



***From “sick care” to wellness -  
healthy nutrition is key***

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President, Nutrition Society of Malaysia***



From 'sick care' to wellness –  
**Healthy Nutrition  
is Key**

**What does the topic mean? What does it encompass?**

**What are the important elements / components ?**

**What is required to achieve this objective? important requirements?**

**Sharing some key messages to persons intending to practise as a nutritionist in this country**

Basically 2 components:

Firstly:

**From 'sick care' to wellness –**

- share some highlights from the Malaysia Health White Paper, which envisions a paradigm shift, esp the part on promotive and preventive care
- rationale and what is being planned

Secondly:

**Healthy Nutrition  
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- emphasise that in order to realise paradigm shift, from sick care to prevention, we need to promote healthy nutrition
- and discusses the approaches to healthy nutrition to the community

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**NATION**

Monday, 26 Jun 2023

8:46 PM MYT

## HEALTH WHITE PAPER FOR MALAYSIA

Strengthening people's health,  
future-proofing the nation's health system

- aims at **reforming the nation's health system** towards realising **better health and well-being** for the people
- while Malaysia has **achieved relatively good health outcomes** since Independence
  - **but health system today is straining to cope** with a significantly different set of challenges that has emerged in recent decades
- HWP sets out a **holistic proposal for systemic and structural reforms** of the Malaysian health system
  - in order to respond to the nation's health challenges and to ensure **greater equitability, sustainability and resilience** of the health system

# HEALTH WHITE PAPER FOR MALAYSIA



Strengthening people's health,  
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- to propose a **major and holistic health reform** to ensure it is **equitable, sustainable, and resilient**, and serves the needs of all individuals at all stages of life
- the main policy document and focuses on **system-wide reforms** to address the most pressing and longstanding needs of the health system. These vital changes **require long-term commitment** and support from all **major stakeholder groups** in the country.
- further details in terms of **planning and implementation of the strategies** in HWP will be detailed **in the next phase**

## Chapter 1. Issues and Challenges of the Health System

Since Independence, Malaysia has achieved relatively good health outcomes, broad health services coverage and reasonably widespread financial risk protection

- However, in the last 2 decades, the health status of the people has been declining

### 1.2 Malaysia's Health Challenges and Gaps

#### 1.2.1 Challenges driven by social and environmental factors

- (a) Rising burden of noncommunicable diseases (NCDs)
  - driven by lifestyle-related risk factors such as physical inactivity, tobacco use, substance abuse, harmful use of alcohol and unhealthy diet

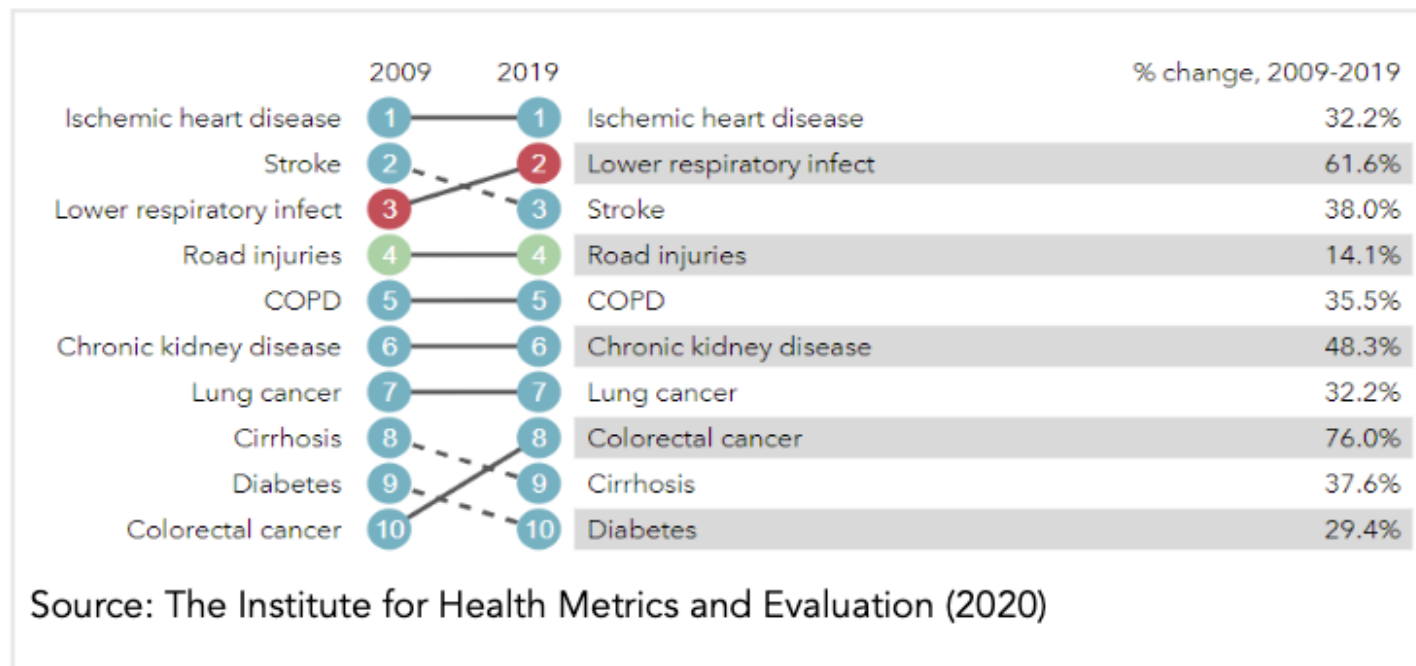


Figure 4: Top 10 causes of total number of deaths and percentage change from 2009-2019, all ages combined<sup>9</sup>

