



HEALTH EDUCATION DIVISION MINISTRY OF HEALTH MALAYSIA

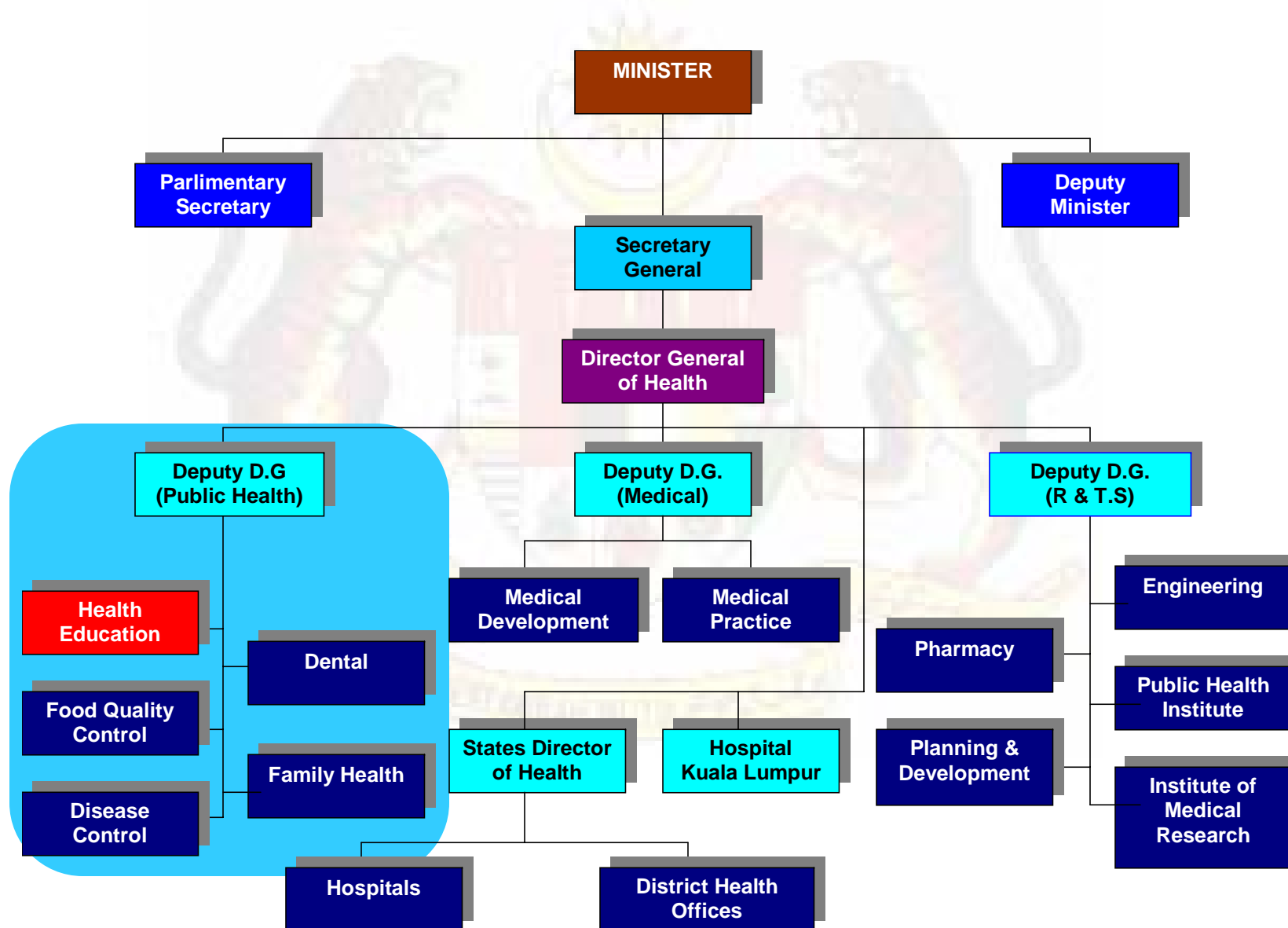


WELCOME

INTRODUCTION

- Health Education Division is one of the 5 Divisions under the Public Health Department Ministry Of Health Malaysia.
- First started as the Health Education Unit in 1968.
- Upgraded to Health Education Division in 1993 under the New Remuneration System.

