

press release



Anugerah 3K 2017 recognises schools across the nation for creative and outstanding efforts to inculcate healthy lifestyle habits among students

Kuala Lumpur, 30 October 2017 – It's examinations season, but winning schools at the award ceremony of Anugerah 3K 2017 have good reasons to celebrate as they have demonstrated creativity, resourcefulness and great team work to promote healthy lifestyle habits among their school communities.

Initiated by the Ministry of Education in 1991, 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. With Anugerah Khas Drink.Move.Be Strong, Dutch Lady Malaysia is a strategic partner for the health component and the main sponsor of Anugerah 3K.

According to Saw Chooi Lee, Managing Director of Dutch Lady Malaysia, the programme has reached a few significant milestones this year.



“Firstly, we are very proud that Drink.Move.Be Strong is now officially part of the 3K programme and participating schools are now taking the lead to promote healthy dietary and lifestyle practices to their pupils,” she said.

Drink.Move.Be Strong advocates drinking two glasses of milk a day and spending at least an hour on physical activities. Under the project, Dutch Lady Malaysia has been conducting nutritional talks and group physical activities in schools to help primary and secondary pupils understand the importance of consuming a balanced diet that includes milk and doing regular exercise – both of which helps to build healthy and active lifestyle habits.

Chooi Lee continued to highlight the other milestones achieved in this year’s programme. “This year, the award opened up to state level competition for the first time resulted in a 4 fold increase in schools participation. We are pleased that more schools see the values of 3K and Drink.Move.Be Strong and have joined the programme to help their students learn and practice healthy lifestyle habits”.

“It is more important now than ever to start our children early on the path to healthy living given Malaysia’s increasing prevalence of overweight, obesity and abdominal obesity among adults,¹ and obesity is a key factor to development of non-communicable diseases (NCDs) that accounts for 73% of total deaths in Malaysia!²” added Chooi Lee.

Drink.Move.Be Strong is first 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. The findings implicated a pressing need for better nutrition and dietary practices, as well as regular physical activity among Malaysian children to help fight the development of NCDs.

“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 pleased to have reached schools nationwide and more than 230,000 students with our in-school nutrition talks and Drink.Move.Be Strong physical activity programmes in the last 4 years, we are also overwhelmed with our students’ support for Drink.Move.Be Strong and we received more than 25,000 pledges to eat healthy and lead an active lifestyle from students across the nation, ” said Chooi Lee.

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 from year to year.

"We introduced Anugerah 3K on the digital platform last year and immensely since the last year, from 51 to 200 schools.

"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 can be raised. This has definitely encouraged higher participation from every state in Malaysia," shared Dato' P. Kamalanathan.



Anugerah 3K 2017 recognised the following schools via the respective categories and prizes:



(Anugerah 3K winners – Secondary school category)

Anugerah 3K

- 1st prize winners SK Tanah Hitam, Perak and SMK Paka, Terengganu receive RM5,000 each;
- 2nd prize winners SK Taman Jelutong, Kedah and SMK Bukit Sentosa 2, Selangor receive RM4,000 each;
- 3rd prize winners SK Teluk Kumbar, Pulau Pinang and SMK Kuhara, Sabah receive RM3,000 each;
 - These top three winners also each receive certificate of excellence.

Anugerah Khas Drink Move Be Strong

- Drink Category recipients are SK Lahad Datu 2, Sabah and SMK Air Itam, Pulau Pinang;



- Move Category recipients are SJKC Chung Hua Krokop, Sarawak and SMK St. Bernadette's Convent;
- Be Strong Category recipients are SK Lahad Datu 2, Sabah and SMK Puteri Ampang, Kuala Lumpur;
 - All categories' recipients received RM500 each.

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

For more information, go to www.anugerah3k.com.my.

References:

- 1 National Health and Morbidity Survey 2015, Non-Communicable Diseases, Risk Factors & Other Health Problems, Ministry of Health, pp. 13
- 2 National Health and Morbidity Survey 2015, Non-Communicable Diseases, Risk Factors & Other Health Problems, Ministry of Health, pp. 50: *The NHMS 2015 showed that the national prevalence of overweight, obesity and abdominal obesity had increased by 0.6%, 2.6% and 2.0% respectively as compared to the previous findings of NHMS 2011.*

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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Issued by Dutch Lady Milk Industries Berhad

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