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MINISTRY OF HEALTH MALAYSIA

KEY FINDINGS

Know Your Medicines Programme (Program Kenali Ubat Anda)

Evaluation of Knowledge, Practices and Perceptions Among Ambassadors and Communities in Malaysia



INFOGRAPHIC BOOKLET

KNOW YOUR MEDICINES PROGRAMME (PROGRAM KENALI UBAT ANDA) :

Evaluation of Knowledge, Practices and Perceptions Among Ambassadors and Communities in Malaysia

NMRR-23-02444-YMV

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OVERVIEW

Medicines are vital for the treatment and prevention of disease, yet over half of the population getting prescriptions is still affected by poor medicines adherence (Khan, 2018). Malaysia, like many other countries, faces significant challenges in promoting the rational use of medicines. These challenges include the unnecessary use of medicines, medication errors and non-adherence to prescribed regimens, which hinder efforts to enhance patient safety and improve health outcomes (Ting, 2019). Addressing this requires education, regulatory enforcement and global collaboration to promote rational and safe medicines use (WHO, 2021).

The Know Your Medicines (KYM) Programme was introduced to promote rational use of medicines and empower consumers with the knowledge needed to improve health outcomes and public health. The KYM Ambassador initiative was established as an extension of the programme. KYM Ambassadors play a key role in fostering a culture of informed and rational medicines use, facilitating to create a healthier and more knowledgeable society.

AIMS

This study assessed the level of knowledge and practices associated with rational use of medicines and the perceptions of ambassadors in effectively communicating the importance of rational medicines use among ambassadors and communities in Malaysia.

METHODOLOGY

Study Design
Cross Sectional National Survey

Sampling:
Multistage Cluster Sampling Design

Data Collection:
February 2024 - June 2024

Study Population:
KYM Ambassadors & Communities



Reference:

Khan, R., & Socha-Dietrich, K. (2018). Investing in medication adherence improves health outcomes and health system efficiency: adherence to medicines for diabetes, hypertension, and hyperlipidaemia.

Ting, C. Y., Adruce, S. A. Z., Loo, S. C., Ting, H., & Tnay, J. (2019). Interventions on improving medication adherence in Malaysia: a mini review. Journal of Young Pharmacists, 11(2), 122.

World Health Organization. (2021). Promoting rational use of medicines. Retrieved December 14, 2022 from https://www.who.int/activities/promoting-rational-use-of-medicines.

RESPONDENT PROFILES

REGION

	Ambassador		Community	
Northern	17.9%	n= 324	16.4%	n= 2,073
Central	21.3%	n= 386	21.3%	n= 2,699
Southern	13.3%	n= 240	12.9%	n= 1,634
Eastern	31.6%	n= 570	32.2%	n= 4,076
Sabah	6.9%	n= 125	6.6%	n= 838
Sarawak	9.0%	n= 162	10.5%	n= 1,329

