



NUTRITION ROADSHOWS 2.0



Nutrition and Physical Activity Communication on Social Media: Experiences from NSM Nutrition Roadshows 2.0 and Nutrition Month Malaysia

By

Dr Roseline Yap Wai Kuan

Nutrition Society of Malaysia

Outline

- ❖ Overview of Nutrition Promotion Programmes on social media
 - NSM Roadshows 2.0
 - Nutrition Month Malaysia
- ❖ Pros and Cons of social media in nutrition promotion
- ❖ DOs for nutrition/physical activity communication via social media
 - Tips for social media posts
- ❖ Multiple approaches to increase visibility

NSM Nutrition Roadshows 2.0

A nutrition promotion programme on healthy eating and active living for Malaysians initiated by **Nutrition Society of Malaysia (NSM)**, a non-profit professional organisation.

Mission:
**To Improve Nutritional Wellbeing
of Malaysians**



"Improving lives through Nutrition"
NSM Roadshows 2.0: Nutrition Promotion Programme
<http://www.nutriweb.org.my/>



Like & Follow us on FB & IG!
nsmnutritionroadshows2



Initiated in 2020



"Improving lives through Nutrition"
NSM Roadshows 2.0: Nutrition Promotion Programme



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www.nutriweb.org.my

OBJECTIVES:

to inspire and empower the community with the knowledge and skills to practise healthy eating and active living

to foster community awareness on the importance of assessing their nutritional status regularly

to serve as capacity building and partnership platform for nutritionists in promoting optimal nutritional well-being of Malaysians

APPROACH (1):



BEFORE COVID-19 pandemic: **Community Outreach Roadshows**

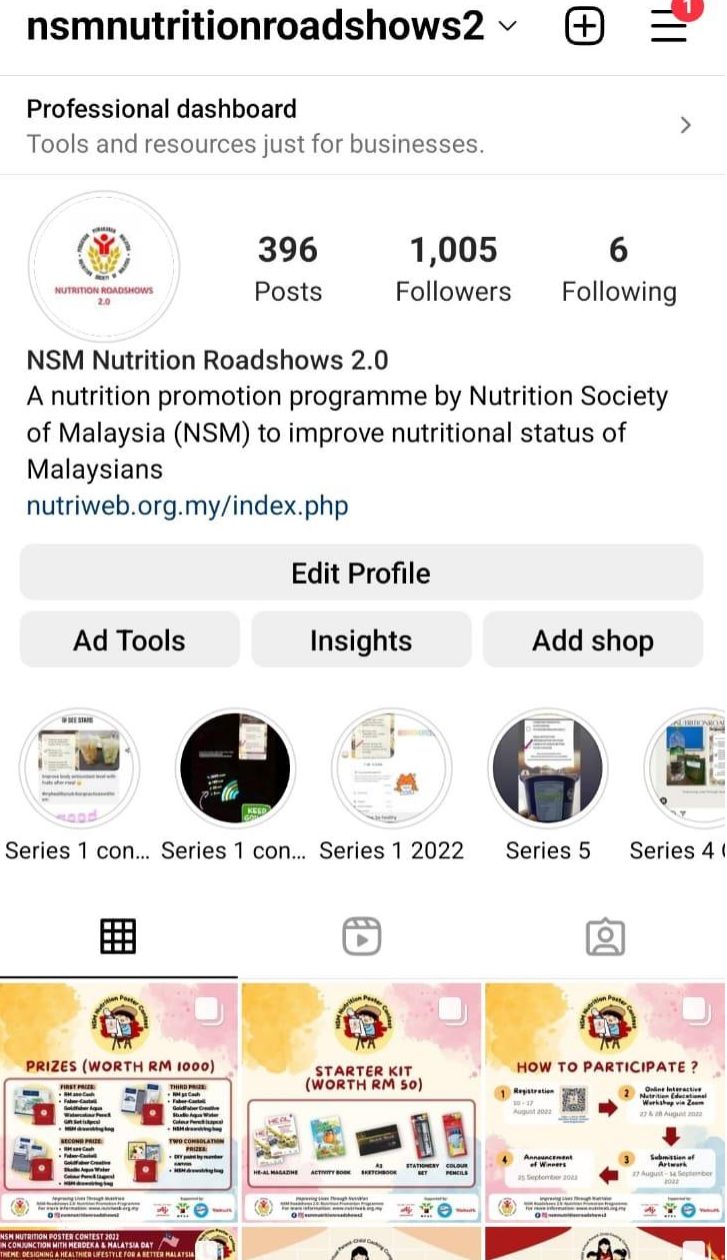
- Nutrition screening, nutrition consultation, cooking demonstration
- Partnership with government, non-profit organisations, and private sector: Rotary Club, InBody
- Volunteers involvement: freelance nutritionists, state nutritionists, postgraduate nutrition students



APPROACH (2):

DURING COVID-19 pandemic: **Online Nutrition Promotion**

- a platform to share nutrition information on healthy eating and active living via social media, Fb and Ig
- To combat health threats, including COVID-19 and chronic diseases such as heart disease, diabetes and cancers.



Online Activities during COVID-19 pandemic

Disseminate nutrition information

Share healthy recipes

Conduct special events in promoting healthy eating and active living



NSM Roadshows 2.0: Online Nutrition Promotion Activities during COVID-19 pandemic (1)

- Disseminate nutrition information

Speak To A Nutritionist



SPEAK TO A NUTRITIONIST SESSION FB LIVE!

