



organised by



Nutrition Society of Malaysia



Malaysian Dietitians' Association



Malaysian Association for
the Study of Obesity

Nutrition Month Malaysia 2016 CORE ACTIVITY COMPILATION REPORT

Prepared by:
**NMM Programme Secretariat
VersaComm Sdn Bhd**

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1. PROGRAMME OVERVIEW

- Nutrition Month Malaysia 2016
- Nutrition Month Malaysia 2016 Programme Overview
- Nutrition Month Malaysia 2016 Sponsors
- Nutrition Month Malaysia 2016 Event Partners & Media Partners

Nutrition Month Malaysia 2016



- Nutrition Month Malaysia (NMM) is an annual initiative conducted every April with a different theme.
- NMM is spearheaded by a National Steering Committee (NSC) comprising of representatives from Nutrition Society Malaysia (NSM), Malaysian Dietitians' Association (MDA), Malaysian Association for the Study of Obesity (MASO) & Ministry of Health Malaysia (MOH).
- NMM receives funding from several private sectors to support its activities.
- As of 2016, NMM has been observed for 14th consecutive years.



Theme:

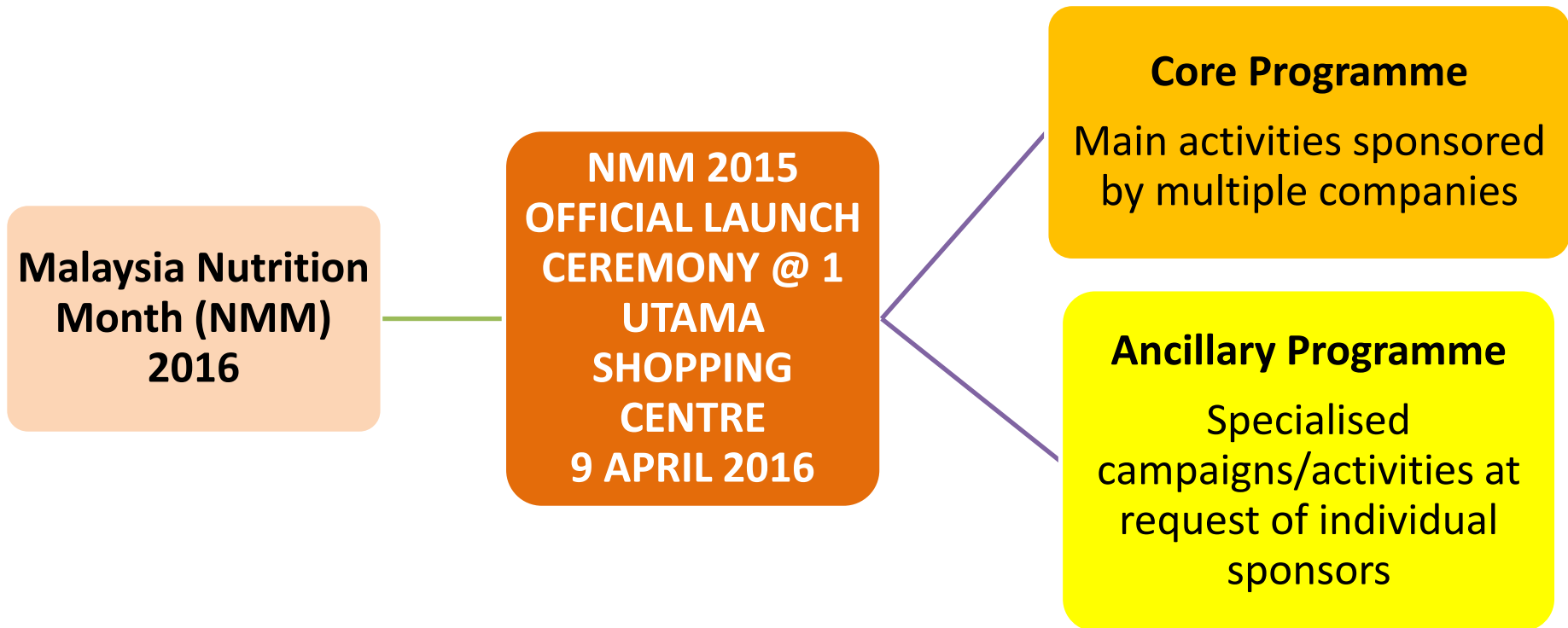
Eat Smart, Get Fit & Feel Great

Objectives:

To promote healthy eating & active living as keys to maintain healthy weight, reduce risk of diseases and promote overall health among general population

NMM 2016

Programme Overview



NMM 2016 Programme Overview



NMM 2016

**Ancillary
Programme**

1. *Wellness Corner at Milo Breakfast Day (Collaboration with Nestle Products Sdn Bhd)*

2. *My Healthy Sandwich Cookbook (Collaboration with Gardenia Bakeries (KL) Sdn Bhd)*

Core Programme

Pre-Launch

1.1 Media Initiatives

1.1.1 Print Media

- Educational Press/Magazine Articles

1.1.2 Social Media

- Website/Facebook Page /Event Page

1.1.3 Radio

- Community health messages & Carnival promo message

1.1.4 Outdoor Digital Signage

Launching Day

2.1 Media Launch in conjunction with NMM 2016 Food-Fit-Fun Fair by Deputy Minister of Health Malaysia

2.2 NMM 2016 Food-Fit-Fun Fair (6 – 10 April, 2016)

- Themed booths
- Nutrition counselling
- Healthy Cooking Healthy Bites
- Let's Play healthy Cooking

2.3 Educational Materials

- Eat Smart, Get Fit & Feel Great: An Infographic Kit

Post-Launch

3.1 Media Initiatives

3.1.1 Newspapers & Magazines

- Press interviews/Write-ups
- Educational Press Articles

3.1.2 Social Media

- Website/Facebook Page

3.1.3 Radio

- Community health messages

Nutrition Month Malaysia 2016

Sponsors



Gold Sponsors:



Bronze Sponsors:



Nutrition Month Malaysia 2016

Event Partners & Media Partners



Media Partners:



2. NUTRITION MONTH MALAYSIA 2016 LAUNCH

IN CONJUNCTION WITH FOOD-FIT-FUN FAIR

- Introduction
- Event Programme
- Official Launch Ceremony - Guest & Media Attendance
- Media Coverage
- Launch Ceremony Pictorial Report

Introduction



Date

- 9 April, 2016 (Saturday)

Venue

- Ground Floor, Centre Court, Old Wing, 1 Utama Shopping Centre

Highlights

- Food-Fit-Fun Fair launched by YBhg. Dato' Saiful Anuar Bin Lebai Hussen, Deputy Secretary-General, Ministry of Health
- Launch of NMM 2016 Theme: Eat Right, Get Fit, Feel Great
- Unveiling of NMM 2016 Guidebook: Eat Right, Get Fit & Feel Great: An Infographic Kit
- Sponsors & Partners Recognition
- Exhibition Tour (Sponsors' booth with key messages, info panels, fit & fun area, healthy cooking healthy bites)

Event Programme



PROGRAMME

10.30 am	Arrival of Guests and Media
10.45 am	Arrival of Guest-of-Honour Yang Berhormat Datuk Seri Dr. S. Subramaniam Minister of Health Malaysia
11.00 am	Welcome Remarks By Dr Tee E Siong Chairman of Nutrition Month Malaysia Steering Committee & President of Nutrition Society of Malaysia
11.10 am	Official Speech Yang Berhormat Datuk Seri Dr. S. Subramaniam Minister of Health Malaysia
11.25 am	Launch of Nutrition Month Malaysia 2016 Food-Fit-Fun Fair
11.30 pm	Recognition of Month Malaysia 2016 Partners and Sponsors
11.50 pm	Tour of Exhibition
12.20 pm	Press Conference
1.00 pm	Lunch
2.00 pm	End

Official Launch Ceremony – Guest Attendance



NO	NAME	ORGANISATION
1	Yang Berbahagia Dato' Saiful Anuar bin Lebai Hussen	MOH
2	Dr Tee E Siong	NSM
3	Prof Dr Winnie Chee	MDA
4	Emeritus Prof Dr Mohd Ismail Noor	MASO
5	Dr Zawiah Hashim	MASO
6	Dr Chin Yit Siew	MASO
7	Dr Zaitun Yassin	NSM
8	Dr Roseline Yap Wai Kuan	NSM
9	Dr Gan Yan Wing	NSM
10	Dr Tan Sue Yee	NSM
11	Dr Mahenderan	NSM
12	Dr Zulfitri Azuan Mt Daud	MDA
13	Ms Teh Wai Siew	MOH
14	Pn Zalma Abdul Razak	MOH
15	Chef Nadzri Mohd Alim	Taylor's University Malaysia
16	Dr. Chong Li Cho	Taylor's University Malaysia
17	Mr Michael Ong	Malaysia Milk Sdn Bhd
18	Pn Nordina	Malaysia Milk Sdn Bhd
19	Ms Cher Siew Wei	Nestle Products Sdn Bhd
20	Mr Chua Keng Jin	Serba Wangi Sdn Bhd
21	Ms Lim Siew Ling	Yakult (M) Sdn Berhad
22	Ms Jayden Looi Ji Houng	Dutch Lady Milk Industries
23	Ms Mok Siew Lin	Gardenia Bakeries (KL) Sdn Bhd

Official Launch Ceremony – Media Attendance



- Utusan Malaysia
- Malay Mail
- Sin Chew Daily
- New Straits Times
- KKM Media Unit

Media Coverage (1)



衛長：總死亡人數中·73%死於非傳染病

Created 04/09/2016 - 17:43

(雪蘭莪·八打靈再也9日訊)衛生部長拿督斯里蘇巴馬廉指出，在我國總死亡人數中，有73%的國人是死於非傳染性疾病，並估計有35%的死亡年齡是低於60歲，這也顯現非傳染性疾病對國人健康已造成威脅和影響，情況令人擔憂。

他說，非傳染性疾病如肥胖問題、高膽固醇血症及糖尿病等都屬於“沉默的疾病”，國人必需定時進行身體檢驗，確保能提早發現病症，尋求治療。

國內47.7%成人超重

他指出，根據2015年國人健康及發病率調查顯示，國內有47.7%的成人患有超重或肥胖問題，國內肥胖率更從2014年的13%攀升至2015年的17.7%，這都是因飲食不均衡導致而成。

他舉例，至於年齡18歲以上的糖尿病患者佔17.5%，另有30.3%的人屬於高血壓患者。

他今日在“2016年馬來西亞營養月推介禮”上指出，在每2名國人當中就有1名高膽固醇患者，而這種屬於非傳染性疾病的患病率和風險因素也無下降的趨勢，針對這一點，國人不能再坐視不理。

由於他今日不克出席，其講詞由衛生部(管理)副秘書長賽夫安努代讀。

蘇巴馬廉說，國人除了需採取措施和透過各管道建立健康生活，在心態和行為上也必需做出改變。

他披露，政府也通過落實“2016至2025年國家營養食品行動計劃”(NPANMII)以加強食物及營養安全，減低患上非傳染性疾病的幾率。

鄭怡祥：不良生活習慣致病

“2016年馬來西亞營養月”於本月6至10日在萬達購物廣場舉行，並展開為期5天的“食物—健康—歡樂嘉年華”，現場也有營養師、飲食治療專家和體力活動專家進行互動和分享。

這項活動是由馬來西亞營養協會(NSM)、大馬營養師協會(MDA)及大馬肥胖研究協會(MASO)合力推動，並獲得衛生部支持。

大馬營養協會主席兼營養月活動籌委會主席鄭怡祥披露，國人患上非傳染性疾病的 MAIN 因，是不良生活習慣所造成，尤其是不健康的飲食習慣和缺乏運動。

他致詞時說，配合一年一度舉辦的營養月活動，將能灌輸國人關於健康飲食和生活方式的正確軌道。

出席者有大馬食療師協會主席徐秀瑞教授及大馬肥胖研究協會主席莫哈末依斯邁爾諾。



代表蘇巴馬廉出席“2016年營養月活動”的賽夫安努(左二)與嘉賓們一同主持推介禮。左一為依斯邁爾諾；右起為徐秀瑞及鄭怡祥。(圖：星洲日報)

10 April 2016, Sin Chew Daily

Media Coverage (2)



Rakyat Malaysia tidak serius jaga kesihatan

10 April 2016 12:23 AM

Share 0 Tweet 0 Google + 0

KUALA LUMPUR 9 April – Sikap acuh tidak acuh rata-rata rakyat Malaysia yang makan sesuka hati dan tidak menjaga pemakanan mereka menyebabkan masalah obesiti semakin meningkat setiap tahun.



S. Subramaniam

Memburukkan lagi keadaan, Malaysia yang terkenal dengan jolokan 'syurga makanan' dengan kedai-kedai makan tumbuh bagaikan cendawan selepas hujan menyebabkan masyarakat lupa perlu mengamalkan pemakanan yang baik untuk kekal sihat.

