

25-26 March 2010  
Kuala Lumpur

25<sup>th</sup> Scientific Conference  
&  
Annual General Meeting



Of the  
Nutrition Society of Malaysia

support

# Nutrition Month Malaysia 2010

*Dr Tee E Siong  
Chairman, Steering Committee,  
Nutrition Month Malaysia*



**Nutrition  
Month Malaysia 2010**

*Healthy Children, Healthier Nation - Start Young*

Will be launched on 27 April 2010,  
in conjunction with 1<sup>st</sup> NutriFun School Roadshow

## **Outline of this presentation ....**

- **Provide background on initiation of Nutrition Month Malaysia in 2002**
- **Summarise themes and activities over the years**
- **NMM 2010 main activities**
  - ❖ **Educational materials for parents & children**
  - ❖ **Educational press articles**
  - ❖ **Family carnivals**
  - ❖ **Series of school roadshows**
- **Need for your support & promotion**

## **The beginning ....**

- There is clearly a need for continuous efforts to provide more unbiased nutrition information to the public
  - ❖ to further raise public awareness on the importance of healthy eating in maintaining health and wellbeing
  - ❖ to counter misleading nutrition information disseminated by certain quarters
- A proposal was made in 2001 to YB Minister of Health to organise **Nutrition Month Malaysia (NMM)** every year



- **Nutrition Month Malaysia (NMM)** was initiated in 2002 and inaugurated on 13 April 2002
- NMM has been observed in the month of April in the country for the past 8 years

**Different themes are selected for each NMM. The topics given focus over the years are:**



2002: Building Healthy Families

2003: Healthy Eating, Healthy Life

2004: Eat Right, Work Well

2005: Youth & Nutrition: Future of the Nation

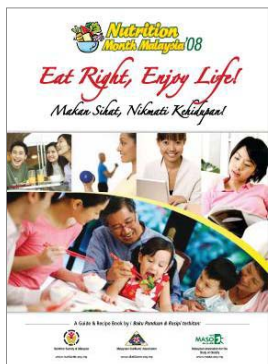
2006: Women & Nutrition

2007: Adolescents & Nutrition

2008: Eat Right, Enjoy Life

- **Activities:**  
using a variety of approaches, to further raise the visibility of nutrition
- **Educational materials**
- **Fun-educational Carnivals**
- **Seminars,**
- **Press articles,**
- **Radio & TV interviews,**
- **Community activities in all states, including exhibitions, talks**

Guidebook



Seminar



Fun Family Carnival



Educational press articles



**Recognising that significant under-nutrition and over nutrition exists among children in the country**

**NMM will therefore be focusing on improving nutritional status of Malaysian children through a long-term program:**

- Stage 1 (Y 2009): Children 2-6 years
- Stage 2 (Y 2010): Primary School Children
- Stage 3 (Y 2011): Secondary School Children



Promoting Optimum Nutrition in  
Preschool-aged Children

# Highlight of 2009 Activities

## Educational materials for parents



## Series of educational articles



Seminar for Teachers



Family Carnival

Educational collaterals for kindergartens



Promoting Optimum Nutrition in  
Primary School-Aged Children

## Sponsored by:

### ➤ Several corporate members of NSM

Main Sponsor / Penaja Utama



Co-sponsors / Penaja Bersama



With Support From

\* Ace Canning \* Danone Dumex \* F&N Seasons \* Fonterra \* GSK  
\* Pepsico Malaysia \* Wyeth Nutrition