Organisation Chart MOH



INTRODUCTION

MAIN FUNCTION

- Planning, implementing, coordinating, monitoring and evaluating health promotion and education programmes throughout the country.

INTRODUCTION

SERVICES OFFERED

- Planning, developing, implementing and evaluating health promotion and education programmes.
- Managing health campaigns such as Healthy Lifestyle Campaign, commemoration of special days/events and specific programmes.

cont...

- Producing, lending and distributing health education materials.
- Managing health education programmes through mass media.
- Develop training programmes in health promotion and education.
- Conducting research/studies in health promotion.
- Consultancy services in health education.

HEALTH EDUCATION PROGRAMME

NATIONAL

STATE

DISTRICT

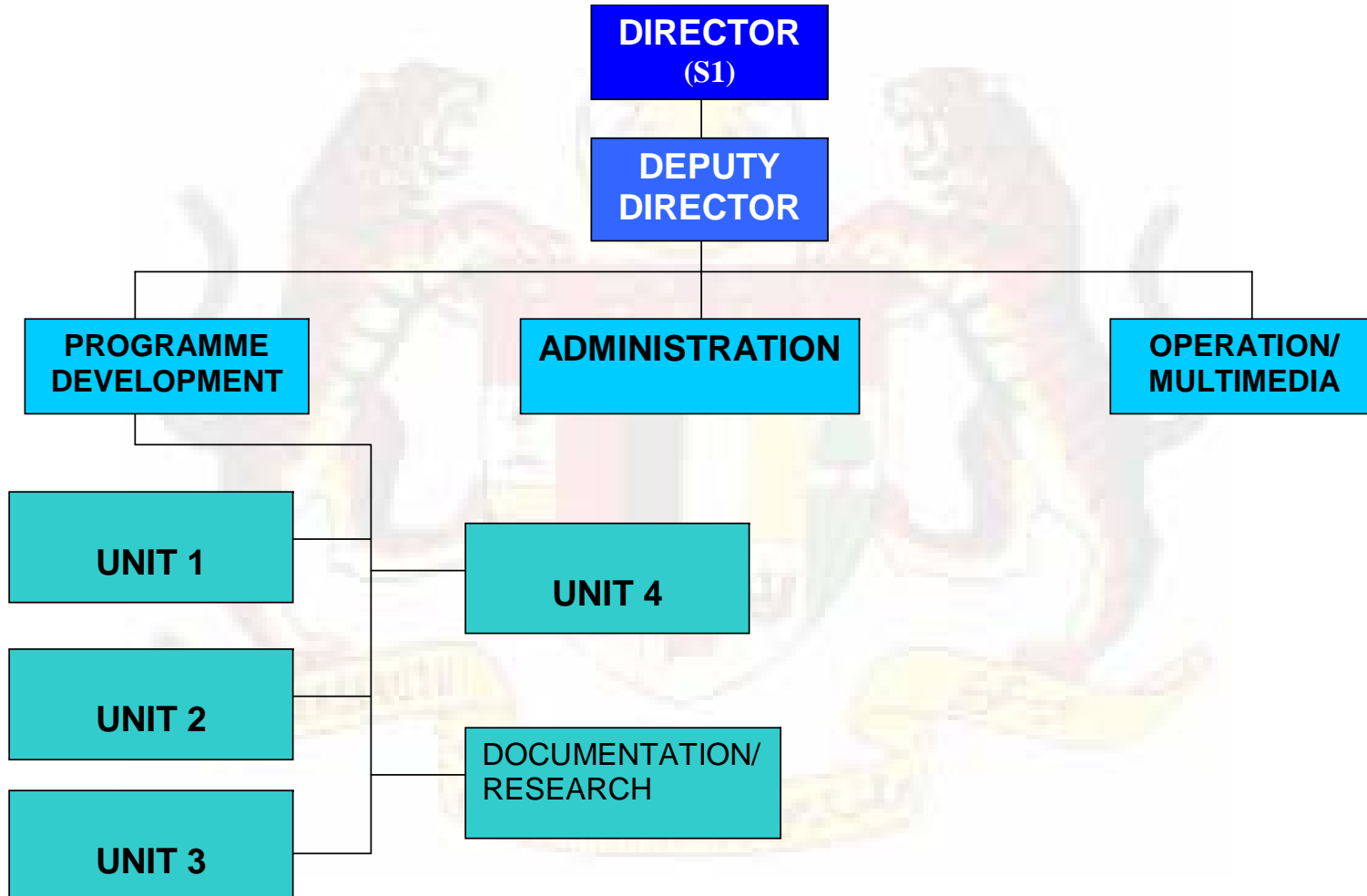
HOSPITAL

ORGANISATION

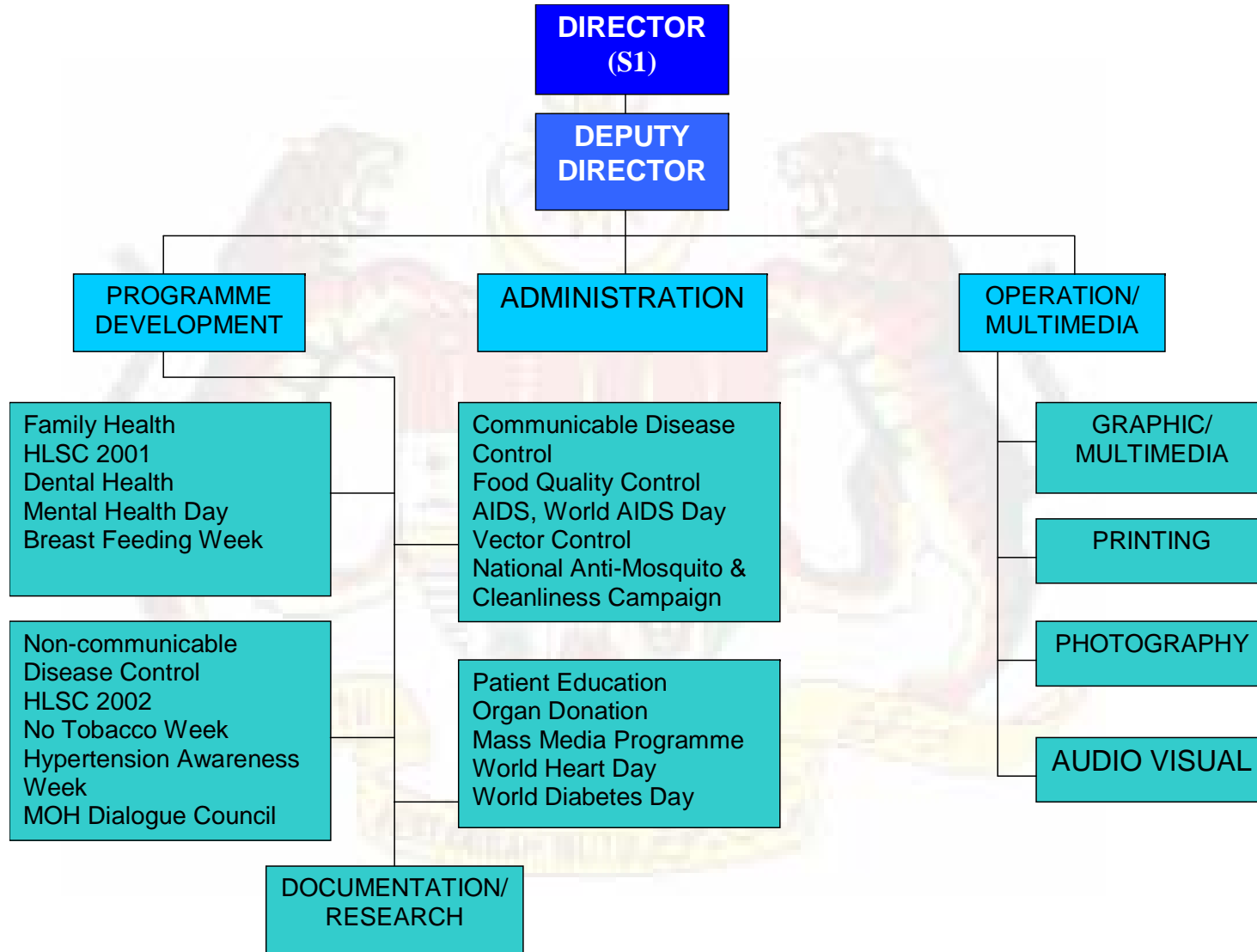
Health Education Division headed by a Director (S1) with 3 main units.

