

NATIONAL STRATEGIC ACTION PLAN FOR ACTIVE LIVING 2016-2025

Towards an Active and Healthy Malaysia



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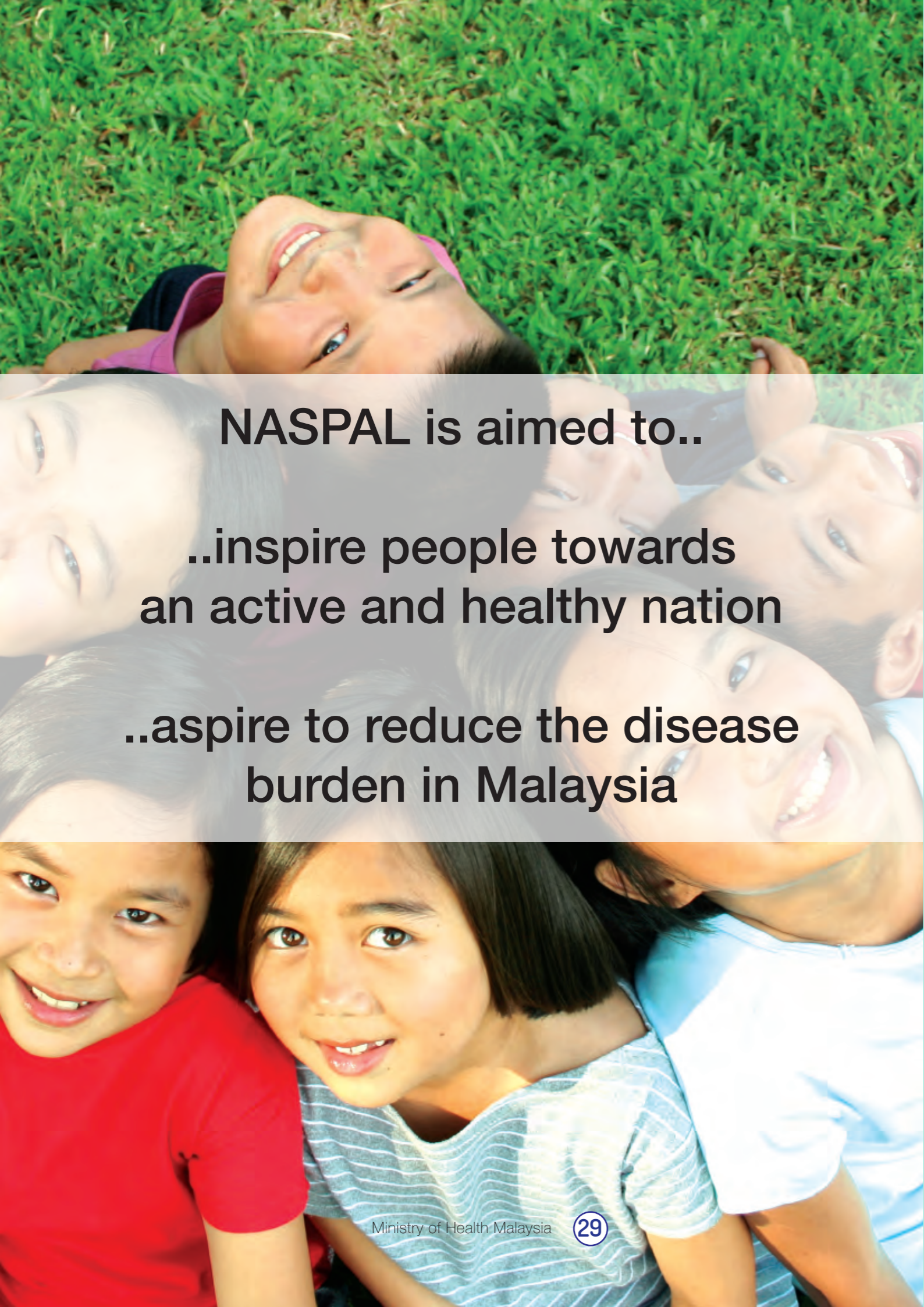
Conclusion



With the development of this National Strategic Plan on Active Living, the Ministry of Health with all the supporting agencies hope to inspire the people towards a healthy and active nation.

This strategic plan which comprehends the motive of promoting physical activity in a holistic approach involving multiple sectors is aspired to reduce the disease burden in Malaysia, contributing to NCD Target by 2025.





NASPAL is aimed to..

**..inspire people towards
an active and healthy nation**

**..aspire to reduce the disease
burden in Malaysia**

NATIONAL STRATEGIC PLAN FOR ACTIVE LIVING 2016-2025

Towards an Active and Healthy Malaysia



FOREWORDS

Active living is essential to healthy human development and a high quality of life.

The vision of the National Strategic Plan for Active Living 2016 - 2025 (NASPAL) is all Malaysians will be sufficiently physically active in environments that facilitate regular physical activity. This publication is the results of the efforts of many stakeholders in the fields related to physical activity.

NASPAL is based on population health approach, which suggests not only collaboration between government sector and non-government sector but also between health sector and other key sectors such as education, urban planning, transportation and communication.

