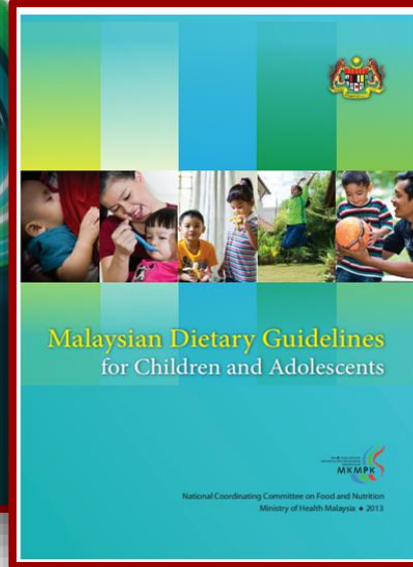
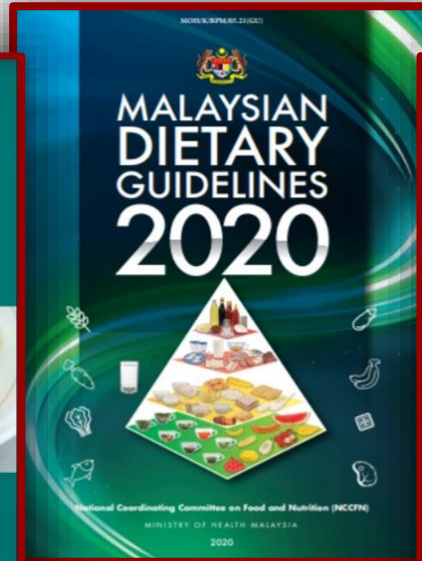
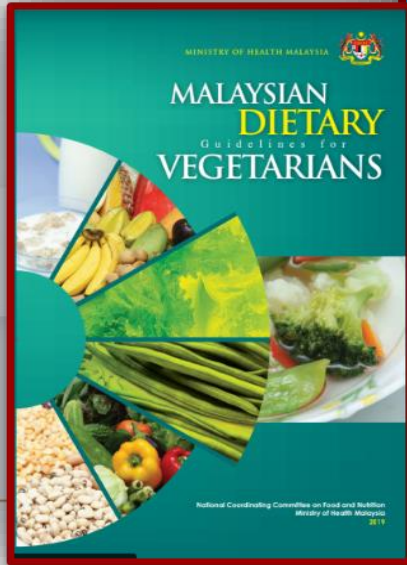


# FOOD BASED DIETARY GUIDELINES (FBDGs) IN MALAYSIA



**MATERNAL  
DIETARY  
GUIDELINES  
FOR  
MALAYSIAN**

**MS. KHAIRUL ZARINA MOHD YUSOP  
NUTRITION DIVISION  
MINISTRY OF HEALTH, MALAYSIA (MOH)**



# **FOOD BASED DIETARY GUIDELINES (FBDGs) IN MALAYSIA**

## **Outline of the presentation:**

- **Background of FBDGs**
- **Development of FBDGs**
- **Current status of FBDGs**
- **Promotion and dissemination of FBDG**
- **Inter-agencies collaboration in implementing the FBDGs**
- **Challenges in FBDGs Implementation**
- **Summary**



# BACKGROUND

- ❑ The first Malaysian Dietary Guideline (MDG) was published in 1999 and reviewed in 2010. Following that, the review of MDG 2010 was carried out in 2020 in line with the latest review of Recommended Nutrient Intakes (RNI) for Malaysian 2017 with considering the current nutritional status of Malaysian and the latest scientific findings on nutrition.
- ❑ MDGs are government endorsed documents, aim:
  - to provide specific recommendations and advice on healthy diets and lifestyles.
  - to be used by health professionals as a one of main references for nutrition education to public.
  - to influence consumer food choices.
  - to inform a range of national food, nutrition and health policies and programmes.





# DEVELOPMENT OF FBDGs IN MALAYSIA (1)

- The development of MDGs was undertaken by **Technical Working Group (TWG) for Nutritional Guidelines**, under the purview of the National Coordinating Committee for Food and Nutrition (**NCCFN**), Ministry of Health Malaysia (**MOH**).
- **Written by a group of experts** from the **academia, MOH, related professional bodies and agencies**.
- Full drafts were **reviewed and validated through the TWG meetings**.
- **Focus group discussion (FGD) was conducted among health professionals to test the understanding** on the Key Messages (KM), Key Recommendations (KR) and How to Achieve (HTA) list in the MDG.
- **Consensus on the KM, KR and HTA** were obtained through Consensus Meeting with related stakeholders.



# DEVELOPMENT OF FBDGs IN MALAYSIA (2)

**Focus Group Discussion  
for Malaysian Dietary  
Guidelines for Vegetarian**

**TARIKH & MASA**

**KHAMIS  
30 JUN, 2022**

**9 PAGI - 5 PETANG**

IMBAS QR CODE  
TERTERA ATAU KLIK  
PAUTAN DI BAWAH  
UNTUK SERTAI

**OBJEKTIF:**

Menguji kefahaman semua  
penjawat awam kesihatan mengenai  
saranan KM, KR dan HTA dalam  
Semakan Semula Malaysian Dietary  
Guidelines for Vegetarian

