

A multi-stakeholder strategic partnership for community nutrition empowerment

A joint initiative by







Nutrition Society Of Malaysia Malaysia Dietitians' Association

Malaysian Association for the Study of Obesity







Malaysia





A nation-wide community nutrition promotion programme since 2002

- Nutrition Month Malaysia (NMM) is an annual initiative to promote greater awareness on healthy eating and active living among Malaysians.
- It is a strategic partnership between three professional bodies, namely, Nutrition Society Malaysia (NSM), Malaysian Dietitians' Association (MDA), Malaysian Association for the Study of Obesity (MASO) and supported by Ministry of Health Malaysia.
- Corporate company support and partnership from 2008 enabled more educational materials and more activities and greater outreach to the community.
- Variety of activities, approaches including family carnivals, educational booklets and articles, activities in offices and schools.



An Expert-Driven Programme

Nutrition Month Malaysia National Steering Committee 2018



CHAIRMAN
Dr Tee E Siong

MEMBERS (Representatives from professional bodies)

Nutrition Society of Malaysia



Dr Zaitun Dr Roseline Yap Yassin Wai Kuan

Malaysia Dietitians' Association



Mr Ng Kar Foo Mr Lee Zheng Yii

Malaysian Association for the Study of Obesity







Dr Zawiah Hashim



National Steering Committee (2008-2018)

We thank the members of NMM steering committee for their contributions over the years



Nutrition Society Of Malaysia

Dr Tee E Siong (Chairman) (2008-2018)

Dr Zaitun Yassin (2008-2018)

Dr Mahenderan Appukutty (2008-2015)

Dr Roseline Yap Wai Kuan (2016-2018)



Malaysia Dietitians' Association

Ms Indra Balaratnam (2010-2013)

Dr Zulfitri Azuan Mat Daud (2015-2017)

Prof Winnie Chee Siew Swee (2014-2015)

Ms Tan Yoke Hwa (2008-2009)

Mr Ridzoni Sulaiman (2008-2009)

Mr Ng Kar Foo (2014, 2018)

Mr Lee Zheng Yii (2018)



Malaysian Association for the Study of Obesity

Dr Zawiah Hashim (2010-2018)

Prof Dr Norimah A Karim (2008-2015)

Dr Chin Yit Siew (2016-2018)

Ms Lee Ching Li (2008-2009)



Overview of Activities (2008-2017)



School & Kindergarten Roadshows

- Visited 160 primary schools and provided healthy eating and active living messages
- Visited 175 kindergartens and conducted interactive nutrition activities



Family Carnivals/Fairs

Organised 9 major fun-filled carnivals/fairs

- Abbreviated health screening
- Dietary advice
- Interactive educational games
- Exercise/physical activity Promotion
- Cooking workshop and demonstration



Education Materials for Public

Published 9 practical nutrition guidebooks, 3 recipe books and 1 mini-booklet



Overview of Activities (2008-2017)



Educational Materials for School Children & Preschoolers

- Published comic book and activity book for primary school children
- Published DVD and worksheets for preschoolers



Educational Press Articles

Published over 102 articles in English, Bahasa
 Malaysia and Chinese newspapers and magazines



Mass Media Approaches

- Disseminated messages through radio, television and website, social media

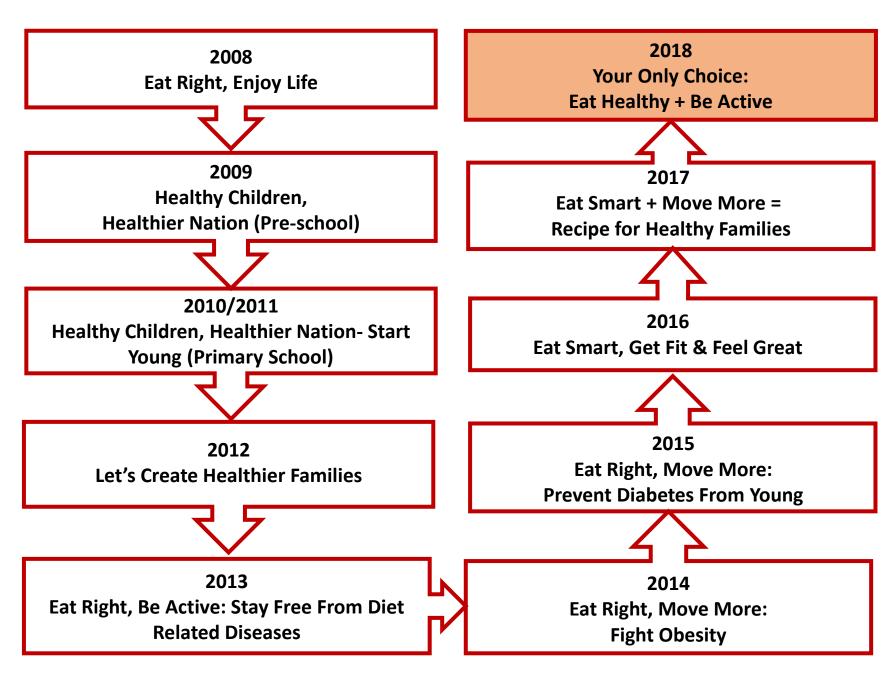


Themes Over The Years (Phase I – 2002-2007)

