



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:

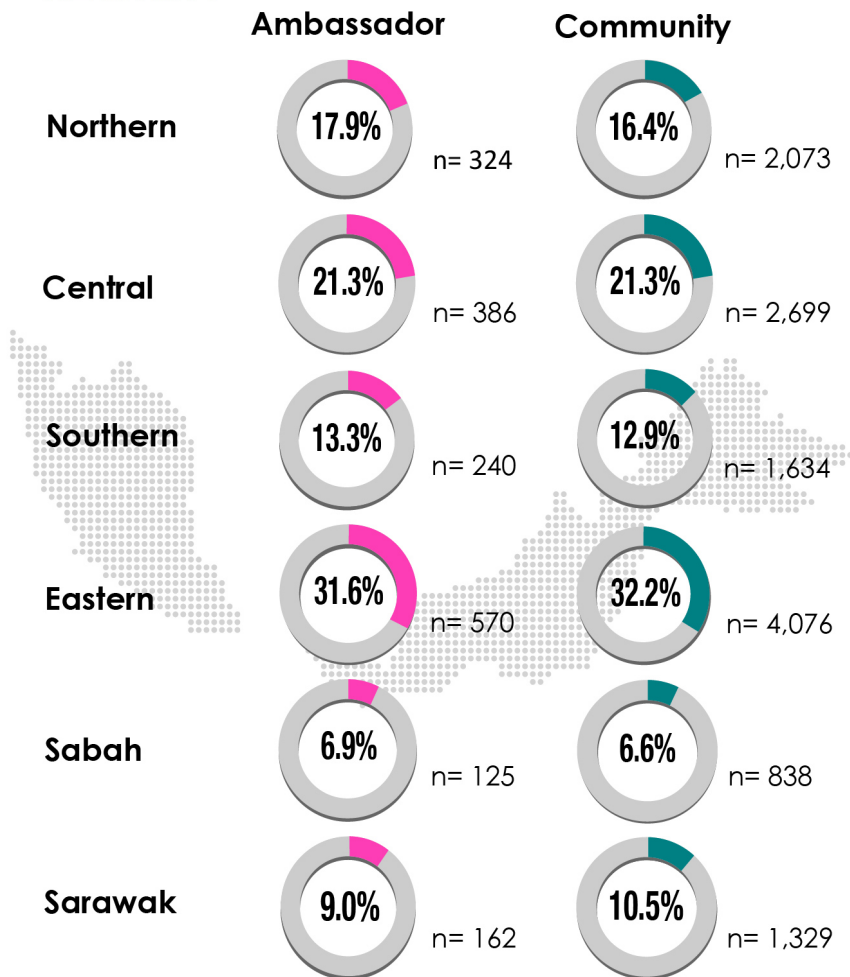
Khan, R., & Socha-Dietrich, K. (2018). Investing in medication adherence improves health outcomes and health system efficiency: adherence to medicines for diabetes, hypertension, and hyperlipidaemia.

Ting, C. Y., Adruce, S. A. Z., Loo, S. C., Ting, H., & Thay, 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