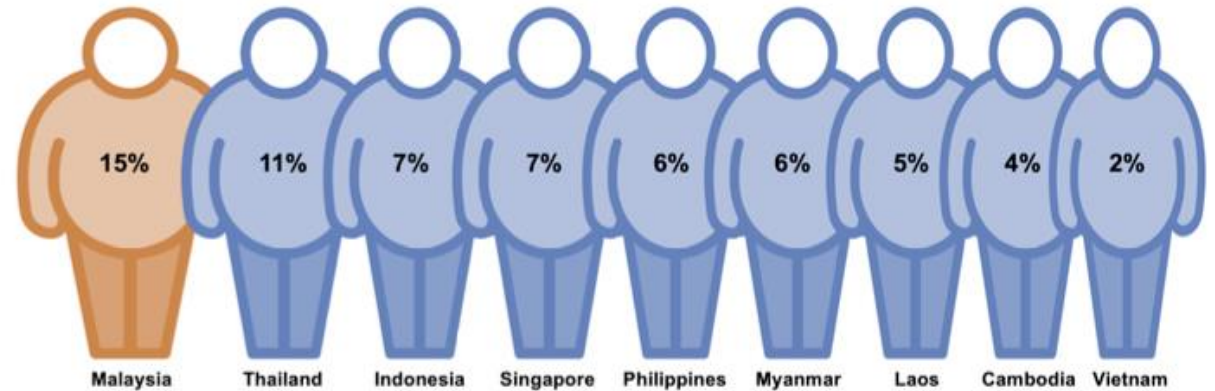
Challenges faced by NCD control programmes are exacerbated by lack of awareness, delays in diagnosis and poor adherence to interventions

- Many cases of NCDs go undiagnosed in its early stages
- nearly half of the population are unaware of having diabetes or hypertension



Obesity - a strong signal of NCD incidence and alarmingly

- **Malaysia with the highest prevalence of obesity in SEA**



Source: Non-communicable diseases country profile, World Health Organisation (2018)

Figure 5: Percentage of adult population with obesity<sup>13</sup> in Southeast Asia, 2018

- Rising rates of NCDs have **increased cost of care per patient** significantly due to the **cost of treatment and prescription drugs**
  - as well as the **cost of management of long-term complications** such as cardiovascular and chronic kidney diseases.
- NCDs also cause **losses in economic productivity** estimated at nearly 1% of gross domestic product (GDP)

## Chapter 2. Purpose, Scope and Aspirations for Malaysia's Health System

The HWP seeks to:

- make the case for reform towards a more equitable, sustainable, and resilient health system that serves the needs of the people at all stages of life.
- propose reforms covering key areas such as service delivery, promotive and preventive approaches, financing, human resources for health and system governance over a 15-year period

HWP was formulated by the Ministry of Health in consultation with other ministries and agencies as well as many stakeholder groups across the private sector and civil society

# Aspirations for Malaysia's Health System and Reform Pillars

Table 1: National Health System Reform Framework

All for Health – Health for All	
Aspirations:	
	A healthy nation
	An equitable and person-centred health system
	A resilient health system
	An open and innovative health ecosystem
	A health system prized and valued by the people

**A healthy nation.** The HWP envisions a paradigm shift from 'sick care' towards a system that supports the population to stay healthy or get back to health.

The rationale .....

- **Health care system** is based on a **reactive approach to illness**
  - we wait until people are sick before we treat them and **focus on symptoms and disease treatment**
  - **rather than proactively** addressing their overall health & wellbeing
  - a **'sick-care'** mindset, "damage control"
    - **repair what has gone wrong**, prevent it from getting worse
- People will **wait until they are very unwell** before they actively seek care from doctors, often **at advanced stages of NCDs**
- An **unsustainable model** – causing **unnecessary strain** on health care system because of the **high cost** for management and treatment
- Hence **prevention is better than cure**
  - Need to **shift mindset** from 'sick-care' to 'well-care'
  - Need to reassess traditional models of care

Shifting our mindset from 'sick-care' to 'well-care'

## 4 Ways to Transition Healthcare from "Sick Care" to "Healthy Care"

Sick Care to Wellbeing - Changes in Healthcare from Past to Future

Future Cities

**Moving from 'sick care' to proactive healthcare**



- Involves reforming the health system towards
  - facilitating healthy living for all ages including vulnerable groups;
  - increasing evidence-based preventive practices such as cessation programmes, regular screenings, and self-monitoring; and
  - strengthening the capacity of healthcare services in promotive and preventive care
- A 'whole of nation' approach will be forged
  - with greater collaboration and partnership
  - between government entities, non-profit organisations, the private sector, community groups and individuals
  - to address the range of factors that drive health outcomes

- A change in mindset and behaviour is also envisioned
  - where health becomes a priority and a shared responsibility across all stakeholder groups,
  - “all for health, health for all”
  - with high levels of personal medical literacy, personal health ownership and
  - vibrant multi-sectoral engagement in the development of health-related policies and health-promoting environments

 ALL FOR HEALTH, HEALTH FOR ALL





## Chapter 3. Health Reform Pillars and Strategies

- ..... describes the 4 pillars of health system reform
- presents the foundational building blocks of Malaysia's health system

Health Reform Pillars & Strategies:				
	Pillar 1: Transforming Health Service Delivery	Pillar 2: Advancing Health Promotion and Disease Prevention	Pillar 3: Ensuring Sustainable and Equitable Health Financing	Pillar 4: Strengthening the Health System's Foundations and Governance
	Prioritising primary healthcare  Optimising hospital care services  Increasing effective public-private partnerships	Strengthening public health functions  Improving inter-sectoral coordination and collaboration for health  Incentivising pro-health practices and behaviours	Increasing investments for health  Ensuring population receive comprehensive services that are affordable  Ensuring effective and efficient	Restructuring MOH's role  Strengthening policies, legislation and regulations  Fortifying the health workforce  Stimulating research,



