Working With Non-Government Organisations (NGOs) In Health Promotion
HEALTH PROMOTION

“Health promotion is the process of enabling people to exert control over the determinants of health and thereby improve their health”

Ottawa Charter, 1986
HEALTH PROMOTION

Key strategies of health promotion advocated in the Ottawa Charter:

• Building a healthy public policy.
• Creating a supportive environment.
• Developing personal skills.
• Strengthening community action.
• Reorientating health services.
MISSION STATEMENT

The mission of the Ministry of Health is to build partnerships for health to facilitate and support the people to:

- Attain fully their potential in health.
- Motivate them to appreciate health as a valuable asset.
- Take positive action to improve further and sustain their health status to enjoy a better quality of live.
TYPES OF NGOs

A. Specific health NGOs

- Perastuan Diabetes Malaysia
- NASAM
- Yayasan Jantung Negara
  Persatuan Epilepsy Malaysia
- Persatuan SLE
- Nutrition Society of Malaysia
- Malaysia Mental Health Association

Focus on one specific health area
TYPES OF NGOs

B. Health-related NGOs

- Consultative Council of Religious
- FFPAM
- St. John’s Ambulance
- Red Crescent Society
- PUSPANITA

Areas of interest are more general but willing to take up health issues
TYPES OF NGOs

C. Umbrella organisations

- Malaysia AIDS Council
- MAKNA
- Malaysian Mental Health Council

Focus on health issues
AREAS OF INVOLVEMENT

- Smart partnership between the Ministry and NGOs were developed through forum and dialogue.

- Issues pertaining to health are discussed and resolved in this forum.

- No. of NGO’s attended Annual MOH Dialogue Session
  - 1999 - 22
  - 2000 - 39
  - 2001 - 50
AREAS OF INVOLVEMENT

1. Organizing public awareness campaigns and conducting education on specific health issues.
   - Talks, public forum, exhibitions, walks, runs, etc.
AREAS OF INVOLVEMENT

2. Organizing and celebration of health events at the national and state level.

- World TB Day by MAPTB
- World Heart Day by Yayasan Jantung Negara
- No Smoking Day by ASH, MMA
- World Breast Feeding Week by Malaysian Breastfeeding Advisory Association
- World Mental Health Day by Malaysian Mental Health Council
- World Diabetes Day by Malaysian Diabetes Association
- World AIDS Day by Malaysian AIDS Council (MAC)
AREAS OF INVOLVEMENT


- Healthy Lifestyle Programme
- Organ Donation Campaign
- “Reduce Sugar Consumption” Campaign
AREAS OF INVOLVEMENT

4. Supporting the Health Camps/ Medical Camps by the Ministry of Health in the community.

- Medical examination, medical screening, talks.
STRENGTHS AND WEAKNESSES OF NGOs

STRENGTHS

• NGOs are run by dedicated personnel/volunteers who are committed and knowledgeable about the health issue they are advocating.

• They have good networking with health professionals, the community and the private sector.
STRENGTHS AND WEAKNESSES OF NGOs

STRENGTHS

• They are not constrained by government policies and regulations. They are more flexible and independent.

• They are acceptable to the community because they are usually members on the community.

• They can reach out to certain sensitive target groups who are not accessible to the health (e.g. drug addicts, sex workers).
STRENGTHS AND WEAKNESSES OF NGOs

WEAKNESSES

• They lack personnel who can work full-time. They are dependent on volunteers who usually have a full time job and other commitments.

• They often lack funds and materials resources.
STRENGTHS AND WEAKNESSES OF NGOs

WEAKNESSES

• They are limited by geography - they are often concentrated in the bigger towns, especially in the Klang Valley.

• Their way of doing things may not fit well with government regulations and procedures (clash of culture).
SUPPORT FOR NGO’S

- Health education materials.
- Access to the mass media.
- Technical expertise.
- Financial support.
- Networking within and without the MOH system.
- Training.
FUTURE AREAS OF COORPORATION

• Advocacy & development of healthy public policy.
• Provision of supportive service eg. Health screening, counselling, Pap Smear etc.
• Skills development.
• Mobilizing community action.
• Development and pre-testing and distribution of educational materials.
• Conducting research and evaluating health campaign.
• Establishment of National Health Promotion Council.
HEALTHY LIFESTYLE CAMPAIGN 2001: PROMOTION OF A HEALTHY FAMILY

NGOs INVOLVED

- Malaysian Dietitian Association
- Malaysian Nutrition Society
- Yayasan Jantung Malaysia
- Obstetric & Gynaecology Society of Malaysia
- Malaysian Mental Health Council
- Malaysian Mental Health Association
- Malaysian Consultative Council of Christianity, Buddhism, Hinduism & Sikhism
HEALTHY LIFESTYLE CAMPAIGN 2001: PROMOTION OF A HEALTHY FAMILY

NGOs INVOLVED

- Malaysian Diabetes Society
- Malaysian dental Association
- FFPAM
- St. John Ambulance Malaysia
- Red Cresent Society Malaysia
- Pure Love True Family Association
- PUSPANITA
- NCWO
HEALTHY LIFESTYLE CAMPAIGN 2001: PROMOTION OF A HEALTHY FAMILY

ACTIVITIES CONDUCTED

- Public forums/seminars
- Exhibitions
- Articles in magazines
- Screening for BMI/Body fat, blood glucose, cholesterol
- Healthy Family Carnivals
- Radio/TV talks and interviews
- Outreach projects
- Competition/quiz
- Rodshows