GENDER



Male

Ambassador
47.5% n= 859

Community
47.5% n= 6,013



Female

Ambassador
52.5% n= 948

Community
52.5% n= 6,636

ETHNIC

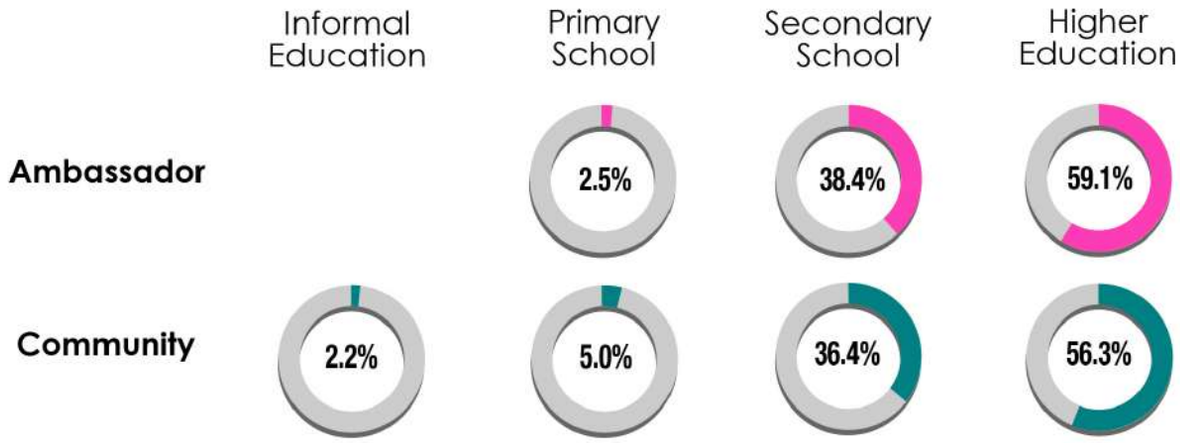
	Malay	Chinese	Indian	Bumiputera Sabah	Bumiputera Sarawak	Others
Ambassador n= 1,807	75.8%	7.9%	4.9%	6.3%	5.0%	0.2%
Community n= 12,649	75.8%	7.9%	4.9%	6.3%	5.0%	0.2%

AGE GROUP

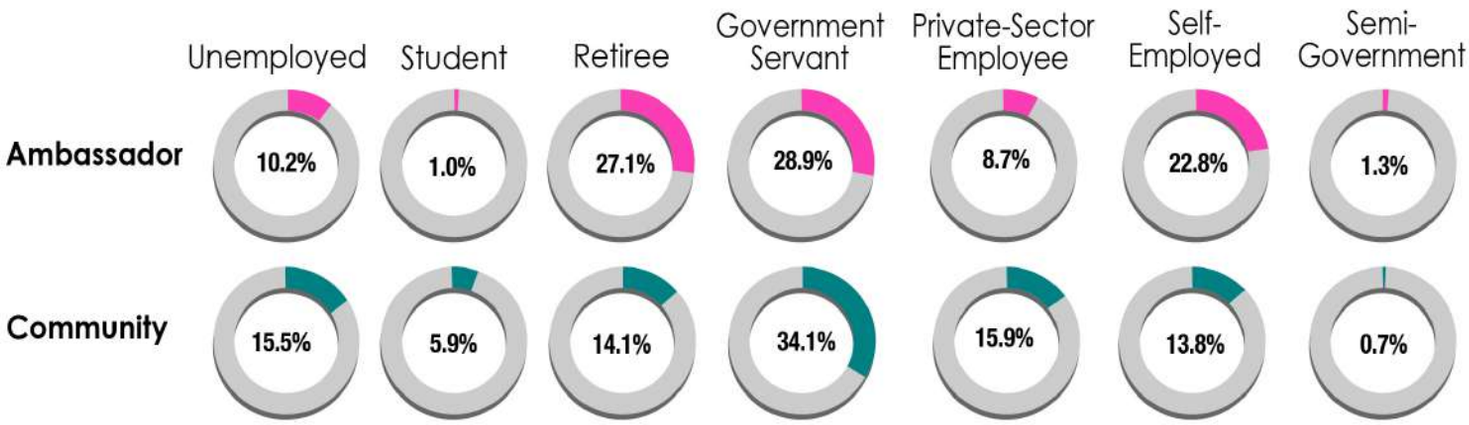
	18 -19	20 - 29	30 - 39	40 - 49	50 - 59	60 & above
Ambassador		1.6%	14.1%	23.4%	24.4%	36.5%
Community	1.4%	15.1%	26.8%	15.5%	21.4%	19.9%

RESPONDENT PROFILES

EDUCATION LEVEL



EMPLOYMENT STATUS



KYM PROGRAMME ATTENDED BY THE COMMUNITIES



- 65.5% Exhibition
- 54.1% Talk by Pharmacist
- 34.1% Talk by Ambassador
- 18.1% Roadshow/ Carnival/ Forum/ Fun Run
- 13.8% Home Visit
- 5.1% Pharmacy Integrated Community Care (PICC)
- 1.1% Others

SOURCE FOR OBTAINING MEDICINES INFORMATION BY THE COMMUNITIES



- 74.7% Health Staff
- 50.1% Social Media
- 49.4% Leaflets
- 40.1% KYM Ambassador
- 34.3% KYM Website

DO I KNOW ABOUT THE RATIONAL USE OF MEDICINES?