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## Pillar 2: Advancing health promotion and disease prevention

- New focus on moving away from simply treating ill people to a new paradigm of ensuring people stay healthy
- Health promotion and disease prevention approaches will be ingrained and practised at all levels
- Provide a health system where the people will be empowered to maintain, protect and improve their health
- Digital health technologies will be prioritised to improve data collection, analysis, and monitoring, enhancing the ability of government agencies to strengthen the country's health emergency preparedness and response efforts and drive more evidence-based public health practices

## Pillar 2: Advancing health promotion and disease prevention

Three reform strategies:

1. Strengthening public health functions
2. Improving inter-sectoral coordination and collaboration
3. Incentivising pro-health practices and behaviours

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## Pillar 2: Advancing health promotion and disease prevention

### Strengthening public health functions

- Progressive upgrading of public health surveillance, monitoring and intervention programmes
- Establishment of a National Centre of Disease Control
- Strategic review and enhancement of public health communications and outreach functions,
- Reviewing of funding, IT, and human resource requirements for public health, including enforcement functions
- Strengthening research programmes at the National Institutes of Health and research institutions to deepen the evidence base for public health interventions

## Pillar 2: Advancing health promotion and disease prevention

2. Improving inter-sectoral coordination and collaboration for health
  - Health outcomes are also shaped by social, cultural, economic, and environmental factors
    - which lie beyond the purview of the MOH and health workers
  - Realising health at all levels will require more joint ownership, shared responsibility, and coordination across government and across non-governmental stakeholders
  - The whole-of-government approach needs to be supported by a whole-of-society approach to health,
    - encompassing NGOs, civil society, academia, businesses, schools, media, advocates, and other actors
  - Partnership and connections across different stakeholders will be strengthened via the development of a clear and systematic framework for cooperation

## Pillar 2: Advancing health promotion and disease prevention

### 3. Incentivising pro-health practices and behaviours

- Disincentives, such as taxes on unhealthy products and public health regulations will be fortified to deter unhealthy behaviours and reinforce the importance of healthy choices
- More importantly, new approaches will be developed towards incentivising healthy behaviours at the individual level
  - include financial and non-financial rewards to improve physical activity, nutrition, health screening
  - personal monitoring of health status like target subsidies for low-income and vulnerable groups and public campaigns
  - supported by behavioural science evidence as well as technology adoption initiatives including wearables

## Pillar 2: Advancing health promotion and disease prevention

### 3. Incentivising pro-health practices and behaviours (contd)

- Healthy behaviours at the individual level will also be encouraged through employers and corporations
- Food and retail businesses 'will be incentivised to change their impact on individual nutritional consumption, from improving ingredients or formulations to indicating healthier options.
- Incentives will also be designed to encourage employers, companies, insurers, agencies, and ministries to implement programmes targeting improvements in staff health outcomes
- Development of new approaches and programmes to incentivise pro-health behaviours
  - at individual level, industry level and employer level

## Basically 2 components:

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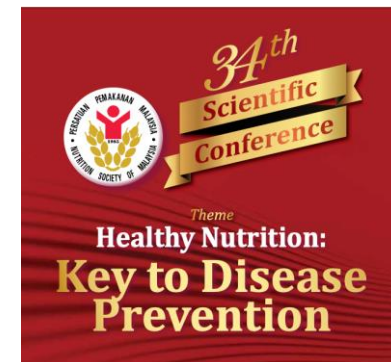
- emphasise that in order to realise paradigm shift, from sick care to prevention, we need to promote healthy nutrition
- and discusses the approaches to healthy nutrition to the community

## IMPROVING LIVES *through* **NUTRITION**

Nutrition Society of Malaysia (NSM) is of the view that **such paradigm shift is long overdue**

- the **only way** towards healthy generation of Malaysians
- To realise the shift to promotive and preventive health care, the **NSM advocates** that **promoting healthy nutrition** across all stages of the life cycle is one of the key approaches
  - recognising that **healthy nutrition** is the **cornerstone to good health**
  - That is why the theme of the NSM conference highlights this- and even in 2019!

