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## *Kesihatan Tanggungjawab Kita Bersama*

Seruan YB Menteri Kesihatan Malaysia  
Dato' Sri Liow Tiong Lai



*Kementerian Kesihatan Malaysia, Seruan YBMK Tentang NCD  
14 Disember 2010*

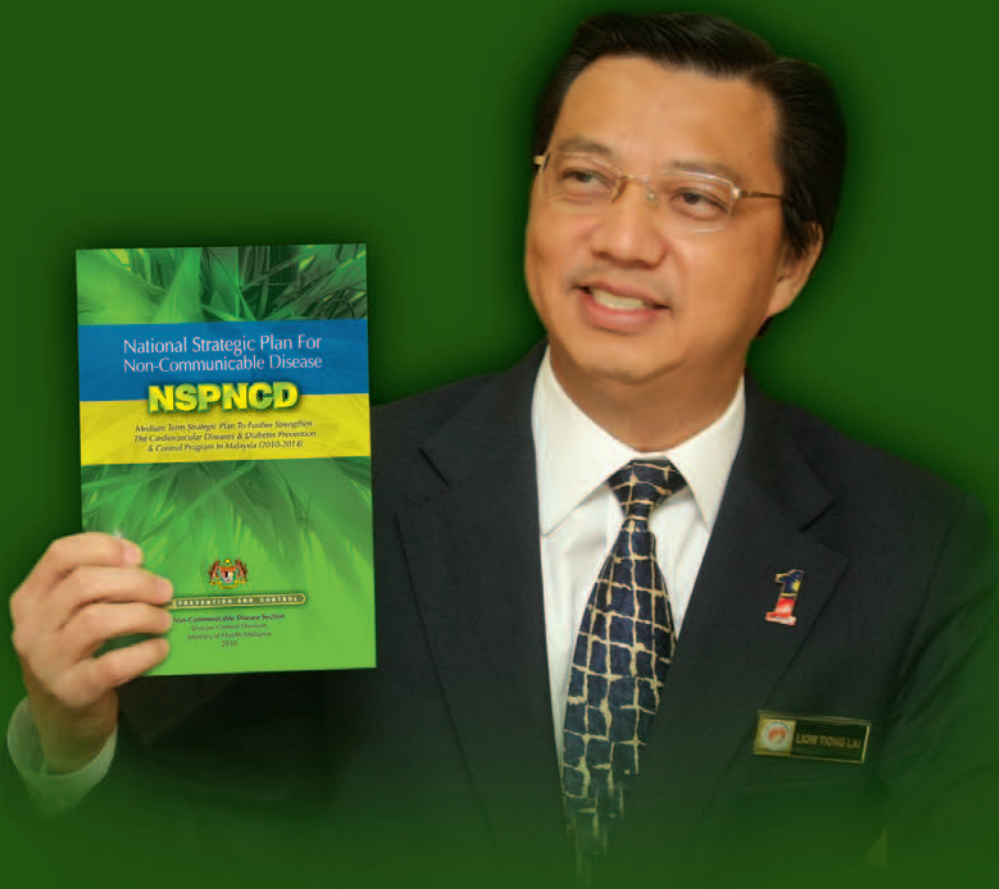


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# NSPNCD

NATIONAL STRATEGIC PLAN FOR NON-COMMUNICABLE DISEASE

## • SYNOPSIS •

*F*ighting non-communicable diseases (NCD) is one of the country's biggest challenges. "To this end, we need to seriously empower Malaysians to be responsible for their health," said Health Minister Dato' Sri Liow Tiong Lai. He said the prevalence of NCDs is at a worrying level and action needed to be taken to counter the problem with the media playing a key role. "There is a need to promote greater awareness among the people on practicing a healthy lifestyle."

"Health is wealth. Care for your own health and care for the health of your family members."

"We need a healthy nation and it is sad that despite efforts by the ministry, the prevalence of NCD and its risk factors in Malaysia continue to rise," rued Liow.

With all infrastructural development and health facilities in place nationwide, Liow said the ministry's focus now was to embark on primary prevention based on comprehensive population-based programmes. This has been found to be the most effective approach to contain the emerging epidemic.

Stressing that prevention is better than cure, the minister said the best way to tackle the problem was to educate people on living a healthy lifestyle and to go for regular health screenings so that diseases could be detected early and treated.





