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A photograph of a woman with long dark hair and glasses, wearing a yellow t-shirt, standing in a supermarket aisle. She is holding a clear plastic container of oranges and looking at it. In the background, other shoppers are visible, and the shelves are stocked with various fruits and vegetables. A yellow semi-transparent banner is overlaid on the bottom left of the image.

HEALTHY FOOD CHOICES AND DIABETES

SCHEMA CASE STUDY #2

Presenter: **Lim Chee Han, PhD**

Senior Analyst, Penang Institute

14 February 2018

SCHEMA case studies rolling launch @ UNU-IIGH



UNITED NATIONS
UNIVERSITY
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International Institute
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Sustainable Places
Research Institute
Sefydliad Ymchwil
Mannau Cynaliadwy

@WUF9 – UNU-IIGH booth

Launch of SCHEMA Case Studies book on 9 Feb 2018

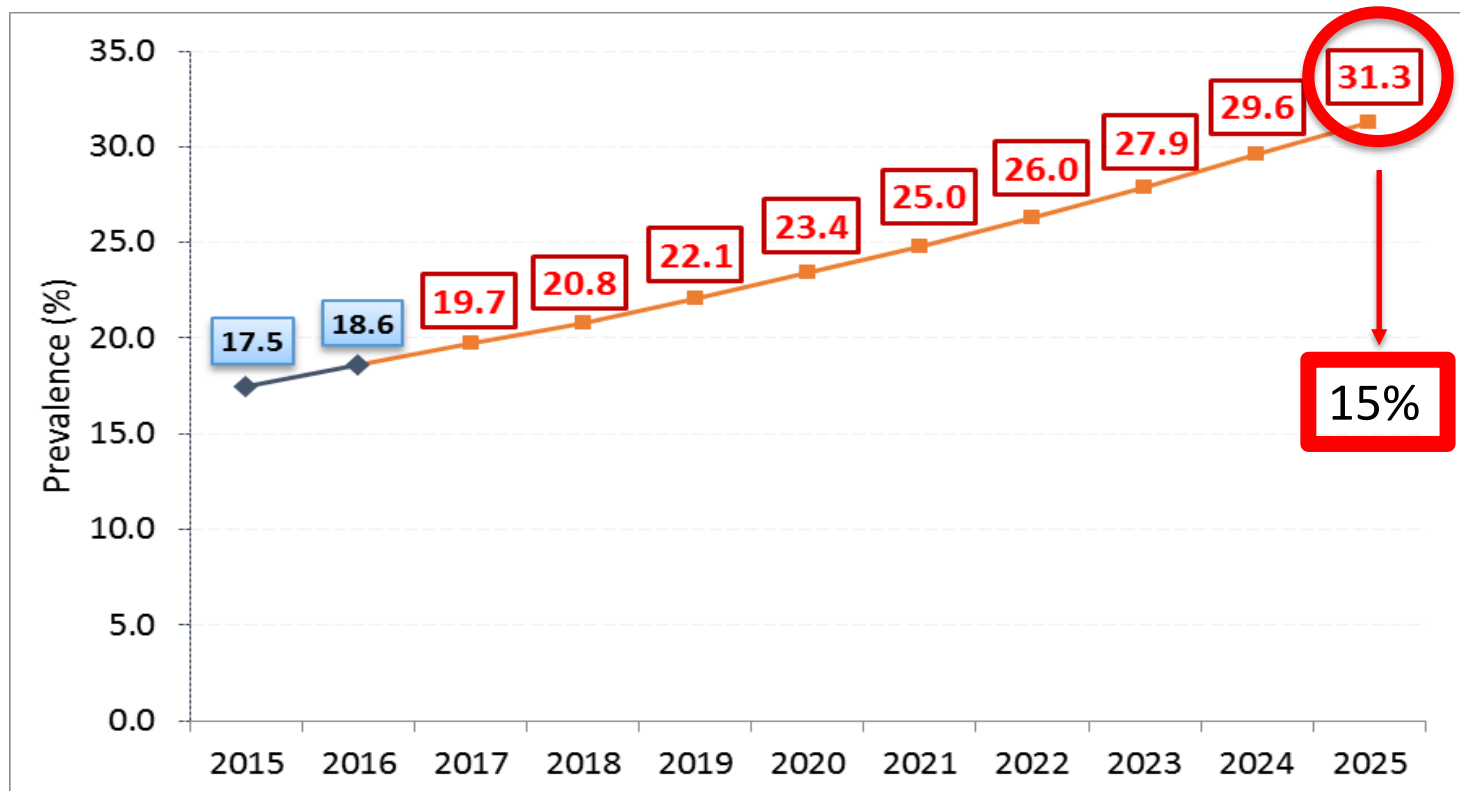


Local Context

Diabetes → major health concern in Malaysia



Projection on
the Prevalence
(%) of
Diabetes in
Malaysia,
2015-2025



Source: National Strategic Plan for Non-Communicable Disease NSP-NCD 2016-2025

Local Context

Diabetes → major health concern in Malaysia

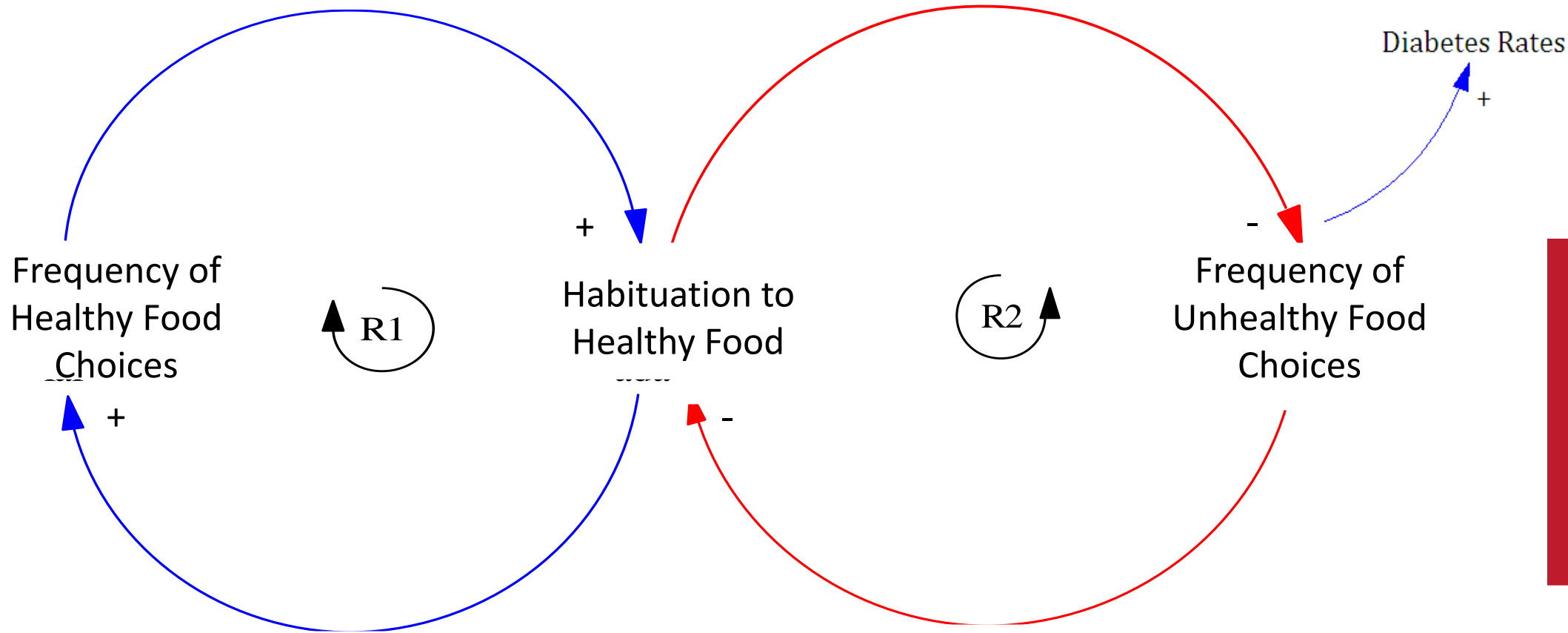


Malaysian Food Culture

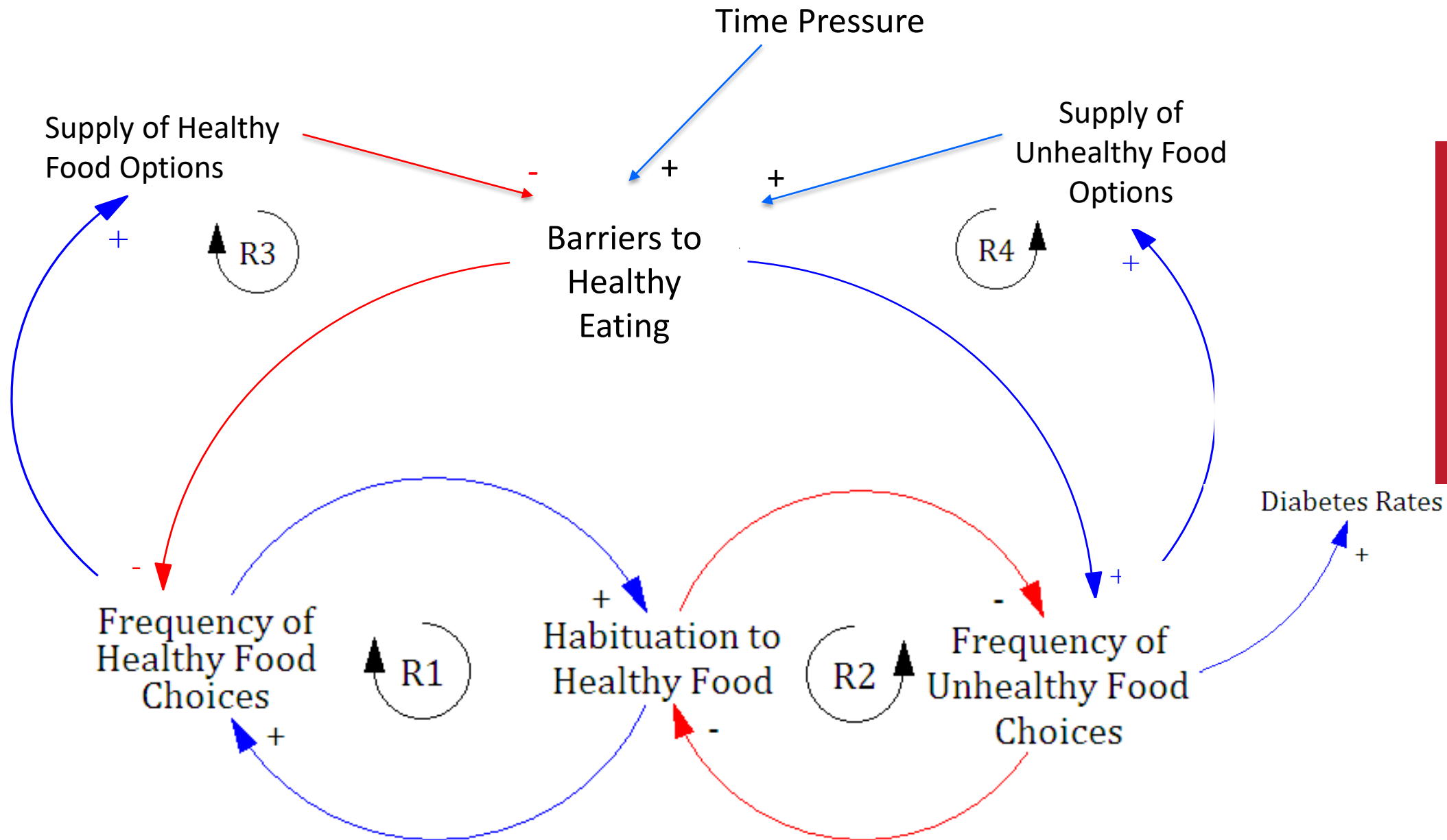


Healthy Food Choices Are Essential!!!

