

Healthy children, healthier nation - Nutrition Month Malaysia 2009

11th Scientific Conference
&
Annual General Meeting



Of the
Nutrition Society of Malaysia

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



Healthy Children, Healthier Nation

Will be launched on 4 April 2009, in
conjunction with a Family Carnival at the Mid
Valley Convention Centre, KL

Objectives of this presentation

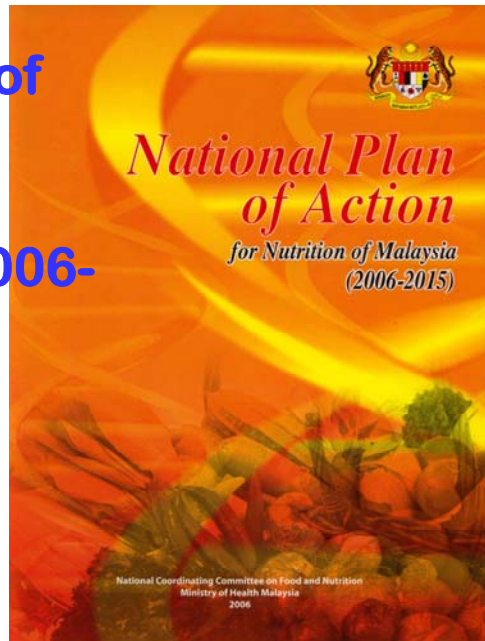
- **To highlight activities that will be carried out**
- **To invite you to support NMM activities**
- **To urge you to help promote the messages of NMM 2009**

Outline of this presentation

- **Provide background on initiation of Nutrition Month Malaysia in 2002**
- **Summarise themes and activities over the years**
- **NMM 2009 main activities**
 - ❖ **Booklets, DVD, worksheet**
 - ❖ **Educational press articles**
 - ❖ **Family carnivals**
- **Need for continued promotion**
 - ❖ **need your support !**

The beginning

**National Plan of
Action for
Nutrition II
(NPANM II) (2006-
2015)**



Two key strategies in NPANM II

- **Promoting healthy eating and active living**
- **Ensuring all have access to nutrition information**

Nutrition interventions in the country

- **Require a multitude of approaches**
- **To be collaboratively undertaken by multiple agencies and organizations**

- **Besides the Ministry of Health Malaysia, various other agencies and professional bodies have collaborated in promoting health eating activities**
- **The Nutrition Society of Malaysia has carried out a number of nutrition promotion activities to reach out to the community**

- **There is clearly a need for continuous efforts to provide more unbiased nutrition information to the public**
 - ❖ **to further raise the visibility of nutrition in the country**
- **A proposal was made in 2001 to YB Minister of Health to organise **Nutrition Month Malaysia (NMM)** every year**
 - ❖ **to further raise the visibility of nutrition in the country**



- **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 6 years**

- **Objective:**
 - ❖ **to promote greater awareness and the practice of healthy eating, in line with the Government's healthy lifestyle programme**
 - ❖ **to further raise public awareness on the importance of healthy eating in maintaining health and wellbeing**

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







Organised by




- **Activities:**
using a variety of approaches, to further raise the visibility of nutrition
- **Seminars,**
- **press articles,**
- **radio & TV interviews,**
- **community activities in all states, including exhibitions, talks**


- **Main publication is the Guide book**
- **Copies available on sale in this Conference**



Eat Right, Enjoy Life!
Makan Sihat, Nikmati Kehidupan!



A Guide & Recipe Book by I Buku Panduan & Resipi diterbitkan:


Nutrition Society of Malaysia
www.nutsofms.org.my


Malaysian Dietitians' Association
www.dietitians.org.my


MASO
Malaysian Association for the Study of Obesity
www.maso.org.my

For the year 2009, the Steering Committee of NMM has decided to focus on promoting young child nutrition

**Recognising that significance undernutrition and over nutrition exists among children in the country
Particularly children 1-6 years old**

Hence the theme for 2009:



Organised by



Supported by Ministry of Health Malaysia

Sponsored by:

- **Malaysian Health Promotion Board**



Sponsored by:

