



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

FEEDING THE OBESITY EPIDEMIC: THE ROLE OF THE OBESOGENIC FOOD ENVIRONMENT

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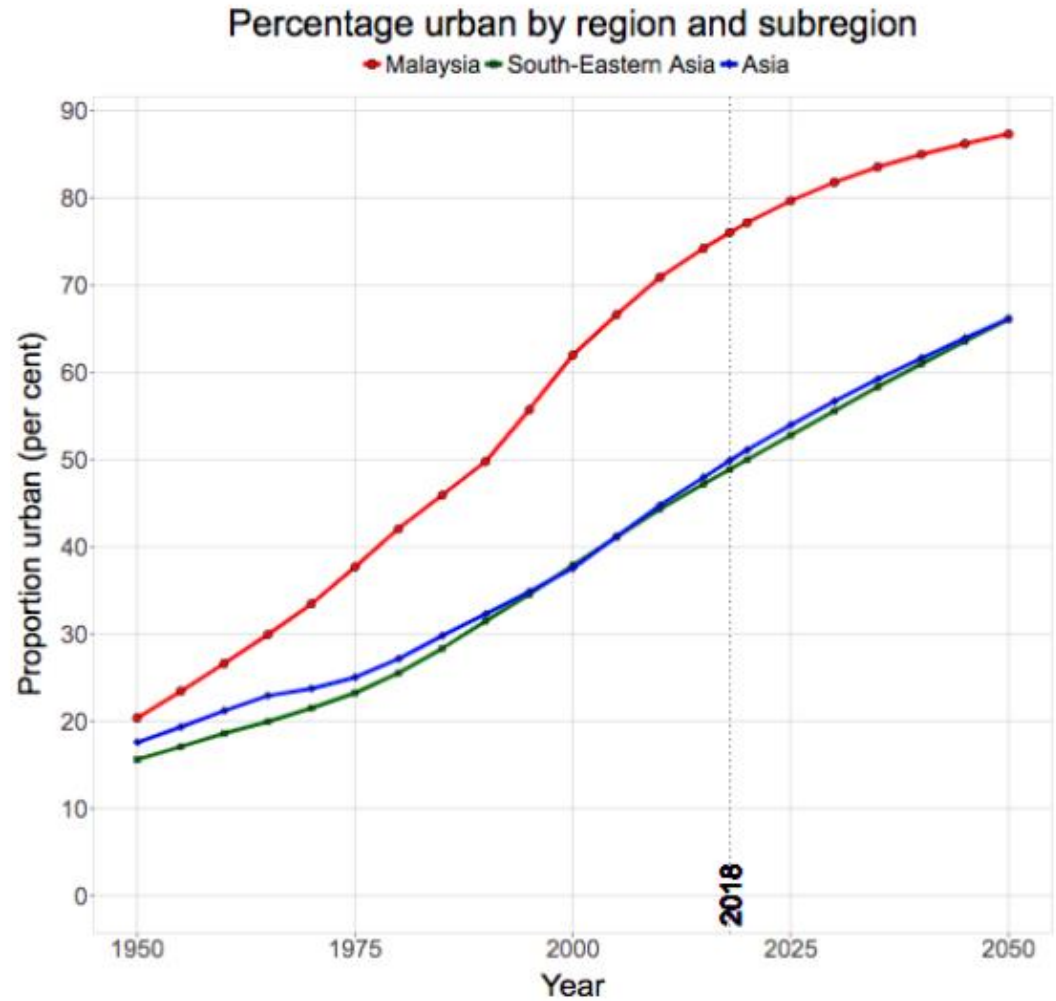
“Looking Beyond GDP: Towards Social Well-being and Environmental Sustainability”

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INTRODUCTION



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Note: Proportion of urban population in the current country as compared to its subregion and region. The proportion is expressed as a percentage of the total population, 1950 to 2050.