HEALTHY NUTRITION TO FIGHT COVID-19 AND MUCH MORE!



Guest Nutritionist
Dr Tee E Siong
President
Nutrition Society of Malaysia (NSM)



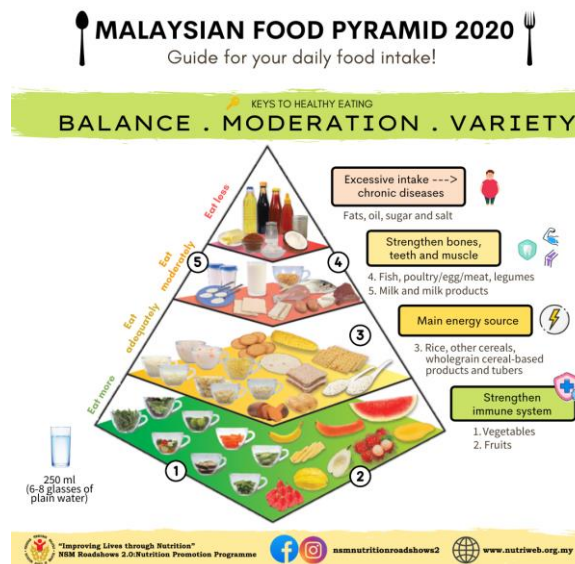
Moderator
Dr Roseline Yap
Nutritionist
Hon. Treasurer, NSM



Moderator
Ms. Lee Zhi Ling
Nutritionist
Member, NSM

What is the link between nutrition and COVID-19 ?

Nutrition Educational Post



NutriFun Quiz

NUTRIFUN QUIZ FOR HARI RAYA AIDILFITRI

What food is this?
Made from pieces of meat pricked on coconut/bamboo skewers and roasted using charcoal fire. Commonly served with onion and cucumber, ketupat nasi or nasi himpit and peanut-based sauces.

S _ T _ V

Nutrition tip
Eat in moderate quantities with a small amount of sauce intake as it is high in calories. Instead, increase portions of vegetable intake.

Ask A Nutritionist

Ask A Nutritionist

EXPERT Q&A

Exercise for Older adults

TOPIC 8

For older adults, I always recommend **walking** and make sure they have **companionship** when they are exercising. **Stretching** and yoga will be great but with the help of a qualified instructor/trainer.

Question
Any exercise recommendations for **older adults**?



Assoc Prof
Dr Mahenderan Appukutty
Vice President
Nutrition Society of Malaysia

NutriQuote

"Give babies the best food in the world - support breastfeeding. Every father can do it"



Mr. Ng Chee Kai
Nutritionist,
Selangor State Health Department,
Ministry of Health, Malaysia
Life Member, Nutrition Society of Malaysia

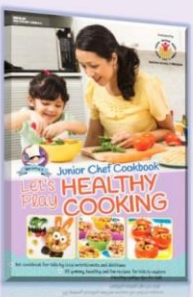


NSM Roadshows 2.0: Online Nutrition Promotion Activities during COVID-19 pandemic (3)

- Conduct special events in promoting healthy eating and active living
- **NSM Recipe Books Giveaway 2020**
 - August – September
- **NSM Virtual Fun Run/Walk 2020**
 - November – December


NSM RECIPE BOOKS GIVEAWAY

JOIN THIS EVENT & GET THIS RECIPE BOOK TODAY



Junior Chef Cookbook is the 1st cookbook for kids by local nutritionists and dietitians. This book consists of 35 yummy, healthy and fun recipes for kids to explore and healthy eating tips for kids. Junior Chef Cookbook is an English language book.

**while stocks last*



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NSM RECIPE BOOKS GIVEAWAY (26TH AUGUST TO 10TH OCTOBER 2020)



Thank you for your participation

"Improving lives through nutrition"
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<http://www.nutriweb.org.my/>

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NSM Virtual Fun Run/Walk 2020 Entitlements

FREE for First 100 participants

Let's Move Be Active!



1. NSM Educational Materials on Nutrition
2. Sports Bottle
3. E-certificate

"Improving Lives Through Nutrition"
NSM Roadshows 2.0: Nutrition Promotion Programme
For more information: www.nutriweb.org.my

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NSM VIRTUAL FUN RUN/WALK 2020 (13RD NOV TO 17TH DEC 2020) (8km)



Thank you for your participation

We love the gifts!

completed another fun free virtual walk organised by @nsmnutritionroadshows2 @nutritionsofmalaysia #nsm #nsmnutritionroadshows2 #nsmvirtualfunrunwalk2020 for the rice drinking bottle in health magazines... tq kak to introduce this walk. nsmnutritionroadshows2 You're welcome!

"Improving lives through nutrition"
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LET'S SET HEALTHY NUTRITION GOALS AND PRACTISE THEM!

DON'T MISS IT! Participate in this special activity and win attractive prizes through lucky draw!



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CHECKLIST MY HEALTHY NUTRITION GOALS TO PRACTISE

- ☐ EAT FRUITS AND VEGETABLES OF AT LEAST TWO DIFFERENT COLOURS DAILY
- ☐ TRY HEALTHIER RECIPES AVAILABLE IN NSM NUTRITION ROADSHOWS 2.0
- ☐ PERFORM MUSCLE-STRENGTHENING ACTIVITIES AT LEAST 2 DAYS IN A WEEK

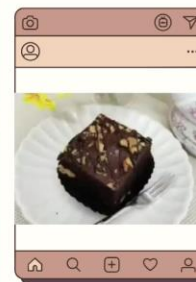
#InvestinHealthyNutrition
#MyHealthyNutritionPracticeswithNSM

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HEALTHY NUTRITION GOALS AND PRACTICES ACTIVITY SERIES 3

SPECIAL PRIZE WINNERS

Most number of *Submissions*



@shaohui1229



@amazing.lisa.liza



@sarina.sariman

Congratulations!