## World Health Organization (WHO) reported that:

**"In all developing countries, Non Communicable Diseases (NCD) such as cardiovascular disease, cancers, diabetes and chronic lung diseases now account for a large enough share of premature deaths and poverty to merit a concerted and coordinated policy response. They are already dominating health care needs in most developing countries. Tackling NCD constitutes one of the major challenges for development in the 21<sup>st</sup> century..."**

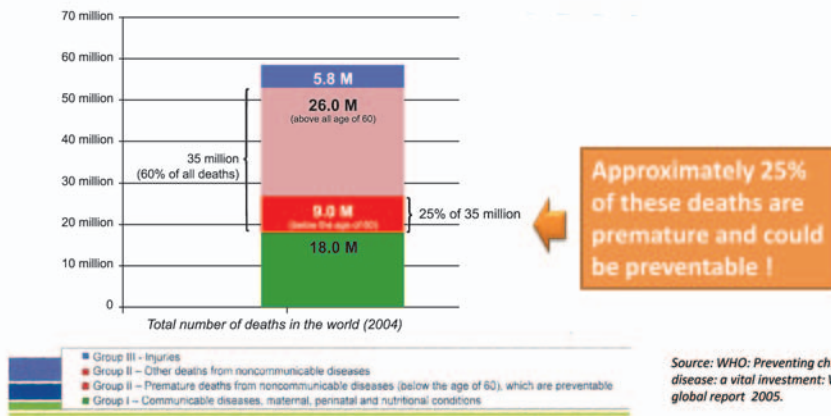
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## NCD – World's Largest Killer



60% of world annual death (or about 35 millions) are due to Non-communicable Diseases . Approximately 25% of these death are premature and could be prevented



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## NCD – World's Largest Killer



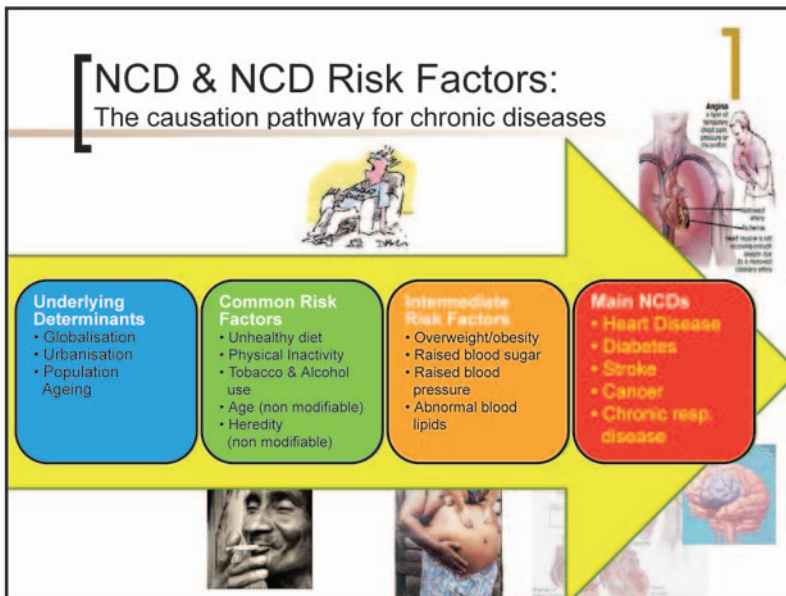
### Do you know? Globally...

- 17 million people died from cardiovascular diseases in 2005, (around 30% of all global death),
- 7.4 million people died from Cancer in 2004 (around 13% of all global death),
- 220 million people worldwide have diabetes, in 2005, 1.1 million people died from diabetes,
- 4 million people died from chronic lung diseases each year

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### NCD & NCD Risk Factors: The causation pathway for chronic diseases



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# Malaysia Situation...

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## PREVALENCE OF SELECTED NCD AND NCD RISK FACTORS IN MALAYSIA

**Table 1** Prevalence of Selected NCD Risk Factors in Malaysia (1996-2006)

	NHMS II (1996)	MANS (2003)	NHMS III (2006)
Age group	≥18 years	≥18 years	≥18 years
Smoking	24.8%	N.A.	21.5%
Physically Inactive	88.4%*	85.6%*	43.7%
Overweight (BMI ≥25 kg/m <sup>2</sup> & <30 kg/m <sup>2</sup> )	16.6%	27.4%	29.1%
Obesity (BMI ≥30 kg/m <sup>2</sup> )	4.4%	12.7%	14.0%
Hypercholesterolaemia	N.A.	N.A.	20.6%

NHMS = National Health and Morbidity Survey

Prevalence of "physically inactive": 43.7%;  
 or an estimated 5.5 million Malaysians.