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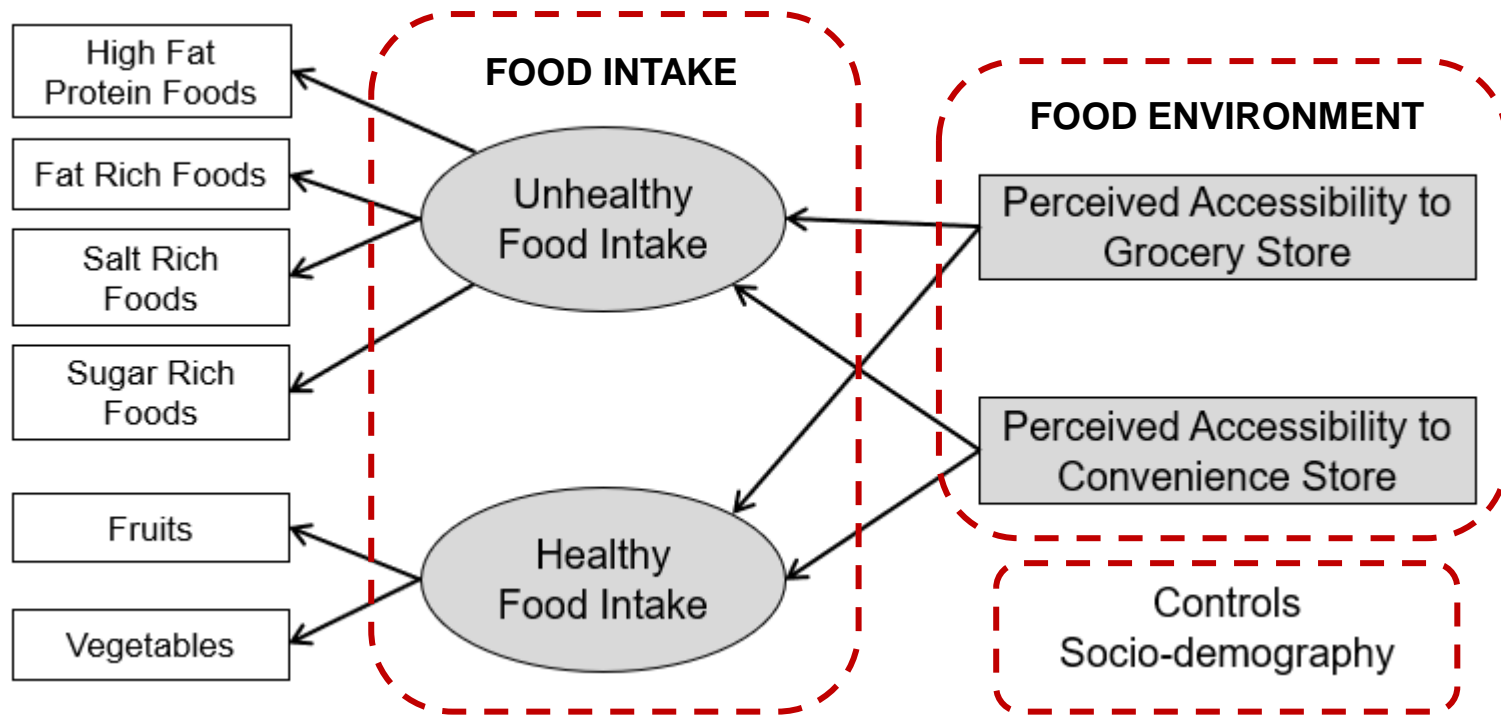


