

Establishing the Malaysian Health Promotion Foundation: Progress Report

**PROLEAD WORKSHOP,
MANILA, THE PHILIPPINES
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Introduction

- In response to the PM's directive to address the problem of smoking among youths, the Cabinet has decided in August 2002 to establish a Health Promotion Foundation to provide funding for health promotion, sport and cultural activities
- The fund will be derived from dedicated taxes on tobacco products and alcohol



Introduction

- The establishment of the Foundation is part of a package of measures to strengthen tobacco control
- It will replace tobacco companies' sponsorship of sport, racing and cultural events following the Cabinet's decision to ban all forms of promotion of cigarette brand names from the year 2003



Rationale

- The funding of the Foundation by cigarette taxation will make cigarettes more expensive and less affordable for more people, thus reducing consumption
- It will generate a lot of funds for health promotion in general, and anti-tobacco campaigns in particular. It will build a greater capacity for health promotion.



Rationale

- Sponsorship of popular activities like sports, and cultural activities will raise public awareness and appreciation of the role of health promotion.
- These organizations will be mobilized to promote health and develop healthy policies.
- This replacement of sponsorship will wean the population especially youths from the influence and manipulation of tobacco companies.



Objectives of Foundation

- To develop the capacity of health-related organizations to plan and implement health promotion activities and projects for the benefit of the community, especially youths.
- To support and fund programs for the promotion of health through various strategies and in various settings



Objectives of Foundation

- To fund research relevant to health promotion.
- To encourage and support health promotion through sport and cultural activities.



Actions Taken

- Setting up a project team
 - Appointment of an officer in September 2002 to be the Project Manager responsible to the Deputy DG (Public Health) for establishing and developing the Foundation. Another officer was seconded to this team in April 2003.



Actions Taken

- A health promoter has been employed in April 2003 as the Health Promotion Coordinator. She conducted a survey of the major health-related NGOs, established networking, as well as develop plans, protocols and guidelines for health promotion programs and projects that can be funded by the foundation when it is established



Actions Taken

- A Sport Coordinator was employed in September 2003 to conduct a survey of the major sport organizations in this country as well as identify opportunities and scope for health promotion which can be undertaken by these bodies with the support of the Foundation when it is established.
- A Program officer was recruited in June 2004.



Actions Taken

- Build internal capacity
 - Submission of request for grant to the Rockefeller Foundation in October 2002. Grant was approved on 11 February 2003. The value of the grant is US\$60,000 and the duration is for 1 year.
 - Obtained a no-cost extension of this grant for another year (2004)



Actions Taken (Grant)

- The purpose of this grant is to acquire the necessary knowledge and expertise/ consultation as well as human resources to support and facilitate the establishment and operationalization of the Malaysian Health Promotion Foundation.



Actions Taken (Grant)

- This grant has 3 major components:
 - Training - study visits to established health promotion foundations
 - Consultancy - appointment of a suitable overseas consultant to inform and advise on appropriate models for the foundation
 - Staffing - appointment of 2 professionals to staff the interim office of the foundation and facilitate/initiate activities that lead to the establishment of the foundation



Actions Taken

- Requested for technical support from WHO. WHO (Manila) have allocated 2 consultants to the project, one in June 2003 (26 June-21 July) to provide consultancy for the establishment of our Foundation, and another consultant this year to strengthen advocacy and intersectoral collaboration with partner organizations of the Foundation.



Actions Taken

- Study visit of members of the Interim Office to ThaiHealth, Healthway and VicHealth. Reports of the study visit as well as a concept paper for the establishment of the Foundation have been prepared.



Actions Taken

□ Drafting the Legislation

- The Project Team has prepared the first draft of the proposed legislation (act) for the establishment of the Foundation in consultation with relevant government agencies in May 2003.



Drafting of Act

- The first draft of the proposed act was prepared by the staff of the Interim Office using the Tobacco Control Acts of Victoria (1987) and Western Australia (1990) and the Thai Health Promotion Foundation Act (2001) as models. Malaysian acts for the establishment of boards/funds and public foundations were also referred to for the legal aspects.



Drafting of Act

- The draft act was presented at a workshop on capacity building in HP (3-4 July, 2003) supported by WHO. Views and suggestions were obtained from the participants who consisted of reps from the MOH (17), relevant ministries and depts. (6), health-related NGOs (12) and universities (7). Key officials from other HP Foundations also gave their input to improve the draft act.