**KLK LINK DI PAUTAN INI  
UNTUK DOKUMEN FGD**

**SERTAI KAMI**

**PAUTAN BILIK UTAMA:**  
[https://bit.ly/FGD\\_MDGVEGETARIAN\\_30JUN2022](https://bit.ly/FGD_MDGVEGETARIAN_30JUN2022)  
Meeting ID: 986 8766 6614  
Passcode: 396609

**Masa: 2.00 - 3.15 petang**  
**PAUTAN SESI 1:**  
[https://bit.ly/SES1\\_MDGVEGETARIAN](https://bit.ly/SES1_MDGVEGETARIAN)  
Meeting ID: 936 8239 3812  
Passcode: 909510

**Masa: 3.30 - 4.45 petang**  
**PAUTAN SESI 2:**  
[https://bit.ly/SES2\\_MDGVEGETARIAN](https://bit.ly/SES2_MDGVEGETARIAN)  
Meeting ID: 913 6420 8505  
Passcode: 728836

**Bahagian Pemakanan | Kementerian Kesihatan Malaysia**

**KLK LINK DI PAUTAN INI  
UNTUK DOKUMEN  
KONSENSUS**

**MESYUARAT KONSENSUS (HIBRID)  
MALAYSIAN DIETARY GUIDELINES  
FOR CHILDREN AND ADOLESCENTS  
(MDG C&A)**

**Tarikh**

**13- 15 Julai 2022 (Rabu - Jumaat)**

**Tempat**

**Bilik Mesyuarat Meranti  
Pihak Berkuasa Peranti  
Perubatan, KKM**

**Aras 6, Prima 9, Prima Avenue II  
3000 Cyberjaya, Selangor**

**13 Julai 2022, Rabu (9.00 pagi - 5.00 petang)**  
**3000 Cyberjaya, Selangor**  
[https://bit.ly/KONSENSUS\\_MDGCA13JULAI2022](https://bit.ly/KONSENSUS_MDGCA13JULAI2022)  
Meeting ID: 950 5124 1220  
Passcode: 932831

**14 Julai 2022, Khamis (9.00 pagi - 5.00 petang)**  
**3000 Cyberjaya, Selangor**  
[https://bit.ly/KONSENSUS\\_MDGCA14JULAI2022](https://bit.ly/KONSENSUS_MDGCA14JULAI2022)  
Meeting ID: 981 8224 4317  
Passcode: 155058

**15 Julai 2022, Jumaat (9.00 pagi - 12.15 tengah hari)**  
**3000 Cyberjaya, Selangor**  
[https://bit.ly/KONSENSUS\\_MDGCA15JULAI2022](https://bit.ly/KONSENSUS_MDGCA15JULAI2022)  
Meeting ID: 963 7044 0453  
Passcode: 12001

**12 Julai 2022, Jumaat (9.00 pagi - 12.15 tengah hari)**  
**3000 Cyberjaya, Selangor**  
[https://bit.ly/KONSENSUS\\_MDGCA12JULAI2022](https://bit.ly/KONSENSUS_MDGCA12JULAI2022)  
Meeting ID: 963 7044 0453  
Passcode: 12001





