

Mother's Smart Choice

Spearheaded by
Dianjur oleh



Nutrition Society of Malaysia (NSM)

In collaboration with
Dengan kerjasama



Obstetrical & Gynaecological
Society of Malaysia (OGSM)

In collaboration with
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Malaysian Paediatric
Association (MPA)

In collaboration with
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National Population & Family
Development Board (LPPKN)

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Media Release

EMPOWERING MOMS TO NOURISH HEALTHY INFANTS & YOUNG CHILDREN

Petaling Jaya, 22 November 2011: The first two years of a child's life is what is dubbed as the "critical period" by many nutritionists because the quality of nutrients an infant receives will affect growth and development that can last for the rest of their life. In efforts to encourage better infant nutrition, Mother's Smart Choice (MSC) was launched today in a ceremony officiated by Tan Sri Dato' Hajjah Napsiah binti Omar, the Chairman of the National Population and Family Development Board (LPPKN).

This programme is spearheaded by the Nutrition Society of Malaysia (NSM) in collaboration with the Malaysian Paediatric Association (MPA), the Obstetrical & Gynaecological Society of Malaysia (OGSM) and also the National Population and Family Development Board (LPPKN). Mother's Smart Choice is also supported by Philips AVENT Malaysia.

"The launch marks the beginning of an important infant nutrition initiative to educate and encourage Malaysian mothers to provide good nutrition for their newborns and infants," said Dr Tee E Siong, Chairman of the Nutrition Society of Malaysia. "It is vital for our children to be given the right nutritional food from birth. With the right start in life, our children will grow up with fewer nutrition-related diseases. Additionally, this practice will encourage the inculcation of good eating habits that can set the foundation of a lifetime of healthy living."

MSC will implement activities that complement the government's efforts of nurturing future generations of healthy Malaysians. According to Mr Naeem Shahab Khan, Managing Director of Philips Malaysia Sdn Berhad said, "At Philips', we believe that feeding a baby is one of the most meaningful things you do as a parent. Not only does a child bond with those who provide nutritious food, a firm foundation is built for a lifetime of good eating choices. As a global leader, Philips AVENT creates solutions that help parents guide their child along the road to lifelong nutrition. With this commitment in mind, support of MSC became a natural extension. At Philips AVENT, we are confident of the program's success as well as the benefits it will bring to mothers and children of this generation as well as many generations to come."

Initially, MSC plans to reach out to mothers in Malaysia to empower them with practical knowledge and skills to give their young children good nutrition. The program will be carried out in several phases with the first phase focusing on breastfeeding. The second phase will highlight both breastfeeding and the ideal baby food companion for toddlers aged 6 to 12 months. In the third phase, focus will be on the proper nourishment of young children aged 13 to 24 months, covering breastfeeding, baby food choices as well as healthy table food.

Dr Tee explained that Mother's Smart Choice focus on breastfeeding first was because it serves as the best source of nutrition for the optimal growth and development for infants. According to the World Health Organization (WHO)¹, babies should be exclusively breastfed for the first six months of their life. In fact, colostrums (yellowish, sticky breast milk), produced at the end of pregnancy, is recommended by WHO as the perfect food for the newborn, and feeding should be initiated within the first hour after birth. After the first six months, breastfeeding should continue along with appropriate complementary food until the child is two years old.

"Despite the many benefits of breastfeeding, the number of Malaysian mothers who breastfeed is lower than expected," said Dr Tee. "The 3rd National Health and Morbidity Survey (2006) showed that there was an increase in the number of mothers who breastfed their children. However, the number of mothers who exclusively breastfed their children for the first four months actually decreased by 9.7%. According to the same study, Malaysia was among the Southeast Asian countries with the lowest prevalence of exclusive breastfeeding."

To support further efforts of cultivating a breastfeeding culture, MSC will also be publishing a free guidebook *Breastfeed with Confidence* as well as hosting a series of free breastfeeding talks for nurses at hospitals and maternity clinics in this country. The guidebook will contain useful information to help mothers' breastfeed successfully, even after they rejoin the workforce. It will be distributed to expectant mothers through a wide network of hospitals and clinics while the talks will serve to train nurses to assist new mothers in breastfeeding during the early days post delivery.

To raise awareness about the guidebook, MSC will produce educational posters with information on how to obtain this guidebook, to be placed at hospitals and clinics in the nation.

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Note to Editor:

MOTHER'S SMART CHOICE PROGRAMME PARTNERS

❖ **Nutrition Society Malaysia (NSM)** is a professional organization guided by the belief that the more people understand food and nutrition, the better they can care for their health and well-being. NSM has been actively promoting child nutrition since 2000 through nationwide activities such as Nutrition Month Malaysia and the publication of various guidebooks and recipe books.

¹ <http://www.who.int/topics/breastfeeding/en/>

- ❖ **Malaysian Paediatric Association (MPA)** is founded in 1979. Since then, it has played an active role in the advocacy on all issues related to paediatrics and child health.
- ❖ **Obstetrical & Gynaecological Society of Malaysia (OGSM)** is an independent, non-profit and non-governmental organisation established in 1963. The society's social responsibility initiatives include promoting women's health by organising community health projects and health awareness campaigns such as breast cancer, cervical cancer, endometriosis and young women wellness programmes in schools and colleges.
- ❖ **National Population and Family Development Board (LPPKN)** is a government body under Ministry of Women with the main objective of LPPKN is to strengthen and enhance the well-being of families through effective collaborative programs aimed bettering the lives of Malaysia.

PROGRAMME SPONSOR

- ❖ **Philips Malaysia Sdn Bhd** is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." In September 2006, Philips acquired the AVENT brand and manufacturing facilities. The combination of Philips' focus on technological innovation and AVENT's wealth of knowledge about mothers and their children marked a new era of pioneering in the mother, baby and child care category. Working together, Philips AVENT offers simpler lifestyle choices that make caring for a baby even easier. Its portfolio includes superior quality products for breastfeeding, health and monitoring, toddler feeding and food preparations.

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