## NMM 2010 activities are targeted at:

1. Parents/public
2. Children

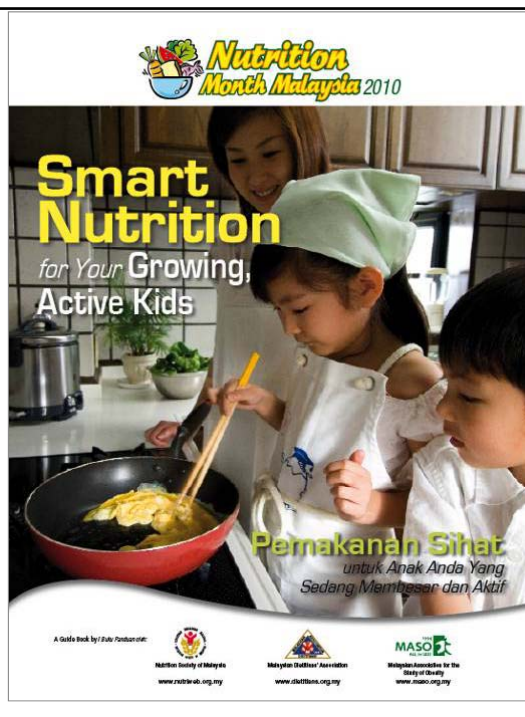
## The two main “heroes” of NMM 2010:

1. *Smart Nutrition* (guidebook for parents)
2. *Kembara Alam Sam* (comic and activity book for children)



“Hero” for activities targeted at parents/public

**SMART NUTRITION Guidebook**  
.....for parents



**SMART NUTRITION guidebook**

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*Bertindaklah Hari Ini!*

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*Tenaga Untuk Anak Anda Yang Sedang Membesar*

16-17 The Power Of 5 To Meet Their Needs!  
*Kuasa 5 Untuk Penuhi Keperluan Mereka!*

**Smart Feeding / Pemakanan Bijak**

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24-25 Put Into Practice!  
*Amalkan!*



# Featuring the new

# FOOD GUIDE PYRAMID...

**Smart Feeding / Pemakanan Cerdik**

## Balance, Moderation & Variety

### Seimbang, Sederhana & Pelbagai

The smart way to feed your child is to use the Malaysian Food Guide Pyramid. It ensures your child obtains proper nutrition, which means he eats a balanced meal that comprises a variety of food in moderate amounts.

Cara bijak untuk membesarkan anak anda adalah dengan menggunakan piramid Makanan Peternak Malaysia. Ia memastikan dia mendapat pemakanan yang seimbang, yaitu makanan pelbagai yang terdiri daripada pelbagai jenis makanan, dalam kuantiti yang tepat.

**Balance**  
A balanced meal means that your child eats from all the five food groups. In a amount that are reflected in the width of the Pyramid. Foods at the bottom level are to be eaten the most often, while those at the top should be consumed less.

**Moderation**  
Follow the number of servings recommended for each food group to ensure that the appropriate amounts of each food are consumed.

**Variety**  
Be sure to feed your child a mix of food from each level of the Pyramid. By doing this, the chances of consuming the full range of nutrients his body needs are optimized.

**Seimbang**  
Makanan yang seimbang bermaksud anak mendapat makanan daripada semua lima kumpulan makanan, dalam jumlah yang mencukupi. Makanan-makanan pada aras paling bawah piramid adalah makanan yang hendak dimakan paling kerap, manakala makanan pada aras-paling atas perlu dimakan dalam jumlah yang sedikit.

**Sederhana**  
Atau bayangkan saiznya yang diberikan untuk setiap kumpulan makanan topi menunjukkan saiz saiz pemakanan makanan yang sesuai.

**Pelbagai**  
Pastikan anda member anak anda pelbagai jenis makanan daripada setiap aras piramid makanan. Dengan mengorog pelbagai jenis makanan, peluang untuk mendapat pemakanan yang lengkap akan lebih dapat digariskan.

**Milk and milk products**  
2 1/2 servings  
**Susu**  
Susu  
Susu  
Murni  
Murni

**Vegetables**  
4 servings  
**Sayuran**  
Sayuran  
Sayuran

**Fruit**  
4 servings  
**Pisang**  
Pisang  
Pisang  
Pisang

**Grains, rice, potatoes, pasta, bread, cereals, canned products and tubers**  
4 servings  
**Pisang, nasi, gandum, pasta, roti, bijian, produk tin, kentang, ubi**  
Pisang, nasi, gandum, pasta, roti, bijian, produk tin, kentang, ubi

**Protein**  
2 1/2 servings  
**Fish, poultry, meat, eggs and legumes**  
Fish, poultry, meat, eggs and legumes

**Dairy, oil, sugar and salt**  
Less  
**Susu, minyak, gula dan garam**  
Susu, minyak, gula dan garam

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## Other Features...