Menteri Kesihatan, Datuk Seri Dr. S. Subramaniam mendedahkan, kaji Selidik Kesihatan dan Morbiditi Nasional (NHSM) 2015 mendapati 47.7 peratus rakyat Malaysia mengalami obesiti atau berat badan berlebihan malah angka tersebut 17 peratus lebih tinggi daripada tahun sebelumnya.

Menurutnya, obesiti dikenal pasti sebagai punca utama menyebabkan penyakit tidak berjangkit (NCD) seperti diabetes, kardiovaskular, kanser serta penyakit respiratori kronik.

"Bilangan rakyat Malaysia yang gemuk dijangka terus meningkat jika tiada inisiatif dilakukan masyarakat untuk mengurangkan berat badan dengan mengamalkan gaya hidup sihat."

"Masalah tersebut kini menjadi ancaman terbesar kepada kesihatan masyarakat. Bayangkan ketika ini seorang daripada tiga penduduk negara ini obes atau mempunyai berat badan berlebihan," katanya.

Teks ucapan beliau dibacakan oleh Timbalan Ketua Setiausaha Kementerian Kesihatan, Datuk Saiful Anuar Lebai Hussien ketika majlis perasmian Karnival Bulan Pemakanan Malaysia (NMM) 2016 di Pusat Beli Belah 1 Utama di sini hari ini.

Yang turut hadir Presiden Persatuan Pemakanan Malaysia merangkap Pengerusi Ahli Jawatankuasa NMM, Datuk Dr. Tee E Siong.

Karnival tersebut adalah acara tahunan berunsur mendidik rakyat supaya lebih fokus dalam pengambilan makanan berkhasiat dan sihat supaya tidak terjerumus dengan pelbagai penyakit kerana amalan seharian.

10 April 2016, Utusan Online

Launch Ceremony
April 9, 2016 (Saturday)

Food-Fit-Fun Fair Layout



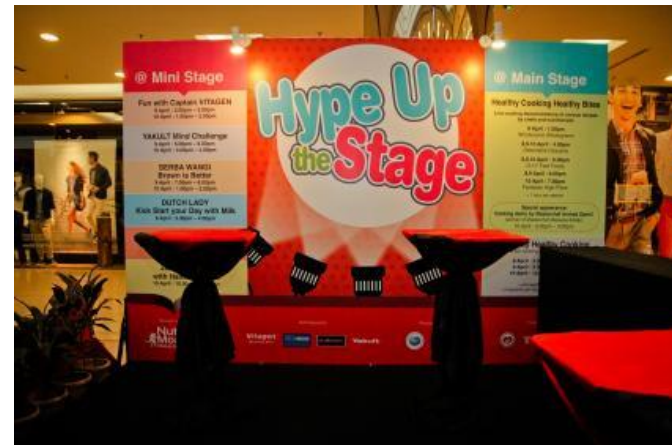
Secretariat Counter



Main Stage/Kitchen



Main Stage



Mini Stage

Launch Ceremony



Official speech by Yang Berbahagia Dato' Saiful Anuar bin Lebai Hussien, the Deputy Secretary-General (Management), Ministry of Health Malaysia representing Yang Berhormat Datuk Seri Dr S Subramaniam, Minister of Health Malaysia



Welcome remarks by Dr Tee E Siong, the Chairman of NMM Steering Committee & President of Nutrition Society of Malaysia.

Launch Ceremony



Launching of NMM 2016 Food-Fit-Fun Fair 'Eat Smart, Get Fit & Feel Great' and signature publication 'Eat Smart, Get Fit & Feel Great: An Infographic Kit' by Yang Berbahagia Dato' Saiful Anuar bin Lebai Hussien, the Deputy Secretary-General (Management), Ministry of Health Malaysia (standing second from left), accompanied by (from left to right) Emeritus Dr Mohd Ismail Noor (President of Malaysian Association of the Study of Obesity), Dr Tee E Siong (Chairman of NMM Steering Committee & President of Nutrition Society of Malaysia) and Prof Winnie Chee (President of Malaysian Dietitians' Association).

Recognition of NMM 2016 Sponsors



Malaysia Milk Sdn Bhd (Vitagen)
Mr Michael Ong



Nestle Products Sdn Bhd
Ms Cher Siew Wei



Serba Wangi Sdn Bhd
Mr Chua Keng Jin



Yakult Malaysia Sdn Bhd
Ms Lim Siew Ling



Dutch Lady Sdn Bhd
Mr Jayden Looi



Gardenia Bakeries (KL) Sdn Bhd
Ms Siew Lin

Recognition of NMM 2016 Sponsors



Recognition of NMM 2016 sponsors by Yang Berbahagia Dato' Saiful Anuar bin Lebai Hussen (Deputy Secretary General Management, Ministry of Health Malaysia), Dr Tee E Siong (Chairman of NMM Steering Committee & President of Nutrition Society of Malaysia), Emeritus Dr Mohd Ismail Noor (President of Malaysian Association of the Study of Obesity), and Prof Winnie Chee (President of Malaysian Dietitians' Association)

Presentation of Memento to Guest-of-honor



Dr Tee E Siong, the Chairman of NMM Steering Committee & President of Nutrition Society of Malaysia) presented token of appreciation (fruit basket) to Yang Berbahagia Dato' Saiful Anuar bin Lebai Hussien, the Deputy Secretary-General (Management), Ministry of Health Malaysia representing Yang Berhormat Datuk Seri Dr S Subramaniam, Minister of Health Malaysia with the companion of Emeritus Dr Mohd Ismail Noor (President of Malaysian Association of the Study of Obesity) and Prof Winnie Chee (President of Malaysian Dietitians' Association)

Healthy Cooking, Healthy Bites Presentation by Nutrition Division & Taylor's University



Tour of Exhibition: Sponsor booth



*Booth: Caring for Your Digestive Health
In Collaboration with Malaysia Milk Sdn Bhd (Vitagen)*



Tour of Exhibition: Sponsor booth



*Booth: Reduce Cholesterol for a Healthy Heart & Energise Your Day with Breakfast
In Collaboration with Nestle Products Sdn Bhd (Nestle Omega Plus & Milo)*



Tour of Exhibition: Sponsor booth



Booth: Go Whole Grains
In Collaboration with Malaysia Milk Sdn Bhd (Vitagen)



Tour of Exhibition: Sponsor booth



*Booth: Balance Your Gut Bacteria for Goof Immune System
In Collaboration with Yakult Malaysia Sdn Bhd*



Tour of Exhibition: Sponsor booth



*Booth: Milk is Nutritious and Delicious
In Collaboration Dutch Lady Milk Industries Berhad*



Tour of Exhibition: Sponsor booth



*Booth: Go Light When you Grab a Bite
In Collaboration with Gardenia Bakeries (KL) Sdn Bhd*



Tour of Exhibition



Nutrition Division's MyNutriDiary Counter



Fit & Fun Area

Refreshment



Overall Crowd



3. NMM FOOD-FIT-FUN FAIR 2016

- Promotional items
- Identity Colaterals
- Food-Fit-Fun Fair Highlights
- Info Panels

Promotional Items (1)



Nutrition Month Malaysia 2016

Food Fit Fun Fair

Eat Smart, Get Fit & Feel Great

6 – 10 April 2016
10.00am – 10.00pm
Centre Court (Old Wing) @
1 Utama Shopping Centre

FREE MYSTERY GIFT
For first 1000 families per day

HIGHLIGHTS

- **Let's cook** – Interactive healthy cooking sessions with chef and nutritionist
- **Fun in the kitchen** – Workshop for kids
- **Discover nutri tips** – Interactive sessions with nutritionists/dietitians
- **Get active** – One-to-one step test, fitness consultation & demonstration

FUN & FREE Activities

- Group workout @ Zumba fitness
- Interactive activities and goodies by Sponsors
- Food sampling and sales by Sponsors
- Cholesterol check
- Educational materials

Join Us!
Enjoy the taste of eating right and the fun of an active lifestyle!

Jointly organised by:

- Nutrition Society of Malaysia
- Malaysian Dietitians' Association
- Malaysian Association for the Study of Obesity (MASO)

Gold sponsors:

- Vitagene MALAYSIA MILK
- Nestle
- ecoBrown's
- Yakult

Bronze sponsors:

- Dutch Lady
- Goodenia

Event partners:

- Heart Foundation
- Taylor's University
- Young Chefs' Academy

Visit www.nutritionmonthmalaysia.org.my, drop by the 'Nutrition Month Malaysia' Facebook page or call 03-5632 3301 for more details.

Main Event Promo Flyer

Promotional Items (2)



Nutrition Month Malaysia 2016

FoodFitFun Fair
Eat Smart, Get Fit & Feel Great

HEALTHY COOKING, HEALTHY BITES
A Live Cooking Demonstration featuring Chef and Nutritionist

6 – 10 April 2016
10.00am – 10.00pm
Centre Court (Old Wing) @
1 Utama Shopping Centre

Tantalize Your Taste Buds with Yummy, Healthy Dishes!

Wholesome wholegrains
8 APRIL (1pm)
• Seafood Paella
• Spinach Fried Rice

Delectable desserts
8 – 10, April (6pm)
• Dragon Fruit Ice Cream
• Cendol Custard

D-I-Y fast foods
8 – 10, April (4pm)
• Chicken Oat Burger
• Crispy Chicken Fingers

Fantastic high-fibre
8 – 10, April (8pm)
• Asparagus with Low Fat Salad
• Vegetable Dhal Curry

Special Appearance on Sunday, 10 April, 2016 at 2pm!
Masterchef Arshad Zamir
Winner of Masterchef Malaysia Allstars

Jointly organised by:
Nutrition Society of Malaysia
Malaysian Dietitians' Association
MASO
Malaysian Association for the Study of Obesity

Gold sponsors:
Vitagen
Nestle
ecoBrown's
Yakult

Bronze sponsors:
Dutch Lady
Garden of Eatin'

Event partners:
Taylor's University
Young Chefs' Academy

Healthy Cooking, Healthy Bites Promo Flyer

Promotional Items (3)



Nutrition Month Malaysia 2016
Food Fit Fun Fair
Eat Smart, Get Fit & Feel Great

Let's Play Healthy Cooking
A fun cooking workshop for kids
Cultivate culinary curiosity in your kid!

8 & 9 April 2016 (FRIDAY & SATURDAY)
2.30pm - 3.00pm
Pizza & Bread

10 April 2016 (SUNDAY)
12.30pm - 1.00pm

8 & 9 April 2016 (FRIDAY & SATURDAY)
3.00pm - 3.30pm
Lavender Fruit Pops

10 April 2016 (SUNDAY)
1.00pm - 1.30pm

FREE REGISTRATION
(For kids aged 7-9 years old)

- Free mystery bag + 1 entrance ticket to KidZania Kuala Lumpur
- Limited to 8 kids per session

Register now!
by emailing your details to wenshin@versa-group.com

Jointly organized by:
Nutrition Society of Malaysia, Malaysian Dietitians' Association, MASO (Malaysian Association for the Study of Obesity)

Event partners:
Vitagene, NISSAN, ecobrown's, Yakult, NISSAN, TAYLOR'S UNIVERSITY, YOUNG CHIEF'S ACADEMY

**Let's Play Healthy Cooking Sessions
Promo Flyer**

GET UP & DANCE WITH

HANNAH KAMAL
LICENSED INSTRUCTOR ■ ZUMBA FITNESS ■ ZUMBA KIDS ■ AQUA ZUMBA

"Just lose yourself in the music and workout to the ultimate"

ZUMBA FITNESS

10:30 AM - 11:30 AM **GROUND FLOOR CENTRE COURT @ 1 UTAMA** **10 APRIL 2016**

FREE 1 HOUR OF ZUMBA **FREE MYSTERY BAG**

DON'T MISS THIS
Get yourself check on
FITNESS STEP TEST
Get free fitness consultation from physical activity experts
6-10 APRIL 2016 (10:00AM-10:00PM)

FREE ADMISSION! REGISTER NOW BY EMAILING YOUR DETAILS TO wenshin@versa-group.com

BROUGHT TO YOU BY:
Nutrition Society of Malaysia, Malaysian Dietitians' Association, MASO (Malaysian Association for the Study of Obesity)

JOINTLY ORGANIZED BY:
Nutrition Society of Malaysia, Malaysian Dietitians' Association, MASO (Malaysian Association for the Study of Obesity)

SUPPORTED BY:
GOLD SPONSORS: Vitagene, NISSAN, ecobrown's, Yakult
BRONZE SPONSORS: NISSAN, ecobrown's, Yakult

**Group Zumba Fitness Session Promo
Flyer**

Promotional Items (4)



Nutrition Month Malaysia 2016
Food Fit Fun Fair
Eat Smart, Get Fit & Feel Great

Enjoy the taste of eating right and the fun of an active lifestyle!