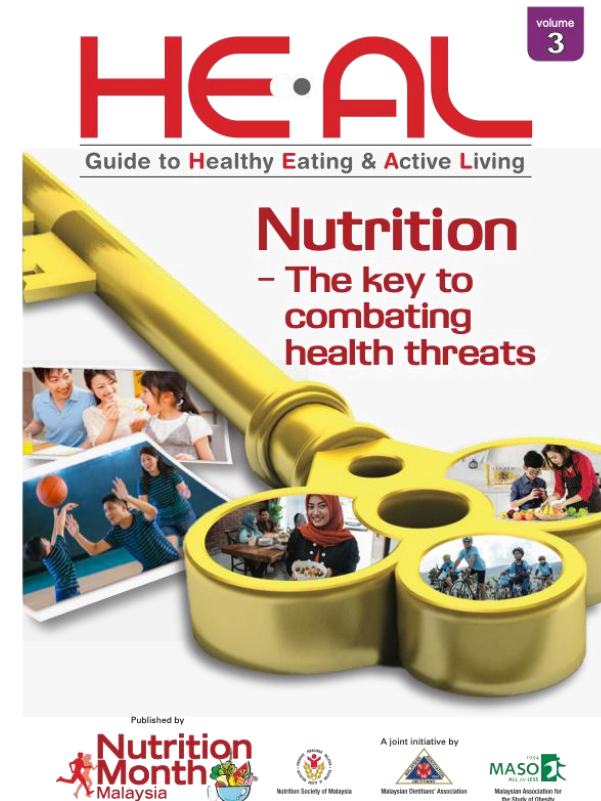
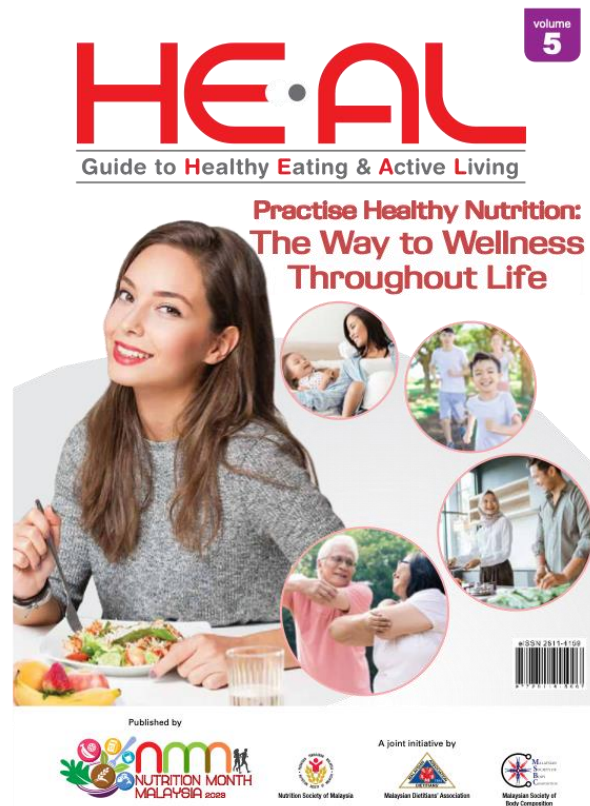
Equally important is **being physically active**, and going for **regular health check-ups**





- Ample data to demonstrate **double burden of malnutrition**
  - Non-communicable diseases (NCDs) and risk factors increased over past decades and **at high levels**
  - **Undernutrition persists** among specific groups
- Urgent need to **eradicate** the persistent or even rising **nutrient deficiencies**
  - as well as in **tackling rising** epidemic of over-nutrition related **NCDs and risk factors**
    - which are among the highest in SEA
- Indisputable that **unhealthy dietary practices** and sedentary lifestyle are the **main causes** of malnutrition
- **Prevention** of malnutrition is **the only option**
  - and improve nutritional status of the population during the protracted COVID-19 pandemic

- Long term solutions to these problems include empowerment of the community
  - with appropriate information on healthy eating and active living
  - Eg NMM for 2 decades



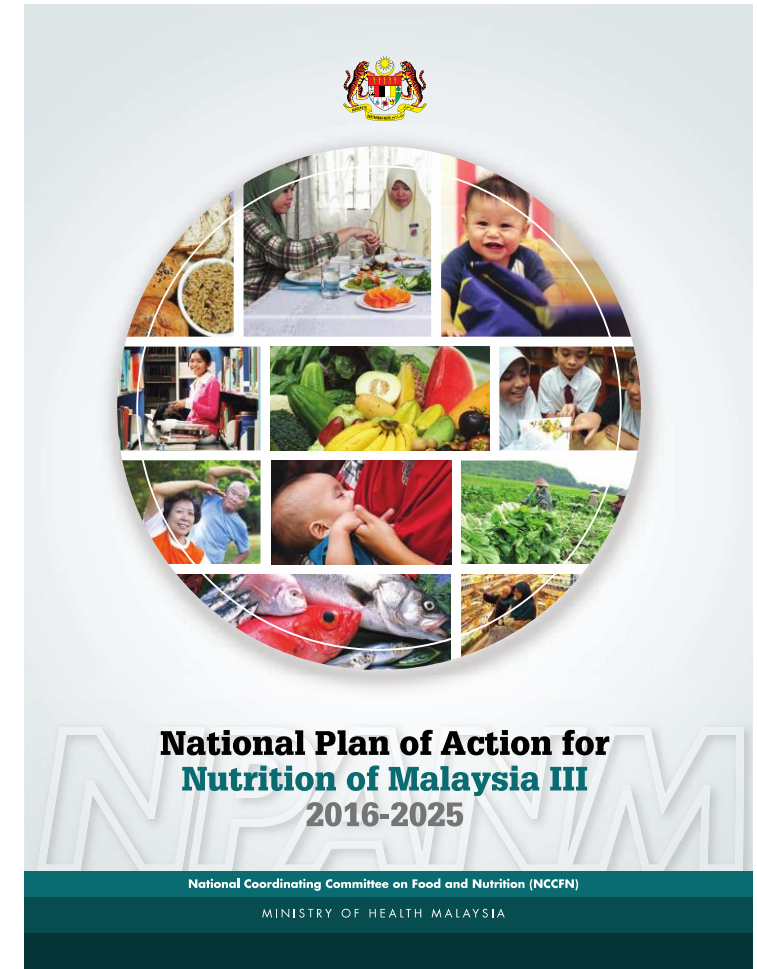
- The identified national strategies and action plans must be systematically implemented to achieve what is envisioned in HWP
  - such as in the NPANM III (2016-2025)
  - through an all-government approach and involving all stakeholders

