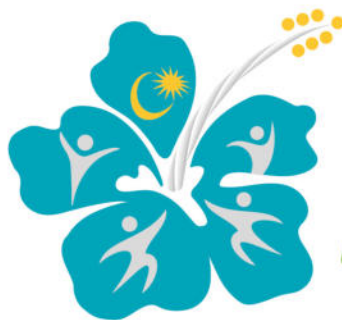




Institute for Health Behavioural Research
National Institutes of Health
Ministry of Health Malaysia



Agenda Nasional
Malaysia Sihat

KEY FINDINGS

EVALUATION OF THE HEALTHY LIVING CULTURE INITIATIVE OF THE AGENDA NASIONAL MALAYSIA SIHAT (ANMS)



**INFOGRAPHIC BOOKLET
EVALUATION OF THE HEALTHY LIVING CULTURE INITIATIVE OF THE AGENDA NASIONAL
MALAYSIA SIHAT (ANMS)**

NMRR-21-1422-60499 (IIR)

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Disclaimer

The views expressed in this infographic booklet are those of the authors alone, nor the view or policy of the Ministry of Health

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OVERVIEW

The Agenda Nasional Malaysia Sihat (ANMS) is a groundbreaking government initiative designed to promote the health and well-being of Malaysians by fostering a culture of healthy living and creating a supportive environment for wellness. As a national roadmap, ANMS integrates elements of sustainability and health promotion to build a healthier, more resilient Malaysia. Through the collective efforts of policymakers, healthcare professionals, and the public, ANMS emphasizes health as a shared responsibility, prioritizing prevention and wellness to ensure lasting benefits for future generations.

Given that the ANMS initiative is set to span a decade, continuous evaluation is crucial to its success. A critical assessment of ANMS's initiatives will help gauge their effectiveness in disseminating key messages, enhancing community comprehension, and determining the public's willingness to adopt and sustain positive behavioural changes.

AIMS

This study aims to evaluate overall influence of the ANMS on promoting and sustaining a culture of healthy living among Malaysians.

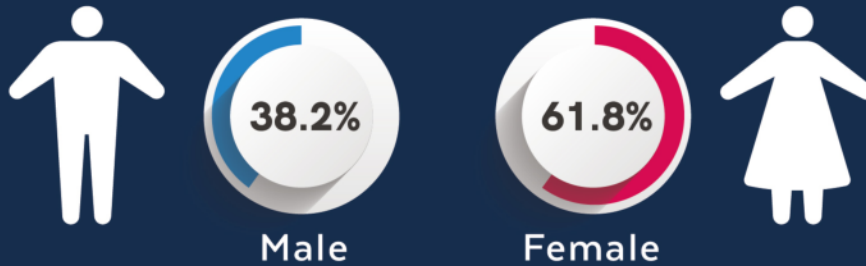
METHODOLOGY

Study Design	:Online Cross-Sectional Study
Sampling	:Purposive Sampling
Data Collection	:November 2023 – February 2024
Target Populations	:Malaysian citizens aged 18 and above who have participated in any ANMS healthy lifestyle culture activities and can understand Bahasa Malaysia.



