



Make time for Healthy Eating and Active Living (HE-AL)

Jointly organised by:







Nutrition Society of Malaysia Malaysian Dietitians' Association Malaysian Association for the Study of Obesity

Nutrition Month Malaysia 2019 PROGRAMME COMPLETION REPORT

Prepared by NMM Secretariat On behalf of NMM Steering Committee

16 March 2020



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Part 1. Programme Overview

i. Nutrition Month Malaysia 2019 - Introduction

ii. Nutrition Month Malaysia 2019 - Programme Overview

iii. Nutrition Month Malaysia 2019 Sponsors



Nutrition Month Malaysia 2019 - Introduction (1)

- Founded in year 2002, Nutrition Month Malaysia (NMM) is an non-profit annual initiative conducted every April with a different theme to promote greater awareness on healthy eating and active living among Malaysians.
- NMM is spearheaded by a **National Steering Committee (NSC)** with representatives from the three professional founding bodies and the Ministry of Health.
- NMM receives funding from several private sectors to support its activities and it has been running for 17 consecutive years.
- NMM 2019 was the 18th celebration of Nutrition Month.



Dr Zaitun Yassin

Wai Kuan

Assoc Prof Dr Chin Yit Siew

Dr Zawiah Hashim

i. Nutrition Month Malaysia 2019 - Introduction (2)



Theme

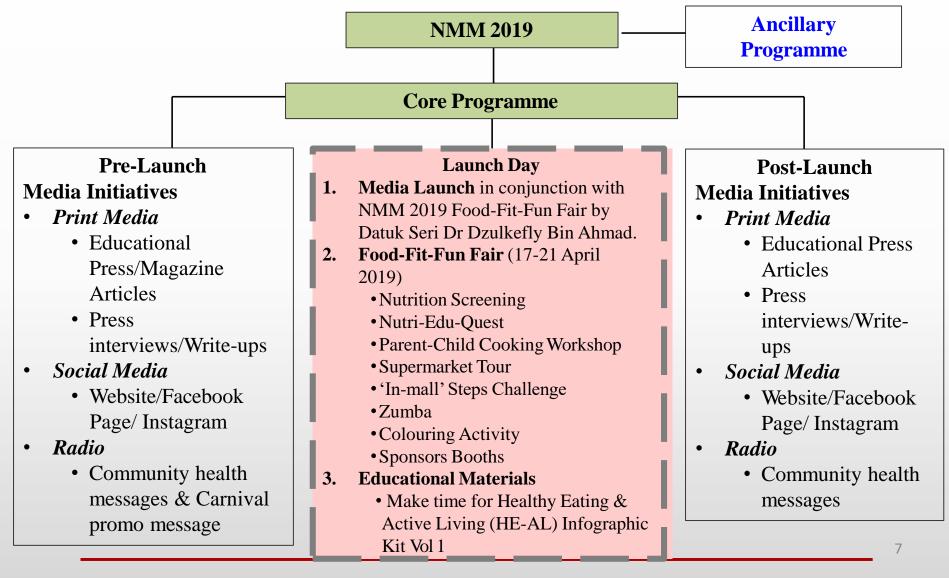
 Make Time for 'Healthy Eating & Active Living'

Objectives

- To promote healthy eating & active living as part of daily habits, including all family members, especially children
- Empower consumers with appropriate messages through a variety of format and platform and target groups

ii. NMM 2019 Programme Overview







iii. NMM 2019 Sponsors

Main Sponsor:



AJINOMOTO

Vitagen[®] MALAYSIA MILK



Co-Sponsors:







ecoBrown's∘

SW FOOD SDN BHD





PART 2. NUTRITION MONTH MALAYSIA 2019 Official Launch

IN CONJUNCTION WITH FOOD-FIT-FUN FAIR

i. Introduction

ii. Event Programme

iii. Guest & Media in Attendance

iv. Media Coverage

v. Pictorial Report

i. Introduction

Date

• 18 April 2019 (Thursday)

Venue

• Lower Ground Centre Court, IOI City Mall, Putrajaya.

Highlights

- Food-Fit-Fun Fair launched by Datuk Seri Dr Dzulkefly Bin Ahmad, Minister of Health, accompanied by
 - Dr Tee E. Siong (Chairman of NMM National Steering Committee & President of Nutrition Society of Malaysia)
 - Assoc. Prof. Dr Nik Shanita Safii (Vice President of Malaysian Dietitian's Association)
 - Emeritus Prof Dr Ismail Bin Mohamed Noor (President of Malaysian Association for the Study of Obesity).
 - Puan Zalma Abdul Razak (Director of Nutrition Division, Ministry of Health Malaysia).
- Launch of NMM 2019 Theme: Make Time for 'Healthy Eating and Active Living'
- Unveiling of NMM 2019 Guidebook: Make Time for 'Healthy Eating and Active Living' Infographic Kit Vol 1.
- Exhibition Tour



ii. Event Programme

EVENT PROGRAMME

Time	Programme
10.30 am	Arrival of Guest and Media
10.45 am	Arrival of Guest-of-Honor
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 By YB Datuk Seri Dzulkefly Bin Ahmad Minister of Health Malaysia
11.25 am	Launch of Nutrition Month Malaysia 2019
11.40 am	Tour of Exhibition
12.30 pm	Lunch
1.30 pm	End

iii. Guest in Attendance (1)



Organization	Name
Minister of Health Malaysia	YB Datuk Seri Dzulkefly Bin Ahmad
Nutrition Society of Malaysia (NSM)	Dr Tee E Siong
Malaysian Dietitians' Association (MDA)	Assoc Prof Dr Nik Shanita Safii
Malaysian Association for the Study of Obesity (MASO)	Emeritus Professor Dr Mohamed Ismail Mohamed Noor
Nutrition Division	Puan Zalma Abdul Razak
Steering Committee Members & Council Members of NSM, MDA & MASO	 NSM: Dr Zaitun Yassin, Dr Roseline Yap, Dr Wong Jyh Eiin & Pn. Rokiah MDA: Assoc Prof Dr Nik Shanita Safii & Mr Lee Zheng Yii MASO: Emeritus Professor Dr Mohamed Ismail Mohamed Noor, Prof. Dr. Norimah A. Karim, Dr. Zawiah Hashim, Assoc. Prof. Dr Chin Yit Siew, Dr. Razif & Dr. Hazizi MOH: Ybhg. Dato' Dr. Khalid bin Ibrahim, Puan Vaneeta, En. Mohd Nadzri & Puan Nurul Huda

iii. Guest in Attendance (2)



Organisation	Names
Ajinomoto	Naoko Yamamoto, Kamarudin Rasid & Hiroki Suzuki
Malaysia Milk	Nordina Baharun & Carol Goh
Unilever	Khor Ley Peng, Wong Cheh Kuan, Andreana Mah & Wesley & Shir Sahjel
F&N	Engku Isyamuddin Tuan Losin
Gardenia	Hazlinah Harun, Lavinia Anthony, Mok Siew Ling, Siti Farry & Safiah Edina Noorizan
Nestle	Wong Mei Ching, Nirmalah Thurai, Jasvinder & Tang Sin Loon
Serba Wangi	Chua Keng Jin & Wickneswari Ratnam
Yakult	Lim Siew Ling

iii. Guest in Attendance (3)



Media in Attendance

Organisation	Name
Sin Chew (Chinese newspaper)	Lee Ching Yan, Chai Wai Chuen (2 pax)
The Sun (English newspaper)	Elly, Asnof Shamsul (2 pax)
China Press (Chinese newspaper)	Chong Kan Yeong (1 pax)
BNS	J.Kaurajan, Muhammad (2pax)
Bernama	Huzaini, Chandra (2 pax)
Media Prima	Wan Zairul Azri, Rahiman Rahim (2 pax)
Harian Metro (Malay newspaper)	Alias (1 pax)
Berita Harian (Malay newspaper)	Atiqah (1 pax)
NSTP	Eizman (1 pax)
RTM	Lupin (1 pax)



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72 KES

iv. Media Coverage (1)

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18 April 2019, TV3 Malaysia



22 KES BAHARD



iv. Media Coverage (2)

6 theSUN ON FRIDAY APRIL 19, 2019



Dzulkefly (right) together with Nutrition Month Malaysia chairman Dr Tee E Siong during the launch in Putrajaya yesterday. – ASHRAF SHAMSUL/THESUN



H1N1 flu 'situation is under control'

BY ELLY FAZANIZA

newsdesk@thesundatly.com

PUTRAJAYA: Four students from a boarding school in Ipoh had been recently diagnosed with Influenza A (H1N1).

Three of them received outpatient treatment and the fourth, who had to be warded, has strice been discharged.

Another 97 students and a teacher from the same school were diagnosed with ordinary viral infection, otherwise known as upper viral respiratory infection, Deputy Health Minister Dr Lee Boon Chye told *theSun* vesterday.

He gave an assurance that "the situation is under control".

Lee pointed out that not everyone diagnosed with the influenza A virus had to be hospitalised.

"Only those who are considered high risk such as pregnant women, young children and old folk, as well as those with heart or lung disease will have to stay in hospital," he said.

Health Minister Datuk Seri Dr Dzulkefly Ahmad earlier dismissed claims the students were suffering from a mysterious disease as claimed in social media postings. He confirmed that only four of them had H1N1. "One of them has been discharged and is

healthy," he told a press conference after launching the 2019 Nutrition Month yesterday.

The influenza A strain made its first appearance in 2009 and spread quickly around the world, causing what is now referred to as the H1N1 Pandemic.

It is now common among the human population and appears seasonally as a flu virus. It is no longer considered to be pandemic.

The various strains of the flu virus – A, B and C – appear every year. It spreads through sneezing, coughing or touching of contaminated surfaces.

These strains of the flu usually cause only mild illnesses but in high risk individuals, it could lead to death.

Seasonal flu viruses evolve continuously so it is possible to be infected multiple times throughout one's life.

There is still no specific treatment for the flu. Only symptomatic treatments are available.

19 April 2019, The Sun Daily

16

iv. Media Coverage (3)



踐

健



食活躍 (布城18日讯)由马来海家营养 学会(NSM)。马来西亚饮食治疗师 协会(MDA) 及马来西亚肥胖研究特 会(MASO)3个主要专业团体率先推 生活 动。卫生部支持的全国官个营养教育计 另一一马来西亚营养月(NMM)。于 今天在卫生部长拿督斯里祖基菲里引领 下被开序幕。预计吸引超过5000人参与 其格

马来西班普非月指导委员会主席 郑怡祥插出。由于国内的越重及肥厚同

基日益严重、因此今年的主题为"博出时间实践健康 饮食及活跃生活", 强调人们应给自己一些时间来美 计健康饮食,并保持活跃的生活,这对降低非传染性 按病风险极为关键。

这项计划已近人第18个年头。配合这项计划, 大会于4月17至21日在春城IOI Giy Mall底层大厅举行 "Fool-Fit-Fun营养月" 师览会活动, 《星河日报》 为中文提体伙伴

也是马来西亚营养学会主席的厚柏种提到。这是 -项高数于乐约博览会、它不仅让公众在充满娱乐性 约活动中增加知识,同时也散发他们落实健康生活的 粗注:



营养月支持开幕仪式。在一起是墓哈米及郑怡祥; 右起是 再玛及视克。

知识。其他握奋人心的活动包

括与营养师一起正超市, 以耕

公众可进行营养筛检

薄苋会的一个主要亮点是 助消费者在购买日索用品时做 出更新期的关持 营养筛检,让刑访的公众有机 他补充。作为2019年营养 会进行身体成分升析的免费部 月活动的一群分。博览会上出 检、其次是免费饮食分析和营 免费据发其出版的年度主要刊 非师或饮食治疗师提供专业建 物《HE-AL》-健康饮食与活跃 议、让公众可以计划并重进自 生活指南第一卷、为家庭公众 己的扶食和体力活动。

提供实用的参考 另外,博览会也打局连串 出席者包括大马肥胖研究 以家庭成员为对象的活动,如 协会主席兼荣晋退休教授莫哈 派子克经工作坊、让父母与孩 末、大马饮食治疗师协会崩主 子一起享受责任的乐趣,以及 席親克嗣教授及卫生部营养组 向营养师学习更多关于营养的 主任再马。



明起博览会活动邀参与

(NSM),马来西亚议会治疗师协

会(MDA)和马来西亚把拼扮安

点从来找证我存留会

星期二

(八打灵再也15日试)-年一度的马永雨坐营养月再度 问题 杀猫,两今年的主题为"腾出 时间实践健康软金及语致生 的现物并提出、生用间好自己的健 康才是生活中最重要的事。若不。

16. 4. 2019

马来西亚首都片描写委员会 目的可能能更得很好何与疾病为任 主席形松伴松出,我们必须清出一 也可何应须自己的健康,因为健康 就是形式

继信呼吁说人动动敏敏, 在 5-心思有健康的饮食和活跃的生活

06 | 國內

学校宿舍

80.

10章 (MA50) 総合的 "Faul-Fit-检健康清洁:多少时间? 每当在人间 Fare营养月** 博览会活动格于4月17 我们这个问题时,我们总是回答说 第21日在车辆HHI City Mall的层大 碰忙,有太学重要的事情被先给 行举行,《星洲百粮》为中文释体 理,比如工作、家庭等各及就乐活 46-18

新经:王集团

(布城18日讯)卫生部长傘督

斯里祖基莘星今日证实怕保东站阿郡 投量中学(STAR)总共有102人患上

呼吸道感染疾病。其中51人被隔离在

型病例,另一名学生被送入KPI医。

院, 病况稳定, 正等待检验报告出

流感新病例, 德列教教增至102宗病

月主持推介礼后、针对伯保的流感现

监督被隔离学生状况

1名在距底医院就医的病人已出院。

另3人为门诊病人,目前皆处于健康

生的状况,并会向学生宣扬个人卫生

健康教育,特别是教导咄嗽礼仪,在

恒说,在4名被商业的病何中,

"当局将会紧密监督被强高学

何,其中一人是教师,

愈,发表谈话.

状态.

他说, 4人被确诊为A(H1N1)

他说。该那也在地日发现22宗

他今日在此间购物中心为营养

动等。我们当中有一些人剩少费用 主办平台希望通过这项意义 时间、甚至不管去思考关于健康的 景凡的活动, 程升人说对省券的煤 堂空武, 风雨行造健康体现, 在影马来西安曾苏莎会主席

就时, 现场的新供非项与错 建立总相关的主题活动, 其中包括 免费贷款检查和防运服务、在子具 测过处选起来单元等。同时现场由 有售卖各类健康食品。让大家有限 家法務

此外, 该核为期4天的健康员 语也在各大赞助高的值力支持。当 了周端有咨询积白。由将为出岸者 道上评手礼, 来办单位按波大定篇 派参与,为自身健康能个标管家。 让健康竞伴, 能知更多佳情, 可 1010 www.materianserthenalernia.org ----这马来西亚货币月验书。



Malaysia



迫切預防非傳染性疾病

祖基華星说,因內一些研究小姐发展,学龄 孔主中的超重和肥胖的患病率已30%,因 此,该郑追切苦葵唤醒回人醒觉,来预防非传染性 疾病。 他说,不良饮食,久坐不动,吸烟和压力等 不良的生活方式。与不断输升的肥胖问题和非传染 性疾病息息相关,因此 及早期防室关重要。

他说, 越难和肥胖是适应多种慢性疾病如槽 尿病和心血管疾病的常见风险因素。尤其是统计量 大马已成为亚洲肥胖人口最多的国家。 iii... 些指出,新知暖也已向碧绿荫宜哉,如果大马



要在对抗慢性疾病有更大的成效就要在这方面作出 投资.