## SERVING SIZES

### What's In A Serving?

#### Apa Maksud Satu Sajian?

You have learned about the Food Guide Pyramid and its servings that are still hard to get. However, here is a one serving equivalent of five major food groups, with which the serving size is easy to grasp. You can use it as a reference, such as high school students and parents who do not know the amount of food to give to their children. It is an excellent tool for parents to use.

Anda telah mempelajari mengenai piramid makanan peternak Malaysia dan saiz perkhidmatan yang mereka sediakan. Tetapi masih sukar untuk memahami saiz perkhidmatan yang betul. Berikut ini adalah contoh saiz perkhidmatan yang mudah difahami dan boleh digunakan sebagai panduan kepada orang tua. Ia adalah alat yang sangat berguna untuk orang tua.

To ensure your child does it in healthy ways, you should be aware of how to serve. First, it is a good idea to use the right size serving spoon to serve the food.

Untuk memastikan anak anda mengambil makanan dengan cara yang sihat, anda perlu mengetahui bagaimana untuk menyajikan. Pertama, adalah baik untuk memastikan anda menggunakan sudu saiz yang betul untuk menyajikan makanan.

#### Example of one serving of grains / Contoh saiz sajian bijian

2 scoops of cooked rice / 2 sudu nasi dimasak  
2 cups of plain rice porridge / 2 cawan bubur nasi putih  
4 slices of bread / 4 keping roti  
2 slices of bread / 2 keping roti

#### Example of one serving of vegetables / Contoh saiz sajian sayur-sayuran

1/2 cup of cooked vegetable (e.g., broccoli) / 1/2 cawan sayur yang dimasak (contoh: brokoli)  
2 whole tomatoes / 2 biji tomato utuh  
1 cup of raw vegetables (e.g., celery) / 1 cawan sayur mentah (contoh: selada)

#### Example of one serving of fish/poultry/meat/eggs/legumes / Contoh saiz sajian ikan/poultry/daging/telur/bijian

1 medium fish (e.g., kembung) / 1 ikan pertengahan saiz (contoh: kembung)  
1 cup of beans / 1 cawan kacang  
2 whole eggs / 2 biji telur  
1 medium sized chicken drumstick / 1 ayam saiz pertengahan

## MEETING REQUIREMENTS

### Put It Into Practice!

Using the Food Guide Pyramid, let your child plan a meal for his or her family. The child should choose the food to eat from each food group and the amount to eat. The child should use the serving sizes provided in the Food Guide Pyramid. The child should use the Food Guide Pyramid to plan a meal for his or her family.

**Food to remember**  
The child should choose the food to eat from each food group and the amount to eat. The child should use the serving sizes provided in the Food Guide Pyramid. The child should use the Food Guide Pyramid to plan a meal for his or her family.

#### Meals Throughout The Day

**Breakfast**  
1 cup of milk / 1 cawan susu  
1 cup of cereal / 1 cawan bijian

**Mid-Morning Snack**  
1 cup of fruit / 1 cawan buah-buahan  
1 cup of milk / 1 cawan susu

**Lunch**  
1/2 cup of rice / 1/2 cawan nasi  
1/2 cup of meat / 1/2 cawan daging  
1/2 cup of vegetables / 1/2 cawan sayur-sayuran  
1/2 cup of fruit / 1/2 cawan buah-buahan

**Afternoon Snack**  
1 cup of fruit / 1 cawan buah-buahan  
1 cup of milk / 1 cawan susu

**Dinner**  
1/2 cup of rice / 1/2 cawan nasi  
1/2 cup of meat / 1/2 cawan daging  
1/2 cup of vegetables / 1/2 cawan sayur-sayuran  
1/2 cup of fruit / 1/2 cawan buah-buahan

### Amalkan!

#### Breakfast

1/2 cup of milk / 1/2 cawan susu  
1/2 cup of cereal / 1/2 cawan bijian

1/2 cup of fruit / 1/2 cawan buah-buahan  
1/2 cup of milk / 1/2 cawan susu

1/4 cup of rice / 1/4 cawan nasi  
1/4 cup of meat / 1/4 cawan daging  
1/4 cup of vegetables / 1/4 cawan sayur-sayuran  
1/4 cup of fruit / 1/4 cawan buah-buahan