6 – 10 April 2016
Ground Floor
Centre Court @ 1 Utama
(Old Wing)

Grab Freebies!
by event sponsors

Nestle, Vitagen, Yakult, ecoBrown's

6 – 10 April 2016
Ground Floor
Centre Court @ 1 Utama
(Old Wing)

Tantalize Your Taste Buds!
HEALTHY COOKING, HEALTHY BITES
A live cooking demonstration by chefs and nutritionists

Special Appearance on Sunday, 10 April at 2pm!
Masterchef Arshad Zamir

6 – 10 April 2016
Ground Floor
Centre Court @ 1 Utama
(Old Wing)

Cultivate Culinary Curiosity in Your Kids!
Let's Play Healthy Cooking
A Fun Cooking Workshop for Kids

6 – 10 April 2016
Ground Floor
Centre Court @ 1 Utama
(Old Wing)

Digital lightbox advertisements along Lebuhraya Bandar Utama

Identity Collaterals (1)



Main stage backdrop (front)



Main stage backdrop (back)

Identity Collaterals (2)



 Energise Your Day with Breakfast Hand-cycle interactive activity	 Caring for your Digestive Health Bacteria battles interactive activity VITAGEN Smart Challenge interactive activity
 Reduce Cholesterol for a Healthy Heart Free cholesterol check	 Go Whole Grains Product sampling Sales promotion
 Milk is Nutritious and Delicious Product sampling	 Balance your Gut Bacteria for Good Immune System Lucky dip interactive activity Intestine health check
 Go Light when you Grab a Bite Bread sampling	Fit and Fun Step test Fitness demonstration & consultation

Hype Up The Stage @ Main Stage Healthy Cooking Healthy Bites Cooking Demonstrations by Chef & Nutritionists Special appearance : Masterchef Arashad Zamir (10 April : 2.00 pm – 3.00pm) Let's Play Healthy Cooking Fun Cooking Workshop for Kids	@ Mini Stage Fun with Captain Vitagen Yakult Mind Challenge Serba Wangi – Brown is Better Dutch Lady – Kick Start your Day with Milk Gardenia "So good...you can even eat it on its own!" Fitness Zumba with Hannah Kamal
---	---

Brought to you by:

Gold Sponsors:

Bronze Sponsors:

Event Partners:

@ Mini Stage

Fun with Captain VITAGEN
9 April : 2.00pm – 3.00pm
10 April : 1.00pm – 2.00pm

YAKULT Mind Challenge
9 April : 5.00pm – 6.00pm
10 April : 3.00pm – 4.00pm

SERBA WANGI Brown Is Better
9 April : 7.00pm – 8.00pm
10 April : 1.00pm – 2.00pm

DUTCH LADY Kick Start your Day with Milk
9 April : 3.00pm – 4.00pm

GARDENIA "So good... you can even eat it on its own!"
9 April : 12.00pm – 1.00pm

Zumba Fitness with Hannah Kamal
10 April : 10.30pm – 11.30pm

@ Main Stage

Healthy Cooking Healthy Bites
Live cooking demonstrations of various recipes by chefs and nutritionists:

8 April : 1.00pm
Whole Some Wholegrains
8,9,10 April : 4.00pm
Delectable Desserts
8,9,10 April : 6.00pm
D-I-Y Fast Foods
8,9 April : 8.00pm
10 April : 7.00pm
Fantastic High-Fibre
— 1 hour per session

Special appearance:
Cooking demo by Masterchef Arashad Zamir!
(winner of Masterchef Malaysia Alistar)
10 April : 2.00pm – 3.00pm

Let's Play Healthy Cooking
A fun cooking workshop for kids
8 April : 2.30pm - 3.00pm
9 April : 2.30pm - 3.00pm
10 April : 12.30pm - 1.00pm
— pre-registration required
— 2 sessions per day, 30 minutes per session

Brought to you by:

Gold Sponsors:

Bronze Sponsors:

Event Partners:

Mini stage backdrop

Entrance Standee – Booth & Stage Activities Promotion

Identity Collaterals (3)



Food-Fit-Fun Fair Highlights



Booths with Key Educational Messages

- Caring for your digestive health
- Energise your day with breakfast
- Reduce cholesterol for a healthy heart
 - Go whole grains
 - Balance your gut bacteria for good immune system
- Milk is nutritious and delicious
- Go light when you grab a bite

Interaction Session with Nutritionists/Dietitians

Healthy Cooking Healthy Bites

- Interactive food & cooking demonstration by chefs and nutritionists

Let's Play Healthy Cooking

- Interactive & fun cooking workshops for kids

Fun stage activities by sponsors

**MyNutriApp
Counter by Nutrition
Division**

Kids Area

- Colouring
- Nutri-Library

Fit & Fun Area

One-to-one step test, fitness consultation by physical activity expert

Group Zumba Fitness

Free sponsors' goodies, NMM collaterals distributions

Booth Activities



Booth: Caring for Your Digestive Health (Malaysia Milk Sdn Bhd, Vitagen)



Bacteria Battles



VITAGEN Smart Challenge

Booth Activities



Booth: Energise Your Day with Breakfast (Nestle Products Sdn Bhd, Milo)



Hand cycle game

Booth Activities



Booth: Reduce Cholesterol for a Healthy Heart (Nestle Products Sdn Bhd, Nestle Omega Plus)



Product sampling



Free Cholesterol Check

Booth Activities



Booth: Go Whole Grains (Serba Wangi Sdn Bhd, EcoBrown's)



Know your Grains



Products sampling

Booth Activities



Booth: Balance your Gut Bacteria for a Good Immune System (Yakult Malaysia Sdn Bhd)



Lucky dip/Under the microscope



Kids colouring



Intestine health check

Booth Activities



Booth: Milk is Delicious and Nutritious (Dutch Lady Milk Industries Bhd)



Product sampling

Booth Activities



Booth: Go Light when you Grab a Bite (Gardenia Bakeries (KL) Sdn Bhd)



Product sampling



**Distribution of sandwich
cookbook**

Interaction session with nutritionists/dietitians



Healthy Cooking Healthy Bites



- A healthy cooking activity by Nutrition Month Malaysia Steering Committee, in collaboration with the Taylor's University & Nutrition Division of Ministry of Health Malaysia.
- Featuring chef- and nutritionist-hosted healthy cooking demonstrations.
- Bringing “healthier” food options to life by having all-day ‘healthy foods’ tasting for the public.
- Objectives:
 - To emphasise healthy eating through healthy cooking and to deliver the message ‘healthy foods are tasty’.
 - Enable public to have “experiential” learning on healthy cooking and healthy eating.
 - Enable public to learn how easy it is to cook everyday meals in a tastier and healthier way.

Healthy Cooking Healthy Bites



Theme: Wholesome Whole Grains

Objective: To encourage incorporation of wholegrain foods into daily diet



Seafood Paella



Spinach Fried Rice

Healthy Cooking Healthy Bites



Theme: D-I-Y Fast Foods

Objective: To encourage healthier version of homemade fast foods



Chicken Oat Burger



Crispy Chicken Fingers

Healthy Cooking Healthy Bites



Theme: Delectable Desserts

Objective: To encourage healthier version of desserts with less sugar



Cendol Custard



Dragon Fruit Ice Cream

Healthy Cooking Healthy Bites



Demonstrations by chefs and nutritionists



Healthy Cooking Healthy Bites



Special Appearance: Cooking Demonstrations by MasterChef Malaysia Arshad Zamir



Grilled chicken
tortilla wraps
with yoghurt sauce



Yoghurt with
fruit compote
and granola

Healthy Cooking Healthy Bites



Food Tasting



Healthy Cooking Healthy Bites



Interaction with public



Let's Play Healthy Cooking Workshop for Kids



- A healthy cooking workshop for kids aged 6 – 9 years old by Nutrition Month Malaysia Steering Committee, in collaboration with Young Chefs Academy, Malaysia.
- Objective:
 - To enable children to learn about simple meal preparation on their own for themselves under adults supervision
 - To teach children about basics of healthy eating.
 - To inspire more children to explore the joy of cooking and start developing interest in food and healthy eating.

Let's Play Healthy Cooking Workshop for Kids



Facilitators teaching about food pyramid

Let's Play Healthy Cooking Workshop for Kids



Kids explore the joy of cooking and learn to prepare own meal

Let's Play Healthy Cooking Workshop for Kids



Group photos of kids with their foods



Pizza Bread



Layered Fruit Pot

Sponsors' Stage Activities



Malaysia Milk Sdn Bhd – Fun Time with Captain Vitagen



Sponsors' Stage Activities



Serba Wangi Sdn Bhd – Brown Is Better



Sponsors' Stage Activities



Yakult (Malaysia) Sdn Bhd – Yakult Mind Challenge



Sponsors' Stage Activities



Dutch Lady Milk Industry Berhad – Kick Start your Day with Milk



Sponsors' Stage Activities



Gardenia Bakeries (KL) Sdn Bhd – “So good... you can even eat it on its own”



Sponsors' Stage Activities



Gardenia Bakeries (KL) Sdn Bhd – “So good... you can even eat it on its own”



MyNutriDiary App Counter by Nutrition Division, MOH Malaysia



Kids Area: Colouring & Reading Activity



Fit & Fun Area



Step test & physical activity advice



Distribution of foldable physical activity pyramid

Group Zumba Fitness Session



Distribution of Sponsors' Goodies/NMM Collaterals



Info Panels (1)



Booth: Energise Your Day with Breakfast

Running Late?

Thinking of skipping breakfast? Don't.

Find out how you and your family can have a wholesome and nutritious breakfast to kick-start your day.

A message by: **Nutrition Month Malaysia 2016**

In collaboration with: **MILO** **NESTLE**

Eat Breakfast: Boost up with energy and nutrients to kick-start your day

Simple formula for a balanced breakfast

A Rice, noodle, bread, cereals, cereal products & tubers + **B** Milk & milk products, poultry, meat & legumes + **C** Fruit/vegetable + **D** Nutritious drink = **Balanced Breakfast**

Examples of balanced breakfasts:

- A:** Cereals, rice, noodle, bread, cereal products & tubers
- B:** Milk & milk products, poultry, meat & legumes
- C:** Fruit/vegetable
- D:** Nutritious drink

Visual examples of balanced breakfasts include: a bowl of cereal with fruit, a sandwich with a glass of milk, a bowl of porridge with fruit, and a bowl of rice with meat and vegetables.

A message by: **Nutrition Month Malaysia 2016**

my IT'S SATURDAY

ENERGIZE AND OWN THE DAY WITH A MILO® AT BREAKFAST

We lose about 10% of our energy reserves during sleep*. That's why it's important to replenish energy lost with a balanced breakfast and MILO. It contains Active-Go™, a unique combination of PHOTOMALT®, vitamins and minerals, that provides an efficient release of energy to help him own the day every day.

ENERGY TO GO FURTHER™

MILO

A message by: **Nutrition Month Malaysia 2016**

Info Panels (2)



Booth: Reduce Cholesterol for a Healthy Heart

Know your Blood Cholesterol Level:

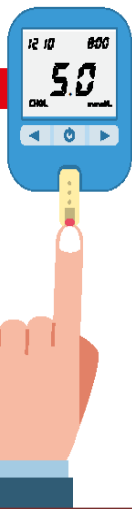
Get it checked inside

Excessive cholesterol in the blood should be avoided as this can lead to artery blockage and heart disease.

Watch out if your blood cholesterol level is not within the normal range. Aim to achieve the following target values:

Total cholesterol <5.2mmol/L
HDL (good) cholesterol >1.6mmol/L
LDL (bad) cholesterol <2.6mmol/L

Early detection of high blood cholesterol is important. Appropriate measures can be taken to normalise the level.



1 in 2 Malaysian adults have high level of total blood cholesterol. Are you one of them?

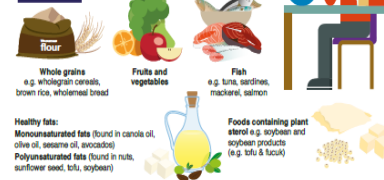
Find out how you can eat smart and stay active to maintain a healthy blood cholesterol level.



Healthy eating helps to manage your blood cholesterol level

Excessive cholesterol in blood should be avoided as this can lead to artery blockage and heart attack.

Eat More:



Eat Less:



BLOCK OUT CHOLESTEROL BEFORE IT ENTERS THE BODY

01 WHAT IS ACTICOL®?
Only a plant sterol that helps to block the absorption of bad cholesterol (LDL) in the body.

02 HOW DOES ACTICOL® WORK?
ACTICOL® is absorbed into the blood stream instead of bad cholesterol. Plant sterols block the body's absorption of cholesterol, leading to lower bad cholesterol levels.

03 2 SERVINGS OF NESTLÉ® OMEGA PLUS®
Each serving contains 2g of ACTICOL® (Plant Sterol) which is equivalent to 200mg of cholesterol.

ACTICOL® is scientifically proven to reduce cholesterol.