 Building Healthy Families 2002 Healthy Eating, Healthy Life 2003 • Eat Right, Work Well 2004 Youth and Nutrition: Future of the Nation 2005 Women and Nutrition 2006 Adolescents and Nutrition 2007



Themes* Over The Years (Phase II – from 2008)



^{*}The NMM core messages consistently focused on promoting healthy eating and active living to prevent nutrition-related diseases, based on Malaysian Dietary Guidelines.



Summary of Activities (2008-2017)

	Main Publication	Family Carnival /Fair Venues	Press Articles	Magazine Articles	Website & Facebook
2008	Guidebook	Sunway Pyramid	6 English, 6 Malay	2 English	-
2009	Guidebook x2	Mid Valley	4 English, 4 Malay, 4 Chinese	1 English, 2 Malay	-
2010	Guidebook	Mid Valley	3 English,3 Malay, 1 Chinese	-	-
2011	Guide & Recipe	Mid Valley	1 English, 1 Chinese	-	-
2012	FAQ Guide	Mid Valley	7 English, 5 Malay, 2 Chinese	3 English, 1 Chinese	-
2013	Magazine	Mid Valley	4 English, 2 Malay, 2 Chinese	-	-
2014	Guidebook	Mid Valley	4 English, 1 Malay, 2 Chinese	2 Malay, 1 Chinese	٧
2015	Guidebook	Paradigm Mall	4 English	3 Malay, 1 Chinese	٧
2016	Infographic	One Utama	4 English	1 English, 4 Malay, 2 Chinese	٧
2017	Infographic	IOI City Mall	6 English, 3 Malay	-	٧



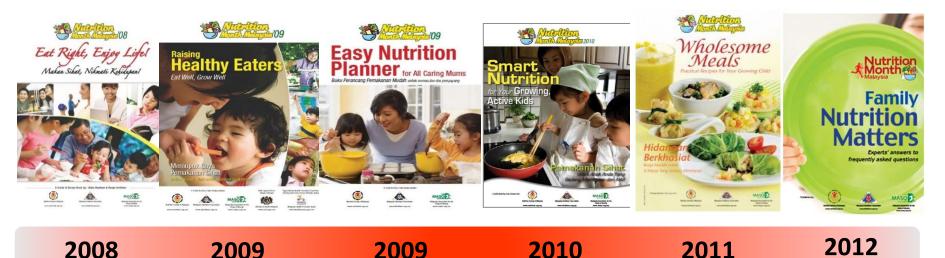
Summary of Activities (2008-2017)

	School Roadshows	Materials for kids	Ancillary
2008	-	-	Recipe booklet & roadshow
2009	-	Raising Healthy Eaters Guide Book	Recipe booklet & outstation roadshow
2010	56 - core, 32- ancillary	Kembara Alam Sam Comic Book	Recipe booklet, kindergarten roadshow
2011	-	-	_
2012	20 schools	Nutrition Combo Kit	Extended school roadshow
2013	4 schools	My Cookbook with Bread	Kid's cook book, workplace roadshow, school roadshow
2014	4 schools	Nutrition Combo Kit	School roadshows
2015	-	-	-
2016	-	-	-
2017	-	-	Wellness Corner, Educational Press Article



Educational Materials (NMM Guidebooks)

Series of NMM Guidebooks for various target groups from 2008...







Educational Materials (NMM Recipe Books)

Series of NMM Recipe Books





Educational Materials (NMM Children Guide)

NMM Children Guide Books (2012)





Educational Materials (NMM Children Guide)

Raising Healthy Eaters DVD (2009)







Educational Materials (NMM Children Guide)

Raising Healthy Eaters Worksheets (2009)





NMM 2008 Eat Right, Enjoy Life

Launched on 12 April @ Sunway Pyramid **Shopping Mall Family Carnival:** 12-13 April 2008



Launch Ceremony







Launch Ceremony

NMM 2009
Healthy Children, Healthier
Nation - Start Young
(Pre School)

Launched on 4 April @ Mid Valley Exhibition Centre Family Carnival: 4-5 April 2009





NMM 2010
Healthy Children, Healthier
Nation- Start Young
(Primary School)

Launched on 15 May @
Mid Valley Exhibition Centre
Family Carnival: 15-16 May 2010



Launch Ceremony











Launch Ceremony

NMM 2011
Healthy Children, Healthier
Nation- Start Young
(Primary School)

Launched on 23 April @
Mid Valley Exhibition Centre
Family Carnival: 23-24 April 2011