他说。政府不容忽略普遍在低层社会存在的资 养不良和生长迟缓的问题,营养不良约双重负担对 人民的健康和猫祉造成了严重的负面影响。造成医 疗费用的增长和人力的损失。

有鏊于此、他溢、人们应该关注站范债券不足 和营养过弱的问题,政府在意识预制定干预计划的 重要性。以协助威少人院人数,育营养干预计划也 很关键。

19 April 2019, Sin Chew Daily (Main)

19 April 2019, Sin Chew Daily (Metro)



iv. Media Coverage (4)

44 HARAMETE



dilancar secara rasmi semalam

Also And Bark laughter to Jan

Part rade (Fr

Bulan Ponsilanan Malaysia COMO, program perdiktian permittan negara stang diterated the backets professional technical table Pertatuan Pentakanan Malaysia (SiM), Pertatuan Dienstik Malaysia (MDA) dan this can Kalan Oberdi Malawels M AND disardon amatic about her 28 selama Hims is get itserversalis termologies. Svensenakan Luangkan

Mana and all Malean Second SID # Allbhap Nick, program red fillam arkan Menteri Keshalan furak Sortib Dualk elly Ahmat, dilloi DRY Mall, southers. Programmini remegona rakyariMalayula supaya mdaangkan masa an sil gains a hidage share net a m ag I ministergal penyakā tidak herladzātā

NUES yang ktun meshingk at di Malavala.



DeDusikelyteshara, betar hadan berkitikan dan ebeald a datab rtsi ke mamo terine divation dennas penyaldi kronik seperti Labete dan pennakit karthwashular *Kallan Kasthatandan tained nexts of initians Minthitti Kolongoain (NHMI pada 2015 memoralukk an Malaysia menjadi negara oben di mana na udalam daa mana lewara mimijini isyathenat

hadanberebihan a soobes

"In inchail gas

mentadikan Malaysia

or bagal suitab sails legata pailing gennaix di Ani a dengan jangkuna populasi

yang bedebihan berathadan tehanyak 33% dan ebesiki ortugenak 18%. Rumpshopenedida.

Manufa Mattil." esenanduk kan provalen benat kadan bertekihan dan okendi official aspect of permananana datara kalangan kanak-kanakarlatah mencapat tidak actudeong, biling tidak aktif, merokok dan tekanan settinggi 30 peratus, " katanya ketika bernuap-pada Malih 10.00 visangay's diketahat menutokan personan atasa Personalize NMM 3089-08 dalam peningkatan ibesht dang-myakit Nr. Diats. "Komomierian Konfitatan ICI CEYMAIL PREMINE

CAR FOOTS

Bulan Pemakanan Malaysia 2019

LURANDER MARKE MARKER SECARE SILAT OR HAND ANTIT (HE-AL)





yang menjati kun didalam teengurangkan tialito mendapat NCD. Katamya, Balam Pentrakanan Malaysia (NMM) meterigk apkain acata atus ken ketuanga, Karedval Front FR-Fun pada 21 April di KH CRYMall, Putrajaya dam difangka menurik khih 5,000 persyanjan g radala i aktiviti persekkik as yang

menghilto mas. "Is disertinghalik where ramal, terstaina iliu bapa yang melaangkan cuti.

kejun greinggu bertaina unch unch. "Kaminalinihakan sekalar hituran emala male, malah bertujuan memperkasadan meneral locks an other to the apayam da mgkan masa tecritalian Igaya kithup yang

the." hat anyo Balahsarp tarman karnival ini tatah permiterational status permitanan, di mana penganite pl. an Ind feed It Funbergeisan nietatoskan peniertikiaan teetripestist fontan (1 tobeles Baten Tobulo (6/MB), peratuas emaile babults, Jinim olini. ADDEDTA DEPUTISA

Pergentylang bokan sala menyentational interated f bemarna pakar pemakanan dan didertik tetapi mendengar pedancangan tas pandangan berta

other day goto here at 11 untuk menjaga konthatan distriction. Pethagalakitele ter trackes in harge separt the nekel to era as all Dis dan an als, saintil belajar triengenal primakanan bersama pakar, setta tarian numbo pen satua. De Techethana, sebagai actuatia glancke rapen ta ban init, program init menerialik a permethics in standard tabletions mereka ta tu bahu upandaan geya majalah bertajak III AL - Guideto Neut by Eating & Ad two Living Volume 1. yang diedark an secara per uma di pameran. "K an the that appendiat mendapat pengetahaan dipertukian untuk mernel akan perjularaan ke and liek departenit sha den parmentikat pittan permakanan yang tehthitudi dan of har, werts korical airth artispharidalars menjalars ga ya hahapi yan gul hat," katanya. NMM/www.casarma demain ormata temporary.

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- JIMAAT IS ARE 2018

a maranya Agneseoto (Malaysia) Rhd. Malaysia Milkids Ebd/Witzmil dan Unikwer (Malernia Holdings Scin Bhd, tetratel penda utana sena penala benama tain tahu PAN Reverages Madeeting See Hud. Cardwata Itakerrise (C) ida Shil, Neufe Products Marithd, Sethe Wangl 5db Ebd, dan Tolenk (Malaysia) Add. Mad. United matchenial Target bothmasn amalian permuteana na hat-dan gara hidup aktif, la wati okupo

Food TB Femanisman MMM dilower Group Conte-Coast EDCENMAR Pat salaya pada 17 h bigga 21 April Indata chaba agi 13 10123005

19 April 2019, Harian Metro

28. Statisty investor Tenne allowed produces and a manufacture resource in the second se

iv. Media Coverage (5)



BERITA SUKAN DUNIA HIBURAN BISNES RENCANA WANITA HUJUNG MINGGU EHPLUS

BERITA # Kee Rhemis, 18 April 2019 | 3.55pm



MENTERI Kashalari, Di Disakelly Ahmad melaristarkan Bolen Pemekanan Melayesa (NMM) di Pubajaya, hari ini. - Polo Elesen Shartsodin

22 kes baharu disyaki H1N1 di STAR, Ipoh

Dish Noor Abgah Suteman Minera@bh.com.my



PUTRAJAYA: Sebanyak 22 kes baharu disyaki Influenza A (H1N1) dikesan di Sekolah Tuanku Abdul Rahman (STAR) di Ipoh, Perak sehingga semalam.

Menteri Kesihatan, Dr Dzulkefly Ahmad, berkata kes baharu itu menjadikan jumlah dilaporkan di sekolah berkenaan sejak 13 April lalu meningkat kepada 102 orang termasuk seorang guru yang mempunyai jangkitan saluran pernafasan seperti demam, sakit tekak dan batuk.

"Seorang pelajar dimasukkan ke Hospital Pantai, Ipoh dan sudah dibenarkan keluar, manakala seorang lagi murid dimasukkan ke Hospital KPJ yang kini dalam keadaan stabil serta sedang menunggu keputusan makmal.

18 April 2019, Berita Harian Online

iv. Media Coverage (6)

Selasa | 7 Mei 2019

>> SISIPAN > SINAR-AKTIF > Malaysia negara obesiti

Malaysia negara obesiti

23 Apr 2019



Dr Doulkefly (tiga, kiri) semasa perasmian program,

A- A+

MENTERI Kesihatan, Datuk Seri Dr Dzulkefly Ahmad mengajak rakyat Malaysia meluangkan lebih banyak masa secara berterusan untuk menjalani gaya hidup sihat khususnya bersenam.

Katanya, gaya hidup sihat adalah langkah pencegahan terbaik penyakit tidak berjangkit (NCD) yang kian meningkat di Malaysia.

"Berat badan berlebihan dan obesiti merupakan faktor risiko utama yang sering dikaitkan dengan penyakit kronik seperti diabetes dan penvakit kardiovaskular.

23 April 2019, Sinar Harian

"Statistik yang diperoleh melalui Kajian Kesihatan dan Morbiditi Kebangsaan (NHMS) pada 2015 menunjukkan bahawa Malaysia telah menjadi sebuah negara obes, di mana seorang dalam dua orang dewasa mempunyai berat badan berlebihan atau obes



"Ini sekaligus menjadikan Malaysia sebagai salah sebuah negara paling gemuk di Asia, dengan jangkaan populasi yang berlebihan berat badan sebanyak 33 peratus dan obesiti sebanyak 18 peratus," katanya.

Beliau berkata demikian ketika melancarkan Karnival Food-Fit-Fun sempena Bulan Pemakanan Malaysia di IOI City Mall, Putrajaya.

Sumber: Kementerian Kesihatan Malaysia





iv. Pictorial Report

- a. Launch proceedings
- b. Tour of exhibition
- c. Refreshment
- d. Recognition of NMM 2019 sponsors
- e. SC members and guests' group photos

Launch proceeding (1)









Launch proceeding (2)



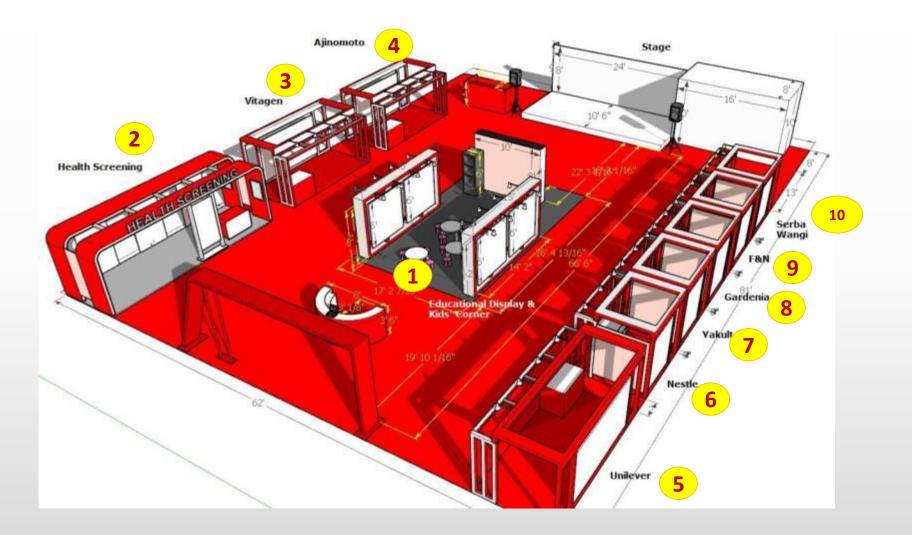




Datuk Seri Dr Ahmad Dzulkefly Bin Ahmad, Dr Tee E Siong, Emeritus Prof Dr Mohd Ismail Noor (President of Malaysian Association for the Study of Obesity, MASO), and Assoc Prof Dr Nik Shanita Safii (Vice President of Malaysian Dietitian's Association, MDA), Puan Zalma Abdul Razak (Director of Nutrition Division) unveiled the NMM theme for 2019 - "Make Time for Healthy Eating & Active Living (HE-AL)".

Exhibition Tour Route





(by Minister of Health, Chair, members of NMM SC and guests)

Ajinomoto (Malaysia) Bhd











(by Minister of Health, Chair, members of NMM SC and guests)

Malaysia Milk Sdn Bhd (Vitagen)







(by Minister of Health, Chair, members of NMM SC and guests)

Unilever (Malaysia) Holdings Sdn Bhd









(by Minister of Health, Chair, members of NMM SC and guests)



F&N Beverages Marketing Sdn Bhd





(by Minister of Health, Chair, members of NMM SC and guests)

Gardenia Bakeries (KL) Sdn Bhd









(by Minister of Health, Chair, members of NMM SC and guests)

Nestle Products Sdn Bhd







(by Minister of Health, Chair, members of NMM SC and guests)

Serba Wangi Sdn Bhd (ecoBrown's)







(by Minister of Health, Chair, members of NMM SC and guests)

Yakult (Malaysia) Sdn Bhd







All guests and media were invited to Tappers Cafe for lunch after the NMM 2019 launch ceremony.

Recognition of NMM 2019 Sponsors





Ajinomoto (Malaysia) Bhd



Malaysia Milk Sdn Bhd (Vitagen)



Unilever (Malaysia) Holdings Sdn Bhd



F&N Beverages Marketing Sdn Bhd



Gardenia Bakeries (KL) Sdn Bhd



Nestle Products Sdn Bhd



Serba Wangi Sdn Bhd



Yakult (Malaysia) Sdn Bhd

Group Photos





Group photo with YBMK, members of the NMM Steering Committee and guests.



NMM Steering Committee and secretariat.



PART 3. NMM FOOD-FIT-FUN FAIR 2019

i. Introduction

- A. Highlights of Carnival Activities
- B. Event Promotions & Publicity
- C. Event Collaterals
- D. Analyses and Responses

i. Introduction



Date

• 17 - 21 April 2019 (Wednesday – Sunday)

Venue

• Lower Ground Centre Court, IOI City Mall, Putrajaya

Highlights

- Nutrition Screening
- Nutri-Edu-Quest
- Parent-Child Cooking Workshop
- 'Smart Food Choices' Supermarket Tour
- 'In-mall' Steps Challenge
- Zumba
- Colouring Activity
- Sponsors Stage Activities
- Sponsors Booths



A. Highlights of Carnival Activities

- i. Overview of carnival activities
- ii. Responses of NMM SC activities
- iii. Responses on the distribution of goodie bags, Nutri-Edu-Quest + Event feedback forms & Infographic Kit
- iv. Pictorial report

i. Overview of Carnival Activities



ACTIVITIES @ NMM SC

Nutrition Screening Nutri-edu Quest Body Mass Index (BMI) check Information hunt activity Total body composition analysis (fat, **Parent-Child Cooking Workshop** muscle, etc) Interactive cooking sessions by chefs and Diet analysis & advice from nutritionists Nutritionists/Dietitians **Fitness Activity Smart Food Choices Zumba** session Supermarket Tour **Get Fit** NMM collateral distribution HE-AL Vol 1 Infographic Magazine 'In-mall' steps challenge **Colouring Activity** Colouring activity for children **STAGE ACTIVITIES@ SPONSORS** Fun activities, mascot dance, cooking ٠ demonstrations



v. Pictorial Report

- a. NMM Steering Committee activities
- b. Sponsors' stage activities
- c. Sponsors' booth activities



a. NMM Steering Committee activities

1. Nutrition Screening Area

2. Educational Info Panels (Nutri-Edu-Quest)

3. Fitness Activity : Zumba

4. Parent-Child Cooking Workshop (Stage-Floor)

5. 'Smart Food Choice'- Supermarket Tour

6. Get Fit 'In-mall' Steps Challenge

7. Colouring Activity



1. Nutrition Screening Area











2. Educational Info Panels (Nutri-Edu-Quest)







3. Zumba Fitness Activity







4. Parent-Child Cooking Workshop (Stage-Floor)









5. 'Smart Food Choice' - Supermarket Tour





6. Get Fit 'In-Mall' Steps Challenge





5. Colouring Activity







- 1. Ajinomoto (Malaysia) Bhd
- 2. Malaysia Milk Sdn Bhd (Vitagen)
- 3. Unilever (Malaysia) Holdings Sdn Bhd
- 4. F&N Beverages Marketing Sdn Bhd
- 5. Gardenia Bakeries (KL) Sdn Bhd
- 6. Nestle Products Sdn Bhd
- 7. Yakult (Malaysia) Sdn Bhd



