

## The 3<sup>rd</sup> FP/RH Roundtable Summary Notes “Healthy Children Kiosk”

A Partnership between Sarihusada and Masyarakat Mandiri

Wednesday, 24 September 2014, 9AM-12AM

### The Partnership Program

Sarihusada and Masyarakat Mandiri Dompot Dhuafa (hereinafter referred to as Masyarakat Mandiri) work in partnership to implement Healthy Children Kiosk (*Warung Anak Sehat* - WAS) as part of Sarihusada’s education program *Ayo Melek Gizi*. The objective of the program is to reduce child malnutrition (stunting and wasting) by changing the snacking habit from unhealthy food to healthy food ingredients which is crucial for the first 1,000 days of child development and at the same time have an impact in improving family’s income as well. Mothers with malnourished children are the main beneficiaries of this behavior change movement.

WAS program is implemented in two stages. The first stage, (2011 – 2012) was to build 85 WAS in Jakarta, Banten, West Java and West Nusa Tenggara. Based on the evaluation from the first stage, the program was then continued to the second stage in the period of 2013 to 2015, in Jakarta, Bogor, Tangerang and Bekasi (Jabodetabek), engaging Alfamart, a chain retail shops, also one of the largest distributors of Sarihusada.



WAS Program has trained more than 1,300 mothers on healthy and nutritious food for children. © Sarihusada, 2014

The WAS-II program began its activities by identifying the mothers with malnourished children who live around Alfamart area. The mothers who are known as Mother WAS or IWAS then received trainings on child nutrition and micro-credit as an investment to open small kiosk to sell fresh home-made and healthy snack or industrial processed food products that are considered healthy for children. After the training, IWAS can open a snack kiosk in front of Alfamart. Fresh snacks sold in the kiosk are using the WAS healthy recipes with less sugar and oil. While selling healthy snacks, IWAS also shared the knowledge and information about nutrition and balanced diet to customers (other housewives).

This partnership model among Sarihusada, Masyarakat Mandiri and Alfamart is mutually beneficial (win-win partnerships) and sustainable. Each partner benefits from the program, and the program was built on core competency of each organization. Sarihusada provides guidance on nutrition (micro and macro nutrients); Masyarakat Mandiri provides training activities of IWAS, micro credit and business coaching regularly through monitoring activities; while Alfamart provides space and access to consumers.

The benefits for each organization are: (1) IWAS can gather new customers from the Alfamart’s visitors, (2) Alfamart can provide additional services and contribute to the economic empowerment for local people, and; (3) for Sarihusada, the partnership contributes positive impact for its overall company value chain (suppliers, distributors and customers).

The keys to the successful programs relied in the recruitment of IWAS based on their commitment to continue the business; partner's ability to provide proper and rapid mentoring and technical assistance to IWAS in scattered locations; and the use of targeted marketing media and education tools to help IWAS promote their kiosks properly.

During its first year (WAS-II), the program has successfully created new business for 55 IWAS; IWAS earned a minimum of Rp. 30,000 daily profit and a minimum of Rp. 150,000 daily turnover; increased knowledge of 1,361 mothers through training, and increased level of awareness for 3,076 family members on nutrition through educational sessions.

### **About Roundtable of Family Planning/Reproductive Health (FP/RH)**

FP/RH Discussion was initiated in February 2014 and held every three months as a forum to exchange information and experience on the FP/RH issues among organizations in Indonesia. This Roundtable is a collaboration between CCPHI and Yayasan Cipta Cara Padu (YCCP). CCPHI is a nonprofit organization that promotes and facilitates partnerships among companies, Non-Governmental Organizations (NGOs) and local governments for a healthy and sustainable communities. YCCP is an organization that focuses on policy advocacy, community development, sanitation and environment cleanliness that aims to promote a hygiene and healthy lifestyle.

The 3rd Roundtable of Family Planning/Reproductive Health (FP/RH) was attended by 30 participants from 6 companies, 5 NGOs, 2 donor agencies. Arif Mujahidin (Head of Corporate Affairs – Sarihusada) gave welcome remarks and Inne Silviane, Executive Director of YCCP was the moderator for the discussion.

Jehanne Fabre, Public Private Partnerships Manager of Sarihusada and Munipah, WAS Project Leader Masyarakat Mandiri presented their partnership. Sarihusada is a company which produces various nutritious products for mothers and children in Indonesia ([www.sarihusada.co.id/](http://www.sarihusada.co.id/)) and Masyarakat Mandiri is an organization of Dompot Dhuafa that aims to reduce poverty through various economic empowerment programs for rural, urban and migrant worker communities ([www.masyarakatmandiri.co.id/](http://www.masyarakatmandiri.co.id/)).

Summary notes of the meetings can be accessed at [www.ccphi.org](http://www.ccphi.org). The 4th FP/RH Roundtable will be held in February 2015. If you need the attendance list, please contact [admin@ccphi.org](mailto:admin@ccphi.org).