- **Several corporate members of NSM**

Main Sponsor / Penaja Utama



Co-sponsors / Penaja Bersama



With the support of / Dengan sokongan

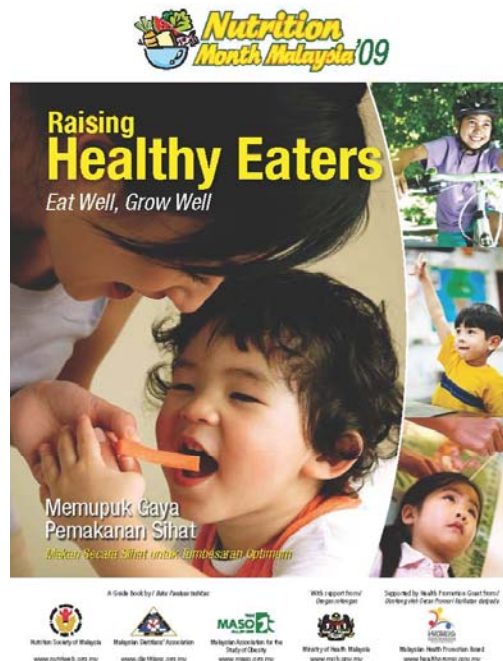
Abbott Laboratories (M) Sdn Bhd • F&N Seasons • GSK Consumer HealthCare Sdn Bhd

The activities shall kick off in early April

The two main “heros” of NMM 2009 are two child nutrition guide and recipe books:

- 1. Raising Healthy Eaters**
- 2. Easy Nutrition Planner**

Main
“hero”
of NMM
2009



RHE Contents *Kandungan*

Introduction / *Pengenalan*

8-9 See How They Grow!
Lihatlah Bagaimana Mereka Membesar!

10-11 Shower Them with Love and Care
Curahkan Belaian dan Kasih Sayang



Nutrition Basics / *Asas Pemakanan*

12-13 The Fundamentals of Good Nutrition
Asas Pemakanan yang Baik

14 Essential Energy
Keperluan Tenaga

15 Colourful Goodness
Kebaikan Berwarna-warni

16 Build Up with Protein
Membina dengan Protein

17 Got Milk and Dairy Products? / Fat Facts
Ada Susu dan Produk Tenusu? / Fakta Lemak



RHE

Meal Planning / *Merancang Hidangan*

18-19 Plan Your Course
Rancang Menu Anda

20 Be a Wise Shopper
Pembeli Bijak

21-22 Reading Nutrition Labels
Membaca Label Pemakanan



Cook It Right / *Masak Secara Sihat*

23-25 Use Your Creativity!
Gunakan Kreativiti Anda!

26 Kids in the Kitchen
Anak-anak di Dapur



Feed Them Right / *Memberi Makan Secara Betul*

27-29 Common Feeding Mistakes
Kesilapan Pemberian Makanan

30-31 Too Much? Too Little?
Terlalu Banyak? Terlalu Sedikit?

32-33 Mealtimes on Time
Waktu Makan yang Tepat

34-35 Sumptuous, Healthy Snacks
Keenakan Snek Sihat



RHE

Common Feeding Problems / Masalah

36-37 "I Don't Want to Eat!"
"Saya Tak Mahu Makan!"

38-39 "Mummy, I'm Sick!"
"Mak, Saya Sakit!"

Safety First / Utamakan Keselamatan

40-41 Keeping Food Safe
Menyimpan Makanan dengan Selamat

Active Child / Kanak-kanak Aktif

42-43 Let Your Child Enjoy Active Play!
Galakkan Anak Anda Aktif Bermain!

RHE

Grow Right / Membesar Secara Sihat

44-45 Malnutrition Affects Child Growth & Development
Pemakanan Tidak Seimbang Menjejaskan Tumbesaran Anak

46-47 Is Your Child Growing Right?
Adakah Anak Anda Membesar dengan Betul?

48-49 Interpreting Body Mass Index
Menginterpretasi Indeks Jisim Tubuh

Frequently Asked Questions / Soalan-soalan Lazim

50-52 Chicken or Fish? Eggs Everyday?
Ayam atau Ikan? Telur Setiap Hari?

