

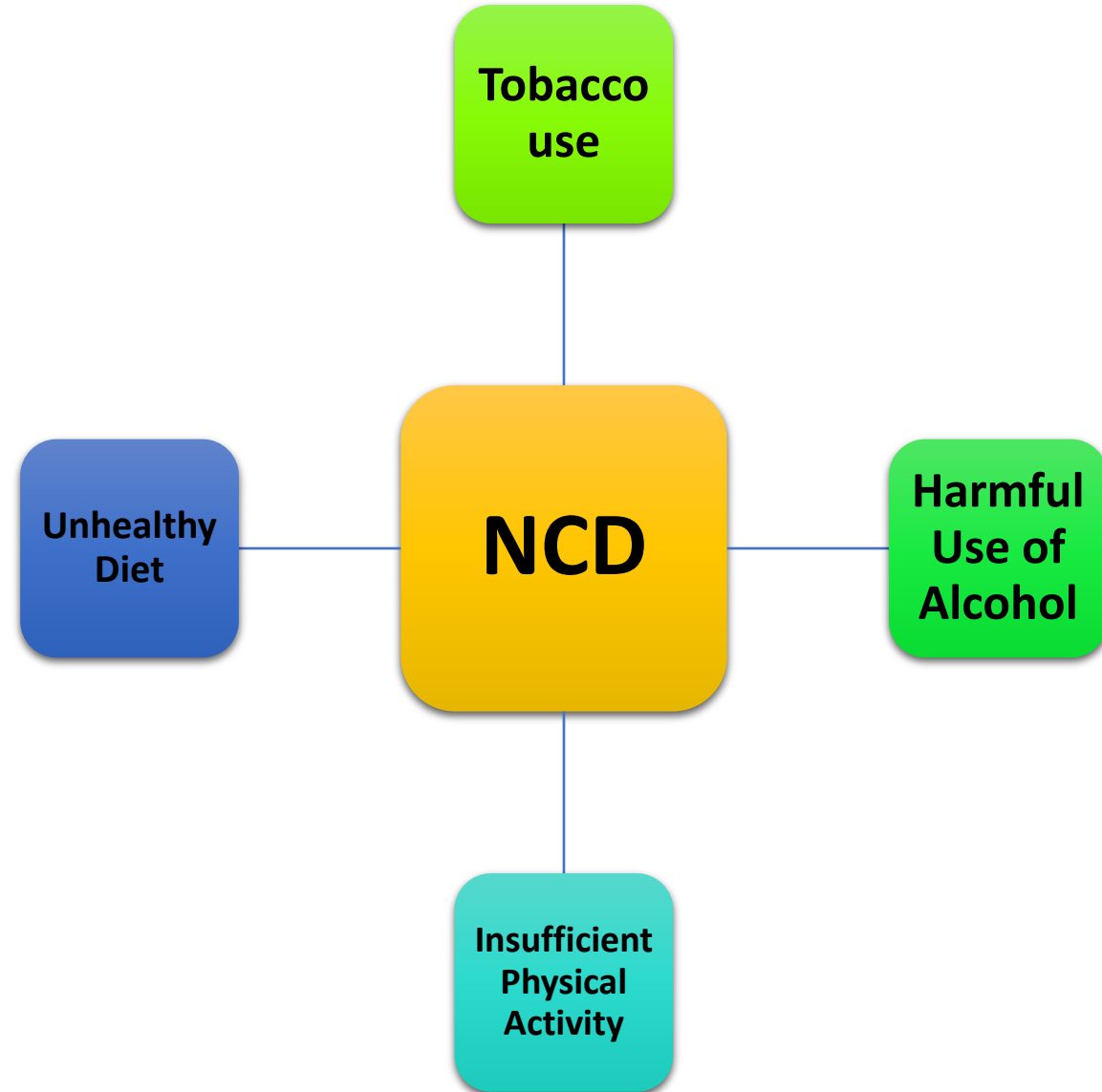
# Free Sugar Reduction

Policies, Interventions, and Actions

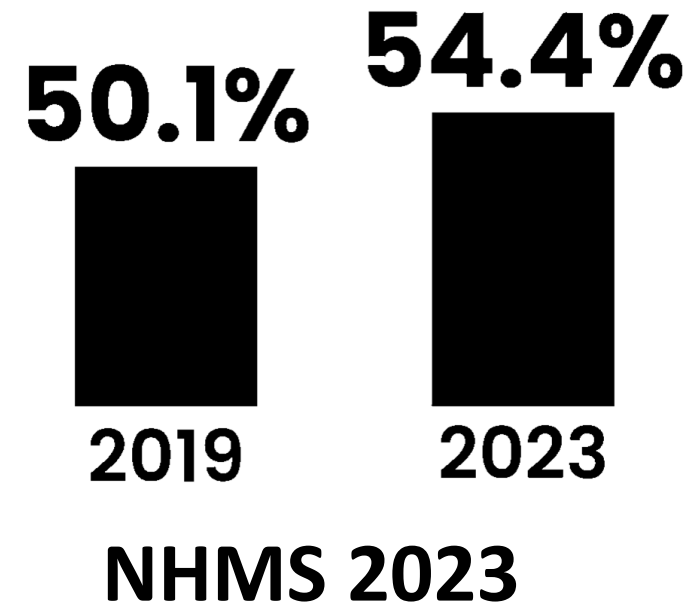
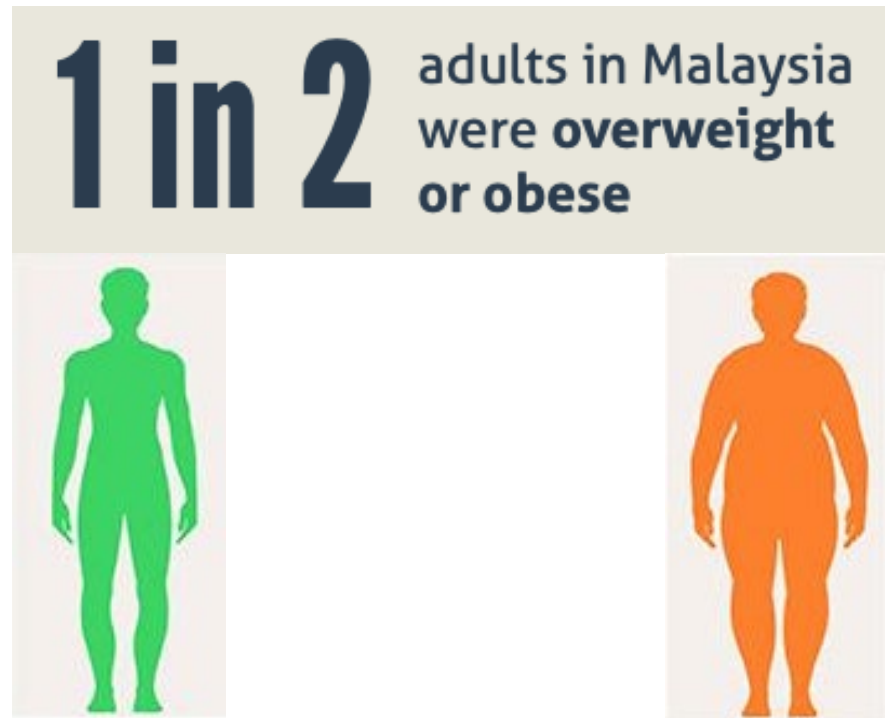


MALAYSIAN  
DENTAL  
ASSOCIATION