Stage Activities – Overview







STAGE ACTIVITIES

Saturday (20 April, 2019)

11.45 am - 12.30 pm Get Active with KOKD KRUNCH

12.30 pm – 1.15 pm UNILEVER: Food Pyramid Puzzle

1.15 pm – 2.00 pm #100PLUS4g Drink in between Challenge

> 2.00 pm – 2.45 pm YAKULT Pull & Release

2.45 pm – 4.15 pm All-NO-MOTORI Campur, Campur, Siapl Fun Cooking

> 4.15 pm - 5.00 pm Fun Time with GARDENIA

5.00 pm - 5.45 pm Hip-Hop Dance with Captain VITAGEN

5.45 pm – 6.30 pm 1 Cook, We Cook' Cooking Workshop by Nutrition Month Malaysia

> 6.30 pm – 7.15 pm VITAGEN Digestive Health Mental Challenge

Sunday (21 April, 2019)

11.00 am - 11.45 am Zumba Fitness with Zin Intan Safina

11.45 am - 12.30 pm Fun Time with GARDENIA

12.30 pm – 1.15 pm UNILEVER: Food Pyramid Puzzle

1.15 pm - 2.00 pm MAGNOLIA: Make the Right Choice

2.00 pm – 2.45 pm Hip-Hop Dance with Captain VITAGEN

2.45 pm – 4.15 pm All-NO-MOTO* Campur, Campur, Siaol Fun Cooking

4.15 pm – 5.00 pm VITAGEN Digestive Health Mental Challenge

5.00 pm - 5.45 pm Get Active with KOKO KRUNCH

> 5.45 pm – 6.30 pm YAKULT Pyramid Game

6.30 pm - 7.15 pm Get Fit at Home - Fitness Demonstration

HIGHLIGHT OF ACTIVITIES

Health Screening Booth FREEI Nutrition screening and advice by nutritionists & dietitians

Nutri-Edu-Quest Let's learn about nutrition

Get Fit Corner It's easy to get fit. Join the In-Mall Step Challengel Kids' Corner Colouring & FREEI nutrition materials for kids

Smart Food Choices Come join the guided supermarket tour with nutritionists/dietitians

Other activities by sponsors: Product sampling and sales, interactive games, free gifts and many more...



Ajinomoto (Malaysia) Bhd







Malaysia Milk Sdn Bhd (Vitagen)









Unilever (Malaysia) Holdings Sdn Bhd









F&N Beverages Marketing Sdn Bhd







Gardenia Bakeries (KL) Sdn Bhd









Nestle Products Sdn Bhd









Yakult (Malaysia) Sdn Bhd









- 1. Ajinomoto (Malaysia) Bhd
- 2. Malaysia Milk Sdn Bhd (Vitagen)
- 3. Unilever (Malaysia) Holdings Sdn Bhd
- 4. F&N Beverages Marketing Sdn Bhd
- 5. Gardenia Bakeries (KL) Sdn Bhd
- 6. Nestle Products Sdn Bhd
- 7. Serba Wangi Sdn Bhd (ecoBrown's)
- 8. Yakult (Malaysia) Sdn Bhd



Ajinomoto (Malaysia) Bhd





Malaysia Milk Sdn Bhd (Vitagen)









Unilever (Malaysia) Holdings Sdn Bhd







F&N Beverages Marketing Sdn Bhd









Gardenia Bakeries (KL) Sdn Bhd









Nestle Products Sdn Bhd









Serba Wangi Sdn Bhd (ecoBrown's)









Yakult (Malaysia) Sdn Bhd









B. Event Promotion & Publicity

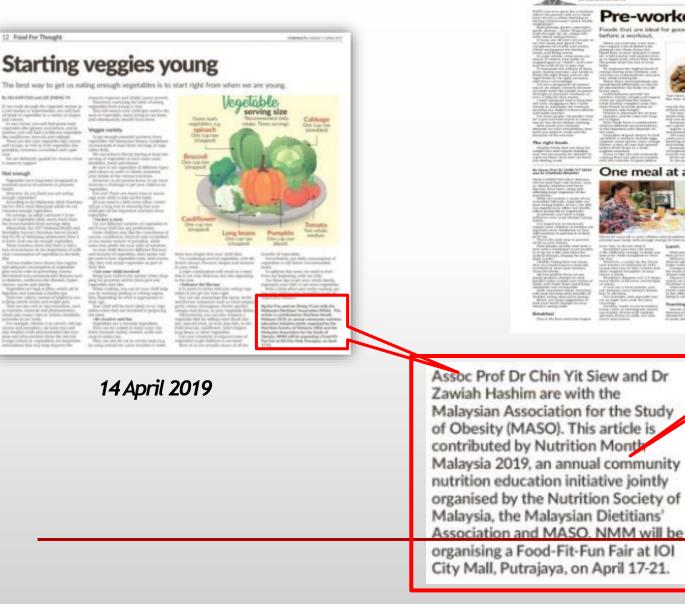
i. Promotion channels

i. Promotion Channels

:	Due metion Chann		Nutrition		
No	Promotion Chann Channel	Time period			
1	Newspapers	ChannelDetailsewspapersShort note for Food-Fit-Fun Fair 2019 promotion through educational press articles published by:1. The Star2. Sin Chew Daily			
2.	Radio				
2	E-mail blast, social media and website	Sharing of carnival E-flyers via:1. Sponsors• Ajinomoto (Malaysia) Bhd• Malaysia Milk Sdn Bhd (Vitagen)• Unilever (Malaysia)Holdings Sdn Bhd• F&N Beverages Marketing Sdn Bhd• Gardenia Bakeries KL• Nestle Products Sdn Bhd• Serba Wangi Sdn Bhd (ecoBrown's)• Yakult (Malaysia) Sdn Bhd2. Website: NMM, MASO, SEA-PHN3. Facebook Page: NMM, MDA4. Instagram: NMM	March - April		
3	Shopping mall	Flyer distribution & digital advertising	17-21 April 2019		
4	Online media	Event listing	17-21 April 2019		



1. Educational press articles: - Event Blurb @ EPA (Star- Fit4Life)



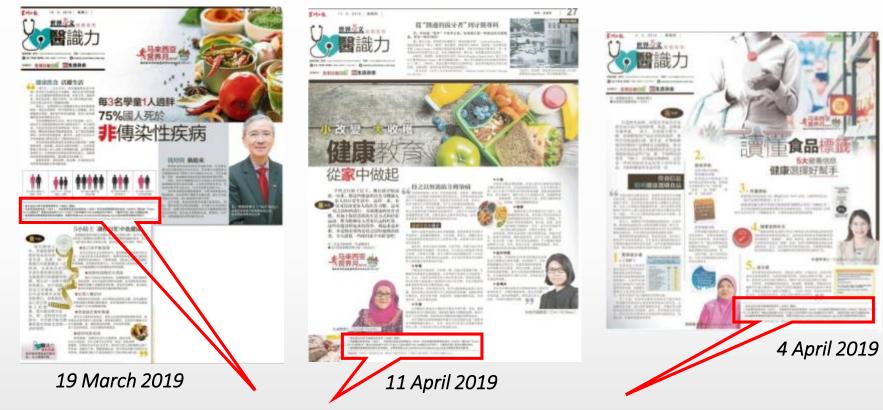
Two Fit Revathi Murugappan Pre-workout fuel-ups One meal at a time Personal Proof for Contract Sold States Assoc Prof Dr Chin Yit Siew and Dr

8 April 2019

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Educational press articles: Event Blurb @ EPA (Sin Chew Daily)





*本文由2019年马来西亚营养月(NMM)提供。

*马来西亚营养学会(NSM)、马来西亚饮食治疗师协会(MDA)和马来西亚肥胖研究协会(MASO)联办的"Food-Fit-Fun营养月"博览会活动将于4月17日至21日在布城IOI City Mall底层大厅举行。《星洲日报》是中文媒体伙伴。 *现场提供免费营养检查和咨询服务。详情可浏览www.nutritionmonthmalaysia.org.my或马来西亚营养月脸书。



2. Radio - **English radio**



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2. Radio - Malay radio



Hari Kantin/Karnivai		
Hiburan & Seni Kebudayaan	Karnival Food-Fit-Fun Bulan Pen	
Kebajikan	Tarikh: 17-Apr-2019 - 21-Apr-2019 Lokasi: Lower Ground Centre Court, IC	
Kesihatan	Rebut peluang untuk belajar dari pakar aktif serta dapatkan analisis komposisi	
Konsert	www.nutritionmonthmalaysia.org.my at @nutrition_malaysia.	
Pameran		

makanan Malaysia

OI City Mall, Putrajaya

r pemakanan dan dietetik tentang pemakanan secara sihat, gaya hidup badan secara PERCUMA!Untuk maklumat lanjut, layari laman web rasmi tau Facebook Nutrition Month Malaysia atau akaun instagram kami



Alami anjakan pemanduan dengan Perodua Aruz di bilik pameran Perodua hari ini.



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HARI INI	BULAN INI	BULAN TERDAHULU	BULAN SELANJUTN		
Carian Lanjut			« KEMBA		
Karnival Food	-Fit-Fun Bulan Pem	akanan Malaysia	* REHDA		
	2019 - 21-Apr-2019 round Centre Court, IO	I City Mall, Putrajaya			
Rebut peluang untuk belajar dari pakar pemakanan dan dietetik tentang pemakanan secara sihat, gaya hidu aktif serta dapatkan analisis komposisi badan secara PERCUMAIUntuk maklumat lanjut, layari laman web ras www.nutritionmonthmalaysia.org.my atau Facebook Nutrition Month Malaysia atau akaun instagram kami @nutrition malaysia.					

Gegar.	KATEGORI		
	- Aktiviti di Pusat membeli belah		

Karnival Food-Fit-Fun Bulan Pemakanan Malaysia

Tarikh: 17-Apr-2019 - 21-Apr-2019 Lokasi: -

Rebut peluang untuk belajar dari pakar pemakanan dan dietetik tentang pemakanan secara sihat, gaya hidup aktif serta dapatkan analisis komposisi badan secara PERCUMA!Untuk maklumat lanjut, layari laman web rasmi www.nutritionmonthmalaysia.org.my atau Facebook Nutrition Month Malaysia atau akaun instagram kami @nutrition malaysia.

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2. Radio - Chinese radio





马来西亚营养月FoodFitFun博览会

日期: 17-Apr-2019 - 21-Apr-2019 地点: Lower Ground Centre Court, IOI City Mall, Putrajaya

把握机会向营养师和饮食治疗师学习如何健废饮食和每天保持活跃。现场将提供免费营养检查和咨询服 务。欲知更多详情,请浏览www.nutritionmonthmalaysia.org.my 或马来西亚营养月脸书专页或 Instagram @nutrition_malaysia.



公共/百愿服为/共10	
医药保健	马来西亚营养月FoodFi
展览快讯	日期: 17-Apr-2019 - 21- 地点: Lower Ground Cer
慈善公益	把握机会向营养师和饮食治 务。欲知更多详情,请浏览
捐血运动	Instagram @nutrition_r
*1	

itFun博览会

1-Apr-2019 entre Court, IOI City Mall, Putrajaya

治疗师学习如何健康饮食和每天保持活跃。现场将提供免费营养检查和海询服 览www.nutritionmonthmalaysia.org.my 或马来西亚营养月脸书专页或 malaysia.



2. Radio - *Indian radio*



Nutrition Month Malaysia Food-Fit-Fun Fair

Date: 17-Apr-2019 - 21-Apr-2019 Location: Lower Ground Centre Court, IOI City Mall, Putrajaya

Grab this opportunity to learn how to eat healthily and be active every day from nutritionists and dietitians. Get a FREE body composition analysis and professional advice! For more information, visit www.nutritionmonthmalaysia.org.my or the Nutrition Month Malaysia Facebook page or our instagram account @nutrition_malaysia.

3. E-mail blast, social media and website Websites





try	U	pcom	ing	Events

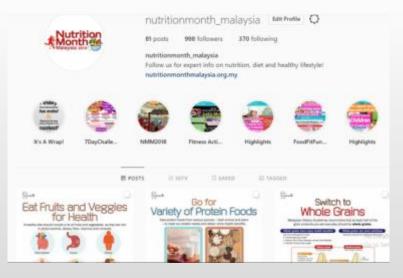
All Countries	Date	Country	Event/Activity
Indonesia	April 17-21, 2019	Malaysia	Nutrition Month Malaysia 2019
Malaysia	July 2-4, 2019	Malaysia	NSM 34th Annual Scientific Conference 2019
Philippines	August 4-9, 2019	Indonesia	13th Asian Congress of Nutrition 2019



3. E-mail blast, social media and website Facebook & Instagram



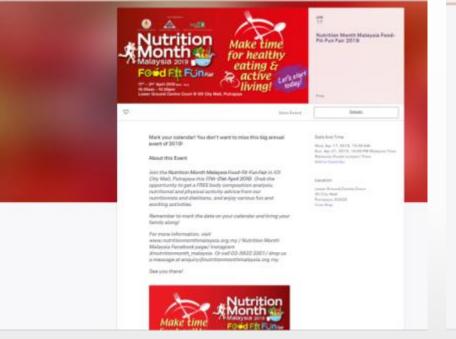






4. Online free listing

//www.eventbrite.com/e/nutrition-month-malaysia-food-fit-fun-fau-2019-lickets-60106222329#



Eventbrite

https://peafix.com/ievent/634463/view



See you there!

Peatix Blog



4. Online free listing

/billetto.co.uk/e/nutrition-month-malaysia-food-fit-fun-fair-tickets-351234

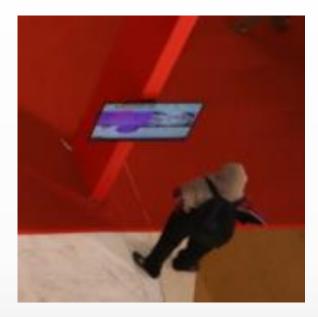


dietitians, and enjoy various fun and exciting activities.