\* Previous Data cannot be compared directly as  
 the methodology differed between surveys.

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## BODY MASS INDEX (BMI)



### What is BMI ?

Body Mass Index (BMI) is a number calculated from a person's weight and height. BMI provides a reliable indicator of body fatness for most people and is used to screen for weight categories that may lead to health problems.

$$\text{BMI} = \frac{\text{Weight (kg)}}{[\text{Height (m)} \times \text{Height (m)}]}$$

The healthy range for BMI is 18.5 to less than 25.

If your BMI is	You are
Less than 18.5	Underweight
18.5 – less than 25	Healthy weight
25 – less than 30	Overweight
30 or more	Obese

#### Example:

If your weight is 65KG and your height is 155cm

BMI = 65kg / [1.55m x 1.55m]

BMI = 27.1 >> **YOUR ARE Overweight**

Source: CDC





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There is an increasing trend of over-weight among Malaysians from 1996 to 2006.

Among the ethnic groups, Indians had the highest prevalence of overweight followed by Malay and Chinese.

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NHMS = National Health and Morbidity Survey

2006, Prevalence of obesity among adults 18 years and above: 14.0%, or an estimated 1.7 million Malaysians. A relative increase of over 200% compared to 10 years earlier (NHMS II (1996), 4.4%).

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## Results of NHMS III also revealed that :

- Women had higher obesity prevalence (17.4%) than men (10.0%) .
- Indians and Malays had higher obesity prevalence than other groups.
- Housewives showed the highest prevalence of obesity at 20.3%.
- The prevalence of abdominal obesity (waist circumference - WC for women > 88cm, and men > 102cm) was 17.4%, with women showing higher prevalence 26.0% than men 7.3%.

Source: NHMS III, 2006

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## Prevalence of Diabetes in Malaysia (1986-2006)

**Table 2** Prevalence of Diabetes in Malaysia (1986-2006)

	NHMS I (1986)	NHMS II (1996)	NHMS III (2006)	NHMS III (2006)
Age group	≥35 years	≥30 years	≥18 years	≥30 years
Prevalence	6.3%	8.3%	11.6%	14.9%
Known diabetes	4.5%	6.5%	7.0%	9.5%
Newly diagnosed	1.8%	1.8%	4.5%	5.4%
Impaired Glucose Tolerance * / Impaired Fasting Glucose **	4.8% *	4.3% *	4.7% *	4.7% **

NHMS = National Health and Morbidity Survey

Prevalence of diabetes among adults 30 years and above is 14.9%, or an estimated 1.4 million Malaysians (≥30 years). A relative increase of 80% from that of 10 years earlier (NHMS II, 8.3%).

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## Prevalence of Hypertension in Malaysia (1986-2006)

**Table 3** Prevalence of Hypertension in Malaysia (1986-2006)

	NHMS I (1986)	NHMS II (1996)	NHMS II (1996)	NHMS III (2006)	NHMS III (2006)
Age group	≥25 years	≥18 years	≥30 years	≥18 years	≥30 years
Definition of Hypertension (mmHg)	≥160/95	≥140/90	≥140/90	≥140/90	≥140/90
<b>Prevalence</b>	<b>14.4%</b>	<b>29.9%</b>	<b>32.9%</b>	<b>32.2%</b>	<b>42.6%</b>

NHMS = National Health and Morbidity Survey

Prevalence of hypertension among adults 30 years and above is 42.6%, a relative increase of 30% from that of 10 years earlier (NHMS II, 32.9%); or an estimated 4.8 million Malaysians (≥30 years)



## NCD in Malaysia

- Despite efforts taken by MOH, the prevalence of NCD and NCD risk factors in Malaysia continues to rise.
- **Currently about 70% of total MOH's Health Clinics attendances are related to NCD.**
- **Excluding normal deliveries, NCD accounts for over 20% of total hospitalization in MOH hospitals.**

• Source: Pusat Informatik Kesihatan, 2009



## NCD in Malaysia (Cont.)

- Heart disease and stroke are in the top five most common cause of death in MOH hospitals.  
Source: Pusat Informatik Kesihatan, 2009
- Heart disease and stroke also most common cause of premature death (below 60 years) in Malaysia.  
Source: Pusat Informatik Kesihatan, 2009
- **Malaysia now ranked sixth among Asian countries with high adult obesity rate.**

Source: WHO Report 2010.  
<http://www.liowtionglai.com/blog> (08<sup>th</sup> Dec 2010)

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## NCD Causes...