#InvestinHealthyNutrition
#MyHealthyNutritionPracticeswithNSM

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HEALTHY NUTRITION GOALS AND PRACTICES ACTIVITY SERIES 3

NUTRITION PRACTICES PARTICIPATION

@ainaadi
@asyiqinnrlnsynmrf
@chanvinzie
@dietitian_jiehui
@hakuna_matata1809
@jiayingss
@kidobearowo
@kievinchan

Leanne Tan
@roseypaw
@shobie_10
Sujeethira Sree Kumar
@suyinnutrition
@thivvya_tracyny
@willeawiw
@yaching0903

Thank you for your participation!

#InvestinHealthyNutrition
#MyHealthyNutritionPracticeswithNSM

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NSM Roadshows 2.0: Online Nutrition Promotion Activities during COVID-19 pandemic (3)

- Conduct special activities in promoting healthy eating and active living
- **Healthy Nutrition Goals and Practices with NSM 2021**

NSM Roadshows 2.0: Online Nutrition Promotion Activities during COVID-19 pandemic (3)

- Conduct special events in promoting healthy eating and active living
- **NSM Virtual Parent-Child Cooking Workshop 2021 via GoToMeeting**

Quality time with kids!


NSM School Holiday Activity
Virtual Parent-Child Cooking Workshop 1
Let's Cook Healthy Meals at Home

Join and experience a **FUN** and **EDUCATIONAL** healthy cooking workshop for you and your kids:

- Learn how to prepare healthy meals
- Nutrition lesson by our nutritionists via **Virtual Platform**
- Conducted in **English** language
- Open to children aged **7-10 years old**
- Fees: **RM30** which includes **Starter Kit** comprising of aprons, utensils and recipe books
- **E-certificate** will be provided

Featured Recipes

- Bread Sushi
- Layered Fruity Pots



Date and time: 3 April 2021, Saturday at 10-11:30 am
Limited to **ONLY five (5)** Paired Parent-Child



NSM Roadshows 2.0: Online Nutrition Promotion Activities during COVID-19 pandemic (3)

- Conduct special events in promoting healthy eating and active living
 - **NSM Virtual Parent-Child Cooking Competition 2021**
 - June – August
 - in conjunction with the 1st anniversary of NSM Roadshows 2.0
 - **NSM Virtual Family Fun Run/Walk 2021**
 - November – December



Final Report

Organised by:
Management Team of
NSM Nutrition Roadshows 2.0

Sponsored by:
Yakult

Written by:
Ang Zheng Feng, Chong Wan Yi, Gan San Qin and Scott David Hastie

Programme Impact

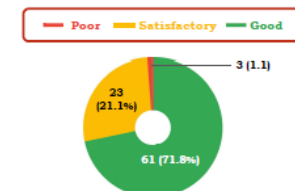
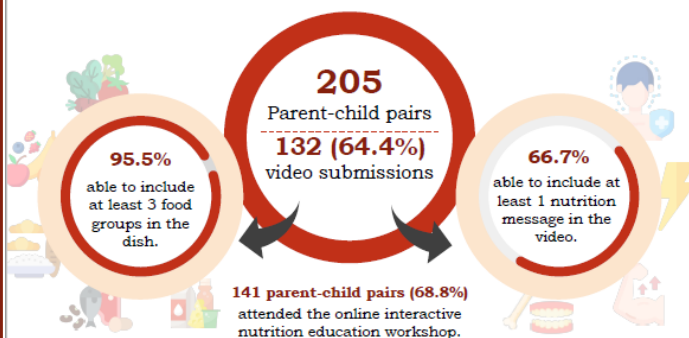


Figure 10: Overall experience (n=87)

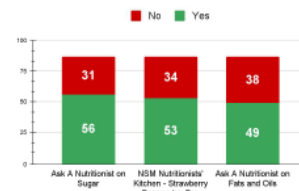
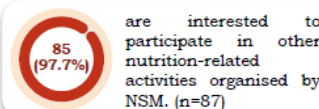
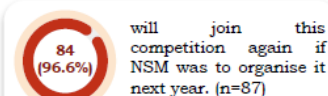


Figure 11: Participation in special online activities (n=87)



Are you ready?



5 November - 3 December 2021

COMING SOON

Early Bird Registration: 31 October 2021 at 9:00am. Limited to FIRST 50!
Normal Rate Registration: 1-15 November 2021.