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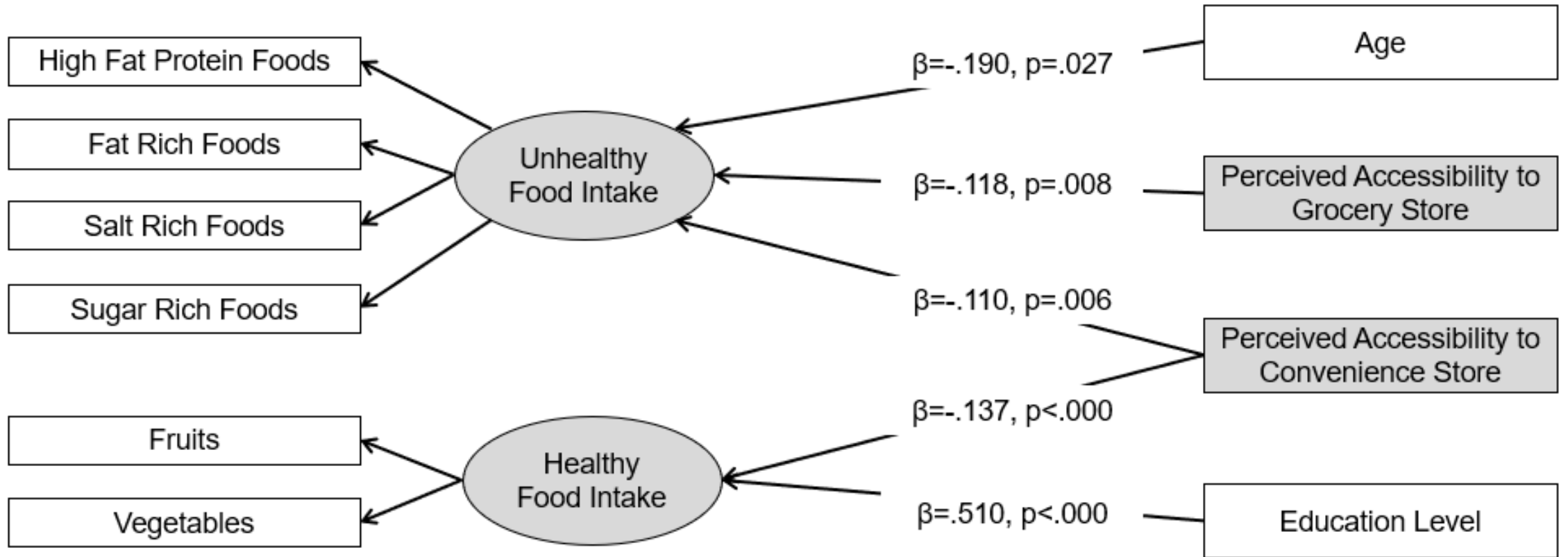
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METHOD



- Face-to-face questionnaire survey
- 256 eligible respondents
- Simple random sampling
- Structural Equation Modeling at a 95% confidence interval

RESULT



Path Coefficients: β = Standardised Regression Weight, p = p-value
Model fit: CMIN= 103.548, df = 87, CMIN/ df = 1.190, TLI= .992, CFI= .995, RMSEA= .019

Exploring School Food Environment: Education Institutions as Advocates for Healthy Food Intake among Malaysians

- The more **educated** a person is, the more likely they are to **eat healthily**
- A **higher access** to education provides **more opportunities** to access knowledge about food and eating behavior
- **Educational institutions** are highly suitable platforms to disseminate information, instill awareness, nurture healthy habits, and monitor progress
- Unhealthy eating can also be addressed by investigating the **school food environment** where building and correcting healthy eating habits should start at a young age via school institutions and education
- Efforts to advocate for healthy eating should consider past initiatives to increase life-long awareness and healthy behaviours
 - Malaysian School Health Program (1967)
 - Integrated School Health Programme (ISHP)
 - Supplementary Food Program (SFP)
 - School Milk Program (SMP)

Reassessing the Roles and Potentials of Grocery Stores or 'Kedai Runcit' as Healthy Food Sources

- Neighborhood local grocery stores or 'kedai runcit' were an important part of the Malaysian neighborhood food environment
- Modern retailing (hypermarkets, supermarkets) forced local grocery stores to change their trajectory. Hence, it is not surprising that this study found local grocery stores to be an insignificant factor in influencing a person's healthy food intake
- This could mean several things
 - Healthy foods are no longer largely sold and available at local grocery stores
 - Kedai runcit is not the first choice to buy fresh foods
 - The quality and variety of healthy food offered at local grocery stores might not meet today's consumer expectations
- Program Transformasi Kedai Runcit (TUKAR) under the 12 National Key Economic Areas (NKEA) (2011), aimed to transform 5,000 grocery shops and create 51,540 jobs by 2020
- It is high time to reassess the roles and potentials of local grocery stores, not only to revive local businesses but also to furnish our food environment landscape with a healthy food variety

Shaping a Healthy Food Environment via Convenience Stores While Considering the Local Context

- To investigate the **potential of convenience stores** in creating a healthy food environment
- Immense transformation of convenience stores across Malaysia can be detected
 - Foreign brands
 - Ready-to-eat products
- The impacts of these **rapid changes** on Malaysia's food environment need to be studied
- Convenience stores provide a **unique opportunity** to cultivate more healthful behaviors

Modifying the food environment to encourage healthier choices holds great potential as a key element in effective obesity prevention measures

THANK YOU

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