Growth Charts / Carta Pertumbuhan

53-54 BMI-For-Age Charts
Carta IJT-untuk-Umur

2nd main
 “hero” of
 NMM
 2009

To be
 available
 during
 NMM 2009
 Family
 Carnival

Nutrition Month Malaysia '09

Easy Nutrition Planner for All Caring Mums
 Buku Perancang Pemakanan Mudah untuk semua ibu-ibu penyayang

A Guide Book By: Aduy Pusaka author

Nutrition Society of Malaysia
www.nutmsb.org.my

Malaysian Dietitians' Association
www.dietitians.org.my

MASOK
 Malaysian Association for the Study of Obesity
www.masok.org.my

ENP

Contents
 Kandungan

<p>10-11 Brush Up On Nutrition And Feeding! Semak dan perbaiki semula strategi pemakanan dan perancangan makanan!</p>	<p>22-23 Smart Shopping Membeli-beli dengan bijak!</p>	<p>45 Quick Time! Masak dalam masa!</p>
<p>12-13 Viva Variety! Semakan kepelbagaian!</p>	<p>24-25 Your Guide To Fresh Foods Panduan untuk makanan segar!</p>	<p>55 Cooking Up Healthy Servings! Bersempit dengan hidangan bersempit!</p>
<p>16 Planning Makes Perfect Merancang untuk Kesempurnaan!</p>	<p>26-27 Processed Picks Memilih Makanan Yang Diproses!</p>	<p>56-86 Creative Recipes Resepi Kreatif!</p> <ul style="list-style-type: none"> • Colour With Fruits & Veggies • Fill 'Em' With Fibre • Protein Picks & Punch • All-in-One Dishes
<p>17 Planning In Power! Perancangan Berkuasa!</p>	<p>28 Reading Nutrition Labels Is Easy! Membaca Label Nutrisi Perancangan Mudah!</p>	<p>36-37 Let's Cook! Mari Masak!</p>
<p>18-19 Puan Linda's Menu Plan Perancangan Menu Puan Linda!</p>	<p>29 Safe & Convenient Selamat & Mudah!</p>	<p>38 Adding Goodness, Adding Taste</p>
<p>20 "I Should Have Started Earlier!" "Saya Seharusnya Boleh Bekerja Lebih Awal Lagi!"</p>	<p>34-35 Getting Ready Bersedia Untuk Memasak!</p>	

ENP

Nutrition Basics / Asas Pemakanan

10-11

Brush Up On Nutrition And Feeding!

Tambah Pengetahuan Tentang Pemakanan
Pemberian Makanan!

12-13

Viva Variety!

Amalkan Kepelbagaian!

Meal Planning / Perancangan Sajian

16

Planning Makes Perfect

Merancang Untuk Kesempurnaan

17

Planning Is Power!

Kehebatan Merancang!

18-19

Puan Linda's Menu Plan

Rancangan Menu Puan Linda

20

"I Should Have Started Earlier!"

Sepatutnya Saya Telah Mula Dari Awal Lagi!"

ENP

Shopping Guide / Panduan membeli-belah

22-23

Smart Shopping

Membeli-belah Secara Bijak

24-25

Your Guide To Fresh Foods

Panduan Untuk Makanan Segar

26-27

Processed Picks

Memilih Makanan Yang Diproses

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Reading Nutrition Labels Is Easy!

Membaca Label-label Pemakanan Adalah Mudah!

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Safe & Convenient

Selamat & Mudah

Quiz Time / Masa Untuk Kuiz

45

Quiz Time!

Masa Untuk Kuiz!

ENP

20 recipes for children!



Creative Recipes / Resipi Kreatif

55

Cooking Up Healthy Servings!

Memasak Dengan Hidangan Berkhasiat!



56-86

Creative Recipes

Resipi-resipi Kreatif

- **Colour With Fruits & Veggies**
Warnakan Pemakanan Buah-buahan & Sayuran
- **Fill Em' With Fibre**
Pemberian Makanan Berserat
- **Protein Packs A Punch**
Protein Membina Tubuh Yang Sihat!
- **All-in-One Delights**
Hidangan Lazat Semua-Dalam-Satu

Another booklet for making available wider food choices



Bread recipes....