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[f](https://www.facebook.com/nsmnutritionroadshows2) [i](https://www.instagram.com/nsmnutritionroadshows2) [y](https://www.youtube.com/nsmnutritionroadshows2)

Supported by:
Yakult

VIRTUAL EDUCATIONAL WORKSHOP

BENGKEL PENDIDIKAN DALAM TALIAN

5 November - 3 December 2021
5 November - 3 December 2021

Topic: Nutrition for Exercise
Topik: Pemakanan untuk Senaman

SPEAKERS
Penceramah-penceramah

Dr. Wong Jyh Elin
Nutritionist/Asst. Hon. Secretary,
Nutrition Society of Malaysia
Nutrisiologi/Penasihat Setiausaha Agung,
Persatuan Pemakanan Malaysia

Ms. Liew Qing
Public Relations & Science Supervisor,
Yakult (Malaysia)
Perhubungan Awam dan Penyelaja Sains,
Yakult (Malaysia)

ZUMBA INSTRUCTOR
Jurulatih Zumba

Mr. Chan Kai Sze
Nutritionist and
Certified Group Fitness Instructor
Nutrisiologi dan Jurulatih
Kecergasan bertauliah

Saturday,
20 November 2021
Sabtu, 20 November 2021
4:00-5:30PM

ONLY FOR REGISTERED PARTICIPANTS OF
NSM VIRTUAL FAMILY FUN RUN/WALK 2021

Hanya untuk peserta berdaftar bagi NSM Virtual Family Fun Run/Walk 2021

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ENERGISING YOGA CLASS

Kelas Yoga

SUITABLE FOR BEGINNERS
including CHILDREN
Sesuai untuk semua peringkat umur
termasuk kanak-kanak

5 November - 3 December 2021
5 November - 3 December 2021

Sunday, 21 November 2021
Ahad, 21 November 2021
4:00-5:30PM

Virtual
(dalam talian)

MARK THE DATE!
INGAT TARIKH INI!

Sheriza @surrenderandfeel
Certified Yoga Teacher
Guru Yoga bertauliah

ONLY FOR REGISTERED PARTICIPANTS OF
NSM VIRTUAL FAMILY FUN RUN/WALK 2021

Hanya untuk peserta berdaftar bagi NSM Virtual Family Fun Run/Walk 2021

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NSM Roadshows 2.0: Online Nutrition Promotion Activities during COVID-19 pandemic (3)

- Conduct special events in promoting healthy eating and active living
 - **NSM Virtual Parent-Child Cooking Competition 2022**
 - May – August
 - **NSM Nutrition Poster Contest 2022**
 - August – September



Nutrition Month Malaysia programme (NMM)



since 2002

- Country's non-profit premier nutrition education initiative led by three leading professional bodies:



Nutrition Society of Malaysia



Malaysian Dietitians' Association



Malaysian Society of Body Composition

- Receives support from the Nutrition Division of the Ministry of Health Malaysia (MOH)
 - Conducted with support of educational grant from private companies

Nutrition Month Malaysia programme (NMM)

- The programme is an ideal **complement to the Ministry of Health's efforts in preventing chronic diet-related** diseases such as obesity, heart diseases, and diabetes
- NMM **disseminates unbiased and practical nutrition information to the nation** with the aim to **promote and create greater awareness on the importance of healthy eating and active living**, and reduce the prevalence of chronic diet-related diseases amongst the nation

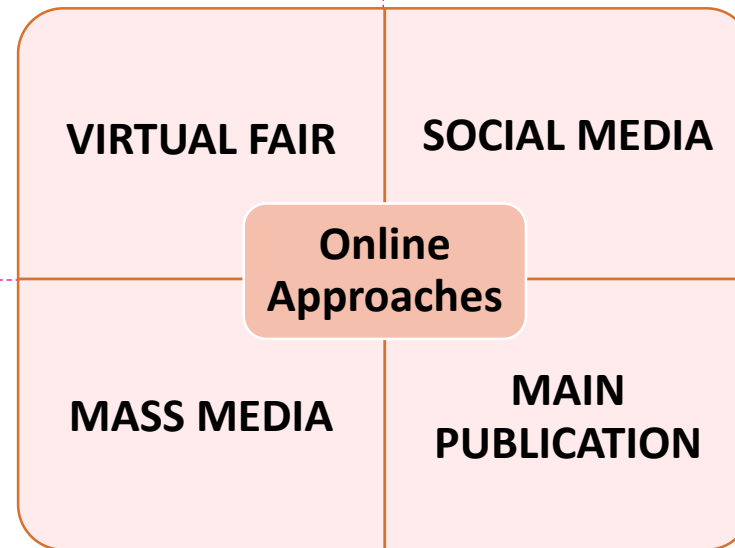
This annual initiative is observed every year with a different theme:

2021: Nutrition – The Key to Combating Health Threats	2011: Let's Create Healthier Families
2020: Invest in Healthy Nutrition: Eat Right, Get Moving!	2010: Let's Create Healthier Families
2019: Make Time for Healthy Eating & Active Living (HE-AL)	2009: Healthy Children, Healthier Nation (pre-school)
2018: Your Only Choice: Eat Healthy & Be Active	2008: Eat Right, Enjoy Life
2017: Eat Smart + Move More = Recipe for Healthy Families	2007: Adolescents and Nutrition
2016: Eat Smart, Get Fit & Feel Great	2006: Women and Nutrition
2015: Eat Right, Move More, Prevent Diabetes from Young	2005: Youth and Nutrition : Future of the Nation
2014: Eat Right, Move More: Fight Obesity	2004: Eat Right, Work Well
2013: Eat Right, Be Active: Stay Free from Diet Related Diseases	2003: Healthy Eating, Healthy Life
2012: Let's Create Healthier Families	2002: Building Healthy Families

Go virtual starting 2020 due to COVID-19

- The on-going COVID-19 crisis and several lockdowns in 2020 prohibited the programme to be conducted physically
- The need to adapt quickly to virtual platform, including the use of social media platforms in order to continue the programme

- Virtual interactive learning
- Games & redemption of goodies
- Expert videos
- Healthy cooking video series



- Educational press articles on mass media
- Educational messages on selected radio stations

