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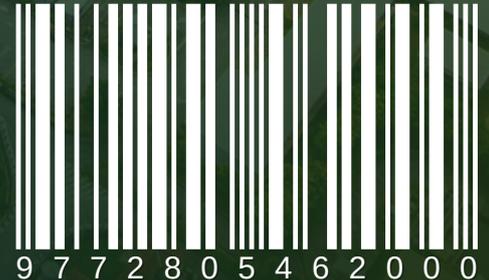
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# 'LEMAK SIAPA? BUKAN SAYA!!!' LET'S SHOW THAT FAT AND US ARE NOT COMPATIBLE: A HEALTH PROMOTION PROGRAM

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Obesity remains one of the most pressing public health challenges in Malaysia, with a national prevalence of 21.8% in 2023, reflecting an alarming 10% increase since 2011, according to the NHMS 2023. In response to this concern, a health promotion program, "Jauhi Obesiti," was organised. Spearheaded by Year 4 MBBS students (Group 4) under the supervision of the Public Health Medicine Department, UiTM.

This initiative was executed in collaboration with various local community organisations, including Majlis Perwakilan Penduduk (MPP) Zon 23, Majlis Bandaraya Shah Alam (MBSA), and residents' associations from nearby localities such as Paya Jaras and Sungai Plong in Sungai Buloh.



**Figure 1:** Free Health Screening & Consultation with Promotional Activity at Masjid Al Huda, Paya Jaras, Sungai Buloh: Pre- and Post-Friday Prayer.

With an engaging and community-friendly slogan, 'Lemak Siapa? Bukan Saya!!! Let's Show That Fat and Us Are Not Compatible', the program aimed to increase awareness to combat obesity, educate participants on the dangers of obesity and promote healthy lifestyle choices.

A range of interactive activities was introduced to foster community involvement and promote the program, including a virtual fun walk competition, free basic health screenings with consultations, and the distribution of health education materials (flyers, banners, posters, bunting, and pamphlets) physically as well as via social media platforms such as Whatsapp, Facebook, Instagram, and TikTok.

The promotional activities occurred at strategically selected venues such as the community halls, local night markets, the COMBI Gotong-Royong program with residents, and the mosque during Friday prayers.



**Figure 2:** Free Health Screening & Consultation with Promotional Activity at Masjid Al Huda, Paya Jaras, Sungai Buloh: Pre- and Post-Friday Prayer.

These activities culminated towards the program's main event, an online forum on the 12th of October 2024 via Google Meet. It was officiated by Associate Professor Dr. Hazlyna Baharuddin, Deputy Dean of Academics, Faculty of Medicine, UiTM Sungai Buloh Campus, with opening remarks delivered by Mr. Mohd Danial bin Md. Jusoh, Secretary of Majlis Perwakilan Penduduk (MPP) Zon 23.

The forum featured expert discussions on obesity, with invited speakers Dr. Nur Aisyah Zainordin (Endocrine Medicine Specialist, HASA) and Madam Farah Farhanah Hashim (Dietetic and Food Services Specialist, HASA) offering valuable insights. The fruitful and thought-provoking online forum attracted more than 150 participants/viewers.

Additionally, creative exercise video showcases by the organising students, health quizzes, and lucky draws added an interactive element to the online

program, keeping participants engaged. The event concluded with a prize-giving ceremony to honour the winners.

Overall, this program has successfully met its objectives of raising awareness about obesity and promoting healthy habits. The collaborative effort between students, faculty, and community organisations was instrumental in its success, highlighting the importance of educating the public about the risks of obesity, not only for individual health but for the broader community and healthcare system. The collective efforts of all involved parties were lauded for their contributions to the program's achievements.



**Figure 3:** Free Health Screening & Consultation with Promotional Activity at Masjid Al Huda, Paya Jaras, Sungai Buloh: Pre- and Post-Friday Prayer.



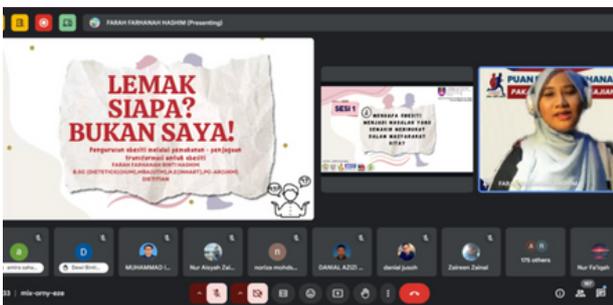
**Figure 4:** Free Health Screening & Consultation with Promotional Activity at Kampung Sungai Plong, Sungai Buloh.



**Figure 5:** Free Health Screening & Consultation with Promotional Activity at Kampung Sungai Plong, Sungai Buloh.



**Figure 6:** Promotional activity at Paya Jaras Night Market, Sungai Buloh.



**Figure 7 & 8:** Online Forum with the Specialists via Google Meet.