NESTLÉ OMEGA PLUS is now available in a convenient ready-to-drink pack. It's easier than ever to get two servings daily. Because your heart is in your hands.

Info Panels (3)



Booth: Go Light when you Grab a Bite

Tummy grumbling in between meals?

A healthy snack can:

- help to curb hunger pangs
- discourage overeating at the next meal

Find out how to grab a healthy bite.

A message by: **Nutrition Month Malaysia 2016**

In collaboration with: **Gardenia**

Make your next snack bite a sensible choice!

Snacks can be part of healthy eating if we eat them right

Light and healthy snacks can help to curb hunger pangs in between main meals. If we eat the right kind of snacks, at the right time and in appropriate amounts, they can be part of a healthy diet.

Healthy snacks can:

- supply essential fuel and nutrients for growing kids.
- provide energy for busy adults with hectic schedules.
- prevent overeating at the next meal.
- provide important nutrients.

Protein: A, Zn, Fe, Ca

A message by: **Nutrition Month Malaysia 2016**

Make your next snack bite a sensible choice!

Take your pick of different healthy snack ideas that provide about 100 – 150 kcal:

Something sweet
8 pieces of grapes – 60kcal
1 medium apple – 60kcal

Something crunchy
About 2 tablespoons of peanuts – 100kcal

Something savoury
1 piece of wholemeal bread – 73kcal
1 hard-boiled egg – 75kcal
3 pieces of wholemeal crackers – 102kcal

Something fresh
1 cup of carrot – 15kcal
1 cup of cucumber – 30kcal

Cutback on unhealthy snacks such as chips, candy, cookies, and sugary drinks

A message by: **Nutrition Month Malaysia 2016**

Gardenia

So good... you can even eat it on its own!

Healthy snacking begins with Gardenia.

*Below 150 kcal per serving size.

Info Panels (4)



Booth: Balance your Gut Bacteria for Good Immune System

A good balance of intestinal bacteria helps to ensure good digestive health.

How does good bacteria benefit your immune system

- There are over 1000 different species of both good and bad bacteria in the digestive tract.
- The good bacteria strengthen the immune system by:
- Fighting bad bacteria and keep them from causing illnesses.
 - Using up the nutrients so that bad bacteria have no access to the nutrients for growth.
 - Keeping the digestive tract at a pH level where it's difficult for bad bacteria to grow.



A message by: Nutrition Month Malaysia 2018

Pre- and probiotics help to balance your gut bacteria

Increase the good bacteria in your gut by eating foods containing both Probiotics & Prebiotics.

Probiotics are good bacteria that control the growth of harmful bacteria.

Prebiotics are non-digestible carbohydrates that serve as the "food" for probiotics.

Good sources of probiotics are:

- Yoghurt
- Cultured milk drink
- Sauerkraut
- Tempeh

Good sources of prebiotics are:

- Asparagus
- Chicory roots (to extract inulin and oligofructose)
- Garlic
- Onion

Did you know that we have trillions of bacteria in our intestine and they can weigh up to 2kg? Some of them are vital to our wellbeing.

Find out how to keep your gut bacteria balanced to help maintain a healthy immune system.



A message by: Nutrition Month Malaysia 2018

In collaboration with: Yakult

History Of Yakult

- 1930**
Dr. Minoru Shirota successfully cultured and strengthened a special type of bacteria, our exclusive Shirota Strain.
- 1935**
Yakult was first introduced in Japan.
- 1967**
Establishment of Yakult Central Institute in Tokyo, Japan.
- 2004**
Yakult Ace introduced in Malaysia.
- 2009**
Less sugar variant, Yakult Ace Light launched in Malaysia.

1935
Pioneer of Probiotics
Over 80 Years
Scientifically proven health benefits
30 billion
Live Shirota strain in each bottle
33 Countries worldwide
Most popular probiotic drink in the world

FACTORY TOUR

Come and visit our high technology Yakult Factory in Seremban, Negeri Sembilan to learn more about the power of good bacteria and how Yakult is made!

Bookings can be made through our website at www.yakult.com.my



Info Panels (5)



Booth: Balance your Gut Bacteria for Good Immune System

Better Digestive Health = Better Overall Health

The digestive system is more important than you think

Your digestive system is

- Important for digestion, absorption and transport of important nutrients for your body to function well.
- Home to trillions of bacteria that regulate hormones, eliminate toxins and produce important nutrients.
- Body's first line of defence against diseases.

Digestive health depends on the balance between good and bad bacteria in the large intestine. When the bad bacteria are more than the beneficial ones, your digestive health is disturbed.

More Good Bacteria **Less Bad Bacteria**

A message by **Nutrition Month** Malaysia 2018

4 easy habits to promote a healthy digestive system

- 1 Practise healthy eating habits**
 - Have a balanced and varied diet in moderation
 - Increase fibre intake
- 2 Be physically active**
 - Drink plenty of water
 - Include foods containing prebiotics (e.g. onion, garlic) and probiotics (cultured milk drinks, yoghurt) as part of health diet
- 3 Practise regular bowel habits**
- 4 Get enough sleep**

Reduce refined sugar, processed foods, high fat foods

An unhealthy gut can contribute to many health problems. Good dietary pattern and an active lifestyle can do wonders for your gut.

Find out how to promote and maintain digestive health.

In collaboration with **Vitagen** MALAYSIA MILK

THE POWER OF TWO STRAINS FOR BETTER DIGESTION

- Helps promote digestion
- Helps strengthen the immune system
- Helps defend against toxins, harmful bacteria and allergens

With billions of probiotic cultures:

LACTOBACILLUS CASEI

LACTOBACILLUS ACIDOPHILUS

Vitagen
BE GOOD TO YOUR GUT

MALAYSIA'S FIRST & NO. 1 CULTURED MILK DRINK

Info Panels (6)



Booth: Milk is Nutritious & Delicious

Did you know that milk is one of the most nutritionally complete foods?

There are creative ways to help you consume more milk.
Find out how to help your family enjoy the goodness of milk.



A message by:
Nutrition Month Malaysia 2018

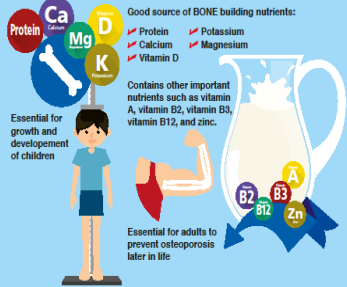


Enjoy Milk Everyday - Keep Your Family Healthy!



Milk is packed with essential nutrients

Milk is one of the most nutritionally complete foods as it contains almost all the important nutrients for our body.



A message by:
Nutrition Month Malaysia 2018

Enjoy Milk Everyday - Keep Your Family Healthy!



Consume 2 to 3 servings of milk and milk products everyday!
1 serving of milk = 1 glass of milk (250ml)

Here are some creative ways to help you consume more milk:

1. Consume milk with other foods
 - Add milk to cereal or cereal for breakfast, the most important meal of the day. Milk can provide all the energy and nutrients your body needs to start your day right.
 - Dip bread or biscuits in milk and let them soak up the milk; enjoy them as snacks
 - Add fresh fruits to your milk and blend them together to make a smoothie.
2. Use milk in various recipes such as in pudding or custard

A message by:
Nutrition Month Malaysia 2018

Breakfast with Dutch Lady milk is a good way to help meet your daily calcium requirement.



Info Panels (7)



Booth: Go Whole Grains

Whole grains are yummy!
Encourage your family members to get used to whole grains from a young age

Whole grains are healthful & flavourful
Wholesome whole grains refer to the entire grain which contains all the three natural parts – the fibre-rich bran, the nutrient-packed germ and the starchy endosperm.

Bran contains:
Dietary fibre, B vitamins, iron, zinc, and other minerals

Endosperm contains:
mainly carbohydrates, some proteins, small amounts of vitamins and minerals, and phytonutrients.

Germ contains:
B vitamins, vitamin E, unsaturated fatty acids and phytonutrients.

Whole grains help to reduce risk to chronic diseases

- Promote bowel health
- Lower the risk of cardiovascular diseases & some cancers
- Maintain weight & reduce risk of obesity
- Reduce risk of type 2 diabetes

A message by
Nutrition Month Malaysia 2016

Ensure half of your grains eaten are whole grains

Wholegrain foods and products:
Brown rice, wholegrain cereals, oats, wholemeal bread, corn, popcorn, whole wheat, wholemeal pasta, wholemeal pita, buckwheat, millet, rye, sorghum

Words to look for when shopping for wholegrain products

- Wholemeal
- Wholegrain
- 7 grains
- Multi-grain
- Enriched

The following are not necessarily wholegrain products

Brown or dark colours do not necessarily mean that these foods are made with whole grains.

How to increase whole grain intake?
Make simple switches or mix it up for main meals

- Mix white rice with brown rice
- replace white bread with wholemeal bread
- replace plain pasta with wholemeal pasta
- Use whole grains for baking
- Enjoy wholegrain foods as snacks

Whole grains are more nutritious as they contain more dietary fibre, several other nutrients and phytonutrients.

Include more wholegrain products in your diet.

Find out the wonders of whole grains and how they can benefit your health.

In collaboration with
ecoBrown's

ecoBrown's®

**love wholegrains
love ecoBrown**

Co-Sponsor / Gold Sponsor for
Nutrition Month Malaysia 2016

HACCP
Malaysia 2016

Malaysia 2016

Toll Free 1800 88 RICE | www.ecobrown.com

4. NMM 2016 EDUCATIONAL MATERIAL

- Eat Smart, Get Fit & Feel Great: An Infographic Kit

Eat Smart, Get Fit & Feel Great: An Infographic Kit



- A 31-page guidebook aims to promote healthy eating and active living in simple and interesting infographic style.
- Target readers:
 - Community-at-large
- Language: English
- Highlights of the book:
 - Energise your day with breakfast
 - Recharge with healthy lunch and dinner
 - Go light when you grab a bite
 - Healthy cooking healthy bites
 - Go whole grains
 - Reduce cholesterol for a healthy heart
 - Caring for your digestive health
 - Balance the bacteria in your intestine
 - Good bacteria and your immune system
 - Milk is nutritious and delicious
 - Be active and shape up
 - My health calendar

Eat Smart, Get Fit & Feel Great: An Infographic Kit



Healthy Cooking Healthy Bites

Healthy Cooking Methods

Not all dishes need to be prepared using lots of oil. Let's explore several healthier cooking methods to help you cook healthy!

Boiling

- Cooking in boiling water, no oil is needed and top layer of fat can be removed easily using a spoon.
- Good for: poultry, meat, seafood, vegetables

Ster-frying/Sautéing

- Cooks small pieces of food quickly with minimal oil.
- Good for: small pieces of meat and vegetables

Grilling

- Applying dry heat to the food to cook the food quickly. Food is lightly oiled to prevent sticking on grill. Retains flavor.
- Good for: meat, poultry, fish, and vegetables

Modifying Recipes: Tips on Healthy Substitutes

Can be reduced by 1/3 the amount without affecting texture or taste in most baked goods.

Sugar

- Good for: poultry, meat, seafood, vegetables

Sour cream/whipped cream

- Use low fat or light varieties in dips, spreads, salad dressings and toppings. Taste, heat and fat levels, low fat and light varieties may not work well for baking.

Coconut milk

- Use light or low fat milk instead of coconut milk to reduce the calories and saturated fat.

Soups

- Add more vegetables and beans for flavor. You can also add oil to thicken your soups.

White flour

- Replace 1/3 or more of white flour with wholemeal flour.

Salt

- Use herbs (dried/powder) instead of salt. Add herbs at the end of cooking, add more if you want a stronger flavor.

Steaming/Braising

- Foods cooked slowly using heat from an oven or steamer with a little water or broth.
- Good for: tough cuts of meat

Go Whole Grains

Whole grains became part of our diet over 10,000 years ago when man first discovered agriculture.

What is Whole Grain?

Whole grains are the entire grain that contains all the three natural parts - the bran, germ, and endosperm. They are more nutritious because they contain more dietary fibre and several other nutrients and phytonutrients.

Refined Grains

When grains are refined to make white products, such as white rice, white bread, refined flour, the bran and germ are removed, leaving only the endosperm. This means they contain as many nutrients as white grains.

Whole grains vs non whole grain

Grains are everywhere. Here is a list of the whole grains and products from the non whole grains.

Whole grains & products	Non whole grains & products
Wholegrain cereals	Refined cereals
Brown rice	White rice
Whole wheat	White wheat
Whole oats	Instant oats
Barley	Cracked barley
Wholemeal bread	White bread
Popcorn	Popcorn
Wholemeal crackers	White crackers
Millet	Borghani

How to Look for Wholegrain Products?

1 Product name

- Look for words like 'whole grain', 'wholemeal' or 'whole' that comes before the grain's name.
- Words like 'multi-grain', 'enriched', '7 grain' or 'not necessarily' mean the product contains whole grains.