- E-publications on virtual fair and NMM website

VIRTUAL FAIR



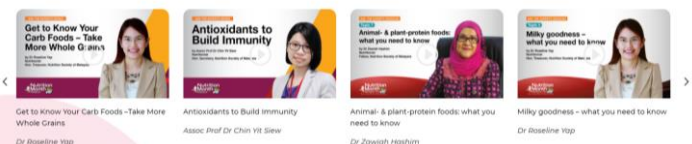
EXPERT VIDEOS

1. ASK THE EXPERT SERIES

Diet and lifestyle guides



Make healthier food choices



Foods/nutrients to reduce intake



HEALTHY COOKING SERIES

2. HEALTHY COOKING BY NUTRITIONIST SERIES



Cook delicious, healthy meals at home
Wraps are versatile and healthy snacks
A quickie breakfast idea
Mixed-fruit salad with probiotics

Dr Tan Sue Yee
Dr Siti Raihanah Shafie
Ms Catarina Lynn
Dr Tan Sue Yee

BOOTH EXHIBITIONS



非傳染病遇上COVID-19 重症死亡率高 吃對9點 防疫降風險

問聲

問：隨著全球非傳染病流行，加上COVID-19重症死亡率高，非傳染病患者在感染COVID-19後，重症死亡率高，如何降低風險？

答：非傳染病患者在感染COVID-19後，重症死亡率高，如何降低風險？

非傳染病患者在感染COVID-19後，重症死亡率高，如何降低風險？

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6 Food For Thought

By Dr TEE E SIONG

AS we closely monitor the status of the Covid-19 pandemic, we can all have a sigh of relief as positive cases and hospitalizations have declined, businesses are all reopening, and the standard operating procedures have been loosened.

The much-anticipated return to pre-pandemic normalcy is on the horizon, but we are not totally out of the woods just yet. Warnings of other mutant strains of the SARS-CoV-2 virus continue to threaten our health, and serve as an ever-present reminder that we have to remain vigilant against Covid-19.

Although this communicable (infectious) disease remains at the forefront of our attention, we should not overlook a group of more debilitating and life-threatening conditions, namely, non-communicable diseases (NCDs).

As of last Sunday, Malaysia had logged an estimated 4.57 million confirmed Covid-19 cases, with over 55,000 deaths.

In contrast, the National Health and Morbidity Surveys (NHMS) over the years have reported a much higher prevalence of people with NCDs.

The 2019 NHMS estimated that around 3.9 million Malaysians had diabetes, six million had hypertension (high blood pressure) and eight million had high blood cholesterol levels.

It was also estimated that over 73% of deaths in Malaysia were NCD-related at that time.

With many Malaysians still living with NCDs, have we lost our focus on these chronic diseases because of the Covid-19 pandemic?

We cannot afford to relax. With the height of the Covid-19 pandemic behind us, we have to treat NCDs with equal attention and shift our focus back to their prevention.

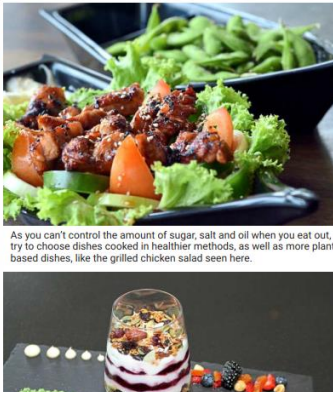
It plays a major role in many physiological processes such as maintaining water balance, conduction of nerve impulses, and many more.

Sodium plays a vital role in our body; it is important for us to replenish this mineral through our diet.

Sodium is naturally found in many foods such as white grains, nuts, packaged and processed foods (where sodium is added during processing), and also in table salt – the most common source.

Preventing a double threat

Living a healthy lifestyle will help you fight off both non-communicable and communicable diseases, and it's not that hard to start.



As you can't control the amount of sugar, salt and oil when you eat out, try to choose dishes cooked in healthier methods, as well as more plant-based dishes, like the grilled chicken salad seen here.

STARHEALTH, SUNDAY 24 JULY 2022

Food For Thought 7

By Assoc Prof DR CHIN YIT SIEW and DR ROSELINE YAP

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Can you cut back on salt?

A small reduction in salt goes a long way in preventing diseases.



This healthy dish offers two main sources of umami, which are mushrooms and tamar (that mild version of soy sauce). – Photos: TNS

With sodium playing a vital role in our body, it is important for us to replenish this mineral through our diet.

Sodium is naturally found in many foods such as white grains, nuts, packaged and processed foods (where sodium is added during processing), and also in table salt – the most common source.

Salt is a compound made up of two minerals, sodium and chloride. Despite sodium being an essential mineral in our body, the amount of sodium we take in through our diet is much less than we may think.

The Recommended Nutrient Intakes for Malaysia (RNI) states that adults should limit intake to 2,000mg of sodium per day (about half a teaspoon).

However, there are ways to boost flavour without adding extra salt. For example, umami seasonings like mushrooms and tamar can enhance the taste of food.

Alternatively, umami seasonings like mushrooms and tamar can enhance the taste of food.



This healthy dish offers two main sources of umami, which are mushrooms and tamar (that mild version of soy sauce). – Photos: TNS

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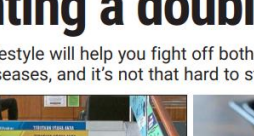
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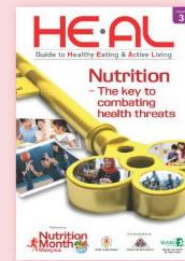


Main Publications



HE-AL Jilid 3: Pemakanan Sihat – Kunci Memerangi Ancaman Penyakit

Posted on November 28, 2021.