# CURRENT STATUS OF FBDGs IN MALAYSIA

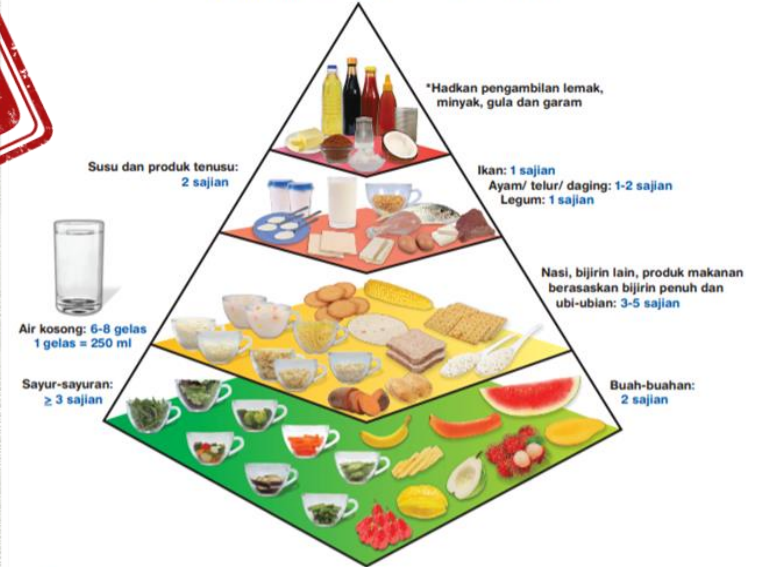


**PUBLISHED**



## PIRAMID MAKANAN MALAYSIA 2020

Panduan Pengambilan Makanan **HARIAN** Anda

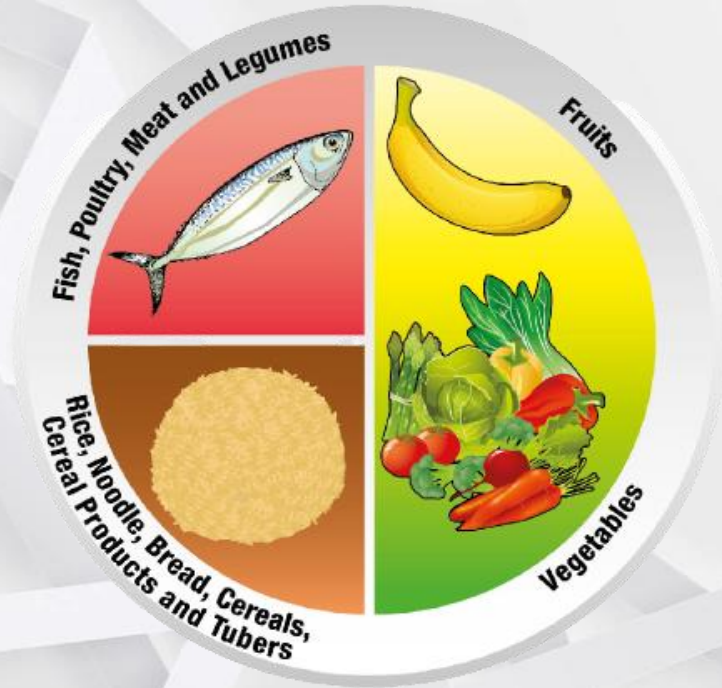


### Nota:

- Bilangan sajian dikira berdasarkan 1500 hingga 2300 kcal.
- Piramid ini adalah untuk populasi berumur 7 tahun dan ke atas sahaja; bagi populasi 7 tahun ke bawah, rujuk saranan pengambilan makanan dalam Malaysian Dietary Guidelines (MDG) for Children and Adolescents.
- Bagi remaja berumur 13 hingga 15 tahun, cadangan sajian bagi buah-buahan adalah 2-3 sajian serta susu dan produk tenusu 2-3 sajian.
- Bagi remaja berumur 16 hingga <18 tahun, cadangan sajian bagi buah-buahan adalah 2-3 sajian, susu dan produk tenusu 2-3 sajian serta nasi, bijirin lain, produk makanan berasaskan bijirin penuh dan ubi-ubian 3-6 sajian.
- Termasuk *ultra-processed foods* yang mengandungi bahan-bahan truian seperti pewarna, pemanis, penambah perisa, pengawet dan bahan tambahan yang lain.

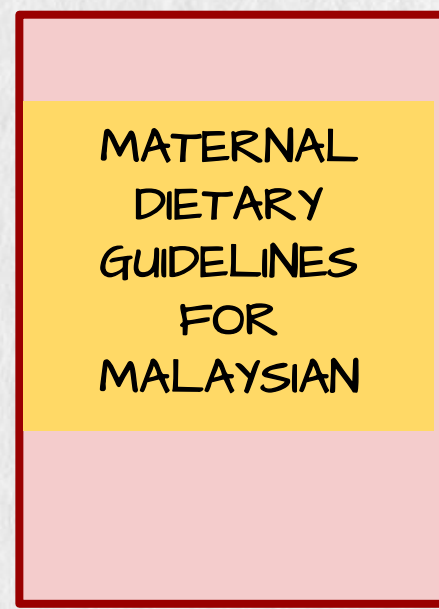
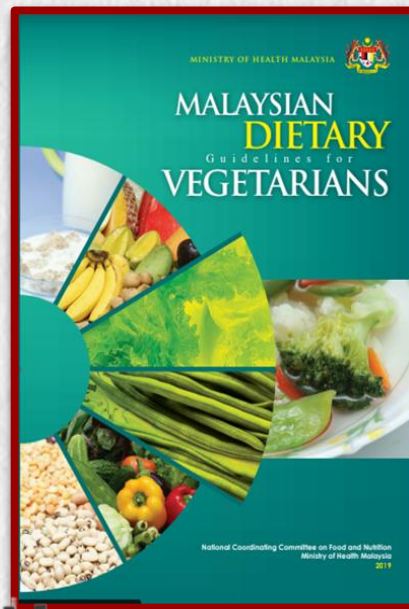
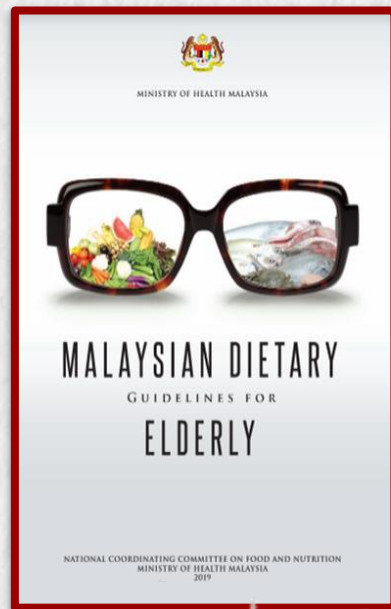
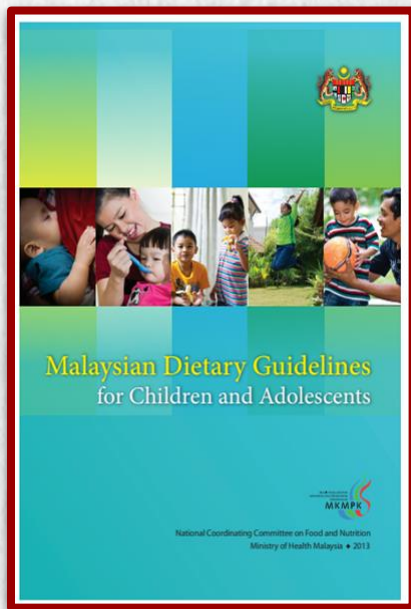


# Malaysian Healthy Plate



- Malaysian Healthy Plate, with a concept of #QuarterQuarterHalf reinforces the messages in the Malaysian Dietary Guidelines and Malaysian Food Pyramid.
- The Malaysian Healthy Plate gives simple guidance for each main meal. It aims to provide an easy to understand visual representation of a healthy meal. The meals should also be low in fats, sugars and salt, in line with the Malaysian Dietary Guidelines.

