



CREATIONS de UiTM
INTERNATIONAL MEGA INNOVATION CARNIVAL **2023**
Fostering Innovation to Global Communities

LET'S CRAFT A BETTER WORLD TOMORROW!

ePROCEEDING

20th MAY 2023

UNIVERSITI TEKNOLOGI MARA
CAWANGAN SELANGOR, KAMPUS DENGKIL
MALAYSIA

ORGANISED BY:



UNIVERSITI
TEKNOLOGI
MARA

Pusat
Asasi



Communication Campaigns on Cardiovascular Disease Awareness: A Case Study among Youngsters in Malaysia

***Nurin Ardini Azhar, Nurfatihah Amira Asri, Nurain Zulaiha Hissamnundin, Normunira Shazleen Mohd Zaini, Nurul Najwa Insyirah Mohd Supian, Tengku Norbaya Tengku Azhar**

Centre of Foundation Studies, Universiti Teknologi MARA, Cawangan Selangor, Kampus Dengkil 43800 Dengkil, Selangor, Malaysia

*E-mail: ardininurin@gmail.com

ABSTRACT

Cardiovascular disease (CVD) is a major public health concern in Malaysia, with increasing prevalence and mortality rates in recent years. While CVD has traditionally been viewed as a disease of older adults, recent studies have shown that youth in Malaysia are also at risk. Additionally, a study on coronary artery disease (CAD) among Malaysian youth found that almost 70 per cent of participants aged 15 to 24 have at least one cardiovascular risk factor. Besides, in the 2018 survey, the prevalence of self-reported CVD was 5.8%, which increased to 6.7% in the 2020 survey. This represents a significant increase in just three years. This campaign aims to provide a comprehensive overview of the current state of knowledge regarding CVD among youth in Malaysia. On the other hand, spreading awareness to the youth by using posters are popular and effective method for health campaigns due to their ability to convey information in a visually appealing and accessible manner. In fact, three posters that comprise current news, symptoms, factor risk, treatment, labelled heart structure and a family tree of genetic inheritance disease will be used throughout this campaign. On top of that, flashcards will be used as they provide a quick and effective way to communicate important health messages to audiences. Overall, the use of posters and flashcards in the health campaign was successful in promoting healthy eating habits and physical activity among school-aged children in the rural community. The campaign demonstrated that simple and visually appealing tools can be effective in raising awareness about health issues and promoting positive behaviour change among youth.

Keywords: Youngsters; awareness; posters; flashcards; healthy

INTRODUCTION

Cardiovascular diseases (CVD) are a type of disease that affects the heart or blood vessels. According to the Department of Statistics Malaysia, Ischemic heart disease continued to be the leading cause of mortality, accounting for 17.0% of the 109,155 deaths that were medically verified in 2020 [Statistics, 2021].

The problem arises when most of Malaysian youngsters are living in unhealthy lifestyle and were unaware of their cardiac condition. The living environment in urban areas is worse compared to rural areas are the massive contributor on this issue. This is due to the living costs, dietary habits, and higher stress level [Amiri M., Majid, H.A] In fact, the deficiencies in CVD knowledge among youngsters is also one of the factors for this issue.

Health awareness campaign regarding heart health is designed to educate the public, especially youngsters, about cardiac diseases. Three posters that explain about the insight of heart disease including factors, symptoms, treatments for cardiovascular diseases and current news related to cardiovascular disease.

INNOVATION DEVELOPMENT

The effectiveness of awareness programmes is significantly influenced by the general public's degree of illness knowledge of heart disease in Malaysia. In order to educate the public about the heart disease, one of the best methods is by doing a campaign to spread awareness among teenagers in Malaysia. Next, the data was obtained by distributing the google form among the youngsters in Malaysia. By doing this, the number of respondents among youngsters who are well informed about this disease can be determined.

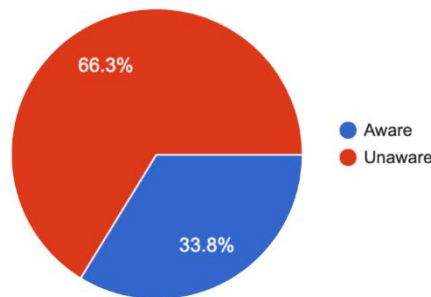


Figure 1

Based on the pie chart, it is proven that most of youngsters in Malaysia has zero knowledge about cardiovascular diseases. This is because 66.3 % vote for no in each question about cardiovascular disease meanwhile only 33.8 % vote for yes in each question in the google form. Thus, this campaign can spread awareness so that many youngsters can take early prevention about it as saying goes “Prevention is better than cure.”



