ training. Therefore, all participating schools conducted “activation” stage, teachers’ training, education on nutrition by the teachers, teacher’s workbook, and student’s workbook. While the participating schools in the Control group only received “activation” only.

In 2015, similar intervention model was implemented in a new group of 501 elementary schools. After one year, PKGK together with FFI evaluated the project through focus group discussion (FGD) that comprised of teachers and parents. The objective was to get inputs on the project and to understand what benefits it had generated.

Basically the division of work between the two partners was based on each competence and expertise. PKGK developed the plan for knowledge-attitude-practice (KAP) survey, prepared the education materials, developed the research tools, conducted the survey, teachers’ training, students’ training, pre-test and post-test, and monthly monitoring.

FFI provided inputs for the KAP survey, facilitated the coordination with central and local governments for the selection of the schools, and provided resource persons for teachers’ training. FFI also conducted “activation” in the schools and participated in the pre-test and post-test, which included monitoring. PKGK and FFI carried out public dissemination on *Gerakan Nusantara* program in order to increase awareness on the importance of improving child nutrition for their future.

## RESULTS

This program targeted students and teachers at 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> grades, as well as their parents. Between 2013 and 2015, more than 619,200 students and 300 teachers from 1,251 elementary schools received training sessions on nutrition. Furthermore, this program also included renovation of 31 school canteens, which received new chairs, tables, display racks, drainpipe facilities, and clean water.

The level of understanding about nutrition among students and teachers apparently had increased. Several schools had started to implement healthier dietary habits by persuading the students to bring their own lunch boxes. The expectation was that they would also urge their families to have nutritious diet at home.

## CHALLENGES AND LESSONS LEARNED

FFI and PKGK faced some difficulties when they organized teachers' training. The biggest challenge was recruiting participants. The main reason was that teachers were too occupied with their work at school. That's why the training had to be conducted on Sundays for three whole months. Another incentive would be training certificates that were provided by FFI for the participating teachers.

Another challenging factor for the program, which utilized a "one size fits all" approach, would be the

different levels of understanding among the teachers. A new solution should be part of the planning for the next program.

The success of this program is driven by commitments of all stakeholders: school principals, teachers, and parents. Moreover, local governments should be involved to provide regulatory support for the sustainability of the program.

The other important factor for the success of this partnership is the openness and equality in doing partnership. Both organizations look to their strength and advantages; and work together according to their expertise. Both partners have built good communication and willingness to collaborate since preparation stage until implementation and evaluation. This discussion is done openly so each partner can understand each jobs and roles.

## PLANS AND EXPECTATION

FFI and PKGK have planned to develop activities targeted at parents to be more actively involved, and local governments to be more supportive in the improvement of children's nutrition. The involvement of local governments and other partners is crucial for the sustainability of the program.

### Footnote

- i. Stunting is reduced growth rate in human development.

### References

1. S Sandjaja. (2013, September). "Food Consumption and Nutritional and Biochemical Status of 0.5-12-year-old Indonesian Children: The SEANUTS Study." (P. Calder, Ed.) British Journal of Nutrition, 110(3), 11-20.

### About this Case Study

This is one in a series of case studies based on presentations by partners at sessions of the HBRI Partnership Forum. HBRI is an activity of CCPHI, a project funded by Ford Foundation.

This case study is based on the presentation of Andrew F. Saputro, Head of Corporate Affairs, FFI and Ahmad Syafiq, Head of PKGK at the 29th session of the HBRI Partnership Forum. Dian Rosdiana preparing this study in consultation with FFI and PKGK.

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