

## Interactive drive cultivates active, healthy lifestyle in schools

**MIRI:** The 'Sekolahku Sihat, Stail Kita' programme has been identified as a key initiative in fostering a culture of healthy living among schoolchildren through a more engaging, modern and interactive approach.

Organised by the Miri Divisional Health Office (DHO) in collaboration with the Miri District Education Office and SJKC Chung Hua Lutong, the initiative was launched at the school yesterday.

The launch was officiated by public health medicine specialist Dr Izzaty Hamidi, who is Family Health Development Sector head at the Miri DHO.

She emphasised that the success of the programme hinges on strong collaboration between schools, parents and students.

"This programme provides an opportunity for students to enhance their knowledge and adopt healthy lifestyles in their daily lives, in line with the #SihatItuSaya aspiration," Dr Izzaty said in her speech.

A range of interactive activities was held throughout the programme, including health exhibition booths focusing on healthy nutrition, mental health,

personal hygiene and safe touch education.

Other highlights included dental health booths, an interactive performance titled 'Eat Vegetables and Fruits', as well as aerobic exercise sessions aimed at encouraging active participation among students.

The programme also introduced six key pillars such as healthy school canteens, safe and healthy food preparation by canteen operators, promotion of plain water consumption, increased intake of fruits and vegetables, active lifestyles, and physical fitness monitoring through the National Physical Fitness Standard.

A total of 600 participants comprising students and teachers attended the event.

During the programme, DHO Miri also presented the Healthy Meals in Schools Programme kit to the school to support the implementation of healthy eating initiatives.

DHO Miri expressed hope that the initiative would serve as a benchmark for other schools in the district and across Sarawak in efforts to nurture a healthy, active and productive generation.

# The growing threats of DIY healthcare

Blame it on unregulated social media

**T**HE rise of social media may have democratised information but it has also created a regulatory blindspot, particularly in healthcare. This latest issue highlights a deeper structural problem: Our healthcare advertising framework is struggling to keep pace with digital realities. These ads, apart from being irresponsible, also exploit regulatory gaps. By framing health products as quick fixes that require no professional input, they sidestep safeguards designed to protect consumers. The result is a marketplace where persuasion often masquerades as medical advice. Unsurprisingly, a study published on the website of the Communications and Multimedia Content Forum of Malaysia, an industry body set up to promote self-regulation online, quotes Mediakix advertising as saying about 80 per cent of online marketers believe that social media influencers are potential endorsers who boost their online businesses to higher levels. A survey by Nielsen marketing, also quoted by the website, says, compared to digital marketing, influencer marketing generates 11

**“Consumers must be equipped to distinguish credible medical advice from marketing spin.”**

times the “return on investments”. Some social media platforms have grown into a crowded “mall”, where one finds almost everything one wants. Data crunched by various digital sources puts Malaysia’s most popular social media platforms in this order: YouTube (25 million users), Facebook (22 million), TikTok (18 million) and Instagram (17 million). WhatsApp, too, is somewhere at the top with over 20 million users. With an increasing number

of companies opening WhatsApp business accounts, it may just beat YouTube as the No. 1 channel of commerce in Malaysia.

The high numbers aren’t a mystery. Malaysia’s Internet penetration is said to be around 90 per cent, with smartphones enjoying near-universal usage among adults. Close to total Internet penetration is transforming how Malaysians communicate online, including influencing others to make purchasing decisions. A yellow brick road for businesses and influencers, but a life-threatening danger as we learn every other day. This is not new. The growing influence of online personalities and paid promotions has been linked to widespread dissemination of misleading medical information. Even as long ago as 2015, the Health Ministry warned people to be aware of illegal advertisements that claimed to offer “magic bullet” promises for cancer, immediate relief from diabetes, sustained weight loss and increased sexual performance. Obviously, the advertisements hadn’t gone through the rigorous approval process of the ministry.

What is new, however, is the scale and speed. Social media platforms amplify these messages far beyond traditional advertising channels, often with little oversight. The effect is a public increasingly exposed to half-truths, exaggerated claims and outright falsehoods. Authorities must update healthcare advertising regulations to cover digital platforms, advertisers, influencers and algorithm-driven content. Enforcement mechanisms must be strengthened, with clear penalties for violations. Platforms, too, must be compelled to act, not as passive conduits, but as gatekeepers. Public education is equally critical. Consumers must be equipped to distinguish credible medical advice from marketing spin.

# MPS puji tindakan pantas kerajaan wujud stok penimbal ubat negara

**Persatuan turut cadang tindakan bersepadu beli ubat paten melalui rundingan terus**

Oleh Zanariah Abd Mutalib  
zanariah\_mutalib@bh.com.my

**Kuala Lumpur:** Keterjaminan bekalan ubat di rantau ASEAN kini menjadi fokus utama demi memastikan kesejahteraan ekonomi dan kesihatan penduduk, terutama ketika berdepan situasi ketidakpastian seperti perang, bencana alam, pandemik dan ketidakstabilan geopolitik.

Persatuan Farmasi Malaysia (MPS) memuji tindakan pantas kerajaan melalui Majlis Tindakan Ekonomi Negara (MTEN) untuk mewujudkan stok penimbal strategik nasional bagi memastikan ketersediaan ubat dan peranti perubatan, susulan krisis tenaga global akibat konflik Asia Barat.

Presiden MPS, Amrahi Buang, berkata konsep keterjaminan ubat diperkenalkan sejak pandemik COVID-19 dan MPS sentiasa menggesa kerajaan menjadikan keterjaminan ubat sebagai agenda utama negara.

"Tindakan MTEN ini langkah tepat kerana stok penimbal akan disediakan segera. Inisiatif MyMedSecure juga strategik dan wajar kerana membabitkan semua pemegang taruh," katanya menerusi kenyataan, semalam.



Keratan akhbar BH, semalam.

## Hadapi situasi luar jangka

Kelmarin, Menteri Ekonomi, Akmal Nasrullah Mohd Nasir, memaklumkan kerajaan akan mewujudkan stok penimbal strategik nasional, sebagai langkah jangka sederhana dan panjang, termasuk beralih daripada penggunaan bahan mentah resin kepada polimer untuk sesetengah produk.

Langkah lain adalah membina dasar keterjaminan ubat negara melalui MyMedSe-

cure serta memperkasa industri ubat dan peranti perubatan tempatan.

Amrahi berkata, kerajaan perlu beri tumpuan kepada bidang tertentu seperti gelatin halal serta menggalakkan kerjasama ASEAN dalam pengeluaran ubat. Malaysia juga berpotensi bekerjasama dengan syarikat global dari Eropah, Cina dan India.

Beliau mencadangkan tindakan bersepadu bagi pembelian ubat paten melalui rundingan terus dengan syarikat berkaitan untuk mendapatkan harga lebih rendah.

Katanya, sokongan terhadap pembuatan ubat generik dalam negara juga perlu dipertingkatkan, termasuk pengeluaran Bahan Aktif Farmaseutikal (API) dan eksipien (bahan tambahan ubat) tertentu.

Tindakan MTEN ini langkah tepat kerana stok penimbal akan disediakan segera. Inisiatif MyMedSecure juga strategik dan wajar kerana membabitkan semua pemegang taruh

Amrahi Buang,  
Presiden MPS