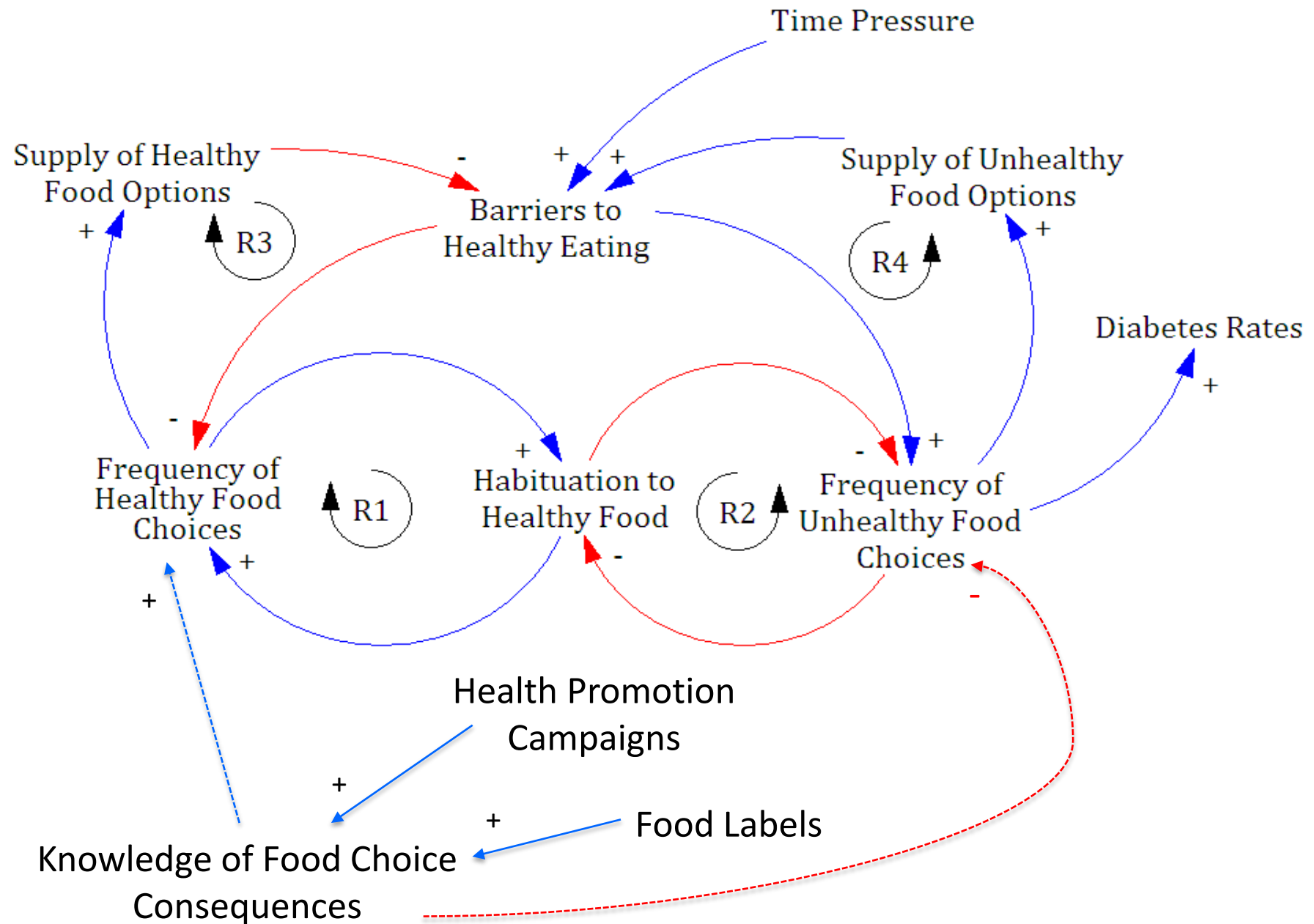
Exploring the system



Exploring the system



Health Promotion and Knowledge



KNOWLEDGE

IS



POWER

But only when you apply it...

