EP048

Bulan Malaysia Sihat Sejahtera (BMSS@HePiLI): An Instrument to Enhance Health Literacy



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Introduction

Bulan Malaysia Sihat Sejahtera @HePiLI (BMSS@HePiLI) is a strategic platform to translate the Agenda Nasional Malaysia Sihat (ANMS) into the national education system. BMSS@HePiLI adopts a life-course and institution-wide approach, engaging students from pre-schools to universities through direct and interactive learning strategies. School-based health promotion programmes have been shown to be effective in improving both knowledge and behavioural outcomes. The World Health Organization (2021) highlights that health-promoting schools enhance students' capacity to adopt healthier lifestyles through structured and continuous interventions. Dadaczynski et al. (2020) found that comprehensive, whole-school approaches significantly improve health literacy and behavioural outcomes.



Objectives

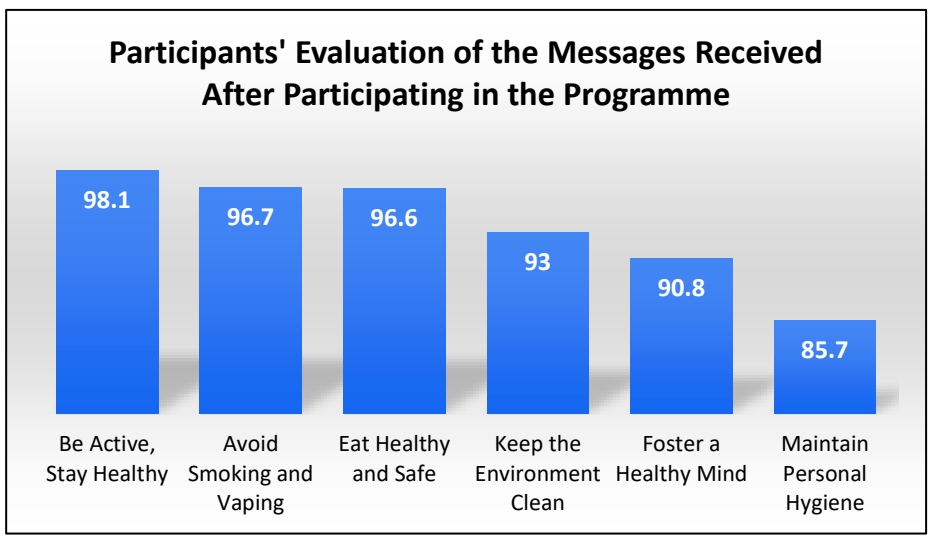
This study aimed to:
1. Assess participants' knowledge of healthy lifestyle practices.
2. Measure participants' evaluation of the messages received after programme.
3. Evaluate the programme's impact on lifestyle-related behaviours.

Methodology

A quantitative cross-sectional study design was employed using the Health Knowledge Assessment Tool (THM). The programme emphasised face-to-face delivery, enhancing interpersonal interaction, engagement, and communication effectiveness. Participants included students from primary schools, secondary schools, and higher education institutions across Malaysia. The assessment domains covered physical activity, healthy and safe eating, mental well-being, high-risk behaviours, personal hygiene, and safe environments. Data were analysed using descriptive statistics to determine levels of knowledge, awareness, and perceived behavioural impact.

Results

A total of 38,210 respondents participated nationwide, with the findings indicating that over 85% demonstrated high health literacy levels; the message "Be Active, Stay Healthy" recorded the highest recognition at 98.1%, followed by "Avoid Smoking and Vaping" at 96.7% and "Eat Healthy and Safe" at 96.6%. However, personal hygiene knowledge scored the lowest at 85.7%, indicating a relative gap that requires further attention. In addition, more than 97% of participants reported increased awareness and indicated motivation to adopt and promote healthier lifestyles.



Discussion and Conclusion

The findings demonstrate that BMSS@HePiLI is effective in enhancing health literacy and influencing positive health behaviours among students. These results are consistent with recent global evidence highlighting the effectiveness of school-based and interactive health promotion strategies (WHO, 2021). The high recognition of key health messages suggests that clear, targeted, and repeated messaging, delivered through face-to-face engagement, plays a critical role in shaping awareness and behavioural intentions. This aligns with contemporary behavioural science approaches, which emphasise the role of social interaction and contextual learning environments in behaviour change. Despite overall success, the comparatively lower performance in personal hygiene knowledge suggests the need for more targeted and context-specific interventions, potentially incorporating behavioural insights and experiential learning approaches. In conclusion, BMSS@HePiLI has successfully supported the integration of health promotion within the education system and contributed to improving students' health literacy. To ensure long-term impact, it is recommended that behavioural data be systematically integrated into annual school planning, alongside strengthened targeted interventions. Continued leadership by the Ministry of Health is essential to sustain HePiLI and foster a generation of health-literate individuals for national well-being.

Acknowledgement

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References

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