



**NSM Nutrition Poster Contest 2023**  
**In conjunction with Merdeka and Malaysia Day**  
*“Designing a Brighter Malaysia: Good Nutrition for Healthy Kids”*

1 August - 16 September 2023

Organiser

Management Team of NSM Nutrition Roadshows 2.0  
Nutrition Society of Malaysia (NSM)

## 1.0 Background

Nutrition Society of Malaysia (NSM) is a non-profit professional organisation. In caring for the community, NSM continuously disseminates practical nutrition information to the young and old, guiding them to discover the benefits of good nutrition and a healthy lifestyle. NSM is committed to improving lives through nutrition for all groups of Malaysians, including those who lack health awareness and the unprivileged communities.

The significance of nutrition spans across all life stages, with a particular emphasis on childhood. During this crucial phase, children need a diverse range of nutrients and a well-balanced diet to foster robust growth and development. Consequently, it becomes imperative to instil healthy dietary and lifestyle practices in children from an early age and equip them with valuable nutritional knowledge that can be carried into adulthood.

Art serves as an excellent avenue for children to enhance their motor skills and express their thoughts and emotions. Thus, NSM has taken the initiative to promote healthy eating habits and lifestyle choices among children through a poster design contest. This year, the theme for NSM Nutrition Poster Contest 2023 is "Designing a Brighter Malaysia: Good Nutrition for Healthy Kids," and it is held in conjunction with Merdeka and Malaysia Day.

## 2.0 Aim

To increase children's interest in nutrition and encourage healthy eating and active living through the form of art.

## 3.0 Objectives

- a) To increase nutrition awareness and encourage healthy eating and lifestyle behaviours in children
- b) To instil creativity and allow children to express themselves through art and design

## 4.0 Event Dates

1 August - 16 September 2023

## 5.0 Categories

There are a total of two (2) categories:

Category A: Age 7 to 9 years old

Category B: Age 10 to 12 years old

Note: Winners from the NSM Nutrition Poster Contest 2022 are **NOT** eligible to participate in this contest.

## 6.0 Registration

Registration link: <https://bit.ly/NSMNutritionPosterContest2023-Reg>

**Registration period: 01/08/2023 - 10/08/2023**

## 7.0 How to participate

- 1) Register via <https://bit.ly/NSMNutritionPosterContest2023-Reg>
- 2) Design a poster according to the **theme** and **required components** for your age category.
- 3) Submit your artwork via online:  
<https://bit.ly/NSMNutritionPosterContest2023-Sub>

## 8.0 Important Dates

Agenda	Date
Registration Period (10 days)	01/08/2023 - 10/08/2023
Nutrition Education Worksheet via email	11/08/2023 - 16/08/2023
Submission Period (20 days)	20/08/2023 - 09/09/2023
Announcement of winners	16/09/2023

## 9.0 Nutrition Education Worksheet

Upon registration, each registered participant will be given a worksheet via email for nutrition educational purpose. Registered participants are required to submit the completed worksheets together with their artwork.

## 10.0 Poster Requirements

Participants will design a poster according to the below requirements.

10.1	<b>Theme</b>	The poster should depict the theme of <b>‘Designing a Brighter Malaysia: Good Nutrition for Healthy Kids’</b>
10.2	<b>Required Components</b>  <b>For Category A</b> (7 to 9 years old)  <b>For Category B</b> (10 to 12 years old)	The following components <b>MUST</b> be included in the posters. It is entirely up to the participant how they want to incorporate these components into their designs.  → Malaysian Healthy Plate and/or Malaysian Food Pyramid 2020 → Exercise → Healthy Nutrition Message, example: Eat fruits and vegetables daily → Malaysia Flag  → Healthy eating which conveys “Balance, Moderation and Variety” → Active Lifestyle → Healthy Nutrition Message, example: Eat fruits and vegetables daily

		→ Malaysia Flag and/or Celebration of Merdeka and Malaysia Day
10.3	Drawing paper size	All posters submitted must be in A3 size
10.4	Colouring tools	Any tools such as crayons, colour pencils, and/or watercolour can be used
10.5	Orientation	Posters submitted can be either horizontal or vertical
10.6	Poster identification	All submissions must include Category and registration ID on the top right corner of the poster.

## 11.0 Judging Criteria

Participants are highly encouraged to refer to the Judging Criteria to fulfil the required content for the poster.