1/2 cup of fruit / 1/2 cawan buah-buahan  
1/2 cup of milk / 1/2 cawan susu

1/4 cup of rice / 1/4 cawan nasi  
1/4 cup of meat / 1/4 cawan daging  
1/4 cup of vegetables / 1/4 cawan sayur-sayuran  
1/4 cup of fruit / 1/4 cawan buah-buahan

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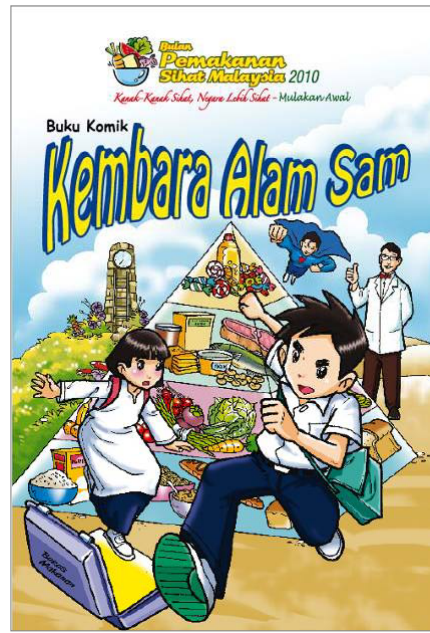


<p><b>Be Active / Jadi Aktif</b></p> <p>50-51 Get Physical! <i>Lakukan Aktiviti Fizikal!</i></p> <p><b>Common Issues/ Challenges / Isu/ Cabaran Biasa</b></p> <p>56-57 "Eh, You Know My Child..." <i>"Eh, Awak Tau Tak Anak Saya..."</i></p> <p>58-59 Frequently Asked Questions (FAQs) <i>Soalan-soalan Lazim</i></p> <p><b>Summary / Ringkasan</b></p> <p>60-61 Commandments Of A Healthy Lifestyle <i>Prinsip Gaya Hidup Sehat</i></p> <p><b>Growth Charts / Carta Pertumbuhan</b></p> <p>70 BMI-For-Age Charts <i>Carta IMT-Untuk-Umur</i></p>	
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“Hero” for activities targeted at children

# KEMBARA ALAM SAM

...comic & activity book for kids



## Learning through the fun way .....



# Activity sections .....

**AKTIVITI 4**  
 Dari bar kata-kata perhatikan ingatanmu. Bar dan Lini dari kata di bawah.

L	A	E	R	S	G	A	J	O	E	N	E	K
A	L	W	I	N	E	A	L	N	S	K	A	
S	L	I	A	K	T	S	A	B	C	S	H	
N	A	V	A	R	B	C	O	T	P	A	J	
T	O	E	F	A	G	E	A	A	A	A		
G	M	R	O	E	J	A	N	O	N	K	I	L
A	I	Z	S	A	S	P	J	T	O	N		
G	H	A	P	A	L	C	H	A	I	A	S	
R	T	A	J	O	K	A	T	A	L	L		

**Kata-kata:**  
 Bar: **Selamat**, **Selamat**  
 Lini: **Manfaat**, **Manfaat**  
 Bar: **Manfaat**, **Manfaat**  
 Lini: **Manfaat**, **Manfaat**  
 Bar: **Manfaat**, **Manfaat**  
 Lini: **Manfaat**, **Manfaat**

**AKTIVITI 6**  
 Dari bar Lini bar kata dan gambar-gambar yang berkaitan dengan pahlawan. Buatlah bar kata-kata yang berkaitan dengan pahlawan yang berkaitan dengan gambar-gambar.

**AKTIVITI 1**  
 Adik telah mengikuti pengambaran oleh Sam dan Lina. Sekarang cubalah aktiviti-aktiviti yang berikut.

**AKTIVITI 1**  
 Untuk mendapat maklumat yang berkaitan dengan aktiviti-aktiviti yang berkaitan dengan pengambaran oleh Sam dan Lina, cubalah aktiviti-aktiviti yang berikut.