2 Ingredient list

- On the ingredients list, look for the term 'whole grain' or a specific whole grain (such as whole wheat) listed as an ingredient.
- Whole grain ingredients should ideally be listed as the first or second item on the list.
- Some wholegrain products are not necessarily made up of 100% whole grain. The percentage of whole grains may be listed on the label. Check for those with higher percentage of whole grains.

3

Those aren't Wholegrain Products

- Food products that are high in dietary fibre do not necessarily mean that they are wholegrain foods.
- Foods with brown or dark colours do not necessarily mean that these foods are made with whole grains.

LESS IS MORE HEALTHY BITES

Four times more dietary fibre helps you feel fuller faster, while the high Vitamin B complex content gives you more energy to help get you through your day. Which means you'll feel less tired, less hungry, and more energized. Plus, wholegrain rice has a low Glycemic Index (GI) which helps prevent blood sugar spikes and crashes.

It gets better - ecoBrown's rice comes in G.O.D., a mix of brown, and red and black rice grains that are packed with all the essential vitamins and minerals you need for your health.

There's an ecoBrown's for everyone! Browse through our collection of rice and rice products and you'll be sure to find something perfect for yourself and the whole family!

Whole Grains Are Whole Some

Bowel health

Whole grains are an important source of dietary fibre, which is beneficial for regulating bowel movement and preventing constipation.

Heart disease and cancer

Whole grains have valuable antioxidants, phytonutrients, Vitamin E, trace minerals and dietary fibre that help to reduce the risk of heart disease and cancer.

Weight maintenance

Adding whole grains into diet helps to maintain healthier body weight.

Diabetes

Regular consumption of whole grains reduces the risk of Type 2 Diabetes.

Make Half of Your Grains Whole

In Malaysia, consumption of whole grains amongst children and adolescents is extremely low. It is recommended that half of our grains should be whole grains. For an adult who requires four servings of grains per day, this means eating at least two servings of whole grains.

How to fit two servings into your daily diet?

Breakfast

- Start your day with a bowl of wholegrain breakfast cereal or oats with milk.
- Choose wholemeal bread for sandwiches.

Lunch & Dinner

- Mix brown rice with white rice.
- Choose wholemeal pasta, rice noodle or noodles.

Snacks/ Tea time

- Make your own popcorn, or corn in a pop.
- Snack on wholegrain cereals or wholemeal crackers with milk.
- Use wholemeal flour when cooking or baking your favourite breads, muffins or cookies.

BRINGING THE BEST OF THE FIELDS TO YOU

The rice we eat is a staple food in our diet, and it's also a source of many essential nutrients. Wholegrain rice is a healthier choice as it contains more dietary fibre, vitamins, and minerals compared to refined rice.

Reduce Cholesterol for a Healthy Heart

High Blood Cholesterol Among Malaysians

1 in 2 Malaysian adults have high blood cholesterol levels younger compared to 30 years ago.

Cholesterol Myths & Facts

- Cholesterol only comes from foods we eat. Not true. Cholesterol comes from two sources. While food is one of them, cholesterol is also produced by our liver for various important body functions such as building cell membranes, production of hormones and absorption of fat from food.
- We should not eat foods containing bad cholesterol. This is an important statement. Animal based foods do contain cholesterol, but there is no good or bad cholesterol in food. Good (HDL) and bad (LDL) cholesterol are only found in blood. With healthy eating habits and an active lifestyle, a person can raise his HDL cholesterol level in the blood.
- Kids can't have high blood cholesterol. No. Research has shown that kids as young as eight years of age can have high blood cholesterol.
- Only obese people have high blood cholesterol. Not true. Even thin people can have high blood cholesterol.
- Banana (coconut milk) contains high cholesterol. A popular misconception. There is no cholesterol in coconut milk. Cholesterol is only found in animal products such as egg, meat, poultry, and dairy products. However, coconut milk contains added fat that can raise blood cholesterol.
- It is not encouraged to eat eggs because they are high in cholesterol. Not true. Eggs do contain cholesterol. However, cholesterol from foods such as eggs is poorly absorbed into the body and their contribution to the blood cholesterol. Therefore, we can continue to eat eggs and give them to our children as they are nutritious.

When Should I Be Alert? What's Considered Healthy?

Excessive cholesterol in the blood should be avoided as this can lead to artery blockage and heart disease.

Watch out if your blood cholesterol level is not within the normal range. Aim to achieve the following target values:

- Total cholesterol < 5.0 mmol/L
- HDL (good) cholesterol > 1.0 mmol/L
- LDL (bad) cholesterol < 3.0 mmol/L

What Can I Do to Achieve Normal Blood Cholesterol Level?

Changes in lifestyle habits can help to achieve healthy blood cholesterol levels.

- Limit alcohol intake to help reduce cholesterol and triglyceride levels.
- Eat a healthy balanced diet. Eat more fruits and vegetables, whole grains, lean fish and seafood. Limit (or avoid) saturated fat (e.g. coconut oil, coconut milk, butter, cream, palm oil, ghee, and butter), processed meat and salt.
- Exercise regularly for at least 30 minutes most days of the week. Exercise helps to increase good cholesterol and reduce the bad cholesterol.
- Lose excess body fat. Excess body weight may contribute to high bad cholesterol levels.

REDUCE CHOLESTEROL NOW*

HOW DOES ACTOOL® WORK?

Having too similar cholesterol as a cholesterol molecule, ACTOOL® is absorbed into the blood stream instead of cholesterol. The cholesterol molecule then the body as a waste product resulting in lower bad cholesterol levels.

Eat Smart, Get Fit & Feel Great: An Infographic Kit



Caring for Your Digestive Health

Get to Know Your Large Intestine
Home to a Vast Population of Bacteria But are Crucial for Health

Do you know that the final step of digestion takes place when the food enters your rectum? The last part of the digestive tract, from mouth to the oesophagus, stomach, small intestine and large intestine before the remaining waste is expelled from the anus.

Every part of the digestive system has to do its own job, making sure the ingested food is digested, the nutrients are absorbed, and the waste is efficiently removed from the body.

Large intestine
The large intestine, also known as the colon, is the last part of the digestive tract. It is not involved in digestion and absorption of nutrients. For this reason, it is often the ignored or neglected part of the system.

Not appreciated by many people, the large intestine is actually an important component of the digestive system. The main function of the large intestine is to expel the food left over after nutrients are absorbed from it. Water is first reabsorbed from the waste, which is temporarily stored in the large intestine.

The large intestine also plays an important role in maintaining several health and wellbeing. It hosts a huge number of bacteria also called gut flora. Many of the bacteria in the large intestine are of helpful variety for good bacteria for Lactobacillus. At the same time, there are some harmful ones, such as E. coli. The good bacteria aid in the digestion process, as well as play a positive role in the body's immune system.

More **Less**
The wellness of your digestive health depends on the balance between the good bacteria and bad bacteria in the large intestine. When the population of these bacteria is out of balance, for example when harmful bacteria are more than helpful ones, your digestive health might be disturbed, which can adversely affect your overall wellness.

Providing a healthy gut flora is therefore key to caring for your digestive health.

Digestive Health - Why It Matters

- Nutrients absorption. The digestive tract is expected to approximately 50 tons of food passing through it during a lifetime. It is continuously at work to provide nutrients for the body needs to function well.
- Important part of the immune system. The lining of the digestive tract is one of the body's first defense against toxins and infections from harmful bacteria, viruses and parasites.
- Quality of life. Poor digestive health symptoms such as heartburn, diarrhoea, bloating, and constipation can be disruptive and affect the quality of life.
- Better digestive health = better overall health. An unhealthy gut can contribute to health problems such as obesity, arthritis, cancer, depression, and anxiety.

Home to about 100 billion bacteria that digest food, regulate hormones, eliminate toxins and produce important nutrients.

With billions of good and active cultures, VitaGen is the most powerful probiotic supplement.

THE POWER OF 2 STRAINS FOR BETTER GUT HEALTH

VitaGen
BE GOOD TO YOUR GUT

Malaysia's First & Only Cultured Milk Drink

Common Digestive Disorders, Signs & Symptoms

Incidence of the intestinal bacteria can lead to digestive disorders or tummy troubles. Are you suffering from one of the common digestive disorders? Look out for the common symptoms!

Constipation
Characterised by too much straining with bowel movements, passage of small hard stools and a sense of incomplete bowel movement.

Diarrhoea
Characterised by frequently passing of watery or loose stool. The appearance of watery stool in the stool can also determine the need to consult a doctor as it can be a sign of infection if not treated.

Gastroesophageal reflux disease (GERD)
Characterised by contents of the stomach repeatedly moving back up into the oesophagus. It is the most common symptom of GERD. Other symptoms include regurgitating foods, burning, nausea, vomiting and chest pain.

Intestinal bowel syndrome
Characterised by recurring abdominal discomfort or pain associated with an altered bowel habit, either constipation, diarrhoea or both.

Did You Know? Probiotics, the good bacteria may help to overcome these conditions by restoring a healthy balance of intestinal bacteria, decrease the frequency of inflammation and gas production, which in turn helps to improve bowel movements, ease bloating and reduce pain.

Improve Your Digestive Health Today

Eat the healthy way

- Have a balanced and varied diet in moderation.
- Boost up the dietary fibre intake.
- Drink plenty of water.
- Reduce refined sugar, processed foods, high fat foods which can slow down digestion.
- Include foods containing probiotics (e.g. yogurt, garlic, asparagus, radish, and fermented vegetables) and prebiotics (e.g. cultured milk drinks, inulin) as part of healthy diet.

Lactobacillus and Lactococcus are two examples of probiotics that are usually found in cultured milk products such as cultured milk drinks to help promote digestive health.

Be active

- Exercise helps welcome good bacteria in the gut.
- Do regular physical activity for at least 30 minutes daily.

Cultivate good bowel habits

- Make it a point to cultivate good bowel habits, such as going to the toilet every day, rather than withholding from withholding to avoid discomfort.
- It is a good idea to eat a diet rich in fibre and healthy fats.
- It is a good idea to eat a diet rich in fibre and healthy fats.
- It is a good idea to eat a diet rich in fibre and healthy fats.

Take time out

- As a full-time worker coupled with stress can result in poor digestive health, get enough rest and sleep for at least eight hours every night.

Let's take a quick check of your digestive system

How many times have you passed your stool after a meal?	How many times have you passed your stool after a meal?	How many times have you passed your stool after a meal?
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	21
22	23	24
25	26	27
28	29	30

If you answered more yes than no to the statements above, your digestive system needs more of your attention to stay healthy. Look at the section on improving your digestive health for tips to keep your digestive system healthy and happy.

PROVIDING BETTER DIGESTION IT'S WHAT WE DO IT'S ALL WE DO

VitaGen
BE GOOD TO YOUR GUT

Balance the Bacteria in Your Intestine

The Gut Bacteria Story - Good vs. Bad Bacteria

Collectively, our intestinal bacteria can weigh up to 2 kg and bacteria cells outnumber human cells by 10:1 and there are over 1000 different species of both good and bad bacteria known to live in the digestive tract.

Welcome Good Bacteria

- Good bacteria help in:
- Fighting bad bacteria and keep them from causing diseases.
- Digestion & absorption of nutrients.
- Producing vitamins.
- Strengthening the immune system.

Examples of good bacteria are Lactobacillus, Bifidobacterium, and Streptococcus.

Go Away Bad Bacteria

Too much bad bacteria produce toxins which can weaken the immune system, interfere with nutrients absorption, and cause various digestive disorders.

Examples of bad bacteria are Helicobacter pylori, E. coli, and Clostridium.

Pre- and Probiotics Help to Balance Your Gut Bacteria

A good balance of good and bad bacteria helps to maintain good digestive health. A good digestive health will result in better immune system, prevent potential intestinal disorders, eliminate nutrients production and absorption. You can balance the intestinal bacteria by having foods containing both probiotics and prebiotics.

Probiotics are good bacteria that help to keep the digestive system healthy by controlling the growth of harmful bacteria. The good sources of probiotics include:

- Yogurt
- Cultured milk drink
- Sauerkraut
- Miso
- Tempeh

Do you know what these foods have in common? They are all fermented, producing probiotics during the process.

Prebiotics are some dietary fibre (not all dietary fibre are prebiotics) that cannot be digested by the body, and they serve as the food for probiotics. Prebiotics help to promote the growth of good bacteria and maintain a good intestinal environment. Prebiotics are found in:

- Garlic
- Onion
- Asparagus
- Chicory roots (in wheat, rye, dill, and other grains)

Balance the bacteria in your intestine
Do you know why we need to replenish our good bacteria daily?

Yakult's Care for Your Internal Health

Good Bacteria and Your Immune System

Keeping Your Immune System

Immune system is the body's defence against infectious organisms. It is made up of a network of cells, proteins, tissues and organs that work together in a complex way to protect the body against harmful bacteria, toxins and infectious diseases.

A good immune system helps to keep you healthy and protect you from getting sick.

Did you know?

