AP036

DO INDIVIDUALS WITH PRIOR MENTAL HEALTH ILLNESS ENGAGE DIFFERENTLY IN COPING BEHAVIOURS? EVIDENCE FROM MALAYSIA'S 10B INITIATIVE



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INTRODUCTION

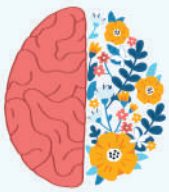
Mental health disorders represent a growing public health challenge in Malaysia. The National Health and Morbidity Survey (2019; 2023) reported a doubling in depression prevalence among adults aged ≥16 years within four years. Behavioural science increasingly emphasises scalable, low-intensity strategies to strengthen psychological resilience. The 10B initiative promotes ten brief self-regulatory coping behaviours to support stress management. However, little is known about whether individuals with prior mental health illness engage differently with such behavioural strategies.

OBJECTIVE

To examine differences in engagement with 10B coping behaviours between:



i Individuals with prior mental health illness



ii Individuals without prior mental health illness

MATERIALS & METHODS

Study design : Cross-sectional survey

Sample: 2,165 Malaysian adults (≥18 years)

Data collected:
- History of mental health illness (Yes/No)
- Engagement in 10 coping behaviours

Analysis:
- Descriptive statistics
- Fisher's Exact Test

RESULTS

7 out of 10 behaviours showed significant differences ($p < 0.01$) .

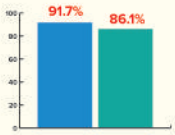
Behaviours with differences :



Positive thinking | Recreational activities | Exercise | Massage



Resting / listening to music | Sharing problems | Gratitude practice



Key Insight :

Only resting / listening to music was higher among those with prior mental illness

91.7% vs 86.1%

No differences :



Religious practice | Self-talk | Controlled breathing

CONCLUSION

Coping behaviour engagement is not uniform across populations but reflects heterogeneity in behavioural adoption linked to prior mental health experience. Tailoring low-intensity behavioural interventions to psychological vulnerability profiles may enhance effectiveness and scalability in mental health promotion.

Keywords

Behavioural adoption; Coping behaviours; Self-regulation; Psychological resilience; Mental health promotion.

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