## GENDER



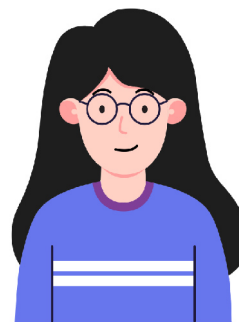
**Male**

**Ambassador**

**47.5%** n= 859

**Community**

**47.5%** n= 6,013



**Female**

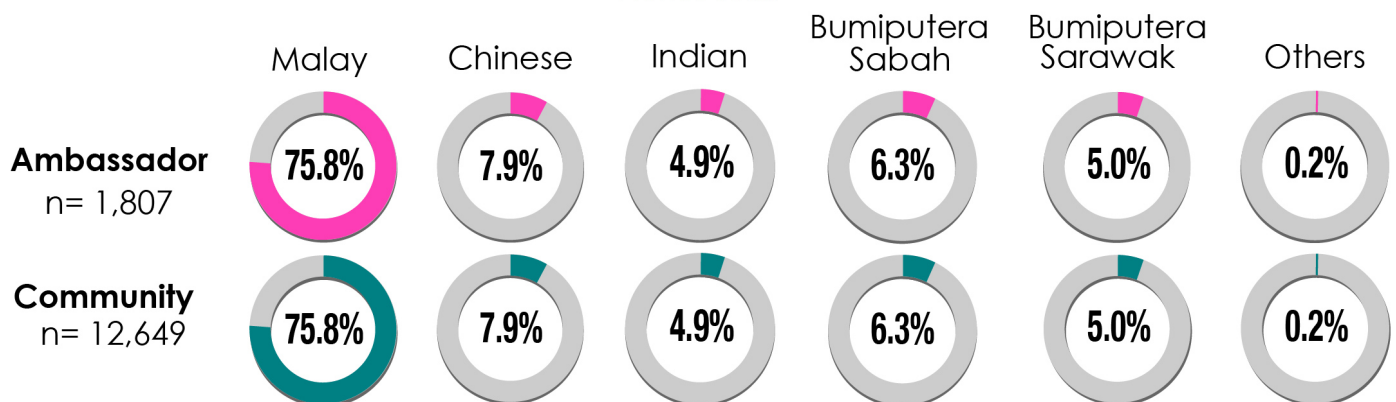
**Ambassador**

**52.5%** n= 948

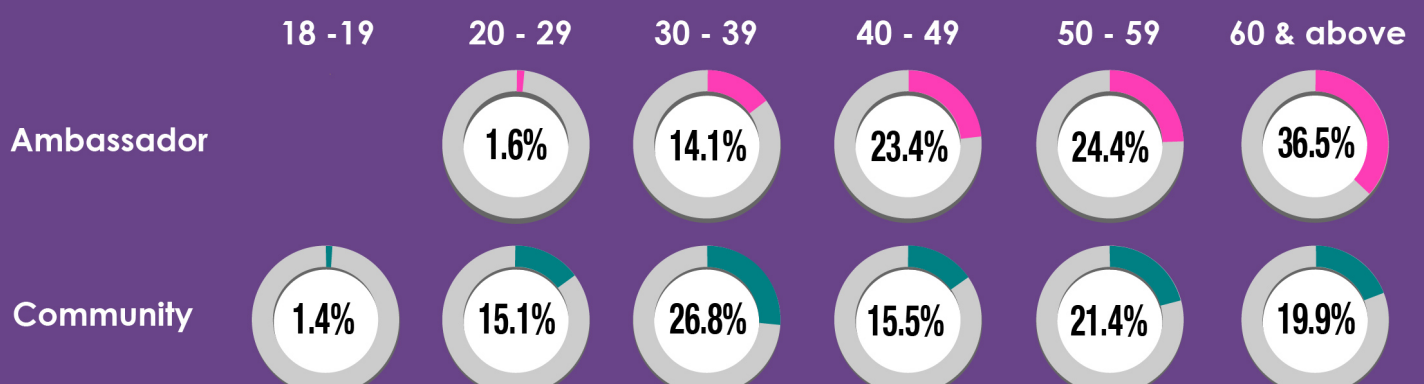
**Community**

**52.5%** n= 6,636

## ETHNIC

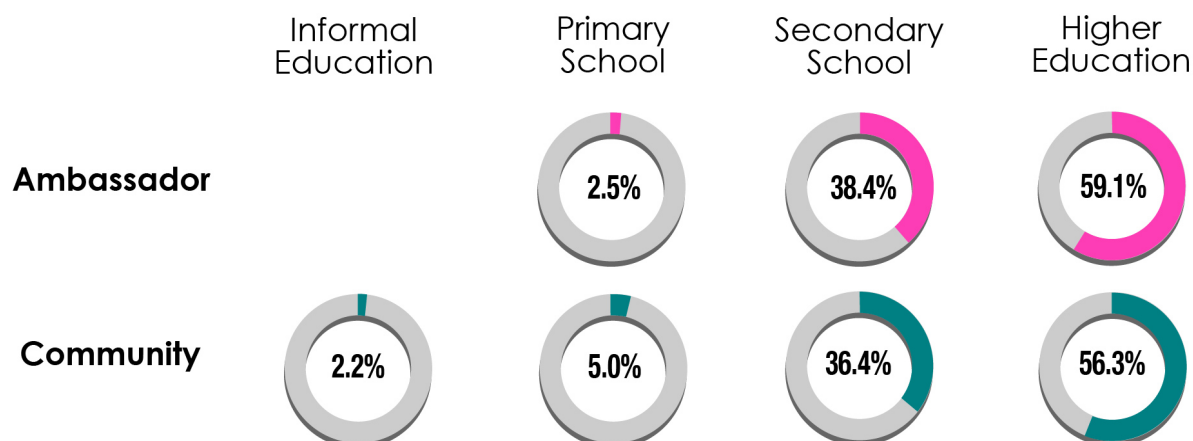


## AGE GROUP

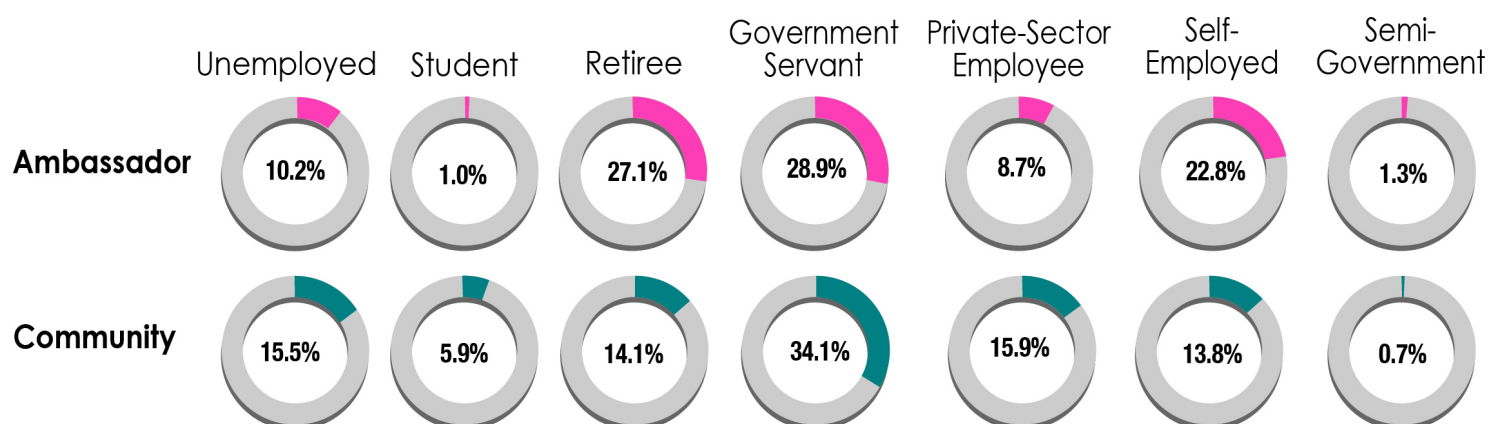


## RESPONDENT PROFILES

### 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

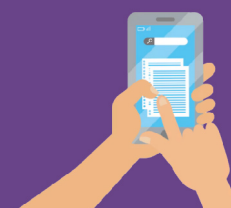
5.1%

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

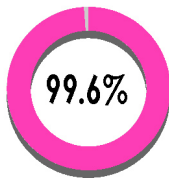
34.3%

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

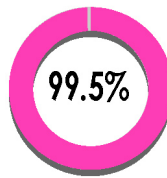


Community



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

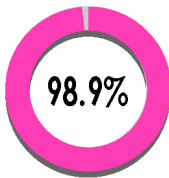


Community

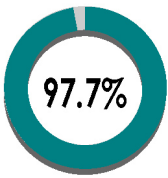


3. Medicines should be purchased at authorized premises such as pharmacies or clinics.

Ambassador

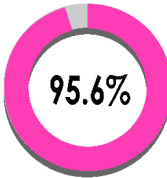


Community

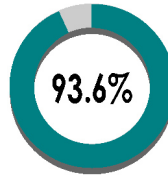


4. If we miss a dose of our medicines, we should not double the next scheduled dose.

Ambassador

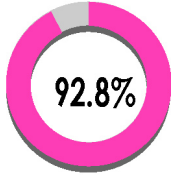


Community

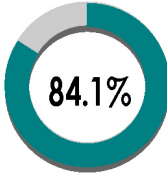


5. All medicines should not be kept in the refrigerator to extend their shelf life.

Ambassador



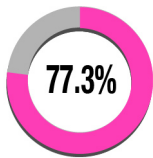
Community



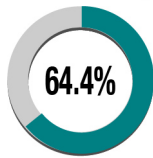
# AM I PRACTICING THE RATIONAL USE OF MEDICINES EVERY TIME?