Figure 2



Based on Figure 2, this campaign has detailed all the information about heart disease that occur in youngsters including factors, consequences, treatments for cardiovascular diseases, heart structure and current news related to cardiovascular diseases. By doing this, teenagers in Malaysia will be well informed about cardiovascular disease.



Figure 3

Based on figure 3, a diagram of heart's structure with three blank parts is prepared for the audience to fill it during the campaign. In the meantime, audience will be briefed on how our heart is functioning daily. The objective of this activity is to make sure that the audience are aware of the vital organ in their body.



Figure 4

Based on Figure 4, it shows the genetic family tree cardiovascular disease diagram. By projecting this diagram, the audience will be able to identify their family member that has diagnosed with cardiovascular diseases. Audience also can take an early prevention if one of their family members has been diagnosed with these diseases.



Figure 5

Based on figure 5, this campaign has come up with bunch of flashcards about prevention of CVD as one of the tools for this campaign. Therefore, the audience can reinforce their understanding towards the importance of the prevention on cardiovascular disease in their life. By using flashcard, the audience can be more engaged and enjoyable to learn about the cardiovascular disease as the flashcard making it easier for the brain to interpret it. Flashcards is the best tools for this campaign because it is colourful and can attract the audience attention to stay focus during this campaign.

COMMERCIAL POTENTIAL

The number of youngsters who was diagnosed in cardiovascular disease increase rapidly every year in Malaysia and the youngsters in Malaysia are unaware of their heart condition due to several factors. From this health awareness campaign, it will contribute \$ increasing awareness of CVD in society. By improving the awareness among the youngsters about cardiovascular disease, it will give the new knowledge to them as it may lead early recognition of CVD symptoms and their risk factors of this disease. The youngsters will also be aware of the importance on regular checks even if they are healthy and will start to take care of their heart by practising healthy lifestyle. Other than that, we have prepared a few examples of treatments for cardiovascular disease, one of the treatments is echocardiogram. Due to the advanced technology in this era, this disease can be cured more efficiently than usual. This health awareness campaign also will make the society wants to participate more in public education campaign that focuses on awareness of heart diseases in Malaysia as they realized it is important for them to take care of their heart condition. Our main goal that we hope that we can achieve on this campaign is to increase the awareness of cardiovascular disease especially among the teenagers in Malaysia due to the rising number of young people that has been diagnosed with the bad condition of heart in each year.

CONCLUSION

From this awareness campaign, the prevalence of cardiovascular diseases can be reduced. Along with education level, targeted educational interventions among young people in the population can help spread information about cardiovascular emergency treatment and have a substantial impact on the survival of persons with these disorders. Early intervention through awareness and educational programmers may be an alternative for addressing these issues at their root cause.



ACKNOWLEDGEMENT

We would like to express my sincere gratitude and appreciation to all those who have contributed to the success of this project. Special thanks to my supervisor/mentor for their guidance, expertise, and support throughout this journey. I am also grateful to my colleagues and team members for their valuable insights and assistance. Finally, I would like to acknowledge the funding/support received from [insert funding/support organization], which made this project possible. Thank you all for your unwavering support and encouragement.

REFERENCES

- [1] CodeBlue. (2022) Age Is Just A Number: Malaysian Millennials And Gen Z At Risk of Heart Disease, 2022. <https://codeblue.galencentre.org/2022/08/19/age-is-just-a-number-malaysian-millennials-and-gen-z-at-risk-of-heart-disease/>
- [2] Azmi (2014). Research Gate, Public Knowledge and Awareness of Cardiovascular Diseases and the Expected Role of Community Pharmacists in the Prevention and Management of Cardiovascular Diseases in Penang, Malaysia. <http://dx.doi.org/10.12982/CMUJNS.2014.0041>
- [3] Hazreen (2015). BMC Public Health, Prevalence and determinants of cardiovascular disease risk factors among the residents of urban community housing projects in Malaysia, <https://bmcpublichealth.biomedcentral.com/articles/10.1186/1471-2458-14-S3-S3>
- [4] CVS (2022). CVS Public Health, Heart Disease in Malaysia. <https://www.cvskl.com/heart-disease-in-malaysia/>
- [5] World Health Organization (2021). CVD. [https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-\(cvds\)](https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-(cvds))
- [6] Olvera (2022). National Library of Medicine CV.D. <https://www.ncbi.nlm.nih.gov/books/NBK535419/>