# CURRENT STATUS: FORMULATION SERIES OF MDGs FOR SPECIFIC TARGET GROUPS



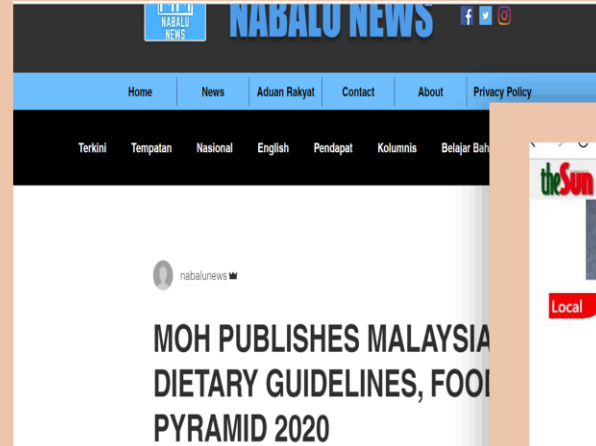
**WORK IN  
PROGRESS**





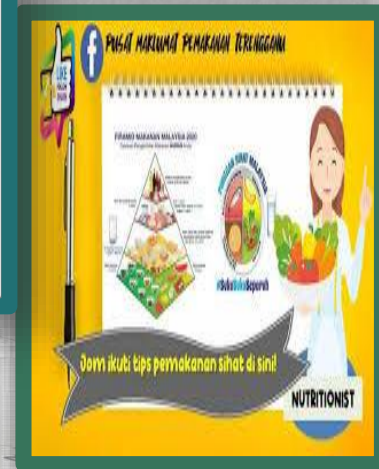
# PROMOTION AND DISSEMINATION OF FBDGs IN MALAYSIA

## In mass media and social media



# PROMOTION AND DISSEMINATION OF FBDGs IN MALAYSIA

## In mass media and social media





# PROMOTION AND DISSEMINATION OF FBDGs IN MALAYSIA

## In mass media and social media



**Jom AMBIL SUSU & produk tenusu!**

FB LIVE JABATAN KESIHATAN NEGERI KEDAH  
25 Ogos 2022 (Khamis) | 11.00 pagi

**NUTRITIONIST WAHIDDA**  
Pakar Bidang Khusus [SME]  
Pemakanan [Maternal, Infant & Young Child]  
Pejabat Kesihatan Daerah Pendang

**NUTRITIONIST HASNANI**  
Pegawai Sains [Pemakanan]  
Klinik Kesihatan Simpang Kuala

\*e-sijil disediakan



**SAMBUTAN BULAN PEMAKANAN & PELANCARAN PIRAMID MAKANAN 2020**  
PERINGKAT NEGERI TERENGGANU 2021

**DIRASMIKAN OLEH:**  
DATO' DR HJH KASEMANI EMBONG  
PENGARAH KESIHATAN NEGERI TERENGGANU

**MODERATOR**  
NUTRITIONIST ZAMILAH  
PKD DUNGUN

**PANEL**  
NUTRITIONIST NOR RATNA  
PKD KUALA TERENGGANU  
"Piramid Makanan 2020: Apa Yang Berubah?"

**23 SEPTEMBER 2021**  
10.00 PAGI

**PENGUMUMAN PEMENANG !!!**

- GANU NUTRI RUN
- PERTANDINGAN Cipta RESEPI SIHAT
- HADIAH PENYERTAAN KHAS
- PERTANDINGAN KUIZ PIRAMID MAKANAN 2020

**PLATFORM f LIVE**  
PUSAT MAKLUMAT PEMAKANAN TERENGGANU

"Pemakanan Sihat : Kunci Memerangi Ancaman Penyakit"