1. Family and financial crisis
2. Deterioration in quality of Life
3. Loses in productivity
4. Increase burden to the Nation

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**Take out loans based on specific needs, says AKPK**

> FROM PREVIOUS PAGE

advertisements" is not one that is pursued by most banks. An officer, who declines to be named, claims: "It is true that the competition to sell personal loans is higher now, but putting stickers on posters on public walls to defacing public property, no most banks, if not all, will refrain from that kind of advertising."

"It is bad for the bank's reputation anyway," she says.

National Credit Counselling and Debt Management Agency (AKPK) corporate affairs and communications senior manager Devendran Singh also advises those who need to take out loans to borrow from financial institutions which are under the purview of Bank Negara Malaysia to enjoy better rates and terms.

"However, if you need to borrow from licensed moneylenders, be sure to shop around for the best rates. But do not borrow from unlicensed money lenders!"

He reminds borrowers to take out loans based on clear and specific needs, not wants.

"It is important to make sure you are able to repay the loan. Your total monthly loans repayment should not exceed 40% of gross monthly income," he advises.

**Main Causes of Financial Woes**  
- as given by AKPK's debt management programme clients


	%
High medical expenses	26
Poor financial planning	25
Lost control on usage of credit cards	15
Failure / slowdown in business	12
Lost job / retrenched	12
Failed investment	2
Death and / or loss of Breadwinner	2
Others	6

Source AKPK

**Sunday Star, 06 June 2010**


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## 2 CARING APPROACHES

### 1) Preventive Approach



**Promote Wellness**

### 2) Curative Approach



**Provide Treatment**  
for Diabetics, Obesity, Stroke, Heart Attack, High Blood Pressure, Cancer ...

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## NCD are Preventable

Up to 80% of heart disease, stroke, and type 2 diabetes and over a third of cancers could be prevented by eliminating shared risk factors, mainly **tobacco use**, **unhealthy diet**, **physical inactivity** and the **harmful use of alcohol**.

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## NCD are Preventable (Cont.)

NCD are largely **preventable by means of effective interventions** that tackle shared modifiable risk factors.

		Causative risk factors			
		Tobacco use	Unhealthy diets	Physical inactivity	Harmful use of alcohol
Noncommunicable diseases	Heart disease and stroke	✓	✓	✓	✓
	Diabetes	✓	✓	✓	✓
	Cancer	✓	✓	✓	✓
	Chronic lung disease	✓			

Source: WHO: Raising the priority of non-communicable diseases in development work at global and national levels, 2010.

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# **Reducing Prevalence of NCD is a Key Concern of MOH ...**

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# **National Strategic Plan for Non-Communicable Diseases (NSP-NCD)**

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## Objectives of NSP-NCD

- i. **Prevent or delay the onset of cardiovascular diseases (CVD) and diabetes and their related complications;**
- ii. **Improve their management of patients with CVD and diabetes, thus enhancing quality of life of our population, leading to longer and more productive lives;**
- iii. **To raise the priority accorded to diabetes and obesity in development work at global and national levels, and to integrate prevention and control of such diseases into policies across all government departments;**
- iv. **To establish and strengthen national policies and plans for the prevention and control of diabetes and obesity;**
- v. **To promote interventions to reduce the main shared modifiable risk factors for NCDs: tobacco use, unhealthy diets and physical inactivity;**
- vi. **To promote partnerships for the prevention and control of diabetes and obesity.**

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## NSP-NCD contains 7 main Strategies

- i. Prevention and Promotion
- ii. Clinical Management
- iii. Increasing Patient Compliance
- iv. Action with NGOs, Professional Bodies & Other Stakeholders
- v. Monitoring, Research and Surveillance
- vi. Capacity Building
- vii. Policy and Regulatory Interventions

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## Same Examples - Policy and Regulatory Interventions




**Cigarette Pack Pictorial Health Warnings**

Monday October 4, 2010

### A 20-stick pack of cigarettes costs RM10 from today

By LEE YUK PENG, AU  
[newsdesk@thestar.com](mailto:newsdesk@thestar.com)

**Increase of Cigarettes Price**

KUALA LUMPUR: A 20-stick pack of cigarettes now costs RM10.

**Banning 14-stick cigarette packs**

Trade Merchants' Association president Lean Kok received a letter from a tobacco association regarding the price increase effective today.