1. I use medicines that are registered with MOH.

Ambassador

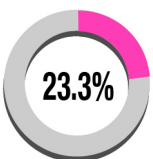


Community

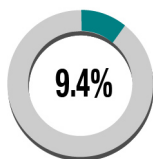


2. I use traditional medicines that are registered with MOH.

Ambassador

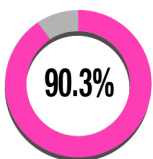


Community

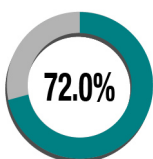


3. I read the label to ensure it is correct before taking medicines.

Ambassador

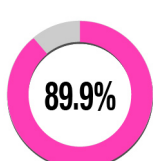


Community

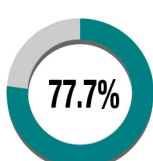


4. I follow the prescribed dose.

Ambassador

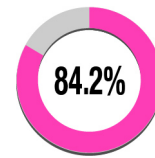


Community

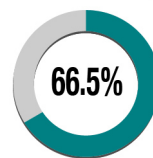


5. I check the expiry date, colour and condition before taking medicines.

Ambassador

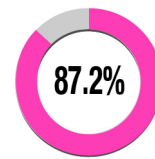


Community

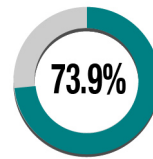


6. I store medicines as advised by pharmacist or doctor.

Ambassador

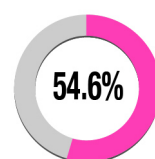


Community

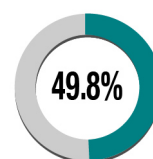


7. I do not substitute prescribed medicines with supplements or traditional products.

Ambassador

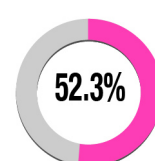


Community

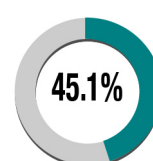


8. If I experience side effects I stop taking the medicines only after consulting a doctor.

Ambassador



Community

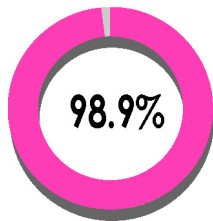




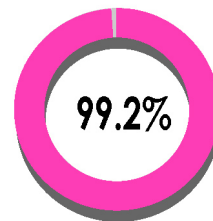
## HOW DO I PERCEIVE MYSELF AS A KYM AMBASSADOR?



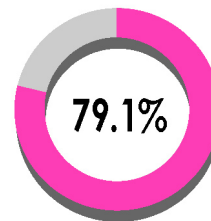
I voluntarily became a KYM Ambassador to promote correct medicines use.



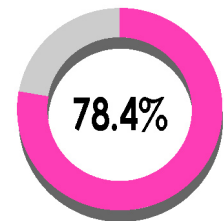
I often share basic medicines information with friends and family.



I often share basic medicines information on social media.



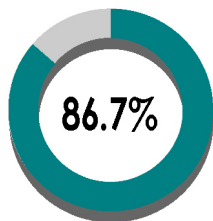
I report improper medicines used to the pharmacist.



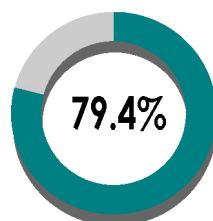
## HOW DO THE COMMUNITIES PERCEIVE KYM AMBASSADORS' ROLES?



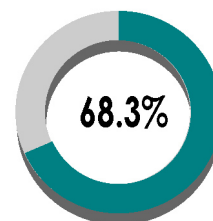
KYM Ambassadors always encourage correct medicines use in the community.



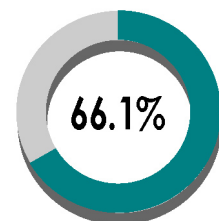
I often receive basic medicines information from KYM Ambassador in person.



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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