Drafting of Act

- The WHO consultant, Ms. Addy Carroll, reviewed and finalized the draft act. She incorporated the views and suggestions of the workshop participants. She also consulted the top management of the MOH and had discussions with the top officials of the Ministry of Youth and Sports. The draft was completed before she left on the 21 July, 2003. Copies of the draft act were sent to the DG and Chief Secretary of the MOH for approval.



Drafting of Act

- The Draft Act was tabled at the first meeting of the MOH's Steering Committee for Drafting of Laws on 8 October 2003. Some useful comments and feedback were obtained from the committee. The Committee approved the draft act in principle and requested the Legal Advisor to study the draft act.
- After vetting the first draft of the act, the LA returned it to the Interim Office with a list of proposed amendments at the end of December 2003.



Drafting of Act

- The Second Draft of the Act was prepared by the Interim Office in January 2004. Other relevant Acts recommended by the LA were consulted. The staff of the Interim Office also visited the Tun Abdul Razak Foundation and the Tunku Abdul Rahman Foundation to obtain their views and advice. Discussions were held with the Deputy Director General (Public Health) to obtain policy decisions.



Drafting of Act

- The completed second draft of the Act was sent to the LA on 29 January 2004 and copies were circulated to the Chief Secretary, DG and Minister of Health



Drafting of Act

- The Second Draft of the Act was resubmitted to the new Minister of Health, and he approved it in May 2004. He also approved the draft regulations in June 2004.
- The approved draft of the Act and the draft regulations were sent to the LA for her to get the approval of the AG's Office before the draft legislation get tabled in Parliament



Objectives of the Act

- To establish the Malaysian Health Promotion Foundation.
- To set up a fund for health promotion through a levy/dedicated tax on tobacco products and alcoholic beverages.
- To mobilize and empower relevant governmental agencies and non-governmental organizations to play a bigger role in strengthening health promotion efforts in the country.



Contents of the Act

- Part I – Preliminary
- Part II - The Board
- Part III - Objectives, Functions and Powers of the Board
- Part IV – Finances
- Part V - Miscellaneous



Actions Taken

- Advocacy and capacity building for partners
 - Carried out visits, meetings and discussions with potential partners from the health-related, sport and academic sectors
 - Conducted a national capacity building seminar with WHO support in July 2003
 - Another workshop will be held this year



Lessons Learned

- ❑ Make more friends, get more support
- ❑ Keep communicating and keep key people informed
- ❑ Develop internal capacity first (dig in for the long haul)
- ❑ Get your partners interested, but don't promise what you cannot deliver
- ❑ Learn from others, be humble



Implications for Health Promotion in Malaysia

- Building capacity
- Sustaining health promotion
- Mobilizing other sectors
- Putting HP on the national agenda
- Gaining international recognition and support



Building Capacity

- Internal (within the Foundation and MOH)
- Internal (within the Foundation and MOH)



Building Capacity

- Areas for building capacity
 - Infrastructure/organisational
 - Human resource/staffing
 - Personnel and professional development
 - Financial resources
 - Programs
 - Research
 - Leadership
 - Networking



Sustaining Health Promotion

- ❑ Funding from dedicated taxes mandated by Act
- ❑ Exclusive for health promotion and need not compete with other programs
- ❑ Not subjected to the vagaries of the economy or budgeting priorities
- ❑ Large amounts of fund to give grants and sponsorship
- ❑ Requires good governance, accountability and transparency



Mobilizing Other Sectors

- Recognizes that many of the determinants of health lies in other sectors
- The Ottawa Charter recognizes that political, economic, social, cultural, environmental, behavioural and biological factors can influence health
- Health promotion is not just the responsibility of the health sector



Mobilizing Other Sectors

- The Charter calls the health services to share power with other sectors, other disciplines and more importantly with the people themselves
- Recognizes the need for intersectorality for effective HP
- Can mobilize other sectors like sport, cultural and academia as partners



Putting HP on the National Agenda

- HP is no longer owned by the MOH but is shared with many partners and stakeholders
- The Cabinet and Parliament will deliberate and give due attention to HP as well as determine the policies and outcomes
- The Foundation is accountable to Parliament and ultimately the RAKYAT



Gaining International Recognition and Support

- The proposed Foundation has received technical and financial support from many international bodies such as
 - WHO Geneva
 - WPRO
 - International Network of Health Promotion Foundations
 - Rockefeller Foundation
 - SEA Tobacco Alliance



Thank you

