

# press release



## **Dutch Lady Malaysia reintroduces *Drink.Move.Be Strong* Special Project through Anugerah 3K in schools nationwide**

**2017 school participation increased 4.0 times with Anugerah 3K state level programme**

**Petaling Jaya, 19 September 2017** -- 2017 marks a milestone for the collaboration between Dutch Lady Malaysia and the Ministry of Education as the dairy company's involvement in **Anugerah 3K** programme was renamed **Drink.Move.Be Strong Special Project**; and for the first time, resulted in a 4.0 fold increase in participation. **Drink.Move.Be Strong Special Project** is an initiative from Dutch Lady Malaysia as a mean to help address and prevent the development of noncommunicable disease (NCD) among the young generation.

Anugerah 3K (Kebersihan, Kesihatan, Keselamatan) is an annual national awards programme which educates and recognizes primary and secondary school children in their efforts to improve their school environment based on three key aspects – hygiene, health and safety, in which Dutch Lady Malaysia is a strategic partner for the health component and the main sponsor for Anugerah 3K programme since 2015. The increase in participation can be attributed to extension of the programme to state level this year, where winner schools are selected from every state in Malaysia.



*SMK Puteri Ampang students demonstrating how to 'move' i.e. exercise in their school programme*

From the central region, SK Kampong Medan and SMK Kota Kemuning emerged as champions for Anugerah 3K category in Selangor; SK Putrajaya Presint 9 (2) and SMK Putrajaya Presint 14 (1) were on first place for the same category in Putrajaya; and SK Taman Koperasi and SMK Puteri Ampang were the state winners for Kuala Lumpur. The latter also swept up first places from the Drink and Move categories respectively with SMK Sinar Bintang winning the Be Strong category.

Dutch Lady Malaysia's Managing Director, Ms Saw Chooi Lee said that Drink.Move.Be Strong is a campaign that advocates drinking two glasses of milk a day and spending at least an hour on physical activities. "We are proud to have collaborated with the ministry since 2015 to inculcate these healthy lifestyle habits among school children; and we are pleased to continue our corporate social responsibility to help address noncommunicable disease (NCD) issues among the young generation through our Drink.Move.Be Strong Special Project," she added.

Explaining the benefits of Drink.Move.Be Strong Special Project which includes nutrition talks and outdoor physical activities in school, Saw said: "Our aim through this project is to educate and inculcate healthy dietary and active lifestyle habits among Malaysian children from a young age. This, in turn, helps to build a stronger, healthier generation."

She added that unhealthy diets and physical inactivity are the key risk factors to noncommunicable diseases (NCD) development. Hence, Drink.Move.Be Strong is also initiated to help address Malaysian children's nutrition issues found in the South East Asian Nutrition Survey (SEANUTS). The research indicated that one in five children studied is overweight or obese; and nearly half the children suffer from calcium and vitamin D insufficiency. It is also reported that a high proportion



of school-aged children have low physical activity. Therefore, there is a pressing need for better nutrition and dietary practices, as well as regular physical activity among Malaysian children as a mean to reduce the risk of developing noncommunicable diseases (NCD).

“As the leader of the dairy industry in Malaysia, it is our responsibility to support the government’s education agenda to assist them in producing a generation of excellence for our country’s future. Through Anugerah 3K, we are able to do just that. For the past 4 years, we have reached 2,245 schools and 178,250 students with our in-school nutrition talks and Dutch Lady Drink.Move.Be Strong physical activity programmes. This is important because students who take good nutrition and do not skip their breakfast are often perform better at school.”

With regards to the increase in school participation this year, Deputy Minister of Education I YB Dato’ P. Kamalanathan said that he is very pleased that school participation in the programme has grown immensely since the last year, from 51 to 200 schools.

He attributed the growth in the key decision to kick-start activities earlier in March at state level.

“By creating a momentum before entering the national level, which starts in the second half of the year, more awareness of Anugerah 3K and Dutch Lady Drink.Move.Be Strong Special Project can be raised. This has definitely encouraged higher participation from every state in Malaysia” shared Dato’ P. Kamalanathan.

“We are proud of our achievements in the 3K program and Drink.Move.Be Strong Special Project,” said Zahariah Binti Abdul Halim, principal of SMK Puteri Ampang, one of the winners of the programme and project.

“Our participation provides the students an opportunity to improve and learn more about the school environment and how to incorporate milk drinking as part of a healthy lifestyle,” Zahariah continued.



*(After some physical activities, students of SMK Puteri Ampang drink up their milk for strong bones and other nutritional benefits.)*

“We conducted activities and events to foster a healthy lifestyle among students in our school, such as organizing talks, co-curriculum activities, and also inviting famous personality to provide encouraging words in support of our efforts to educate and foster healthy practices that are balanced with good nutrition intake and physical activity daily.”

Participation for Anugerah 3K and Dutch Lady Special Project Drink.Move.be Strong state-level submissions took place between March to early May 2017, with prize-giving ceremonies for winning school in each state starting mid-May. Winning schools at the state level will be evaluated for the awards at state-level with the final results to be announced on 30 October 2017.

For more information on Dutch Lady Drink.Move.Be Strong campaign, please go to [dutchlady.com.my](http://dutchlady.com.my).



#### **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](http://www.frieslandcampina.com).

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