HE-AL Vol 3: Nutrition – The key to combating health threats

Posted on November 28, 2021.



HE-AL Jilid 2: Membudayakan Pemakanan Sihat

Posted on April 30, 2020.



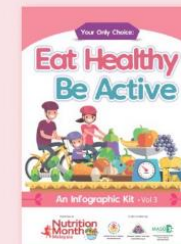
HE-AL Vol 2: Invest in Healthy Nutrition

Posted on April 30, 2020.



HE-AL Vol 1: Make Time for Healthy Eating & Active Living

Posted on April 18, 2019.



Your Only Choice: Eat Healthy & Be Active

Posted on February 26, 2018.

SOCIAL MEDIA

5-DAY JOURNEY TO HEALTHY NUTRITION

Nutrition Month Malaysia
Published by Nutri Nutri
26 July at 16:22 · 🌐

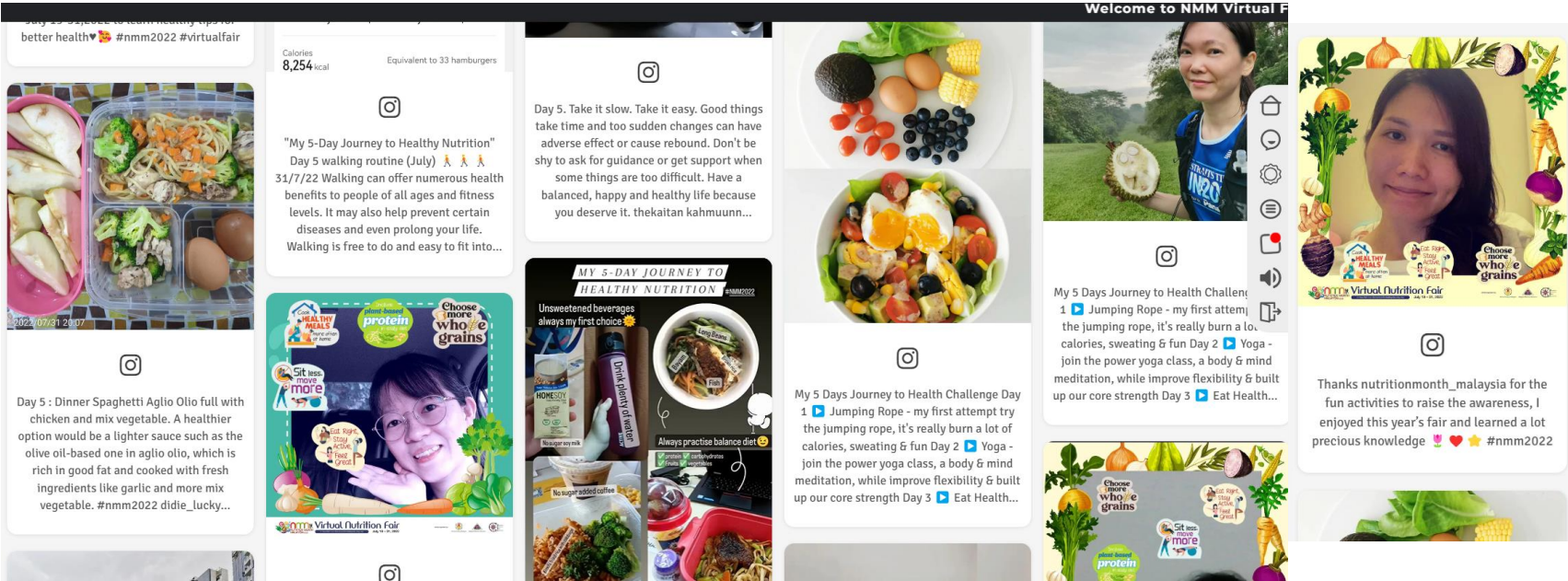
Participation for "My 5-Day Journey to Healthy Nutrition" is still open!

Stand a chance to be our winner by following these simple steps and criteria.

NOTE: Our panel of judges will select the winners after the event ends. Winners will be notified by Secretariat.