- Programme Development
- Operation/Multimedia
- Administration

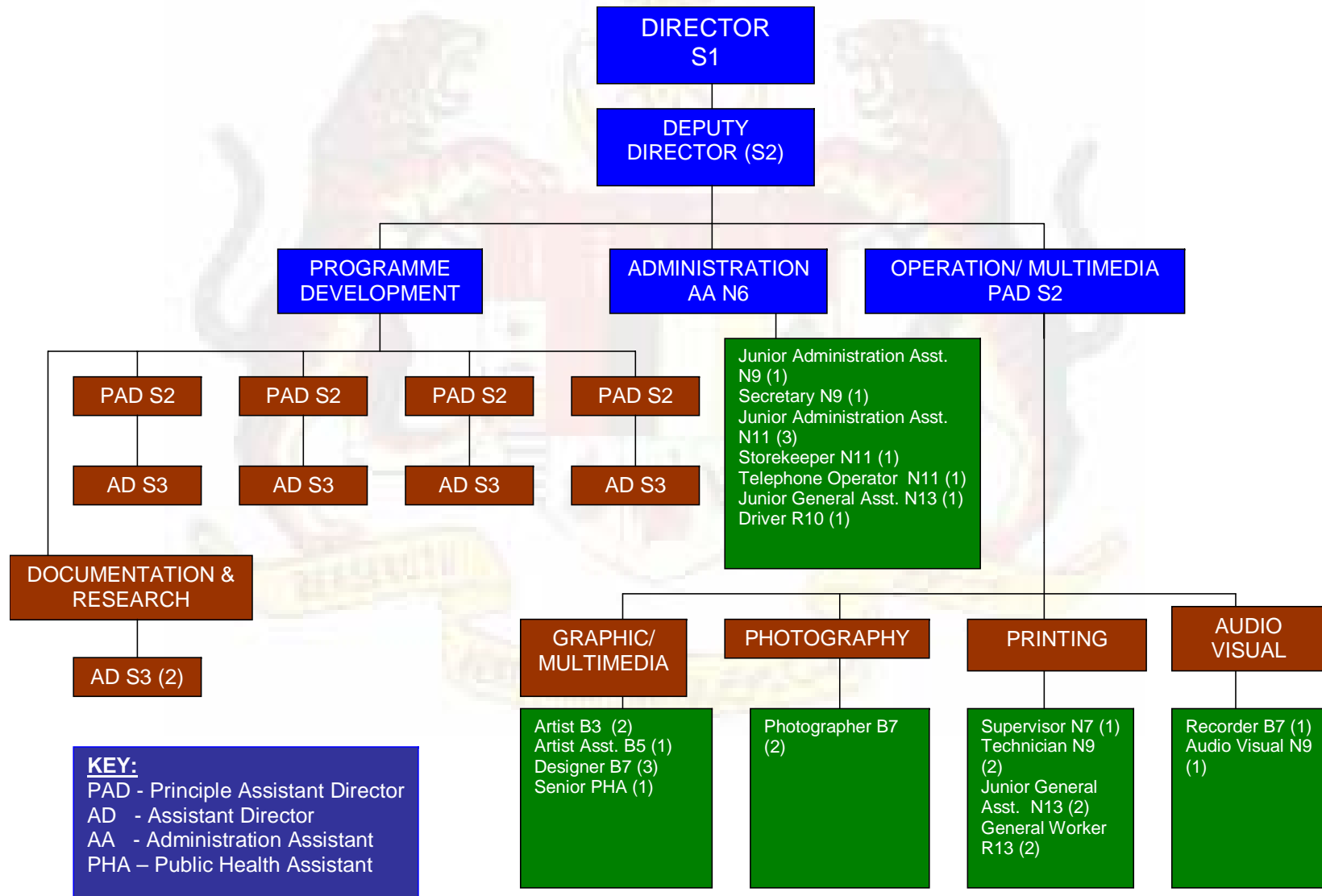
ORGANISATION CHART HEALTH EDUCATION DIVISION



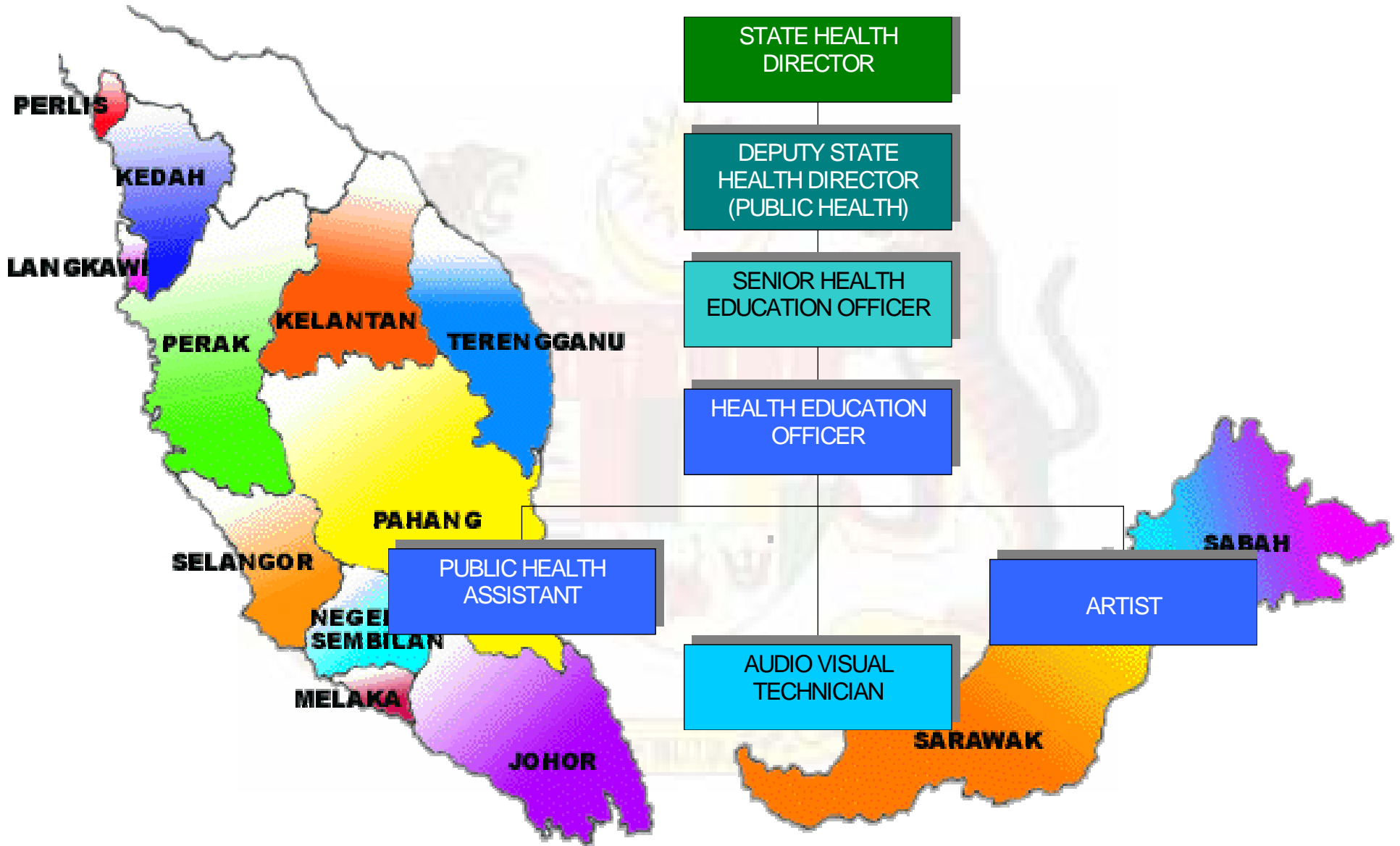
SERVICES OFFERED HEALTH EDUCATION DIVISION



HEALTH EDUCATION DIVISION



STATE HEALTH EDUCATION UNIT



PATIENT EDUCATION UNIT

HOSPITAL DIRECTOR

**HEALTH EDUCATION
OFFICER**

ARTIST

Programmes:

- Hypertension
- Diabetes
- Asthma

PATIENT EDUCATION UNIT

OBJECTIVES

1. To assist the patients, their families and communities to assume and exercise greater responsibility for the management of their illness so that they can recover as fully as possible with minimal ill effects or disability.
2. To encourage optimal utilisation of hospital facilities and services.
3. To reduce hospital operating costs due to prolonged hospitalisation and frequent readmissions.

DISTRICT HEALTH EDUCATION UNIT