5. Shopping Mall





Digital advertising



Flyer distribution



C. Event Collaterals

- i. Promotional collaterals
- ii. Identity collaterals

i. Promotional Collaterals (1)





Main Event Promo Flyer



i. Promotional Collaterals (2)



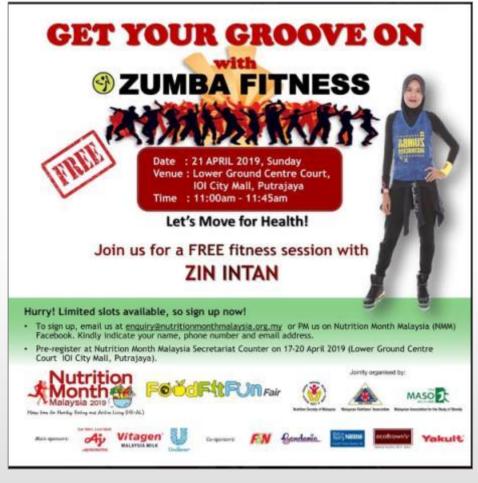




Get Fit: In-Mall Steps Challenge

i. Promotional Collaterals (3)





Zumba Fitness

ii. Identity Collaterals (1)





Main stage backdrop (front)



Main stage backdrop (back) & Booth & Stage Activities Promotions @ Secretariat Counter



ii. Identity Collaterals (2)



Secretariat Counter



MADO utrition Malaysia 2019 Food Ftt Fun Fair Make time for healthy eating & active living (HE-AL)

FREE NUTRITION SCREENING

ANALYSE YOUR BODY FAT 19 - 21 April 2019 • 10.00am - 9.00pm

Body Composition Analysis: Body Mass Index (BMI) Body fat percent Muscle mass Dietary Pattern Analysis



FREE NUTRITION Advice

ANALYSE YOUR DIET 19 - 21 April 2019 - 10.00am - 9.00pm

ininity organized by

MASO

Meet a nutritionist/ dietitian to get expert nutrition advice!

utrition



MASO

Keep Regular Tabs on Your NCD Risks Get Checked Now! Register Here!



Table

FREE NUTRITION SCREENING

ANALYSE YOUR BODY FAT & DIET 19 - 21 April 2019 • 10.00am - 9.00pm

Get professional advice on healthy eating and active living from a nutritionist/ dietitian:

Body Composition Analysis:

- Body fat percent
- Body fat percen
- Muscle mass
- Dietary Pattern Analysis



Aalaysia









Early Detection Saves Life

Start screening annually if you are ≥ 40 years old.



Screen Early

Screening earlier and **more often**, if you have one or more of the following risk factors: • Family history of diabetes mellitus,

hypertension or stroke
 Being overweight or obese



High Blood Pressure

(hypertension) is a silent killer. People with high blood pressure have a higher risk of getting stroke or coronary heart disease.



High Blood Cholesterol

(hypercholesterolemia) if left untreated, can lead to the built-up of plaque in the blood vessels (atheroscierosis), and increase your risk of heart attack and stroke.



Display Panels





Display Panels

ii. Identity Collaterals (4) - Educational Display Area



Eat Fruits and Veggies for Health

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Panels

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WHEN PLAT Friday

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ii. Identity Collaterals (5)





'In-Mall' Steps Challenge

ii. Identity Collaterals (6)



Booth Header (Main Sponsor)



Booth Header (Co-sponsor)





Analyses and Responses

- i. Event feedback form: Data analysis
 - a) Visitors' profile
 - b) Carnival feedback
- ii. Nutrition Screening: Data analysis
- iii. 'Smart Food Choices' Supermarket Tour: Data analysis
- iv. Sponsors feedback



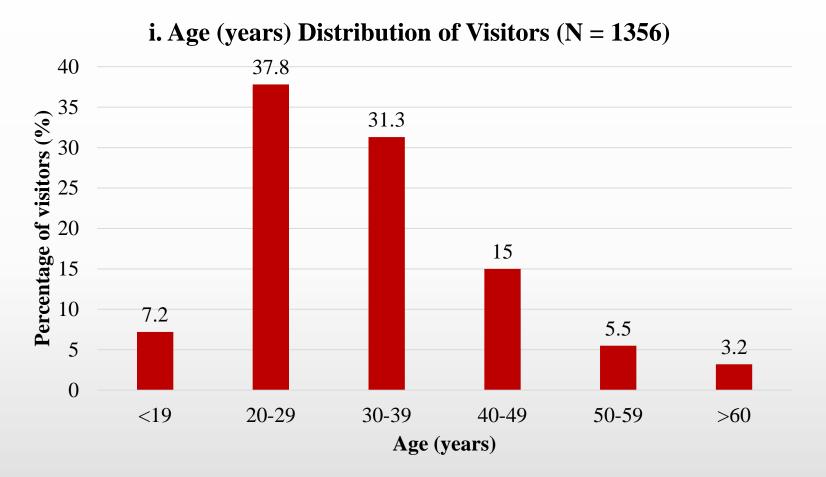
- Event feedback form was printed together with the Nutri-Edu-Quest form (front and back) and was distributed to the visitors throughout the five days of the carnival.
- Visitors who completed both the forms and returned to the secretariat were given a free gift as a token of appreciation.
- The Event Feedback forms collected were 1439 copies.
- Only 1356 copies were analysed to get the information on the visitors' profile and their feedback on the carnival
 - 83 forms were rejected due to
 - filled by the same person twice or more
 - incomplete information



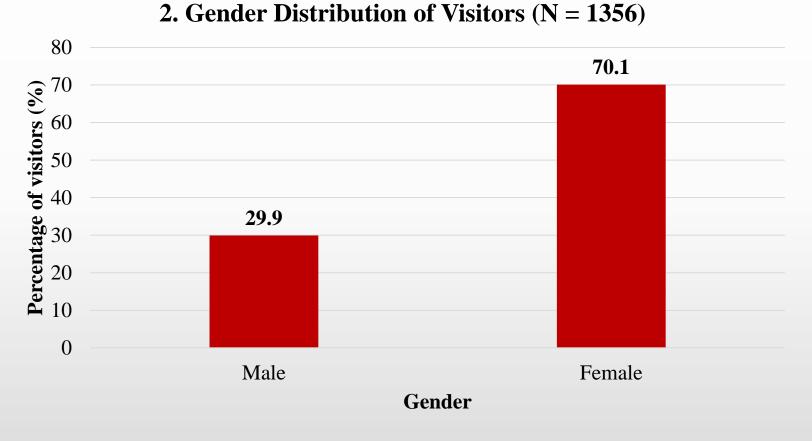
a. Visitors' Profile

- i. Age distributions
- ii. Gender distributions
- iii. Ethnicity distributions

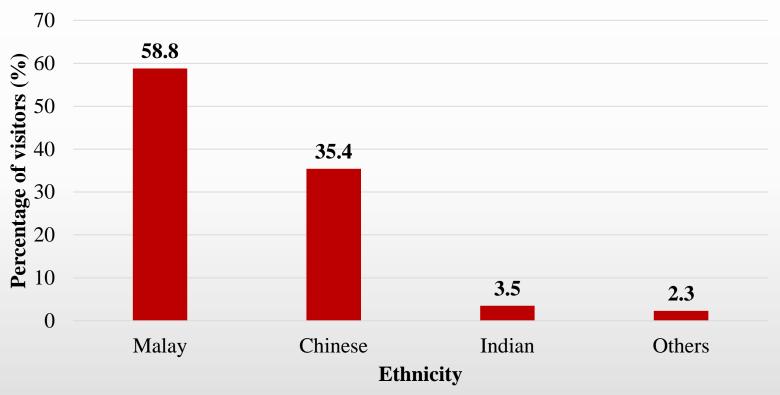












3. Ethnicity Distribution of Visitors (N = 1356)

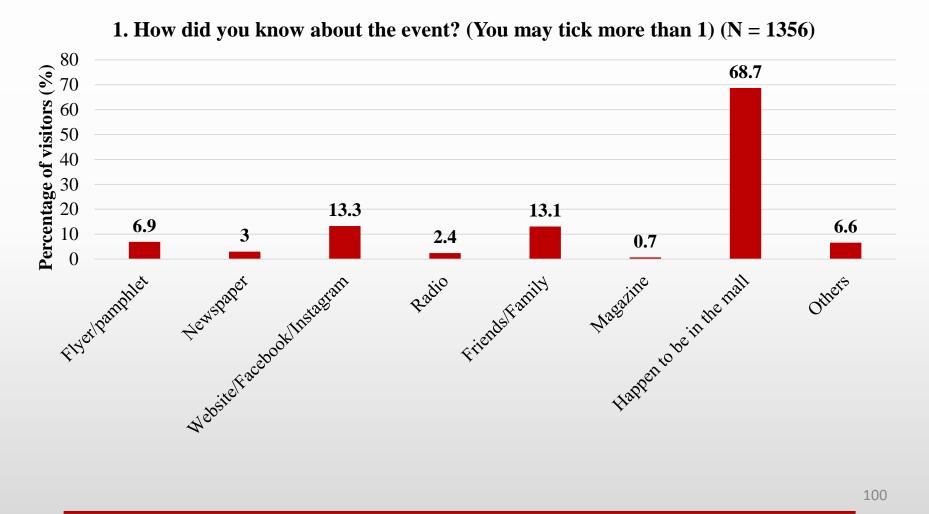


b. Carnival Feedback

Questions to visitors/respondents:

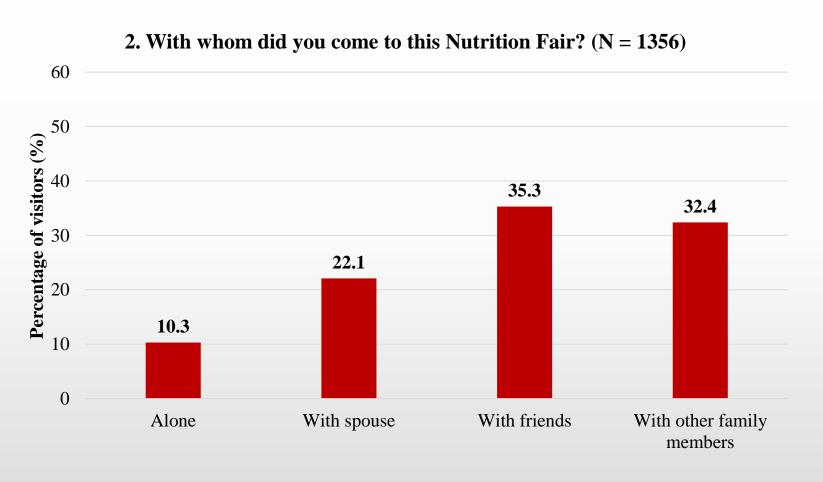
- 1. How did you know about the event?
- 2. With whom did you come to this Nutrition Fair?
- 3. Which booth(s) did you visit?
- 4. How would you rate the overall activities in the booth(s) that you visited?
- 5. For those booths that you did not visit, please state the reason why.
- 6. Did you participate in any of the stage activities?
- 7. Overall, how would you rate the NMM 2019 Food-Fit-Fun Fair?
- 8. Please give your comments/suggestions for anything you would like to see and learn in future Nutrition Month Malaysia Fair/ Carnivals.



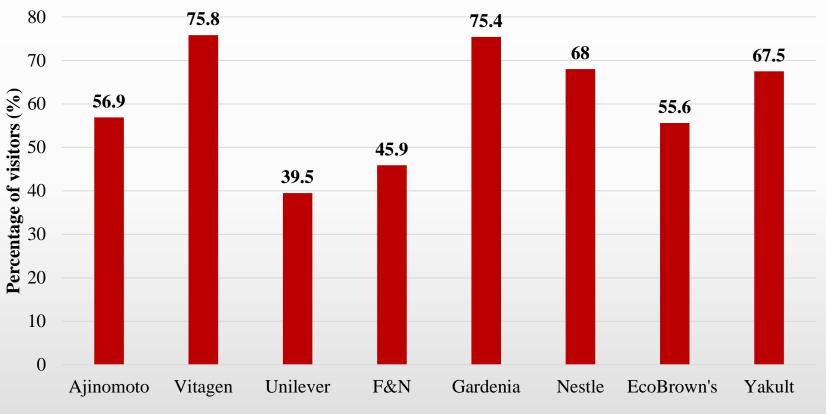


* The total percentage may be more than 100% as visitors could select more than one answer.







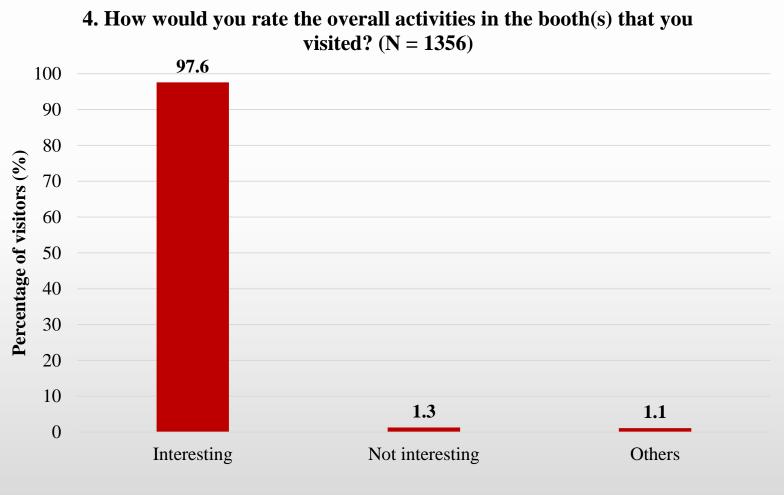


3. Which booth(s) did you visit? (You may tick more than 1) (N = 1356)

102

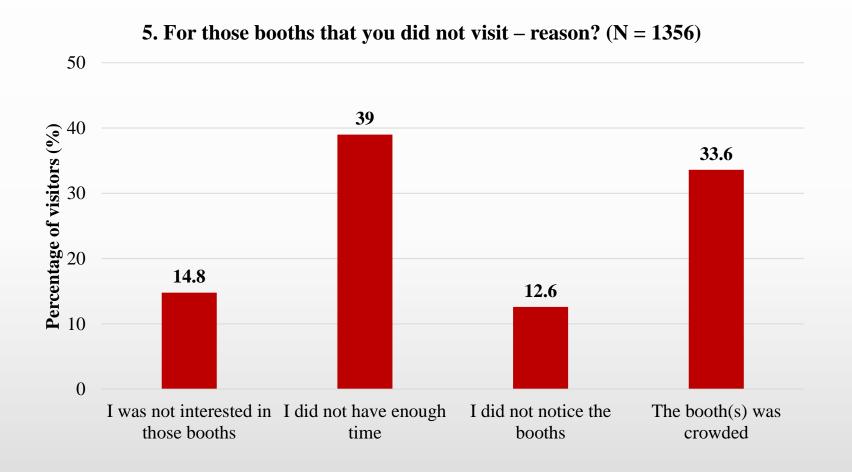
* The total percentage may be more than 100% as visitors could select more than one answer.