NASPAL will assist in intensifying interventions for Non Communicable Disease (NCD) in Malaysia, which may contribute to the voluntary global target on NCD for physical activity - a 10% relative reduction in prevalence of insufficient physical activity.

As the Plan aims to create a national culture that supports physically active lifestyles through increasing active living opportunities for individuals, families and communities in Malaysia. Its ultimate purpose is to improve health, prevent disease and disability, and enhance quality of life.

This document will act as a blueprint for active living in Malaysia for the year 2015 – 2025. Examples of initiatives in this document include:

- Built environment and planning reform to create more places and spaces that promote physical activity (e.g: walking and cycling)
- Strengthening the incorporation of physical activity programs in schools, workplaces and community.
- The delivery of affordable and accessible evidence based physical activity programs for the management and prevention of chronic disease.

I hope that all strategies outlined in this document will create active and healthy Malaysians. Let's strive forward!

YB Datuk Seri Dr. S. Subramaniam
Health Minister of Malaysia
2016

ACKNOWLEDGEMENT

This document is the result of the combined efforts of many people, including some of Malaysia's foremost researchers and leaders in the fields of physical activity, sports, education, town planning and health, who have generously donated their time and expertise. Ministry of Health Malaysia wishes to acknowledge the following:

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SURVEILLANCE PLAN

Frequency/ Commencing year	Commencing 2016-2025	Commencing 2017-2025	Commencing 2018-2025
Annual	Number of strategic plans (by other Ministries, agencies and NGOs) integrated active living components	Number of trainings held for / attended by related employees on social media management	Number of facility in safe & usable condition in public places.
	Number of guideline published	Number of NGO alliance developed	Number of database developed
	Number of mass activities held activities (e.g. walking, running, cycling)	Number of CSR initiatives	
	Number of initiatives of media (such as radio, TV, newspaper)	Number of research focused on physical activity done	Number of research reviews carried out
Bi-annual	Number of posts & followers on all related social media channels (MyHealth, Nak Sihat)		
	Number structured physical activity initiatives held in the community		
	Number of fitness instructors developed		
	Number of focused intervention programs held		
	Number of physical activity initiative in each setting		

Thrust 1 Thrust 2 Thrust 3 Thrust 4 Thrust 5 Thrust 6



CONTENT

Foreword by the Minister of Health Malaysia
Acknowledgement

THRUST 6: To strengthen evaluation, monitoring & research

No.	Activity	Implementation Card	Indicator	Stakeholder
6.1	Focus research in areas related to physical activity (programs, impact, advocacy, promotion, behavior, etc.)	Commencing in 2017	Number of research done	Ministry of Health Institute for Behavioral Research
6.2	Review international and local literature of health promotion interventions on physical activity to identify evidence-based behavior -change elements of sustainability.	Commencing in 2017	Number of reviews carried out	Ministry of Health Institute for Behavioral Research

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INTRODUCTION

Knowing Physical Activity

Physical activity is defined as any bodily movement produced by skeletal muscles that require energy expenditure— including activities undertaken while working, playing, carrying out household chores, travelling, and engaging in recreational pursuits. ¹Regular moderate-intensity physical activity – such as walking, cycling, or participating in recreation and sports activities – has significant benefits for health. For instance, it can reduce the risk of cardiovascular disease, diabetes, colon and breast cancer, and depression. Moreover, adequate levels of physical activity will help manage weight and decrease the risk of a hip or vertebral fracture in older age ².

The term "physical activity" should not be confused with "exercise". Exercise is a subcategory of physical activity, undertaken with a specific objective such as the improvement of fitness, health or physical performance. Exercise is more structured, and with repetitive movements, which improves or maintains one or more components of physical fitness (e.g. cardiovascular endurance, muscular strength, balance, flexibility).

Both, moderate and vigorous intensity physical activity brings health benefits. Health is defined as human condition with physical, social, psychological dimensions, each characterised by a continuum with positive and negative poles.



¹ WHO: http://www.who.int/topics/physical_activity/en
² WHO: <http://www.who.int/mediacentre/factsheets/fs385/en>

THRUST 5: To enhance partnerships & collaboration

No.	Activity	Implementation Card	Indicator	Stakeholder
5.2	Development of NGOs alliance related to physical activity to complement promotion of active living (e.g. Fitness Association of Malaysia)	Commencing in 2017	Number of NGO alliance developed	Malaysian Health Promotion Board Ministry of Youth & Sports
5.3	Initiation of CSR programs with Corporates	Commencing in 2017	Number of CSR initiatives	Ministry of Health All relevant agencies MySihat 1M4U