RESPONDENTS PROFILE

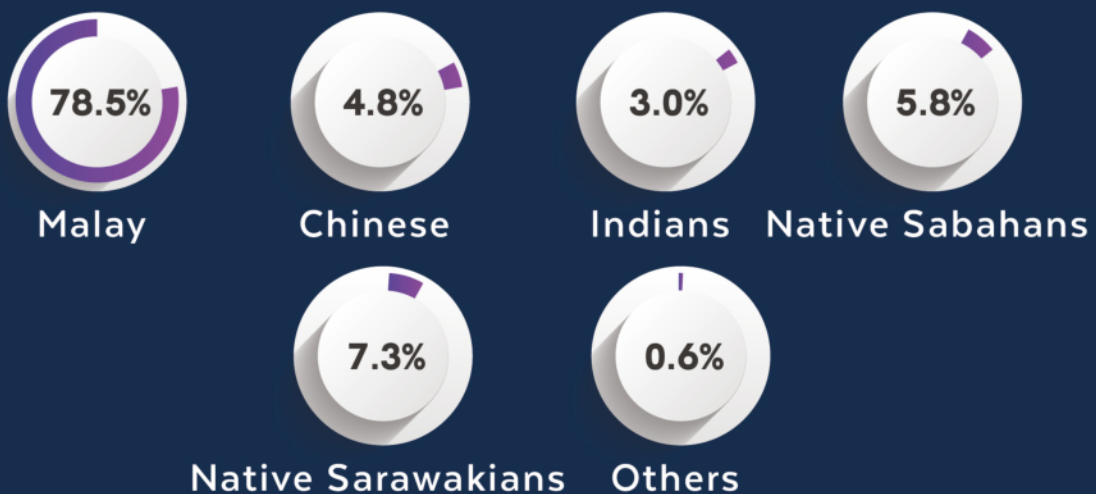
Gender



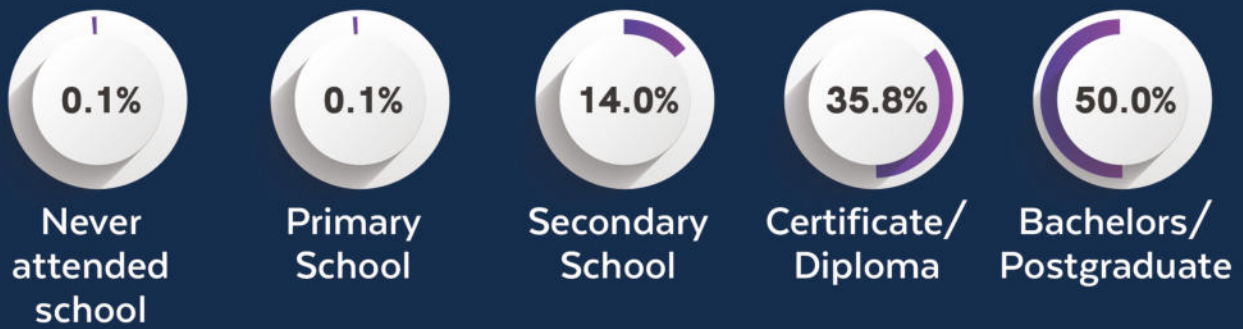
Age Group



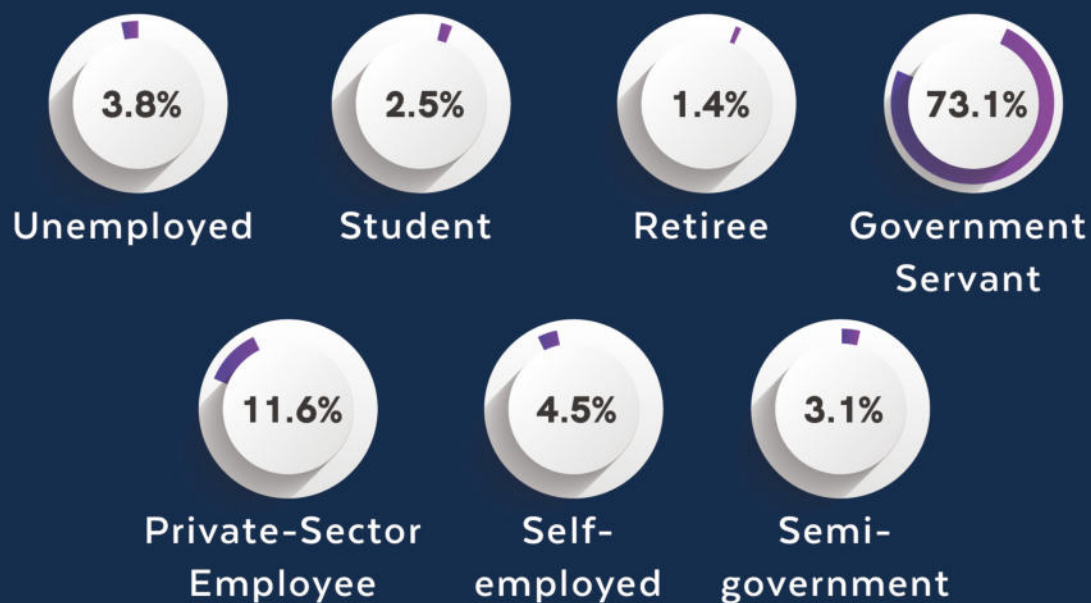
Ethnicity



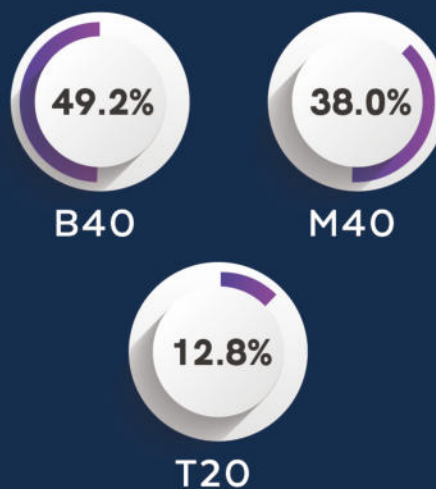
Education Level



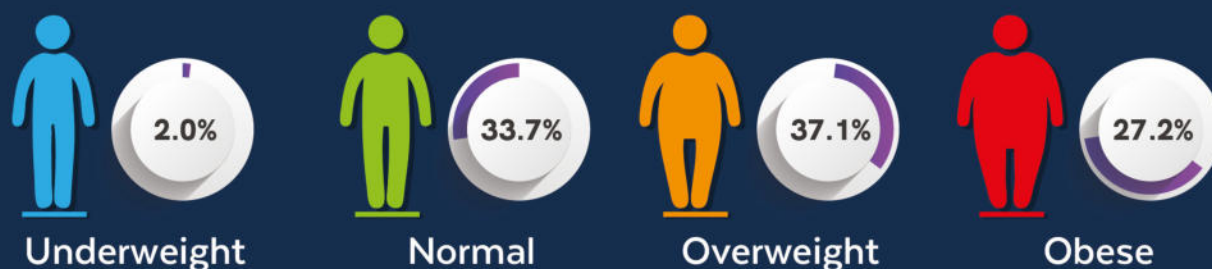
