

PROJECT D: ADVANCING VITAMIN D AWARENESS AND HEALTHY AGEING IN MALAYSIA

By: AP. Dr. Mohd Shahezwan Abd Wahab



PROJECT D



Introduction

Although Malaysia enjoys sunshine throughout the year, Vitamin D deficiency remains a significant public health issue. Research shows that nearly two-thirds of Malaysian adults have Vitamin D levels below the recommended threshold, with particularly high rates among women and older adults. Low Vitamin D levels contribute to weaker bones and muscles, and increase the risk of falls, fractures, and loss of independence in later life.

To address this concern, Project D was officially launched on 25 August 2025 through a collaboration between Alpro Pharmacy, Powerlife, Universiti Teknologi MARA (UiTM), International Medical University (IMU), MyFalls, and Global Science. The initiative aims to make Vitamin D testing affordable and accessible while raising public awareness about its importance for health and wellbeing.



Collaborations :



Alpro Pharmacy



Powerlife



Universiti
Teknologi MARA



International
Medical University



MyFalls



Global Science

With RM 1.6 million in subsidies provided by Alpro, Project D will enable 30,000 Malaysians to undergo Vitamin D testing and benefit from educational outreach on nutrition and lifestyle. The launch event gathered healthcare leaders, researchers, and industry partners with a shared goal of advancing community health through science and collaboration.

Representing UiTM, Associate Professor Dr. Mohd Shahezwan Abd Wahab, Deputy Dean (Research and Innovation) and Project Leader, highlighted the importance of collaborative research in addressing public health challenges. He leads UiTM's study on Vitamin D status among older Malaysians, exploring how dietary habits, sunlight exposure, and supplement use influence wellbeing and fall risk.



The UiTM research team comprises Associate Professor Dr. Shubashini Gnanasan, Mdm. Saliha Azlan, and Dr. Aida Azlina Ali. Together, the team will conduct community-based studies to generate evidence that informs public health strategies and strengthens pharmacist-led interventions for healthy ageing.



Project D is not only about gathering data but also about translating research into real community benefit.



The partnership between UiTM and Alpro exemplifies how academic expertise and community pharmacy practice can work hand in hand to promote stronger, healthier, and safer ageing for Malaysians.