The organizational chart is centered on the coat of arms of Malaysia. It consists of three stacked rectangular boxes. The top box is teal and contains the text 'DISTRICT HEALTH OFFICER'. The middle box is blue and contains the text 'HEALTH EDUCATION OFFICER'. The bottom box is blue and contains the text 'PUBLIC HEALTH ASSISTANT'. The boxes are connected by thin vertical lines, indicating a hierarchical structure.

**DISTRICT HEALTH
OFFICER**

**HEALTH EDUCATION
OFFICER**

**PUBLIC HEALTH
ASSISTANT**

VISION

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

MISSION

To promote the health of Malaysians through:

- **Dissemination of accurate, appropriate and relevant information in a timely, equitable and innovative manner.**

MISSION

- **Empowerment of individuals and communities to enable them to take action on the determinants of health.**
- **Inter-sectoral collaboration with relevant government, non-government and private sector agencies.**

GENERAL OBJECTIVE

To enhance health knowledge and inculcate positive attitudes towards health and promote the adoption of healthful living among the individual, family and community as a whole.

SPECIFIC OBJECTIVES

- **To disseminate relevant health information to specific target groups and public in general in order to increase their health awareness and knowledge.**

- **To facilitate the development of positive health attitudes.**

- **To promote the adoption of healthy lifestyle.**

STRATEGIES

COMMUNICATION

- Utilisation of mass media.
- Social marketing/ public relation.
- Production & distribution of health education materials.
- Interpersonal communication.

ORGANISATION

- Collaboration with other agencies.
- Strengthened the efforts of all programmes in the Ministry of Health, Malaysia in planning and implementing health education programmes.

