

SHARING OF PUBLIC HEALTH NUTRITION ISSUES AND ACTIVITIES IN SEA MEMBER COUNTRIES (MALAYSIA)

**Prof. Dr Mohd Ismail Noor FASc, FIUNS
Vice-President NSM
Universiti Teknologi MARA**

**1st. Annual Meeting of SEA Public Health Nutrition
2nd June 2014,
Kuala Lumpur**



Presentation outline..

- **Introduction**
- **Some research activities from local Universities and NSM**
- **NSM contribution to Malaysians**
- **Future Directions**

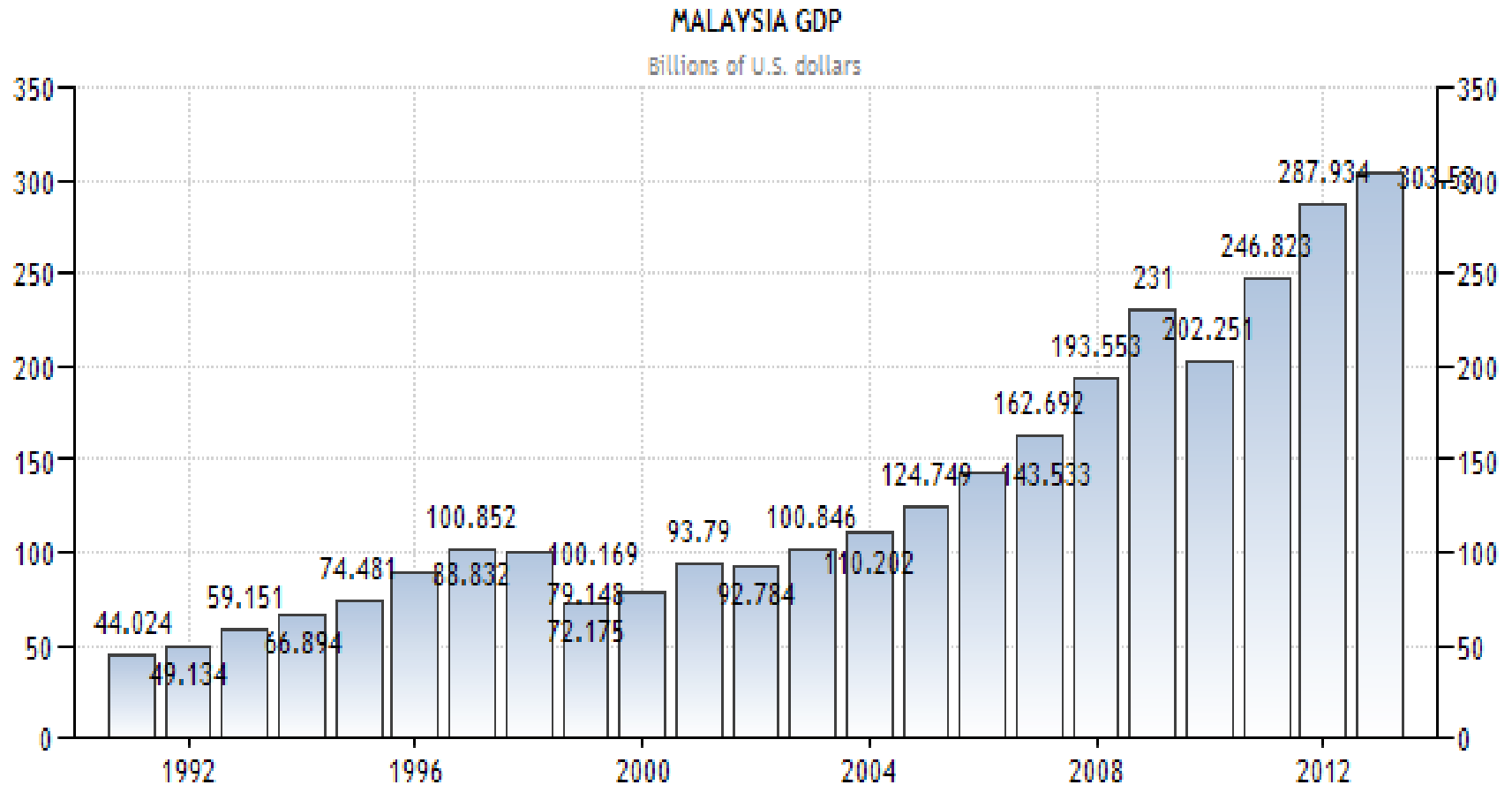
Note: Presentation do not include MOH activities



INTRODUCTION

- ❑ The accelerated phase of industrialization and urbanization has generated marked changes in lifestyles, occupational patterns and dietary habits of Malaysians.
- ❑ The double burden disease theory is very apparent, while communicable diseases and malnutrition still exist, degenerative diseases, e.g. CHD, hypertension, diabetes and obesity becoming more prominent.

MALAYSIA GDP (1992-2012) - ↑7 fold



SOURCE: WWW.TRADINGECONOMICS.COM | WORLD BANK GROUP

The Nutrition Transition

Shift from traditional diet using local foods to more...

- **processed foods**
- **food of animal origin- dairy, meat, egg**
- **sugar added to food**
- **'fast foods' & soft drinks easily available and relatively cheap**
- **dietary fat**

But a fall in...

- **fruit and vegetables**
- **cereal and fibre intake**

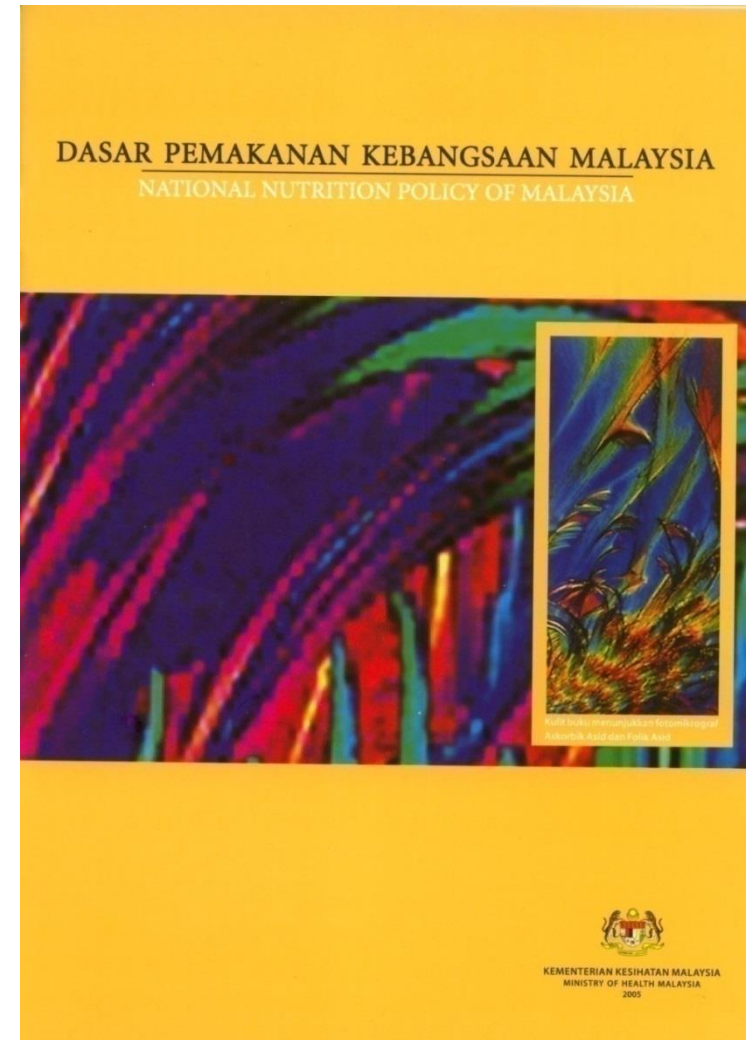
Source: Popkin, BM, 2001. *Journal of Nutrition*; 131:871S-873S, 2001)



Nutrition Policy Malaysia, 2005

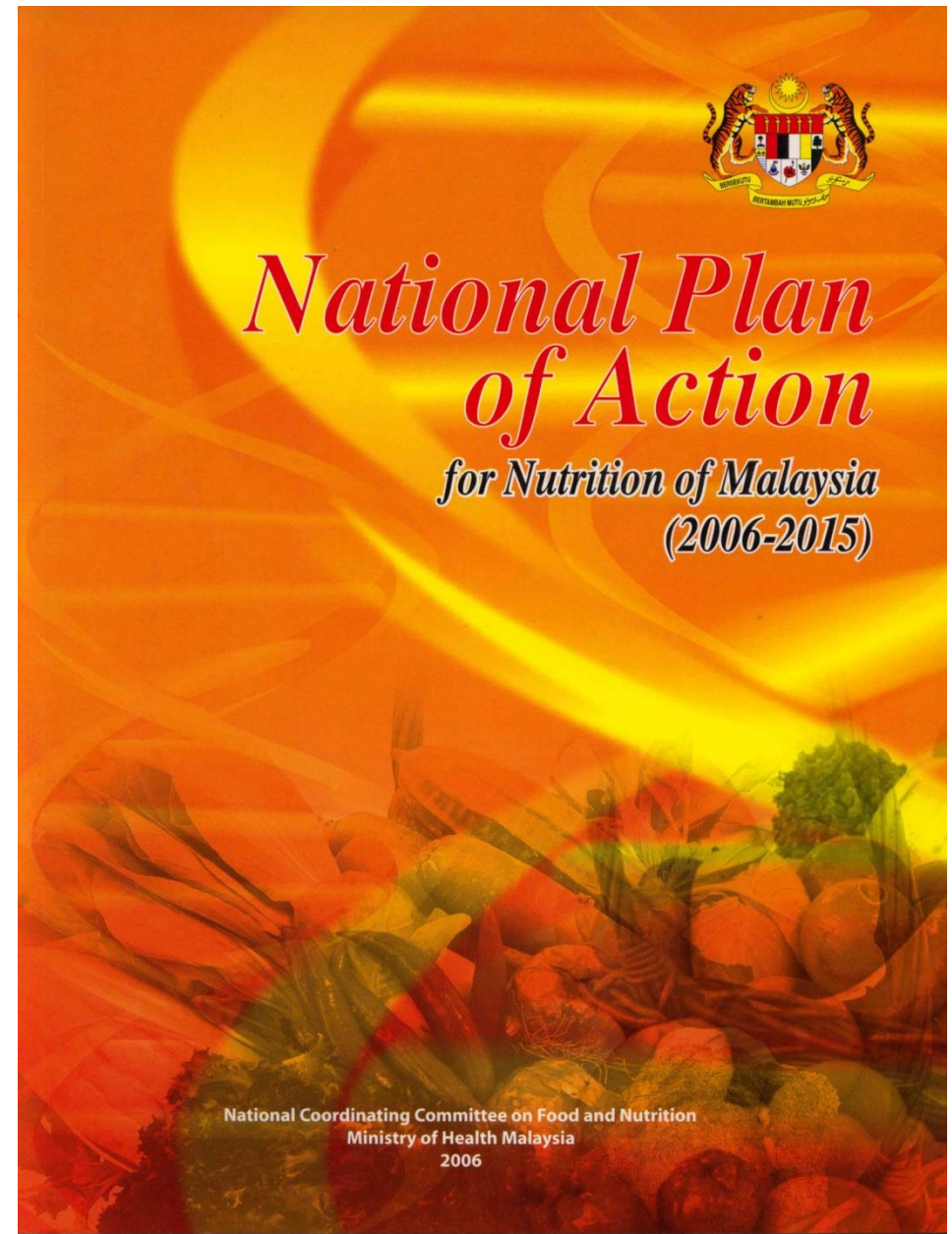
National Nutrition Policy has clearly emphasised the importance of ensuring food and nutritional security

❖ especially for vulnerable groups



National Plan of Action for Nutrition II (NPANM II) (2006-2015)

A comprehensive national nutrition intervention master plan to combat under- and overnutrition problems



General Objective: TO ACHIEVE AND MAINTAIN OPTIMAL NUTRITIONAL WELL-BEING OF MALAYSIANS

Specific Objectives

To enhance the
nutritional status
of population

To prevent and control
diet-related
non-communicable
diseases

**Enabling
Strategies**

Improving household food security especially among the low income group

Promoting optimal infant and young children feeding practices

Preventing and controlling nutritional deficiencies

Promoting healthy eating and active living

Supporting efforts to protect consumers in food quality and safety

**Facilitating
Strategies**

Ensuring
all have
access to
nutrition
information

Continuous
assessment &
monitoring of
nutrition
situation

Promoting
continuous
research
&
development

Ensuring nutrition
& dietetics are
practiced by
trained
professionals

Strengthening
institutional
capacity in
nutritional
activities

**Foundation
Strategy**

Incorporating nutrition objectives, considerations and components into national development policies and programmes



- **Two key strategies in NPANM II has particular relevance**
 - ❖ **Promoting healthy eating and active living**
 - ❖ **Ensuring all have access to nutrition information**
- **Nutrition Society of Malaysia has regularly conducted community nutrition promotion programmes for the public since its establishment in 1985**
- **Over 29years, NSM has worked relentlessly towards ensuring that Malaysians have access to appropriate nutrition information**



Burden of NCD in Malaysia

- Currently about **60-70%** of total health clinic attendances are due to NCD
- Excluding normal deliveries, NCD contributes to **over 20%** of total hospitalisation in MOH Hospitals
- NCD is also in the **top five** most common cause of death in MOH Hospitals in the past five years
- Most common cause of **premature death** (below 60 years of age) in Malaysia are due to cardiovascular diseases

Sources: Health Informatics Centre, MOH, and Malaysian Burden of Disease & Injury Study 2004



NCD & NCD Risk Factors:

The causation pathway for chronic diseases

Prevalence of obesity: **14.0%**
(1.7 million Malaysians)

Physically inactive:
43.7% (5.5 million)

Prevalence of diabetes:
14.9% (1.4 million)

Underlying Determinants

- Globalisation
- Urbanisation
- Population Ageing

Common Risk Factors

- Unhealthy diet
- Physical Inactivity
- Tobacco & Alcohol use
- Age (non modifiable)
- Heredity (non modifiable)

Intermediate Risk Factors

- Overweight/obesity
- Raised blood sugar
- Raised blood pressure
- Abnormal blood lipids

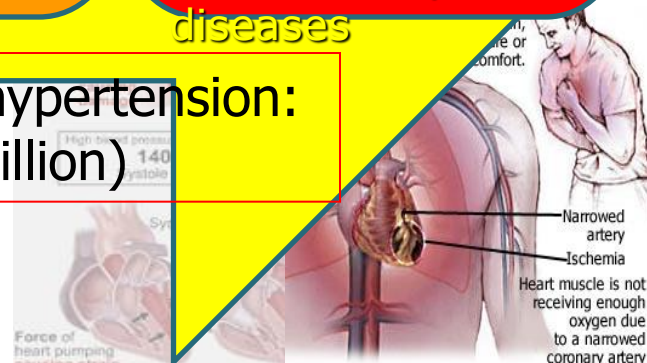
Main NCD

- Heart Disease
- Diabetes
- Stroke
- Cancer
- Chronic resp. diseases

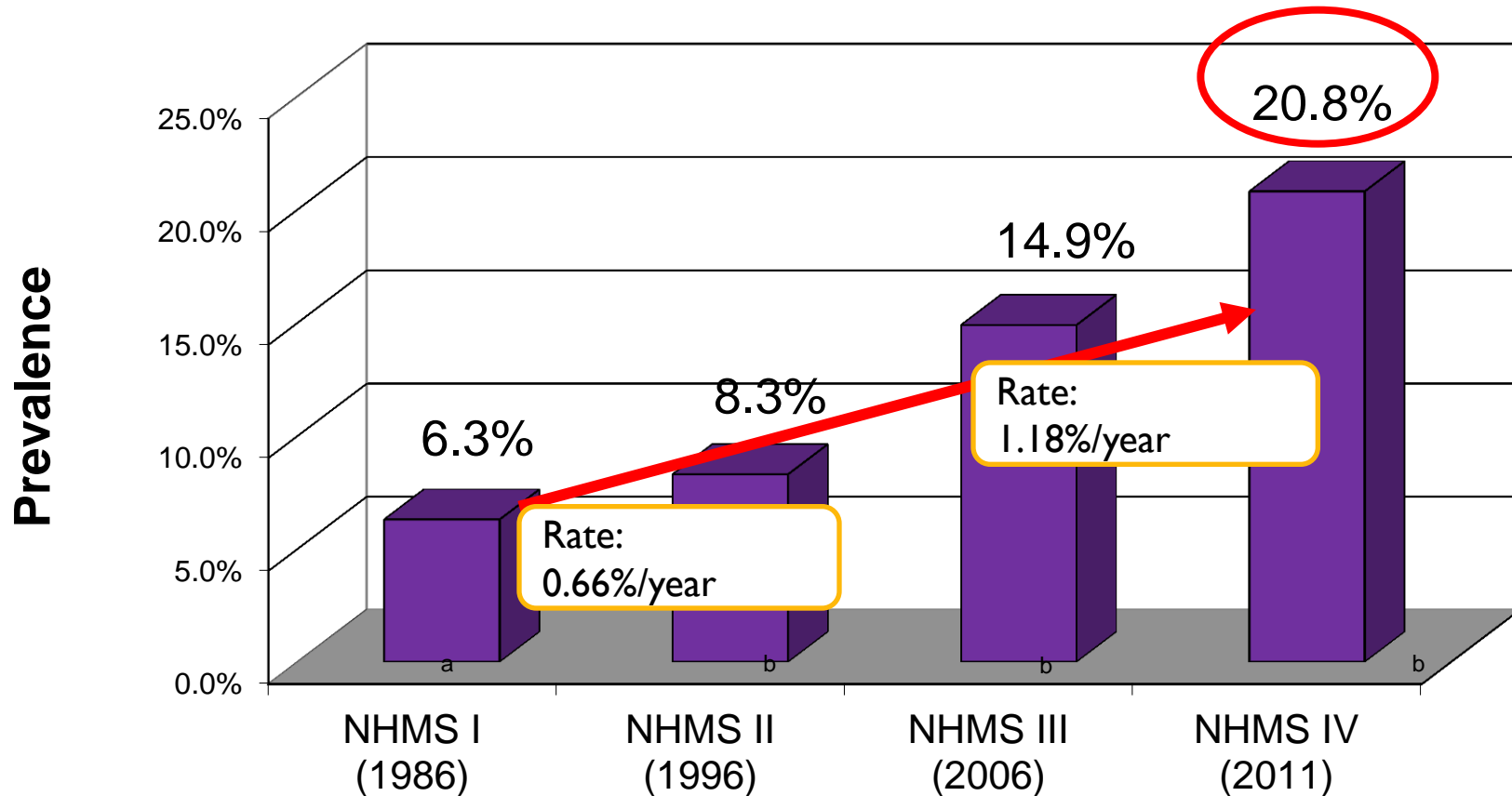
Current smokers:
21.5% (2.8 million)