Health Promotion and Knowledge



Malaysian Healthy Plate campaign by MOH
#SukuSukuSeparuh

Health Promotion and Knowledge

Cara keluarkan straw

Sambil pegang straw, koyakkan hujung pembalut ke bawah



← Tarik Hingga Maksima →

MAKLUMAT NUTRISI

Saiz hidangan : 80ml

	Setiap hidangan	Setiap 100ml
Tenaga (kcal)	62	78
Protein (g)	1.0	1.3
Lemak (g)	0	0
Karbohidrat (g)	14.6	18.3
Jumlah gula (g)	14.6	18.3
Kalsium (mg)	58.8	73.5
Niasin (mg)	17.0	21.3
Vitamin B6 (mg)	1.2	1.5
Vitamin B12 (µg)	2.5	3.1
Vitamin D (µg)	1.0	1.3



MS 1500 : 2009
1 014-11/2003



BUATAN MALAYSIA
PRODUCT OF MALAYSIA



HACCP Certified
RSM, No. H612888

Dikilangkan oleh:

Yakult (Malaysia) Sdn.Bhd. (163559-K)

Di bawah lesen Yakult Honsha Japan

No. 276, Jalan Haruan 1, Oakland Industrial Park,
70300 Seremban, Negeri Sembilan, Malaysia
Talian Bebas Tol: 1800-88-8960

80ml

Yakult Ace

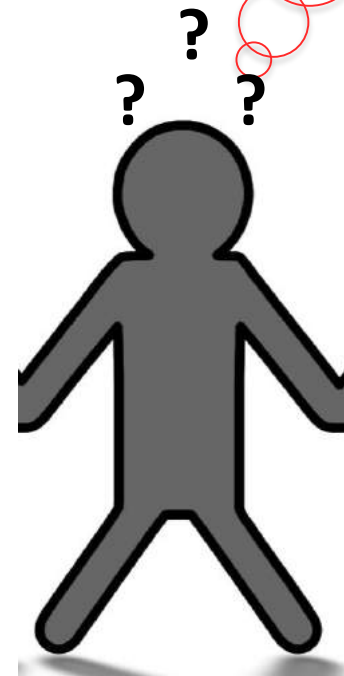
Mengandungi 30 bilion kultur hidup *Lactobacillus casei* Shirota strain dari Jepun.

Ramuan:

Gula, Susu tepung skim, Glukosa, Kalsium laktat, Niasin, Vitamin(B12, B6 dan D), Kultur hidup *Lactobacillus casei* strain Shirota. Mengandungi perisa yang dibenarkan.

SIMPAN SUHU BAWAH 10°C

Many Malaysians do not bother to ***read and understand food labels***



- Nutrition Facts
- Ingredients
- Expiry Date
- Instruction(s)
- Manufacturer
- *Halal Certificate*

The recent MILO controversy...



Maklumat Pemakanan
Nutrition Information
Saiz Hidangan/Serving size: 30g
Jumlah Hidangan/Servings per pack: 10

Purata Komposisi Average Composition	Setiap 100g Per 100g	Setiap Sajian 30g Per Serving 30g
Tenaga/Energy	412kcal	124kcal
Lemak/Fat	9.9g	3.0g
Yang terdiri daripada/ Comprising of		
Asid Lemak Monotidaktepul/ Monounsaturated Fatty Acids	3.8g	1.1g
Asid Lemak Politidaktepul/ Polyunsaturated Fatty Acids	0.9g	0.3g
Asid Lemak Tepul/ Saturated Fatty Acids	4.9g	1.5g
Asid Trans Lemak/ Trans Fatty Acids	0.1g	0.0g
Protein	11.7g	
Karbohidrat/ Carbohydrate	67.1g	
Jumlah Gula/ Total Sugars Termasuk/Including	40.5g	12.2g
Sukrosa/Sucrose	18.8g	5.6g
Laktosa/Lactose	11.1g	3.3g
Maltosa/Maltose	9.7g	2.9g
Serabut Diet/Dietary Fibre	4.0g	1.2g
Natrium/Sodium	150mg	45mg
Kalsium/Calcium*	520mg	156mg
Fosforus/Phosphorus*	550mg	165mg
Magnesium	170mg	51mg
Vitamin C*	60.0mg	18.0mg
Vitamin B1*	1.1mg	0.3mg
Vitamin B2*	1.1mg	0.3mg
Niasin/Niacin*	12.8mg	3.8mg
Vitamin B6*	1.7mg	0.5mg
Asid Pantotenik/ Pantothenic Acid (B5)*	4.6mg	1.4mg
Biotin B12*		
Zat Besi/Iron*	0.9mg	0.3mg
	10.5mg	3.1mg