THRUST 4: To intensify behavior change programs

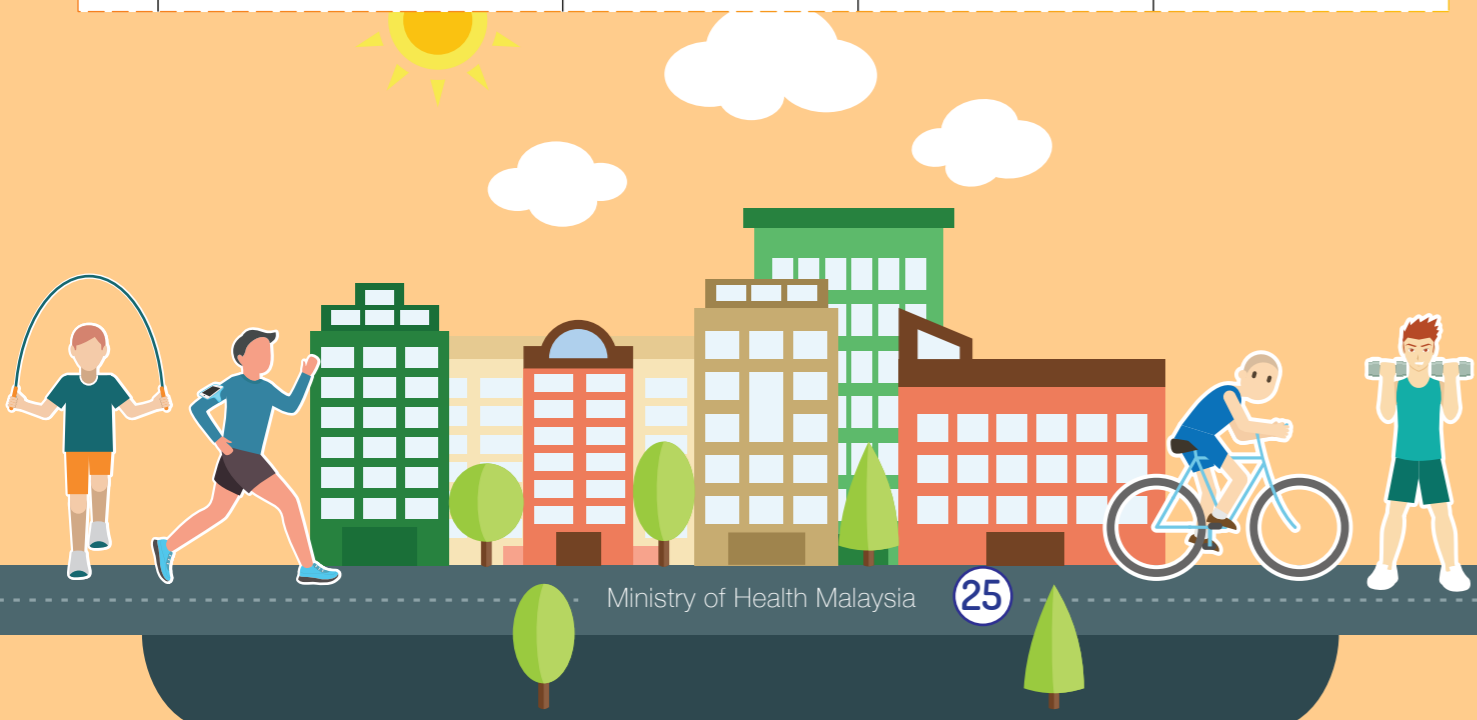
No.	Activity	Implementation Card	Indicator	Stakeholder
4.1	Improving structured physical activity initiatives in the community (KOSPEN locality, non-KOSPEN locality and at workplace)	Commencing in 2016	Number structured physical activity initiatives held in the community	Ministry of Health Ministry of Rural & Regional Development Ministry of Women, Family and Community Development
4.2	Grooming of qualified fitness instructors in the community (MOH employees and public/community members)	Commencing in 2016	Number of fitness instructors developed	Ministry of Youth and Sports Ministry of Health Ministry of Rural & Regional Development
4.3	Focused intervention program on physical activity for specific group using contemporary approach (e.g. women in Govt sector & weight loss program for obese people)	Commencing in 2016	Number of intervention programs held	Ministry of Health

How much of physical activity is recommended?

World Health Organization (WHO) recommends:

Children And Adolescents Aged 5-17 Years

- Should do at least **60 minutes** of moderate to vigorous-intensity physical activity daily.
- Physical activity of amounts greater than 60 minutes daily will provide additional health benefits.
- Should include activities that strengthen muscle and bone, at least 3 times per week.



Adults Aged 18–64 Years

- Should do at least **150 minutes** of moderate-intensity physical activity throughout the week, or do at least **75 minutes** of vigorous-intensity physical activity throughout the week, or an equivalent combination of moderate- and vigorous-intensity activity.
- For additional health benefits, adults should increase their moderate-intensity physical activity to **300 minutes** per week, or equivalent.
- Muscle-strengthening activities should be done involving major muscle groups on 2 or more days a week.



