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

- Programme Development
- Operation/Multimedia
- Administration
ORGANISATION CHART
HEALTH EDUCATION DIVISION

DIRECTOR (S1)

DEPUTY DIRECTOR

PROGRAMME DEVELOPMENT

UNIT 1

UNIT 2

UNIT 3

ADMINISTRATION

UNIT 4

OPERATION/MULTIMEDIA

DOCUMENTATION/RESEARCH
PATIENT EDUCATION UNIT

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

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.
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).
• Distribution of health education materials.

• Evaluating the utilisation and impact of educational materials.

• Maintenance of audio visual equipment.
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.
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.
7. COMMEMORATING HEALTH DAYS/EVENTS.

- World TB Day.
- World Health Day.
- No-Tobacco Week.
- Breast-Feeding Week.
• World Heart Day.
• World Mental Health Day.
• World Diabetes Day.
• Hypertension Awareness Week.
• World AIDS Day.
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.
Choose Health
LOVE YOUR HEART

1991

CINTAILAH ANDA

LOVE YOUR HEART
CLEAN FOOD, HEALTHY FAMILY
1994

HEALTHY CHILDREN.
THE NATIONS FUTURE
STAY AHEAD OF CANCER
PREVENT DIABETES
### THEME: PHASE 2

<table>
<thead>
<tr>
<th>Topic</th>
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<tr>
<td>Healthy Eating</td>
<td>1997</td>
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<tr>
<td>Exercise &amp; Physical Fitness</td>
<td>1998</td>
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<tr>
<td>Promotion of Safety and Injury Prevention</td>
<td>1999</td>
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<tr>
<td>Promotion of Mental Health</td>
<td>2000</td>
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<tr>
<td>Promotion of Family Health</td>
<td>2001</td>
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<td>Promotion of Healthy Environment</td>
<td>2002</td>
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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.
1998

EXERCISE

ASAS KESIHATAN
PREVENT INJURY
PRACTISE GOOD MENTAL HEALTH
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).
• 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
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
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. ”.
To empower the student with health knowledge and skills in order to improve their own health and also their peers health.
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.
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.
d. Inform the school authorities of the occurrence of any diseases/health problems.

e. Treat simple injury.
THANK YOU

Choose Health

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