- ~80% of the body's immune system is located in the gut.
- The gut is the major entry point for exposure to bad bacteria and viruses that can cause disease.
- It is the most important part of your body's immune system.
- If you have poor gut health, your body would not be able to protect against various diseases.

Managing good health can be done by promoting the growth of good bacteria in the gut. You can promote good bacteria in the gut by:

- Eating a healthy balanced diet, including high in probiotics (e.g. cultured milk drink, yogurt) and prebiotics (e.g. garlic, onion).
- Drinking adequate amount of fluid daily.
- Reducing stress through exercise.
- Quit smoking.

Good bacteria & your immune system

How does Good Bacteria Benefit Your Immune System?

Good bacteria benefit the immune system by:

- Using up the nutrients so that bad bacteria have no access to the nutrients for growth.
- Strengthening the natural barrier that lines the inside of the intestine, making it harder for toxins or bad bacteria to take advantage.
- Increasing white blood cells called T-cells, which aid in the immune system's response to harmful bacteria.
- Keeping the digestive tract at a pH level where it's difficult for undesirable bacteria to grow. For example, the bad bacteria, Lactobacillus, maintains an acidic environment in the intestine by producing lactic acid (lactic acid) and other acids.

Do you know that not all are active cultures quality

Like cultures are microbes associated with health, often a good fermentation agent. Many of these have not been shown to have health benefits. Probiotics are live bacteria that:

- Are proven to be safe to human consumption.
- Have the ability to survive the stomach acids and reach the intestine alive, able to multiply in the human intestine.
- Are scientifically and clinically proven to benefit human health.

Yakult's Care for Your Internal Health

Eat Smart, Get Fit & Feel Great: An Infographic Kit



Milk is Nutritious and Delicious

Milk is Packed with Essential Nutrients

Do you know that milk is one of the most nutritionally complete foods? It contains almost all the important nutrients needed for our bodies.

Milk is a good source of protein, calcium, vitamin D, magnesium and potassium which are important bone-building nutrients, especially for children who are still growing. For adults, we still need to drink milk everyday to maintain strong bones and to prevent osteoporosis later in life.

Milk also provides other important nutrients such as vitamins A, vitamins B2, vitamins B3, vitamins B12, and zinc, which are important for a variety of body functions.

Choosing the Right Type Of Milk

There are various types of milk available in the market. Here are some of them:

- Fresh milk (directly obtained from farm should be heated before consumption)
- Ultra high temperature (UHT) milk
- Flavoured milk (Flavoured milk usually contains more sugar than non-flavoured milk)
- Low fat milk
- Skimmed milk
- Full cream milk powder (or other full cream milk)
- Important to know: Downgraded condensed milk and downgraded condensed flatter milk are not considered as milk and should be discouraged.

Drink 2 to 3 Servings of Milk and Milk Products Everyday!

Example of 1 serving of milk/milk products =

- 1 glass (200ml) of milk
- 4 dessert spoons of milk powder (heaped)
- 1 cup (200ml) of yogurt
- 1 slice of cheese

Here are Some Creative Ways to Help You Consume More Milk

Besides drinking two glasses of milk a day, you can also incorporate milk into your daily meal.

- 1. Consume milk with other foods**
 - Dip bread or biscuits in milk and let them soak up the milk, enjoy them as snacks.
 - Add milk to cereal or oatmeal for breakfast. The most important meal of the day. Milk can provide the energy and nutrients your body needs to start your day right.
 - Add fresh fruits to your milk and blend them together to make a smoothie.
- 2. Use milk in various recipes such as in pudding or custard**

Breakfast with Dahiya Lady milk is a good way to help meet your daily calcium requirement.

Be Active and Shape Up

EMI & Waist Circumference Tracker

Two methods commonly used to estimate whether you have a healthy body weight or not are body mass index (BMI) and waist circumference.

A high BMI or waist circumference are useful, quick indicators of high body fatness. The higher the BMI or waistline, the higher the risk of getting certain diseases such as heart disease, high blood pressure, type 2 diabetes and certain cancers.

Take a look at the chart below and find out if your body weight is healthy. Just mark the square where your height and weight cross. The colour of the square tells if you are healthy or normal weight, underweight, overweight or obese.

Body Mass Index (BMI) Chart for Adults

Height (m)	Weight (kg)				
	15.0-15.9	16.0-16.9	17.0-17.9	18.0-18.9	19.0-19.9
1.5	15.0-15.9	16.0-16.9	17.0-17.9	18.0-18.9	19.0-19.9
1.6	16.0-16.9	17.0-17.9	18.0-18.9	19.0-19.9	20.0-20.9
1.7	17.0-17.9	18.0-18.9	19.0-19.9	20.0-20.9	21.0-21.9
1.8	18.0-18.9	19.0-19.9	20.0-20.9	21.0-21.9	22.0-22.9
1.9	19.0-19.9	20.0-20.9	21.0-21.9	22.0-22.9	23.0-23.9
2.0	20.0-20.9	21.0-21.9	22.0-22.9	23.0-23.9	24.0-24.9

Screening Health Facts about Sedentary Malaysians

Waist circumference: Increased risk of diseases when men are at the orange or red zone (for men).

Screening Health Facts about Sedentary Malaysians

7 in 10 Malaysian youths are leading a sedentary to moderately active lifestyle

7 in 10 Malaysian children have screen time of more than two hours per day

Benefits of Being Active

- Maintains a healthy body weight
- Lowest cardiovascular, diabetes & cancers risk
- Improves mental health and mood
- Strengthens bones and muscles
- Increases chances of living longer

Include physical activities into your daily routine. Try to accumulate at least 30 minutes of activity each day. There are many physical activities that you can do such as cycling, exercising for pleasure and fitness, participating in sports, playing in the park, taking the stairs, walking briskly, jogging and swimming. Remember to limit television/electronic media time to two hours per day.

What's So Great About Walking?

Walking can be a fun and easy way to increase your physical activity level. It strengthens your heart, builds your stamina, burns calories, lowers disease risk and makes you happy.

Aim to achieve 10,000 steps a day:

- Get a 10-minute brisk walk around the neighbourhood
- Park your car further away to get extra steps
- Take the stairs instead of using lift or escalators
- At work, walk to your colleague's desk instead of calling or messaging them
- At home, walk in place while watching TV show
- Jog the treadmill for 30 minutes

My Health Calendar

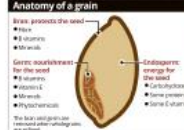
Healthy eating tips to keep you on track all year round

- JAN**: Have healthy breakfast everyday
- FEB**: Add one extra serving of vegetables to each meal (Associated 4: World Cancer Day)
- JUN**: Drink more water; replace sugary drink with plain water
- SEPT**: Try a new type of wholegrain products each week (Associated 28: World Heart Day)
- MAR**: Enjoy fruits as dessert, aim for 2 servings of fruits per day (Associated 20: World Kidney Day, Associated 2: World Oral Health Day)
- APR**: Choose dishes cooked with healthier cooking methods (Associated 12: Nutrition Month Malaysia, Associated 2: World Health Day)
- MAY**: Choose foods low in salt, fat and sugar (Associated 12: World Hypertension Day, Associated 2: World No Tobacco Day)
- JUL**: Crave for a snack? Go for a light one
- AUG**: Enjoy family meal times, switch off TV and phone (Associated 12: World Breastfeeding Week)
- OCT**: Read the nutrition labels to help you make smart food choices (Associated 12: World Obesity Day, Associated 20: World Osteoporosis Day, Associated 28: World Stroke Day)
- NOV**: Avoid unnecessary supper (Associated 12: World Osteoporosis Day, Associated 20: World Diabetes Day)
- DEC**: Practise mindful eating to prevent overeating and share large portions

5. NMM 2016 MEDIA INITIATIVES

- Educational Press Articles: Article Clippings – Star Fit4Life
- Educational Press Articles: Article Clippings – Harian Metro
- Educational Press Articles: Article Clippings – Health Today Magazine
- Educational Press Articles: Article Clippings – RAPI Magazine
- Educational Press Articles: Article Clippings – I-Sihat Magazine
- Educational Press Articles: Article Clippings – Long Life Magazine
- NMM Website Updates
- NMM Facebook Page Updates
- NMM Facebook Page Updates – Infographic Posts

Educational Press Articles: Article Clippings – Star Fit4Life



Get the 'whole' grain

Whole grains have all three of their edible parts intact, and are definitely more and healthier than refined grains.

Make time for breakfast

It's not called the most important meal of the day for no reason.

By Dr SUMAIRA HADJARI & Dr CHIN YEE

Many may have heard about wholegrain or wholemeal, but do you know anything about it? Well, it is more than just a grain. It is a whole grain because it contains all three parts of the grain: the bran, the germ and the endosperm.

Whole grains are good for you because they contain more fibre, vitamins, minerals and antioxidants than refined grains.

Research shows that people who eat whole grains have a lower risk of heart disease, type 2 diabetes, and obesity.

Whole grains also help with digestion and can keep you feeling full for longer.

There are many types of whole grains, including wheat, rice, oats, barley, and quinoa.

When you buy whole grains, look for the word 'whole' on the label. This means the grain has not been refined.

Whole grains are good for you because they contain more fibre, vitamins, minerals and antioxidants than refined grains.

Most people skip breakfast because they are in a hurry. But breakfast is the most important meal of the day. It gives your body the energy it needs to start the day.

People who skip breakfast are more likely to be overweight and have higher blood sugar levels.

Breakfast also helps with concentration and productivity.

There are many ways to make breakfast healthy and delicious.

Try eating whole grains, fruits, and vegetables.

Drinking water is also important.

Breakfast benefits

Breakfast is important for many reasons. It gives your body the energy it needs to start the day. It also helps with concentration and productivity.

People who skip breakfast are more likely to be overweight and have higher blood sugar levels.

Breakfast also helps with concentration and productivity.

There are many ways to make breakfast healthy and delicious.

Try eating whole grains, fruits, and vegetables.

Drinking water is also important.

Beating the breakfast 'yawn'

Many people skip breakfast because they are in a hurry. But breakfast is the most important meal of the day. It gives your body the energy it needs to start the day.

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Breakfast also helps with concentration and productivity.

There are many ways to make breakfast healthy and delicious.

Try eating whole grains, fruits, and vegetables.

Drinking water is also important.

Setting a good example

Parents play a big role in their children's eating habits. If parents eat healthy, their children are more likely to eat healthy.

Parents should eat a variety of healthy foods and drink water.

Parents should also limit their children's screen time.

Parents should also encourage their children to be active.

Eat smart, eat healthy

Finding ways to sustain a healthy eating habit

It is not that you need your healthy members can have trouble. Instead, it is about the way you eat. The way you eat is the key to a healthy lifestyle.

There are many ways to eat healthy. Here are some tips:

- Eat a variety of foods.
- Eat more fruits and vegetables.
- Drink water.
- Limit sugar and salt.
- Exercise regularly.



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- Drink water.
- Limit sugar and salt.
- Exercise regularly.

Walk towards health

Even overlooked as a form of exercise, yet it is the ideal exercise for ages and fitness levels.



Many people think that walking is not a form of exercise, yet it is the ideal exercise for ages and fitness levels.

Walking is a simple activity that can be done by anyone. It is a great way to stay healthy and fit.

Walking helps with many things, including:

- Improving heart health.
- Reducing stress.
- Improving sleep.
- Losing weight.

Walking is a great way to stay healthy and fit.



Getting Your Kids to Eat Right at School



Dr. Tee E Siong
President, Nutrition Society of Malaysia
and Chairman, Nutrition Month Malaysia
Steering Committee

When it comes to your kids, it should not be just about your kids being smart in school work. It is also about them making smart eating choices.



Smart eating is all about eating right in order to lead a healthy lifestyle. It is also easier to do than most people think – even kids can do it with the right advice and support from their parents.

Now that the kids are off to school, parents should ensure that their children continue to eat healthily. You may be wondering, "My kids are in school! How can I watch over what they are eating?" Well, here are some tips to help parents like you get started.

Make time for breakfast

Breakfast recharges your children, restoring their energy and vital nutrients after a night of sleep. This means better learning and improved school performance. There are also less chances of them overeating during recess.

- Prepare meals in advance using simple ingredients that can be refrigerated and reheated (if necessary), i.e. sandwiches.
- Stock up some healthy breakfast food choices such as a cup of yogurt or a small packet of milk, for a "grab and go" breakfast when your child is in a hurry.
- Cook in bulk during weekends and pre-pack them for easy preparation and consumption throughout the week. It takes only a short while to reheat the food in the morning.
- If your children have problems waking up in time to catch their transportation to school, pack their breakfast in a container for them to eat while on the way to school or before the school starts.