# PROMOTION AND DISSEMINATION OF FBDGs IN MALAYSIA

## Community-based nutrition education programme





# EDUCATION MATERIAL ON FBDGs IN MALAYSIA



# MOH SOCIAL PROTECTION PROGRAMMES IN IMPLEMENTING THE FBDGs

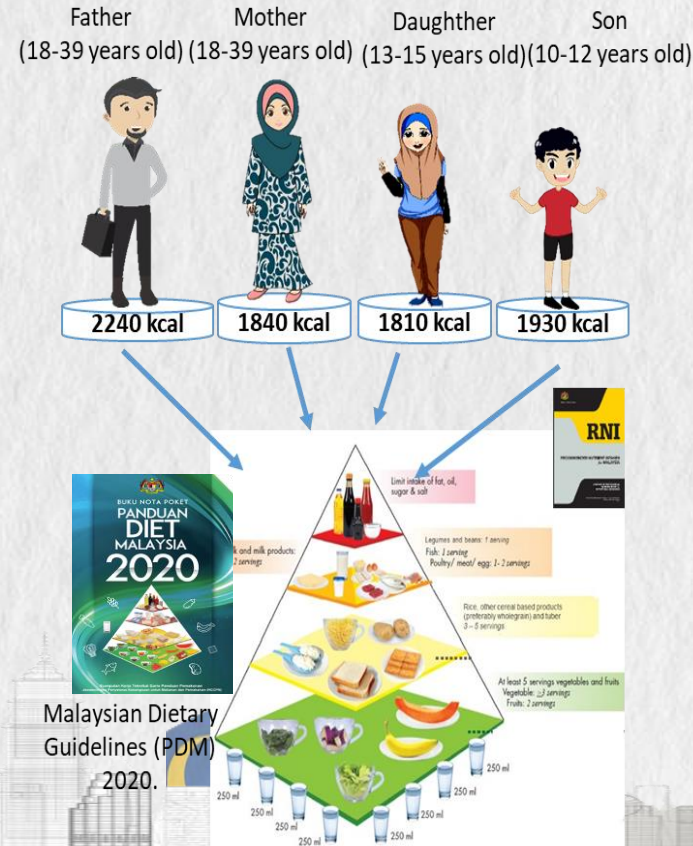
- The **Food Basket Programme** is an initiative by Ministry of Health to provide a food basket assistant to undernourished children (< 7 years old) living in poor households in the country. FBDGs approach through recommended nutrient intakes is used to formulate the food items given in the food basket.
- In addition, FBDGs approach through recommended nutrient intakes is used to formulate specific intervention for indigenous children particularly living at the interior through **Community Feeding Programme.**





# INTER-MINISTRIES COLLABORATION IN IMPLEMENTING THE FBDGs

- Recommendation of food intake in the **Malaysian Food Pyramid 2020** is used as one of the main references in the review of **Food Poverty line Index (PLI)**. PLI methodology was reviewed in 2019 by the Economic Planning Unit (EPU) in collaboration with Department of Statistic, Malaysia, MOH & other relevant ministries and agencies.
- PLI** refers to the total monthly household income needed by **a household to meet the minimum nutritional food and non-food requirements** for every household member to live a healthy and active life in society.
- Food PLI** was calculated based on energy and nutrients as in RNI 2017 (depends on household demographic composition) and then converted to number of servings for each food group in the Malaysian Food Pyramid 2020



# INTER-MINISTRIES COLLABORATION IN IMPLEMENTING THE FBDGs

- **Integration of MDG in school curriculum** – topic on **healthy eating and Malaysian Food Pyramid cut across curriculum** in primary & secondary schools
- Implementation of School Meal Programme (HiTS)
- **The integration of nutrition component into agricultural** programmes/interventions (such as home/school gardening programmes, KEBUNITI by MAFI).

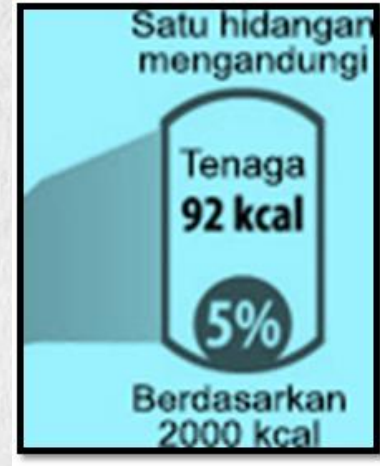




# PUBLIC-PRIVATE COLLABORATION IN IMPLEMENTING THE FBDGs

## FOOD INDUSTRY/ PRIVATE SECTOR

- Eating out/ online food purchasing has become a Malaysian habit. While eating out is convenient, the food and beverages generally higher in calories, sugar, fat and salt than home-cooked food. Excessive calories, sugar, fat and salt intake increases the risk of non-communicable diet diseases.
- MOH initiate MyChoice Logo, Front-of-pack labelling and Healthier Choices Logo (HCL) based on FBDGs recommendation to facilitate consumers in identifying healthier food, making smarter choices by looking at the related logo as well as to encourage the food industry in producing healthier menu.

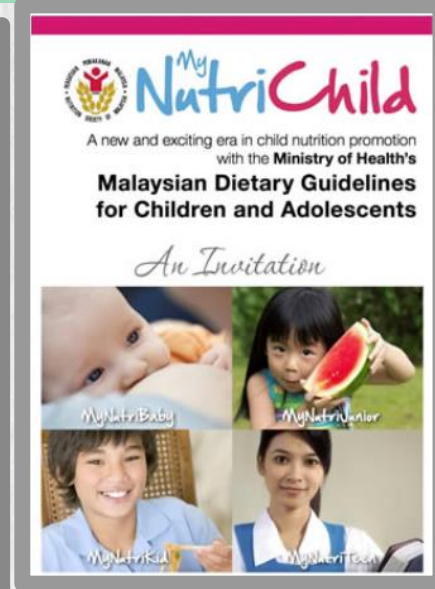




# PUBLIC-PRIVATE COLLABORATION IN IMPLEMENTING THE FBDGs

## PROFESSIONAL BODIES

Educational activities/ programmes conducted by professional bodies in Malaysia such as Nutrition Society of Malaysia (NSM) & Malaysian Association for the Study of Obesity (MASO) community nutrition programme have been based on the key messages of the Malaysian FBDG. These activities include learning about the FBDGs and the food pyramid.