## Nutrition Policy Malaysia, 2021



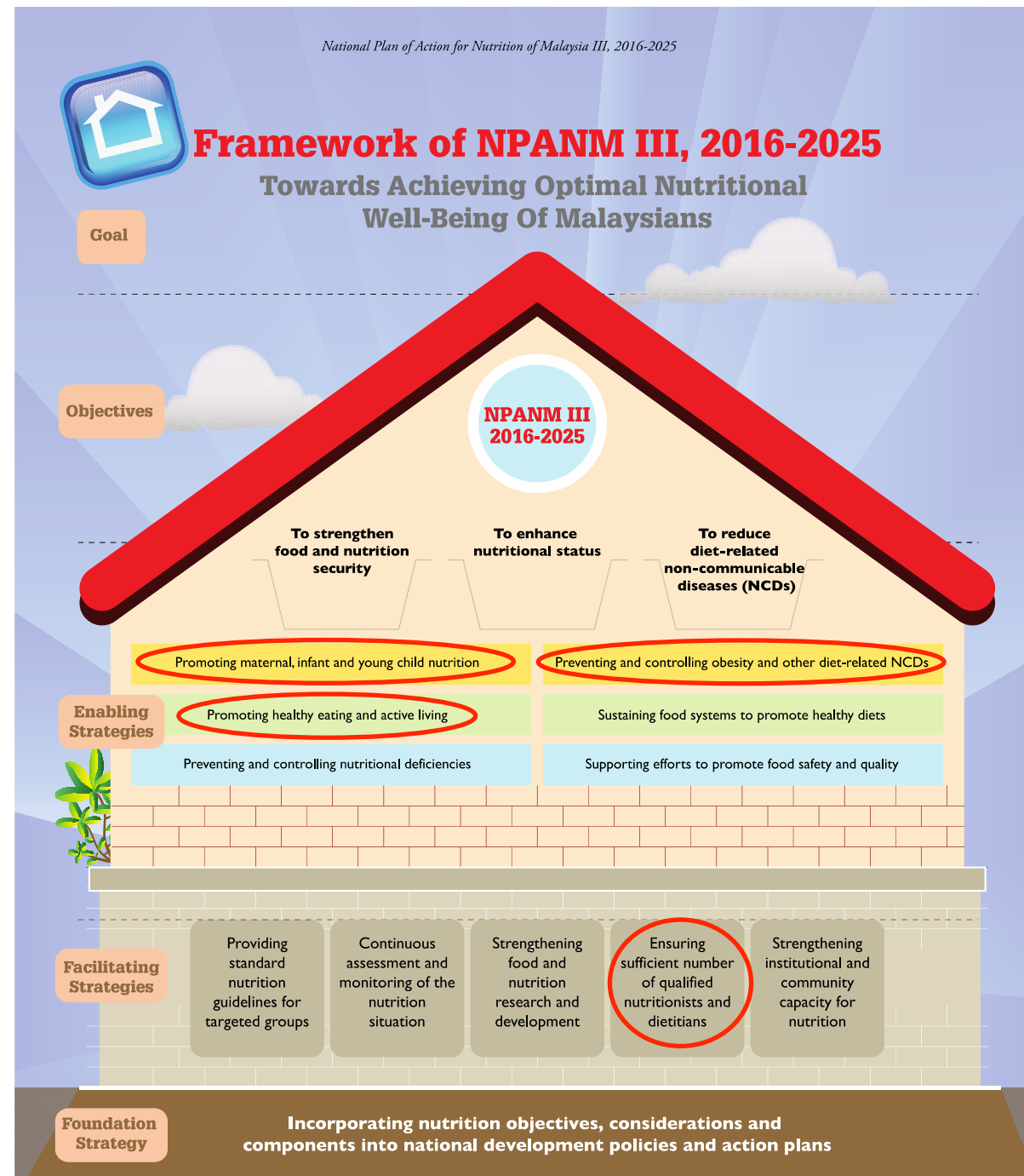
**A comprehensive national  
nutrition intervention master plan  
to combat under- and  
overnutrition problems**

## National Plan of Action for Nutrition II (NPANM II) (2016-2025)



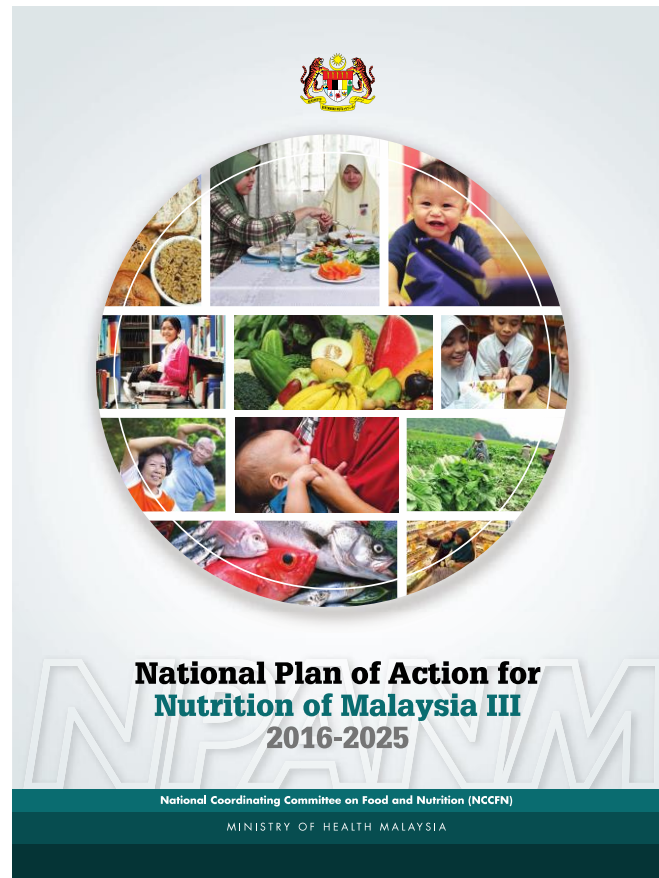
# Framework of National Plan of Action for Nutrition II (NPANM II) (2016-2025)