Prevalence of hypertension:
32.2% (4.8 million)



Prevalence of diabetes among Malaysian adults (1986 – 2011)



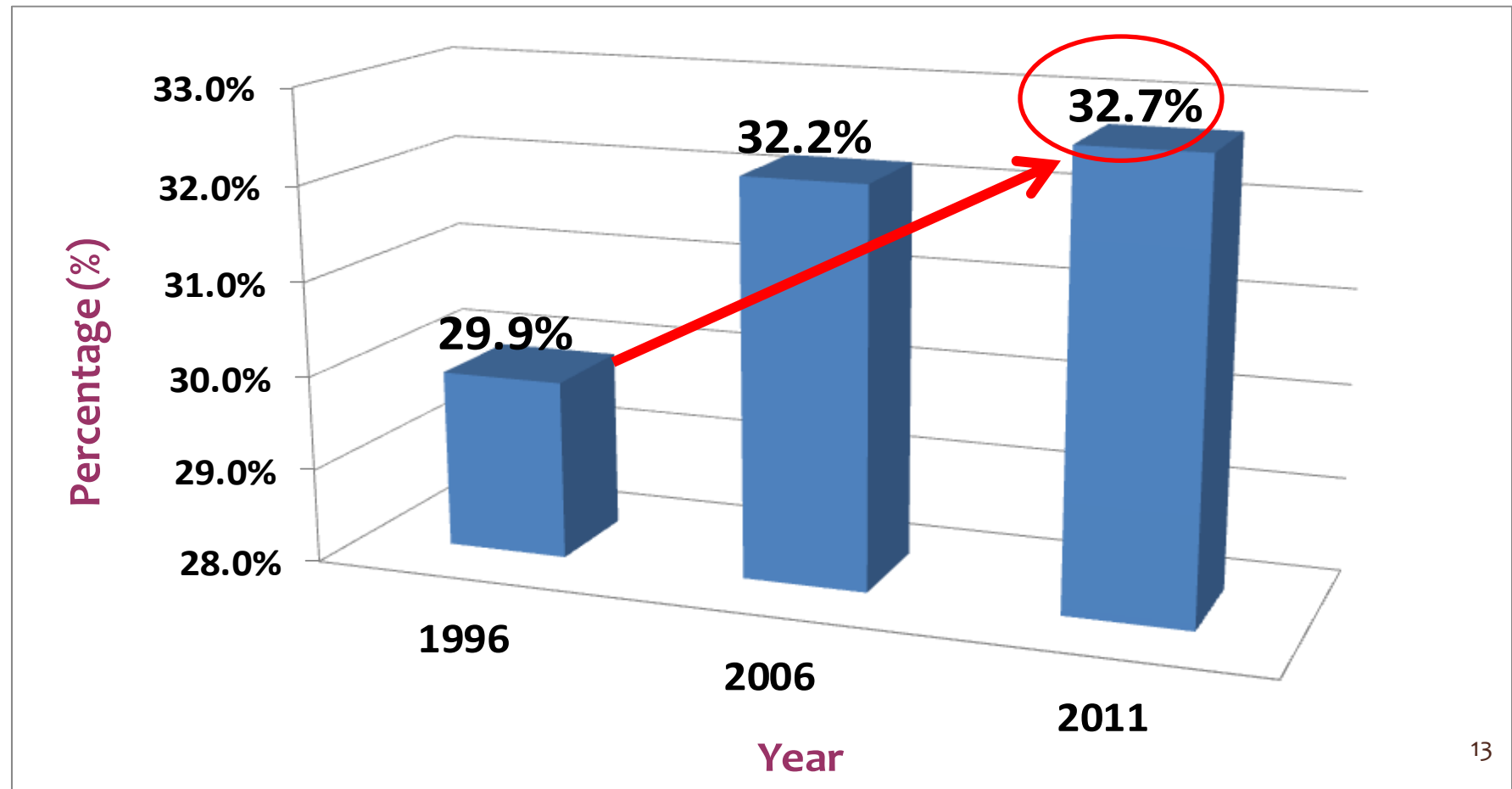
^a Adults ≥35 years old

^b Adults ≥30 years old



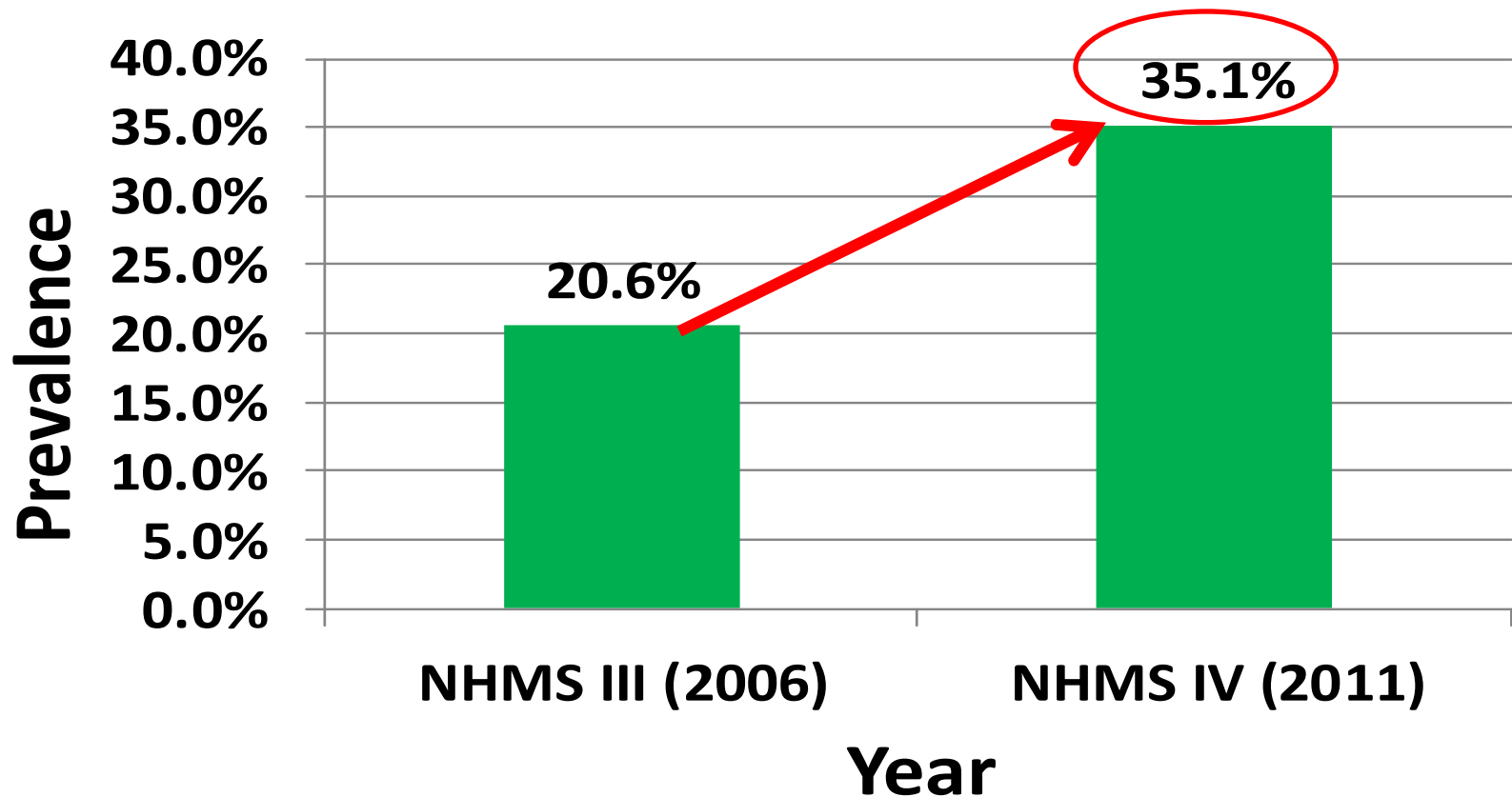
Source: National Health and Morbidity Survey , 1996, 2006, 2011

Prevalence of hypertension among Malaysian adults (1996 – 2011)



Source: National Health and Morbidity Survey , 1996, 2006, 2011

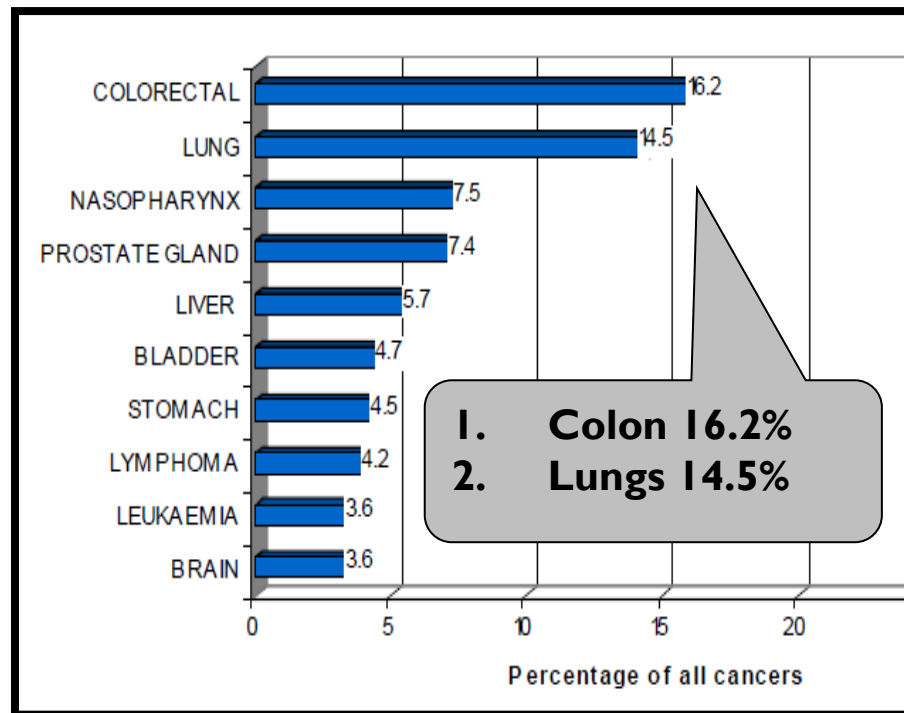
Prevalence of High Blood Cholesterol among Malaysian Adults (2006-2011)



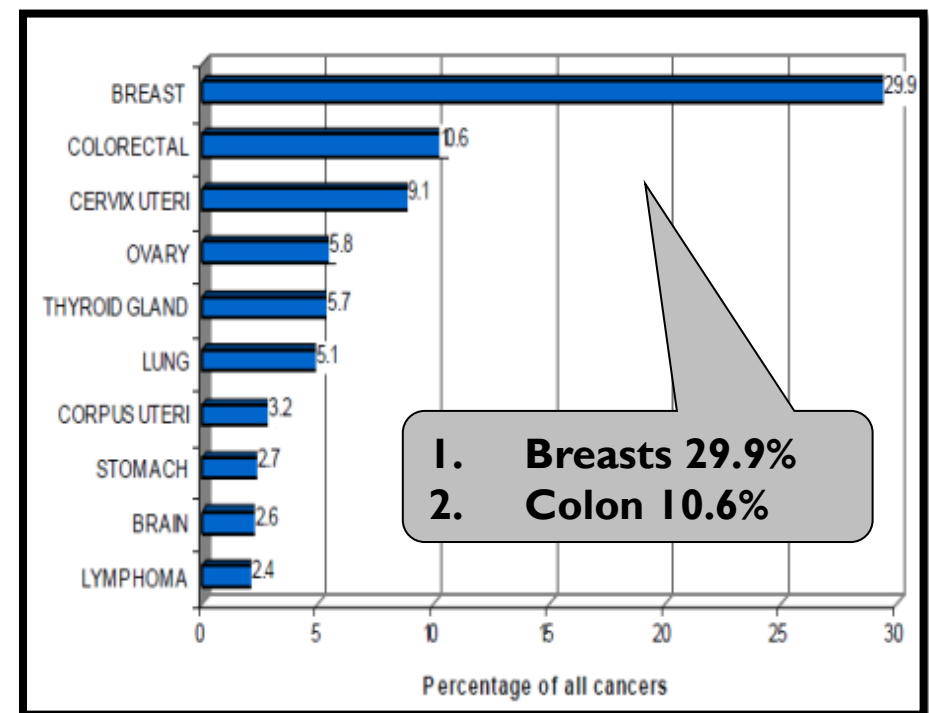
Source: National Health and Morbidity Survey 2006-2011

Top 10 Cancers based on gender in 2006

Men



Women



Source: Malaysian Cancer Statistics–Data and Figure Peninsular Malaysia 2006, National Cancer Registry,

Projection of NCD Burden

| Disease Burden | 1996 NHMS2 | 2002 | 2006 | 2010 | 2020 |
|----------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| HPT | 2,190,504 (29.9%) | 3,476,435 (39.5%) | 4,383,450 (45.9%) | 5,226,300 (52.3%) | 8,126,100 (68.3%) |
| DM | 608,000 (8.3%) | 836,200 (9.5%) | 983,650 (10.3%) | 1,109,200 (11.1%) | 1,558,600 (13.1%) |

Note: Based on NHMS2 1996. Prevalence rate increase proportionately.

Projection of NCD Burden

| Diseases | Current/Latest 2002 | 2005 | 2010 | 2020 |
|---------------------|----------------------------|--------|--------|--------|
| Cancers (All forms) | 26,089 cases (NCR 2002) | 27,840 | 30,883 | 38,021 |

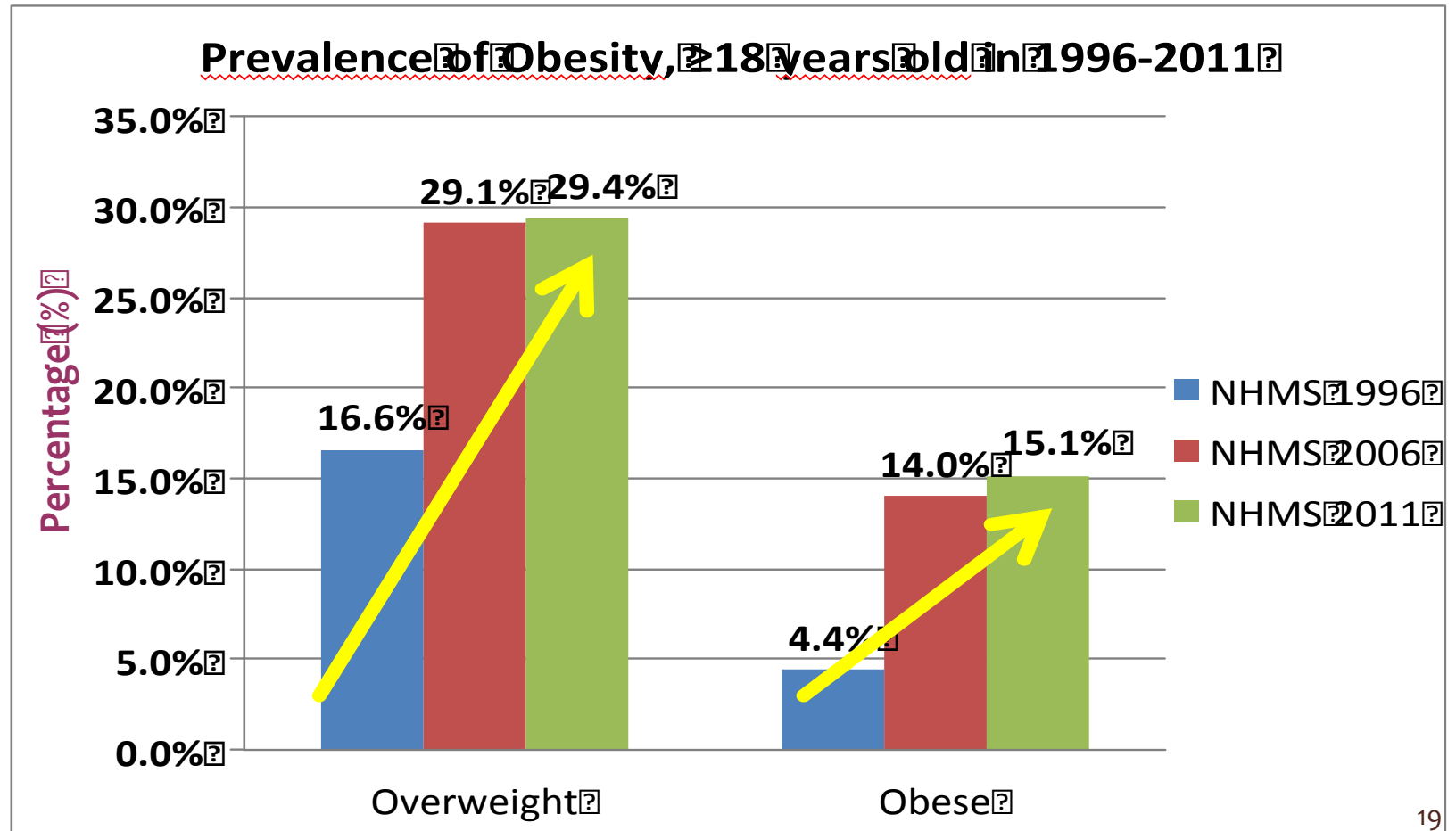
Assumptions:

1. Population growth at 2.1% yearly is constant with similar growth in number of males and females
2. Incidence rate of cancer remain constant in both sexes

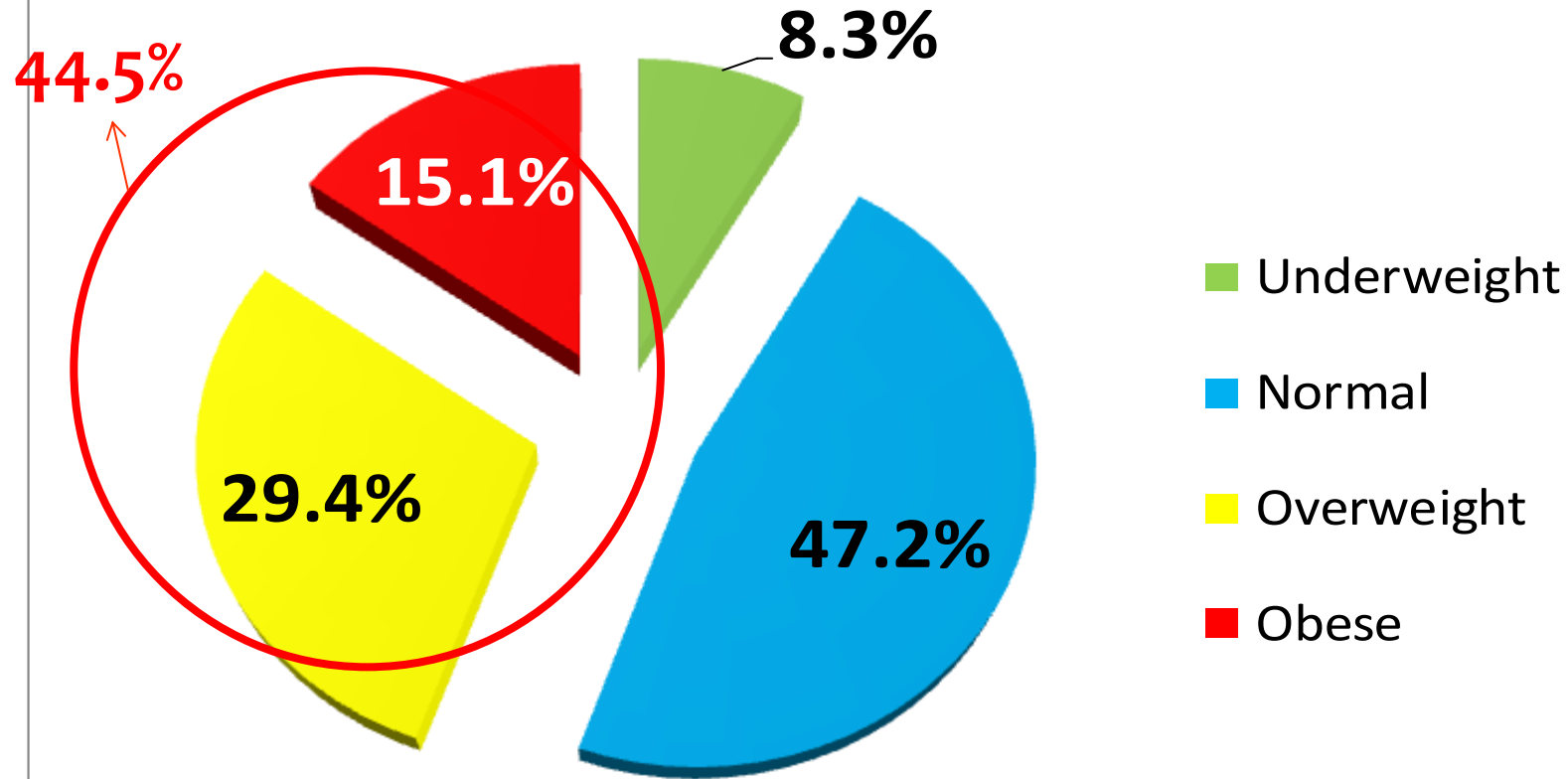
Obesity : The Malaysian Scenario!



