Promoting healthy eating among consumers - perspective from Nutrition Society of Malaysia

Norimah A Karim, PhD
Hon Secretary
Nutrition Society of Malaysia
NSM is the main nutrition professional body
One 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
- In line with the strategies of NPANM
It has been our commitment for the past 28 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
- Focus on family nutrition
NSM has worked relentlessly towards ensuring that Malaysians have access to appropriate nutrition information

- Published numerous educational resources to empower the public with appropriate, unbiased information
  - Leaflets, booklets, press articles
Educational messages based on
- Recommended Nutrient Intake (2005)
- Malaysian Dietary Guidelines 2010 and
- DG for children and adolescents (2013)
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.
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/
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

- Persatuan Pengasuh Berdaftar Malaysia
- Malaysian Psychiatric Association
- Malaysian Mental Health Association
- Persatuan Tadika Malaysia
- LPPKN
Mother’s Smart Choice Programme ....
To promote appropriate infant and 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
Healthy Kids Programme research phase concluded

- Currently rolling out to more schools
- In 2014 6000 children in boarding schools in Sarawak and Sabah
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
Dedicated Website:

http://www.mynutribaby.org.my

Launched August 2014!
Let’s Support Breastfeeding Contest:
18 August – 19 September 2014

http://www.mynutribaby.org.my/world_breastfeeding_month_contest/
Education for pregnant & lactating women
Education for pregnant & lactating women

Healthy Eating during Pregnancy & Lactation
Meeting increased nutritional needs of mums
The NSM website (www.nutriweb.org.my) provides unbiased nutrition information to the public, media, professionals.
- A nation-wide community nutrition promotion programme from 2002
- Collaboration of 3 professional bodies: NSM, MDA and MASO

- 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

Distributing NMM Educational Materials

Physical Activity (by The Little Gym)
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 ....
Series of NMM Guidebooks & Recipe Books
Series of NMM Guidebooks & Recipe Books
Comic & activity workbook for school children
DVD for kindergarten teachers to provide preschoolers with simple nutrition messages
Series of press advertorials...

Get jump start on a healthy life

A busy lifestyle requires one to maintain an active, healthy lifestyle, one that keeps you on your toes most days. You thrive on constant physical activity.

Makan sihat untuk kekal cergas

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 to this schedule and the time allotted for dinner is minimal. This diet, 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 your 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-starts your day and provides you with enough fuel to keep going, it also improves attention span, alertness and memory function.

Makanan bukan sekadar nilai pemakanan

Dr. Olen Dr. Tee E Boon offers tips on how to start the day full of energy.

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Series of press advertorials ...

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

There are many parents that you who look after your children health. However, there are others who, unfortunately, are not so concerned about the nutritional aspect of their young ones. Some parents fail to understand the appropriate knowledge on how to feed their children right. Have this in mind: inadequate nutrition will cause children not growing and development to be hinders.

My Healthy Child

All parents want their little ones to grow with health of the time. Contrary to what many parents believe, however, being healthy is not just about how healthy a child looks. It’s also about whether your child is growing in terms of height and weight that are proportionate for his age. A healthy child also develops well physically, mentally, and socially. This is because good nutrition plays a significant role in ensuring that your child has a healthy growth at every age.

The foundation of the health is the key to the child’s development and physical and mental well-being. A healthy childhood establishes a foundation for a lifetime of good health, but also allows for growth in her full potential.

Keeping Tabs & Promoting Health

Here are some ways to track whether your child is growing healthy, and to ensure that your child is healthy.

Feeding Her Healthy

To ensure your child is healthy and development, you need to keep track of her growth.

Good nutrition means your child has enough food that contains nutrients she needs for growth and development.

In addition, you need to ensure that your child has enough food that contains nutrients she needs for growth and development.

In conclusion, good nutrition is the key to your child’s healthy growth and development. Make sure your child has a balanced diet to ensure she gets all the nutrients she needs for optimal health and growth.

Eye-Opening Fact!

Failing to eat a balanced diet can result in a lack of essential nutrients, which can lead to health problems such as anemia, weak bones, and stunted growth.

Memupuk pemakanan shal anak

Makanan yang baik untuk pertumbuhan dan perkembangan anak至关重要. Anak-ankan perlu makanan yang seimbang dan mencakup semua nutrisi yang dibutuhkan untuk pertumbuhan dan perkembangan yang sehat. Makanan yang tepat dapat membantu anak Anda tumbuh menjadi anak yang sehat dan cerdas.

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Series of press advertorials …
New! 2014

View and download all publications from www.nutritionmonthmalaysia.org.my
NMM 2014: Eat Right, Move More: Fight Obesity
Be Active, Be Fit

Exercise and physical activity are a great way to feel better, gain health benefits and have fun. As a general goal, aim for at least 30 minutes of physical activity every day.

Download all educational materials from:
http://nutritionmonthmalaysia.org.my
Together We Build a Healthier Nation: Inviting Collaboration in Promoting Healthy Lifestyle to Malaysians

Nutrition Month Malaysia 2015
Eat Right, Move More: Prevent Diabetes from Young
To promote collaboration among nutrition societies in Southeast Asia:

Launched 3 June 2014
Thank you!