#NMM2022 #healthyliving #healthyeating #healthylifestyle #nutritionmonthmalaysia

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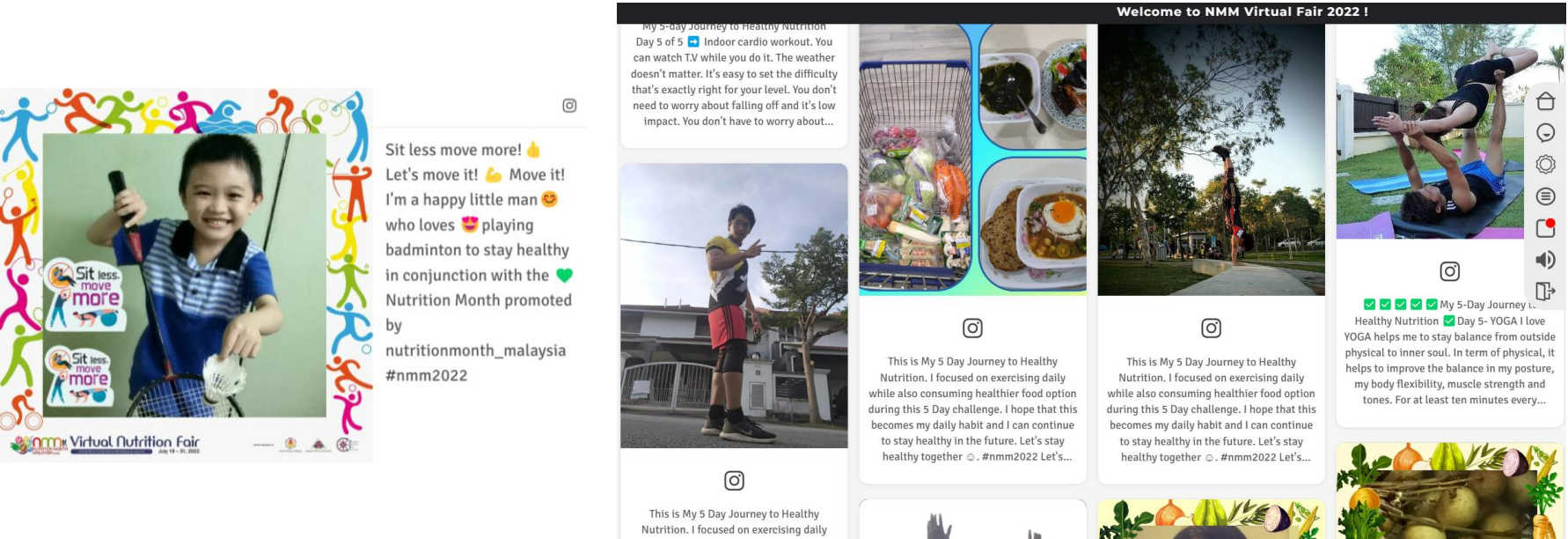


My 5-Day Journey to Healthy Nutrition

Here's how you can win

- Share 5-day photos on your new lifestyle changes: focusing on healthy eating and/or active living
- Posting should consist of all 5 days of your journey (with proof of date)
- All photos can be compiled into 1 posting with catchy and inspiring caption
- Tag #NMM2022 & tag 3 friends to join the challenge in your caption and make sure your account is public.
- The judges will select winners that meet all the criterias

NOTE: Participants who has already posted do not have to redo the posting.



SOCIAL MEDIA

FB LIVE SESSIONS

SCHEDULE OF FACEBOOK LIVE SESSIONS

Watch our videos on Facebook LIVE according to the schedule, take part in the quizzes/activities and stand a chance to win attractive prizes from our Sponsors

SATURDAY 7 August 2021		SUNDAY 8 August 2021	
11.00 am	aminoVital® Running 101 for New Runners with attractive Giveaways	11.00 am	aminoVital® Running 101 for New Runners with attractive Giveaways
2.30 pm	From Grass to Glass: Nourishing Children with Natural Milk Nutrition <i>By Friso Gold</i>	3.00 pm	Live Chat Session with Dr Yasmin, Nutrition Society of Malaysia (NSM) "Debunk Myths on Cooking for Healthier Meals"
3.00 pm	Live Chat Session with Dr Tee E Siong, Chairman of Nutrition Month Malaysia Steering Committee "COVID-19, NCDs – Healthy Nutrition Combats Health Threats"	3.30 pm	Less Salt, Umami It! AJI-NO-MOTO® Cooking Show with attractive Giveaways
3.30 pm	Less Salt, Umami It! AJI-NO-MOTO® Cooking Show with attractive Giveaways	4.00 pm	Yakult Aeroplane DIY Creative craft idea using Yakult bottles you should try at home
4.00 pm	Myth – Busting Our Hearts Video & Quiz with NESTLÉ OMEGA PLUS	4.30 pm	Workout with MILO Protein Up and win goodie bags!
4.30 pm	Yakult Virtual Factory Tour Take a close look on how every bottle of Yakult is produced		

SCHEDULE OF FACEBOOK LIVE SESSIONS

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SATURDAY 14 August 2021		SUNDAY 15 August 2021	
11.00 am	Dietitian Interview: Why it is important to reduce sodium intake? with attractive Giveaways	11.00 am	Dietitian Interview: Why it is important to reduce sodium intake? with attractive Giveaways
2.30 pm	1 daripada 5 kanak-kanak di Malaysia bantut: Apakah status anak anda? Oleh Nutritionist, Dutch Lady Milk Industries Berhad	2.30 pm	Easy Yummy Breakfast Idea <i>By Dutch Lady Milk Industries Berhad</i>
3.00 pm	Live Chat Session with Assoc. Prof. Dr Hazreen Majid, Malaysian Dietitians' Association (MDA) "Hypertension During Covid-19; Balancing Diet Within The NCDs"	3.00 pm	Live Chat Session with Assoc Prof Dr Geeta Appannah, Malaysian Association for the Study of Obesity (MASO) "Obesity in Children: Chubby is not Cute"
3.30 pm	Yakult Factory Virtual Tour Take a close look on how every bottle of Yakult is produced	3.30 pm	Wholesome meal in minutes video and quiz with MAGGI Pazzta
4.00 pm	NESTLE KOKO KRUNCH with NUTRISMART Video & Quiz	4.00 pm	Yakult Snowman DIY Creative craft idea using Yakult bottles you should try at home
5.00 pm	aminoVital® Cross Training for Runners at Home with attractive Giveaways	5.00 pm	aminoVital® Cross Training for Runners at Home with attractive Giveaways



Sat, 7 Aug, 11.00 am
aminoVital® Running 101 for New Runners with attractive Giveaways



Sat, 7 Aug, 2.30 pm
From Grass to Glass: Nourishing Children with Natural Milk Nutrition
By Friso Gold



