Nutrition Promotion:  
Industries’ contributions and key considerations

Presented by: 
FEDERATION OF MALAYSIAN MANUFACTURERS  
MALAYSIAN FOOD MANUFACTURING GROUP  
(FMM MAFMAG)
Outline

- Our commitments
- Contributions up-to-date
- Key considerations
- Summary & future direction
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Our Commitments

• Product innovation/renovation and nutrition promotion go hand in hand.

• Nutrition promotion is necessary for communicating change, building awareness and encouraging consumer acceptance.

• The food industry can, and must, play a proactive role in promoting nutrition.

• As responsible food companies in Malaysia, FMM MAFMAG pledges to contribute actively in promoting nutrition through setting up our three key commitments.
Our Commitments

1. Continue to increase the production and promotion of Healthier Food Choices to Malaysians.

2. Adopt an active role in the Multi-Sectorial Partnerships.

3. Engage wider industry participation in the NCD prevention and control programs.
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Commitment no. 1: Front of Pack (FOP) Initiative

- The provision of FOP nutrition information is being used as a key tool in attempts to promote healthier eating habits among consumers in Asia.

- In 2012, Malaysia’s Ministry of Health agreed to support a joint proposal from the FMM MAFMAG for a voluntary front-of-pack labelling system that delivers clear and meaningful information to consumers.

- The single, front-of-pack icon for “energy” will be based on a daily calorie intake of 2,000 calories which is aligned with CODEX recommendation.
Commitment no. 1: Front of Pack (FOP) Initiative
Commitment no. 1: Partnership with professional bodies to educate consumers on understanding food labelling.
Commitment 1: Consumer/employee education on nutrition & understanding food labelling.

**CHOLESTEROL**

Getting to the heart of the matter

**HOW TO READ NUTRITION LABEL**

- **Back-of-pack**
  - Amount per serving
  - Nutrient Name:
    - Energy
    - Fat
    - Calories

- **Front-of-pack**
  - Nutrition label can help you choose food items lower in sodium, saturated fat, trans fat, sugars and calories.
  - Get more of: Get less of:
    - **Energy**
    - **Fat**

**MAINTAIN HEALTHY WEIGHT / BMI**

- Being overweight or obese increases your risk of developing high blood pressure. In fact, your blood pressure rises as your body weight increases.
- Losing even 5 kg can lower your blood pressure.
- Losing weight has the biggest effect on those who are overweight and already have hypertension.

**KNOW YOUR FATS:**

- Good: Dietary fats (monounsaturated fats and polyunsaturated fats) not only help to decrease the 'bad' LDL cholesterol, but also increase the 'good' HDL cholesterol.
Commitment no. 1: Consumer education

Dietary Sodium Calculator

Heart Age Assessment

Consumer education through digital channel
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Commitment no. 2: Adopt an active role in the Multi-Sectoral Partnerships

Ministry of Health & other authority bodies

Professional bodies

Others stakeholder
Commitment no. 2: Multi-sectorial partnership

MOH

Professional bodies

Others stakeholders

Nutrition and risk reduction claims

New proposed food advertising regulation

Anti-Obesity Taskforce

Front of Pack (FOP) labelling (April 2012)

Healthier Choice Logo (HCL) (2007-present)
Commitment no. 2: Multi-sectorial partnership

- MOH
- Professional bodies
- Others stakeholders

Iron & folic acid fortification policy
Sugar Reduction Campaign 2010
School Canteen Guidelines
Malaysian Allied Health Professional Act
School Milk Program since 1985
Commitment no. 2: Multi-sectorial partnership

1Malaysia Milk Programme (2013-2014)

- Working closely with the Ministry of Education, the 1Malaysia Milk Programme (PS1M) distributes free milk to selected Year 1 to Year 6 pupils nationwide, and is part of the Government’s effort to build a generation of healthier and stronger Malaysians.

- Food industry (Dutch Lady Milk) has been entrusted to spread the goodness of milk and its nutritional benefits to around 232,400 primary school children based in 769 schools in Kelantan and Terengganu for year 2013 & 2014.
Primary School Health Awareness Campaign (2011-2012)

- This campaign is project partnership between food industry (Fonterra Brands) partnership with the MOH & MOE.
- Objective: to assess BMI of primary school children and to promote healthy eating habits and physical activity nationwide.
- Result: This campaign had screened up to 180,000 school children from total 141 primary schools nationwide for their BMI status and to promote healthy lifestyles.
Commitment no. 2: Multi-sectorial partnership

MOH

MAHEO

- Date: 8 - 10 October, 2013
- Venue: Hotel The Royal Chulan, Kuala Lumpur

Carnival of Active Yourself, Healthy For All

- Date: 9 Nov 2013
- Venue: Community Flat, Petaling Jaya

Bone Health Campaign

- Nationwide campaign
- Venue: indoor (retailer, corporate offices, colleges, universities) and outdoor (Jom Heboh)

Activities:

Health screening
Physical activity
Nutrition Consultation
Nutrition talk
ILSI Seminar on vitamin D
(12 Nov 2013)
FMM MAFMAG was invited as panellist to represent food industry group to share dairy expertise on vitamin D among HCPs.