1. **All medicines must be registered with the Ministry of Health (MOH) Malaysia.**

Ambassador



Community



2. **The medicines label provides essential informations: Patient's name, medicine's name, dosage, method of taking medicines and time at which the medicines must be taken.**

Ambassador



Community



3. **Medicines should be purchased at authorized premises such as pharmacies or clinics.**

Ambassador



Community

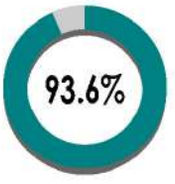


4. **If we miss a dose of our medicines, we should not double the next scheduled dose.**

Ambassador



Community



5. **All medicines should not be kept in the refrigerator to extend their shelf life.**

Ambassador



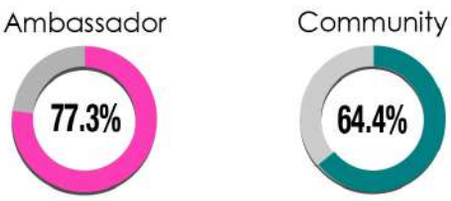
Community



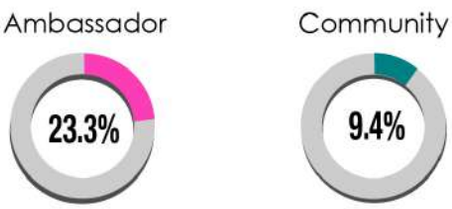


AM I PRACTICING THE RATIONAL USE OF MEDICINES EVERY TIME?

1. I use medicines that are registered with MOH.



2. I use traditional medicines that are registered with MOH.



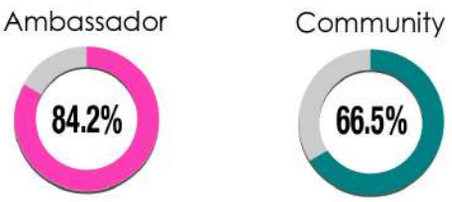
3. I read the label to ensure it is correct before taking medicines.



4. I follow the prescribed dose.



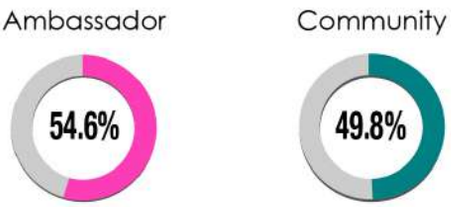
5. I check the expiry date, colour and condition before taking medicines.



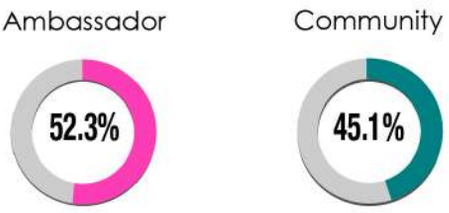
6. I store medicines as advised by pharmacist or doctor.