Help them get the most out of lunch

One of the challenges in shaping healthy eating habits among your children can be the type of foods being sold at the school canteen. Depending

on the canteen, sometimes the foods sold may be high in fat and sugar content, for example fried foods and sweetened beverages. Soft drinks and sugary foods may also present an irresistible temptation to your children. You can help steer your children in the right direction via the following ways:

- Prepare and pack healthy snacks for children to bring to school instead of buying food at the school canteen.
- Teach them about healthy food choices so that they can select healthier options when buying canteen foods and choose the less healthy ones as an occasional treat. Some examples:
 - ★ Cut down on buying deep-fried or oily foods as much as possible – instead of *Kari Laksa*, for example, go for *meehoon sup*.
 - ★ Drink more plain water, and save sugary beverages for special moments.

Help them manage peer pressure

Ultimately, your children may end up eating unhealthily not because they want to, but because all their school friends are eating such food. Here are some tips to help your children make healthy eating choices while still fitting in well with their friends. If you practise these tips early, your children may also find it easier to say 'no' to smoking and other unhealthy habits when they are older.

- Always be open and communicative with your children. This way, they will be more willing to talk to you when their friends are asking them to do things that they are not comfortable with.
- Teach your children to say 'no' without feeling like the odd duck out. Instead of just saying 'no', have your child explain why he or she feels that way. It can be anything

from a simple "I don't like the taste!" to "Too much soft drink can make me fat."

- Help build up your children's self-esteem, to give them the confidence to say no to things they are uncomfortable with.
- Be supportive and encouraging. You can kill 2 birds with 1 stone by leaving feel-good notes inside your children's lunch boxes – it makes them feel better and gets them more interested in eating what you have prepared for them!
- Let your children understand that it is normal to be a little different from everyone else. Therefore, it is perfectly fine to do things differently (for example, eating food from home during recess instead of buying canteen food). Help them understand that true friends will accept these differences and still love them for who they are.
- Lead by example, and be a positive role model to your children. If they view you as confident, supportive and positive, they will most likely adopt the same attitude when it comes to food as well as life. **HT**



RENCANA KESIHATAN

Berjalan Untuk Kesihatan!

BERJALAN kaki merupakan salah satu senaman yang paling mudah dilakukan. Ia boleh mengekalkan dan juga memperbaiki kesihatan fizikal anda. Sebagai contoh, anda boleh meningkatkan tahap kecergasan kardiovaskular, menguatkan tulang, mengurangkan lemak tubuh berlebihan, dan juga menguatkan otot dengan hanya berjalan pantas selama 30 minit sehari.



Paling baik ialah anda tidak memteruskan perjalanan jauh untuk melakukan senaman. Berjalan kaki sebenarnya adalah ideal untuk dilakukan oleh semua peringkat umur dan tahap kecergasan.

Namun, kebanyakan orang tidak menganggap ini sebagai satu bentuk senaman. Banyak kajian menunjukkan berjalan kaki boleh mengurangkan risiko penyakit-penyakit tidak berjangkit seperti penyakit jantung, diabetes jenis 2, asma, stroke dan beberapa kanser.

Berjalan kaki sebagai satu senaman adalah baik kerana anda boleh melakukannya pada bila-bila masa. Taklapan sesaat 10,000 langkah setiap hari untuk dan anda. Ini bersamaan berjalan pantas sejam atau sekitar lapan kilometer.

Anda juga boleh meningkatkan sasaran ini kepada dua sesi 30 minit. Sesi ini sebenarnya boleh dicapai kerana kebanyakan orang secara purata melakukan 3,000 hingga 4,000 langkah sehari.

Ingat, setiap langkah kecil membawa kepada perubahan. Kita, maka mulailah mengumpul langkah anda sekarang. Ia memerlukan usaha yang lebih daripada anda tetapi hasilnya sangat berbaloi!

Mencapai sasaran anda

Salah satu kaedah yang mudah untuk mengira bilangan langkah ialah menggunakan alat pemantau atau pengira langkah. Ini memudahkan anda memantau kemajuan anda sepanjang hari. Penggunaan telefon pintar boleh juga menggunakan aplikasi yang terdapat pada telefon yang dihidup.

Di samping itu, beberapa aplikasi telefon pintar boleh menghubungkan anda kepada komuniti yang membuat motivasi



Dr. Zaidi Hisham & Dr. Chin Yee Siew
Penasihat Kajian Kesihatan Masyarakat (MCKK)

Intensiti berjalan kaki

Sebagai senaman senaman lain, anda boleh menambah intensiti berjalan kaki untuk memertikan jumlah senaman yang anda akan memperoleh.

Seti berjalan kaki yang berintensiti rendah melibatkan berjalan dalam senja yang lambat atau jalan tempoh yang singkat secara perlahan-lahan, contohnya berjalan secara santai di taman selepas makan malam atau berjalan balik ke pejabat selepas makan tengah hari.

Seti berjalan kaki berintensiti sederhana contohnya berjalan pantas adalah lebih berintensiti tinggi memandangkan kadar degupan jantung anda meningkat dan anda mula berpeluh.

Senaman intensiti sederhana tidak bermaksud membuat anda sukar bernafas dan anda masih boleh bercakap dengan mudah tanpa trukan menyanyi.

Ingat, anda harus mula berjalan pada kelajuan yang selesa sehingga tidak anda berasa sepi sebelum berjalan seteh pantas. Ini membantu mencegah sebarang kecederaan.

Anda juga boleh meningkatkan seti berjalan kaki kepada sesi-sesi berapasan 30 minit dan laka-kemana sepanjang hari.

Apabila anda hingga ke tahap senaman berjalan, anda harus

- Untuk menjadi lebih aktif
- Sebagai contoh, aplikasi MapMyWalk bukan sahaja memberi anda wawasan kemajuan, pengesanan, tarak dan kelen yang dibekal, ia juga memberitahu anda berkesan pengiraan berjalan kaki anda dengan kawasan, atau memulakan persaingan sehat.
- Bagaimanakah anda boleh mencapai sasaran ini? Sebagai permulaan, anda perlu memastikan berjalan kaki sebagai satu amalan!
- Berhenti adalah beberapa perkara yang anda boleh lakukan untuk mencapai lebih banyak bilangan langkah:
- Letak kerusi lebih jauh daripada destinasi anda
- Guna tangga walaupun mungkin
- Kurang memandu
- Berjalan kaki selepas makan

- Dengan mengikuti tip-tip di atas, anda akan semakin dekat dengan sasaran 10k sehari anda



Berjalan kaki senaman paling mudah dilakukan.

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perhatikan kelajuan untuk menyesuaikan tubuh dan otot.

Mencabar diri anda

Ben anda mampai bahawa laluan anda tidak lagi mencabar, anda boleh meningkatkan kesukuan dengan:

- Berjalan naik bukit atau tangga (tentunya jangan turun tangga dengan kemudahan ruang tangga)
- Berjalan dengan pembantu atau membawa bagu-paku (tahu satu cara mudah untuk menambah berat adalah dengan membawa botol aeri terangkai ke belakang berjalan kaki dan keluarkanlah bagu tempoh yang lebih lama)
- Tambah jenis berjalan kaki

Berjalan kaki adalah seronok

Berikut adalah, anda juga mungkin ingin melihat kepada dengan seronok dengan seronok. Anda boleh melakukannya dengan sedikit penancangan - cari laluan atau taman di mana anda boleh



Pedometer membantu pengiraan langkah.

- Membawa keluarga atau berjumpa dengan kawan-kawan.
- Anda boleh juga menggabungkan senaman dengan aktiviti berkehidupan untuk menambahkan keseronokan! Berhenti adalah beberapa idea yang boleh dipertimbangkan.
- Rancang seti berjalan kaki bersama pasangan/kawan-kawan
- Aturkan aktiviti pasat setak mengalakkan senaman berjalan kaki termasuk pertandingan berjalan kaki antara jabatan untuk melihat taburan mana yang mengambil langkah terpanjang dan menang, atau hari keluarga dan wakilan.

- Mencabar masa berjalan senaman anda boleh lakukannya dengan mengira masa yang diambil untuk berjalan kaki ke sesuatu tempat atau ke sesuatu tempat atau laluan dan cuba mencabar masa anda sendiri.
- Sikit laluan yang lebih mencabar dan berlainan: cuba sesuatu yang lebih, contohnya taman yang lain, berjalan menggunakan laluan batu atau berjalan di halaman lain dalam taman anda. Berjalan kaki di laluan yang sama pada masa yang berbeza atau berjalan di arah berlawanan juga boleh meningkatkan kecekapan.
- Mengubahkan senaman berjalan kaki kepada aktiviti carian harta karun (treasure hunt).

Iaitu, tunjukkan ngei! Mulai hari ini, laluan senaman berjalan kaki seharian anda pada rutin harian anda. Sekiranya anda tidak dapat berjalan 10 ribu langkah sehari, anda tetap diwajibkan untuk berjalan sekurang-kurangnya 10,000 langkah yang anda mampu.



Artikel ini dibawa untuk anda oleh Bulan Pergerakan Malaysia 2016. Bulan Pergerakan Malaysia mengedarkan satu program pendidikan-pergerakan komuniti yang merupakan satu inisiatif usaha sama bagi badan profesional ahli Pergerakan Pergerakan Malaysia, Pergerakan Dietetik Malaysia dan Pergerakan Kajian Dietetik Malaysia.

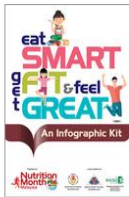
Untuk mengetahui lebih lanjut tentang program ini, sila hubungi pihak yang ditunjuk atau hubungi pihak yang ditunjuk. Untuk maklumat lebih lanjut, sila hubungi pihak yang ditunjuk atau hubungi pihak yang ditunjuk.

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NMM Website Updates



Publication: Eat Smart, Get Fit & Feel Great: An Infographic Kit



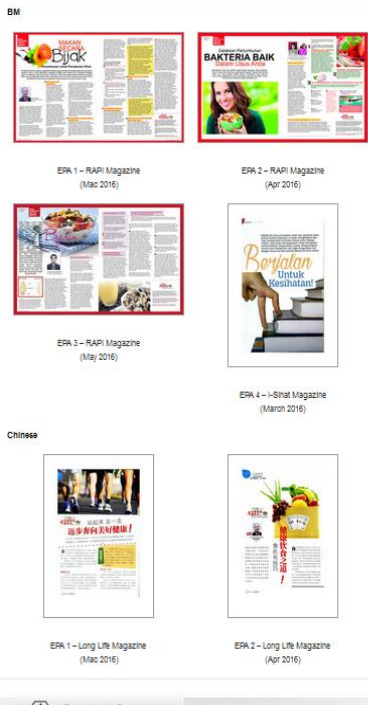
Content

1. The Road to Healthy Life
2. Energise your day with Breakfast
3. Replenish with healthy lunch & dinner
4. Go Light When You Grab a Bite
5. Healthy Cooking: Healthy Bites
6. Go Whole Grains
7. and many more

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Educational Press Article

English



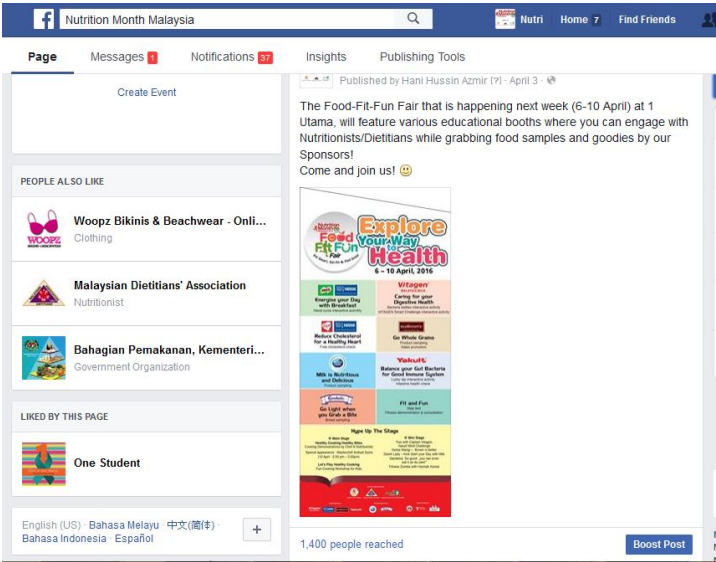
NMM 2016 Food-Fit-Fun Fair

Publication & Educational Press Articles

NMM Facebook Page Updates



Theme



Event Promo & Updates



97

Event Promo & Updates

Sharing of EPAs

NMM Facebook Page Updates – Infographic Posts



Key Message 1

Eat Breakfast:
Boost up with energy
and nutrients to
kick-start your day



Simple formula for a balanced breakfast:

A + **B** + **C** + **D** = **Balanced Breakfast**

- A** Rice, noodle, bread, cereals, cereal products & tubers
- B** Milk & milk products/fish, poultry, meat & legumes
- C** Fruit/vegetable
- D** Nutritious drink

Example 1

- A** 2 slices of wholemeal bread
- B** Scrambled eggs
- C** Fruit
- D** A mug of malted drink

Example 2

- A** Wholegrain breakfast cereal
- B** Milk
- C** Fruit slices
- D** A glass of soya milk

