



SEATCA

SOUTHEAST ASIA TOBACCO CONTROL ALLIANCE

1 December 2011

Dr. Endang Rahayu Sedyaningsih, MPH, DR.PH
Minister of Health
Ministry of Health
JI HR. Rasuna Said Blok X.5 Kav. 4-9
Jakarta 12950, Indonesia

Dear Dr Endang Sedyaningsih,

RE: Full Support for Strong RPP

We are encouraged by the Ministry of Health's commitment to tobacco control and in moving the Government Regulation on tobacco control (RPP) forward. We noted that Indonesia represented the ASEAN region in delivering the speech at the recent High Level Meeting on NCD in New York and the speech made strong reference to tobacco control. Based on Indonesia's agreement to implement the AFPTC (ASEAN Focal Points on Tobacco Control) Biannual Work plan, we are confident that Indonesia will formulate tobacco control measures that are consistent and on-par with the ASEAN region.

For example on graphic health warnings on cigarette packs, the regional standard is:

Brunei: 50%/50% (will change to 75%/75% in January 2012)
Malaysia: 40%/60%
Singapore: 50%/50%
Thailand: 55%/55%

Indonesian companies (PT HM Sampoerna, PT Gudang Garam and PT Djarum) are producing packs in Indonesia and exporting them to these countries according to the large graphic warning size as required. We are eagerly waiting to see Indonesia become No. 5 country in the ASEAN to adopt graphic health warnings soon. We hope the RPP will not short-change the Indonesian public with smaller warning size than the other ASEAN countries.

The recent Constitutional Court ruling on the graphic health warning is an excellent outcome to support the RPP by including graphic health warnings on cigarette packs that are large and effective. These graphic illustrations are much needed to warn the public, 65 million smokers and children alike on the many hazards of smoking including its addictive nature as enshrined in the Health Law.

It is now two years since the Health Law was passed and the public health community is eagerly waiting for the President of Indonesia to approve the Government Regulations before the year ends. We hope that you will be able to expedite the process with the Cabinet.

If there is anything we can do to assist you from the region, please feel free to contact us.

Once again we wish you success in your efforts and we give you our full support to adopt the RPP.

Sincerely,

Ms. Bungon Ritthiphakdee
Director

cc.

Mr. Gita Irawan Wirjawan, Minister of Trade

Mr. Amir Syamsudin, Minister of Justice and Human Rights

Mr. Mohamad S Hidayat, Minister of Industry