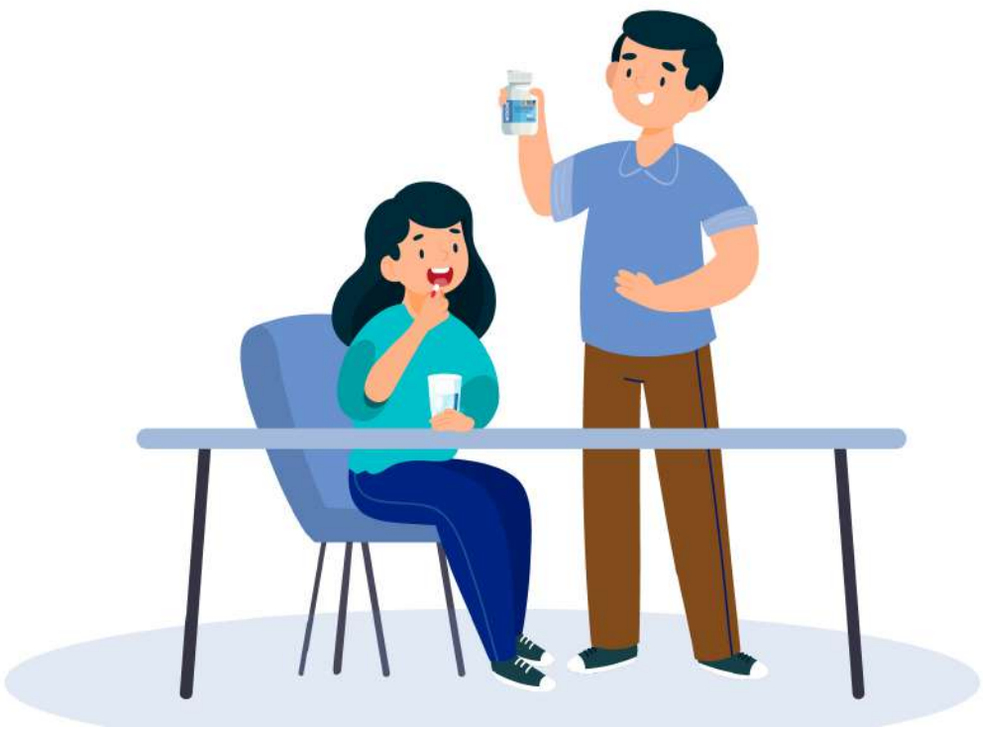


7. I do not substitute prescribed medicines with supplements or traditional products.



8. If I experience side effects I stop taking the medicines only after consulting a doctor.

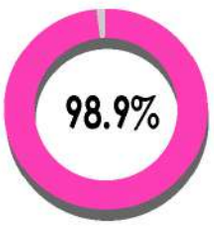




HOW DO I PERCEIVE MYSELF AS A KYM AMBASSADOR?

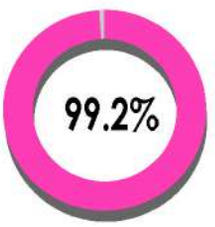


I voluntarily became a KYM Ambassador to promote correct medicines use.



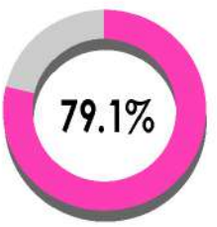


I often share basic medicines information with friends and family.



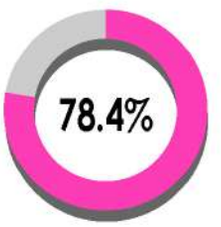


I often share basic medicines information on social media.





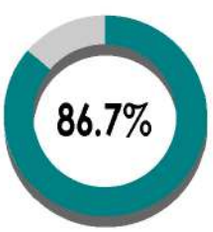
I report improper medicines used to the pharmacist.



HOW DO THE COMMUNITIES PERCEIVE KYM AMBASSADORS' ROLES?

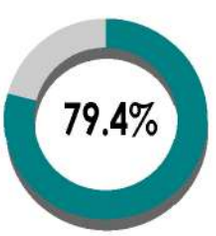


KYM Ambassadors always encourage correct medicines use in the community.



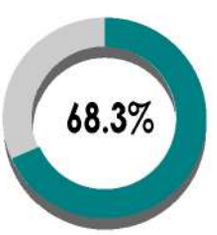


I often receive basic medicines information from KYM Ambassador in person.



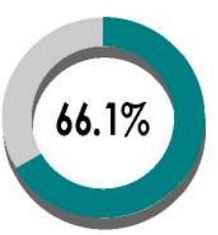


I often receive basic medicines information on social media from KYM Ambassador.





I report improper medicines practices to the KYM Ambassador or pharmacist.



CONCLUSION

1. KYM Ambassadors and the community members were generally aware of the rational use of medicines. However, KYM Ambassadors demonstrate better practices than the community members.
2. A number of KYM Ambassadors and community members still using traditional products that are not registered with MOH.
3. It is essential to continue to promote adherence to prescribed medicines and encourage seeking medical advice when experiencing side effects.
4. KYM Ambassadors are committed to their roles and the communities acknowledges their competency.



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