Prevalence of obesity & overweight among adult Malaysians, 1996 - 2011



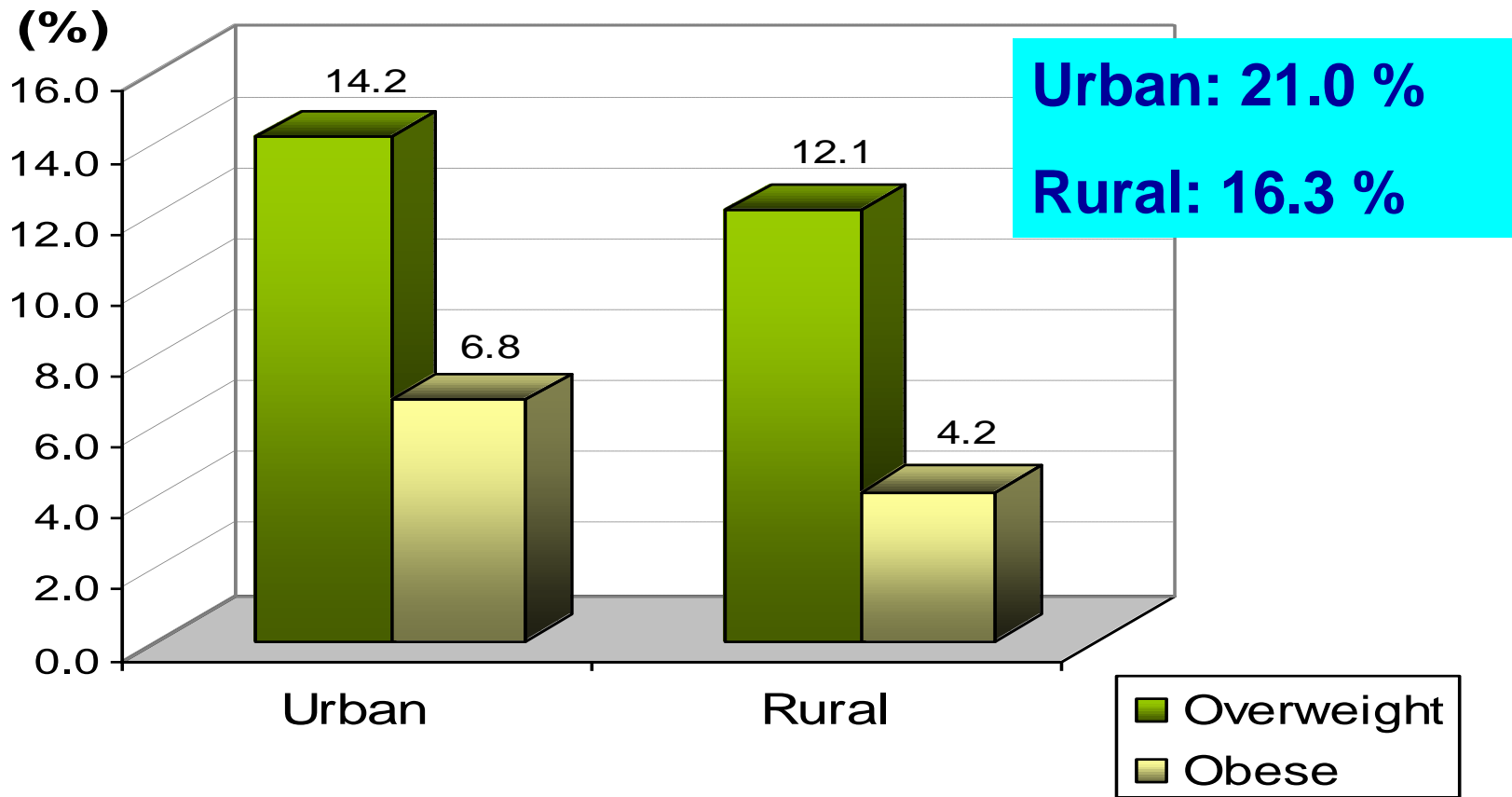
Body Weight Status of **Adult Malaysians**



NHMS 2011: Malaysian Nutritional Status, ≥ 18 years old

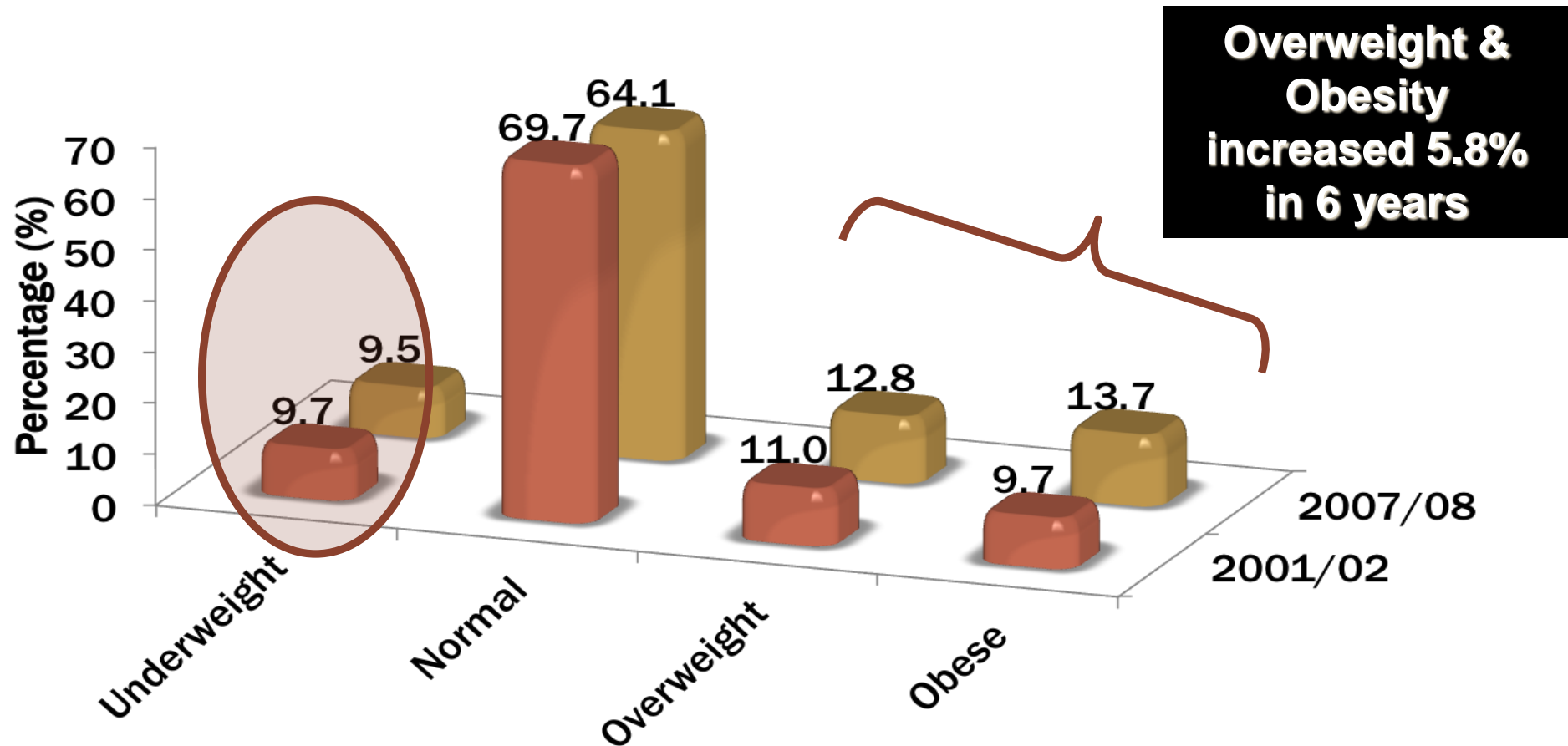
Almost one out of two adult Malaysians are either overweight or obese
About 8.5% Malaysians are underweight and are prone to malnutrition.

Prevalence of overweight & obesity in Adolescents



Source: Poh et al.(2004), Energy Requirements of Malaysian Adolescents. IRPA Report.

Nutritional Status of Primary School Children in Peninsular M'sia



* $p < 0.05$, significant difference in nutritional status between surveys

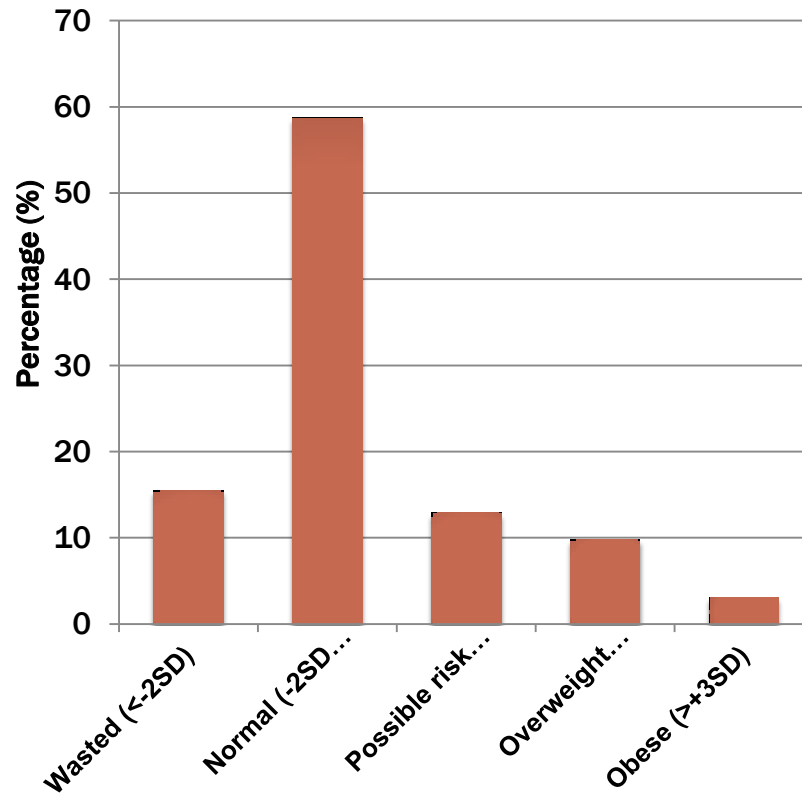
Growth Reference: WHO (2007)

Ismail et al. (2009)

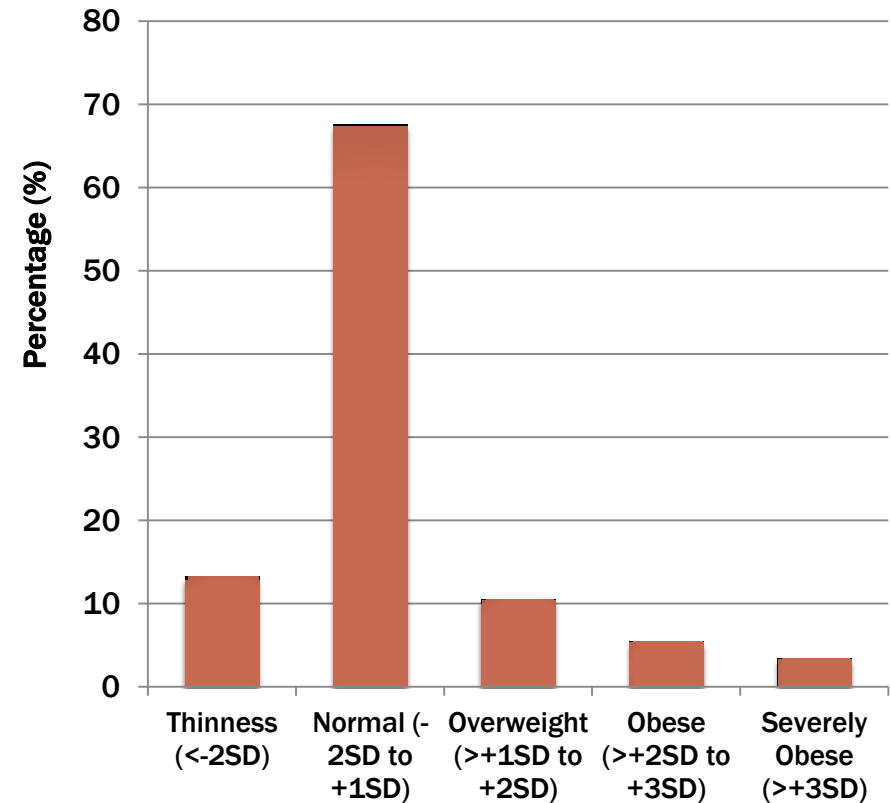


BMI-for-age Distribution among **Preschool** children in Kuala Lumpur

BMI-for-age (Children 4-5 years)



BMI-for-age (Children 5-6 years)



Source: Khor et al. (2012)

Some Nutrition intervention activities from local Universities and NSM





Principal Investigator: Dr Chin Yit Siew

Co-Researchers

: Assoc. Prof. Dr Chan Yoke Mun

Assoc. Prof. Dr Mohd Nasir Mohd Taib



HEALTHY LIFESTYLE PROGRAM (PROGRAM CARA HIDUP SIHAT)

- A 3-year long-term intervention program
 - to promote healthy lifestyle among **secondary school students staying in daily boarding schools** in Malaysia.
 - through conducting healthy lifestyle education by **Teachers** based on the **HEBAT module**
- A **collaborative health education intervention** among the Ministry of Education Malaysia, Universiti Putra Malaysia and Nestle Products Pte Ltd.



Objectives

Short-term:

Roll out of HEBAT module in 100 daily boarding schools via intervention program



Enhance knowledge and practice of healthy lifestyle among:

- Teachers
- Students

Long-term:

Roll out of HEBAT module in all the schools in Malaysia



To share intervention approach & HEBAT module with the Ministry of Education

HEBAT (Healthy Eating and Be Active among Teens) MODULE

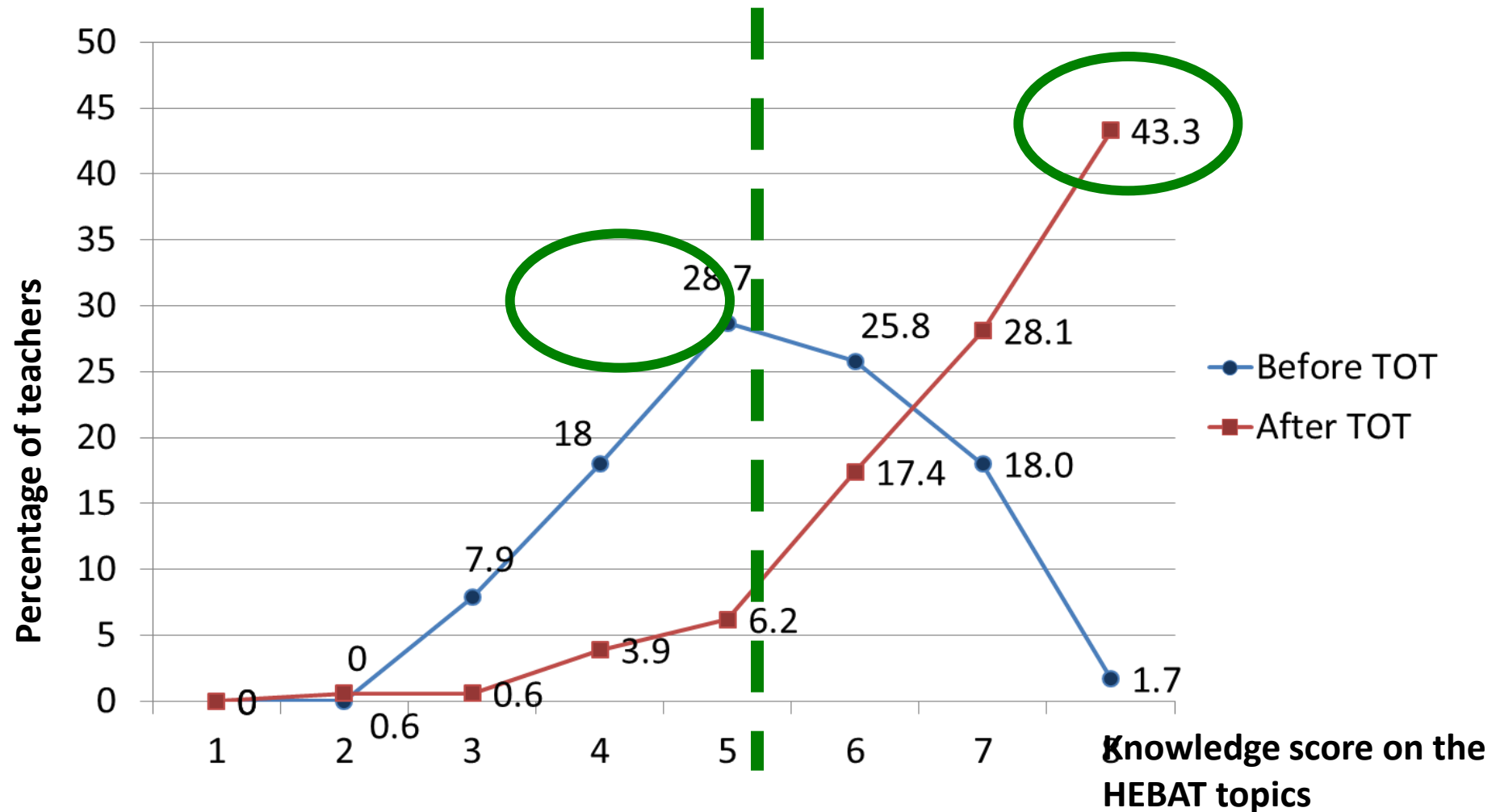


Teacher – Teaching Kit



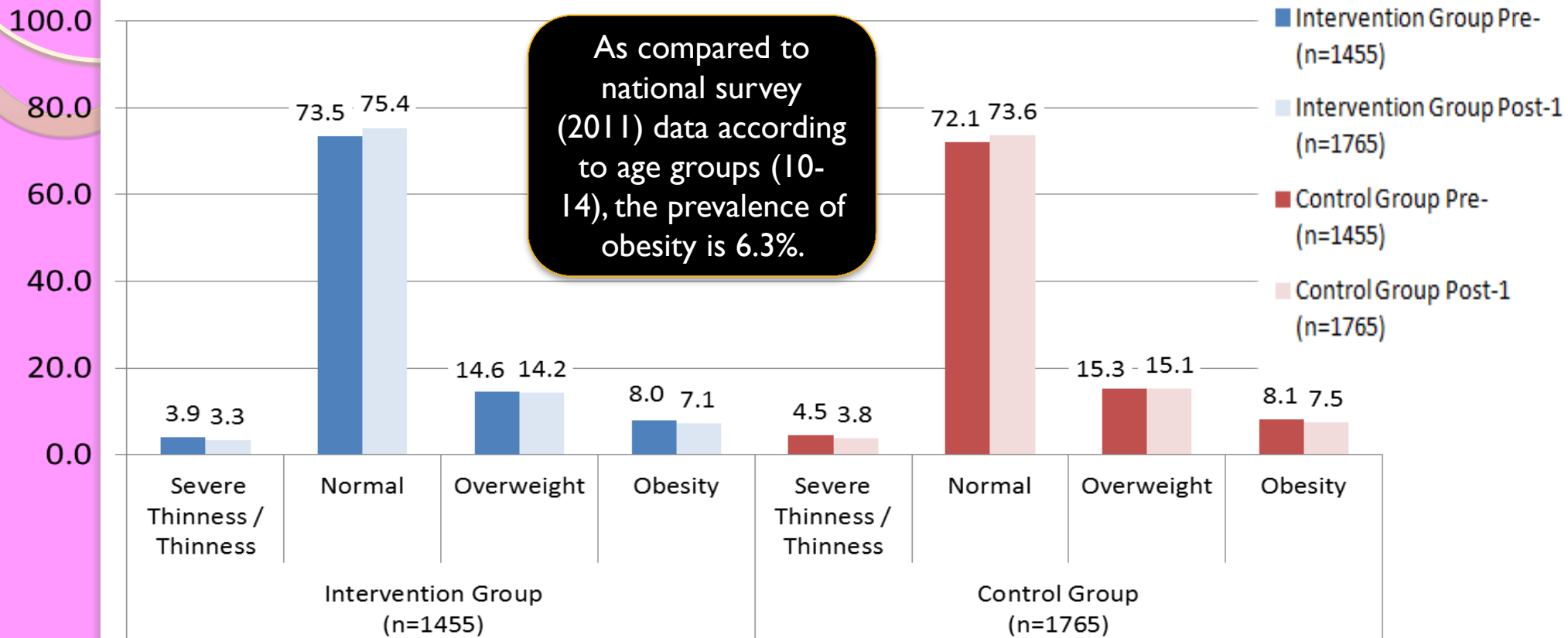
Student – HEBAT File

Knowledge score on the HEBAT topics among TEACHERS in the Phase I of TOT (2012)



BMI Classification (BMI-for-Age) (n=3220)

(Percentage)



The percentage of **normal category increased** while percentages other categories decreased in both groups.

Malaysian Childhood Obesity Treatment Trial (The MASCOT)

Ruzita AT¹, Ng SF¹, Ismail MN¹, Wafa SW² & Reilly JJ²

¹Universiti Kebangsaan Malaysia

²University of Glasgow, UK

6th. AOCO, Manila. Philippines

Behavioural target for the MASCOT treatment program

- The MASCOT treatment focused on change in the **3 key behaviours**:
 1. Reductions in sedentary behaviour, particularly screen-time
 2. Increases in physical activity
 3. Changes in diet.
- The parents were targeted as the main agents of lifestyle change.



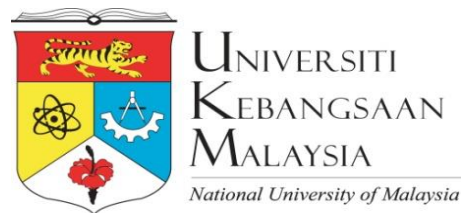
Conclusion - MASCOT

- The MASCOT suggests that a group-based, relatively low intensity, good practice, intervention for treatment of childhood obesity in Malaysia **can have modest benefits**, and the benefits are broadly comparable to those achieved by similar interventions in the developed world (Hughes et al, 2008).
- The present study could inform the development of future treatments of childhood obesity in low and middle-income countries.

Nutrition Intervention Studies among Malaysian Elderly: Success, Issues, Challenges and Future directions

Suzana Shahar, PhD

*Professor Nutrition and Dietetics, Dietetics Programme,
Faculty of Health Sciences, Universiti Kebangsaan Malaysia,
Jalan Raja Muda Abdul Aziz, 50300 Kuala Lumpur, Malaysia
Email: suzana.shahar@gmail.com*



Fakulti Sains Kesihatan Bersekutu



Suzana et al. (2011). Development and analysis of acceptance of a nutrition education package among a rural elderly population. BMC Geriatric

Asnarulkhadi et al (2012). Perceptions of healthy foods among rural elderly Malaysians: A qualitative analysis

Panduan Pemakanan Untuk Penuaan Sihat : Sukatan Makanan Harian Untuk Warga Emas

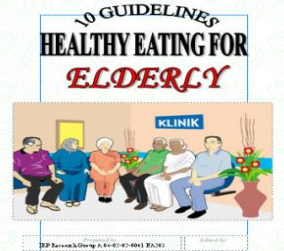


10 PANDUAN Pemakanan Sihat Untuk WARGA EMAS



Disediakan oleh :
Kumpulan Penyelidik IRPA 06-02-02-0041 EA203

Disemak oleh :



十个编制给华裔老年人的
健康饮食指南



10 PANDUAN PEMAKANAN SIHAT WARGA EMAS

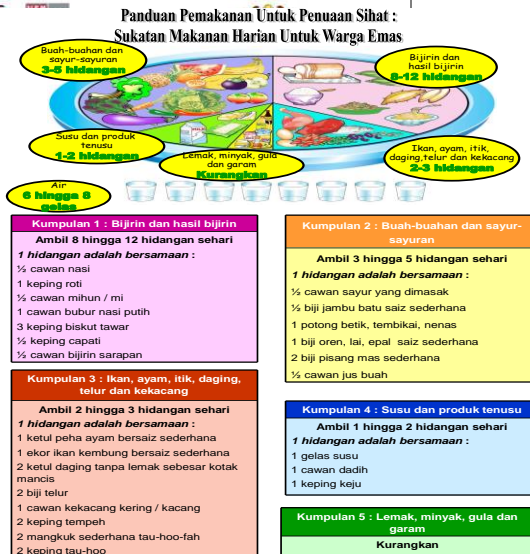
1. Pelbagaikan Jenis Makanan
2. Makan Sekurang-kurangnya 3 kali Sehari
3. Tingkatkan Pengambilan Serat
4. Penuhi Keperluan Kalsium Anda
5. Kurangkan Pengambilan Lemak & Makanan Tinggi Kolesterol
6. Kurangkan Garam & Pengambilan Makanan Tinggi Garam
7. Kurangkan Gula & Makanan Manis
8. Minum Lebih Banyak Air
9. Kendali Makanan Dengan Selamat: Sedia & Simpan Makanan Dengan Betul
10. Aktifkan Diri Untuk Kekuatan Otot

Disediakan oleh: Kumpulan Penyelidik IRPA 06-02-02-0041 EA203

Disemak oleh: Kementerian Kesihatan Malaysia



Makanlah Secukupnya



Disediakan oleh: Kumpulan Penyelidik IRPA 06-02-02-0041 EA203



TOWARDS SUSTAINABLE APPROACH:

Nazlena A, Suzana S et al. (2012). Design of an Interactive Digital Nutritional Education Package for Elderly People. Informatics for Health and Social Care (Inpress).



Figure 1. Module I: Healthy Eating Guidelines



Figure 2. Module III: BMI Calculator



User Evaluation: n=14 men, 17 women, mean age 65 ± 4.3 . Overall, 91.4% of the elderly subjects gave a positive opinion about the perceived usefulness of digital WE Sihat; 86.0% gave a positive opinion on the ease of use of WE Sihat and 90.3% of the elderly subjects were interested in using this system again, if given a future chance.

Suzana et al. (2012). Effectiveness of a Nutrition Education Intervention Package on Anthropometric and Biochemical Profiles among Rural Older Malays with Metabolic Syndrome. Public Health Nursing (Inpress)

WOMEN

- ↑ Nutritional knowledge
- ↑ Nutritional attitude
- ↓ Waist circumference
- ↓ Body weight
- ↓ BMI
- ↑ Calcium intake
- ↑ Vigorous (MET min/wk)
- ↑ MET total (MET min/wk)

MEN

- ↓ Total cholesterol
- ↑ Energy intake
- ↑ Protein intake
- ↑ Niacin intake
- ↑ Calcium intake
- ↑ Potassium intake
- ↓ Sitting (min week⁻¹)

No significant changes: Quality of life, C-Reactive Protein, BP, FBS, TG



A Healthy Lifestyle Programme for Primary School Children in Malaysia

In collaboration with



Initiated by



Prepared for Ministry of Education (3K Meeting)

Prepared by Nutrition Society of Malaysia (NSM)



This investment will certainly bring about a future generation of school children that are better educated in nutrition. Such knowledge will benefit them in their future life.



Note: Prof. Norimah will discuss the results at NSM Conference

NSM contribution to Malaysians



The Nutrition Society of Malaysia

– professional body
established in 1985 has
2 main objectives

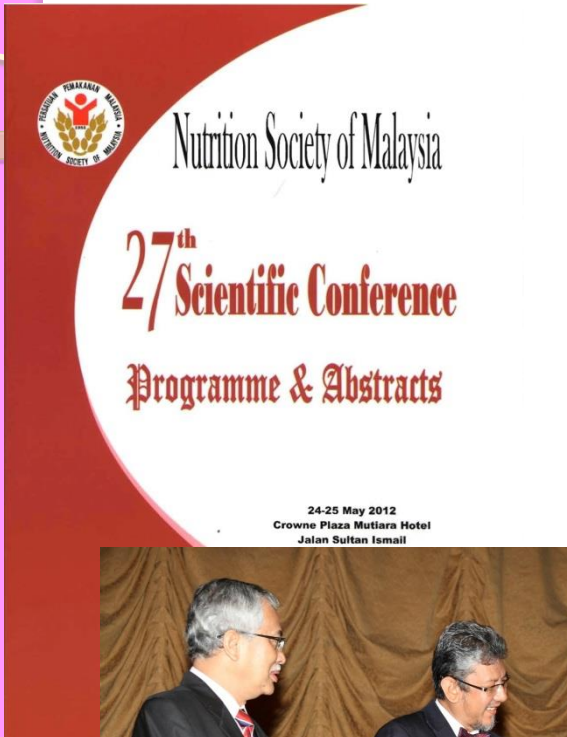


First objective is to promote, advance and disseminate the scientific knowledge of food and nutrition

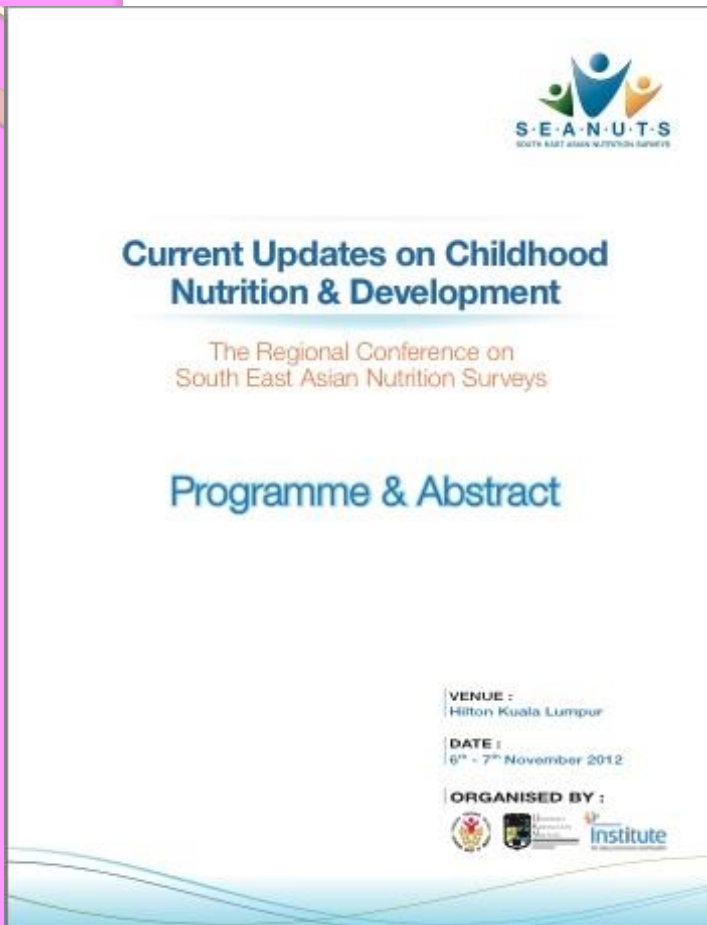
Activities carried out to meet this objective include



Organising Annual Conference for members for 29 years



Numerous other scientific conferences and seminars ..



Conference on Non-Communicable Diseases

The Role of Diet & Physical Activity
in **Combating NCDs**
Multi-Stakeholders Strategic Partnership

Programme & Abstracts

26 - 27 March 2013
Renaissance Hotel, Kuala Lumpur

Organised by :



Co-organised by :



Other scientific conferences and seminars ..(cont.)



ILSI Malaysia Country Committee 5th Scientific Seminar

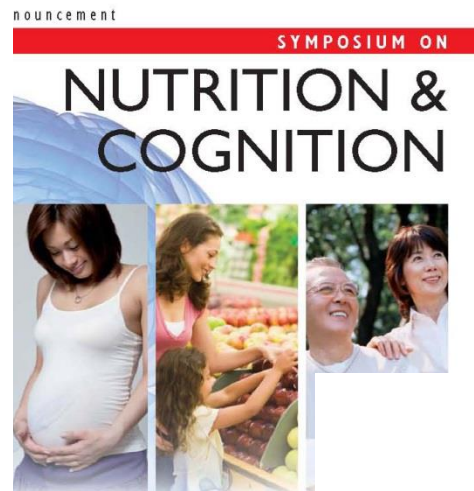
*"Whole grains in human nutrition –
A scientific update"*

Co-organised by

Nutrition Society of Malaysia



22 April 2011, Kuala Lumpur



ILSI Malaysia Country Committee 6th Scientific Seminar -

Micronutrient Fortification of Food- a Scientific and Regulatory update

**10 October 2012
Crowne Plaza Mutiara Hotel, Kuala Lumpur**

Organiser:



Co-organiser:



PROGRAM & ABSTRACTS



Symposium on Plant Polyphenols: Nutrition, Health and Innovations June 22-23, 2009, Kuala Lumpur, Malaysia

Organizer



International Life Sciences Institute (ILSI)
Southeast Asia Region

Co-organizer



The Nutrition Society of Malaysia



Organise scientific conferences and seminars ..