*Nilai GDA ditentukan oleh UK Institute of Grocery Distribution (IGD).
GDA merupakan panduan. Keperluan nutrien seseorang berbeza mengikut umur, jantina, berat badan dan tahap aktiviti.

PETALING JAYA (THE STAR/ASIA NEWS NETWORK) - Nestle has responded to [viral videos](#) claiming how Milo is "too sweet", saying that if consumers follow its recommended preparation, the serving contains only 6 per cent sugar.

Nestle (Malaysia) senior nutritionist Nurul Iliani Ahmad said that Milo in powder form contains milk, malt, cocoa and sugar.

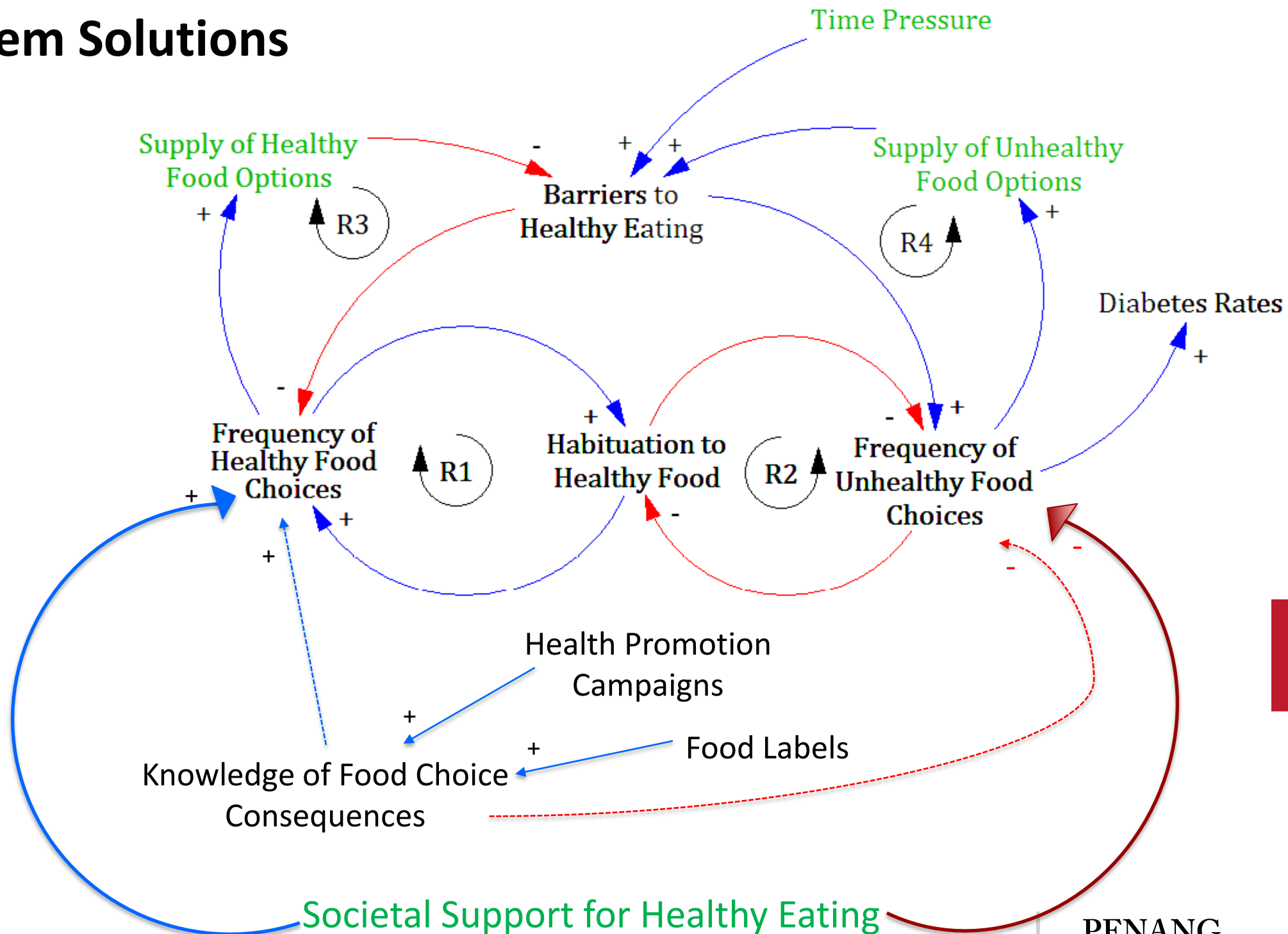
She said that the recommended preparation is to add five teaspoons of Milo powder into 200ml of hot water.

