



NUTRITION SOCIETY OF MALAYSIA - MOTHER'S SMART CHOICE PROGRAMME

Mothers have always been concerned about their children's nutrition. Should the baby be breastfed? When should she start feeding the baby solid food? Making good nutritional choices for their babies can be challenging, especially when many mothers today are juggling between work and home.

To address these mothers' concerns, NSM spearheaded a three-phase programme, Mother's Smart Choice (MSC), which aims to promote good infant nutrition and offer practical tips that the working mother can incorporate into her daily schedule. MSC is launched in 2011 in collaboration with the Obstetrical and Gynaecological Society of Malaysia (OGSM), Malaysian Paediatric Association (MPA) and the National Population and Family Development Board (LPPKN). The programme is sponsored by Philips AVENT.

For its first phase, MSC focused on breastfeeding. To promote breastfeeding and to assist mothers to breastfeed successfully, MSC published the free illustrated guidebook *Breastfeed with Confidence*. The guidebook was bilingual (English and Bahasa Malaysia). It was promoted in major newspapers as well as through educational posters distributed to major hospitals and maternity centres. A series of talks, conducted by nutritionist Fatimah Salim, was held to give nurses a scientific update on breastfeeding.

Additionally, MSC produced a programme video to advocate breastfeeding. This video featured messages from local celebrity mothers Sazzy Falak, Aishah Sinclair, Shalin Zulkifli and Amber Chia as well as advice from Dr Poh Bee Koon and Dr Kiren Sidhu.

MSC will continue in 2012, this time focusing on complementary feeding for children aged 6-12 months while continuing to promote breastfeeding.

PHASE I HIGHLIGHTS TO DATE

- Over 10,000 copies of *Breastfeed with Confidence* were distributed to major private hospitals and LPPKN clinics. We have positive feedback from nurses and mothers who find the guidebook useful.
- Over 150 educational posters were sent to hospitals and clinics.
- The MSC programme video was delivered to 15 hospitals and maternity centres in the Klang Valley.
- To date, 10 nurse talks had been conducted in the Klang Valley, 3 in Penang and 1 in Johor. Feedback from nurses is positive, with many finding the talks useful and asking us to keep them updated on future MSC events.

Dr Tee E Siong

Chair, Expert Panel for Mother's Smart Choice Programme

For more information regarding the MSC programme, email : president@nutriweb.org.my