

## **MEDIA RELEASE**

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### **Nestlé Brings Global Programme to Malaysia** **Nestlé Healthy Kids Programme Launched to Address** **Under Nutrition and Obesity**

A programme designed to address one of the world's complex challenges – under nutrition and obesity, particularly amongst the young – was launched by Nestlé Malaysia today. The *Nestlé Healthy Kids* Programme, which is being implemented in collaboration with the Nutrition Society of Malaysia (NSM), aims to improve nutrition knowledge and promote healthy lifestyles among school-going children in Malaysia.

Themed “Let’s Be Healthy!” this programme is part of Nestlé’s global initiative that uses education as a tool to help educate and empower children to lead healthier lifestyles. The global programme aims to improve the nutrition, health and wellness of children through better eating, exercise and other key health measures such as hygiene.

The Healthy Kids Programme in Malaysia will see the implementation of a 2-prong programme, which will run concurrently. Aimed at school children aged between 7-12 years old, parents and teachers as well as canteen operators, the programmes will include an awareness campaign on nutrition and physical activity; and a longitudinal intervention programme with monitoring to improve knowledge, attitude and practices on nutrition and physical activity.

The Nestlé Healthy Kids Programme has been running for several years in countries such as Australia, France, Brazil, Russia, Italy and Hungary, and has reached approximately four million children worldwide. All programmes are designed in collaboration with the health and nutrition professional bodies, national health authorities, child nutrition experts and educational foundations of the respective countries.

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In South East Asia, countries such as Singapore, Thailand and the Philippines have also implemented this programme.

“Nestlé believes that education is the single most powerful tool for ensuring that children understand the value of nutrition and physical activity to their health through the course of their lives. Thus through programmes such as Nestlé Healthy Kids, we hope that this will provide an opportunity for consumers, particularly parents and their children to learn how to make healthier and informed choices,” said Zainun Nur Abdul Rauf, Head of Group Corporate Affairs, Nestlé (Malaysia) Berhad.

“The launch of this programme in Malaysia is also very timely considering the increasing prevalence of nutrition-related problems such as obesity among school children which we’ve seen from the results of a follow-up survey to determine the nutritional status and dietary habits of primary school children conducted by our academic partners in Universiti Kebangsaan Malaysia (UKM),” added Zainun.

Activities that have been lined up for the Nestlé Healthy Kids Programme in Malaysia 2010 include:

- A Parent-Child Workshop for parents and children to discuss and learn about child nutrition and healthy lifestyle with experts.
- The Nestlé Healthy Kids Programme website that contains educational tools and interactive games to educate both parents and children about healthy eating and active lifestyle.
- School road shows to impart simple healthy eating messages to school children in a fun way.
- A longitudinal intervention study - “Evaluation of Nutrition Education Package for Primary School Children” - to improve knowledge, attitude and practices on nutrition and physical activity among children, parents, teachers and school canteen operators which will kick-start early 2011.

The Programme will also offer educational collaterals for children which include comic books, bookmarks and posters; guidebook for parents; and many more.

“This programme will no doubt be a major contribution to raising the awareness among children, parents and teachers of the importance of nutrition, health and physical activities and we look forward to actively roll-out the activities under this programme,” said Dr. Tee E. Siong, President of the Nutrition Society of Malaysia.

“More notably, the programme includes a research component which is aimed at developing and determining the effectiveness of appropriate educational materials to facilitate the teaching of nutrition to primary school children. We hope that by the end of this, we will have the right approaches and materials for teaching nutrition in primary schools which we can share with the Ministry of Education,” said Dr. Tee.

“Nestlé and NSM will continue to develop more exciting and engaging educational activities to continue driving towards the goals and objectives of the Healthy Kids Programme,” he added.

The launch of the Nestlé Healthy Kids Programme was followed by a workshop for parents and kids during which they are able to share their experiences on nutrition and physical activity and interact with nutrition experts. A healthy cooking demonstration was also provided by celebrity chef – Florence Tan.



Nestlé Healthy Kids Programme in Malaysia is initiated by Nestlé (Malaysia) Berhad, and implemented in collaboration with the Nutrition Society of Malaysia. The programme aims to improve nutrition knowledge and promote healthy lifestyles among school-going children in Malaysia.

The Healthy Kids Programme in Malaysia is part of Nestlé's global programme that aims to raise nutrition, health and wellness awareness of school age children around the world. All programmes are designed in collaboration with each country's health and nutrition professional bodies, national health authorities, child nutrition experts and educational authorities. The global programme will continue to extend to all countries where Nestlé has operations by the end of 2011.

**Let's Be Healthy**