"This serving contains only 6 per cent sugar. Out of this 6 per cent, 3 per cent is natural sugar (from milk and malt) and 3 per cent is added sugar," said Nurul in a statement on Tuesday (Feb 6).

Nurul clarified that the 40 per cent sugar content shown on the label refers to Milo powder before water is added.

With 200ml of water added, Nurul said that sugar comprises only 6 per cent of the beverage.

System Solutions





SENANG
pagi-pagi

SAUSAGE McMUFFIN™
DENGAN TELUR



 **HARAM HALAL**

TAYLOR'S
UNIVERSITY

THEATRE
RANGAI
BERSERI
NASTIA

#1
Malaysia



FAST FOOD SOCIETY

Effective

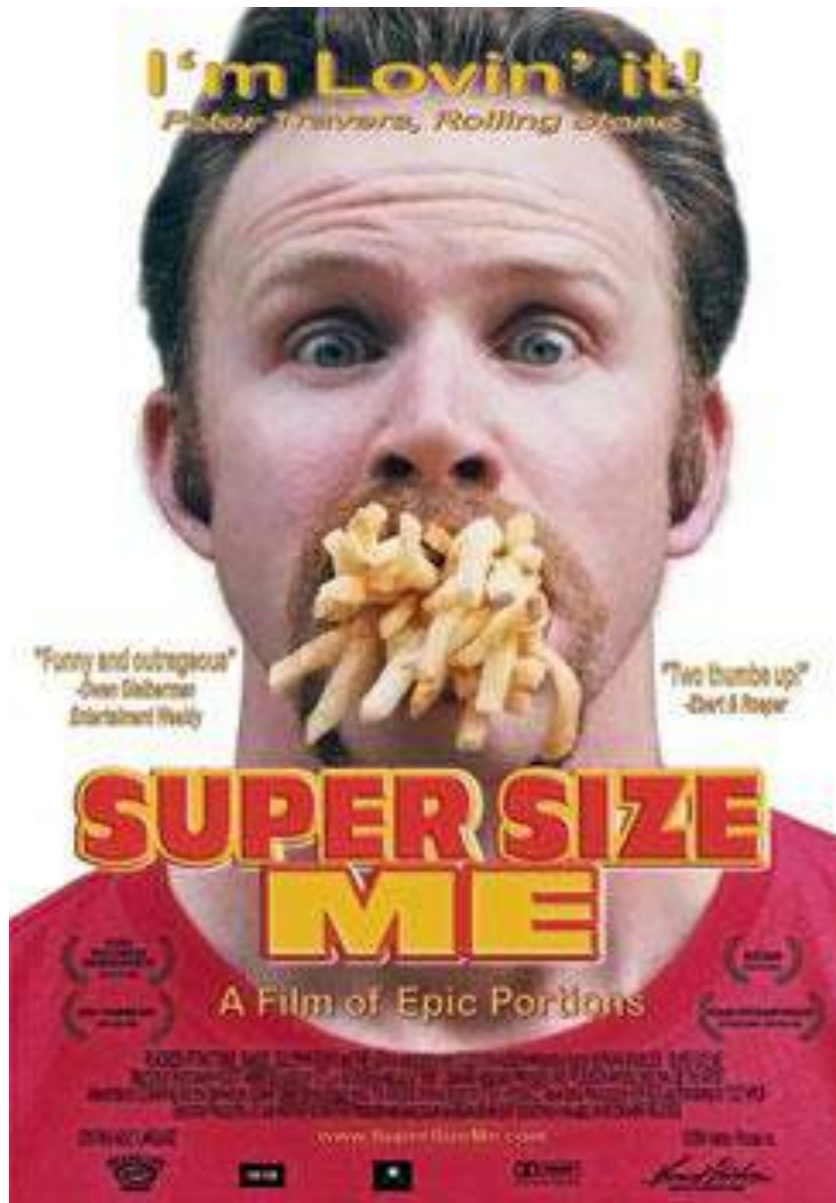
FAST!