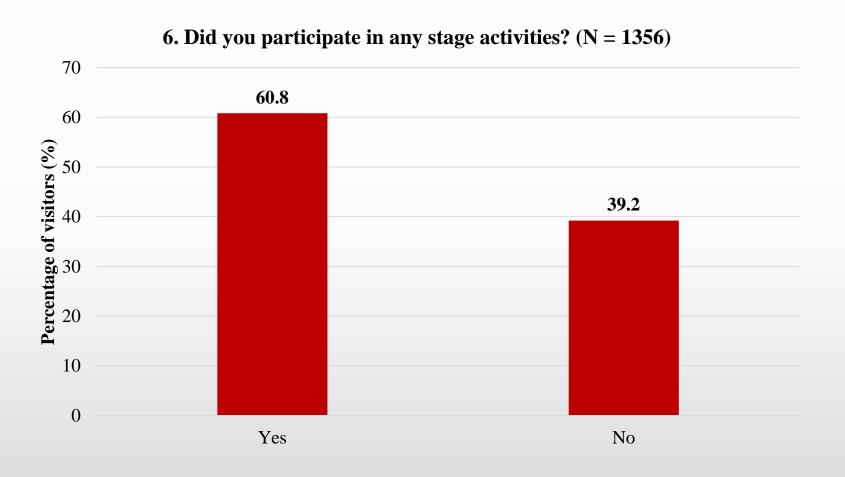


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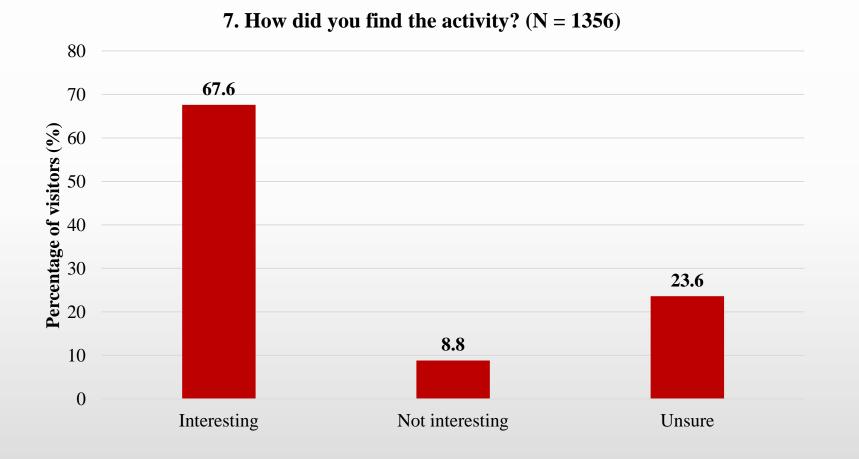




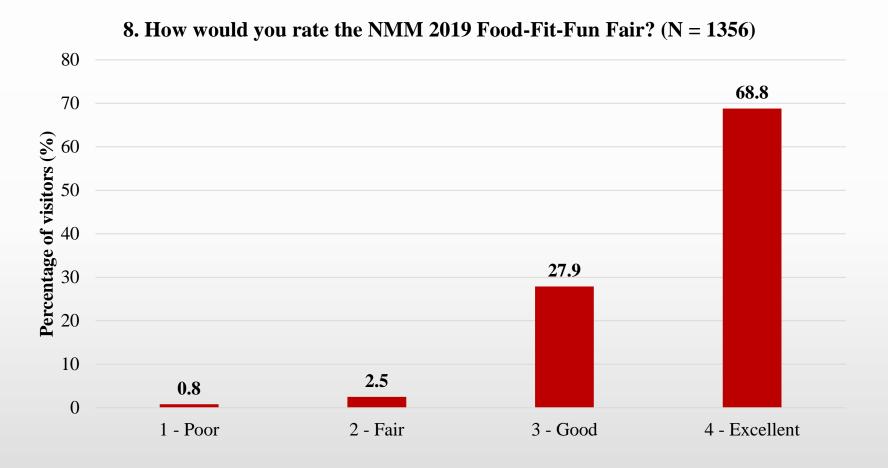














9. Please give your comments/suggestions for anything you would like to see and learn in future Nutrition Month Malaysia Fair/ Carnivals.

Comments/suggestions for future Nutrition Month Malaysia Fair/ Carnivals.

1. Make it at bigger space. Add more free gift, booths, food samples and games/ fun activities.

2. Good, interesting, effective and informative. Learn more about nutrition, healthy meal preparation and health awareness.

3. Held a nutrition talk, research finding & feedback on health issue related to Malaysian people.

4. Continue NMM carnival annually/every month. Organise it in other shopping malls/schools/university.

5. Increase promotion and advertisement about the events in social media.

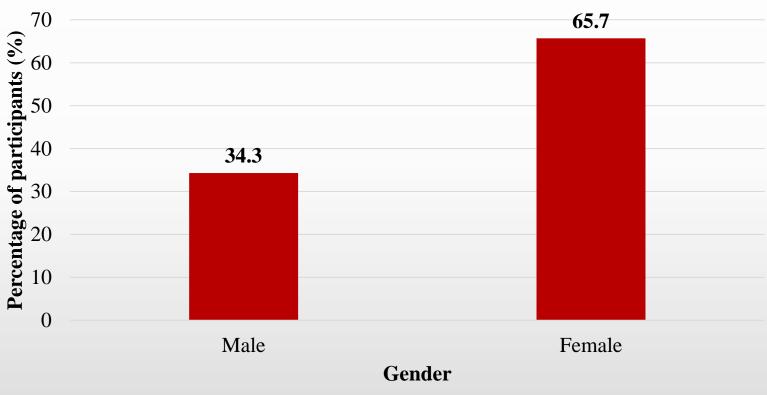


ii. Nutrition Screening: Data Analysis (1)

- Free nutrition screening was conducted by nutritionists/dietitians for three and a half days.
- Health & Nutrition Screening (HNS) forms were distributed to the visitors during registration.
- The body composition analysis was conducted using InBody machine.
 - The results from InBody's results sheets were then transferred to HNS form by the Nutritionists/ Dietitians.
 - Carbon copy of the HNS forms were collected from the visitors.
- The total HNS forms distributed was 1101 copies. And the total number of forms collected was 906 copies.
- Only 853 copies were analysed to get the information on the visitors' screening
 - 53 copies were rejected due to the age criteria (below 19 years old) and incomplete HNS forms.



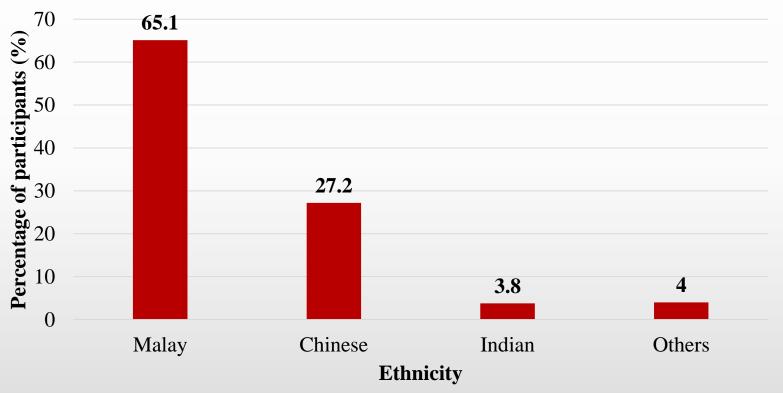
ii. Nutrition Screening: Data Analysis (2)



Gender Distribution of Participants (N=853)



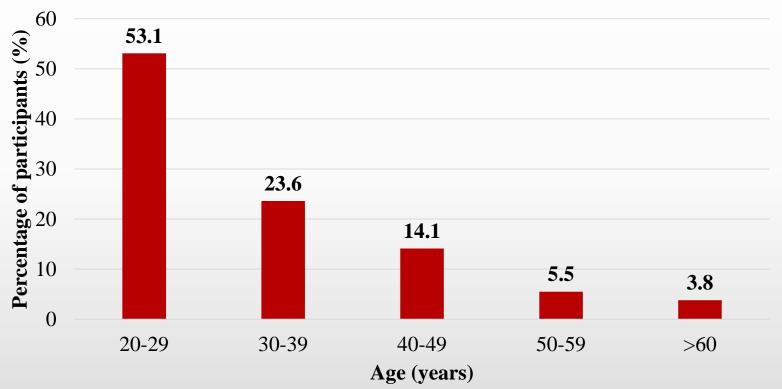
ii. Nutrition Screening: Data Analysis (3)



Ethnicity Distribution of Participants (N=853)



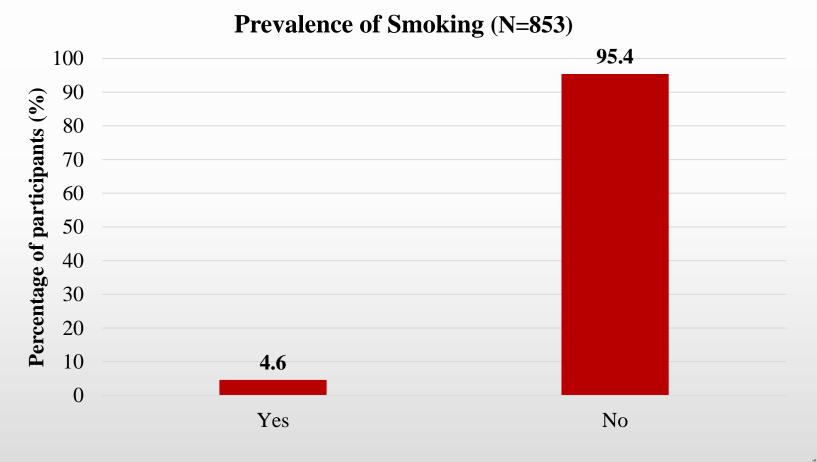
ii. Nutrition Screening: Data Analysis (4)



Age (years) Distribution of Participants (N=853)

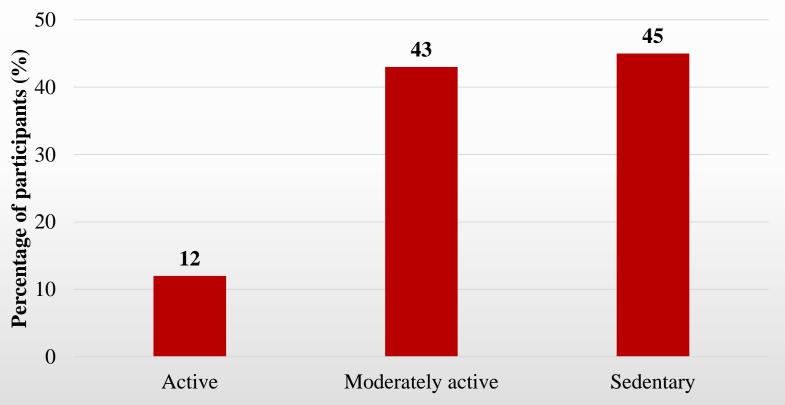


ii. Nutrition Screening: Data Analysis (5)





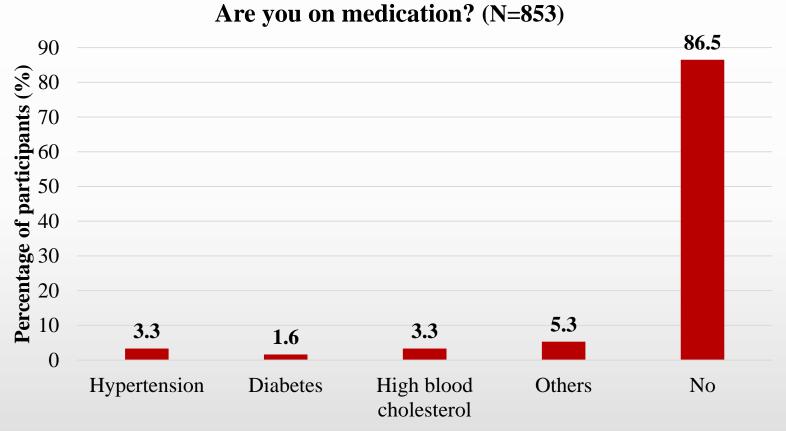
ii. Nutrition Screening: Data Analysis (6)



Activity Level of Participants (N=853)



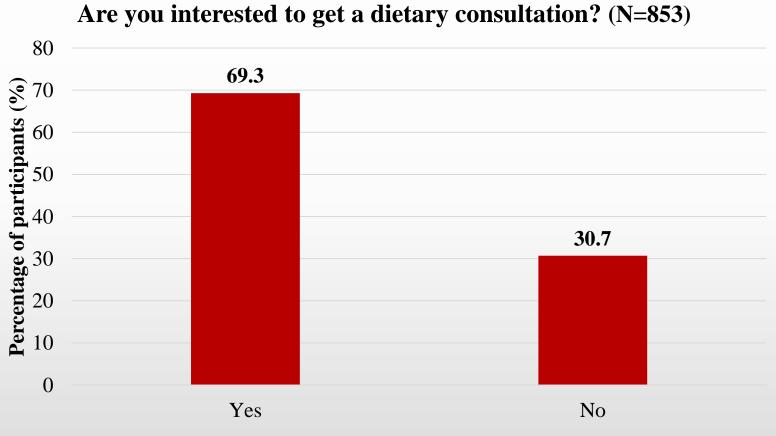
ii. Nutrition Screening: Data Analysis (7)



115

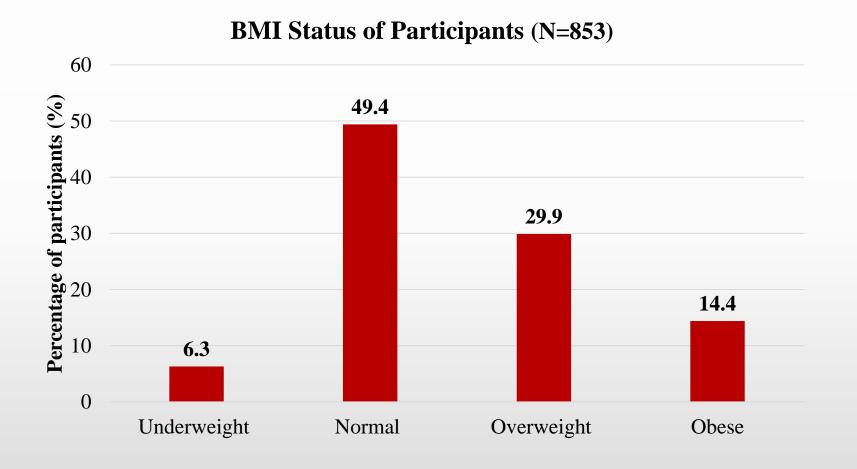


ii. Nutrition Screening: Data Analysis (8)





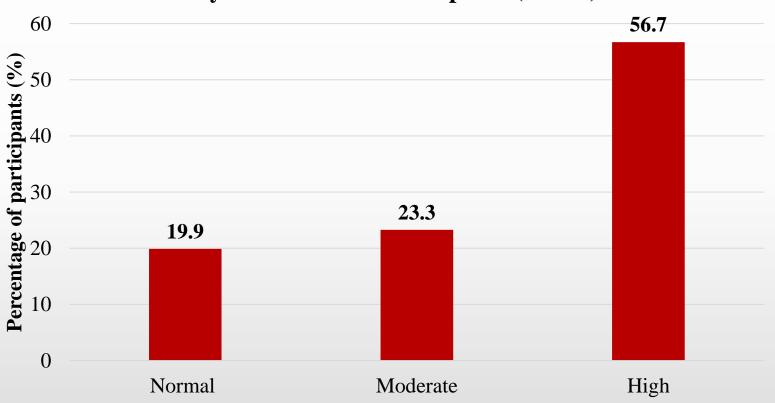
ii. Nutrition Screening: Data Analysis (9)



117



ii. Nutrition Screening: Data Analysis (10)



Body Fat Status of Participants (N=853)



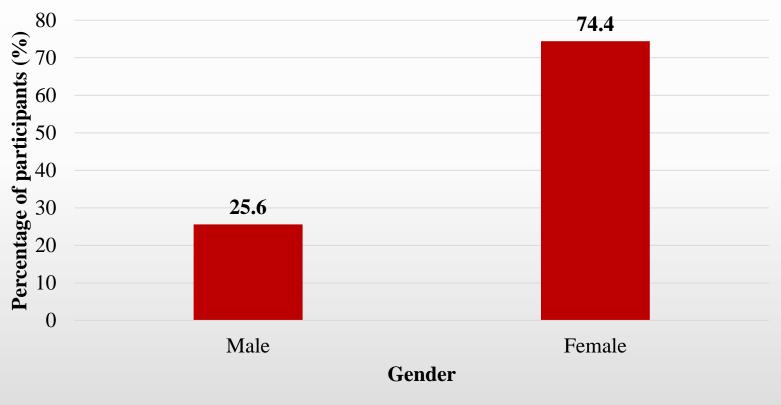
iii. Smart Food Choices Supermarket Tour: Data Analysis (1)

- Smart food choices Supermarket Tour was conducted by nutritionists/ dietitians for three days (Friday-Sunday) at Tesco IOI City Mall, Putrajaya.
- Pre-activity survey forms were distributed to the participants to fill in during registration.
- After the tour, the participants are required to fill in the post-activity survey.
- The total pre-activity survey of Smart Food Choices forms distributed was 55 copies. And the total number of forms collected was 54 copies.
- Only 43 copies were analysed to get the information on the visitors' knowledge for both pre- and post-activity survey
 - 12 copies were rejected due to the incomplete and missing data.