Employment Status



Income Level



BMI

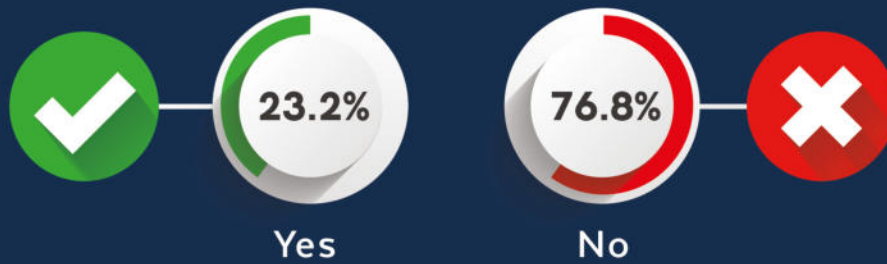


BMI Distribution across age groups

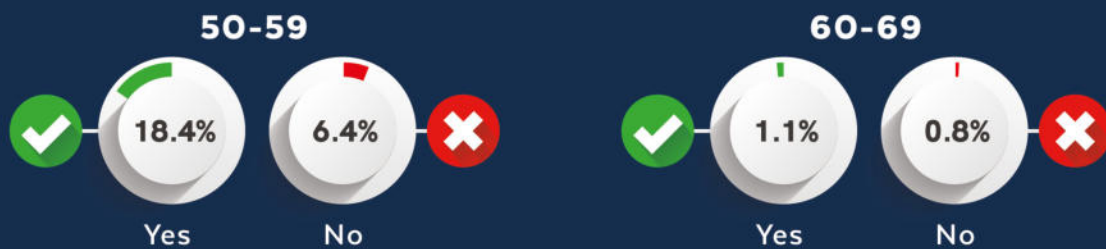
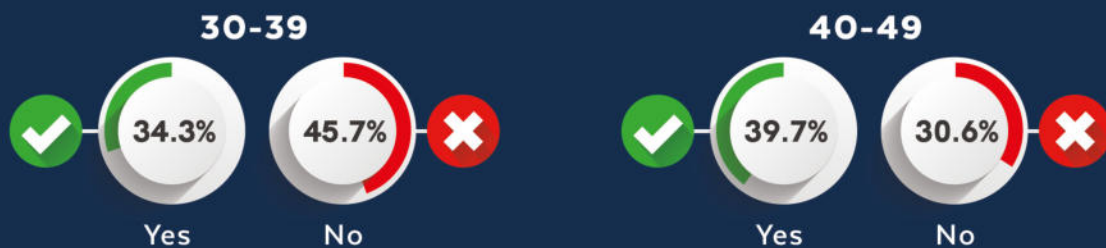
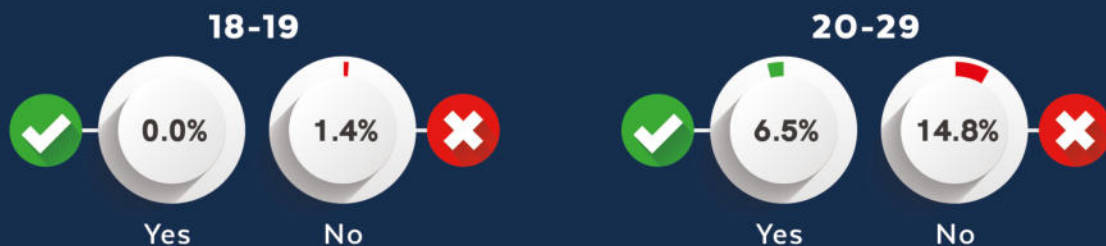