THRUST 3: To increase public motivation & understanding through public education

No.	Activity	Implementation Card	Indicator	Stakeholder
3.1	Provisioning public information and education on physical activity and non-communicable diseases through conventional media platforms	Commencing in 2016	Number of initiatives of media (such as radio, TV, newspaper)	Ministry of Health Malaysian Communications and Multimedia Commission Ministry of Communications and Multimedia Malaysia
3.2	Increasing provision of accessible public information and education on physical activity and non-communicable diseases through contemporary media platforms (social media)	Commencing in 2016	Number of posts & followers on all related social media channels (MyHealth, Nak Sihat)	Ministry of Health Malaysian Communications and Multimedia Commission
3.3	Fortifying related employees through capacity building on social media management	Commencing in 2017	Number of trainings held for/attended by related employees on social media management	Ministry of Health
3.4	Development of database on places that support physical activities (public parks, cycling lane, sports centers, gymnasiums, fitness studios and playground)	Commencing in 2018	Number of database developed	Ministry of Health Ministry of Youth & Sports Ministry of Housing and Local Government



THRUST 2: To expand appropriate environments

No.	Activity	Implementation Card	Indicator	Stakeholder
2.1	Providing physical activity – conducive environments in various setting : <ul style="list-style-type: none"> • Academic institution (pre, primary, secondary, tertiary level) • Workplace (Govt, industry, corporate, private) • Community • Healthcare facilities (Health clinics, Community Health Promotion Centre, hospitals) 	Commencing in 2016	Number of initiative in each setting (ambient communication that promotes physical activity including facilities such as walking track, bicycles, gymnasium, swimming pool etc.)	All relevant agencies Ministry of Health Ministry of Education Ministry of Higher Education Ministry of Youth & Sports Ministry of Housing and Local Government Ministry of Women, Family and Community Development MySihat
2.2	Mass on-ground activities involving the local community	Commencing in 2016	Number of mass activities (such as walking, running, cycling)	Ministry of Health Ministry of Education Ministry of Higher Education Ministry of Youth & Sports
2.3	Supportive facilities and amenities (multi-functional public open spaces and adequate infrastructure) e.g: Playground & fitness multi-station (gym machine @ park.	Commencing in 2018	Number of facility in safe and usable condition in public places.	Ministry of Housing and Local Government All relevant agencies

Adults aged 65 years and above

- Should do at least **150 minutes** of moderate-intensity physical activity throughout the week, or at least **75 minutes** of vigorous-intensity physical activity throughout the week, or an equivalent combination of moderate- and vigorous-intensity activity.
- For additional health benefits, they should increase moderate intensity physical activity to **300 minutes** per week, or equivalent.
- Those with poor mobility should perform physical activity to enhance balance and prevent falls, 3 or more days per week.
- Muscle-strengthening activities should be done involving major muscle groups, 2 or more days a week.



The intensity of different forms of physical activity varies between people. In order to be beneficial for cardio-respiratory health, all activity should be performed in bouts of at least 10 minutes duration non-stop.

Physical Activity: Our Valuable Investment

Regular physical activity of moderate intensity – such as walking, cycling, or doing sports – has significant benefits for health. At all ages, the benefits of being physically active outweigh potential harm, for example through accidents. Some physical activity is better than doing none. By becoming more active throughout the day in relatively simple ways, people can quite easily achieve the recommended activity levels.

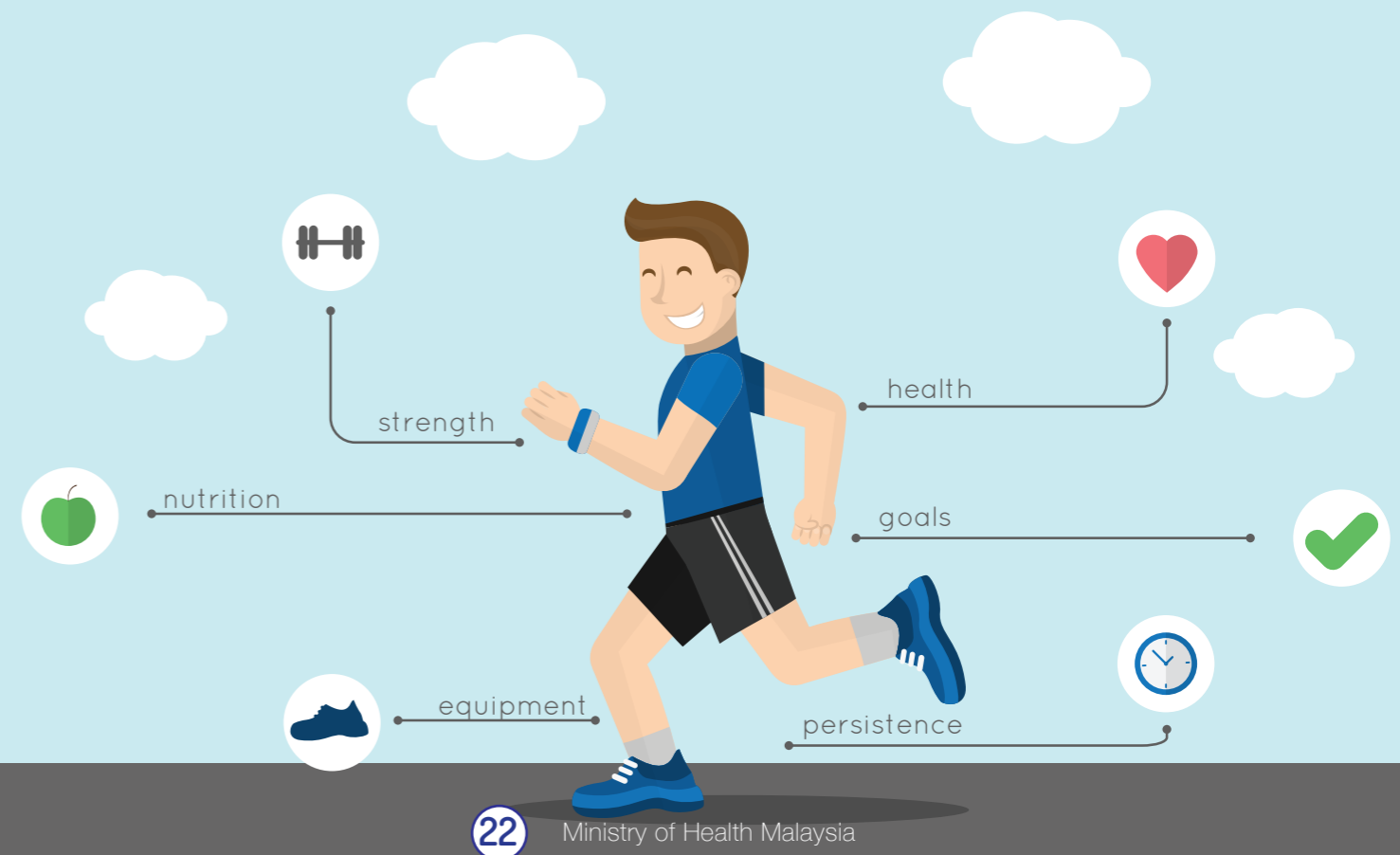
Regular and adequate levels of physical activity:

- Improve muscular and cardio-respiratory fitness;
- Improve bone and functional health;
- Reduce the risk of hypertension, coronary heart disease, stroke, diabetes, breast and colon cancer and depression;
- Reduce the risk of falls as well as hip or vertebral fractures; and
- Are fundamental to energy balance and weight control.

Insufficient physical activity is 1 of the 10 leading risk factors for global mortality and is on the rise in many countries, adding to the burden of NCD and affecting general health worldwide.

THRUST 1: To strengthen public policies that support active living

No.	Activity	Implementation Card	Indicator	Stakeholder
1.1	Advocacy of the NASPAL to all relevant Ministries, agencies and NGOs. <ul style="list-style-type: none"> ● To promote integration of active living components in their strategic plan 	Commencing in 2016	Number of strategic plans (by other Ministries, agencies and NGOs) integrated active living components	All relevant agencies
1.2	Development of Malaysian Physical Activity Guidelines	Commencing in 2016	Number of guideline published	Ministry of Health



THE STRATEGIC ACTION PLAN FOR ACTIVE LIVING



Besides the physiological benefits, being physical active also expands the benefits sociologically, environmentally and economically.

Social / Cultural

Healthy communities are created by developing or harnessing community resources that improve health status and quality of life. Such resources include cultural norms that support behavior and lifestyle choices, education and skill building, recreation and culture.

- increased social cohesion
- Improved social networks, social capital, family and community,
- connectedness. reduction in criminal activity

Environment

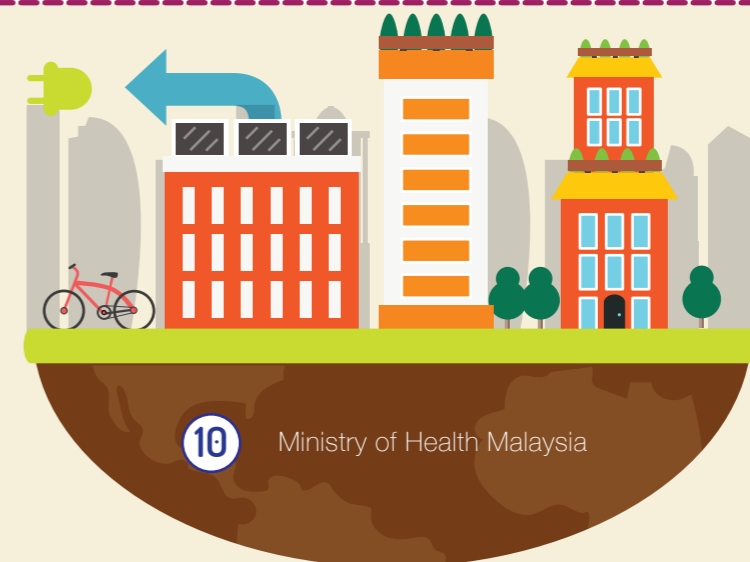
Greater appreciation of the natural environment when pursuing outdoor recreation pursuits, and as more people use physical activity-based transport options (active transport), there is likely to be :

- less air and noise pollution from vehicle emissions
- improved traffic flows and reduced congestion
- reduced demand for major road infrastructure i.e. roads, car parks
- enhanced livability in local neighborhoods when traffic is reduced

Economic

Improved health certainly decreases the disease burden, be it borne by the Government or the individual themselves.