# PUBLIC-PRIVATE COLLABORATION IN IMPLEMENTING THE FBDGs

## PROFESSIONAL BODIES (2)

### A nation-wide community nutrition promotion programme since 2002

- ❖ Collaboration of 3 professional bodies: NSM, MDA and MASO
- ❖ Supported by Nutrition Division, MOH
- ❖ Food industry partnership from 2008
- ❖ Variety of activities, approaches including family carnival, educational booklets and articles, activities in offices and schools



organised by



Nutrition Society of Malaysia



Malaysian Dietitians' Association



Malaysian Association for  
the Study of Obesity

# PUBLIC-PRIVATE COLLABORATION IN IMPLEMENTING THE FBDGs

## PROFESSIONAL BODIES (3)

Various activities, approaches, educational materials, including annual promotion carnival in shopping malls (2008-2019)





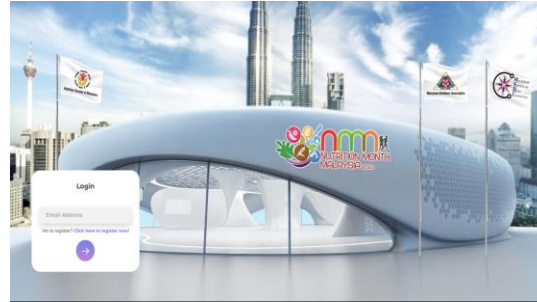
# During pandemic, optimising virtual platform for nutrition advocacy activities including food and nutrition fair (2020-2021)

Social media postings – series of posters (1)

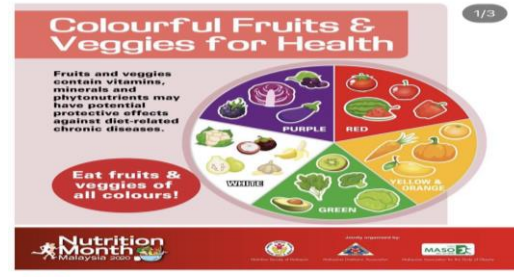
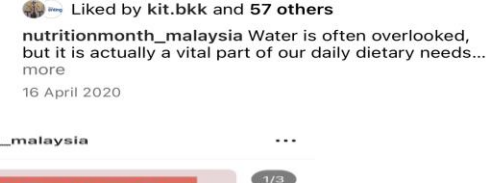
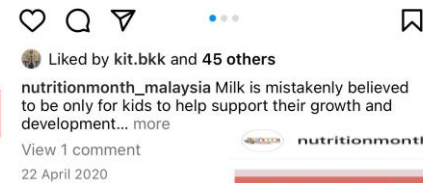
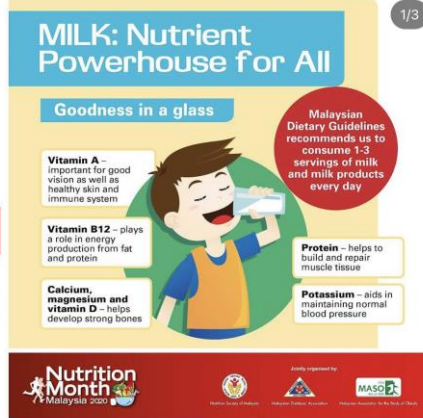
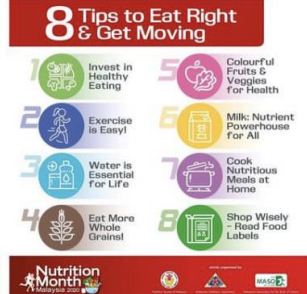
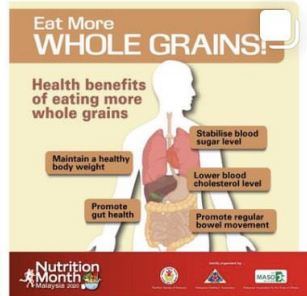
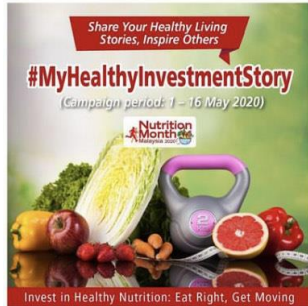


## Virtual Nutrition Fair

Fight COVID-19 & NCDs with Healthy Nutrition



# Social media postings – series of posters (2)





# Social media postings – series of posters

### MALYSIAN FOOD PYRAMID 2020

Guide for your daily food intake!

KEYS TO HEALTHY EATING

**BALANCE . MODERATION . VARIETY**

250 ml (6-8 glasses of plain water)

“Supporting Lives through Nutrition”  
NSM Roadshows 2.0 Nutrition Promotion Programme

78 likes

nsmnutritionroadshows2 The new Malaysian Food Pyramid was adapted from Malaysian Dietary Guidelines 2020. It emphasises the concept of... more

### PINGGAN SIHAT MALAYSIA

Panduan untuk setiap waktu makan utama anda (sarapan pagi, makan tengah hari dan makan malam)

36 likes

nsmnutritionroadshows2 Pernahkah anda terfikir tentang cara untuk makan secara sihat dengan pelbagai kumpulan makanan dalam satu hidangan? Jangan risau! Kami telah menyediakan panduan untuk anda mengaplikasikan konsep suku-suku separuh menggunakan pinggan anda sendiri. Jom ikuti langkah ini!

### 6 HEALTHY EATING TIPS

Your Healthy Eating Practices

94 likes

nsmnutritionroadshows2 The Malaysian Food Pyramid showcases 5 food groups to be consumed daily. Let's follow these 6 healthy eating tips to ensure... more

23 October 2021 · See Translation

### Frittata Telur bersama Bayam

30 minit 5 hidangan

Kandungan nutrien untuk setiap hidangan:  
180 kalori, 2g karbohidrat, 16g protein, 12g lemak

Cara memasak

1. Tumiskan lada benggala dan bawang besar di dalam kuali sehingga lembut.
2. Di dalam mangkuk, pukul telur dan susu. Masukkan ayam, bayam, keju Mozzarella, serta garam dan lada sulah.
3. Tuangkan campuran ke dalam kuali. Tutup dan bakar/masak dengan api sederhana selama 7-10 minit atau sehingga masak sepenuhnya.
4. Potong kepada beberapa bahagian dan sedia untuk hidangan.

