PERBADANAN PRODUKTIVITI MALAYSIA

Behavioural Insights Study on Reducing Obesity among Primary School Students through Digital Technology

Fostering Healthy Behaviours: A Behavioural Insights Approach to Parental Engagement in Promoting Child Health in Malaysian Primary Schools

FINAL REPORT

Uniutama Education and Consultancy Sdn Bhd

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Executive Summary

The study "Fostering Healthy Behaviours: A Behavioural Insights Approach to Parental Engagement in Promoting Child Health in Malaysian Primary Schools" delves into the complex problem of childhood obesity in Malaysia. The research used the "JEJAK BMI" web application to investigate how digital technology could influence parental behaviour and positively affect children's health habits and body mass index (BMI).

An exploratory mixed-methods approach was adopted. Quantitative data were collected from a diverse sample of parents and their children through a structured pre- and post-intervention survey. Complementing this, qualitative insights were gained through interviews, providing depth to understanding the app's usability and influence on behaviours. The intervention, which spanned ten weeks, provided parents with tools to track their children's BMI and access to nutrition and physical activity educational content.

Post-intervention results indicated a notable improvement in parents' engagement with their children's dietary habits. There was a significant increase in the adoption of the "Quarter-Quarter-Half" dietary concept, illustrating the app's success in enhancing parental awareness and activity regarding children's nutrition. However, while positive behavioural shifts were observed, these did not significantly translate into changes in the children's BMI within the study period, suggesting the necessity for longer-term interventions to see substantive health outcomes.

The study contributes valuable findings to the growing field of digital health interventions, confirming that web applications can be powerful tools for modifying behaviour. It highlights the importance of parents as agents of change in their children's health and the effectiveness of digital interventions in supporting them. Additionally, it underscores the need for digital interventions to be user-friendly and visually engaging to ensure sustained engagement and efficacy.

Ethical considerations were meticulously observed, with participants' consent and data confidentiality paramount. Data analysis employed statistical methods like t-tests and thematic analysis.

Despite the positive outcomes, the study faced limitations such as its short duration and potential self-reporting biases. To address these limitations in future research, it is recommended that study periods be extended and objective health measures included.

Overall, the research provides significant insights into the potential of digital technology in public health and behavioural modification. The findings advocate for integrating digital strategies into broader public health initiatives and encourage the continued exploration of the role of parental engagement in combating childhood obesity.

The study establishes a foundational understanding that can inspire policymakers and public health professionals to develop and implement digital interventions that are effective, scalable, and capable of producing lasting health improvements in the paediatric population.

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Pre and Post-Test Survey **75**

Please fill in the blanks
Sila isi tempat kosong

Section E: Behavioural Changes
Bahagian D: Perubahan Tingkah laku

Children's weight Pre and Post

Before the intervention: _____
10 weeks after the intervention: _____

Would you recommend the use of this web application (Jejak BMI 1.0) to other parents for managing their child's BMI? *please stated your comments below*

Adakah anda akan mengesyorkan penggunaan aplikasi web ini (Jejak BMI 1.0) kepada ibu bapa lain untuk menguruskan BMI anak mereka? *sila nyatakan komen anda di bawah*

_____

_____

_____

End of Questionnaire
Thank You for Taking the Time to Complete This Questionnaire

Soalan Tamat
Terima Kasih Kerana Meluangkan Masa Menjawab Soal Selidik Ini