Age Groups	BMI	
18-19	Underweight	5.0%
	Normal	1.8%
	Overweight	0.5%
	Obese	0.6%
20-29	Underweight	42.5%
	Normal	17.6%
	Overweight	9.3%
	Obese	9.7%
30-39	Underweight	27.5%
	Normal	46.5%
	Overweight	40.2%
	Obese	43.9
40-49	Underweight	22.5%
	Normal	25.6%
	Overweight	37.8%
	Obese	35.5%
50-59	Underweight	0.0%
	Normal	7.0%
	Overweight	11.2%
	Obese	9.7%
60-69	Underweight	0.0%
	Normal	1.3%
	Overweight	0.9%
	Obese	0.4%
70 and above	Underweight	2.5%
	Normal	0.1%
	Overweight	0.0%
	Obese	0.2%

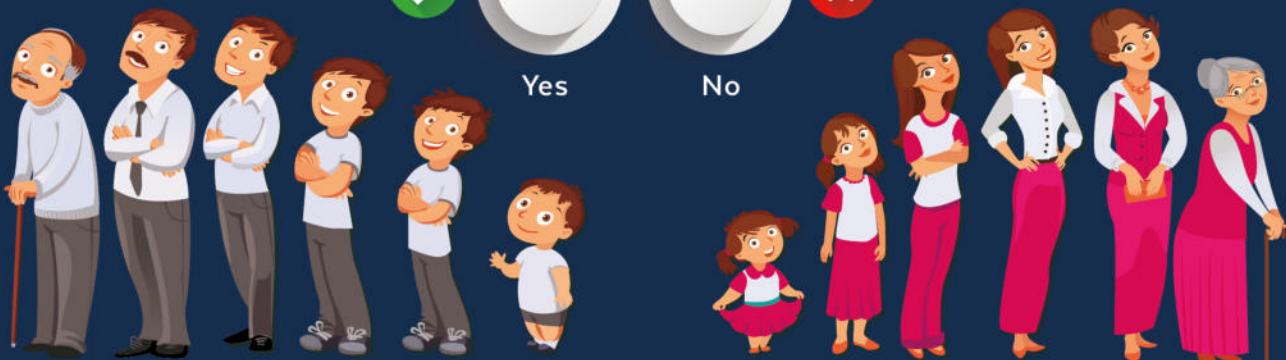
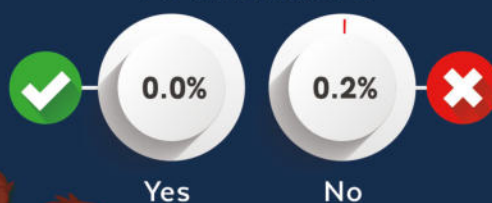
Perceived Known illness



Perceived health status across age groups



70 and above



FINDINGS

Participation in Healthy Living Culture Initiative of the ANMS

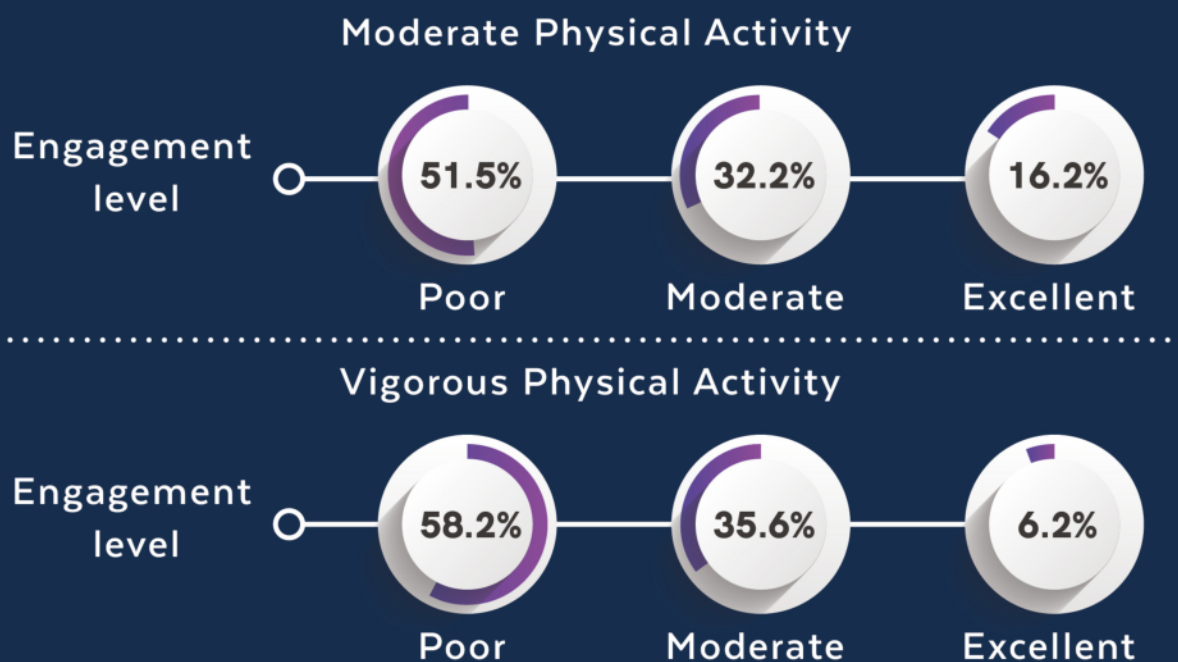
Health Campaign Programs (Wellness Month, Jelajah ANMS)	68.35%
Cultivating healthy lifestyle activities (at Wellness Hubs, community settings)	38.00%
Volunteering in health programs (MyCHAMPION: COMBI, KOSPEN, Know Your Medicine Ambassadors, Dental Icons & Health Clinic Advisory Panels)	25.75%
Programs Organised by Health Volunteers	41.50%
Wellness on Wheels Program	16.15%