**AKTIVITI 2**  
 Berdasarkan pengambaran oleh Sam dan Lina, adakah aktiviti-aktiviti yang berkaitan dengan pengambaran oleh Sam dan Lina? Berikan jawapan (T) atau tidak (F) bagi setiap baris dan beri alasan yang berkaitan.

1. Sam dan Lina menggunakan pengambaran oleh Sam dan Lina untuk mendapatkan maklumat. ( )
2. Lina dan Sam telah menggunakan pengambaran oleh Sam dan Lina untuk mendapatkan maklumat. ( )
3. Sam dan Lina telah menggunakan pengambaran oleh Sam dan Lina untuk mendapatkan maklumat. ( )
4. Sam dan Lina telah menggunakan pengambaran oleh Sam dan Lina untuk mendapatkan maklumat. ( )
5. Sam dan Lina telah menggunakan pengambaran oleh Sam dan Lina untuk mendapatkan maklumat. ( )
6. Sam dan Lina telah menggunakan pengambaran oleh Sam dan Lina untuk mendapatkan maklumat. ( )
7. Sam dan Lina telah menggunakan pengambaran oleh Sam dan Lina untuk mendapatkan maklumat. ( )

**AKTIVITI 3**  
 Isikan baris kata-kata dan gambar-gambar yang berkaitan.

**Kata-kata:**  
 1. Makanan yang berkaitan dengan aktiviti-aktiviti yang berkaitan dengan pengambaran oleh Sam dan Lina.  
 2. Makanan yang berkaitan dengan aktiviti-aktiviti yang berkaitan dengan pengambaran oleh Sam dan Lina.  
 3. Makanan yang berkaitan dengan aktiviti-aktiviti yang berkaitan dengan pengambaran oleh Sam dan Lina.  
 4. Makanan yang berkaitan dengan aktiviti-aktiviti yang berkaitan dengan pengambaran oleh Sam dan Lina.  
 5. Makanan yang berkaitan dengan aktiviti-aktiviti yang berkaitan dengan pengambaran oleh Sam dan Lina.  
 6. Makanan yang berkaitan dengan aktiviti-aktiviti yang berkaitan dengan pengambaran oleh Sam dan Lina.  
 7. Makanan yang berkaitan dengan aktiviti-aktiviti yang berkaitan dengan pengambaran oleh Sam dan Lina.

## Other Collaterals ...developed for children & parents

# BOOK MARK

.....for kids

**Aktif Selalu**

- Bergerak aktif setiap hari
- Luangkan masa untuk aktiviti luar bersama keluarga

**Kebersihan Diri**

- Basuh tangan sebelum dan selepas makan
- Kunjungi tempat makan yang bersih

**Makan Sihat + Aktif Selalu + Kebersihan Diri = Badan Sihat**

**Makan Sihat, Bijak Belajar**

**Makan Sihat**

- Amalkan kesederhanaan, kepelbagaian dan keseimbangan
- Makan dari 5 kumpulan makanan
- Makan mengikut waktu
- Kurangkan makanan manis dan berlemak

Logo: Kementerian Kesihatan Malaysia, Kementerian Pendidikan Malaysia, MASQ, Nourishing, Nestle, Vitagen, Yakult.

# CLASSROOM POSTER

.....for kids

**Makan Sihat + Aktif + Kebersihan Diri = Badan Sihat**

**Makan Sihat**

- Amalkan kesederhanaan, kepelbagaian dan keseimbangan
- Makan dari 5 kumpulan makanan utama
- Makan mengikut waktu
- Pilihlah snek yang berkhasiat
- Kurangkan makanan manis dan berlemak

**Jadi Aktif**

- Bersenam setiap hari
- Minum air yang cukupnya
- Jadikan bersenam masa yang seronok dengan keluarga

**Kebersihan Diri**

- Tutup mulut anda semasa bersin atau batuk
- Basuh tangan sebelum dan selepas makan
- Jangan membeli makanan yang terdedah dan jangan kunjungi gerai yang kotor

Logo: Kementerian Kesihatan Malaysia, Kementerian Pendidikan Malaysia, MASQ, Nourishing, Nestle, Vitagen, Yakult.