- ❖ 3 objectives
- ❖ 6 enabling strategies
- ❖ 5 facilitating strategies
- ❖ 1 foundation strategy



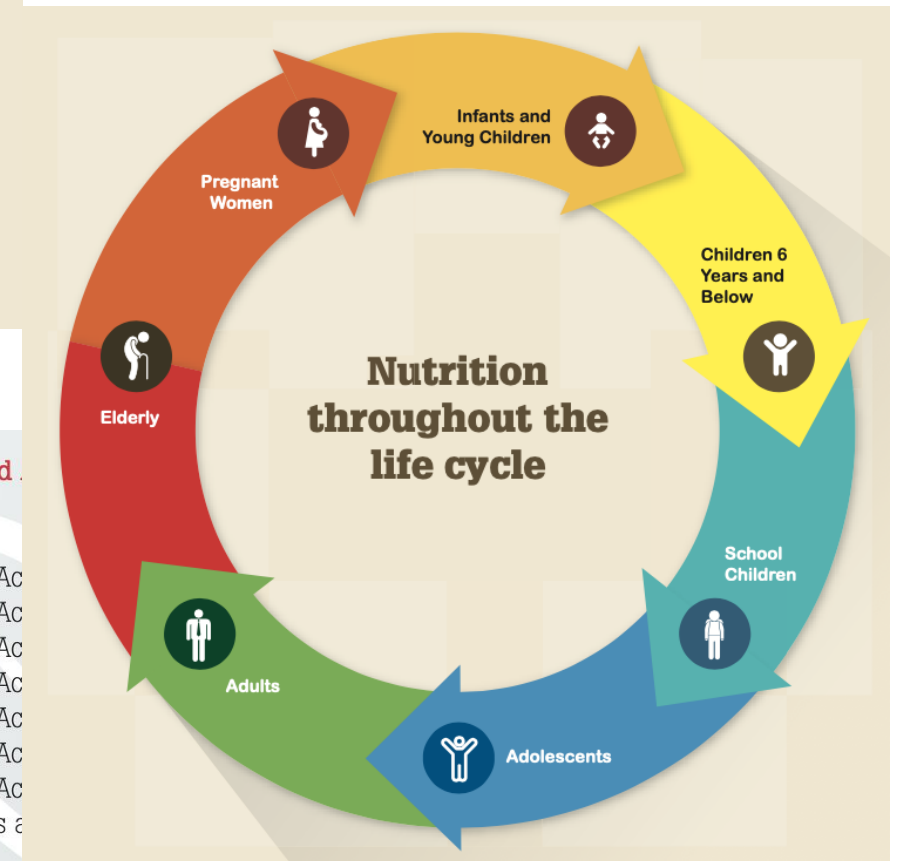


# NPAN III – the master plan for prevention of malnutrition



## 5.0 Current Nutrition Programmes and Activities

- 5.1 Background
- 5.2 Nutrition Programmes and Activities
- 5.3 Nutrition Programmes and Activities
- 5.4 Nutrition Programmes and Activities
- 5.5 Nutrition Programmes and Activities
- 5.6 Nutrition Programmes and Activities
- 5.7 Nutrition Programmes and Activities
- 5.8 Nutrition Programmes and Activities
- 5.9 Other Nutrition Programmes and Activities