Organised by:



In collaboration with:

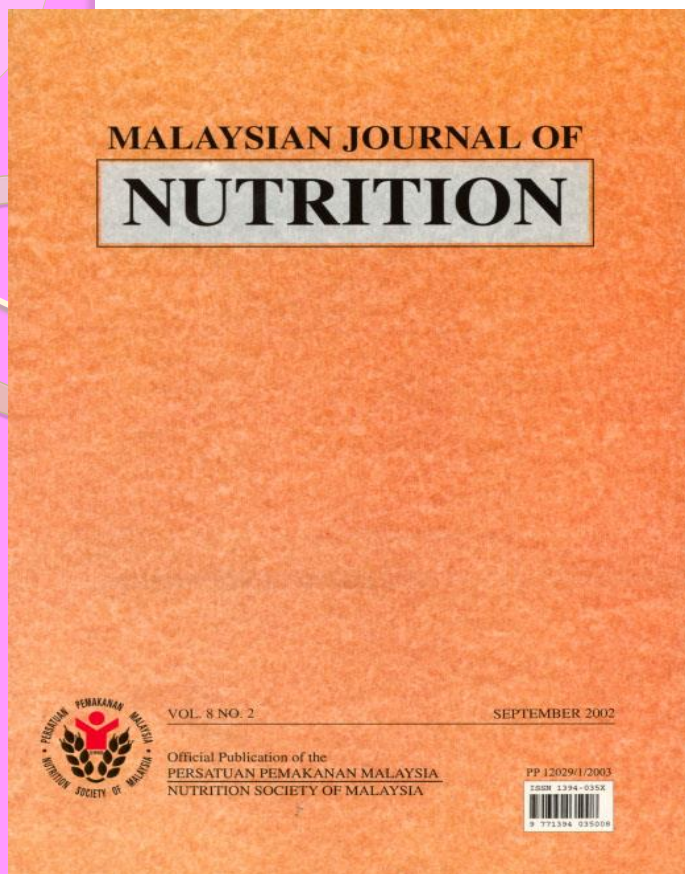


FEEDING THE FUTURE MALAYSIA

**Scientific Seminar on
the Updates of Food
Consumption
of Young Children:**

**Implications for Future
Guidelines and Actions**



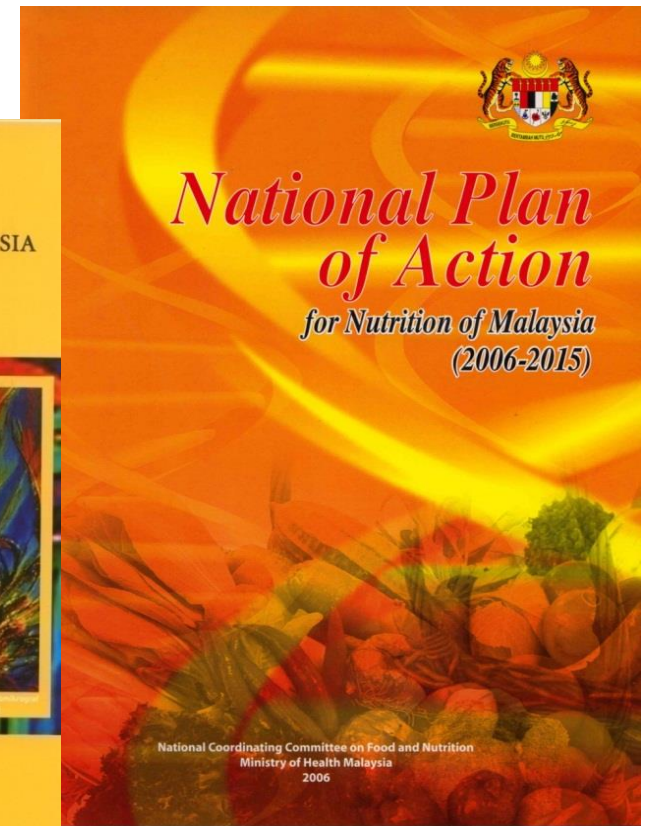
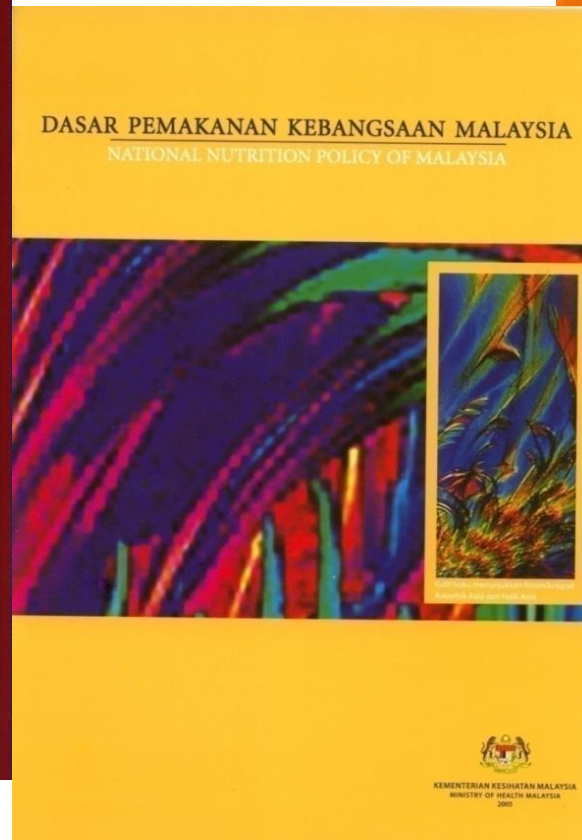
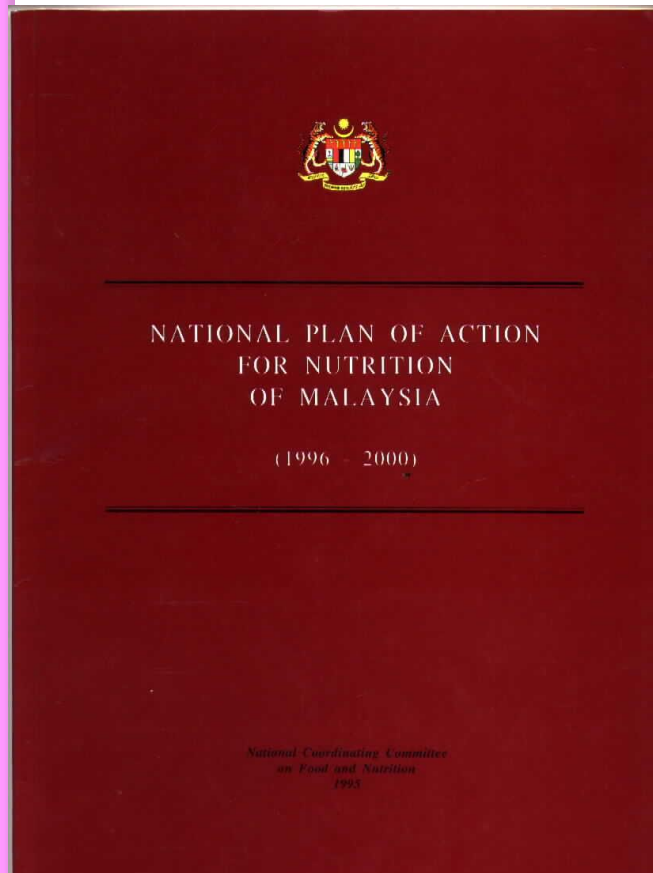


Official peer-reviewed journal - **Malaysian Journal of Nutrition** since 1995 ... Vol 20 (1) 2014

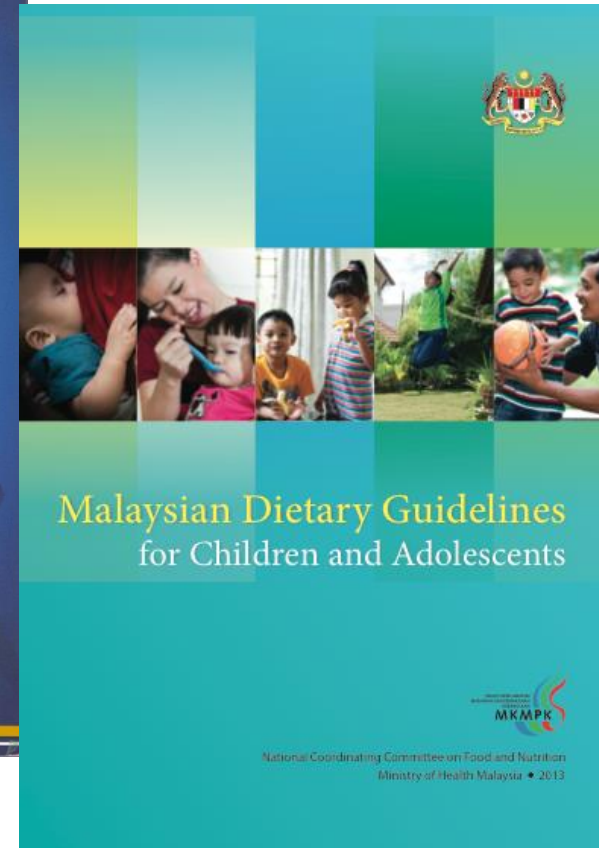
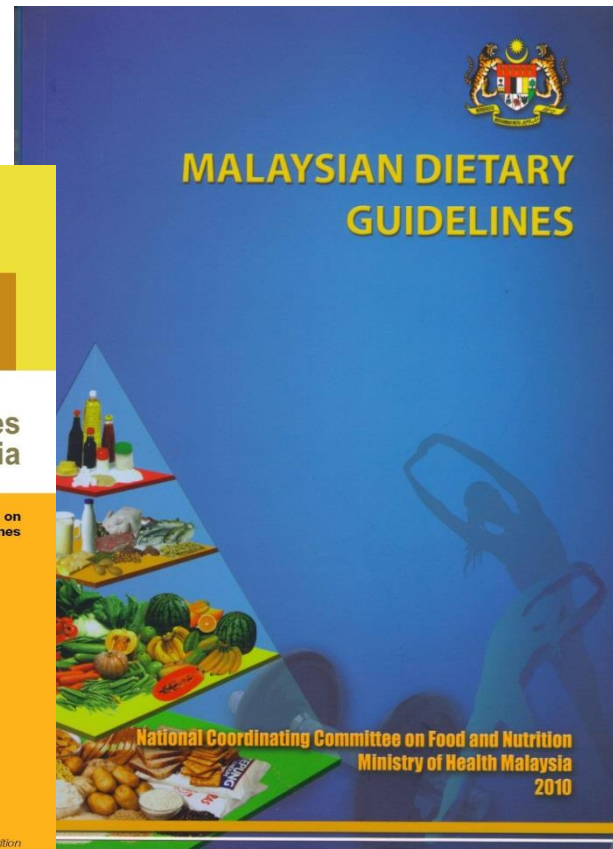
Berita NSM



Participates actively in various activities that relate to the development of nutrition policy and programmes and nutritional guidelines of the country



- **Participated actively** in the development of
 - ❖ **Recommended Nutrient Intake (2005)**
 - ❖ **Malaysian Dietary Guidelines 2010 and**
 - ❖ **DG for children and adolescents (2013)**



- NSM is the main nutrition professional body in the country
- The 2nd main objective of NSM is therefore to contribute towards the implementation of various community nutrition programmes
 - ❖ to promote healthy eating and active living amongst all Malaysians
- It has been our commitment for the past 29 years to contribute towards promoting better nutrition for all Malaysians
- This presentation summarises the main recent nutrition promotion programmes that have been implemented by NSM

- 2nd objective is to promote healthy eating and active living among the community
- Published numerous educational resources to empower the public with appropriate, unbiased information



Nutrition Society of Malaysia

IMPROVING LIVES *through* **NUTRITION**

Objectives & Activities 1:

Promote, advance and disseminate scientific knowledge of food and nutrition

- Organise scientific conferences/seminars
- Publish Malaysian Journal of Nutrition/ Berita NSM
- Consultation with health, regulatory & scientific bodies
- Research on specific community groups



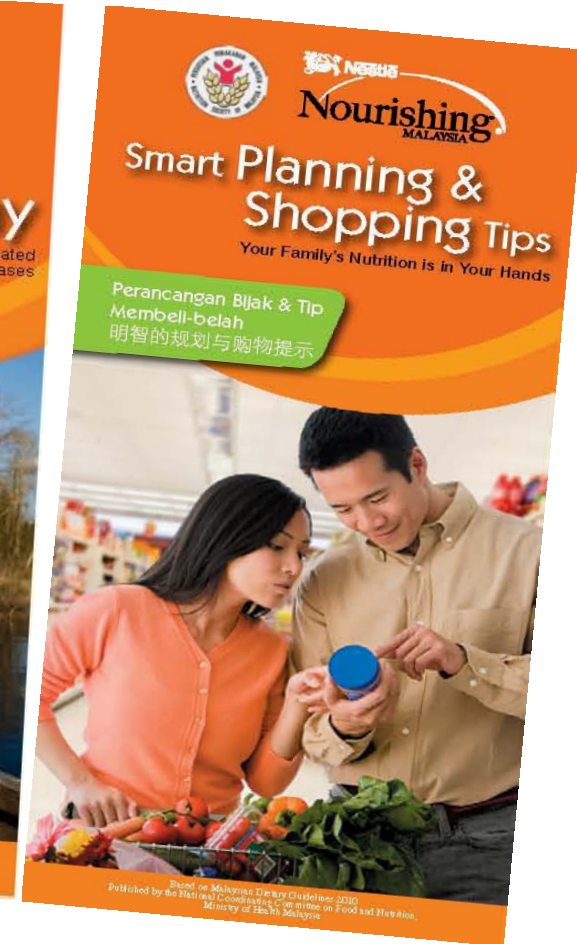
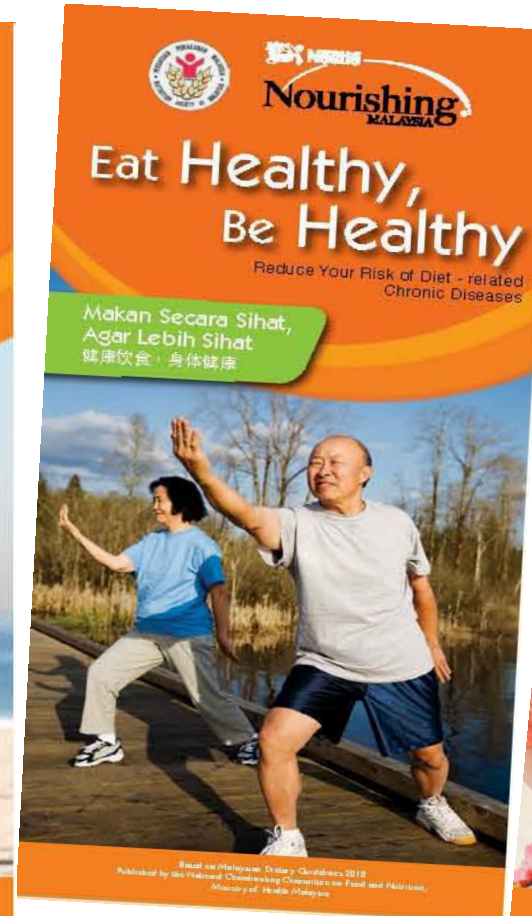
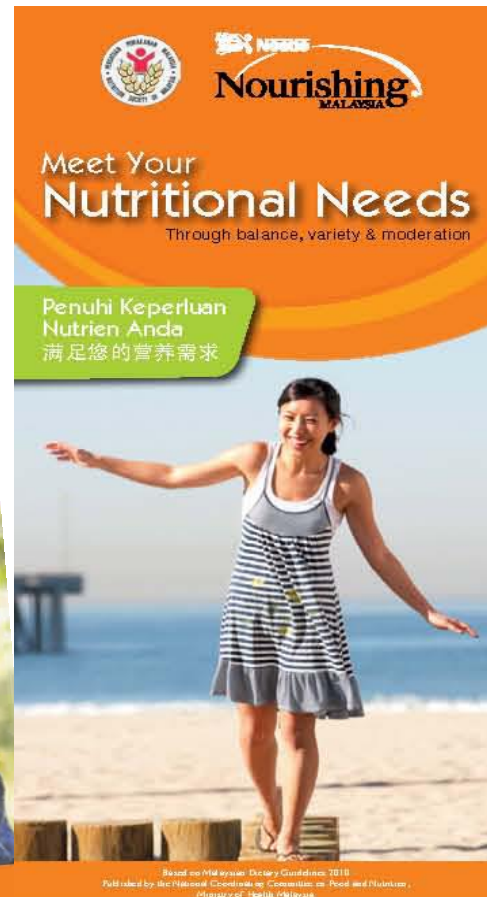
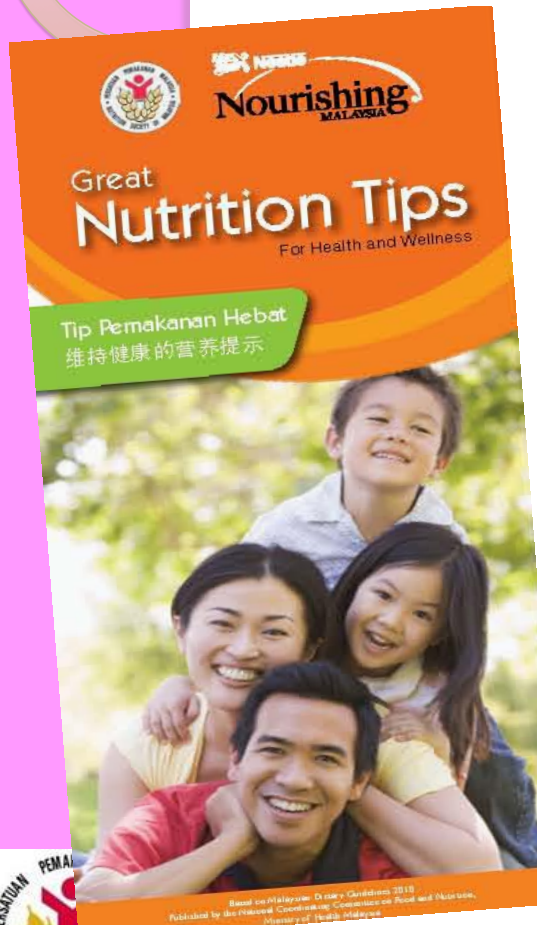
Objectives & Activities 2:

Promote healthy nutrition and active living amongst the community

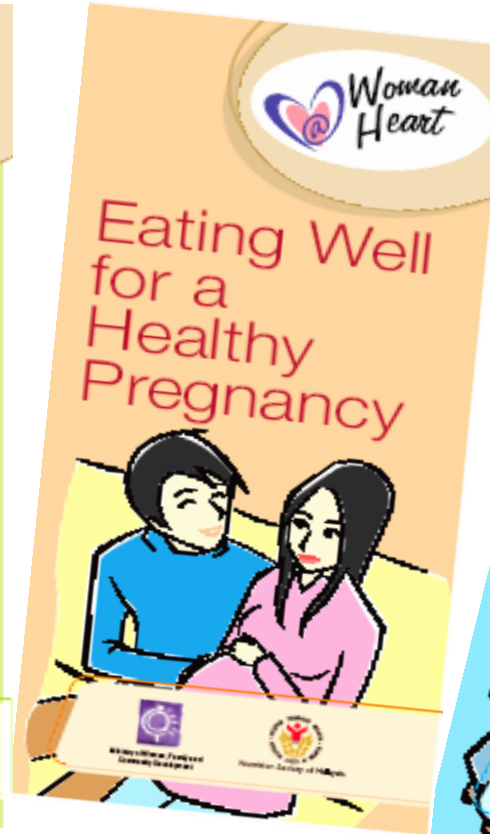
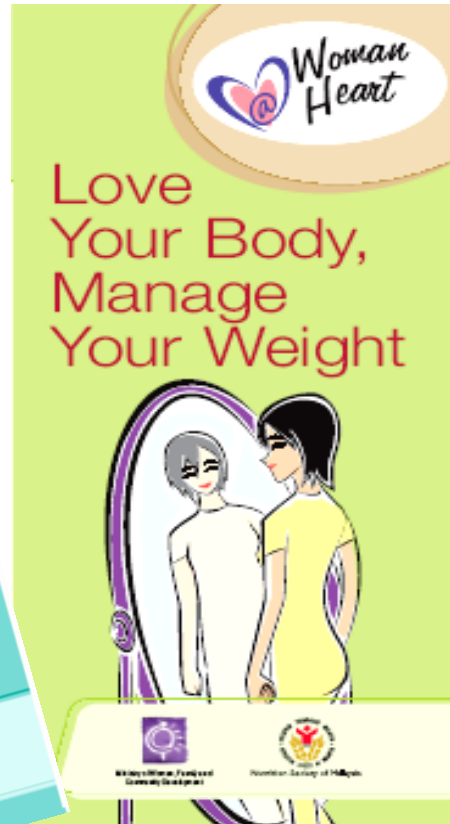
- Conduct roadshows, exhibitions, talks & workshops for the public
- Implement community nutrition programmes, e.g. Nutrition Month Malaysia, Women@Heart
- Publish educational materials



A series of leaflets to promote understanding and usage of the new Malaysian Dietary Guidelines 2010



Women@Heart Leaflets for women ...



Information on specific food items e.g. fruits and vegetables, whole grains, soya bean, milk, bread, etc.

Live Well, Enjoy Soya Goodness

Boost Your Lifestyle!