Participated in Healthy Living Culture Initiative of the ANMS Within a Year





Influence of ANMS in Cultivating Healthy Lifestyle

Engaging in Physical Activities



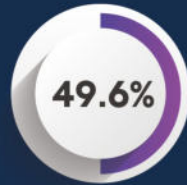
Healthy Eating Habits

Servings/Day	0	1	2	3	4	5	6	7
 Fruit Consumption Patterns	1.5%	2.2%	5.0%	10.5%	12.0%	19.5%	2.5%	46.9%
 Vegetable Consumption Patterns	0.5%	2.2%	1.5%	5.2%	7.2%	8.5%	2.5%	72.3%

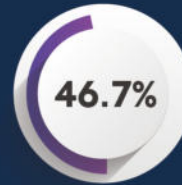
Mental Wellbeing



Sharing Problems



Often



Rarely



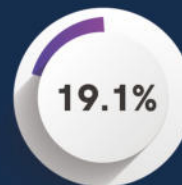
Never



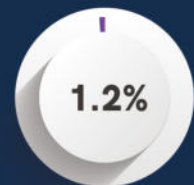
Stress Management Techniques



Often



Rarely



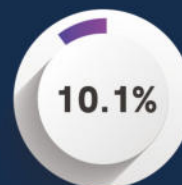
Never



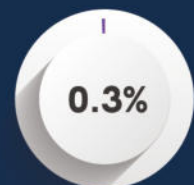
Social Engagement



Often



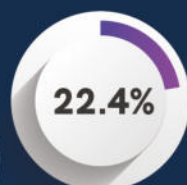
Rarely



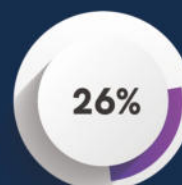
Never



Willingness to Seek Professional Help



Often



Rarely



Never

CONCLUSION

The ANMS campaign, launched in 2020, achieved a significant milestone in 2023, marking its third year of implementation.

The evaluation of the Healthy Living Culture Initiative under ANMS 2023 underscores both notable achievements and persistent challenges in promoting healthier lifestyles among Malaysians.

Expanding the *Pelan Strategik Putrajaya Sihat Sejahtera* nationwide with a whole-of-government approach, a focus on healthy aging, and community-driven Wellness Hubs can promote an inclusive health culture and empower informed well-being choices for all Malaysians.

These improvements are essential for better public health outcomes.

Regular monitoring and evaluation will continue to ensure the program effectively supports health improvement across Malaysia.

RECOMMENDATION

A whole-of-government approach is essential for effectively promoting a healthy living culture in Malaysia. This strategy emphasizes collaboration across multiple ministries, ensuring that health considerations are integrated into various policy areas, including education, housing, transportation, and urban planning.

By adopting this comprehensive approach, the government can create an environment that supports healthy lifestyles and addresses the social determinants of health.

Strategies such as expanding Wellness Hubs across the country to provide health services, strengthening Wellness Hubs staff capacity through training, expanding *Pelan Strategik Putrajaya Sihat Sejahtera* initiative beyond Putrajaya, focusing on healthy aging, and enhancing community engagement through

Wellness Hubs, Malaysia can foster a more inclusive culture of health that empowers individuals across all demographics to make informed choices for their well-being.





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