MINISTRY OF HEALTH MALAYSIA
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EP037

FROM AWARENESS TO ACTION: INTEGRATING BEHAVIOURAL INSIGHTS TO STRENGTHEN COMMUNITY-LED QUALITY USE OF MEDICINES

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INTRODUCTION

The Know Your Medicines Ambassador (DKUA) initiative was introduced to enhance existing awareness and education programmes. It integrates Behavioural Insights to further improve public understanding towards quality use of medicines and cultivate a health-literate community.

OBJECTIVES

The DKUA initiative aims to :

- Enhance consumers' knowledge and skills, enabling informed decision-making.
- Increasing public engagement.
- Establishing a network of individual in the community to act as a health representatives to empower communities.

METHODOLOGY

DEFINE — **Issues:** **Low penetration** in community and **outsider bias** hindering information digestion.

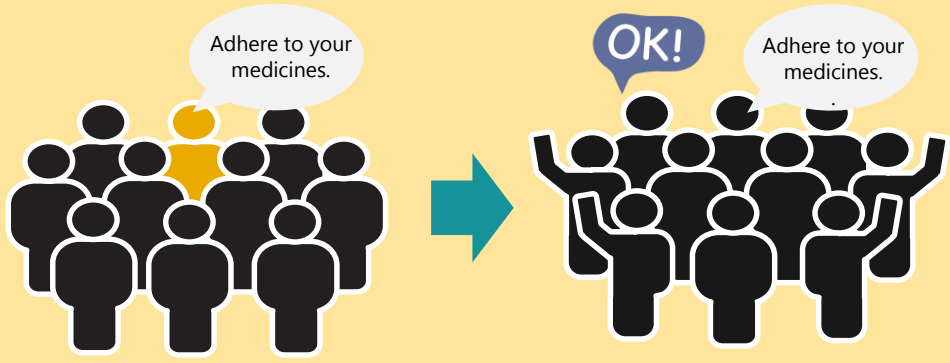
DIAGNOSE — **Bottlenecks:** Communication barriers and social norms.

DESIGN — **Strategies:** Community empowerment by leveraging the **Messenger Effect**, positioning DKUA members as trusted peer influencers within a mentor-mentee and peer-education framework.

IMPLEMENT — **Nudges:** By shifting health delivery from a provider-centric model to DKUA, the intervention achieves large-scale social contagion and coverage. Utilizing **diverse platforms** to deliver these messages optimizes the choice architecture, effectively reducing psychological resistance and bridging value-action gap for sustainable health transformation.

EVALUATE — **Outcome:** Impact was evaluated via survey and Integrated Data Quality Use of Medicines (IDQUMC) reporting system.

DISCUSSION & CONCLUSION



PROBLEM: Diverse backgrounds (social and cultural) often create communication barriers. When healthcare providers are perceived as outsiders health education fails to resonate. This lack of shared identity hinders trust and prevents meaningful behavioural change.

RATIONALE: According to Van Bavel et al. (2020), information from in-group members is more effective. Integrating these high-trust messengers optimizes the choice architecture, providing the necessary catalyst to bridge the intention-behaviour gap and drive rational medicines use.

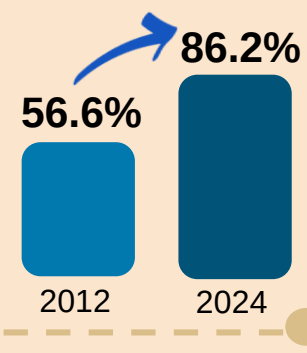
SOLUTION: DKUA programme trains community peers to bridge this gap. By utilizing **insiders equipped with nudges** such as Meditips, campaign kits, infographic, modules, videos, broadcast session on radio and TV, continual updates in DKUA WhatsApp group and strategic use of media in communications, this initiative penetrates social circle beyond the reach of clinical providers, ensuring messages are delivered through shared values and mutual trust.

CONCLUSION: Integrating Behavioural Insights into peer-led frameworks successfully mitigates the **value-action gap**. This scalable model demonstrates that peer education and strategic nudging can shift public behaviour towards the quality use of medicines.

IMPACT & GROWTH (RESULTS)

86.2%
Knowledge level

Significant improvement in community understanding quality use of medicines.



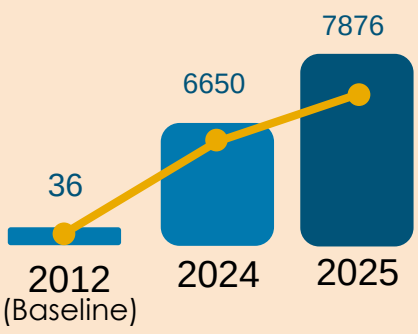
68.8%
Good community practice

65.4% Community perceived the role of DKUA's as positive, proving the efficacy of peer-to-peer trust in messenger.



21,777%
Increase in activities

Scaling from a baseline of 36 activities in 2012 to 7876 activities by 2025.



Keywords
Behavioural Insights, Community-Led Intervention, Know Your Medicines Ambassador (DKUA), Messenger Effect, Quality Use of Medicines (QUM)

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