- reduction in healthcare costs
- increased business and employment opportunities in the sport, recreation and fitness industry
- increased economic benefits flow from participation in sport and recreation events and associated tourism
- improved walkability and economic viability of local areas
- increased productivity, decreased absenteeism, decreased staff turnover and reduced workplace accidents
- small investments in recreation, sports and arts/culture often yield large economic returns



The Concept of Active Living

Physical activity is fundamental to active living and in turn the health and wellbeing of our community. Active living is a way of life in which physical activity is valued and integrated into daily life – cycling to work or school, walking to the bus stop, playing with the kids, gardening, or catching up with friends for active fun. It also includes competing in a sport or participating in an activity class or pursuit for pleasure and fitness.³

Active living is supported by the places in which we live – through pedestrian and cycle paths, sport and recreation facilities, public open spaces, parks and town squares. It is also supported by programs – such as healthy lifestyle campaigns, information, education, and a broad range of initiatives that encourage participation in active lifestyles.

10 reasons being active helps, every day:

1. It can help to lower blood pressure and cholesterol, and reduce risk of heart disease.
2. Helps to improve overall health and wellbeing.
3. Minimises health related medical costs.
4. Helps reduce stress levels.
5. Assists in maintaining an ideal weight.
6. Feel more energetic, confident, happy, and relaxed.
7. Helps to sleep better.
8. Assists in proper balance and posture and the maintenance of healthy bones and strong muscles.
9. Active kids keep busy out of school and have better concentration while they are in school.
10. Fun way to spend time with family and friends, and a great way to meet new people!

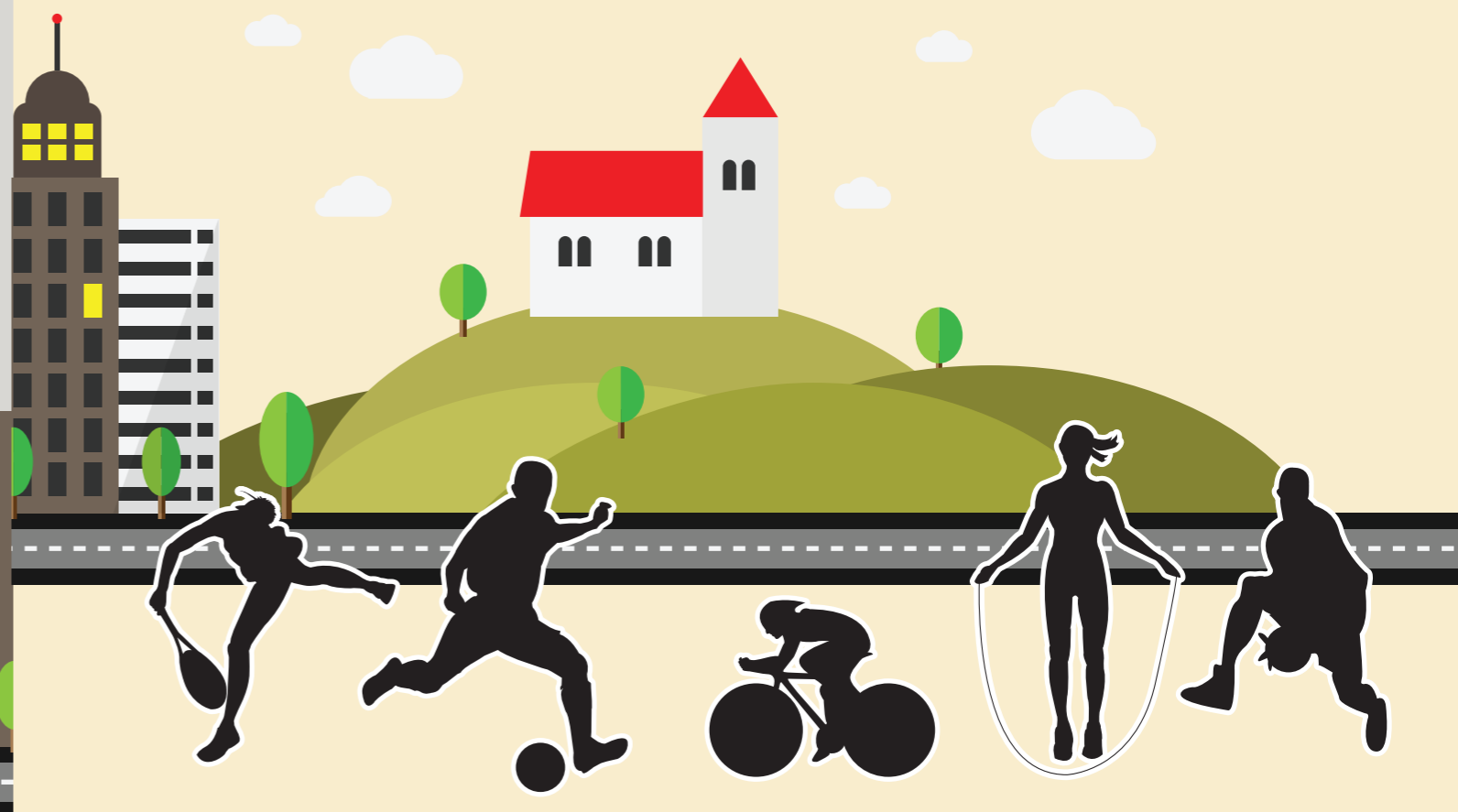


THRUST 5: To enhance partnerships & collaboration

- 5.2 Development of NGOs alliance related to physical activity to complement promotion of active living (e.g. Fitness Association of Malaysia)
- 5.3 Initiation of CSR programs with Corporates

THRUST 6: To strengthen evaluation, monitoring & research

- 6.1 Focus research in areas related to physical activity (programs, impact, advocacy, promotion, behavior, etc.)
- 6.2 Review international and local literature of health promotion interventions on physical activity to identify evidence-based behavior-change elements of sustainability.