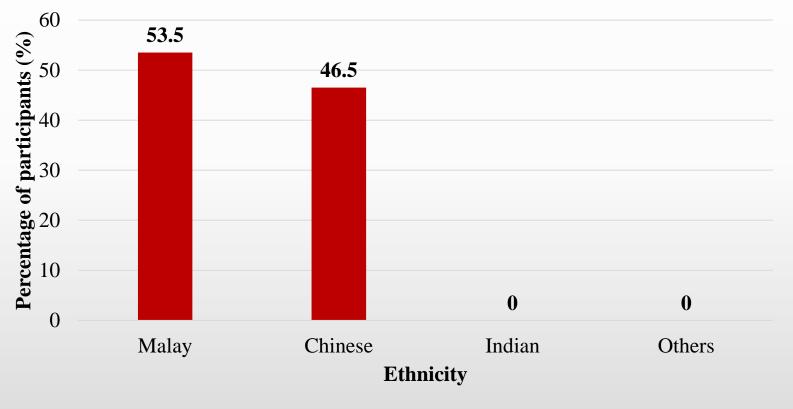
iii. Smart Food Choices Supermarket Tour: Data Analysis (2)

Gender Distribution of Participants (N=43)





iii. Smart Food Choices Supermarket Tour: Data Analysis (3)



Ethnicity Distribution of Participants (N=43)



iii. Smart Food Choices Supermarket Tour: Data Analysis (4)

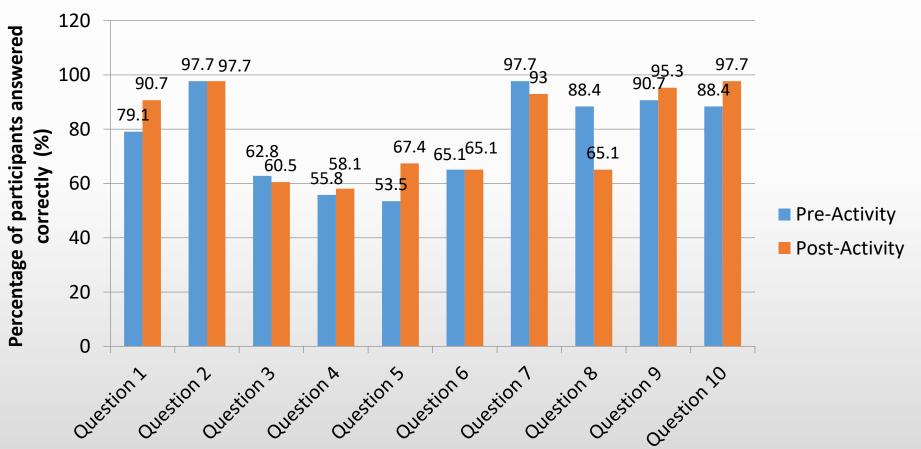
80 46.5 37.2 9.3 7 0 0 20-29 30-39 40-49 50-59 >60Age (years)

Age (years) Distribution of Participants (N=43)

122



iii. Smart Food Choices Supermarket Tour: Data Analysis (5)



Pre- & Post Activity Result (N=43)

Kindly refer to the next slide for the questions.



iii. Smart Food Choices Supermarket Tour: Data Analysis (6)

Pre- & Post-Activity Survey Questions

Q1. All packaged foods have nutrition information on their labels.

Q2. The Nutrition Information Panel (NIP) shows the amount of calories and major nutrients contained in the products.

Q3: We can find out about the serving size and servings per package by looking at the **ingredient list**.

Q4: "This drink is high in fibre". This is a nutrient function claim. (false)

Q5: "Protein help build & repair body tissues". This is a **nutrient content claim**.(false)

Q6: Products with Energy Icon are deemed "healthier" within that category. (false)

Q7: The ingredients in the **ingredient list** are listed in order of weight, from the most to the least.

Q8. We should choose products with **Healthier Choice Logo (HCL)** as these products are healthy foods that we should all consume.

Q9: When comparing different brands of similar type of food, refer to the energy and nutrient contents per 100 g or 100 ml of the product.

Q10: Nutritional value should be the main priority when choosing food products, instead of price, taste, brand or other factors.



iii. Smart Food Choices Supermarket Tour: Summary

After participating in the supermarket tour,

- From the pre- & post-survey results, there were slight improvement in knowledge.
- Most of the participants provided positive feedback during/after the tour. Most commented that they learnt new information related to food labelling.

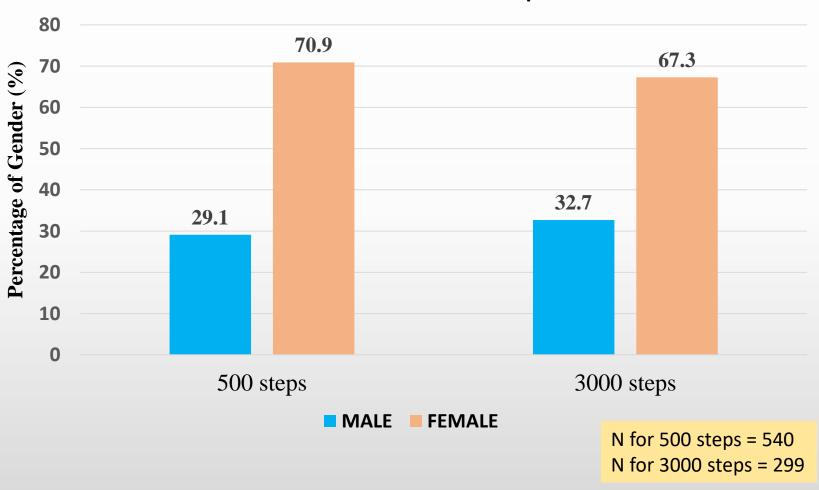


iv. In-Mall Steps Challenge: Data Analysis (1)

- In-Mall Steps Challenge was conducted for five days (Wednesday-Sunday) at IOI City Mall, Putrajaya.
- Visitors were encouraged to register and download the pedometer app or use their smart watch to count the steps.
- There are two categories of In-Mall steps challenge which are 500 & 3000 steps.
- The total participants registered for 500 steps was 645 people. Only 540 participants (83%) achieved the steps and redeemed the free gifts.
- The total participants registered for 3000 steps was 420 people. Only 299 participants (71%) achieved steps and redeemed the free gifts.



iv. In-Mall Steps Challenge: Data Analysis (1)

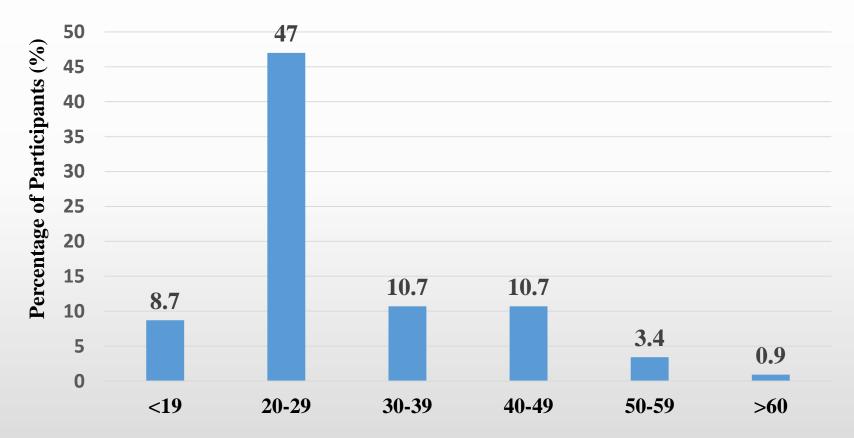


Gender Distribution of Participants



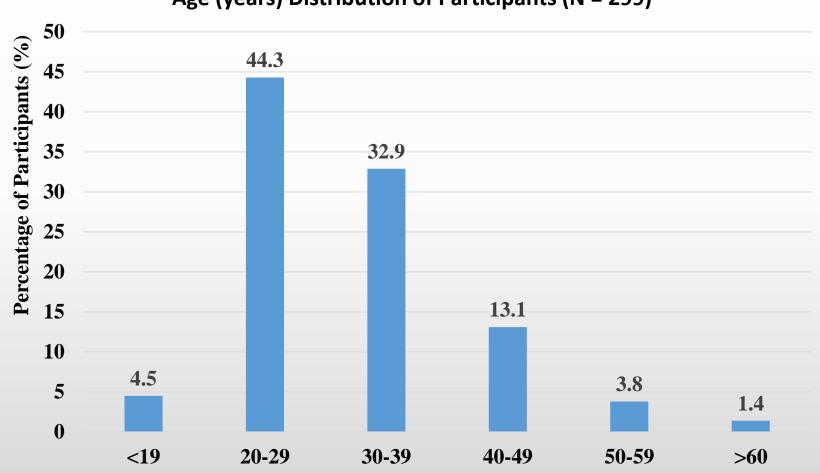
iv. In-Mall Steps Challenge (500 steps) : Data Analysis (2)

Age (years) Distribution of Participants (N = 540)





iv. In-Mall Steps Challenge (3000 steps) : Data Analysis (3)



Age (years) Distribution of Participants (N = 299)



iv. In-Mall Steps Challenge : Summary

- Most visitors who participated in the challenge already have pedometer apps in their smart phone and know how to use pedometer app.
- Some participants provided positive feedback after the challenge, as they commented that it is easy to achieve the steps and be active.



iv. Sponsors feedback

Question 1(i). How do you find the public's response towards the overall event?



No	Sponsors	SCALE					Comments
		1	2	3	4	5	
1	Ajinomoto (Malaysia) Bhd				/		Most visitors will go to the side with many sponsors booth first. The booth area was blocked by arch slanting pillar as compared to other side.
2	Unilever (Holdings) Sdn Bhd			/			
3	Nestle Products Sdn Bhd				/		
4	Gardenia Bakeries (KL) Sdn Bhd				/		
5	Malaysia Milk Sdn Bhd				/		
6	Yakult (M) Sdn Bhd				/		
7	Serba Wangi Sdn Bhd				/		
8.	F&N marketing Beverages Sdn Bhd	Did n	ot red	ceive r	espor	ise.	122

Question 1(ii). How was your public's response towards your booth Malays activities?

No	o Sponsors			SCALE			Comments			
		1	2	3	4	5				
1	Ajinomoto (Malaysia) Bhd				/		Public response is good and we also clear ed the doubt of MSG from public. Organizer's speaker is really close with booth so it disturbs booth visitors to do activities. We also wish the organizer improve and make clearer on the overall communication message by each sponsor to avoid conflict message as we were encountered MSG conflict message when Unilever promoted chicken cube with 'no added MSG'.			
2	Unilever (Holdings) Sdn Bhd			/						
3	Nestle Products Sdn Bhd				/					
4	Gardenia Bakeries (KL) Sdn Bhd					/				
5	Malaysia Milk Sdn Bhd				/					
6	Yakult (M) Sdn Bhd				/					
7.	Serba Wangi Sdn Bhd				/					
8	F&N marketing Beverages Sdn Bhd	Did no	ot rece	ive resp	oonse.					

Question 1(iii). How was the public's response towards your stage activities?



No	Sponsors			SCALE			Comments		
		1	2	3	4	5			
1	Ajinomoto (Malaysia) Bhd				/		 The audience usually do not stay until the end of our stage activity. The beginning part of our stage activity and quiz session is more welcomed by audience. The dancing performance from other sponsors more welcomed by visitors and bring crowd to the event. 		
2	Unilever (Holdings) Sdn Bhd				/				
3	Nestle Products Sdn Bhd			/			Saturday morning slot did not have many people at the mall.		
4	Gardenia Bakeries (KL) Sdn Bhd				/				
5	Malaysia Milk Sdn Bhd				/				
6	Yakult (M) Sdn Bhd			/					
7	Serba Wangi Sdn Bhd						No stage activity this year		
8.	F&N marketing Beverages Sdn Bhd	Did not receive response.							

* Scale: 1 = poor , 5 = excellent



Question 1(iv). What is your overall feedback for the following activities conducted by the NMM SC in the Food-Fit-Fun_Fair

A. Interaction session with nutritionists/dietetians at NMM educational display panels (Nutri-Edu-Quest)

Ν	Sponsors		ļ	SCALE			Comments		
0		1	2	3	4	5			
1	Ajinomoto (Malaysia) Bhd			/			To many information and text on the board.		
2	Unilever (Holdings) Sdn Bhd				/				
3	Nestle Products Sdn Bhd				/				
4	Gardenia Bakeries (KL) Sdn Bhd				/				
5	Malaysia Milk Sdn Bhd				/				
6	Yakult (M) Sdn Bhd			/					
7	Serba Wangi Sdn Bhd				/				
8	F&N marketing Beverages Sdn Bhd	Did not receive response.							



Question 1(iv). What is your overall feedback for the following activities conducted by the NMM SC in the Food-Fit-Fun Fair B. Parent-Child Cooking Workshop (Saturday 20 April)

No	Sponsors			SCALE			Comments				
		1	2	3	4	5					
1	Ajinomoto (Malaysia) Bhd	Did n	Did not receive response.								
2	Unilever (Holdings) Sdn Bhd						No involvement.				
3	Nestle Products Sdn Bhd				/						
4	Gardenia Bakeries (KL) Sdn Bhd		/								
5	Malaysia Milk Sdn Bhd										
6	Yakult (M) Sdn Bhd			/							
7	Serba Wangi Sdn Bhd				/						
8	F&N marketing Beverages Sdn Bhd	Did n	Did not receive response.								