TRAINING

- Train health and health related staff in health education.

FUNCTIONS

1. HEALTH EDUCATION PROGRAMME DEVELOPMENT

- Planning, implementing, coordinating and evaluating health education programme.

CONT...

2. PLANNING, IMPLEMENTING AND EVALUATING MASS MEDIA PROGRAMME.

3. PRODUCTION OF HEALTH EDUCATION MATERIALS

- Planning, develop and pre-testing educational materials (print & non-print materials).

CONT...

- Distribution of health education materials.
- Evaluating the utilisation and impact of educational materials.
- Maintenance of audio visual equipment.

CONT...

4. RESEARCH

- Carry out baseline studies and evaluating health education programme/project.

5. TRAINING

- Incorporating health education input into existing courses.
- Organise training in health promotion and education for;
 - Health and non-health staff.
 - NGOs and private sector.

CONT...

6. CONSULTANCY AND ADVISORY SERVICES RELATED TO HEALTH.

- Giving advisory and technical input in health promotion and education to various programmes in MOH, other relevant government and non-government agencies.



CONT...

7. COMMEMORATING HEALTH DAYS/EVENTS.

- World TB Day.
- World Health Day.
- No-Tobacco Week.
- Breast-Feeding Week.

CONT...

- World Heart Day.

- World Mental Health Day.

- World Diabetes Day.

- Hypertension Awareness Week.

- World AIDS Day.

CONT...

8. SPECIFIC PROGRAMMES

- Promotion of Organ Donation.
- Young Doctor's Programmes in School.



HEALTHY LIFESTYLE CAMPAIGN

2 PHASE

- **PHASE 1** : 1991 - 1996
: Disease oriented.
- **PHASE 2** : 1997 - 2002
: Behavioural oriented.

THEME: PHASE 1

- Heart Disease 1991
- AIDS 1992
- Food Hygiene 1993
- Child Health 1994
- Cancer 1995
- Diabetes 1996

OBJECTIVES

- To create awareness among the public about various lifestyle diseases and caution them about the consequences involved.
- To educate the general public about the prevention steps that should be taken to avoid lifestyle diseases.
- To promote healthy lifestyle among Malaysian.

Main Logo



Choose Health

1991



LOVE YOUR HEART

1992

AIDS **PEMBUNUH**

AIDS KILL

1993



CLEAN FOOD, HEALTHY FAMILY

1994



**ANAK SIHAT
TONGGAK MASA DEPAN NEGARA**

**HEALTHY CHILDREN.
THE NATIONS FUTURE**

1995



STAY AHEAD OF CANCER

1996



PREVENT DIABETES

THEME: PHASE 2

- Healthy Eating 1997
- Exercise & Physical Fitness 1998
- Promotion of Safety and Injury Prevention 1999
- Promotion of Mental Health 2000
- Promotion of Family Health 2001
- Promotion of Healthy Environment 2002

OBJECTIVES

- To encourage healthy lifestyle among Malaysians.
- To increase skills among Malaysians that can enable them to carry out prevention activities against lifestyle diseases.
- To increase the number of Malaysians that practise positive health behaviour and lifestyles.

1997



HEALTHY EATING RECIPE FOR GOOD HEALTH

1998



EXERCISE

1999



Amalkan Cara Hidup Sihat

Cegah Kecederaan

PREVENT INJURY

2000



Amalkan Kesehatan
Mental Yang Baik

PRACTISE GOOD MENTAL HEALTH

2001



**ADOPT A HEALTHY LIFESTYLE
TOWARDS A HARMONIOUS
AND HEALTHY FAMILY**

HEALTHY LIFESTYLE CAMPAIGN

ACTIVITIES

- Launching at national, state and district level.
- Mass media (TV, Radio, Newspaper).
- Outdoor advertising.
- Interpersonal communication (talks, counselling, discussion, demonstration).

CONT...