The Need of NASPAL in Malaysia

The World Health Organization (WHO), in response to recommendations from the 2011 United Nations High-level Meeting on the Prevention and Control of Non-communicable Diseases, has agreed to a target to reduce physical inactivity across the world by 10% by 2025.

The WHO has endorsed the Global Action Plan for the Prevention and Control of Non-communicable Diseases 2013–2025, in which it has identified proposed actions for member states. It calls for member states to:

- consider **establishing a multi-sectorial national committee or coalition** to provide leadership and coordinate national action for increasing physical activity.
- develop policies and strategies with a focus on **actions across multiple settings**.

Additional global initiatives of significance include:

- the policy framework for national action on physical activity of the International Society for Physical Activity and Health
- the Toronto Charter for Physical Activity, a global call to action on physical activity, which provides a framework to:
 - implement a national policy and action plan
 - introduce policies that support physical activity
 - reorient services and funding to prioritize physical activity
 - develop partnerships for action.

In line with the WHO's call to eradicate health inequities in a generation, this blueprint for action on physical activity promotes concerted action to reduce the physical activity 'participation gap' within Malaysia.

Despite all the immense efforts in promoting physical activity not only beginning at primary prevention stage but also at primordial stage to halt the growth of obesity and non-communicable diseases incidences, the prevalence of non-communicable diseases and non-communicable diseases risk factors in Malaysia continues to rise at an alarming rate.

Thus the Strategic Plan is required to address the increase of non-communicable diseases and non-communicable diseases risk factors more effectively and efficiently. The Plan is also expected to intensify the continuity and structure of the prevention and control programs and activities. This Plan suggest a holistic approach in the physical activity promotion programs and activities given that the Plan lines strategies not only for government and health sectors but also in collaboration of non-government and non-health sectors more comprehensively.

The public health concepts particularly from the work of WHO have been adopted and utilized in the formulation of this Strategic Plan.

THRUST 3: To increase public motivation & understanding through public education

- 3.1 Provisioning public information and education on physical activity and non-communicable diseases through conventional media platforms
- 3.2 Increasing provision of accessible public information and education on physical activity and non-communicable diseases through contemporary media platforms (social media)
- 3.3 Fortifying related employees through capacity building on social media management
- 3.4 Development of database on places that support physical activities (public parks, cycling lane, sports centers, gymnasiums, fitness studios and playground)

THRUST 4: To intensify behavior change programs

- 4.1 Improving structured physical activity initiatives in the community (KOSPEN locality, non-KOSPEN locality and at workplace)
- 4.2 Grooming of qualified fitness instructors in the community (MOH employees and public/community members)
- 4.3 Focused intervention program on physical activity for specific group using contemporary approach (e.g. women in Govt sector & weight loss program for obese people)



NASPAL is inline with three strategies in the National Strategic Plan for Non-Communicable Disease Malaysia's which are:

- Prevention and Promotion
- Action with NGOs, Professional Bodies, & Other Stakeholders
- Capacity Building
- Policy and Regulatory Interventions

NASPAL is also parallel with the sixth thrust of Eleventh Malaysian Plan (RMK11); to empower the community through increasing structured community programs. This thrust aims to increase the community's participation in structured physical activity program intensively.

In Malaysia, physical inactivity is the fifth cause that contributes to death (Burden of Disease Study, 2014). People who are insufficiently active have a 20% to 30% increased risk of death compared to people who are sufficiently active. In Malaysia, the trend of people being physically inactive has been depicting an increase of 1.2% from 35.7% in 2011 to 36.9% in 2014. The Burden of Diseases Study Malaysia 2014 has reported that physical inactivity is the 6th risk factor attributable to deaths in Malaysia (5.0% among males and 7.1% among females).



THRUST 1: To strengthen public policies that support active living

- 1.1 Advocacy of the NASPAL to all relevant Ministries, agencies and NGOs.
 - To promote integration of active living components in their strategic plan
- 1.2 Development of Malaysian Physical Activity Guidelines

THRUST 2: To expand appropriate environments

- 2.1 Establishment of physical activity – conducive environments in various setting:
 - Academic institution (pre, primary, secondary, tertiary level)
 - Workplace (Government, industry, corporate, private)
 - Community
 - Healthcare facilities (Health clinics, Community Health Promotion Centre, hospitals)
- 2.2 Mass on-ground activities involving the local community
- 2.3 Supportive facilities and amenities (multi-functional public open spaces and adequate infrastructure)
e.g: Playground & fitness multi-station (gym machine @ park).



