

Feed a child wisdom and he will eat wisely for life

HEALTHY START: Schoolchildren show better eating habits after just a year under the Nestle Healthy Kids Intervention Study programme

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AFTER just one year, the children involved in the Nestle Healthy Kids (NHK) Intervention Study are already showing encouraging results in their eating habits, empowered by their newfound knowledge of nutrition.

Launched last August by Nestle (Malaysia) Bhd and implemented in collaboration with the Nutrition Society of Malaysia (NSM), the NHK Intervention Study is a three-year programme aimed at improving schoolchildren's knowledge of nutrition and promoting a healthy lifestyle.

NSM president Dr Tee E. Siong, who is also the NHK programme expert committee chairman, presented the results of the intervention study at the NHK Parents-Teachers Workshop, recently.

He revealed that about one-third of the children improved in their knowledge score in the six education modules related to nu-

trition and health.

The parents and teachers were also told that the children showed improvements in healthy practices, with more opting for healthier food choices.

"The implementation of the NHK programme is timely, as the public and government are currently extremely concerned about the increasing incidences of lifestyle diseases such as diabetes, high blood pressure and high cholesterol," said Nestle human resource and group corporate affairs executive director Zainun Nur Abdul Rauf.

"This means that it is imperative for us to not only ensure that our products alleviate these problems, but also to actively promote good eating habits and healthy lifestyles among the consumers."

"Nestle uses education as a tool to help children understand the value of nutrition and physical activity, which will empower them to make the right choices relating to diet and lifestyle," she added.

Dr Tee's presentation was followed by a

panel discussion with nutrition experts Malaysian Association for the Study of Obesity vice-president Prof Dr Norimah A. Karim, Malaysian Association for the Study of Obesity council member Dr Zawiah Hashim and Universiti Putra Malaysia's Dr Chin Yit Siew, from the Department of Nutrition and Dietetics in its Faculty of Medicine and Health Sciences.

The parents and teachers were shown a preview of the 2012 modules and the opportunity to give their feedback on the programme.

Celebrity Chef Florence Tan, showed how simple it was to prepare nutritious food for children in a cooking demonstration.

The NHK programme is in line with the Nestle business philosophy of "Creating Shared Value".

The company believes that it needs to provide value not only for its shareholders but also the community it operates in

The three focus areas to create shared value are: nutrition, water and rural development.

NSM disseminates information to guide

the public towards discovering the benefits of good nutrition and an active lifestyle. It supports efforts to promote healthy nutrition to combat nutrient deficiencies and diet-related chronic diseases such as obesity, diabetes, hypertension and coronary heart disease.

The NHK Programme uses a two-pronged approach: awareness to reach out to the masses, and research to develop, implement and evaluate the effectiveness of educational modules.

The ultimate goal at the end of the three years is to have developed an educational module that the Education Ministry can implement in the country's primary schools.

The programme has reached out to approximately 2,600 students from age 7 to 12 through workshops, road shows and intervention programmes.

For information, visit www.healthykids.org.my.



Dr Tee E. Siong presents the **encouraging results** of the NHK Intervention Study to parents and teachers.




Nestlé
Healthy Kids
Global Programme
www.healthykids.org.my



IN PARTNERSHIP WITH
NIKHS
National Institute for Health and Safety
Ministry of Health Malaysia

IN COLLABORATION WITH
MSN
Malaysian Society of Nutritionists





*Dr Chin
Yit Siew gives
the audience
more **nutrition**
facts to chew on.*

*Prof Dr Norimah A.
Karim has an
interactive session with
a workshop participant.*

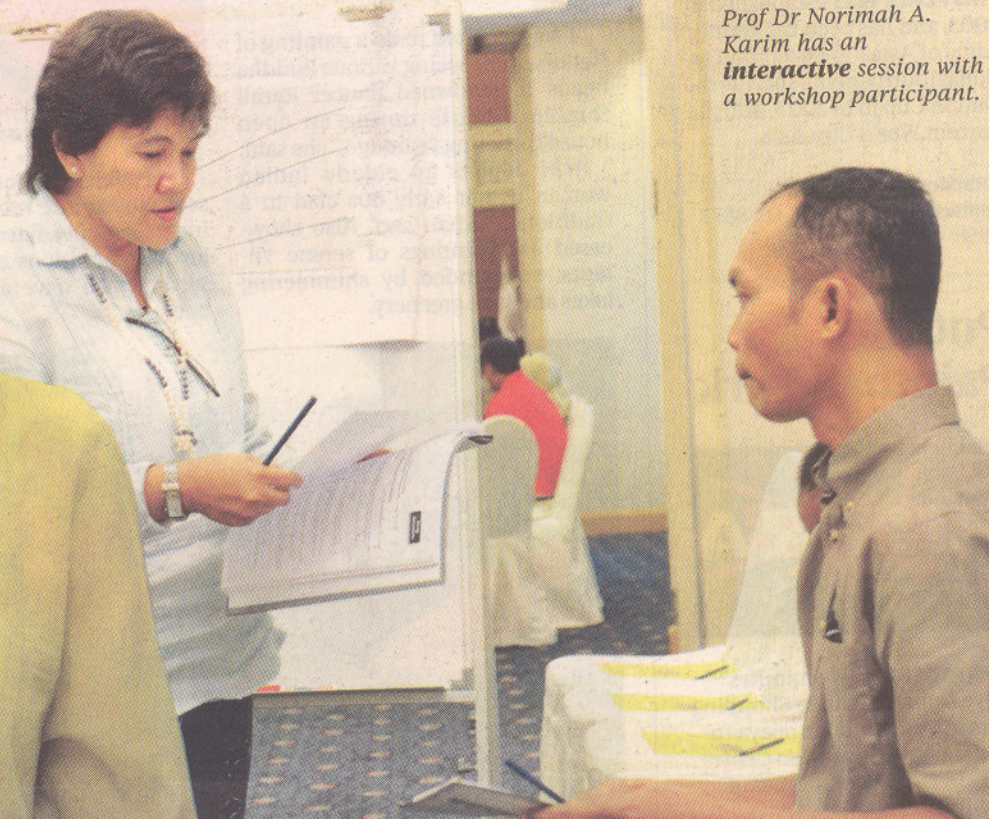
Dr Zawiah Hashim (standing, in red) at the panel discussion with nutrition experts.



Celebrity chef Florence Tan whips up a high-fibre banana pancake to show how preparing a nutritious meal is as easy as pie.



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Prof Dr Norimah A. Karim has an interactive session with a workshop participant.