



ETHICAL GUIDELINES (CODE OF CONDUCT) FOR CIVIL SERVANTS IN TOBACCO CONTROL

PURPOSE AND SCOPE

Tobacco use is one of the major public health issues in Indonesia that threatens human and social development. The government, including civil servants, who provide public services to people, has a significant role to protect public health and to maintain integrity above other interests, including the industry's. This guideline provides a code of conduct for civil servants to prevent any potential collaboration and interaction with the tobacco industry, to ensure integrity and transparency, and to support stronger tobacco control measures. It applies to all civil servants at the subnational level and also recommends applying such code of conduct to all civil servants at national level ministries, government bodies, and institutions.

CODE OF CONDUCT

Civil servants have a moral and professional duty to uphold integrity and to avoid conflicts of interest—whether personal, group-based, or institutional. This Code of Conduct is grounded in four core principles that all civil servants must uphold:

- There is an inherent and irreconcilable conflict of interest between the tobacco industry and public health policy.
- All partnership offers from the tobacco industry must be rejected, as they contradict public health interests.
- The state must require the tobacco industry and its affiliates to act transparently and accountably in all interactions and communications with civil servants.
- Because tobacco products cause death, the tobacco industry must be subject to strict oversight by the government and civil servants at both national and subnational levels.

Based on these principles, the guideline further elaborates the Code of Conduct for civil servants by outlining practical measures to prevent or minimize conflicts of interest with the tobacco industry, particularly in situations where interaction is unavoidable or required as part of their official duties.

1. Non-engagement Principal

- Civil servants are prohibited from engaging with or building relationships with the tobacco industry that could influence the adoption or implementation of tobacco control policies. When interaction is unavoidable, it must be fully transparent and properly documented.

2. Prohibition on TI partnerships

- All forms of partnership with the tobacco industry or its representatives must be avoided. This includes entering into legal agreements, receiving financial or other support for policy development, accepting industry-initiated rules, or collaborating in any activities related to the development or implementation of tobacco control regulations.



ETHICAL GUIDELINES (CODE OF CONDUCT) FOR CIVIL SERVANTS IN TOBACCO CONTROL

3. Conflict of Interest Prohibition

- Civil servants must avoid any conflict of interest with the tobacco industry. They are required to declare any associations, involvement, or past or present relationships with the industry. This includes cases where civil servants or their family members are involved in tobacco-related activities, have received contributions from the tobacco industry (e.g., for research), or intend to engage in tobacco industry activities within one year after leaving public service.

4. Ban on gifts, donations, sponsorship, and denormalise CSR

- Government agencies and civil servants must not accept any form of support or funding from the tobacco industry or its representatives. This includes financial and non-financial sponsorships, direct or indirect promotion of tobacco industry products or brands, and contributions to government programmes such as youth smoking prevention or scholarships, which may serve to normalise the industry's corporate social responsibility (CSR) activities.

5. Transparency and accountability

- When interaction with the tobacco industry or its representatives is unavoidable—for example, as part of regulatory duties—it must be conducted transparently, attended by at least two officials, and thoroughly documented. Email communication must also be recorded, with copies shared with relevant officials. Civil servants must decline any informal or additional meetings proposed by the industry. All information received from the tobacco industry should be carefully reviewed to prevent misinformation.

6. Monitoring and avoiding Special Treatment

- Civil servants in ministries, state bodies, institutions, and subnational governments must report any attempts by the tobacco industry to provide contributions. The industry must not receive special treatment in taxation or any policy that grants it incentives, privileges, or benefits. Government entities must not grant awards or recognition to the tobacco industry and must avoid participation in collaborations where other parties serve as representatives of the tobacco industry.

PUBLIC COMMUNICATION AND COMMITMENTS

This guideline is authorised by the Ministry of Home Affairs, Republic of Indonesia. It has been officially launched at the Annual Meeting jointly organized by the Ministry of Home Affairs and the Association of Indonesia Subnational Health Authorities (ADINKES) in Surakarta on 21 October 2025. The Ministry of Home Affairs acknowledges the strong support and active engagement of ADINKES in the adoption and dissemination of this guideline at the subnational levels. The guideline has also been distributed through tobacco control networks and should be emphasized in outreach efforts with subnational governments, from the provincial level down to cities, districts, and sub-districts.