Question 1(iv). What is your overall feedback for the following activities conducted by the NMM SC in the Food-Fit-Fun_Fair C. Kid's Corner

No	Sponsors	SCALE					Comments		
		1	2	3	4	5			
1	Ajinomoto (Malaysia) Bhd			/			Coloring session is good to occupy kid's time. Info board surrounding kid's corner is too intensive/less attractive for kids' understanding.		
2	Unilever (Holdings) Sdn Bhd			/					
3	Nestle Products Sdn Bhd			/					
4	Gardenia Bakeries (KL) Sdn Bhd		/						
5	Malaysia Milk Sdn Bhd								
6	Yakult (M) Sdn Bhd			/					
7	Serba Wangi Sdn Bhd				/				
8	F&N marketing Beverages Sdn Bhd								



Question 1(iv). What is your overall feedback for the following activities conducted by the NMM SC in the Food-Fit-Fun Fair D. Free Nutrition Screening Area and counselling (diet and body composition analysis)

No	Sponsors		ļ	SCALE			Comments		
		1	2	3	4	5			
1	Ajinomoto (Malaysia) Bhd			/			Closing time earlier than schedule as stated and such as to start from first day.		
2	Unilever (Holdings) Sdn Bhd				/				
3	Nestle Products Sdn Bhd				/				
4	Gardenia Bakeries (KL) Sdn Bhd				/				
5	Malaysia Milk Sdn Bhd				/				
6	Yakult (M) Sdn Bhd			/					
7	Serba Wangi Sdn Bhd				/				
8	F&N marketing Beverages Sdn Bhd	Did not receive response.							



Question 1(iv). What is your overall feedback for the following activities conducted by the NMM SC in the Food-Fit-Fun Fair E. Get Fit 'In-Mall' Steps Challenge

No	Sponsors		(SCALE			Comments			
		1	2	3	4	5				
1	Ajinomoto (Malaysia) Bhd			/			The counter of registration is not obviously and without clear indication there was 'Get Fit challenge register counter'.			
2	Unilever (Holdings) Sdn Bhd				/					
3	Nestle Products Sdn Bhd				/					
4	Gardenia Bakeries (KL) Sdn Bhd				/					
5	Malaysia Milk Sdn Bhd									
6	Yakult (M) Sdn Bhd				/					
7	Serba Wangi Sdn Bhd				/					
8	F&N marketing Beverages Sdn Bhd	Did not receive response.								



Question 1(iv). What is your overall feedback for the following activities conducted by the NMM SC in the Food-Fit-Fun Fair F. Smart Food Choices guided supermarket tour.

No	Sponsors	SCALE					Comments		
		1	2	3	4	5			
1	Ajinomoto (Malaysia) Bhd				/		Informative.		
2	Unilever (Holdings) Sdn Bhd						No involvement.		
3	Nestle Products Sdn Bhd				/				
4	Gardenia Bakeries (KL) Sdn Bhd			/					
5	Malaysia Milk Sdn Bhd								
6	Yakult (M) Sdn Bhd				/				
7	Serba Wangi Sdn Bhd				/				
8	F&N marketing Beverages Sdn Bhd	Did not receive response.							



Question 1(iv). What is your overall feedback for the following activities conducted by the NMM SC in the Food-Fit-Fun Fair

G. Zumba Fitness Activity

No	Sponsors			SCALE			Comments		
		1	2	3	4	5			
1	Ajinomoto (Malaysia) Bhd				/				
2	Unilever (Holdings) Sdn Bhd				/				
3	Nestle Products Sdn Bhd				/				
4	Gardenia Bakeries (KL) Sdn Bhd		/						
5	Malaysia Milk Sdn Bhd				/				
6	Yakult (M) Sdn Bhd				/				
7	Serba Wangi Sdn Bhd				/				
8	F&N marketing Beverages Sdn Bhd	Did not receive response.							



Question 1(iv). What is your overall feedback for the following activities conducted by the NMM SC in the Food-Fit-Fun Fair

H. Free goodies bag giveaway at the secretariat counter.

No	Sponsors			SCALE			Comments		
		1	2	3	4	5			
1	Ajinomoto (Malaysia) Bhd				/				
2	Unilever (Holdings) Sdn Bhd				/				
3	Nestle Products Sdn Bhd				/				
4	Gardenia Bakeries (KL) Sdn Bhd				/				
5	Malaysia Milk Sdn Bhd				/				
6	Yakult (M) Sdn Bhd			/					
7	Serba Wangi Sdn Bhd				/				
8	F&N marketing Beverages Sdn Bhd	Did not receive response.							



Question 2. Based on the sampling conducted, on average how many people visited your booth? Was it above or below your expectations?

, , ,	ai expectations.													
Νο	Sponsors		Sampling (pax)	Above expectations	Below expectations	As expected	Comments							
	Ajinomoto (Malaysia)	Weekday	500	/										
	Bhd	Weekend	1500		/									
	Unilever (Holdings)	Weekday	169		/									
	Sdn Bhd	Weekend	200			/								
	Nestle Products Sdn	Weekday	1413	/										
	Bhd	Weekend	2207			/								
	Gardenia Bakeries (KL)	Weekday	500-800	/										
	Sdn Bhd	Weekend	2000	/										
5	Malaysia Milk Sdn Bhd	Weekday					3000 bottles of							
		Weekend					vitagen cleared							
6	Yakult (M) Sdn Bhd	Weekday	500			/								
		Weekend	1000			/								
7	Serba Wangi Sdn Bhd	Weekday	200	/										
		Weekend	300	/										
	F&N marketing	Weekday	Did not receiv	ve response.										
	Beverages Sdn Bhd	Weekend					143							



Question 3. Do you think that IOI City Mall was a suitable venue for conducting the NMM Fair/Carnival?

No	Sponsors	Yes	No	Comments
1	Ajinomoto (Malaysia) Bhd	/		
2	Unilever (Holdings) Sdn Bhd		-	Crowd is less during weekdays. Sales at the booth is below expectation. Preferable venue: Mid Valley mega mall, one utama; suggestion: to have mini roadshow at office block, mall.
3	Nestle Products Sdn Bhd	/		
4	Gardenia Bakeries (KL) Sdn Bhd	/		
5	Malaysia Milk Sdn Bhd			
6	Yakult (M) Sdn Bhd	/		
7	Serba Wangi Sdn Bhd	/		
8	F&N marketing Beverages Sdn Bhd	Did not receive response.		

Question 4. What type of venue would you consider suitable for future NMM fair/carnival, taking consideration the aspects such as accessibility to the public and space sufficiency for all exhibitors?

No	Sponsors	Shoppin g Mall (Concour se)	Community Hall	Exhibition Centre	Outdoor (e.g. Putrajaya, KLCC)	Others
1	Ajinomoto (Malaysia) Bhd	/				
2	Unilever (Holdings) Sdn Bhd	/				
3	Nestle Products Sdn Bhd	/				
4	Gardenia Bakeries (KL) Sdn Bhd	/				
5	Malaysia Milk Sdn Bhd					
6	Yakult (M) Sdn Bhd	/		/		
7	Serba Wangi Sdn Bhd	/				
8	F&N marketing Beverages Sdn Bhd	Did not rec	eive response.			145



Question 5. Which of the below is your preferred location for future NMM fair/carnivals?

Νο	Sponsors	Klang Valley	Outstation (major cities)	Outstation (sub-urban areas)
1	Ajinomoto (Malaysia) Bhd	/	/	
2	Unilever (Holdings) Sdn Bhd		/	
3	Nestle Products Sdn Bhd	/	/	
4	Gardenia Bakeries (KL) Sdn Bhd		/	
5	Malaysia Milk Sdn Bhd			
6	Yakult (M) Sdn Bhd	/	/	
7	Serba Wangi Sdn Bhd	/	/	
8	F&N marketing Beverages Sdn Bhd	Did not receive response.		



Question 6. Do you think that the activities in the Food-Fit-Fun Fair are effective in reaching and educating the community about healthy eating and active living?

No	Sponsors	Yes	Νο	If No, please provide your reasons
1	Ajinomoto (Malaysia) Bhd	/		
2	Unilever (Holdings) Sdn Bhd	/		
3	Nestle Products Sdn Bhd	/		
4	Gardenia Bakeries (KL) Sdn Bhd	/		
5	Malaysia Milk Sdn Bhd			
6	Yakult (M) Sdn Bhd		/	People came to our booth only asking for free Yakult / free gift.
7	Serba Wangi Sdn Bhd	/		
8	F&N marketing Beverages Sdn Bhd	Did not re	eceive resp	onse.



Question 7. What other activities on stage and at the booth would you like to suggest to be included in the future NMM Fair?

No	Sponsors	Comments
1	Ajinomoto (Malaysia) Bhd	-
2	Unilever (Holdings) Sdn Bhd	NA
3	Nestle Products Sdn Bhd	-
4	Gardenia Bakeries (KL) Sdn Bhd	No suggestion.
5	Malaysia Milk Sdn Bhd	-
6		Interactive activities such as drawing contest. Child and family - based activities (such as children games and also put technology – based activity (such as AR & VR based activities and games).
7	e e	We suggest having more interaction activity and also can try some activities that family can get involve in.
8	F&N marketing Beverages Sdn Bhd	Did not receive response.

Question 8. What aspect of the Food-Fit-Fun Fair that you would like NMM to improve or enhance? Please state.



Sponsors	Comments	
Ajinomoto (Malaysia) Bhd	 To make sure there is no conflict between sponsors for message communication and activities. To have touch screen digital wall to create the interest of the crowds to read more information of dietitians at NMM educational display panel (Nutri-Edu-Quest) To give more preparation time on booth design. 	
Unilever (Holdings) Sdn Bhd	Manage sponsor's expectations, for example booth activities. There was a request from Ajinomoto to change our product applications and key messages. This should be managed at the beginning.	
Nestle Products Sdn Bhd	d Supermarket tour is a good idea. However, the activity sheets could be simplified. Perhaps to increase session for next year's NMM.	
Gardenia Bakeries (KL)	- To have more branding association with NMM.]
Sdn Bhd	 To allow Gardenia to display the bunting 	
	 Gardenia booth header size too small. The general public is not able to notice Gardenia logo as it is so small, placed in a lower position and glared when the spotlight projected on it. NMM to provide colour proof for printing of booth panel, table design & advertisement 	
	in NMM publication.	
Malaysia Milk Sdn Bhd		
Yakult (M) Sdn Bhd	-	
U U	The crowd of the shopping mall quite many. It is good if can look for the shopping mall which have similar crowd for future event.	
F&N marketing Beverages Sdn Bhd	Did not receive response.	

Question 9. What is your overall feedback regarding the publicity and promotion approaches (e.g. in-mall digital signages, flyer promotion via social media, article in newspapers) taken by the NMM Secretariat this year ? What other promotional activities would you suggest?

	-	
No	Sponsors	Comments
1	Ajinomoto (Malaysia) Bhd	 The promotion flyers need to distribute to all sponsor at least 1-2 month before, 2 weeks are too short period for us to distribute. The sponsor company logo used for booth signage is too small; it could be enlarged as big as NMM logo easier for visitor to recognize. Increase publicity to attract visitors for the event, i.e. radio ads
2	Unilever (Holdings) Sdn Bhd	Didn't come across any of the material. For example no signage from the carpark, no social media promotion about NMM.
3	Nestle Products Sdn Bhd	Flyer promotion via social media needs to be boosted in order to attract more viewership. In-mall digital signage not visible and prominent enough
4	Gardenia Bakeries (KL) Sdn Bhd	Online digital banners
5	Malaysia Milk Sdn Bhd	-
6	Yakult (M) Sdn Bhd	Do more promotional activities face to face with customer.
7	Serba Wangi Sdn Bhd	We found that NMM Facebook isn't very active. May be can try publish more posting to keep it always active because it is one of the good method to promote the event.
8	F&N marketing Beverages Sdn Bhd	Did not receive response.



Question 10. Besides the Food-Fit-Fun Fair, what are other additional activities that you would like to suggest to the NMM steering committee/secretariat in conjunction with NMM programme?

No	Sponsors	Comments
1	• • • • •	NMM Fun Run, NMM 30days challenge (reduce sugar and salt intake), 1 day Community Hall Roadshow for selected Sponsor, NMM Family Day (healthy eating education by ready to eat meal at park area).
2	Unilever (Holdings) Sdn Bhd	Billboard near the shopping mall, awareness through media like radio, print, TV, sponsored social media ads. Booklet can be distributed at the LRT station etc.
3	Nestle Products Sdn Bhd	The current activities are good; just need to find ways to expand reach.
4	Gardenia Bakeries (KL) Sdn Bhd	No suggestion
5	Malaysia Milk Sdn Bhd	-
6	Yakult (M) Sdn Bhd	Make more homegrown activities so it's closer to the consumer.
7	Serba Wangi Sdn Bhd	-
8	F&N marketing Beverages Sdn Bhd	Did not receive response.



Question 11. What is your overall feedback on NMM Main Publication 'HE-AL Vol 1: Make Time for Healthy Eating & Active Living'? What are the positive aspects of the publication and what areas would you suggest to be improved?

Νο	Sponsors	Comments		
1	Bhd	Positive aspect: Informative about the food nutrition, food product label reading guideline, tips of balance meal intake and etc. Suggestion: NMM apps about the healthy eating and active living including calorie count,etc.		
2	Unilever (Holdings) Sdn Bhd	Very informative and would be a waste if it is only distributed during the roadshow.		
3	Nestle Products Sdn Bhd	Content is good.		
4	Gardenia Bakeries (KL) Sdn Bhd	To have lesser text copies for the publication. The impression on the latest publication is required heavy reading & the outlook of the book seems to be too serious on health topics.		
5	Malaysia Milk Sdn Bhd	It is able to educate the public to have a balance lifestyle.		
6	Yakult (M) Sdn Bhd	-		
7	Serba Wangi Sdn Bhd	Quite good		
8	F&N marketing Beverages Sdn Bhd	Did not receive response.		



Question 12. Which part of the Food-Fit-Fun Fair was most beneficial to your company?

No	Sponsors	Comments
1	Ajinomoto (Malaysia) Bhd	This is a neutral platform for us to promote our message such as clear doubt from public about MSG safety or the process of MSG making and eat more vegetables.
2	Unilever (Holdings) Sdn Bhd	NA
3	Nestle Products Sdn Bhd	Product sampling and detailing at booth.
4	Gardenia Bakeries (KL) Sdn Bhd	Nutritional Info Posters & Nutri-Edu-Quest
5	Malaysia Milk Sdn Bhd	All
6	Yakult (M) Sdn Bhd	Activity at our booth (customer will gain some information & awareness about probiotic drink).
7	Serba Wangi Sdn Bhd	-
8	F&N marketing Beverages Sdn Bhd	Did not receive response.



Question 13. Are there any other comments you would like to make about the NMM programme?

No	Sponsors	Comments
1	Bhd	To enhance the main sponsor arrangement during official launching day with pre-label all the seats instead of free seating on the ground of stage and luncheon place.
2	Unilever (Holdings) Sdn Bhd	NA
3	Nestle Products Sdn Bhd	
4	Gardenia Bakeries (KL) Sdn Bhd	No comment
5	Malaysia Milk Sdn Bhd	-
6	Yakult (M) Sdn Bhd	-
7	Serba Wangi Sdn Bhd	N/A
8	F&N marketing Beverages Sdn Bhd	Did not receive response.



