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## RM40,000 grant for research on children, nutrition and obesity

**KUALA LUMPUR:** A year-long study has been launched to determine parents' approach towards their children's nutritional intake in the early year. The study is financed by Fernleaf Institute.

The findings will provide useful evidence in developing a relevant nutritional guide for Malaysian parents and so reduce the prevalence of obesity amongst children.

In 2007, the Minister of Health revealed that, based on the 3rd National Health and Morbidity Survey 2006 (NHMS III), the proportion of obese Malaysian adults has increased by three fold compared to the last decade.

Among children, NHMS III identified the highest occur-

rence of obesity among those in pre-schools and primary schools.

According to John McKay, general manager, Fonterra Brands (Malaysia), this latest undertaking by the Fernleaf Institute is timely as it would complement the findings made in NHMS III by identifying key factors, mainly nutritional patterns which lead to childhood obesity.

"The Fernleaf Institute Research Grant supports studies on key areas of nutrition related to child and family health. We believe this research, designed to identify nutritional, dietary and lifestyle factors that places a child at risk of obesity, will better enable policy makers and health care

practitioners to develop action plans to equip parents with related knowledge on child nutrition to ensure kids reach their potential by promoting and inculcating healthy behaviours."

"This study is aligned to the objectives of the Fernleaf Institute to advance better understanding on nutrition in the growing up years. The findings will serve as a guide when reviewing our Fernleaf Activation programmes aimed at educating parents on the impact of nutrition on their child's health and well-being.

The data from the research would also play a key role in directing future reformulation of our growing up milk products to address critical nutritional needs," said McKay.



Fernleaf giving RM40,000 to Universiti Putra Malaysia for research.