Bahan-bahan

3 biji telur  
250 g (1 cawan) daging ayam dimasak dan dicincang  
125 ml (½ cawan) susu  
60 g (¼ cawan) keju Mozzarella, diparut  
30 g (¼) lada benggala merah, dihiris nipis  
30 g (¼ cawan) bawang besar, dicincang  
30 ml (2 sudu makan) minyak sayuran  
30 g (¼ cawan) bayam, dicincang  
Garam dan lada sulah secukup rasa

14 likes

nsmnutritionroadshows2 Frittata is a nutritious egg-like cake that is high in protein and includes three main food groups (veggies, milk and cheese, eggs... more

17 June 2020 · See Translation

# Social media postings – series of posters (3)



nutritionmonth\_malaysia  
Malaysia



Liked by kit.bkk and 35 others

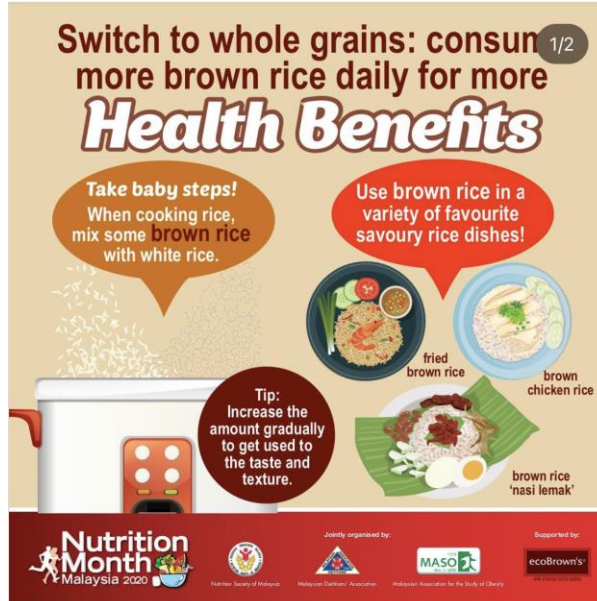
nutritionmonth\_malaysia [Nutrition fact]

Including dietary fibre in your daily diet can help to lower cholesterol levels, improve bowel... more

17 August 2020



nutritionmonth\_malaysia



42 likes

nutritionmonth\_malaysia Not familiar on how to include brown rice into your diet? Here are some examples of meals, which can be cooked with brown rice.

26 April 2021



nutritionmonth\_malaysia  
Malaysia



Liked by aryssasofeaa\_ and 54 others

nutritionmonth\_malaysia [Reminder]

Fish is a good source of protein is low in fat. Fish is also a good source of omega-3 fatty acids... more

21 September 2020



# Publications with messages from MDG 2020

## HE·AL

Guide to Healthy Eating & Active Living

volume 1

Make Time  
for Healthy  
Eating &  
Active Living



## HE·AL

Guide to Healthy Eating & Active Living

volume 2



## HE·AL

Guide to Healthy Eating & Active Living

volume 3

**Nutrition**  
- The key to  
combating  
health threats

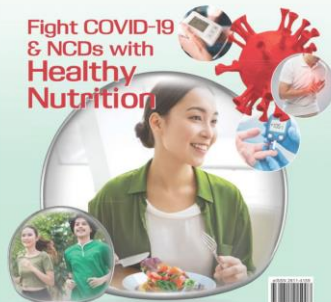


## HE·AL

Guide to Healthy Eating & Active Living

volume 4

Fight COVID-19  
& NCDs with  
Healthy  
Nutrition



## Contents

4 Key message 1:  
Invest in Preventing Obesity

8 Key message 2:  
Be Physically Active Every Day!  
No More Excuses; Start Investing  
for a Healthier You

10 Key message 3:  
Water is Essential for Life

14 Key message 4:  
Eat More Whole Grains!  
Here's Why and How...

16 Key message 5:  
A Colourful Feast, A Healthier Diet

18 Key message 6:  
White, Creamy and Nutritious  
- Milk is for All

21 Key message 7:  
Cook Nutritious Meals at Home  
More Often

24 Key message 8:  
Be a Nutrition Savvy Shopper  
- Read Food Labels

## Contents

04 Key message 1:  
Practise Healthy Nutrition to Fight Health Threats

06 Key message 2:  
Manage NCDs, Fight COVID-19

07 Key message 3:  
Get Active for Stronger Body and Mind

08 Key message 4:  
Get Antioxidant-rich Foods to Boost Immune System

09 Key message 5:  
Consume Milk for Healthier Body

10 Key message 6:  
Cook Nutritious Meals at Home

11 Key message 7:  
Read Nutrition Information on Food Labels

# Educational Videos

## Videos by Experts

### Ask the Experts Sessions



Topic 1: Smart 1)  
Use nutrition information on packaged foods to make smarter food choices  
by Dr. Nur F. Ningsi



Topic 1: Smart 2)  
Understand the Nutrition Information Panel (NIP) to make smarter food choices  
by Mr. Mohamed Anwar Othman



