



PROLEAD WORKSHOP III

PROJECT REPORT: MALAYSIA

MEMBERS OF PROJECT TEAM

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Theme Of Project

- Increase participation of health-related NGOs, sport and arts organizations in health promotion through advocacy and partnership development for the Malaysia Health Promotion Foundation
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Implementation

- ❑ National seminar on building partnerships for health promotion in Malaysia, 30 Sept. 2004
 - ❑ Seminar on strengthening partnerships for health promotion, 5 October 2004
 - ❑ Creation of website for the Malaysian Health Promotion Foundation Initiative (www.healthpromo.gov.my).
 - ❑ Creation of Health Promotion Awards and incentives.
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NATIONAL SEMINAR ON BUILDING PARTNERSHIPS FOR HEALTH PROMOTION IN MALAYSIA, 30 SEPT. 2004





National Seminar on Building Partnerships for Health Promotion

- ❑ Theme: 'Promoting health through sport and cultural activities'
 - ❑ Supported financially by the Rockefeller Foundation. An overseas consultant facilitated the seminar.
 - ❑ Attended by 30 participants from sport organisations, arts and culture organisations and government health related agencies.
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Sport Organizations Represented

- ❑ Table Tennis Association of Malaysia,
 - ❑ Badminton Association of Malaysia,
 - ❑ Malaysian Netball Association,
 - ❑ Malaysian Basketball Association,
 - ❑ Malaysian Gymnastic Association,
 - ❑ Federal Territory Amateur Athletic Association,
 - ❑ Malaysian National Silat Federation
 - ❑ National Sport Council
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Arts Organizations Represented

- ❑ Film Directors Association of Malaysia,
 - ❑ Scriptwriters Association of Malaysia,
 - ❑ Malaysian Music Council,
 - ❑ Malaysian National Theatre Council, and
 - ❑ Women Journalists' Association.
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Objectives of the Seminar

- ❑ To introduce participants to the concept and practice of health promotion based on The Ottawa Charter
 - ❑ To present the background, objectives and proposed programmes of the Malaysian Health Promotion Foundation and to obtain feedback from participants.
 - ❑ To discuss the kind of activities that sport and cultural organisations can implement to strengthen health promotion.
 - ❑ To build partnerships for health promotion
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Papers Presented

- Overview of Health Promotion by Ms. Shirley Frizzell
 - Overview of Potential Roles of Health Promotion Foundations by Edmund Ewe
 - Health promotion through sports and arts : The Healthway Experience by Shirley
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Papers Presented

- Establishing the Malaysian Health Promotion Foundation by Edmund
 - Proposed Grants Schemes of The Malaysian Health Promotion Foundation by Yusoff
 - Website for the Malaysian Health Promotion Foundation by Azman
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Conclusion

- ❑ Percentage of identified sport and cultural organizations participating in the seminar was 13/25 or 52% (Target: At least 50%)
 - ❑ There was very positive support for the establishment of the foundation and the partnerships that it will develop with sport and arts organizations
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Seminar on Strengthening Partnerships for Health Promotion, 5 Oct. 2004

- A follow-up to the National Seminar on Capacity Building in Health Promotion held in July last year
 - Supported financially by the Rockefeller Foundation. An Australian consultant facilitated the seminar.
 - Attended by 10 participants from health related NGOs.
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Seminar on Strengthening Partnerships for Health Promotion, 5 Oct. 2004

- Theme: 'Strengthening Partnerships for Health Promotion In Malaysia'
 - A half-day seminar to inform and update the participants on the progress of the Foundation and to expose them to the grants schemes
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Health Protection - at a glance

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MOCK CHECKUP
FINANCIAL SUPPORT
TO MINISTERS



Objectives of the Seminar

- ❑ To strengthen partnership between health non-governmental organizations and the Malaysian Health Promotion Foundation.
 - ❑ To update and inform participants about the progress and latest developments of the Malaysian Health Promotion Foundation.
 - ❑ To expose the participants to examples of partnership in health promotion in Australia (the Healthway's Experience).
 - ❑ To present and discuss with the participants some proposed health promotion grant schemes for future collaboration.
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ORGANIZATIONS REPRESENTED

1. Federation of Family Planning Associations,
 2. Malaysian Medical Association,
 3. Malaysian Diabetes Association,
 4. National Cancer Council,
 5. The Heart Foundation of Malaysia,
 6. Action on Smoking and Health,
 7. My Watch (a women's anti-tobacco association).
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Papers Presented

- ❑ Overview of Health Promotion by Ms. Shirley Frizzell
 - ❑ Establishing the Malaysian Health Promotion Foundation : An Update
 - ❑ Tobacco Control Grant Schemes
 - ❑ Grant Schemes for the Promotion of Healthy Lifestyles
 - ❑ Grant Schemes for Healthy Sport and Arts
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Conclusion

- The participants showed great interest in the proposed grant schemes of the foundation and were impressed with the work achieved to date.
 - The feedback obtained from this seminar would be used in the formulation of additional grant schemes and healthy policies guidelines.
 - Succeeded in fostering rapport with the NGOs.
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Creation of website

- ❑ Serves as an advocacy and communication tool/vehicle
 - ❑ Registered as www.healthpromo.gov.my
 - ❑ Provides useful background info about the MHPF initiative, theory of HP, info about other HP foundations, grant schemes, healthy policies and HP awards, and news.
 - ❑ Target of at least 20 web pages has been exceeded
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Creation of Health Promotion Awards and Incentives

- ❑ Ms. Shirley Frizzell helped to draft 5 HP award schemes.
 - ❑ Purpose of awards is to recognise outstanding achievements and innovative contributions to health promotion by individuals and organisations that have shown excellence and a commitment to improving the health of Malaysians through health promotion.
 - ❑ These schemes will be implemented when the Foundation is established.
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Creation of Health Promotion Awards and Incentives

- The criteria for the selection of winners will reflect the principles underpinning the grant schemes offered by the Malaysian Health Promotion Foundation
 - An advisory committee will oversee the selection process and recommend to the Board of the Foundation, who will decide on the final award winners.
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Types of Awards

- Health Promotion through Increased Participation
 - Health Promotion through Healthy Environments
 - Health Promotion through Leadership
 - Health Promotion through Excellence in Practice
 - Health Promotion through Excellence in Research
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Implications

- ❑ Offers a framework to identify issues and implement solutions
 - ❑ Strengthens effort to develop partnership and build capacity
 - ❑ Development of leadership for health promotion
 - ❑ Provides resources for website and advocacy
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Future Plans

- Update and expand website
 - Develop partnership and projects with Prolead twinning partner
 - Engage and develop partnership with other sectors
 - Advocacy among political and top leaders of Ministry of Health
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Future Plans

- ❑ More capacity building activities with partners from other sectors e.g. Grants Application Course
 - ❑ Development of more grant schemes and strategic plan
 - ❑ Create organizational structure and posts for the foundation
 - ❑ Coordinate and differentiate between the roles and functions of Board and Ministry of Health
 - ❑ Tabling of foundation legislation in Parliament
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Thank you for your attention