Goodness in Every Bite

Khasiat dalam Seriap Keping Rori

Bread may be found in every household, but not every household knows its nutrition value.

THE LANGUAGE OF BREAD

White bread is made of refined grains, which have undergone processes that strip out parts of the grain as well as some of the nutrients.

Brown bread is made from wheat flour with some of the bran removed.

Wholemeal bread is made with wholemeal wheat flour or mixture of wholemeal wheat flour and wheat flour.

Multigrain bread is made with multiple grains such as oats, cracked wheat, buckwheat, barley, millet, flax, etc.

Roti boleh didapati hampir di setiap rumah, tetapi bukan semua keluarga tahu tentang nilai pemaliannya.

BAHASA ROTI

Roti putih diperbuat daripada bijirin halus yang telah diproses yang telah membuang sebahagian daripada biji-bijirin.

Roti perang dibuat daripada tepung gandum dengan menghilangkan sebahagian biji-bijirin.

Roti mil penuh dibuat daripada tepung gandum penuh atau campuran tepung gandum penuh dan tepung gandum biasa.

Roti poligrain dibuat daripada beberapa biji-bijirin seperti oat, gandum hancur, gandum jagung, biji-bijirin, flax dan sebagainya.

WHAT'S IN A SLICE OF YOUR BREAD?

APA YANG TERKANDUNG DALAM SEKEPING ROTI ANDA?

1 slice of enriched wholemeal bread (30g) / 1 keping roti mil penuh yang diperkaya (30g)	Energy / Tenaga	Carbohydrate / Karbohidrat	Protein / Protein	Fat / Lemak	Fiber / Serat	Calcium / Kalsium	Iron / Zat Besi
60 kcal	10.4 g	3.1 g	0.7 g	2.1 g	72 mg	1.9 mg	

There is a lot of energy in bread and this contributes to the life energy needs of your child / Roti membolehkan tenaga, ia menyumbang kepada keperluan tenaga di mana-mana.

Complex carbohydrates in bread and other cereal-based foods are the primary source of energy for the child / Karbohidrat kompleks dalam roti dan makanan berasaskan biji-bijirin adalah sumber tenaga yang diperkaya untuk anak-anak.

Bread provides a lot of energy to help build and repair the tissues in your child's body / Roti membolehkan tenaga yang banyak untuk membina dan membaiki tisu-tisu dalam badan anak-anak.

Breads allow B-vitamins / Roti membolehkan vitamin B.

Wholemeal bread contributes a significant amount of fibre to meet the daily needs of your child / Roti gandum penuh menyumbang kepada jumlah yang signifikan kepada keperluan serat harian anak-anak.

Calcium in bread is not high, unless enriched such as this sample / Kalsium dalam roti tidak tinggi, kecuali diperkaya seperti sampel ini.

Bread contributes considerable amount of iron to your child / Roti menyumbang kepada banyak zat besi kepada anak-anak.

There is a lot of energy in bread and this contributes to the life energy needs of your child / Roti membolehkan tenaga, ia menyumbang kepada keperluan tenaga di mana-mana.

Several types of bread are now enriched with added vitamins and minerals such as calcium, iron, folic acid, B vitamins and fibre to add more nutritional goodness. When purchasing bread, check the labels and look for enriched breads.

Beberapa jenis roti kini diperkaya dengan vitamin dan mineral tambahan seperti kalsium, zat besi, folat, vitamin B dan serat untuk menambah kebaikan pemaliannya. Apabila membeli roti, semak label dan cari roti yang diperkaya dengan nutrient tambahan.

Whole High-Fibre Breads are usually made with wholemeal or wholegrain flour. They have a higher amount of fibre and have a higher consistency than white bread. Fibre is an important nutrient to promote a healthy digestive system for your child. High-fibre breads may contain a variety of **whole grains, steel-cut oats, rye and grains**, thereby further improving their nutritional value.