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Myth – Busting Our Hearts Video & Quiz with NESTLÉ OMEGA PLUS



Sat, 7 Aug, 4.30 pm
Yakult Factory Virtual Tour
Take a close look on how every bottle of Yakult is produced



Sun, 15 Aug, 4.00 pm
Yakult Snowman DIY
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Sun, 15 Aug, 5.00 pm
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Pros & Cons of social media in nutrition promotion

Pros

- Raise public awareness
- Wider reach of audiences - younger generations
- Create positive food and nutrition community
- Encourage/Inspires public for healthy eating

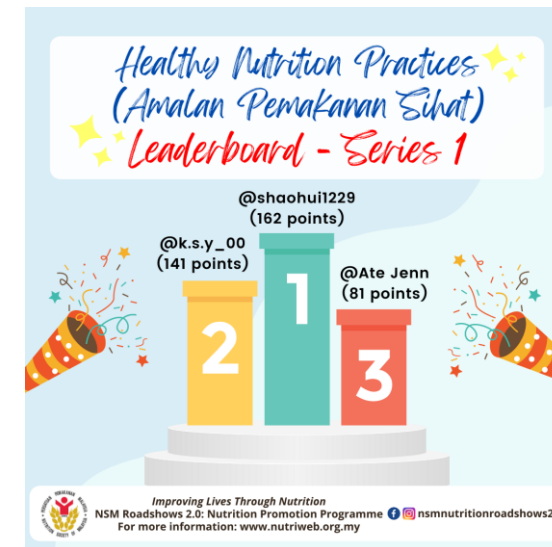
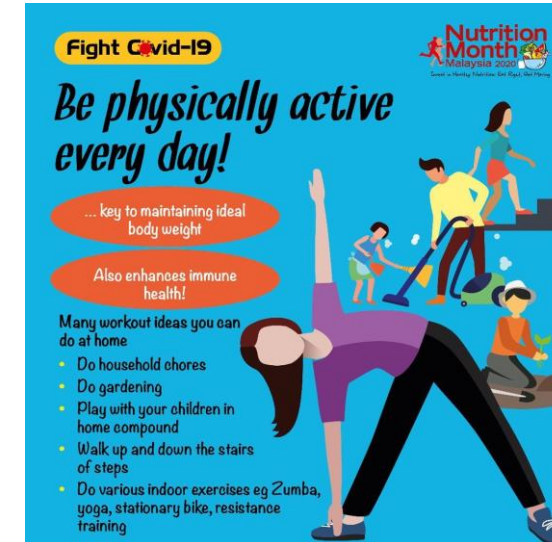
Cons

- Challenges of misinformation from other 'influencers'
- Technical problems e.g. internet connection and other practicalities
- Not sure if targets actually viewed the posts

DOs for nutrition/physical activity communication

DOs

- ✓ Keep messages simple and concise
- ✓ Nice graphics, right colours, animation, music
- ✓ Short videos, max 2 minutes, captions
- ✓ Engaging activities
- ✓ Relevant to the current scenario (e.g. COVID-19)



Tips for social media postings

- Providing information on emerging/current nutrition & health concerns
- Address common questions/health concerns of the public



Tips for social media postings

- Direct followers to credible sources of information i.e. MOH/NMM/NSM websites/Webinars



Have you ever wondered what makes dairy milk so nutritious? Come join us in this session on 28th Aug 11.30am to explore some exciting facts about milk and how it benefits you and your loved ones!



Mariam Sherdine and 97 others
1.1K comments 34 shares



We have a date with your HEART on the 28th August !
Join us on NNM FB Live for a chat session with IJN experts on Heart Health.
Get your questions on heart health answered by them!



Magdelene Li and 25 others

- Reminding about common healthy eating practices



QUARTER QUARTER HALF: A GUIDE TO HEALTHY, BALANCED MEALS

Healthy eating is not as difficult as you think. One of the ways starts right at your plate!

#NMM2022
#NutritionMonthMalaysia
#Quarterquarterhalf
#Sukusukuseparuh



Hafizah Yatiman and 51 others

2 shares

Other tips for social media postings

- Pay attention to nutrition relevant conversations – help to know how public is responding to a nutrition/health issue
- Sharing postings through hashtags#
 - makes it easier for audiences to find information with a theme or specific content
- Use video for heavy topic
- Use pin and cover images to direct people to key information/update
- Timing of the postings - optimal days and time e.g. Wednesday, Friday, weekends

Multiple Approaches to Increase Visibility

Facebook:

- Facebook Ads (Boosting)
- Share to other Facebook Groups: Nutritionists, Parents
- Through Facebook Live: Speak to a Nutritionist
- Through Voting Activities via “Likes” collection (NSM roadshows 2.0)

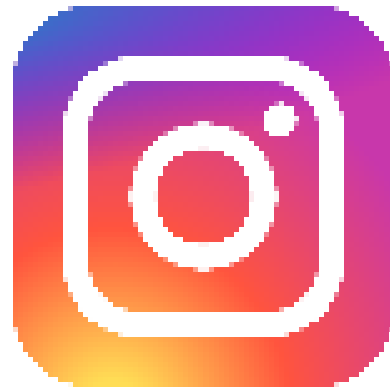
Instagram:

- Insta Story

Both:

- Through events and activities
- Through Key Opinion Leaders
- Through Volunteer appreciation posters (NSM roadshows 2.0)

Thank You



NUTRITION ROADSHOWS 2.0

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