Example 3

- A** Noodle
- B** Lean meat
- C** Salad
- D** A cup of nutritious drink

Example 4

- A** Brown rice porridge
- B** Fish pieces
- C** Fruit
- D** A glass of soya milk

A message by:



In collaboration with

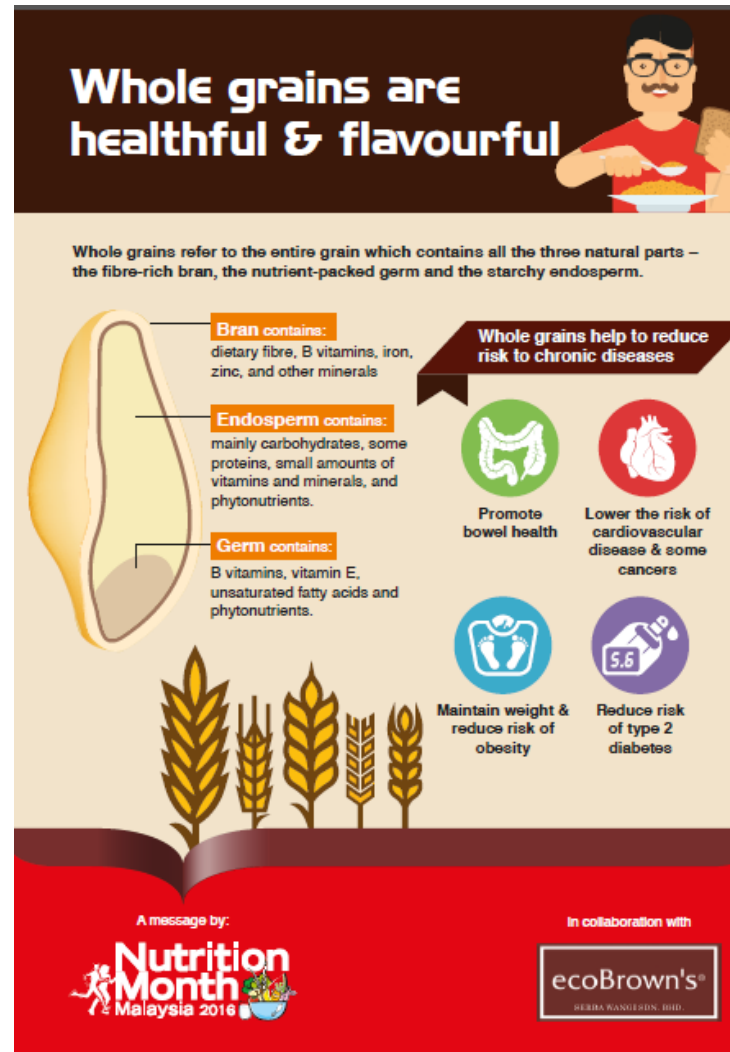


Good Food, Good Life

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Key Message 2



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Key Message 3

**Include more whole grains
& wholegrain products
in your diet.**

Ensure half of your grains eaten are whole grains

Wholegrain foods and products:
Brown rice, wholegrain cereals, oats, wholemeal bread, corn, popcorn, whole wheat, wholemeal pasta, wholemeal pita, buckwheat, millet, rye, sorghum

Words to look for when shopping for wholegrain products

Wholegrain
Wholemeal

The following are not necessarily wholegrain products

7 grains **X Multi-grain**
Enriched

Brown or dark colours do not necessarily mean that these foods are made with whole grains.

How to Increase whole grain intake?

Mix white rice with brown rice

replace white bread with wholemeal bread

replace plain pasta with wholemeal pasta

Use whole grains for baking

Enjoy wholegrain foods as snacks

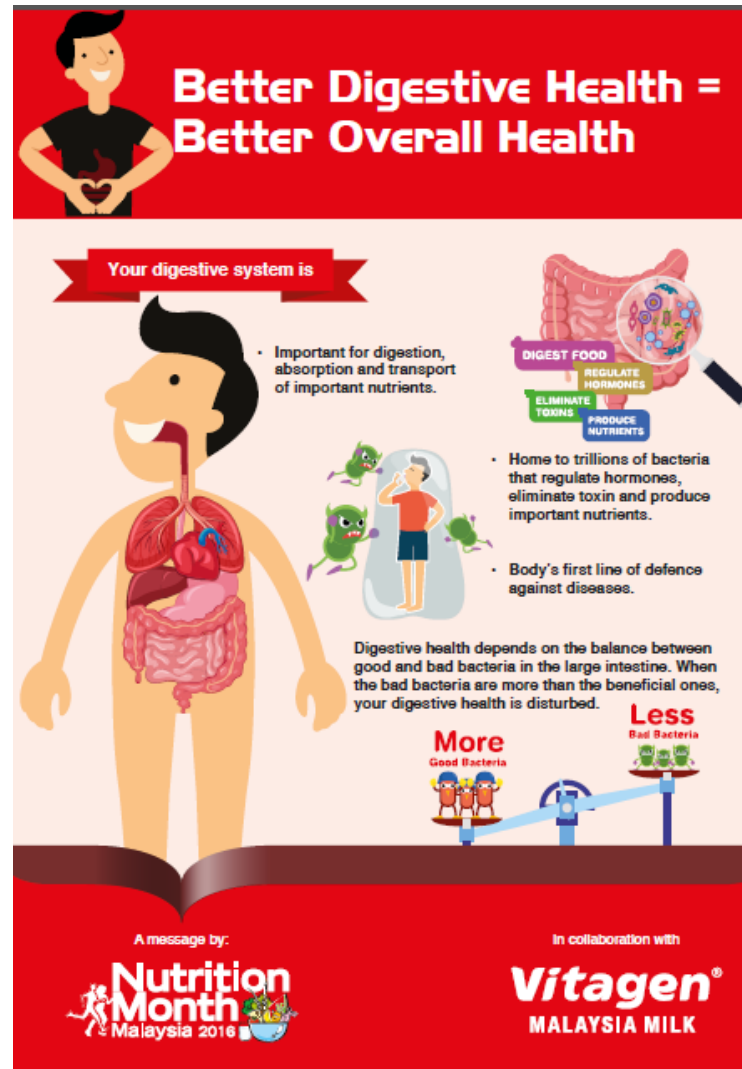
A message by:
Nutrition Month Malaysia 2016

In collaboration with
ecoBrown's®
SERIDA KANDIGUN, BHD.

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Key Message 4



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Key Message 5



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Key Message 6

Healthy eating helps to manage blood cholesterol level



Excessive cholesterol in blood should be avoided as this can lead to artery blockage and heart attack.

Eat More:



Whole grains
e.g. wholegrain cereals,
brown rice, wholemeal bread



**Fruits and
vegetables**



Fish
e.g. tuna, sardines,
mackerel, salmon



Healthy fats:

Monounsaturated fats (found in canola oil,
olive oil, sesame oil, avocados)

Polyunsaturated fats (found in nuts,
sunflower seed, tofu, soybean)



**Foods containing plant
sterol** e.g. soybean and
soybean products
(e.g. tofu & tucuk)



Eat Less:



**Foods high in
saturated fat**
e.g. lard and
coconut oil



**Fatty parts of
meat, poultry
skin &
processed
meat**



**Foods high
in sugar**
e.g. soft drink,
cordial, syrup,
sweetened
condensed milk



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Key Message 7

A good balance of intestinal bacteria helps to ensure good digestive health

How does good bacteria benefit your immune system

There are over 1000 different species of both good and bad bacteria in the digestive tract.

The good bacteria strengthen the immune system by:

- Fighting bad bacteria and keep them from causing illnesses.
- Using up the nutrients so that bad bacteria have no access to the nutrients for growth.
- Keeping the digestive tract at a pH level where it's difficult for bad bacteria to grow.

A message by: **Nutrition Month Malaysia 2016**

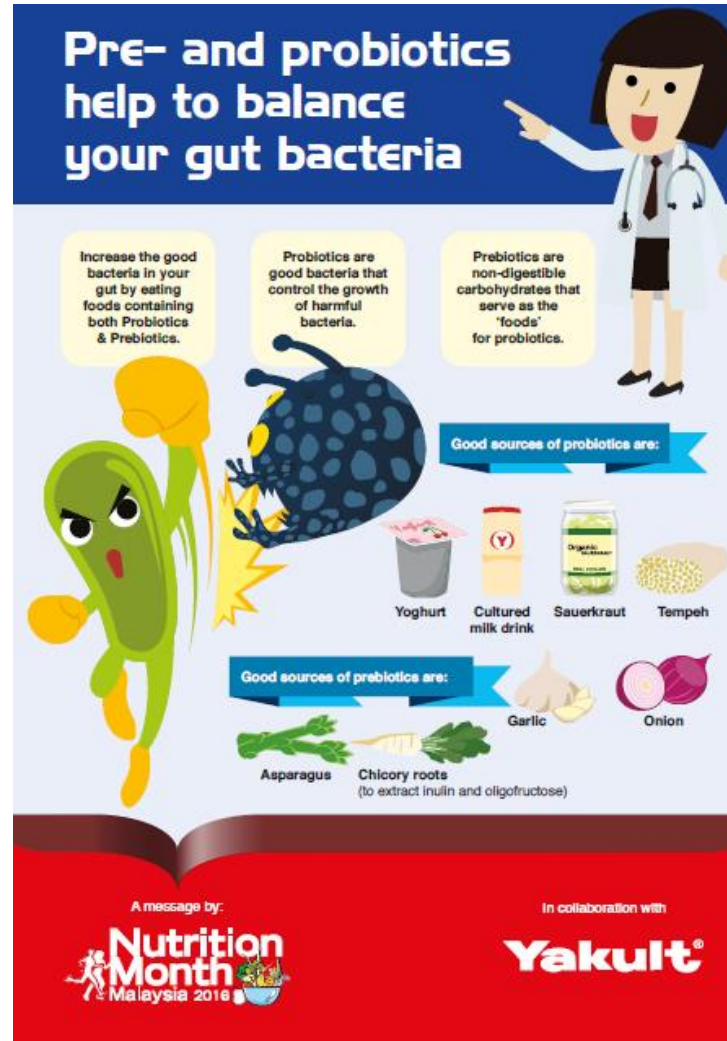
In collaboration with: **Yakult®**

The infographic features a central illustration of a person's torso with a transparent view of the digestive tract. Inside, there are green, pill-shaped characters representing good bacteria and red, spiky characters representing bad bacteria. To the right of the digestive tract, there are three bullet points explaining how good bacteria strengthen the immune system. Below these points, there is a small illustration of a pH scale with a green character standing on it, indicating a pH level of 5.5. The bottom of the infographic has a red banner with the text "A message by: Nutrition Month Malaysia 2016" and "In collaboration with: Yakult®".

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Key Message 8



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Key Message 9

**Enjoy Milk Everyday -
Keep Your Family
Healthy!**

Milk is one of the most nutritionally complete foods as it contains almost all the important nutrients for the body.

Consume 2 to 3 servings of milk and milk products everyday!

1 serving of milk = 1 glass of milk (250ml)

Here are some creative ways to help you consume more milk:

- 1 Add milk to cereal or oatmeal for breakfast.
- 2 Dip bread or biscuits in milk and let them soak up the milk; enjoy them as snacks.
- 3 Add fresh fruits to milk and blend them together to make a smoothie.
- 4 Use milk in various recipes such as in pudding or custard.

A message by:
Nutrition Month Malaysia 2016

In collaboration with
DUTCH LADY

The infographic is set against a light blue background. At the top, a family of four (father, mother, and two children) are shown drinking from glasses of milk. Below them, on the left, is a glass of milk next to a small container of instant noodle cups. In the center, there are four numbered tips with corresponding illustrations: 1. A bowl of cereal with milk being poured over it. 2. A hand dipping a biscuit into a glass of milk. 3. A blender filled with milk and various fruits. 4. A red jelly pudding with a strawberry on top. The bottom of the infographic has a red banner with the "Nutrition Month Malaysia 2016" logo and the "DUTCH LADY" logo.

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Key Message 10

Make your next snackbite a sensible choice!

A healthy snack can help to curb hunger pangs & discourage overeating at the next meal.

Healthy snack ideas that provide about 100 – 150 kcal:

- Something sweet**
 - 8 pieces of grapes – 60kcal
 - 1 medium apple – 60kcal
- Something crunchy**
 - About 2 tablespoons of peanuts – 100kcal
- Something savoury**
 - 1 piece of wholemeal bread – 73kcal
 - 1 hard-boiled egg – 75kcal
 - 3 pieces of wholemeal crackers – 102kcal
- Something fresh**
 - 1 cup of carrot – 15kcal
 - 1 cup of cucumber – 30kcal

Cutback on unhealthy snacks such as chips, candy, cookies, and sugary drinks

A message by: **Nutrition Month Malaysia 2016**

In collaboration with: **Pandemia**

Thank You