



**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

## 3. Supporting the health campaigns/programmes of the Ministry of Health.

- 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 Crescent 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
- Celebration of National Family Day, World Mental Health Day, World Diabetes Day, World Heart Day, No Tobacco Week
- Screening for BMI/Body fat, blood glucose, cholesterol
- Healthy Family Carnivals
- Radio/TV talks and interviews
- Outreach projects
- Competition/quiz
- Rodshows