

# Nestle partners with UPM to launch nutrition ambassador programme

**KUALA LUMPUR:** Nestle (M) Bhd has partnered with Universiti Putra Malaysia (UPM) to launch the Putra Community Nutrition Ambassador Programme (Putracnap).

Nestle and UPM yesterday signed a memorandum of agreement (MoA) to empower mothers to inspire healthier lives among people's housing project (PPR) communities.

Nestle executive director of group corporate affairs Datuk Adan Pawanteh said to help minimise nutritional gaps faced by the PPR communities, this one-year programme targeted to recruit 100 mothers with school-going children.

"This will come from four selected PPR communities in the Klang Valley to empower them to become nutrition ambassadors," said Adan at the signing

of the MoA.

Nestle will also give sponsorship in the form of cash and in kind to the participants.

The programme will include marketing and promotions, train-the-trainer workshops, and agriculture and urban farming that can be used to empower communities towards more healthier lifestyles.

Adan said Nestle aimed to address stunting and obesity among children and adults by working alongside UPM through Putracnap.

"By sharing nutrition knowledge and inspiring mothers to become nutrition ambassadors, we hope to inspire more Malaysians to lead healthier lives, particularly among the PPR households," he said.

UPM vice-chancellor Datuk Mohd Roslan Sulaiman said the

programme was in line with the United Nations Sustainable Development Goals and the Health Ministry's national plan of action for nutrition.

Phase 1 is targeted to kick off next month. It will involve the enrolment of eligible participants, along with a nutrition and health awareness campaign.

Phase 2 will entail the train-the-trainers component via Putra Community Nutrition Ambassador Workshops, covering key areas such as nutrition consultation, cooking classes, physical activities and education on grocery shopping and urban farming.

Phase 3 will involve programmes led by nutrition ambassadors in their PPRs, such as cooking competitions, exhibitions, physical activity sessions and urban farming.