



HEALTH EDUCATION
PROGRAMME IN MALAYSIA
*CURRENT SITUATION AND
FUTURE DIRECTION*

Presentation scope

- Current scope and focus of Health Education Programme.
- Issues and challenges for Health Education service in the future.
- Future directions.



CURRENT SCOPE AND FOCUS OF HEALTH EDUCATION PROGRAMME

General objective:

- ↳ Enhance health knowledge and inculcate positive attitudes towards health and promote the adoption of healthful living.

Specific objectives:

- provide relevant health information to specific target groups and public in general.
- facilitate the development of positive health attitudes.
- promote the adoption of healthy lifestyle.

Current major functions;

↳ Planning, implementing, coordinating and evaluating;

- Healthy lifestyle Programme
- Health education programme
- Mass media programme

... Current major functions;

- Commemorating special health events.
- Strengthening inter-sectoral collaboration.
- Providing media support to all Ministry of Health Programmes.

... Current major functions;

- Carrying out health education research and impact assessment.
- Conducting training in health education and health promotion.
- Providing consultancy and advisory services.

Transition from Health Education to Health Promotion

- Needs to address other determinants of health not merely on behavioural.
- 5 strategies of the Ottawa Charter are utilised in the ongoing Healthy Lifestyle Campaign.
- Anti smoking, Anti mosquito and Clealiness Campaign and Promotion of Organ Donation Campaign adopt these strategies.



ISSUES AND CHALLENGES FOR HEALTH EDUCATION SERVICE IN THE FUTURE

Issues and challenges;

1. Health promotion is a new paradigm in public health world-wide.
2. Health education alone will not be effective in improving overall health status due to many determinants of health.
3. Health services more focus on the treatment mentality.

... Issues and challenges;

4. Focus are more on individual and his/her health behaviour which is deemed to be the cause of person's health or ill-health.
5. Do not address the total person's and his/her health needs in a holistic manner.

... Issues and challenges;

6. Health promotion programme focusing more on public health.
7. Needs to integrate the latest advances in Information and Communication Technologies (ICT)

... Issues and challenges;

8. Needs to strengthen research and evaluation.

9. Needs to generate greater community responsibilities and action for their own health.

10. Needs strong support and collaboration with other agencies to address many determinants of health.

... Issues and challenges;

11. Problems and challenges in Healthy Lifestyle Programme:

a. Frequency of themes.

b. Difficulties to sustain because too many themes.

c. Some themes are under the purview of other agency.

... Issues and challenges;

- d. Difficulty of evaluating behaviour change in an objective manner.
- e. Many staff lack of skill and confidence to implement the programme.
- f. Lack of resources and facilities for personal skill development.

... Issues and challenges;

12. Problems pertaining to implementation of health promotion programme at ground level:
 - a. Lack of dedicated and specific staff at district level.
 - b. Poor coordination between different levels.

... Issues and challenges;

- c. Too many launching or celebration of health events/days (state/district level).
- d. Certain activities do not benefit the target groups.
- e. Lack of health promotion project carried out in the community level.



FUTURE DIRECTIONS

FUTURE DIRECTIONS;

- ↳ Direction and emphasis will be in line with the Vision and Mission statement of this programme.

... FUTURE DIRECTIONS;

b VISION

To be a centre of excellence in health promotion to enable Malaysians to adopt healthy lifestyle practices and enjoy optimal health.

... FUTURE DIRECTIONS;

b MISSION

To promote the health of Malaysians through:

- dissemination of accurate, appropriate and relevant information in a timely, equitable and innovative manner,
- empowerment of individuals and communities to enable them to take action on the determinants of health,

... FUTURE DIRECTIONS;

b ... MISSION

- inter-sectoral collaboration with relevant government, non-government and private sector agencies.

FUTURE DIRECTIONS;

1. UTILISATION OF HEALTH PROMOTION STRATEGIES

- To utilise five (5) health promotion strategies (Ottawa Charter).
- To utilise other approaches besides behavioural approach.

... FUTURE DIRECTIONS;

2. EMPOWERMENT

- Empowerment of individuals, families and communities to adopt healthy lifestyle practices.
 - Development of personal skills, supportive environment and healthy public policy.

... FUTURE DIRECTIONS;

3. HOLISTIC APPROACH

- Avoiding a piece-meal approach, more towards the holistic manner.

... FUTURE DIRECTIONS;

4. TRAINING

- Training for health personnel and facilitators in health promotion.

... FUTURE DIRECTIONS;

5. USE OF ICT IN HEALTH PROMOTION

- Utilisation of ICT in dissemination of information in a timely, equitable and innovative manner.

... FUTURE DIRECTIONS;

6. HEALTH PROMOTION IN HOSPITAL

- Strengthening health promotion programmes in hospital with the support of public health staff.

... FUTURE DIRECTIONS;

7. RESEARCH, EVALUATION AND AUDIT IN HEALTH PROMOTION

- Strengthen action-oriented research at all levels.
- To do simple and small study on the impact of HLSC in a particular location.
- Regular audit and assessment of health promotion programme.

... FUTURE DIRECTIONS;

8. STRENGTHENING INTERSECTORAL COLLABORATION AND INVOKING COMMUNITY PARTICIPATION.

- Full partnership with relevant agencies and authorities in programme developing and implementation.

... FUTURE DIRECTIONS;

9. IMPROVING FUTURE HEALTHY LIFESTYLE CAMPAIGN

- Reduction of Healthy Lifestyle Campaign to four (4) basic themes.
- To develop Health Promotion Resource Centres nation wide.

... FUTURE DIRECTIONS;

10. STRENGTHENING IMPLEMENTATION OF HEALTH PROMOTION ACTIVITIES AT THE GROUND LEVEL

- To review policies of all campaign and making appropriate recommendations.
- Prioritise special events/days annually to benefit the target groups.

... FUTURE DIRECTIONS;

- Creating more HEO's post at the district level.
- Establishment of Health Promotion Coordination Committee at district level to strengthen health promotion programmes.

... FUTURE DIRECTIONS;

- To carry out special health promotion projects.
- To improve communication between all health facilities in the district.

... FUTURE DIRECTIONS;

- Systematic and up-to-date documentation of health promotion activities.
- To review financial allocation for health promotion programmes for every state/district.

A photograph of a mountain peak with a snow-dusted ridge and a forested slope under a clear blue sky. The text "THANK YOU" is overlaid in large, white, bold letters with a black drop shadow.

THANK
YOU