You're young, active and loving your life. Health-wise, you exercise regularly and are careful about your diet, emphasising complex carbohydrates, fruits and veggies daily. You enjoy your meals immensely, but how about giving your consumption a healthy and refreshing boost?

One way to do so is by making soya a part of your life. Soya milk and soya foods are not only packed with nutrients, they also taste delicious. Plus, these high-dietary fibre foods help you maintain a healthy weight by filling you up faster, thus preventing you from overeating. So meet the bean and discover how it keeps you going!

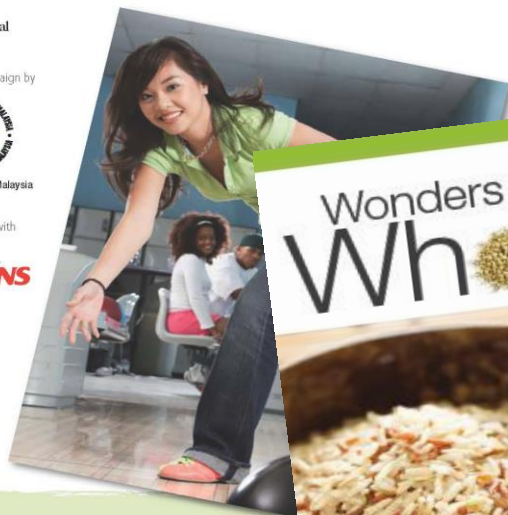
Advertorial

An education campaign by



Nutrition Society of Malaysia

In partnership with



Why this bean?

• An excellent source of plant protein, which

Wonders of Whole Grains



Live Well, Enjoy Soya Goodness

Soya Tips for
You &
Family
應家黃豆食用小提示



NEW STRAITS TIMES TUESDAY, DECEMBER 16, 2008

PAGE 3

Colours of the Rainbow for Your Health

If you've been following our previous articles, you'd know by now that fruits and vegetables are healthy. They provide you dietary fibre, vitamins, minerals and numerous bioactive compounds called phytochemicals that help reduce the risk of chronic diseases like cardiovascular diseases and certain cancers.

Fruits and veggies may have all the abovementioned properties in common, but do you know that there are different fruit and vegetable categories and colour groups? And that these colours are a reflection of

phytochemical associated with the reduced risk of various cancers and heart disease. Chillies and bell peppers contain capsaicin, which is being studied for its pain-reducing properties.

...AND COLOURS FOR A WORLD OF HEALTH

Dr. Tee E. Siong, the President of the Nutrition Society of Malaysia (NSM) and a leading authority on nutrition and food regulatory affairs, said colour groups are associated with certain phytochemicals (these compounds give fruits and vegetables their health colours).

fruit or kai lan pcr etc. It can also refer to dried and frozen fruit or vegetable and fruit juices.

Associate Professor Dr. Norimah A. Karim from Universiti Kebangsaan Malaysia (UKM) said, however, that you should be careful when choosing fruit juices e.g. orange or apple juice to fulfill your daily fruit requirements.

"When it comes to fruit juices, always make sure it's 100% pure fruit juice," said Dr. Norimah. "100% fruit juice is not only a good source of nutrients including vitamins C

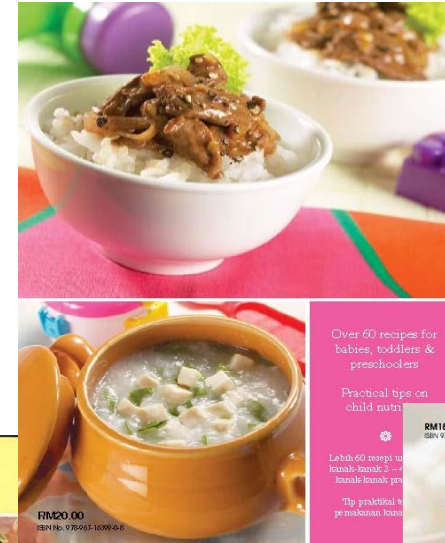
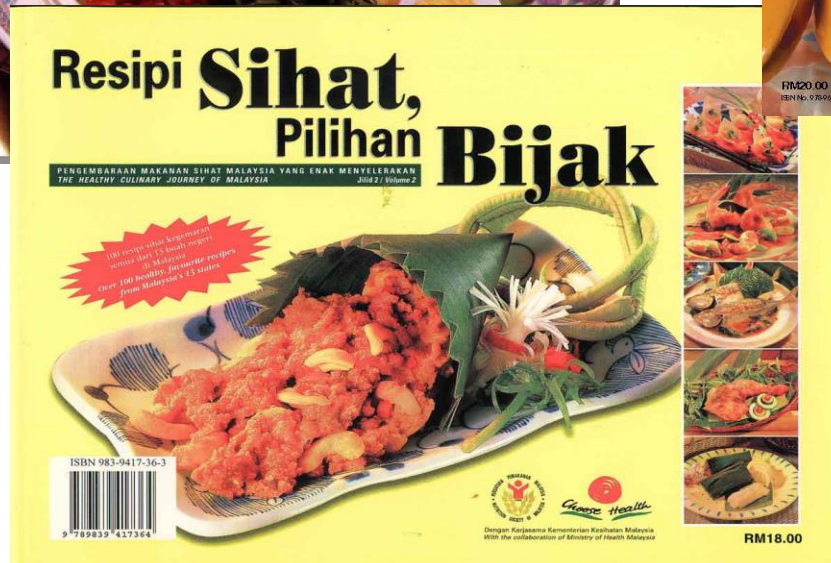
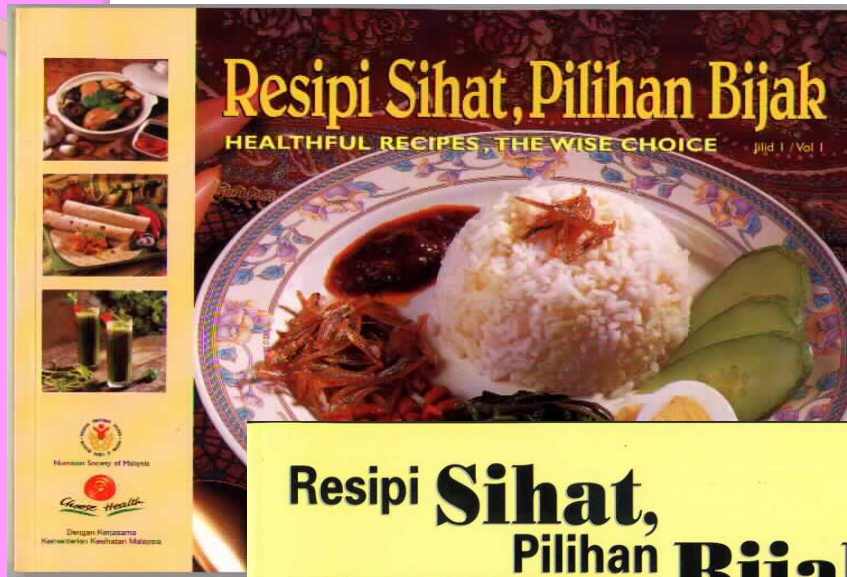
CITRUS FRUITS, VITAMIN C AND MORE...

Citrus fruits, including orange, grapefruit, lime and lemon make up a category of tasty fruit well-known to most people for their Vitamin C content.

"As an antioxidant, Vitamin C plays a key role in the formation of collagen, which is essential for strong ligaments, tendons, skin, blood vessels and bones and for wound healing and other body functions."



- To provide public with actual examples of recipes for healthier ways to prepare meals, the NSM published **two series of recipe books**



- To reach out to the public on healthier cooking methods using new media approaches, over 100 of these recipes have been **converted to short videos** and disseminated through hospital networks via the Try Masak Sihat programme.



<http://www.trymasak.my/sihat/>

Community outreach programmes for specific groups for over 2 decades:

➤ Particular attention for infants and children
➤ Also programmes for pregnant and lactating women

➤ Most of these are collaborative programmes among several professional bodies and the private sector



Nutrition Society of Malaysia

IMPROVING LIVES through **NUTRITION**

Objectives & Activities 1:

Promote, advance and disseminate scientific knowledge of food and nutrition

- Organise scientific conferences/seminars
- Publish Malaysian Journal of Nutrition/ Berita NSM
- Consultation with health, regulatory & scientific bodies
- Research on specific community groups



Objectives & Activities 2:

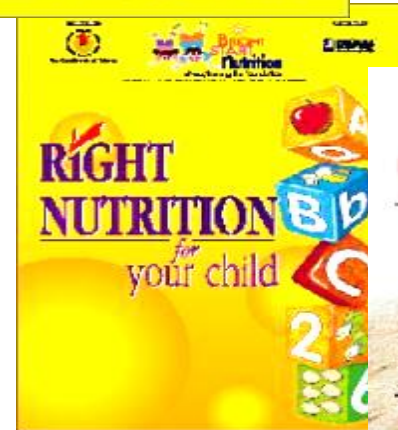
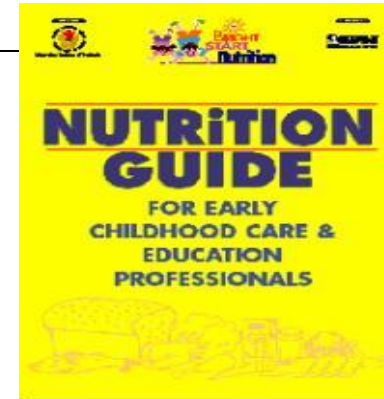
Promote healthy nutrition and active living amongst the community

- Conduct roadshows, exhibitions, talks & workshops for the public
- Implement community nutrition programmes, e.g. Nutrition Month Malaysia, Women@Heart
- Publish educational materials

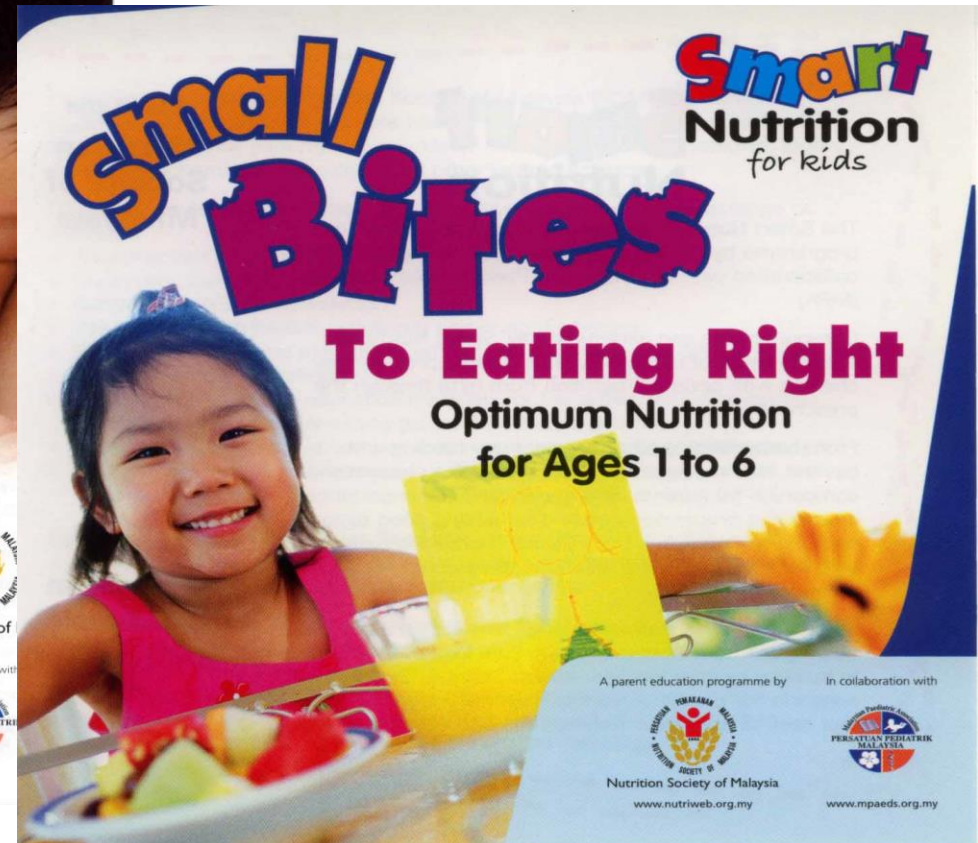
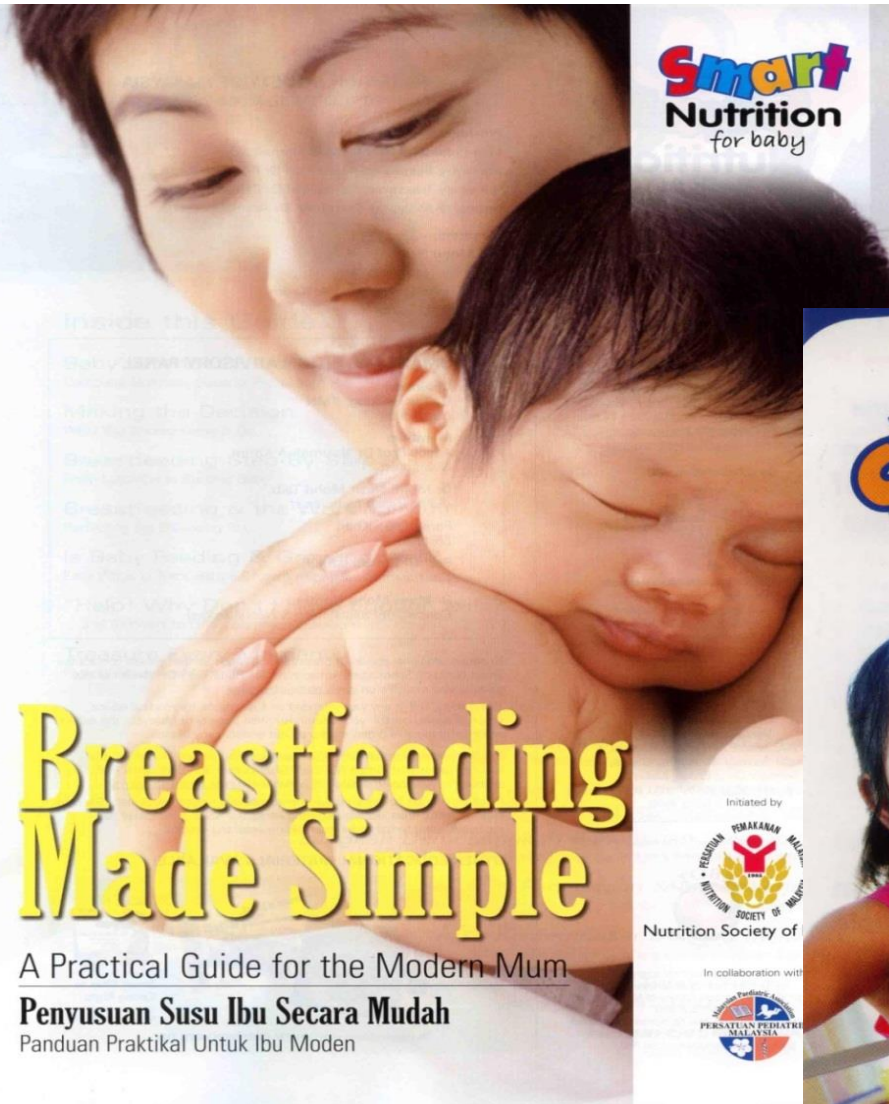


Child Nutrition Education Programme

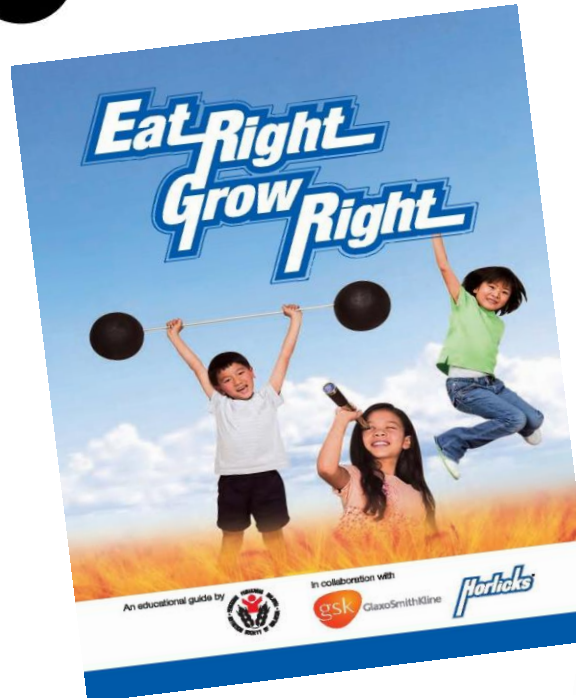
(toddler education programme through kindergartens)



Smart Nutrition Programme (Infant and young child education)



Toddler & school child educational programmes:





Positive PARENTING

Partners



Obstetrical and Gynaecological
Society of Malaysia



Nutrition Society of Malaysia



Persatuan Pengasuh
Berdaftar Malaysia



Malaysian Psychiatric
Association



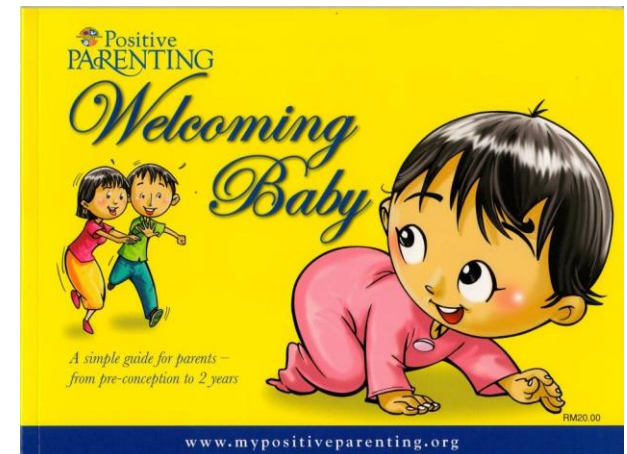
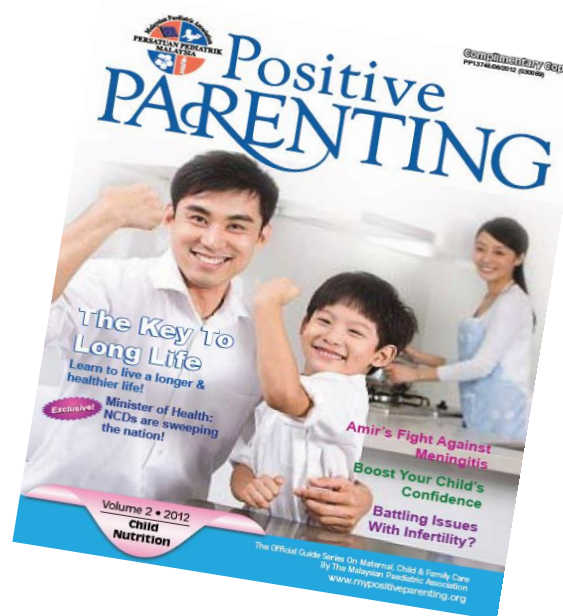
Malaysian Mental
Health Association



Persatuan Tadika
Malaysia



LPPKN



Mother's Smart Choice Programme



Breastfeed with Confidence

Practical Tips for the Modern Mother

Menyusu Dengan Yakin

Tip-Tip Praktikal untuk Ibu Moden



Baby's First Bites

Complementary feeding with confidence

Makanan Pertama Bayi

Memberi makanan pelengkap dengan yakin

6-12
months * bulan



Three phases (2011-2013)

1. Breastfeed with confidence
2. Appropriate complementary feeding
3. Improve young child feeding

Mother's Smart Choice Programme



Breastfeed with Confidence

Practical Tips for the Modern Mother

Menyusu Dengan Yakin

Tip-Tip Praktikal untuk Ibu Moden



Baby's First Bites

Complementary feeding with confidence

Makanan Pertama Bayi

Memberi makanan pelengkap dengan yakin

6-12
months * bulan



Three phases (2011-2013)

1. Breastfeed with confidence
2. Appropriate complementary feeding
3. Improve young child feeding

Healthy Kids Programme (2010-2013)



- Targeted at primary school children
- Two main components:
 - ✓ 1. awareness component (with a dedicated website)
 - ✓ 2. Research component ie a 3-year longitudinal study to develop educational module and evaluate effectiveness

Launching in 2014!