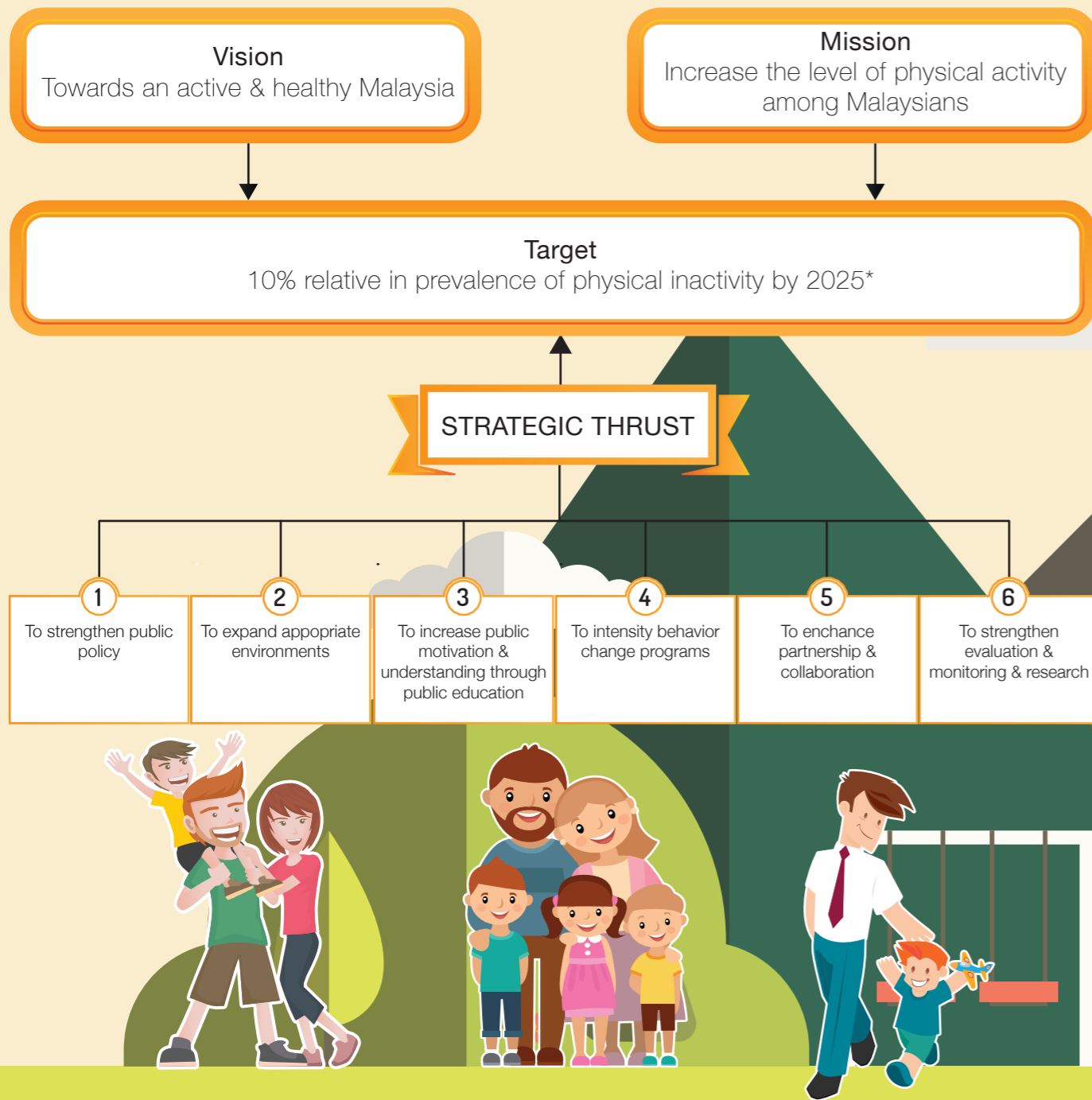


THRUSTS OF ACTIVE LIVING



“National Health Morbidity Survey 2014 recommends that National policies and programs should integrate strategies and activities to promote physical activities. This includes the improvement of public transportation in an effort to promote walking.

Furthermore, upsurge venue (cycling, walking, sports and exercise campaigns) as well as facilities to promote physical activity should be enhanced. Schools, government agencies, private organizations, NGOs and political organizations should be advocated to organize and participate in active lifestyle projects besides supporting them in organizing appropriate activity/ campaign / project related to physical activities. Break in sedentary activities should be encouraged among Malaysian adults to boost active lifestyle. Further studies utilising the objective methods of physical activity assessment for a sub sample of the population should be carried out.”



The Building Blocks for Active Living in Malaysia

The building blocks for Active Living in Malaysia depict the key areas to be focused on in creating a healthy and active community at a glance.

The six key thrusts will focus on strategies involving multi-sectors such as Federal Government, corporate / business industries, learning institutions, transportation, health sectors as well as media. The evidence-based strategies are outlined to promote physical activity through implementation and monitoring in a more efficient manner.

There are four key settings: education, community, workplace and healthcare.

A comprehensive, integrated and inter-sectorial approach is required to reduce the prevalence of inactivity in the community. A complimentary range of policies and interventions should be introduced at the individual level. It is advisable to recognise and to fully take advantage of existing mechanism, platforms and initiatives that provide synergy, including those involving other sector that can play important role in the promotion of environmental and infrastructural conditions conducive to physically active behaviors.