**Banning of Smoking at 21 areas**  
including hospitals/clinics, airports, public lifts and toilets, air-conditioned restaurants, public transport, government premises, educational institutions, petrol stations, Internet cafes, shopping complexes and private office spaces with central air-conditioning.

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## Examples of Initiatives – Planed & On-going (Policy and Regulatory Interventions)

- Incorporate **nutrition and physical activity policy statements and programmes** in the development plans of all relevant ministries and agencies;
- To continue to **regulate and decrease the content of salt and sugar** in all processed food and drink;
- To **increase the availability of facilities** in the community to promote physical activity and exercise in a safe environment, e.g. public parks, public sports complexes, jogging and cycling paths, and public gymnasiums;
- **Expansion of an efficient public transport system** throughout Malaysia to promote the use of public transport which will encourage physical activity;
- Expansion of the **compulsory regular health screening** for all employees age 40 years and above.

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## Same Examples – Prevention and Promotion via Communities Activities

### NCD Intervention in Communities, Work Places and Schools

In 2010, MOH has carried out **55 NCD intervention projects** (as *demonstration projects*) throughout Malaysia:

- 35 projects in communities
- 11 projects at schools
- 9 projects at work places

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## Same Examples – Prevention and Promotion via Communities Activities





## Some Examples - Online Public Education



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## Some Examples - Mass Media Health Promotion




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## Some Examples - Mass Media Health Promotion

**TV Commercial**




**CEGAH SEBELUM TERLAMBAT!**

Amalkan Gaya Hidup Sihat  
Makan Secara Sihat  
Lakukan Aktiviti Fizikal




**Cinema Ads**




**OBESEITI!**

7 SAATPADA SETAP 10 MINUT TIDURNYA  
MILIKI BAHAN KESEHATAN ATAU Sihat



**DIABETES**

SEKURANG SAKIT SAKIT SAKIT 1 MINUT




**PENYAKIT-PENYAKIT TERSEBUT BOLEH DICEGAH**

**AMALKAN GAYA HIDUP SIHAT**





**LRT Ads**



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## NCD is a Major Health Problem



- ...but an under-appreciated cause of:
  - Poverty and
  - Negative impact to economic development.
- NCD can be prevented; through **nation-wide, multi-sectoral approach**, and changing living environment through **legislations, regulations** (inc. taxation & subsidies) and **specific policies**.

**We Need Greater  
Participations from All  
Sectors to Counter NCD**





## Act Before It's Too Late!

For the well being of **yourself**,  
**your family, our people** and  
**our nation**, MOH would like to  
 call upon **everyone to work**  
**together to act against NCD.**



## “All-of-Society” Approach

It requires an “All-of-Society” approach,  
 and not just by MOH.

**Government (MOH and Other Ministries) +  
 Local Authorities + Media +  
 Professional Bodies + Private Sectors  
 + Communities + NGOs + Everyone**





# MAKING HEALTHY LIFESTYLE A WAY OF LIFE

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**ACT NOW BEFORE IT'S TOO LATE!**  
**Practise A Healthy Lifestyle**

**PRACTISE HEALTHY EATING**  
 Eat more vegetables and fruits; and less sugar, salt, fats and oil.

**BE PHYSICALLY ACTIVE**  
 Physical activities help to remove disease-causing toxins through sweat. They also help to prevent heart disease, cancer, diabetes and reduce stress.

**DON'T SMOKE**  
 Smoking may cause impotence, stroke, heart disease and lung cancer.

**DEVELOP A POSITIVE ATTITUDE**  
 Overcome stress in smart and effective ways.

**SAY "NO" TO ALCOHOL**  
 Alcohol may cause heart disease, liver disease, hypertension and weaken the immune system.

**Don't Forget !**  
**Monitor Your Health Status**  
 Go for Regular Health Screening.

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**Year 2011**  
**Health Awareness Year**  
**"Towards a Happier and Healthier Malaysia!"**

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## Some Action Items: (Media has a key role)



1. Promote **greater awareness** among our people **to practise healthy lifestyle**.
2. Promote and publicize **public/communities involvement and participation** in healthy lifestyle activities.
3. Health is wealth! **Care for your own health and care for the health of your family members**.
4. Creation of **Health Resource Centre to provide knowledge and to empower people** to care for their own health.
5. **Encourage employer** to promote healthy living among their work force.
6. To make **"Healthy Living" as a lifestyle trend**, to generate wide spread social interest and sustainable demand.

*Let's Act Together*

**NOW!**

