Institut Penyelidikan Tingkahlaku Kesihatan

Technical Report

AGENDA NASIONAL MALAYSIA SIHAT (ANMS) & LET'S TALK MEDIA CAMPAIGN EVALUATION



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LIST OF ABBREVIATION

ANMS : Agenda Nasional Malaysia Sihat or Healthy Malaysian National Agenda
CPRC : Crisis Preparedness and Response Centre (CPRC) KKM
MOH : Ministry of Health Malaysia
NMRR : National Medical Research Registry
SDGs : Sustainable Development Goals
WP : Wilayah Persekutuan

EXECUTIVE SUMMARY

This is an evaluation study assessing the effectiveness of Agenda Nasional Malaysia Sihat (ANMS) & Let's Talk media campaign in channeling campaign messages to the Malaysian community . The campaign messages was launched in media platforms in August 2021 and was extensively advertised from September onwards, and this evaluation was conducted in mid of November 2021, 3 months post campaign launch.

In this study, the data was acquired using a self-administered online survey/questionnaire. The questionnaires involved 1600 Malaysians within the age range of 15 to 60 years old. Online survey questionnaire was developed based on the message and objectives of the media campaign. The questionnaire was provided in both Bahasa Malaysia and English. It has three sections; demographics, questions related to ANMS Media Campaign and questions related to Let's Talk campaign. Questions on media campaign were answered by respondents who were exposed to the media messages pertaining to both the campaign.

The study findings shows over 50% of the participants, both adult and teenage groups from urban and rural part of Malaysia, are aware of the campaigns.

Most of the participants, who are aware of ANMS Campaign, are aware of Let's Talk campaign as well. Specifically, more than 65% of Malay respondents are aware of both the campaigns. The awareness level is significantly higher for T20 and B40 of household income.

Around 50% of the participants, who are aware of the ANMS campaign, have mentioned that they saw the campaign advertisements within the last one month. These 50% of respondents have recalled seeing the campaign advertisements mainly through Social Media and Television. More than 95% of the participants who have seen/heard/read about the campaigns agreed that ANMS campaign objectives can be achieved through initiatives of ANMS ie; cultivation of healthy living, self-health regulation, keeping environment clean and application of Take 5 practices for mental health and most of the respondents have high intention to practice the suggested health messages.

Similarly for Let's Talk media Campaign, around 50% respondents who were aware of the campaign, mostly recalled seeing the campaign 1 month before the evaluation and the main media channels they were exposed to the messages was Social Media. Most of the respondents were positive about utilization of the Let's TALK approach in addressing emotional stress. This study also evaluated respondents awareness towards the psychological helpline available in Malaysia, whereby 84% of the respondents agreed they are aware of these helplines and among the listed helplines, most of the respondents are aware of KKM Mercy Helpline and Kasih Helpline.

All of the respondents who've answered the Let's TALK section was asked on their actions when they are faced with emotional pressure. Close to 80% of respondents stated they do share their emotional stress to others and 50% of them agreed they would seek help. The most trusted channels to seek help were family members and friends. However, 12% the respondents stated they don't do anything in regards to their emotional stress as they don't like to share their emotional issues to others and would prefer to solve their problems on their own. The overall study finding shows overall respondent's sentiment and acceptance towards the campaign messages were positive and internet was one of the main platform in creating awareness.

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