# Leaflet ... for parents

## Keluarga Sehat

Sumbangkanlah sehat yang anda peroleh kepada keluarga anda lebih jauh lagi yang baik, biarkanlah kebiasaan hidup yang baik anda sampaikan kepada keluarga anda yang lebih jauh lagi yang baik.

**Makan Untuk Jadi Sehat**  
Asupan Protein adalah salah satu faktor untuk memelihara dan memelihara kesehatan anda dan keluarga anda.

**Gaya Hidup Aktif Untuk Rekal Sehat**  
Gizi dan kesehatan anda sangat penting untuk anda dan keluarga anda. Untuk itu, anda harus aktif bergerak dan berolahraga.

**Catikan Piramid**  
Salah satu yang paling penting untuk diperhatikan adalah piramid makanan yang menunjukkan komposisi gizi yang baik.

## Recipes To GOOD HEALTH

Resipi Ke Arah Kesihatan Baik



MASQ  
Malaysian Active Society  
Pusat Kegiatan Masyarakat

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## Healthy Families

The best thing you can give your family is good health. And it's easy, just ensure they eat well, lead an active lifestyle and practice good hygiene!

**Eat to be Healthy**  
The Food Guide Pyramid is a tool to help you feed your family healthily. The simple guide helps ensure they eat a balanced meal that contains a variety of food in moderate amounts.

**Use the Pyramid**  
A balanced meal consists of food from all the food groups, reflected in the various levels of the Pyramid. Foods at the bottom level are to be eaten the most often, while those at the top should be consumed less.

**Hydration**  
A balanced meal consists of food from all the food groups, reflected in the various levels of the Pyramid. Foods at the bottom level are to be eaten the most often, while those at the top should be consumed less.

**Hygiene**  
Be sure to provide a note of food from each level. Be strong in your family opinion on the chances of consuming the nutrients of nutrients they need.

### Stay Active to be Healthy

Encourage your family to include in physical activity regularly. Get them to play together as much as possible. You can:

- Play a team sport such as basketball
- Go to walks with the family in the park or around your neighbourhood

Physical activity doesn't just mean working out. You can also incorporate things you do on a daily basis to get physical. A simple way to do this is to encourage your child to help with household chores like sweeping, dusting and washing car.

**To be Clean is to be Healthy**

- Wash hands before and after meals
- Choose safe and clean foods and beverages
- Store foods appropriately
- Prepare healthy meals only
- Cook food thoroughly
- When eating out, choose clean premises

### It's never too late to start

It's never too late to start. Encourage your family to include in physical activity regularly. Get them to play together as much as possible. You can:

- Play a team sport such as basketball
- Go to walks with the family in the park or around your neighbourhood

**Mudah tidak terlambat untuk melakukan perubahan**

Encourage your family to include in physical activity regularly. Get them to play together as much as possible. You can:

- Play a team sport such as basketball
- Go to walks with the family in the park or around your neighbourhood

## Healthy Family

= Eats Healthily + Active + Clean

Sponsored by: Nourishing, Vitamin, and others.

Reaching out directly to children with fun-educational messages

## NMM 10 NutriFun School Roadshow ....

### “Fun story-telling sessions”



## Interschool Contest....

### Encouraging children to practise healthy lifestyle

**Orang Pemakanan Sihat Malaysia 2010**  
*Kesuk-Kesuk Sihat, Nya-Lah Sihat - Mulakan Awal*

**Pertandingan Buku Scrap Sihatku**  
*Amalan Makan Sihat & Gaya Hidup Aktif*

**Mengap Hadiah Menarik!**  
 Tempoh Pendaftaran: April - Jun 2010

**Cara Mengambil Bahagian**

- Sediakan sebuah buku scrap bersaiz A4 yang mencatatkan amalan gaya hidup sihat anda setiap hari selama satu minggu (semin hingga Ahad) yang meliputi:
  - apa yang anda makan untuk sarapan, makan tengahari, makan malam dan snak
  - masa aktiviti anda secara sendiri atau bersama keluarga atau teman anda
- Catatkan buku scrap anda mesti dalam bentuk lukisan atau gambar yang boleh diambil daripada surat khabar, majalah, gambar foto dan sebagainya.
- Tuliskan penerangan pendek mengenai semua aktiviti anda.
- Buku scrap anda mesti mengandungi minimum sebanyak 10 halaman dan maksimum 20 halaman (termasuk kulit buku).