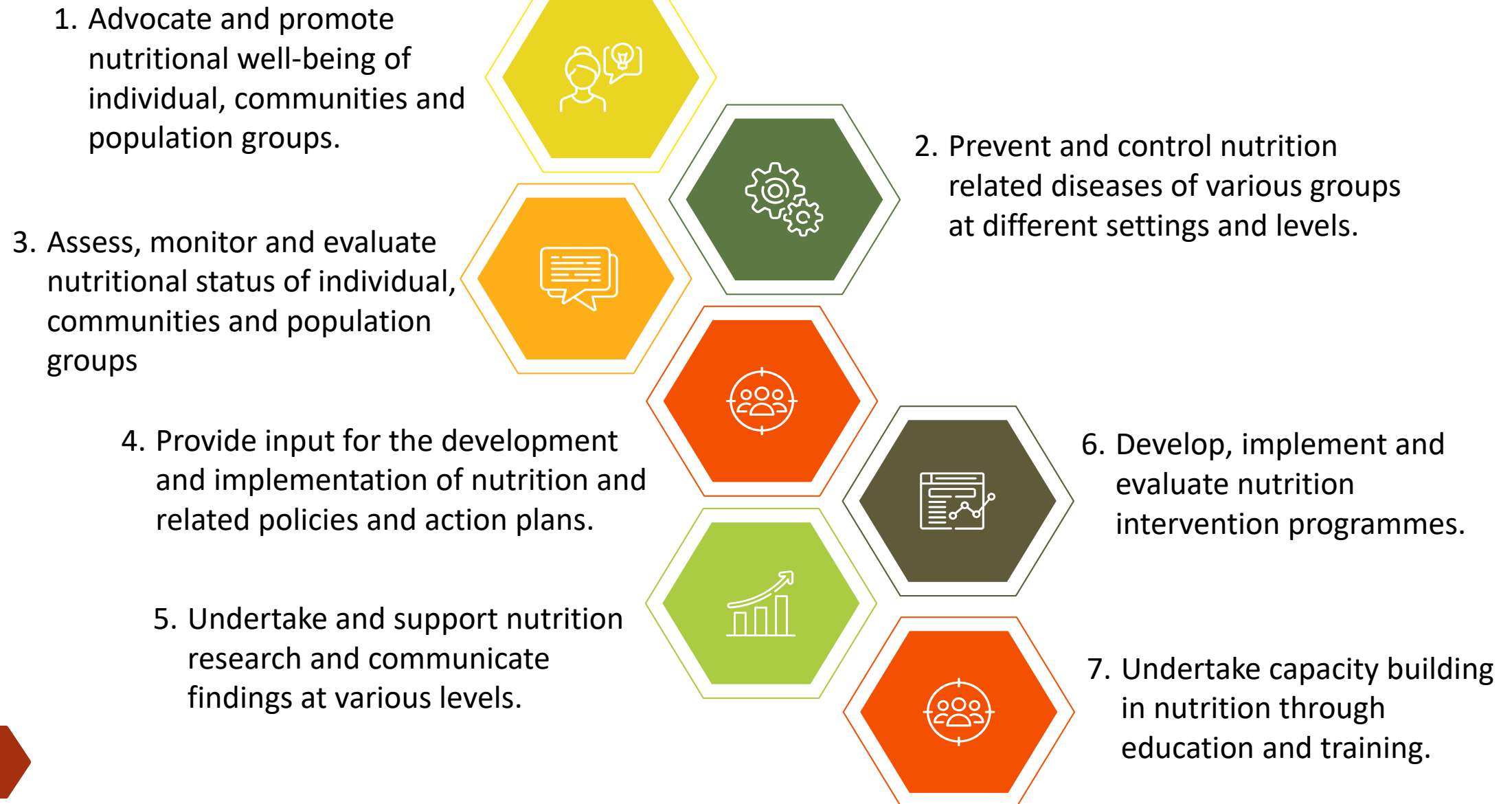
LAWS OF MALAYSIA

Act 774

ALLIED HEALTH PROFESSIONS ACT 2016

- **Nutritionists** are the **KEY professionals** that are tasked with **implementing nutrition programmes and activities**
  - as defined in the **AHP Act 774**
  - in the **promotion of nutritional wellbeing** of the population
    - as well as to **prevent and control** nutrition-related diseases of **all age groups**
- It is **crucial** for the country to **have sufficient numbers** of **qualified nutritionists** to carry out these diverse roles
  - need capable, **well-trained nutritionists** to play these roles effectively, efficiently
  - need a **critical mass of nutritionists**
  - who are inspired to **lead and contribute** towards improving the food and nutrition in the country

## SCOPES OF PRACTICE OF NUTRITIONISTS





## SCOPES OF PRACTICE OF NUTRITIONISTS

8. Coordinate and carry out multi-sectoral nutrition activities / programmes



9. Provide guidance on nutritional aspects for the formulation and development of products and services.



10. Provide technical advice for the development and implementation on nutritional aspects of food regulations and guidelines.



11. Provide technical advice and consultations in nutrition and nutrition-related matters.



12. Provide input on product quality and safety from nutrition perspectives



13. Provide nutrition communication materials complying with the prevailing regulations and guidelines.



- However, **nutritionists cannot work alone**
  - we must **advocate nutrition to our allies** and have their support eg
  - **professionals in various related disciplines**, eg agriculture, education, social welfare and others eg **behavioural science**
- To succeed in shifting from 'sick care' to wellness, we must form **strategic alliances with all stakeholders**:
  - government, academia, professional bodies and private sector
  - to **build a system** that **supports the population to stay healthy**
- **Partnership** and connections **across different stakeholders** must be the approach forward for effective implementation of programmes
  - requires **political will** and **genuine intention of all stakeholders**

# HEALTH WHITE PAPER FOR MALAYSIA

Strengthening people's health,  
future-proofing the nation's health system

- The HWP envisions a **paradigm shift from 'sick care' towards a system that supports the population to stay healthy**
- All the **key elements** are in the HWP
- What remains is putting in the details and **implementing these!**

From 'sick care' to wellness -  
**Healthy Nutrition  
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**NSM plays a central role** in realising the goal of moving from 'sick care' to wellness



## ➤ **Nutrition Society of Malaysia (NSM)**

IMPROVING LIVES  
*through* **NUTRITION**

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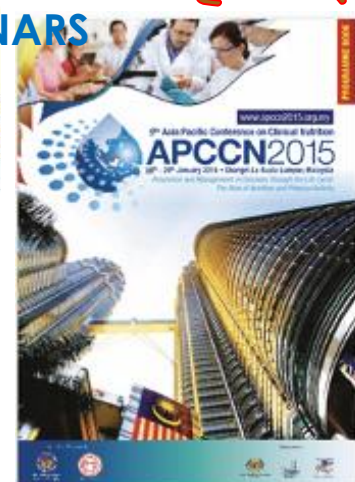
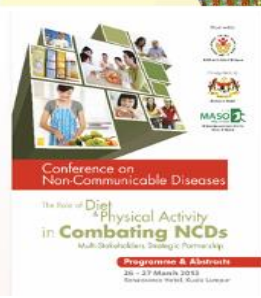
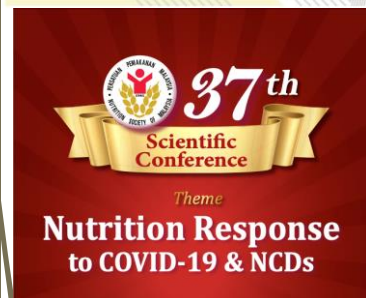
Established in 1985 with the aim to **contribute towards promoting better nutrition** for all Malaysians

