



NSM Virtual Parent-Child Cooking Competition 2022 ***Kids Prepare Healthy Family Meals***

4 June – 6 August 2022

Organiser

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

1. Background

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

Healthy eating is one of the important lifestyle habits, especially since we are still grappling with COVID-19, while moving into endemic phase. Besides fighting this novel infection, Malaysians are still combating obesity and non-communicable chronic diseases such as diabetes, hypertension, and cancers. The recent National Health and Morbidity Survey (NHMS) 2019 revealed that 95% of adults in Malaysia are not consuming adequate amounts of vegetables and fruits. It is concerning because vegetables and fruits provide an abundance of phytonutrients, vitamins and minerals that are important for maintenance of good health. Thus, practising healthy eating is the key to fight these disease risks and improve nutritional and health status.

Therefore, NSM aims to share nutrition knowledge and skills for practising healthy eating, with an emphasis on increasing the intake of vegetables and fruits. Through this cooking competition, NSM wants to provide a platform to encourage and motivate all Malaysian families to prepare and cook healthy meals that promotes healthy eating. Involving children in such activity is of utmost importance as exposing them to meal preparation at a young age tend to enable them to make healthier food choices and practise healthy eating in adulthood.

2. Mission

To provide a platform to promote healthy eating, with an emphasis on vegetables and fruits intake, among Malaysian families through a parent-child cooking competition.

3. Objectives

- a) To increase nutrition awareness and knowledge.
- b) To improve parent-child bonding through cooking (food preparation) in the kitchen.
- c) To encourage families to prepare healthier meals at home more frequently.

4. Event

4 June – 6 August, 2022

5. Categories

There are a total of **TWO** categories for participants to select:

- a) Category A: Parent - Lower primary child age 7-9 years old
- b) Category B: Parent – Upper primary child age 10-12 years old

6. Registration Fee

- Normal price: **RM30.00 per pair**

Register here: <https://forms.gle/dJ1PPspX8Lyp9X5T9>

Do take note that you would need to pay the required registration fee prior to commencing the registration process.

Proof of payment must be attached together with registration.

Kindly make payment to:

Account number: 8002155109
Name of account: Nutrition Society of Malaysia
Bank: CIMB BANK BERHAD
Reference: Competition2022
Email: treasurer@nutriweb.org.my

Participants will receive a confirmation email of registration **WITHIN 7 days** after registration. Registration fee is **NON-REFUNDABLE** and **NON-TRANSFERABLE**.

7. Entitlements

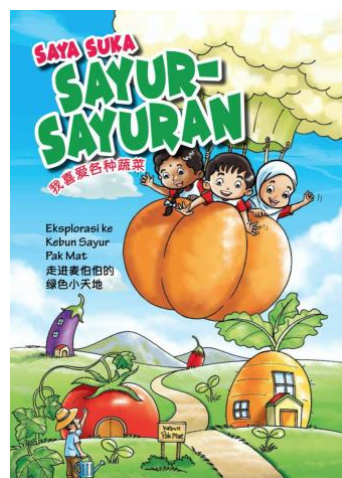
Participants will receive:

a) A starter kit which includes the following:

- Two NSM Limited Edition Aprons for Parent and Child
- Recipe book entitled 'Junior Chef Cookbook' Volume 1
- Nutrition Month Malaysia HEAL magazine
- *Saya suka sayur-sayuran* activity book
- Quarter-quarter half plate

*Registered participants will and should receive the starter kit by 24 June 2022.

*Soft copy of the Handbook on Nutrition Information and Competition Guidelines will be shared to registered participants via email.



- b) E-certificate for both participating parent and child.



- c) Opportunity to attend an Online Interactive Nutrition Education Workshop to learn about healthy eating practices. More details in Section 8.
- d) Access to various Virtual Nutrition Activities shared via our Facebook and Instagram page, nsmnutritionroadshows2. More details in Section 8.

8. Virtual Nutrition Activities and Prizes

- All participants are required to attend an **Online Interactive Nutrition Education Workshop** prior to the competition via Zoom platform on **25-26 June 2022**. The exact schedule and further information will be communicated to registered participants via email.
- Various virtual activities by sponsors will be held via our Facebook and Instagram page, nsmnutritionroadshows2. Stay tuned for the latest updates via our social media and email. All participants are encouraged to participate in these activities. There will be additional Special Prizes to be won.

9. Video Requirements

Please follow the video requirements shown in the table below for the preparation of the cooking video. It is also highly recommended to refer to the **Judging Criteria** to fulfil the required content for the healthy cooking video.

File format	MP4 or MOV
Orientation	Landscape
Language	English and/or Bahasa Melayu
Resolution	Recommended to be 1080p (1920 x 1080)

Device	Phone camera, camera/video camera/camcorder or laptop/tablet camera (whichever has the highest resolution should be first considered)
Content guideline	File size: Not MORE than 1GB
Closed Captioning	Optional
Additional information related to the recipe	Commercial logos, messages or URLs directing viewers to external businesses are NOT PERMITTED to be included.