Roti Penuh Serat Tinggi biasanya dibuat daripada tepung gandum penuh atau bijirin bijirin penuh. Ia mempunyai lebih serat daripada roti putih biasa. Serat adalah nutrien penting untuk mempromosikan sistem pencernaan yang sihat. Roti serat tinggi mungkin mengandungi pelbagai **jenis biji-bijirin, oat, rye dan biji-bijirin**, yang akan meningkatkan nilai pemaliannya.

Bread recipes

all-in-one meals

hidangan semua-dalam-satu

Every busy mom worries about how to prepare fast, yet nutritious meals for her family. Do not worry if you are one of them! The bread recipes in this "All-in-One Meals" section will give you an idea on how to make an wholesome meal that contains all the essential nutrients required by your child.

Untuk ibu yang sibuk, idea ini membantu anda menyiapkan hidangan yang cepat lagi berkhasiat untuk keluarga. Jangan bimbang jika anda salah seorang daripada mereka. Jangan risau jika anda salah seorang daripada mereka. Resipi roti dalam seksyen "All-in-One Meals" ini akan memberi anda idea tentang bagaimana menyiapkan hidangan yang mengandungi semua nutrien yang diperlukan oleh anak-anak.

Useful tip for moms: You plan to make a wholesome sandwich for your child but he may not be a big fan of wholemeal bread. Instead of using just white bread, you can mix wholemeal bread with the white bread to feed your child with better nutrients.



Hawaiian Chicken Sandwich (2 servings)

Sandwic Ayam Hawaii (2 hidangan)

- Ingredients**
- 2 slices chicken breast, flat to 1 cm thick
 - 4 slices tomato, sliced thin
 - 1/2 cup lettuce, shredded
 - 1/2 cup purple onion, sliced thin
 - 2 slices of white and 2 slices of multigrain/wholemeal bread, toasted
- Mustard sauce**
- 1/2 cup mayonnaise
 - 1 tbsp mustard
 - 1 tsp honey
 - 1 tsp lemon juice
- Directions**
- Grill chicken breasts on both sides 10 minutes.
 - Shade chicken consistently with tomato, lettuce, and onion.
 - Place 1 slice of chicken breast on 2 slices of bread.
 - Top it with pineapple and cucumber slices. If preferred, add a dash of hot sauce.
 - Place remaining slices of toasted bread on top.
 - Serve immediately.

Multiple nutrient per serving / Kandungan nutrien setiap hidangan

Calories: 300 kcal • Carbohydrates: 30 g • Fat: 10 g • Protein: 18 g

Grilled Tofu Sandwich (4 servings)

Sandwic Tofu Grill (4 hidangan)

- Ingredients**
- 400 g extra-firm tofu, drained and sliced
 - 2 slices tomato, sliced (optional ingredients)
 - 1 slice of purple onion, sliced thin
 - 1/2 cup lettuce, shredded
 - 1/2 cup purple onion, sliced thin
 - 2 slices of white and 2 slices of multigrain/wholemeal bread, toasted
 - 1 tsp lemon juice
 - 1 tsp soy sauce
 - 1 tsp hot sauce (optional)
 - 1 tsp oil for greasing aluminium foil
- Directions**
- Preheat oven to 180°C. Grease aluminium foil lightly with oil.
 - Combine mustard and soy sauce in a small bowl. Slice the tofu into 1/2 cm thick pieces. Put the oil in a pan on the gas stove. Using a spoon, spread half the mustard mixture on one side of the tofu. Turn the other side and spread the remaining mixture on the other side.
 - Broil the tofu for 20 minutes.
 - Spread the mayonnaise on 2 slices of toasted bread. Top with tofu, tomato, cucumber and onion.
 - Place remaining bread on top to make 4 sandwiches.
 - Serve immediately.