PART 4. NMM 2019 EDUCATIONAL MATERIALS

i. HE-AL Magazine Volume 1

• Main booklet

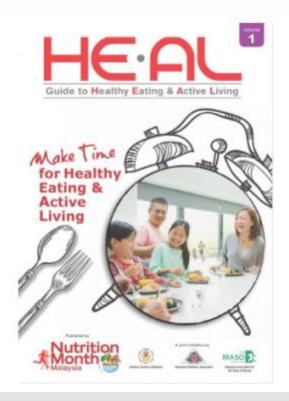
ii. Infographic Postings (social media)

- a) NMM message
- b) Sponsors' message

i. HEAL magazine Volume 1



- Make Time for Healthy Eating & Active Living (1)



- Target readers: Young adults and young parents
- Quantity printed: 2000 copies by NMM & 4800 copies by MOH
- Highlights of the book: The key messages in leaflet are:
- Key message 1: Balance, Moderation, Variety It's simple
- Key message 2: Battle of the Bulge: My Success Story
- Key message 3: Healthier when It's Whole
- Key message 4: A Variety of Protein Foods is a Healthier Option
- Key message 5: Delightful Colours, Healthier Choices
- Key message 6: Tasty but Deadly
- Key message 7: Use Nutrition Information for Smarter Food Choices!
- Key message 8: Early Detection Saves Life



i. HEAL magazine Volume 1- Make Time for Healthy Eating & Active Living (1)











Key message 1













Key message 5







Key message 7





Ajinomoto





Posting 2



Get your kids to eat veggies - be creative!

Some different fewaus and tostares of vegetables, your child's points will get used to the tasks and love #1



Be creative! Contine several vegetatives with different colours, flavours, shapes and testures to create a dish that is appealing to the eyes and delicious too.



Posting 3

Encourage your kids to eat veggies!



Engage your child in cooking











Posting 2

Keeping A Balanced **Gut Microbiota** Good Bacteria > Bad Bacteria = Balanced Gut Microbiota = Healthy Gut **Balanced Gut Microbiota** Promoting normal gut functions Improve immune response Modulate the transume pulder Good bacteria form a barrier on the Pacture departies disprise symptoms (e.g. bloating Intestinal wall to prevent harmful managements from being absorbed. screetloghters and disactional Nutrition Vitagen MASO

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Keeping A Balanced **Gut Microbiota** Bed becteria > Good becteria = of gut microbiota = Unhealthy gut Imbalanced **Gut Microbiota** mon sign and Excessive bloating & Excessive fatigue burping! tired area Constipation and Sudden change in Abduminal thorrhoida Dowol habit. disconnort Nutrition Witagen /onthe

Posting 3



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Posting 3







F&N





Nestle

Whole grains are nutritious!	Include more whole grains in your daily diet
White gravin is the entries White gravin is the entries gravit that consists all the three natural perturb Whee natural perturb Whee natural perturb Whee natural perturb Whee natural perturbations The second perturbations The second perturbations The second perturbations Centre constants Revenues Advance & de sincerosity acids and phytometries acids and phytometries	Whole grain consumption among children & adolescents
For releved goins such as white rice, white bread, relixed flow, the brait and germ are nericed, leaving only the endosperm. Intercent, leaving only the endosperm. and phytomutients.	Cent for whowging monotoning Mary the index who have Mary the index w
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Serba Whole grains are	1
wholesome! Whole grains offer important health benefits:	Start today! Fill up on whole grains Tips to eat more whole grains
wholesome!	Fill up on whole grains







PART 5. NMM 2019 MEDIA INITIATIVES

i. Educational Press Articles (EPA)

ii. NMM Website (nutritionmonthmalaysia.org.my)

iii. NMM Official Facebook Page

(Facebook.com/nutritionmonthmalaysiaNMM)

iv. NMM Official Instagram Account(@nutritionmonth_malaysia)

i. EPA (1) - Article Topics & Publishing Details

N	o EPA (Topics)	Media & Publication Dates (Newspaper)		
		The Star	Sin Chew Daily	
1	Make Time for Healthy Eating and Active Living	17 March 2019	19 March 2019	
2	Safe and effective way to lose weight	24 March 2019	25 March 2019	
3	Nutrition Information on food labels: guide to healthier food choice	31 March 2019	4 April 2019	
4	Small dietary changes can impact your family's health	7 April 2019	11 April 2019	
5	Eat more vegetables- start from young!	14 April 2019	15 April 2019	
6	Take charge of your health; start with your gut	21 April 2019	22 April 2019	

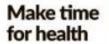
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Nutrition

on

Malaysia

i. EPA (2) - Article Clippings (Star Fit4Life)



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I Food For Thought

Maintaining beneficial bacteria

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i. EPA (3) - Article Clippings (Sin Chew Daily)







tion



ii. NMM Website(nutritionmonthmalaysia.org.my)



Revamped of NMM website



Safe way to shed some pounds

Make time for health

Educational Press Articles 2018

iii. NMM Official Facebook Page (Facebook.com/nutritionmonthmalaysiaNMM)



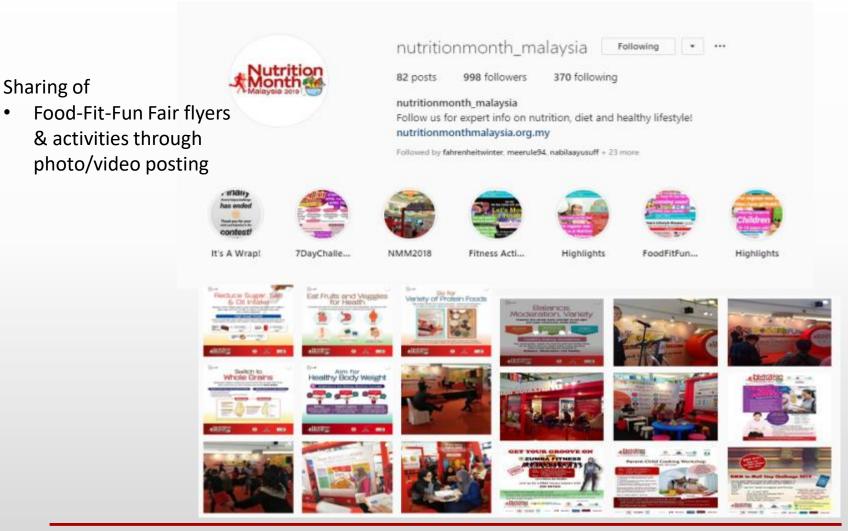


- Update on the NMM 2019 logo & theme
- Sharing of Food-Fit-Fun Fair flyers & activities



iv. NMM Official Instagram Account (@nutritionmonth_malaysia)









Responses for NMM SC Activities (1)



Activities		Total participations			
Official launch ceremony (Thursday) – Media attendance		Media companies (Sin Chew, The Sun, China Press, BNS, Bernama, Media Prima, Harian Metro, Berita Harian, NSTP & RTM)			
Nutrition screening area (Thursday – Sunday) Target: 1000 pax	a) Diet checklist	Distributed			
		1101			
	b) Screening form (adults)	Distributed	Received		
				%	
	(i) Thursday	151	77	51.0	
	(ii) Friday	349	293	84.0	
	(iii) Saturday	303	268	88.4	
	(iv) Sunday	298	264	90.0	
	Total	1101	902	82.3	
Zumba fitness (Saturday) Target: 50 pax		40 participants			
Parent-child cooking workshop (Saturday) Target: 10 pairs		10 pairs (parent-child)			



Responses for NMM SC Activities (2)

Activities	Total participations				
Get fit 'in mall' steps challenge (Wednesday - Sunday) <u>500 steps</u> Target: 600 pax	500 steps				
		Registered for the	Completed t	he challenge	
		challenge		%	
	(i) Wednesday	145	128	88.3	
	(ii) Thursday	128	106	82.8	
	(iii) Friday	126	101	80.2	
	(iv) Saturday	134	109	81.3	
	(v) Sunday	112	96	85.7	
	Total	645	540	83.7	



Responses for NMM SC Activities (3)

Activities	Total participations				
Get fit 'in mall' steps challenge (Wednesday - Sunday) <u>3000 steps</u> Target: 400 pax	3000 steps				
		Registered	Completed the challenge		
		for the challenge		%	
	(i) Wednesday	78	51	65.4	
	(ii) Thursday	64	61	95.3	
	(iii) Friday	87	67	77.0	
	(iv) Saturday	104	79	76.0	
	(v) Sunday	87	61	70.1	
	Total	420	299	76.8	



Distribution of Goodies bag; Q&A - Stamping by Nutritionists/Dietitians + Feedback Form and HEAL magazine

Days	Goodies bag	Nutri-Edu-Quest + Feedback form			HEAL	
		Distributed	Received		magazine	
			Count	%		
Wednesday	393	300	229	76.3	250	
Thursday	606	219	203	92.7	215	
Friday	1000	333	300	90.1	367	
Saturday	1000	245	206	84.1	474	
Sunday	1001	400	334	83.5	494	
TOTAL	4,000	1,497	1,272	85.0	1,800	

Targets Goodies bag: 4000 Nutri-Edu-Quest: 1000 HE-AL Magazine: 1800



PART 7. Community Engagement Activities

i. Primary School Roadshows

ii. Workplace Roadshows



Programme Details:

- The activity were conducted in 2 sessions, with 3 4 classes per session.
- Roadshow dates & schools:

No	Date	Schools	Time		Participating	No of
			Session 1	Session 2	Sponsor	Students Reached
1	8 Jul 2019	SK Setia Alam	10.30 – 11.30am	11.45 – 12.45pm	Ajinomoto	320 pax
2	9 Jul 2019	SK Seksyen 27 (1)	9 – 10am	10.30 – 11.30am	Ajinomoto	294 pax
3	9 Jul 2019	SK Subang Bestari	3.30 – 4.30pm	4.40 – 5.40pm	Ajinomoto	250 pax
4	20 Aug 2019	SK SS 19	9 – 10 am	10.30 – 11.30am	Vitagen	210 pax
5	20 Aug 2019	SK Seksyen 18	2 – 3 pm	3.30 – 4.30 pm	Vitagen	231 pax
6	22 Aug 2019	SK USJ 20	10 – 11 am	11.15 am – 12.15pm	Vitagen	315 pax
7	28 Aug 2019	SK Seksyen 20	2.45 – 3.55pm	4.10 – 4.50pm	Gardenia + F&N	317 pax



Programme (1 session)

No.	Activity	Duration (minutes)	Remark
1	Introduction	2	
2	Pre-activity survey	5	
3	Interactive activity - Food Pyramid Singing Relay Games	10	
4	Lesson by nutritionist Healthy eating – Food Pyramid & Healthy Plate	10	
5	Q&A session	5	
6	Sponsor's activity Games/ mascot appearance/ talk/ sampling/ distribution of goodies bags (TBC)	20	 20 minutes for main sponsor 10 minutes for each co-sponsors
7	Post-activity survey	5	
8	NMM goodie bags distribution, group photo	3	
	Total Duration:	60 (1 hour)	



Activities by NMM



Food Pyramid Singing Relay Games ('Makan Apa' song)



Lesson by Nutritionist

Activities by NMM





Goodie bags distribution



Group photo



Activities by sponsor (Ajinomoto)





Schools & no. of participants:

- SK Setia Alam 320 students
- SK Seksyen 27 294 students
- SK Subang Bestari 250 students

Total no of students : 864



Activities by sponsor (Vitagen)







Schools & no. of participants:

- SK SS 9 210 students
- SK Seksyen 18 231 students
- SK USJ 20 314 students

Total no of students : 755



Activities by sponsor (Gardenia)







School & no. of participants:

SK Seksyen 20 - 317 students

Note: Shared with F&N



Activities by sponsor (F&N)



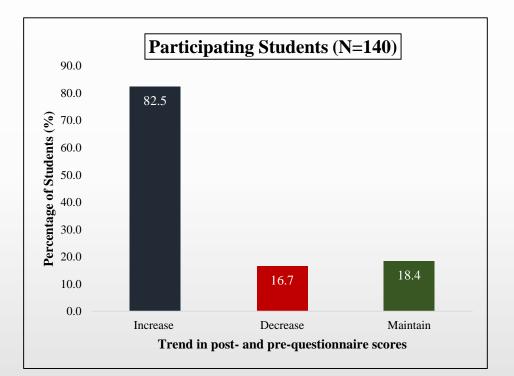




School & no. of participants:

• SK Seksyen 20 - 317 students

Note: Shared with Gardenia



RESULTS:

- 20 students in each school completed pre- and postquestionnaires.
- 6 questions comprising of healthy eating and active living topics.
- 82.5% increased in score, 16.7% decreased in score, and 18.4% maintained their score.
- This showed improvement in the knowledge of the students.



Roadshow dates & workplace:

No	Date	Workplace	Time	Participating Sponsor
1	5 Sept 2019	Steelcase Manufacturing (Malaysia) Sdn Bhd	10.30 am - 2.30 pm	Serba Wangi & Yakult
2	13 Sept 2019	IHS Markit Sdn Bhd	9.30 am - 12.30 pm	Unilever
3	28 Feb 2020	Sensata Technologies (Malaysia Sdn Bhd)	9.00 am – 4.00 pm	-

Programme

Duration	ACTIVITIES (Half-day Event)
3 hours	Health Screening (Body Composition Analysis)
	- Body Mass Index (BMI)
	- Body Fat % Assessment
	Staffs can walk-in anytime for health screening.
45 mins - 1 hour	Talk and Activity Session
	20 mins talk + 10 mins Q&A
	Topic: How to make time for healthy eating & active living
	Speaker: Nutritionist from NMM
	<u>15 minutes</u>
	Activity by sponsor(s)
10 mins	NMM publication, goodie bags distribution, group photo



Date	• 5 th September 2019		
Time	• 10.30 am - 2.30 pm		
Participants	• 80 staffs		





Nutrition Screening (Body composition analysis)



Nutrition talk by Dr Zawiah

Group photo



A. Steelcase Manufacturing (Malaysia) Sdn Bhd

Sponsors' activities

Serba Wangi (EcoBrown)



Booth



Wholegrain goodness talk by nutritionist

Yakult



Booth



Juice making demonstration 193

B. IHS Markit Sdn Bhd

Date	• 13 th September 2019		
Time	• 9.30 am - 12.30 pm		
Participants	• 70 staffs		



Nutrition Screening (Body composition analysis)



Malaysia

Nutrition advice



Nutrition talk by Mr Leiu Kok Hong



Group photo

194



B. IHS Markit Sdn Bhd

Sponsor's Activities



Unilever



Count calories game



C. Sensata Technologies (M) Sdn Bhd

Date	• 28 th February 2020		
Time	• 9.00 am - 4.00 pm		
Participants	• 75 staffs		



Nutrition Screening (Body composition analysis)



Nutrition talk by Dr Roseline Yap



Group photo



THANK YOU

For more information, please contact:

Dr Tee E Siong

Chairman, Nutrition Month Malaysia Steering Committee

email: president@nutriweb.org.my

Ms Muhaini Hussin / Ms Jean Yip Nutrition Month Malaysia Secretariat Tel: (03) 5632 3301/ 5637 3526

Email: muhaini@versa-group.com /jeanyip@versa-group.com