**Promoting
Malaysian Dietary
Guidelines for
Children and
Adolescents
through 4 pillars**

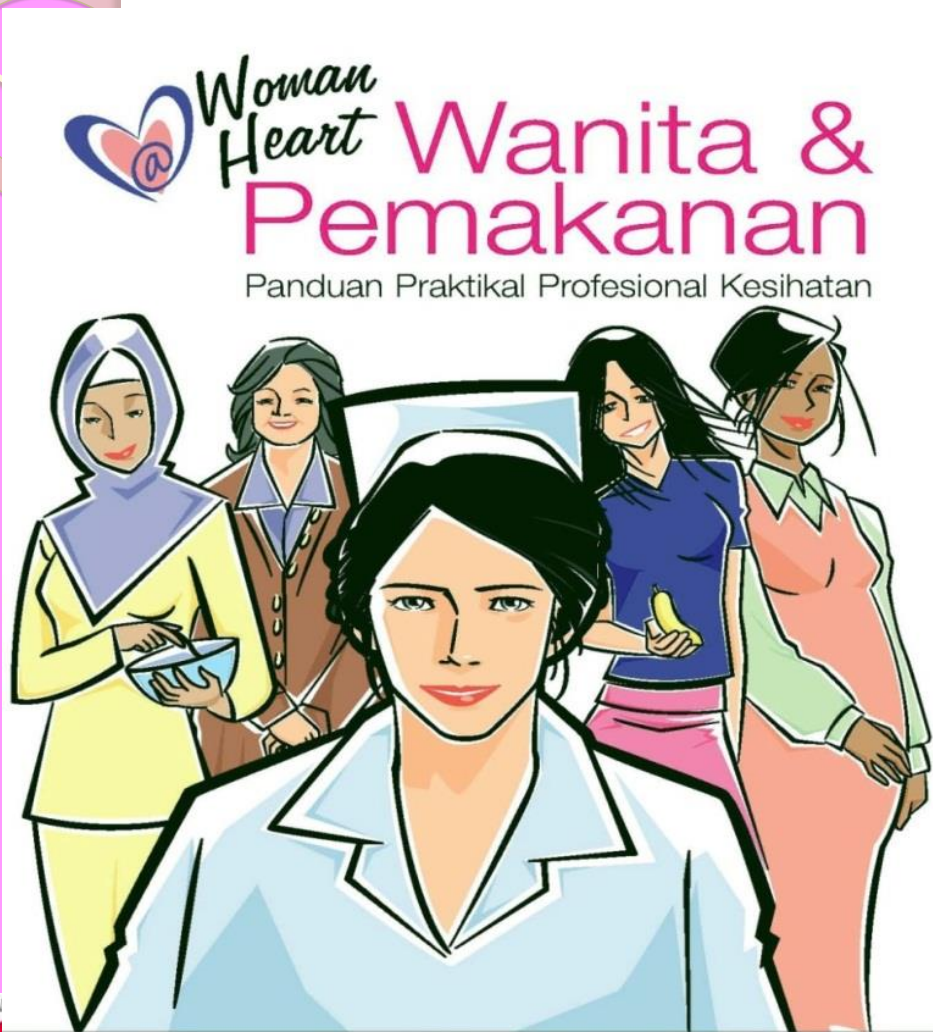


A new and exciting era in child nutrition promotion
with the **Ministry of Health's**
**Malaysian Dietary Guidelines
for Children and Adolescents**

An Invitation



Education for pregnant & lactating women



Education for pregnant & lactating women



Healthy Eating during Pregnancy & Lactation

Meeting increased nutritional needs of mums



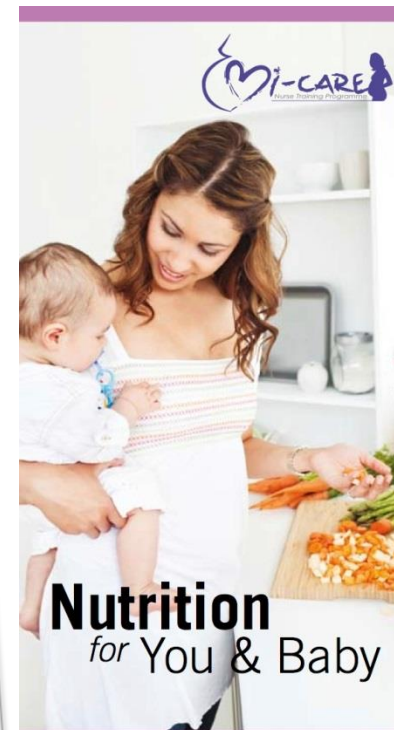
Published by



Supported by

Wyeth

Thank you for your support



- The NSM website (www.nutriweb.org.my) provides unbiased nutrition information to the public, media, professionals



Latest News

28 Annual Scientific Conference of NSM »

Make a note to join the 28th Scientific Conference of NSM from 29-30 March 2013. Download first announcement »

28th Annual General Meeting of NSM »

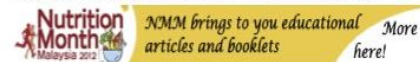
The 28th Annual General Meeting (AGM) of Nutrition Society of Malaysia will be held on 26 March 2013. The AGM notice for your kind attention. »

Tribute to the late Nevin Scrimshaw »

Nevin Scrimshaw, pioneer in nutrition, dies at 95. NSM sadly feels the loss of an icon in nutrition »

Diabetes & Complications Symposiums »

NADI is organising the "Diabetes & Complications" scheduled to be held from 17-19th May 2013 at Hotel Istana, Kuala Lumpur. »



To purchase a copy, email: president@nutriweb.org.my



To purchase a copy, email: president@nutriweb.org.my

- ❑ Whole grains are wholesome
- ❑ Panduan menyediakan masakan berkhasiat
- ❑ Women@Heart
- ❑ The Way to Healthy Eating
- ❑ Water Works!

NSM Mother's Smart Choice Programme



Phillips Mother's Smart Choice Phase 2



- ❑ Your Diet While Breast Feeding
- ❑ The Best Time For Feeding Baby
- ❑ Pregnancy & Lactating
- ❑ Myths of Breast Feeding
- ❑ How Lactation Occurs?

- ❑ What Is Health?
- ❑ Right diet keeps diseases away
- ❑ Diet tips and information on diet-related diseases
- ❑ The ABC'S of Hearty Nutrition



To purchase, contact: president@nutriweb.org.my

- ❑ Malaysian Dietary Guideline
- ❑ 14 Key Messages
- ❑ Leaflets 1 | 2 | 3 | 4
- ❑ MDG Poster
- ❑ Food Guide Pyramid - English | Bahasa
- ❑ Physical Activity Pyramid - English | Bahasa



- A nation-wide community nutrition promotion programme from 2002
- Collaboration of 3 professional bodies: NSM, MDA and MASO



Malaysia's Premier Nutrition Programme

Organised by



Nutrition Society of Malaysia



Malaysian Dietitians' Association



Malaysian Association for
the Study of Obesity

Supported by

Ministry of Health Malaysia

- Food industry partnership from 2008
- Variety of activities, approaches



Annual NMM family carnivals







Different learnings at the Nutri-Fun Land



Food Pyramid Songs



**Computer Game
“What Makes Up A Meal!”**



Guess The Food!



Computer Game “Pick A Meal”

Different learnings at the Nutri-Fun Land



Understanding Food Labels



Physical Activity (by The Little Gym)



Distributing NMM Educational Materials

Nutri-Active corner for children to have fun learning



Highlight of NutriFun Activities in schools



Highlight of Kindie Activities



Series of NMM Guidebooks & Recipe Books

....



Eat Right, Enjoy Life!
Makan Sihat, Nikmati Kehidupan!



A Guide & Recipe Book by / Buku Panduan & Resipi terbitan



Creative Recipes with bread
Delicious ideas for your life

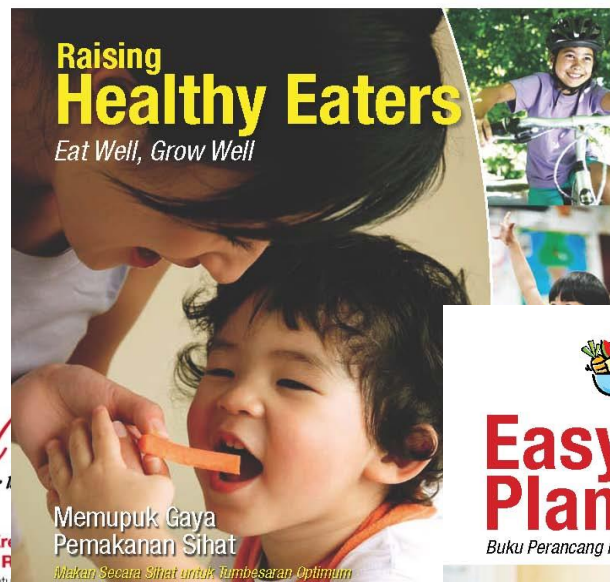


Resipi Kreatif
Dengan Rempahan
Idea lazat untuk
anak-anak anda

A Recipe Book by / Buku Resipi terbitan



Raising Healthy Eaters
Eat Well, Grow Well



Memupuk Gaya
Pemakanan Sihat
Makan Secara Sihat untuk Tambesaran Optimum

A Guide Book by / Buku Panduan terbitan



Easy Nutrition Planner for All Caring Mums
Buku Perancang Pemakanan Mudah untuk semua ibu-ibu penyayang

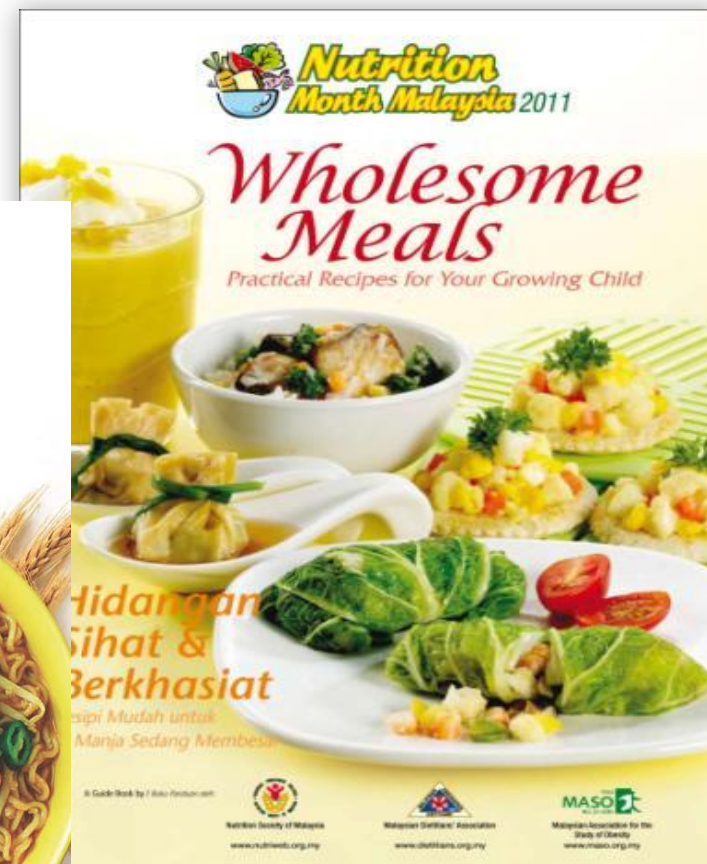
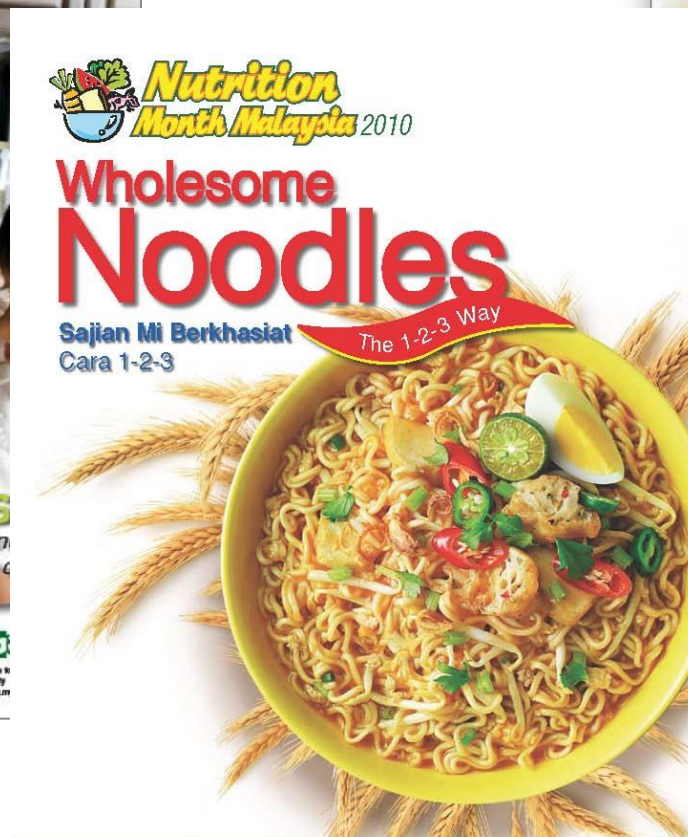


A Guide book by / Buku Panduan terbitan



Series of NMM Guidebooks & Recipe Books

....



Series of NMM Guidebooks & Recipe Books

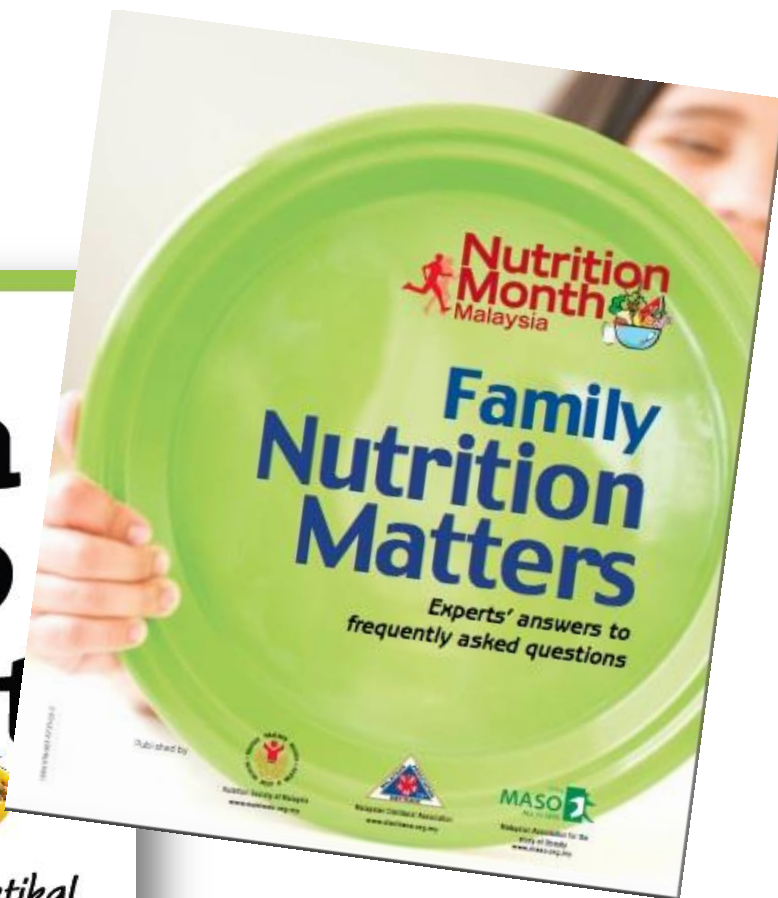
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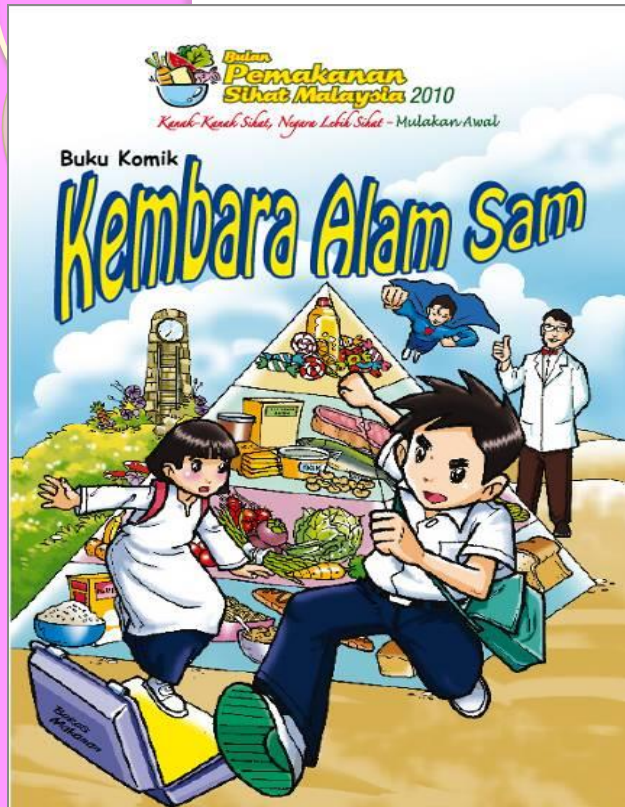
TIP
Gaya Hidup Sihat



Panduan Pemakanan Praktikal untuk Keluarga

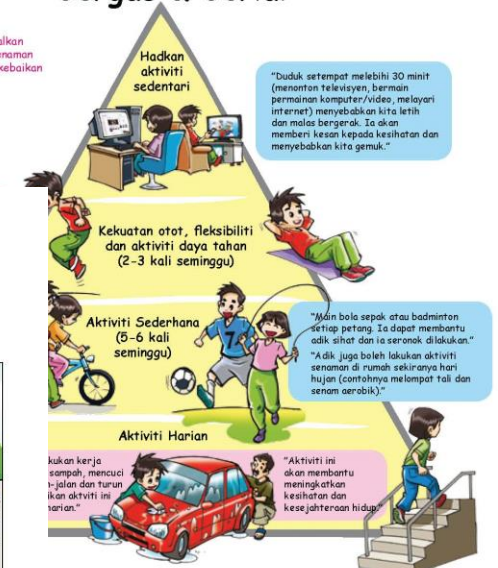


Comic & activity workbook for school children



Aktif Selalu Untuk Jadi Sihat, Cergas & Ceria!