Multiple nutrient per serving / Kandungan nutrien setiap hidangan

Calories: 300 kcal • Carbohydrates: 30 g • Fat: 10 g • Protein: 18 g

Educational tools for kindergarten teachers

DVD for kindergarten teachers to provide preschoolers with simple nutrition messages

Bulan Pemakanan Sihat Malaysia '09
Kanak-kanak Sihat, Negara Lebih Sihat

Memupuk Gaya Pemakanan Sihat

DVD Untuk Kanak-Kanak Pra-sekolah (4-6 tahun)

- Bahagian 1: Makan Secara Sihat, Membesar Dengan Kuat
- Bahagian 2: Makan Sarapan, Pandai Belajar
- Bahagian 3: Makan Secara Sihat, Bermain Dengan Cergas

Terdapat:
Perbadanan Pendidikan Malaysia, Persekitaran Pendidikan Malaysia, Kementerian Kesihatan Malaysia

Dengan sokongan:
Kementerian Pendidikan Malaysia, Kementerian Kesihatan Malaysia

Disokong oleh Geran Promosi Kesihatan daripada:
MAMBA

3 chapters (in Bahasa Malaysia)

DVD Untuk Kanak-Kanak Pra-sekolah (4-6 tahun)

- Makan Secara Sihat, Membesar Dengan Kuat
- Makan Sarapan, Pandai Belajar
- Makan Secara Sihat, Bermain dengan Cergas



Worksheet for children

Berapa jari pada tangan kanan adik-adik?
 Ya, adik-adik ada 5 jari!
 Terdapat juga 5 kumpulan makanan yang adik-adik perlu makan setiap hari.
 Warnakan gambar di bawah dan tunjukkan kepada ibu dan ayah!

Nama: _____
 Kelas: _____

Buah-buahan

Ayam Daging
Ikan Kacang

Susu Yogurt
Keju

Sayur-sayuran

Roti Bijirin
Nasi Mi

Worksheet for children

Untuk membesar, adik perlu makan. Padankan kumpulan makanan dengan kebaikannya.



Membuat adik sihat.

Memberi adik tenaga.

Tidak mudah sakit.

Menguatkan tulang dan gigi.

Membina badan yang kuat.



Worksheet for children

Ingatlah... untuk membesar dan menjadi tinggi dan kuat, adik perlu makan secara sihat!



Aktiviti pendidikan ini dibawakan kepada adik-adik oleh

Program Pemakanan Sihat Malaysia 09
 Rapih-lembak, Sihat, Nyaman Lebih Sihat

Untuk maklumat lanjut tentang pemakanan kanak-kanak, layari laman web www.nutriweb.org.my

Bahagian 1

Makan Secara Sihat, Membesar Dengan Kuat



Nota: Gunakan kertas aktiviti ini selepas menonton DVD Bahagian 1

Nutritionists and
Dietitians reaching out to
the public

**NMM 09 Family Carnival in Mid Valley
Convention Centre, Kuala Lumpur , 4-5 April**



Healthy Children, Healthier Nation

Officiated by

YABhg Toh Puan Dato' Seri Hjh Dr Aishah Ong

Chairman, Malaysian Health Promotion Board

April 4 & 5, 2009





Nutrition Month Malaysia '09 Carnival

Healthy Children, Healthier Nation

Family Nutrition Screening **FREE**

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

Plus: Healthy Eating Advice

See you there!

- April 4 & 5, 2009
- 10am – 10pm
- Hall 3, Mid Valley Exhibition Center

Product gifts up for grabs all day long

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-kindergarten Talent Competition
- Colouring contest
- Free products sampling

Other fun activities for kids & family

NMM 09 Family Carnival

- Further roadshow in Gurney Plaza, Pulau Pinang (11-12 April)
- Tebrau City, Johor Bahru (18-19 April)

Press article contributions:



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

- **Feeding the formative years**
- **Nourishing your child right**
- **Feeding your child is fun**
- **Nourishing Malaysian children**

Press article contributions:



Series of 5 articles to be published in April-May:

- **My healthy child**
- **My curious child**
- **My smart child**
- **My cheerful child**
- **My dream child**

Press article contributions:



Series of 3 articles to be published in May:

- On probiotics
- On digestive health

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 RHE and ENP can be purchased; DVD and worksheets too
- Conduct talks, seminars , exhibitions in your own district, state
- Conduct training seminars for kindergarten teachers



**Nutrition
Month Malaysia '09**

*Healthy Children,
Healthier Nation*

Thank You!