Camya Camya

Launch Ceremony

NMM 2012 Let's Create Healthier Families

Launched on 14 April @
Mid Valley Exhibition Centre
Family Carnival: 14-15 April 2012

Carnival Activities





NMM 2013
Eat Right, Be Active: Stay Free
From Diet Related Diseases

Launched on 4 May @ Mid Valley Exhibition Centre Family Carnival: 3-4 May 2013





Carnival Activities





Launch Ceremony



NMM 2014

Eat Right, Move More: Fight Obesity
Launched on 29 March @ Mid Valley Exhibition Centre
Family Carnival: 29-30 March 2014







Launch Ceremony



NMM 2015
Eat Right, Move More: Prevent
Diabetes From Young

Launched on 28 March @ Paradigm Mall, Kelana Jaya Family Carnival: 29-30 March 2015









NMM 2016
Eat Smart, Get Fit &
Feel Great

Launched on 9 April @
One Utama Shopping Centre
Family Carnival:
6-10 April 2016



Launch Ceremony









NMM 2017
Eat Smart + Move More +
Recipe for Healthy Families

Launched on 22 April @ IOI City Mall, Putrajaya Family Carnival: 19-23 April 2017

Launch Ceremony





















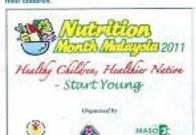






Raising healthy eaters



















Vitamin D is as essential as calcium

■ Vitamin D3









Diabetes?

No problem!



Preventing diabetes

Nutrition Month Malaysia returns this year with the theme 'Eat Right, Move More: Prevent Diabetes from Young!



Kids gain from **Whole Grain**

Start your child's day with a delicious bowl of Nestlé® Breakfast Cereals, made with

WHOLE GRAIN!

Enjoy the goodness of WHOLE GRAIN everyday

food & health 11

diabetes, what you need is BMV!

Food in diabetes

Published over 102 articles in English, Bahasa Malaysia & Chinese newspapers (2008-2017)





Make time for breakfast







Get the 'whole' grain

Wholegrains have all three of their edible parts intact, and are definitely more nutritious

food & health 9











Ancillary activities with sponsors





Penang: 11th & 12th of April 2009





Johor Bharu: 18th & 19th of April 2009

Outstation Roadshows in Penang and Johor (2009)



(i) School Roadshows

School Roadshows 2010



School Roadshows 2012



School Roadshows 2014



School Roadshows 2011



School Roadshows 2013





(ii) Kindergarten Roadshows

Kindergarten Roadshows 2010





(iii) Workplace Roadshows



NCDs Awareness Roadshow on 1st July 2013



NCDs Awareness Roadshow on 9th July 2013



(iii) Workplace Roadshows





(iii) Workplace Roadshows (cont...)



NCDs Awareness Roadshows (2013)



Official Website





Official Facebook



Nutrition Month Malaysia

@nutritionmonthmalaysia 2017

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ysian Dietifians^{*} Association Malaysian Association

MASO

Jointly organised by:

& Lifestyle Diseases

Nutrition

theart disease, diabetes, cancers, etc.)

Po you know what's

the connection?

Join us to find out more...

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Non-governmental organisation (NGO)

Community

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- Invite your friends to like this Page
- 4,504 people like this
- 4,505 people follow this
- Wui Kathy and 1 other like this



About

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- www.nutritionmonthmalaysia.org.mv

Send message

'Nutrition Month Malaysia' Facebook page



Corporate Partners

Heartfelt thanks to the following for sponsoring NMM activities to enable them to reach more Malaysians.



MALAYSIA MILK

2008 – 2018 (11 years)



2009 – 2018 (10 years)



Legosan (Malaysia) Sdn. Bhd.

2012 - 2015 (4 years)



2008 – 2018 (11 years)



2013,2015 - 2018 (5 years)



2009, 2017–2018 (3 years)



2008 – 2018 (11 years)



2010, 2013, 2016, 2018 (4 years)



2009, 2011, 2012 (3 years)



Corporate Partners (cont...)

Heartfelt thanks to the following for sponsoring NMM activities to enable them to reach more Malaysians.

TWO (2) YEARS

- A. Clouet & Co (KL)2012, 2013
- Fonterra Brands2011, 2014
- Kraft Food2009, 2012
- Unilever2010-2011

ONE (1) YEAR

- Abbott Laboratories2012
- Danone Dumex2013
- Lam Soon Group2010
- Mead Johnson Nutrition2012



For more information, please contact:

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Email: president@nutriweb.org.my

Or

NMM Secretariat



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Fax: 03-56389909

Email: versahealth@versa-group.com; muhaini@versa-group.com

Vísít <u>www.nutritionmonthmalaysia.org.my</u> for educational materials and activity reports from NMM programme.



A joint initiative by







Nutrition Society Of Malaysia Malaysia Dietitians' Association

Malaysian Association for the Study of Obesity

Official website: www.nutritionmonthmalaysia.org.my