Pembelajaran:
Untuk memperkenalkan jenis sukan atau senaman yang berbeza dan kebaikan menjadi aktif



kan. Ia membantu kita sentiasa sihat, kuat dan ceria selalu.

amid dan dialog di atas, asingkan aktiviti aktif dan tidak ruang "Aktif" dan "Tidak Aktif" yang disediakan dalam

| Aktif | Tidak Aktif |
|----------------|---------------------|
| main badminton | Contoh: Menonton TV |
| | |
| | |
| | |



Contoh: Aktif = Berbasikal, Bermain bola sepak, Turun naik tangga, Senaman aerobik. Tidak Aktif = Bermain permainan komputer, Melayari internet, Duduk lebih dari 30 minit

14

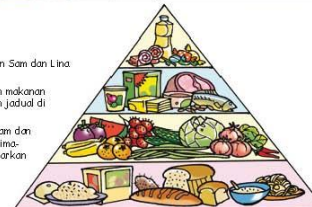


Eksplorasi Makanan Kegemaran

Pembelajaran:
Untuk mengenal pasti cara makan secara sihat, seimbang, sederhana dan pelbagai mengikut piramid makanan.



Panduan:
Kenal pasti makanan kegemaran Sam dan Lina mengikut kumpulan makanan.
Apakah yang terkandung dalam makanan kegemaran Sam dan Lina dalam jadual di bawah?
Addah makanan kegemaran Sam dan Lina di bawah mengandungi kelima-lima kumpulan makanan berdasarkan piramid makanan di sebelah?



| Makanan Kegemaran | Nasi, mi, roti, bijirin & ubi-ubian | Buah-buahan | Sayuran-sayuran | Daging, Ayam, Telur, ikan dan Kacang-cacang | Susu dan produk tenusu |
|-----------------------------|-------------------------------------|-------------|-----------------|---|------------------------|
| Nasi goreng dan (contohnya) | Nasi | Jus Oren | Timun | Telur, ikan bilis dan kacang goreng | |
| Jus buah-buahan | | | | | |
| Jus buah-buahan | | | | | |
| Jus buah-buahan | | | | | |
| Jus buah-buahan | | | | | |
| Jus buah-buahan | | | | | |
| Jus buah-buahan | | | | | |
| Jus buah-buahan | | | | | |
| Jus buah-buahan | | | | | |
| Jus buah-buahan | | | | | |

DVD for kindergarten teachers to provide preschoolers with simple nutrition messages



Nama: _____
 Kelas: _____

Berapa jari pada tangan kanan adik-adik?
 Ya, adik-adik ada 5 jari!
 Terdapat juga 5 kumpulan makanan yang adik-adik perlu makan setiap hari.
 Warnakan gambar di bawah dan tunjukkan kepada ibu dan ayah!

Buah-buahan

Ayam
Daging
Ikan
Kekacang

Susu
Yogurt
Keju

Roti
Nasi
Mi
Bijirin

Sayur-sayuran

Series of press advertorials ...

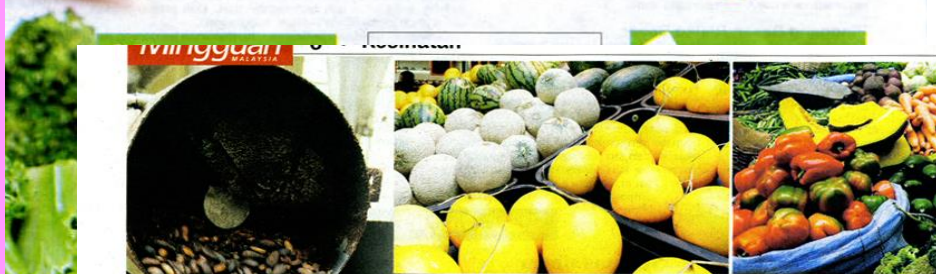
Get jump start on a healthy life

A busy lifestyle requires one to

YOU enjoy leading a busy lifestyle, one that keeps you on

vide you sufficient e keep you on the go, shouldn't it? Is there

Makan sihat untuk kekal cergas



BIJIRIN, buah-buahan dan sayur-sayuran mengandungi banyak nutrien penting untuk k

Makanan bukan s nilai pemakai



OLEH
DR. TEE E SIONG
Persatuan Pemakanan Malaysia

SEKIRANYA waktu celik anda terlalu padat dengan komitmen kerja ataupun tanggungjawab peribadi, besar kemungkinan anda termasuk dalam golongan rakyat Malaysia yang sentiasa sibuk sehingga mengabaikan waktu makan.

Dengan ini, anda mungkin lebih cenderung untuk mengambil makanan tambahan (suplemen) atau vitamin untuk meningkat-

kan prestasi anda.

Berhenti dan fikir semula! Pil vitamin dan mineral serta makanan tambahan tidak boleh dijadikan sebagai pengganti makanan.

Jika anda mengamalkan tabiat makan yang sihat, iaitu dengan mengambil pelbagai jenis makanan, menggunakan garam dan gula secara berhemat dan selalu bersenam. Anda sebenarnya tidak memerlukan makanan tambahan tersebut.

Untuk mendapatkan vitamin, mineral, natrium dan serat diet yang penting, anda boleh mengamalkan satu lagi tabiat makan yang sihat iaitu dengan mengambil lebih banyak buah-buahan, sayur-sayuran, nasi, bijirin dan

panggil makanan berfungsi.

Kebelakangan ini, lebih tumpuan ditujukan kepada peranan komponen ini dalam aspek penjagaan kesihatan dan bagaimana ia boleh membantu mengurangkan risiko penyakit-penyakit kronik seperti diabetes, hipertensi dan penyakit jantung koronari.

Anda mengambil makanan berfungsi, seperti buah-buahan, sayuran dan kekacang setiap hari tanpa mengetahui manfaat yang diberikan oleh komponen berfungsi ini (selain daripada kandungan serat dan nutrien).

Fakta berikut dapat menambah pengetahuan anda tentang makanan berfungsi dan bagaimana ia dapat memanfaatkan kesihatan anda.

Eat right to keep

DR ZAITUN YASSIN offers tips on how to start the day full of energy



ON certain days, you may find yourself so caught up with work and personal commitments that you hardly have time to catch your breath.

Eating takes a backseat. Because you're trying to accomplish as much as possible. Breakfast means a cup of coffee or a teh tarik. You skip lunch due to your hectic schedule and your dinner companion, sad to say, is a packet of potato chips hastily wolfed down in the office.

If you find yourself frequently facing such days, where it's all go, go and go,

then it's safe to say that you've been disregarding healthy eating habits.

There are simple-to-adopt tips that ensure you stay sharp and focused when the days are full.

Boost your day with breakfast

Breakfast not only kick-start your day and provides you with enough fuel to keep going, it also improves attention span, alertness and memory function.

To boost metabolism, eat a balanced diet comprising complex carbohydrate food

Series of press advertorials ...

Find out how good nutrition in the formative years can impact your child's health. By Tee E Siong, the President of the Nutrition Society of Malaysia.

There are many parents like you who feed their children right. However, there are others who, unfortunately, are not so concerned about the nutritional status of their young ones. Some parents lack the appropriate knowledge on how to feed their children right. Know this: inappropriate nourishment can lead to children not growing and reaching their full potential.



Although the extent of the problem is not alarming, it certainly deserves notice.

Fig 1: Underweight children (by age group)

SATURDAY 4 APRIL 2009

Advertorial

WEEKENDER

My Healthy Child

All mums want their little ones to glow with health all the time. Contrary to what many parents believe, however, being healthy is not just about how rarely a child falls sick. It is also about whether your child is growing in terms of height and weight that are proper for her age. A healthy child also develops according to appropriate developmental milestones, which are a set of functional skills or age-specific tasks that most children can perform within a certain age range.

The formative years (ages 2 to 6) are the right time to give your child a head-start in health and physical growth. Doing so during this crucial period not only sets the foundation for a lifetime of good health, but also allows her to grow to her full potential.

Keeping Tabs & Promoting Health

Here are ways to find out whether your child is growing healthy, and to ensure she stays healthy.

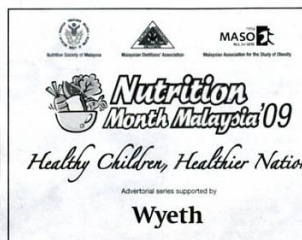
- ✓ Measure her height and weight and calculate her Body Mass Index (BMI) every six months (for more information, visit www.nutrivet.org.my and check out our Raising Healthy Eaters book for BMI calculations and the use of appropriate growth charts).
- ✓ Bring your child for regular medical and dental check-ups.
- ✓ Monitor her for signs of infections or a rash.



Feeding Her Healthy

To optimise your child's growth and

Good nutrition means your child has different foods everyday that provide



Eye-Opening Fact!

Falling sick is a natural part of life because your child is constantly being attacked by viruses, bacteria and parasites. This is especially so when she starts preschool and becomes more exposed to common infections e.g. colds and coughs. Infections, however, are in a way necessary, as they allow her immune system to build up antibodies and resistance to better handle future infections.

Come to the Nutrition Month Malaysia

中国报 星期日 富家庭 亲子

文: Tan Yoke Hwa & Ridzoni Sulaiman (MBA)

编辑: 陈清 美术: 郭汉

2009年4月5日

给孩子适当营养

对于许多父母来说,如何确保孩子获得适量的不同营养,可能是一件很困难的事。然而,实际上这是很容易可行的。这个帮助孩子适量摄取不同营养的方法,称为“儿童的食物金字塔”。帮助孩子获得适当营养,食物金字塔将清楚地显示,此你孩子一天所应摄取的食物种类和分量。第一层,是建议大量摄取的食物。由下往上,所建议的食物种类和形状。

多了解食物金字塔

食物金字塔能够为孩子带来一些帮助。所需要的维他命(维他命A、E、C、B群)、矿物质(铁、钙、锌)及纤维。

第一层: 大量摄取

最低层食物是由碳水化合物组成,它们是身体首选的能量来源。

第二层: 多摄取

由水果和蔬菜组成,它们提供身体

第三层: 适量摄取

包括鱼、家禽、肉类、蛋、各种豆制品,以及牛奶乳制品。这些食物丰富的蛋白质来源。

第四层: 少量摄取

脂肪、油、盐及糖。

儿童食物金字塔指南 2至6岁

营养师嘉年华: 4月4日及5日,上午10时开始,谷中城展览中心

详情浏览: www.nutrivet.org.my

秘书处电话: 03-5637 3526

下星期内容: 孩子为何偶尔会拒食? 有什么方法克服?



Penulis DR TEE E SIONG

Persatuan Pemakanan Malaysia

Walaupun ramai ibu bapa di seluruh negara seperti anda yang membimbangkan makanan yang sesuai lagi berkhasiat kepada anak kesayor tetapi masih sesetengah bapa yang tahu tentang pemakanan mereka.

Kanak-kanak terbantu!

Selain itu, tumbesaran berakut akibat daripada kekurangan nutrien yang sepatutnya. Kanak-kanak terbantu adalah ketimbang kanak-kanak tidak cukup mengikut umur mereka kajian meliputi seluruh



Series of press advertorials ...

MINGGUAN 18.03.2012 » AHAD
MALAYSIA

KESIHATAN «13

Tabiat pemakanan sihat



ADAKAH anda kenal seseorang yang mengidap diabetes, atau selalunya yang mengidap darah tinggi? Bagaimana pula dengan mereka yang mempunyai paras kolesterol tinggi atau tekanan darah tinggi? Ketidakefektifan sistem tenaga bukannya hampir semua antara kita mempunyai masalah ini, maka itu ketidakefektifan mempunyai masalah seperti ini. Rata-rata lelaki pada abad ke-21



menggunakan komputer, tidak melebihi dua jam sehari. "Jadi alat setiap hari dengan pelbagai cara yang anda boleh. Fikirkan setiap pergerakan sebagai satu peluang untuk meningkatkan kesihatan anda dan bukannya sesuatu yang menyakitkan. Cuba berjalan memaki tangga dan tidak menggunakan lif atau eskalator. "Berdasarkan keajaiban yang berapung, bukan memandu kereta. Lakukan kerja kerja rumah seperti menyapu dan mop lantai, mencuci pakaian menggunakan tangan dan bukan menggunakan mesin," nasihat Dr. Norimah.

Peringatan:

- Kekalkan corak pemakanan sihat yang konsisten.
- Makan dengan jadual dan jangan menunda waktu makan.
- Makan diet yang rendah lemak dan lemak dan elakkan makanan dan minuman yang bergula.
- Elakkan diet fad (diet yang tidak munasabah).
- Mengamalkan berat anda secara

MINGGUAN 25.03.2012 » AHAD
MALAYSIA

KESIHATAN «13

Cegah obesiti kanak-kanak

ARTIKEL ini dibawakan oleh program Bulan Pemakanan Malaysia (NMM) 2012 anjuran Persatuan Pemakanan Malaysia, Persatuan Dietetik Malaysia dan Persatuan

APABILA ke pusat beli-belah dan kedai-kedai makan di serata tempat di negara ini, biasa anda saksikan ramai kanak-kanak dan anak muda yang berlebihan berat badan. Jika tidak menjaga diet, jumlah mereka yang berlebihan berat badan dan obes akan terus meningkat bahkan menjadi epidemik. Jadi, para ibu bapa harus

bapa adalah bertanggungjawab dan tidak tunduk dengan keinginan mereka. Ini untuk memastikan mereka mengamalkan tabiat makan secara sihat," tambah Dr. Zawiah. Di samping itu, ibu bapa harus menetapkan garis panduan mengenai jumlah masa yang dibelakangkan oleh anak anda dengan aktiviti sedentari

seperti menonton televisyen atau menghadap komputer. Had masa anak anda di depan skrin tidak boleh melebihi dua jam sehari kerana kanak-kanak yang menghabiskan masa berjam-jam menonton televisyen lebih cenderung menjadi gemuk. Anda juga disarankan melakukan aktiviti bersama keluarga termasuk

bersenam, berbasikal, berjalan kaki atau sedikit-tidakny halaman rumah atau agar anak anda kekal aktif. "Jadi lah teladan yang anak-anak anda dan memupuk tabiat ma samping mengamalkan yang aktif," nasihat



Dr Zawiah ... Parents must practise what they preach and make healthy eating and physical activity a family affair.



Prof Dr Norimah ... Overweight and obese children are also more likely to become overweight or obese teenagers, and if the situation is not addressed, they will turn into overweight adults.

A Big problem

Chubby can be cute, but it may not be healthy.

ID you know that childhood obesity is one of the most serious public health challenges of the 21st century? According to the World Health Organization (WHO), globally, obesity and overweight has more than doubled since 1980 and are linked to more deaths than underweight. Nearly 43 million children under the age of five were overweight in 2010. Close to 35 million of them live in developing countries while eight million in developed countries.

An increased risk of developing serious health conditions like type 2 diabetes, high blood pressure, and high cholesterol - all once considered exclusively adult diseases. "Overweight and obese children are also more likely to become overweight or obese teenagers, and if the situation is not addressed, they will turn into overweight adults, and obesity in adulthood is more severe, in terms of consequences," explains Prof Dr Norimah.



of time their children spend with sedentary activities like watching television or playing computer games. "Limit your child's screen time to

waiting for you! For more information, call 03-5621 1408 or visit www.nutriveg.org.my. ■ This article is brought to you by the



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The Malaysian Story of Childhood Obesity

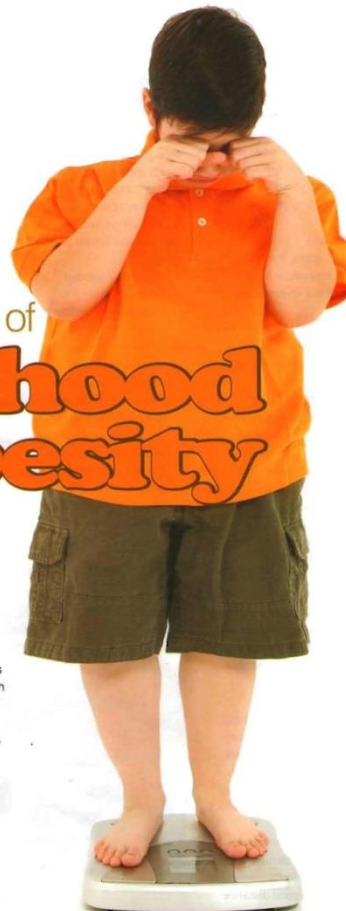
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Children should be encouraged to be more physically active to help them keep a healthy weight. - AP





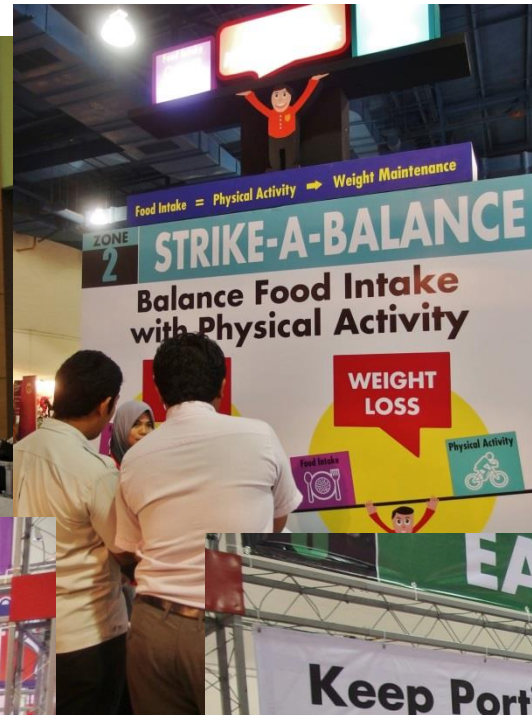
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➤ NMM 2014: Eat Right, Move More: Fight Obesity



Future Health Policy Options

- Proper balance between **preventive vs curative care**
- Higher spending on **health promotion activities**
- Get other **stakeholders to be involve** in wellness programme
 - Move beyond MOH
 - Firms and industries/employees
 - Local Governments
 - General public

Future Health Policy Options

- **Support research in health promotion**
 - Get evidence what works and what not
 - Work with Experts/Researchers
 - Disseminate information
- **Be innovative in approach**
 - Tax incentives/direct payment
 - Disincentives
 - Advocay
 - Legislation



Thank You

(We look forward to collaborate with
SEA-PHN members in the near future)