Convenient

Affordable

But...SERIOUSLY
UNHEALTHY





LIVE
FAST (FOOD)
DIE
YOUNG

System-Government's Solutions

13 proposed measures
to tackle NCDs



4 out of 13 are directly associated
with food and beverages

NEW HEALTH POLICIES

- To limit **operating hours of eateries to midnight**; this will be carried out in stages
- To impose excise tax on **sweetened beverages**
- To exempt sports equipment from import duties
- To offer tax exemption to gym operators, privately-owned playgrounds, and sports complexes, academies and centres
- To take into consideration **the level of non-communicable diseases (NCDs)** in hiring new staff, determining promotion or evaluating performance in the civil service
- To enforce ban on **advertisements** on food and drinks with high fat, salt and sugar content
- To make it mandatory for **newly-launched housing areas** to provide bicycle lanes
- To offer **enhanced health screening activities** via various approaches
- To **gazette hiking areas** that have not been gazetted as conservation areas
- To **cultivate the habit of eating fruits and vegetables** in schools and communities, as well as the workplace
- To **strengthen enforcement** against sale and distribution of illegal cigarettes; to create a smoke-free generation in schools and higher learning institutions
- To conduct **mQuit (quit smoking) programmes** in public and private varities
- To carry out **national health campaigns** focusing on NCDs and to ensure schools serve nutritious food



Late-night supper? Think again



Lim Chee Han

Updated 2 weeks ago · Published on 28 Jan 2018 7:28AM · 0 comments

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AT the end of 2017, the government announced that it was considering banning eateries operating after midnight, as one of the 13 measures to promote healthier living among Malaysians as well as fight the growing threat of non-communicable diseases (NCDs).

Original title: Public health alarm on habitual late diners

URL: <https://www.themalaysianinsight.com/s/34738/>

Weighing up the healthy diet in Malaysia



Esther Sinirisan Chong

Updated 4 weeks ago · Published on 14 Jan 2018 7:00AM · 0 comments



AS a self-confessed food lover, I decided that my 2018 resolution will be to explore healthy recipes and practise a healthy diet. However, this resolution seems to be a bit daunting when, according to most of my friends, it can be quite expensive to eat healthily in Malaysia.

URL: <https://www.themalaysianinsight.com/s/32275/>

System Solutions

*To reduce the prevalence of diabetes,
We propose:*

1. Limiting exposure and access to unhealthy diets, eg. Fast food commercials/ advertisements should be banned unless advertised food meet the criteria
2. Limiting the number of operating licences to fast food outlets in certain vicinity of residential area
3. Subsidising healthy food, eg. brown rice; and incentivise substituting/supplementing healthy ingredients in staple
4. Imposing order to F&B manufacturers to reduce sugar (salt or oil) content in their products

Thank you

Dr. David Tan
Dr. José Gabriel Siri
Dr. Lee Yi Yi



Prof. Terry Marsden



Elizabeth Sinirisan Chong

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