Topic 1: Smart 3)  
Understand the Point of Pack (POP) to make smarter food choices  
by Mr. Liming Han Yik



Topic 2)  
Drinking water available in the market - what you need to know  
by Dr. Chay Yik Woon



Topic 3)  
Lose weight healthily - the correct way!  
by Mr. Ng Kai Foon & Ms. Lee Jhenng Yik



Topic 4)  
Milky goodness - what you need to know  
by Dr. Norliza Yus



Topic 5)  
Vegetarian - getting sufficient nutrient intake  
by Dr. Shanthika Manigandan



Topic 6)  
Fat - the good and the bad  
by Prof. Dr. Norazah A. Kariem



Topic 7)  
Animal - is plant-protein foods what you need to know  
by Dr. Shanthika Manigandan



Topic 8)  
Getting to know superfoods  
by Dr. Eui Kwon Yoo



Topic 9)  
Be active - get your daily steps!  
by Dr. Wong Sph Hoon

# Articles in magazine

## Pemakanan & Kehidupan Sihat

## Piramid Makanan Malaysia 2020: Apa Yang Baharu?

Oleh **Dr Tee E Siong**, Pakar Pemakanan & Presiden Persatuan Pemakanan Malaysia (NSM)

### Panduan pemakanan sihat yang mudah

Piramid makanan ialah satu panduan visual yang mudah tapi berkesan bagi membantu anda mengamalkan pemakanan sihat, yang penting anda perlu kekal berdisiplin dalam mengikut saranan dan prinsip dalam Garis Panduan Diet Malaysia dan Piramid Makanan Malaysia!

### Apa yang baharu?

Piramid Makanan Malaysia telah dikemaskini pada tahun 2020 selepas versi sebelumnya diperkenalkan pada 2010. Apakah perbedaannya?

#### Air Kosong dimasukkan

- Disarankan minum 6-8 gelas air kosong setiap hari

#### Makanan Karbohidrat dipindahkan ke Aras 2

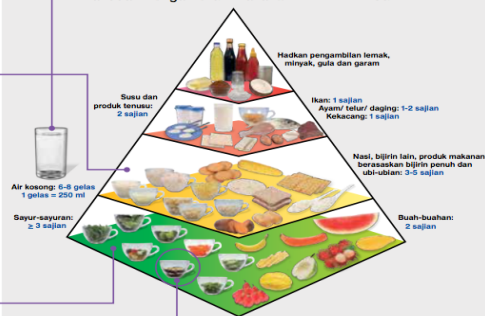
- Sajian yang disarankan dikurangkan daripada 4-8 sajian/hari kepada 3-5 sajian/hari
- Penekanan terhadap pengambilan bijirin penuh
- Saranan pengambilan makanan karbohidrat dalam jumlah sederhana

#### Buah-buahan & Sayur-sayuran dipindahkan ke Aras 1 (dasar piramid)

- Sajian yang disarankan bagi sayur-sayuran ditambah kepada 3 sajian atau lebih sehari, manakala bagi buah-buahan kekal dengan 2 sajian sehari
- Untuk menggalakan lebih banyak pengambilan buah-buahan dan sayur-sayuran

### PIRAMID MAKANAN MALAYSIA 2020

Panduan Pengambilan Makanan **HARIAN** Anda



#### Nota:

- Piramid ini untuk kanak-kanak berumur 7 tahun dan ke atas; bagi kanak-kanak lebih muda, rujuk pada Garis Panduan Diet untuk Kanak-kanak dan Remaja (2013): [https://nutrition.moh.gov.my/wp-content/uploads/penerbitan/buku/MDG\\_Children\\_adolescent\\_2014.pdf](https://nutrition.moh.gov.my/wp-content/uploads/penerbitan/buku/MDG_Children_adolescent_2014.pdf)
- Bagi kumpulan makanan dengan julat saranan sajian (ayam/telur/daging dan bijirin), individu yang sedentari/kurang aktif perlu mengambil bilangan sajian yang lebih kecil.
- Untuk maklumat lanjut tentang Piramid Makanan Malaysia dan Garis Panduan Diet Malaysia 2020, rujuk: <https://nutrition.moh.gov.my/MDG2020/mobile/index.html>

### Contoh saiz sajian yang disarankan

- Contoh makanan dipaparkan sebagai saiz 1 sajian yang disarankan (kecuali di aras teratas)



# CHALLENGES IN ADVOCATING OF MDG IN MALAYSIA

- Lack of supportive environment for healthy eating
  - Food availability, accessibility & affordability
  - Mushrooming of fast food restaurants and services
  - Abundant supplies of ultra-processed foods in the market
  - Uncontrolled marketing of unhealthy food & beverage advertisement
- Incoherent policies along the food supply chain and lack of ownership and commitment by other ministries/ agencies in promoting the MDG messages
- Conflicting interests (such as food and agriculture policies oriented to market economy, industry lobbying, mass media and marketing).
- People's attitudes and cultures (e.g. traditional beliefs, lack of interest).



# SUMMARY

Food-based dietary guidelines (FBDGs) are **important tools for nutrition policies and public health**. FBDGs provide guidelines on healthy food consumption and are based on scientific evidence. It's a basic guide for optimum nutrition.

Therefore, hand-to-hand efforts with strong commitment from various stakeholders are needed in advocating and implementing the MDGs' messagers to all level in the population.







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