NSM's activities are in line with and **in support of the National Nutrition Policy (2005)** and the **National Plan of Action for Nutrition (NPAN) of Malaysia (2016-2025)**

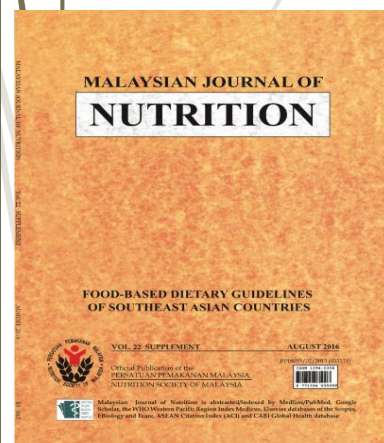
Have been **contributing to variety of activities for past 38 years**



## SCIENTIFIC CONFERENCES/SEMINARS



## SCIENTIFIC PUBLICATIONS



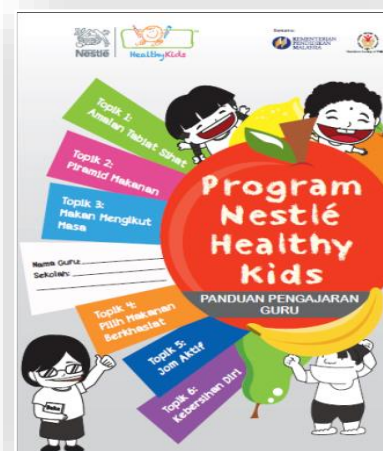
## ACTIVITIES BY NUTRITIONISTS THROUGH PROFESSIONAL BODY - NUTRITION SOCIETY OF

### CAPACITY BUILDING

Webinar on Nutrition Career Journey: Government Sector



### RESEARCH PROJECTS



Leadership Webinar  
Unlock the Leader in You

9 July 2021 | 2.45pm-5.30pm | GoToMeeting

NSM Scientific Update  
Session with Nutritionists

Community Nutrition Promotion:  
Approaches & Challenges in Combating  
Double Burden of Malnutrition

## SOUTHEAST-ASIA PUBLIC HEALTH (SEA-PHN) NETWORK



1st Southeast Asia Public Health Nutrition Leadership Programme (SEA-PHN LP) &  
2nd Malaysia Nutrition Leadership Programme (MyNLP)



Organised by:



Corporate Partners:



NATIONAL PLANS of ACTION  
for **Nutrition**  
In Southeast Asian Countries - A Review





# ACTIVITIES BY NUTRITIONISTS THROUGH PROFESSIONAL BODY- NUTRITION SOCIETY OF

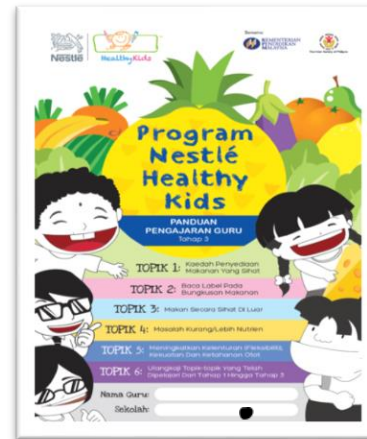
## NUTRITION PROMOTION TO SPECIFIC



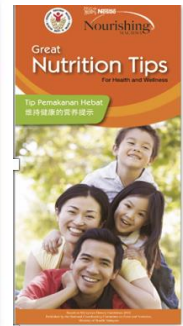
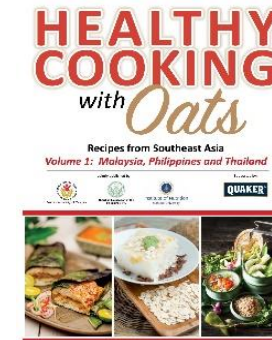
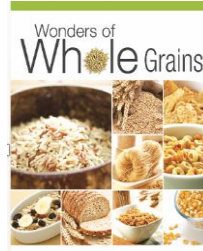
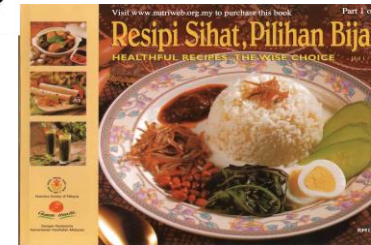
Malaysia School Children NPromotion Programme (MySNPP)



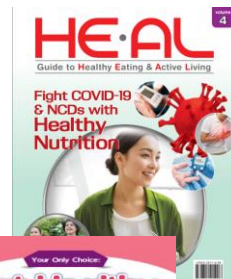
School Meal Programme (SMP)



## NUTRITION EDUCATION PUBLICATIONS



## COMMUNITY NUTRITION PROMOTION PROGRAMMES: NUTRITION MONTH MALAYSIA AND NSM ROADSHOWS 2.0



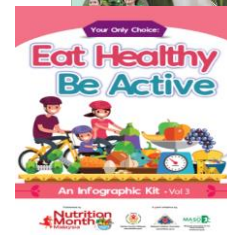
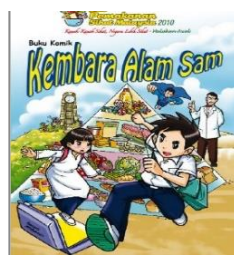
NSM Virtual Fun Run/Walk 2020

Let's Move, Be Active

Event period: 13 November to 10 December 2020

Quality time with kids!

NSM School Holiday Activity  
Virtual Parent-Child Cooking Workshop 1  
Let's Cook Healthy Meals at Home





IMPROVING LIVES  
*through* **NUTRITION**

*NSM will continue to contribute to promoting healthy nutrition –*

*contribute to the realisation of the Health White Paper*