Promote nutrition and healthy eating habits

(2008-2014)
Industries supported the event and set up exhibition booth to raise public awareness on healthy eating habits and lifestyle.
Commitment no. 2: Multi-sectorial partnership

MOE  Professional bodies  Others stakeholders

12th International Congress on Obesity
17 - 20 March 2014: Kuala Lumpur, Malaysia

15th ASEAN Pediatric Federation Congress 2014
Integrated Approach to Childcare: The Way Forward
17th - 20th September 2014

World Heart Day
29 September 2014

Federation of Malaysian Manufacturers
Commitment no. 2: Multi-sectorial partnership
Commitment no. 2: Multi-sectorial partnership

The Healthy Kids Programme Malaysia

- **Objective:**
  - To improve nutrition knowledge and promote healthy lifestyle among school children in Malaysia.
  - To develop interactive nutrition education modules that the Ministry of Education can utilize for implementation in all primary schools nationwide.
Commitment no. 2: Multi-sectorial partnership

Vitamin D status among postmenopausal Malaysian women

Suriah A Rahman PhD¹, WSS Chee PhD², Zaitun Yassin PhD³ and SF

¹ Food Science, School of Chemical Science and Food Technology, Faculty of Science, Universiti Kebangsaan Malaysia 43600 Bangi

The effect of milk supplementation on bone mineral density in postmenopausal Chinese women in Malaysia

ORIGINAL ARTICLE

Dietary and blood folate status of Malaysian women of childbearing age

Geok Lin Khor PhD¹, G Duraisamy MBBS², Su Peng Loh PhD¹, Timothy J Green PhD and C Murray Skeaff PhD³

ORIGINAL ARTICLE

Vitamin D status and its association with parathyroid hormone concentrations in women of child-bearing age living in Jakarta and Kuala Lumpur

TJ Green¹, CM Skeaff², JEP Rockell¹, BJ Yenn¹, A Lambert³, J Todd⁴, GL Khor¹, SP Loh¹, S Mushimatan¹, R Agustina⁴ and SI Whiting⁴

Nutrition In The School Years

MyBreakfast Study: Breakfast habits of Malaysian primary and secondary school children

Tee ES¹, Norimah AR², Mohd Nasir MT³, Appukutty M⁴, Hamid Jan M⁵, Tan SY⁶, Thielecke F⁷, Hopkins S⁸, Ong MK⁹ and S.P. Chan⁴

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My Breakfast study is a nationwide cross-sectional study of the National Nutrition Society of Malaysia, aimed to determine social activity level, breakfast habits and the type of breakfast with an emphasis on fortified foods, milk and fortified beverages among primary and secondary school children (Mean=10.9, SD=2.9) in Malaysia (N=8705).
SEANUTS
It is the largest and most extensive nutrition and health study ever done in South-East Asia, wherein 16,744 children ages below 12 years were surveyed over a four-year period.

Industry initiated an insightful forum among key opinion leaders on 23 April 2014 to discuss on the implications of worrying health status of Malaysian children as reported by SEANUTS.

ACCORDING to the findings of South East Asian Nutrition Surveys (SEANUTS), one in 20 children are overweight and one in five children are overweight or obese. "Women carry malnutrition both vertically and horizontally," said Prof Koon Hui Ling, principal investigator for SEANUTS Malaysia. She added that stunting is most prevalent among urban boys and girls six to 10 months and rural boys and girls from 3.9 years and seven to 12 years respectively and overweight and obesity being most prevalent among urban boys and girls, with a high proportion of school-aged children from 7 to 12 years reported to have low physical activity. "The findings of the forum were encouraging and will help the policymakers to look into improving the nutrition and health status of children in Malaysia."

SUPPORTING THE HEALTH AND NUTRITION OF MALAYSIAN CHILDREN
Recognising the implications of the poor health status of Malaysian children as reported by the South East Asian Nutrition Surveys (SEANUTS), the forum was initiated to discuss on the implications of worrying health status of Malaysian children as reported by SEANUTS.
Commitment no. 2: Multi-sectorial partnership

Eat Right Plate (March 2013)

- Objective: to promote healthy eating among children
- Collaboration with International Medical University (IMU), under supervision of Prof Khor Geok Lin,
Commitment no. 2: Multi-sectorial partnership

- To seek for the support for the Malaysia Pledge for Responsible Advertising to Children.
- To raise awareness on NCD prevention, FMM’s commitment on NCD prevention;
- Sharing best practices from MNC (FOP, Pledge).
Commitment no. 2: Multi-sectorial partnership
Industry (Dutch Lady Malaysia) has joined hands with NBA, a leading and professional basketball league to address the issue of malnutrition and influence change by driving an integrated call to action campaign – *Drink.Move.Be Strong.*
Commitment no. 2: Multi-sectorial partnership

Industry helped to educate and spread the goodness of milk to more than 150,000 lives of Malaysian via CSR programme:

- Teach the kids on how to recycle empty milk boxes
- Sharing session with orphanages
- Interactive session with less fortunate & orang asli kids
- Goodness of milk talk
- World School Milk Day (WSMD) celebrations in Kelantan State through school milk programme
Commitment no. 2: Multi-sectorial partnership

Industry helped to educate and spread the healthy eating and goodness of milk to community via CSR programme:

- BMI assessment for mother & children
- Nutrition consultation
- Goodness of milk Talk
- Promote healthy eating habit
- Promote healthy diet & goodness of dairy
- Healthy eating plate
Our Commitments

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Commitment no. 3: Responsible Advertising to Children – Malaysia Pledge

WHO

In the 2004, Global Strategy on Diet, Physical Activity and Health, the World Health Organisation called on industry to practice responsible marketing of foods high in saturated fats, trans-fatty acids, free sugars or salt — especially to children.

IFBA

In 2008, International Food and Beverage Alliance was formed and members voluntarily adopted a strategy designed to change how and what they advertise to children under 12 years of age — restricting the marketing of products high in fat, sugar and salt and promoting balanced diets and healthy, active lifestyles.

Malaysian Marketing Pledge

Global Best Practice – IFBA Model

Fast and efficient within a short period of time

No cost to Government nor consumers

Proven success in self-regulation

FORMALISE OUR COMMITMENT IN A PLEDGE
Commitment no. 3: Responsible Advertising to Children – Malaysia Pledge

Marketing Pledges included:

- No advertising of products to children under 12 years, except for products which fulfil specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.
- No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.
Commitment no. 3: Responsible Advertising to Children – Malaysia Pledge

• On 5 August 2013, FMM MAFMAG launched the Responsible Advertising to Children – Malaysia Pledge as part of the industry’s on-going commitment to supporting healthy, active lifestyles.

• The Minister of Health, Y.B. Datuk Seri Dr S. Subramaniam attended the launch of the Pledge alongside leaders from across Malaysia’s food and beverage industry.
Commitment no. 3:
Responsible Advertising to Children – Malaysia Pledge

- The ten Pledge signatories on 3 Aug 2013 – Coca-Cola, F&N Beverages & Marketing, F&N Dairies, Guan Chong Cocoa Manufacturer, Mars, McDonald’s, Mondelez, Nestlé, PepsiCo and Unilever – have committed to:
  
  1. We only advertise certain products that meet specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines (since food company portfolios vary widely, each company determines its own nutritional criteria and makes these public) to children under 12 years OR not to advertise their products at all to children under the age of 12 years.
  
  2. For the purpose of this initiative ‘advertising to children under 12 years’ means advertising to media audiences where 35% or more of the audience is under 12 years of age. These media include television programming and print.
  
  3. No communication related to products in primary schools except where specifically requested by, or agreed with the school administration for educational or informational purposes.

- Up-to-date (Nov 2014), we have reach total 12 companies to join the pledge.
Commitment no. 3: Responsible Advertising to Children – Malaysia Pledge

A Call to All Malaysian Food & Beverage Companies to Pledge

- Recruit more food companies to participate in the pledge
- Continuous monitoring
Commitment no. 3: Coaching for SME Group

Continuity promotion of FOP energy labelling:

- FMM MAFMAG is committed to voluntary single Front of Pack % NRV for energy per serving. And we will continuously promote FOP labelling to other stakeholders.
- FMM is at the midst of uploading MOH leaflet into FMM website to reach wider groups.
Commitment no. 3: Coaching for SME Group

Continuity promotion of FOP energy labelling:

- FMM Health & Nutrition working group conducted briefing and coaching session to SME group on 8 July 2014, with the objectives of:
  - To educate and increase the awareness of NCD
  - To promote FOP and to encourage SME to adopt the FOP energy labelling on products
  - To distribute the MOH FOP leaflet to SME
  - To conduct briefing on Malaysia marketing pledge and encourage participation from SME group
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Key consideration

- Consumers' knowledge, attitude & practice
- Multi-sectorial participation & commitment
- Resources
- Code of Ethic Restriction
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Summary

• Product innovation/renovation and nutrition promotion are inextricably linked.

• While we will continue to nurture innovation and change, we acknowledge that food industries can play an important role, not just offering a range of products, but also promoting nutrition and educating consumers about how these foods should be consumed more responsibly.

• Self-regulatory is accepted as a long-term and cost effective solution. Food industries have proactively adopted self-imposed measures on responsible advertising and are providing consumers with clearer information about the nutritional composition of the food and beverages through FOP labelling.
Summary

• Consumer acceptance and health awareness are the prerequisite of any effective change strategy and this will take investment and time.

• FMM MAFMAG is committed to playing an active role in multi-stakeholder partnership in addressing the key challenges and to accelerate and increase the positive outcome of our efforts in promoting nutrition.

• We will continuously monitor and learn from our efforts in offering healthier food choices and promoting nutrition and will report on our progress.
Future direction

FMM MAFMAG will continuously work toward our commitments’ on NCD prevention.

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Future direction
Thank You