No.	Aspects of Evaluation	Weightage (%)
1	<b>Theme</b> <ul style="list-style-type: none"> <li>● Abiding to the theme allocated.</li> <li>● Clear interpretation of the theme.</li> <li>● Good articulation of the theme in the poster.</li> </ul>	25
2	<b>Accuracy of Nutrition Messages</b> <ul style="list-style-type: none"> <li>● Excellent interpretation of nutritional concepts.</li> <li>● The message is apparent and relevant.</li> <li>● The information is accurate.</li> </ul>	25
3	<b>Composition</b> <ul style="list-style-type: none"> <li>● Shows considerable attention to the overall composition.</li> <li>● Shows strong integration of elements.</li> <li>● Quality design and presentation.</li> <li>● Able to utilise the space effectively.</li> <li>● Able to choose the colour scheme carefully.</li> </ul>	20
4	<b>Originality and Creativity</b> <ul style="list-style-type: none"> <li>● Able to apply critical thinking and creative skills to convey complex nutrition messages and ideas.</li> <li>● Sufficient experimentation with colouring tools to enhance the concepts of the poster.</li> </ul>	20

	<ul style="list-style-type: none"> <li>• Unique, distinctive, creative and original.</li> <li>• No plagiarism and copying.</li> </ul>	
5	<b>Neatness</b> <ul style="list-style-type: none"> <li>• All elements are nicely and neatly presented.</li> <li>• Clean and organised.</li> <li>• There are no stray marks and smudges.</li> <li>• No spelling or grammar errors.</li> </ul>	10
<b>Total</b>		100

## 12.0 Panel of Judges

The Management Team of NSM Nutrition Roadshows 2.0 is led by Dr Roseline Yap with her team members Dr Tan Sue Yee and Dr Satvinder Kaur. Their collective passion lies in promoting healthy eating and active living via different platforms and methods. Together, they lead the roadshow working groups in preparing nutrition educational materials, delivering healthy recipes, and organising events and interactive activities; with the mission of improving the nutritional well-being of Malaysians.

### Guest Judge

Dr Teoh Ai Ni graduated with a PhD in Science and currently works as a Research Associate at Khazanah Research Institute. Previously she was attached to the Singapore Health Promotion Board to provide and manage health promotional activities in a community setting. She has a passion for health policy research, particularly on maternal and child health, food security, and health inequality. She enjoys spending her free time reading, painting and volunteering.

## 13.0 Submission Details

Submit here: <https://bit.ly/NSMNutritionPosterContest2023-Sub>

**Submission period: 20/08/2023 - 09/09/2023**

Participants must attach two files (in JPG, JPEG, or PNG format):

1. Photo or scanned copy of your artwork
2. Photo of you holding your artwork (please refer to the sample below)


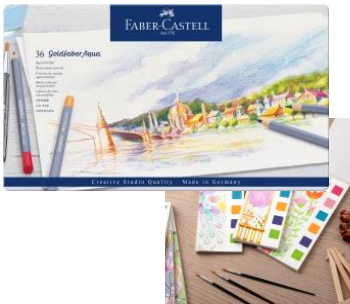

## Sample Photo of Participant holding Artwork



## 14.0 Prizes

For each category, there will be **ATTRACTIVE** prizes with a total value of **RM1500** including e-certificate for all winners. E-certification of participation will be provided to all the participants.

### Category A:

<u>1st prize</u>	<u>2nd prize</u>	<u>3rd prize</u>
<ul style="list-style-type: none"> <li>● RM 200 Cash</li> <li>● LEGO Creator Birdhouse Building Toy Set</li> <li>● Watercolour Painting Book With Paint and Brush</li> </ul> 	<ul style="list-style-type: none"> <li>● RM 100 Cash</li> <li>● Faber-Castell GoldFaber Creative Studio Aqua Water Colour Pencil (36pcs)</li> <li>● Watercolour Painting Book With Paint and Brush</li> </ul> 	<ul style="list-style-type: none"> <li>● RM 50 Cash</li> <li>● Faber-Castell GoldFaber Creative Studio Aqua Water Colour Pencil (24pcs)</li> <li>● Watercolour Painting Book With Paint and Brush</li> </ul> 

**Consolation prize (x2)**

- Faber-Castell GoldFaber Creative Studio Aqua Water Colour Pencil (12pcs)
- Watercolour Painting Book With Paint and Brush

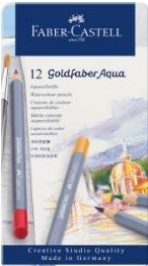


Each winner will also receive a Limited Edition NSM drawstring bag and Nutrition Month Malaysia HE-AL Magazine (Practise Healthy Nutrition: The Way to Wellness Throughout Life)



