

press release



Anugerah 3K Goes Digital!

MoE's national awards programme returns to recognise efforts in improving school environment supported by Dutch Lady

PUTRAJAYA, 30 May 2016 – The Ministry of Education (MoE) and Dutch Lady Malaysia today marked the return of the 3K Awards 2016 (Anugerah 3K) with the launch of a brand new web portal at www.anugerah3k3c.com.my that is now ready to receive participation from schools nationwide.

The national awards programme which educates and recognises primary and secondary school children on their efforts to improve the school environment based on three aspects – hygiene, health and safety is conducted by MoE in collaboration with Dutch Lady Malaysia as its strategic partner.

The 53 year old dairy company's involvement in the programme is also through the 3C Special Project (*Cabaran, Cergas, Ceria*) inspired by Dutch Lady *Drink.Move.BeStrong* health awareness campaign. The campaign aims to educate and inculcate healthy lifestyle habits among students and highlights the importance of drinking milk and taking part in daily physical activities to build a strong and healthy generation.



Speaking at the official launch ceremony, **Deputy Minister of Education I YB Dato' P. Kamalanathan** said the Anugerah 3K and 3C Special Project web portal will serve as a one-stop centre for the entire programme going forward. "With just a finger click away, students, teachers and the community will have full access to the information and educational materials of the programme. The website will also facilitate schools in their participation and submission, engage students with exciting games and quizzes and provide updates from selection to announcements of finalists and winners."

Meanwhile, **Dutch Lady Malaysia Managing Director Saw Chooi Lee** said "As the market leader and one of the largest dairy players in Malaysia, we play a critical corporate social responsibility role in supporting the government's education agenda to produce generation of excellence for the country's future, which is in line with our mission to help Malaysians move forward with trusted dairy nutrition".

She pointed to key findings of the region's largest and most extensive nutrition and health study called South East Asian Nutrition Survey (SEANUTS) as the basis of the company's involvement in the programme. The Nutrition Survey of Malaysian Children (SEANUTS Malaysia) indicated that one in 20 Malaysian children were underweight; one in five were overweight or obese with a high proportion of school-aged children reported low physical activity; and nearly half the children had Vitamin D insufficiency. This study highlighted the pressing need for better nutrition and dietary practices as well as physical activeness among Malaysian children.

"So riding on our Dutch Lady *Drink.Move.BeStrong* campaign and the findings of SEANUTS in mind, we are putting our words into actions by harnessing the power of nutrition and physical activities to enable Malaysian children to adopt an active and healthy lifestyle," she added.

MoE relaunched the 3K Awards Programme last year after it was discontinued in 2009. In the first year it returned, a total of 32 national level winners were awarded with cash prizes and certificate of excellence for their impressive efforts to create a safe and healthy school environment.

To study the impact and effectiveness of the programme, the ministry had worked with Universiti Putra Malaysia (UPM) to evaluate participating schools. The study revealed that the programme had a positive impact on participating schools and the findings indicated that the programme generated awareness and helped to cultivate lifestyle habits that are in line with the programme's teachings. In comparison with the schools which did not participate, the scoring of the school environment and students' awareness in terms of hygiene, health and safety were all higher. The study



concluded that the programme has direct influence on students' learning and academic achievement and recommended for it to continue.

Pn. Hjh. Rahmah Binti Abd Haji, principal of SMK Sri Sentosa, which was one of the winning schools last year said: "To spread the message of healthy eating and active lifestyle, the school organised workshop and exhibition to communicate the importance of balanced diet, and we even created a video and placed it on Youtube to tell people about *Drink. Move. Be Strong.*"

Headmistress of SK Bukit Kapar - last year champion for 3K under primary school category, Pn. Hjh. Amnah bt Rambli said the school highlighted the importance of 3K or hygiene, health and safety through posters and displays on boards and stands throughout the school last year.

"We are proud to be one of the exemplary 3K schools as we received a lot of guests from other schools after receiving the award. They visited our school to learn and exchange ideas on how to create a better environment for learning," she said.

Understanding the awards programme is accessible digitally this year, Pn. Hjh. Amnah said: "It will be much faster and convenient for schools around the country to have access to the key messages and educational materials of the programme. This also means the programme will not be limited to students and teachers and has the potential to reach beyond the school community, such as the students' friends and family".

The 3K Awards recognises participating schools' efforts via the following categories and prizes:

3K Programme

- 1st prize winner will receive RM5,000;
- 2nd prize winner will receive RM4,000;
- 3rd prize winner will receive RM3,000;
 - The top three winners will each receive certificate of excellence
- Finalist schools will receive RM1,000 each.

3C Special Project

- Best Nutrition Practices
- Fitness Activity
- Creative Nutrition
 - All award winners receive RM1,000 each.



For more information, go to www.anugerah3k3c.com.my.

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About Dutch Lady Milk Industries Berhad Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is a leading dairy company in Malaysia. It is owned by one of the largest dairy cooperative companies in the world, Royal FrieslandCampina NV, a Dutch multinational dairy company.

Dutch Lady Malaysia was the first milk company to be listed on Bursa Malaysia in 1968 and the first to introduce Formulated Milk Powder for Children in Malaysia in 1988. Dutch Lady Malaysia, awarded as the Company of the Year 2014 by The Edge Billion Ringgit Club, manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following in brands like Dutch Lady and Friso Gold.

Through a unique collaboration between FrieslandCampina and four international research teams/universities, the South East Asian Nutrition Surveys (SEANUTS) study was commissioned to study the nutritional status and insufficiency thereof found to be present in South East Asian children up to 12 years old.

About Royal FrieslandCampina Every day, Royal FrieslandCampina provides millions of consumers all over the world with food that is rich in valuable nutrients. With annual revenue of 11.4 billion euros, Royal FrieslandCampina is one of the world's five largest dairy companies, supplying consumer and professional products, as well as ingredients and half-finished products to the food industry and the pharmaceutical sector around the world. Royal FrieslandCampina has offices in 28 countries and almost 22,000 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 19,244 member dairy farmers in the Netherlands, Germany and Belgium—making it one of the world's largest dairy cooperatives.

For more information please visit: www.frieslandcampina.com.

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