**HADIAH-HADIAH**

**Untuk Pelajar:**  
 Kumpulan A (Tahun 4-6) & Kumpulan B (Tahun 1-3)

<b>Hadiah Pertama x1</b> Wang tunai RM 500	<b>Hadiah Kedua x1</b> Wang tunai RM 400	<b>Hadiah Ketiga x1</b> Wang tunai RM 300
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Hadiah Saguhati x 10 - Wang tunai RM 100 untuk setiap pemenang

Para pemenang bagi kedua-dua kumpulan akan menerima sijil, hamper dan plak (bagi tiga tempat pertama sahaja).

**Untuk Sekolah:**  
 Sekolah dengan jumlah penyertaan yang terbanyak akan memenangi:

<b>Hadiah Pertama x1</b> Sebuah komputer desktop & wang tunai RM1,500	<b>Hadiah Kedua x1</b> Sebuah komputer desktop & wang tunai RM1,000	<b>Hadiah Ketiga x1</b> Sebuah televisyen & wang tunai RM400
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Nutritionists and dietitians reaching out to the public .....

**NMM 10 Family Carnivals in Mid Valley Exhibition Centre, Kuala Lumpur**

- May 15 & 16 @ Hall 1 (Opening Ceremony)
- July 24 & 25 @ Hall 3 (Closing Ceremony)

The poster for Nutrition Month Malaysia 2010 features a central illustration of a bowl of fruit and vegetables. To the right, a group of six children in school uniforms are shown with their arms raised in a celebratory gesture. The text on the poster includes the event title, the slogan 'Healthy Children, Healthier Nation - Start Young', the Minister of Health's name, and logos for the Ministry of Health, MASO, and various sponsors such as Nourishing, Vitagen, and Yakult.

**Nutrition Month Malaysia 2010**  
*Healthy Children, Healthier Nation - Start Young*

Organized by  
**YB Dato' Sri Liow Ting Lai**  
Minister of Health  
May 15 & 16, 2010

Main Sponsor: Nourishing  
Co-Sponsors: Vitagen, Yakult



*Healthy Children,  
Healthier Nation*  
- Start Young

**Family Nutrition Screening**

**FREE**

- For children :
  - Weight & Height Check
- For parents :
  - BMI, % Body Fat, Blood Pressure, Cholesterol & Blood Glucose

Plus:  
Healthy Eating Advice



See you there!

- May 15 & 16, 2010
- 10am – 10pm
- Hall 1, Mid Valley Exhibition Center



*Healthy Children,  
Healthier Nation*  
- Start Young

**Join us!** Come, tons of fun are waiting for you & your family!

- Over RM20,000 worth of prizes to be won
- Product gifts up for grabs all day long
- Inter-school Talent Performance
- Fun nutritional games
- Free products sampling
- Colouring contest
- Other fun activities for kids & family



See you there!

- MAY 15 & 16, 2010
- 10am – 10pm
- Hall 1, Mid Valley Exhibition Center

**Series of press articles in major newspapers:**



**Series of 4 articles published in English, Bahasa Malaysia and Chinese press:**

- Are Our Children Eating Right?
- Eating to Achieve...
- Laying the Foundation for the Well-Rounded Child
- Empowering Your School-Going Child

**Press Advertorials Series:**



**Series of articles to be published in May-July:**

- **Barley & Energy Needs of a Child**
- **Healthy Balanced Meal**
- **Probiotics & Digestive Health**
- **Healthy Living**
- **Family Mealtimes**
- **Good Fats**
- **Goodness of Peanuts**

**Do your bit to promote**



**Whether your are:**

- **State Nutrition Officer**
- **Medical specialist**
- **Lecturer**
- **Researcher**
- **Student**
- **Any one at all !**

## How you can help to promote ?



- **Obtain these educational materials – more copies of the guidebook and materials for the children can be purchased**
- **Conduct talks, seminars , exhibitions in your own district, state**



*Healthy Children, Healthier Nation - Start Young*

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*Thank You!*