Copyright & Intellectual Property

Please ensure that your video is **FREE** from any **copyrighted materials**. You must create and/or have obtained permission for ALL content, including video, images, words and music. However, the following are alternatives to using copyrighted sound recordings for background music such as ambient noise, audio that is shared via a Creative Commons license, compositions and recordings by individuals who grant you the permission, and music that you have created yourself.

Submission of video

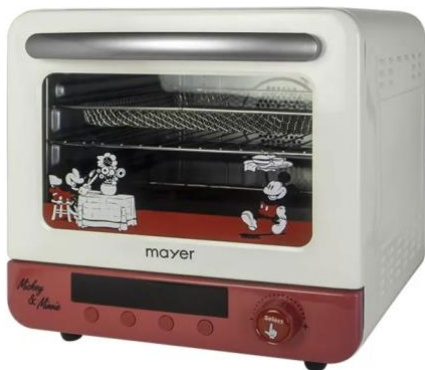
Participants are required to submit their Healthy Cooking Video via this google link: <https://forms.gle/5YErDJwqNtngYXnX9>. **Participant ID number** is required during submission. All entries **MUST** be received by event organiser on or before 11.59 pm, **7 July 2022**.

10. Important Dates

Registration	4 to 10 June 2022
Online Interactive Nutrition Education Workshop	25 to 26 June 2022
Virtual Nutrition Activities via FB and IG	18 June to 17 July 2022
Submission of Video (Round 1)	1 to 7 July 2022
Announcement of Shortlisted Participants	20 July 2022
Submission of Video (Finale)	23 to 27 July 2022
Announcement of Winners during Closing & Prize Giving Ceremony	6 August 2022

11. Prizes

For each category, there will be ATTRACTIVE prizes worth a total value of RM2000 including e-certificate for all winners:



First prize:
**Limited edition Mayer Disney 20L
Digital Air Oven**



Second prize:
**Limited edition Mayer Disney 3.5L
Mini Stand Mixer**



Third prize:
**Limited edition Mayer Disney
3.5L Air Fryer**



Consolation prize (2x):
[Disney x Mayer Sandwich & Waffle
Maker - Winnie the Pooh](#)

*All winners will also receive special prizes from our sponsors.

12. Panel of Judges

Dr Tee E Siong is President of the Nutrition Society of Malaysia (NSM). He leads the implementation of several community nutrition promotion programmes, including chairing the National Steering Committee for Nutrition Month Malaysia. He represents NSM in several Technical Working Groups on nutrition and food regulations in the Ministry of Health Malaysia.

Mr Thirukkanesh Sanvashivam is a Nutrition Officer at the Kulim District Health Office, Kedah. He has experiences in nutrition counselling for individuals of different life stages at the primary health care setting. He is actively involved in promoting healthy eating and nutrition advocacy at various levels including educational institutions such as preschools, schools, higher education institutions, workplaces and community.

Ms Catarina Lynn is a nutritionist, a fitness practitioner and a mother to her lovely 8 years old daughter. As an experiential weight management and wellness coach, she leads corporate wellness programmes, conducts health talks and is passionate in improving one's journey to better health. A firm believer in healthy living, Catarina uses her social media platform @CatlynnCooks to reach out to the community with her simple nutrition and fitness tips, tricks and hacks.

Sample Videos

Here are some sample videos for your reference. These videos feature parent and child cooking a healthy meal together, with appropriate nutrition tips. You may use these videos as a guide, but please ensure that your video is **TWO(2) minutes or less**.

Click here

<https://www.facebook.com/nsmnutritionroadshows2/videos/169852578461822>

<https://www.facebook.com/watch/?v=130926665792006>

Sponsors

Eat Well, Live Well.



Contact

For any enquiries, please email to nsmroadshows@gmail.com

Event Organising Team

Advisor	Dr Tee E Siong
Chairperson	Dr Tan Sue Yee
Treasurer	Dr Roseline Yap Wai Kuan
Secretary & Publicity	Dr Tan Sue Yee (Leader) Assoc Prof Dr Gan Wan Ying, Dr Siti Raihanah Shafie, Thirukkanesh Sanvashivam
Panel of Judges	Dr Tee E Siong (Chairman) Catarina Lynn Thirukkanesh Sanvashivam
Logistic and Technical	Eow Shiang Yen (Leader) Brandee Yau Yan Ying, Cheong Yi En, Lavanya A/P Valayutham, Dr Yasmin Ooi Beng Houi
a) Nutritional Educational Activities and Materials	Asst Prof Dr Satvinder Kaur AP Nachatar Singh (Leader) Khoi Zi Yee (Co-leader), Cheong Yi En, Assoc Prof Dr Chin Yit Siew, Gillain Allie, Kok Ee Yin, Dr Ng Choon Ming, Putri Junita Santalia, Syahirah Marshidi
b) Recipe cards and cooking demonstration videos	Dr Tan Sue Yee (Leader) Assoc Prof Dr Gan Wan Ying, Dr Siti Raihanah Shafie, Thirukkanesh Sanvashivam, Cheong Yi En
c) Virtual Nutrition Activities	Dr Roseline Yap Wai Kuan (Leader) Cheong Yi En, Chong Wan Yi, Chung Ya Ching, Lavanya A/P Valayutham, Rosma Ilyana Zakira Che Ladin, Tee Jia Ying