- Production and distribution of health education materials.

- Health promotion project in schools, workplace and community.

- Production and distribution of collateral.

- Training for health and non health staff and non-governmental organisation.

- Research and programmes evaluation.

SPECIFIC PROGRAMMES

- **PROMOTION OF ORGAN DONATION**
- **YOUNG DOCTOR'S PROGRAMME**

PROMOTION OF ORGAN DONATION

OBJECTIVES

- a. To inform the public about organ donation and transplantation and encourage them to come forward and register as organ donors.
- b. To obtain support from religious bodies.
- c. To offer hope to people who need organ transplant.
- d. To educate the donors' next-of-kin.

PROMOTION OF ORGAN DONATION

ACTIVITIES

- Awareness Campaign on Organ Donation
- Seminar
- Mass media (print & non-print)
- Production of health education materials.
- Working with NGOs.
- Mass media award.

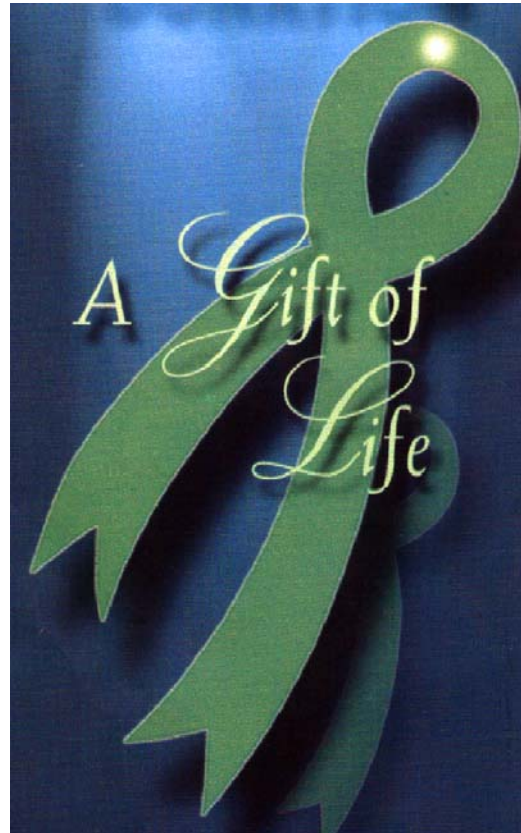
PROMOTION OF ORGAN DONATION

TARGET GROUPS

- Public.
- Donors' next-of-kin.
- Patients.
- Religious and community leaders.

PROMOTION OF ORGAN DONATION

LOGO



YOUNG DOCTOR'S PROGRAMME

DEFINITION

“Young doctor’s are a group of students that has been trained in relevant aspect of health so that they can be an agent to promote good health knowledge and practices to their peers and family members.”.

YOUNG DOCTOR'S PROGRAMME

GENERAL OBJECTIVE

To empower the student with health knowledge and skills in order to improve their own health and also their peers health.

YOUNG DOCTOR'S PROGRAMME

SPECIFIC OBJECTIVES

- a. To facilitate the students, their peers and family members towards the adoption of healthy lifestyle.
- b. To develop the student as a role-model and guide towards the adoption of healthy lifestyle.
- c. To encourage the student to help the health staff and teachers in organising health activities in their school.

CONT...

- d. To strengthen the schools' effort in improving the health of the students.
- e. Encourage parents/guardians to give appropriate attention to the students' health.
- f. Strengthening the collaboration between the MOH and Education Department in an effort to encourage good health practices among the students.

YOUNG DOCTOR'S PROGRAMME

ACTIVITIES

- a. Promoting the adoption of healthy lifestyle.
- b. Helping the school to promote a clean, healthy and safe environment.
- c. Helping health staff and teachers in organising health activities in their school.

CONT...

d. Inform the school authorities of the occurrence of any diseases/health problems.

e. Treat simple injury.



THANK YOU



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