**Category B:**

<b><u>1st prize</u></b>	<b><u>2nd prize</u></b>	<b><u>3rd prize</u></b>
<ul style="list-style-type: none"> <li>● RM 200 Cash</li> <li>● LEGO Creator Downtown Noodle Shop Toy Set</li> <li>● DIY Hand-paint 3D Moon Lamp</li> </ul> 	<ul style="list-style-type: none"> <li>● RM 100 Cash</li> <li>● Faber-Castell GoldFaber Creative Studio Aqua Water Colour Pencil (36pcs)</li> <li>● DIY Hand-paint 3D Moon Lamp</li> </ul> 	<ul style="list-style-type: none"> <li>● RM 50 Cash</li> <li>● Faber-Castell GoldFaber Creative Studio Aqua Water Colour Pencil (24pcs)</li> <li>● DIY Hand-paint 3D Moon Lamp</li> </ul> 

<b><u>Consolation prize (x2)</u></b>		
<ul style="list-style-type: none"> <li>● Faber-Castell GoldFaber Creative Studio Aqua Water Colour Pencil (12pcs)</li> <li>● DIY Hand-paint 3D Moon Lamp</li> </ul>		
		

Each winner will also receive a Limited Edition NSM drawstring bag and Nutrition Month Malaysia HE-AL Magazine (Practise Healthy Nutrition: The Way to Wellness Throughout Life)



## 15.0 Rules

- 1) All poster designs must be the participants' work, any plagiarism will result in instant disqualification. All drawings must be original art.
- 2) A child participant cannot be assisted in his/her participation in the drawing contest by his/her parent, guardian, or any third party. Any such entries will be disqualified.
- 3) Participants must submit artwork within the submission period between **12:00 AM 20 August 2023 to 11:59 PM 09 September 2023**.
- 4) Late or incomplete entries will be disqualified.
- 5) Prizes will be shipped directly to the registered mailing address in Malaysia provided by the participant in the completed Google Form. Please provide an accurate mailing address.
- 6) All participants must ensure that all information submitted via Google Form is complete and accurate.



## 16.0 Terms and Conditions

The NSM Nutrition Poster Contest 2023 is open for primary school children aged 7 to 12 years old. Winners from the NSM Nutrition Poster Contest 2022 are **NOT** eligible to participate in this contest.

The NSM Nutrition Roadshows 2.0 Management Team:

- reserves the right to publish/display the names, photographs and particulars of the participants in media/publications of the Nutrition Society of Malaysia (NSM).
- shall not be liable for any losses, damages or injuries from and in participating in this event.
- reserves the right at any time to cancel or postpone this event.
- reserves the right at any time to vary, delete, or add on the terms and conditions herein without any prior notice.
- reserves the right to substitute the prize(s) with any other products of similar value in the event of any prize(s) being unavailable for any reason. All prizes are non-transferable, non-refundable and non-exchangeable for cash or for any other prizes.
- may at any time suspend, revoke, cancel or terminate the participant's registration for the event or entitlements, if the participant provides any information that is untrue, inaccurate, outdated, incomplete or if the Organiser has grounds to believe that such information is untrue, inaccurate, outdated or incomplete.
- By participating in this event, all participants agree to be bound by the rules, terms, and conditions herein.

## 17.0 Contact Detail

For any enquiries, please send an email to [nsmroadshows@gmail.com](mailto:nsmroadshows@gmail.com)

## 17.0 Sponsors

Eat Well, Live Well.



The logo for Yakult, featuring the word 'Yakult' in a bold, red, sans-serif font.

## 19.0 Organising team

<b>Chairperson</b>	Dr Roseline Yap Wai Kuan
<b>Event Team</b>	<u>Working Group 3</u> Chung Ya Ching Rosma Ilyana Zakira Che Ladin Tee Jia Ying  Brandee Yau Yan Ying Cheong Yi En Nur Ameera Farhana binti Mohamed Sabri
<b>Secretary</b>	<u>Working Group 2</u> Dr Tan Sue Yee Dr Siti Raihanah Shafie Thirukkanesh Sanvashivam
<b>Judging Committee</b>	Management team of NSM Nutrition Roadshows 2.0 Guest Judge: Dr Teoh Ai Ni
<b>Nutrition Educational Materials</b>	<u>Working Group 1</u> Assoc Prof Dr Satvinder Kaur AP Nachatar Singh (Leader) Dr Ng Choon Ming Dr Nurliyana binti Abdul Razak