# Behavioural Risk factors that increase risk of Non Communicable Disease (NCD) *WHO 2024*

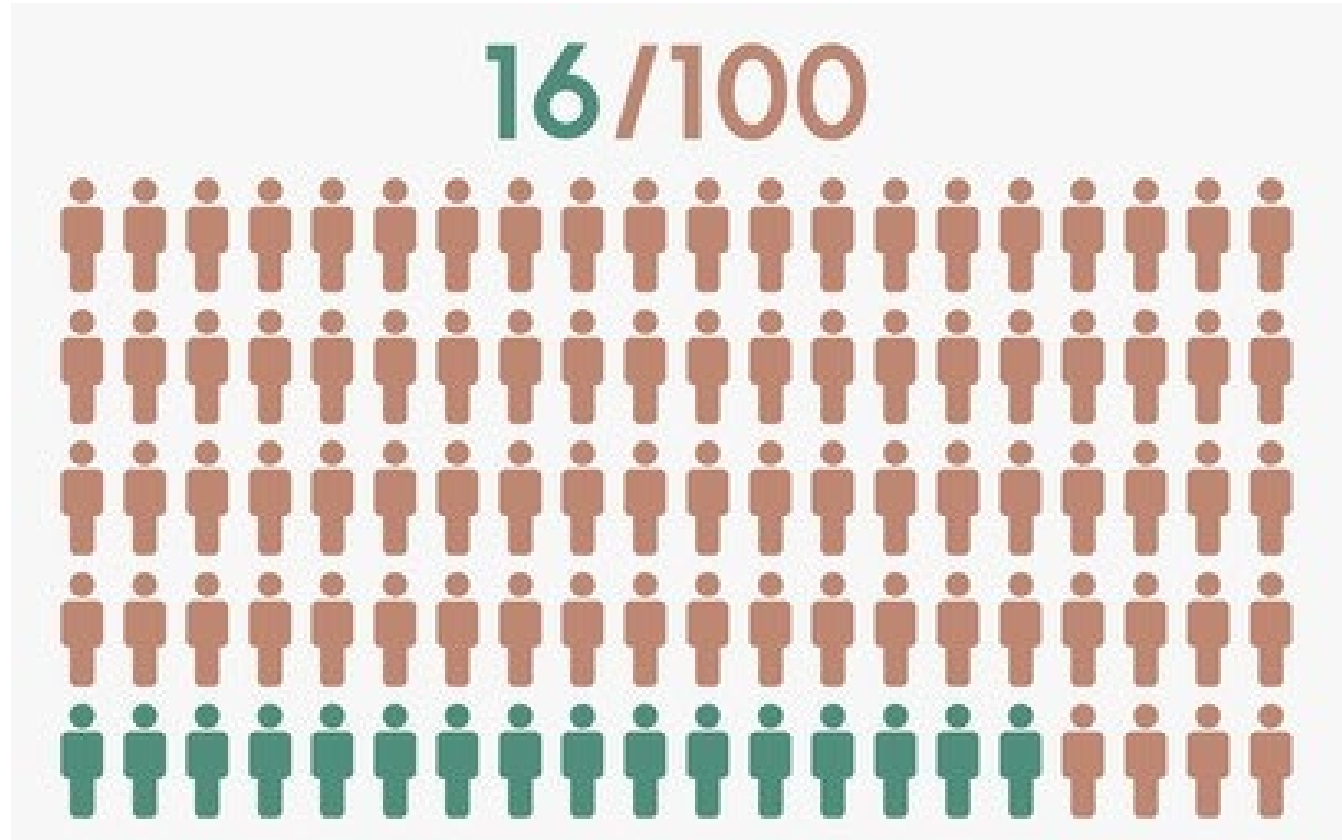


# Malaysia National Health and Morbidity Survey (NHMS) 2019



# National Health and Morbidity Survey 2023

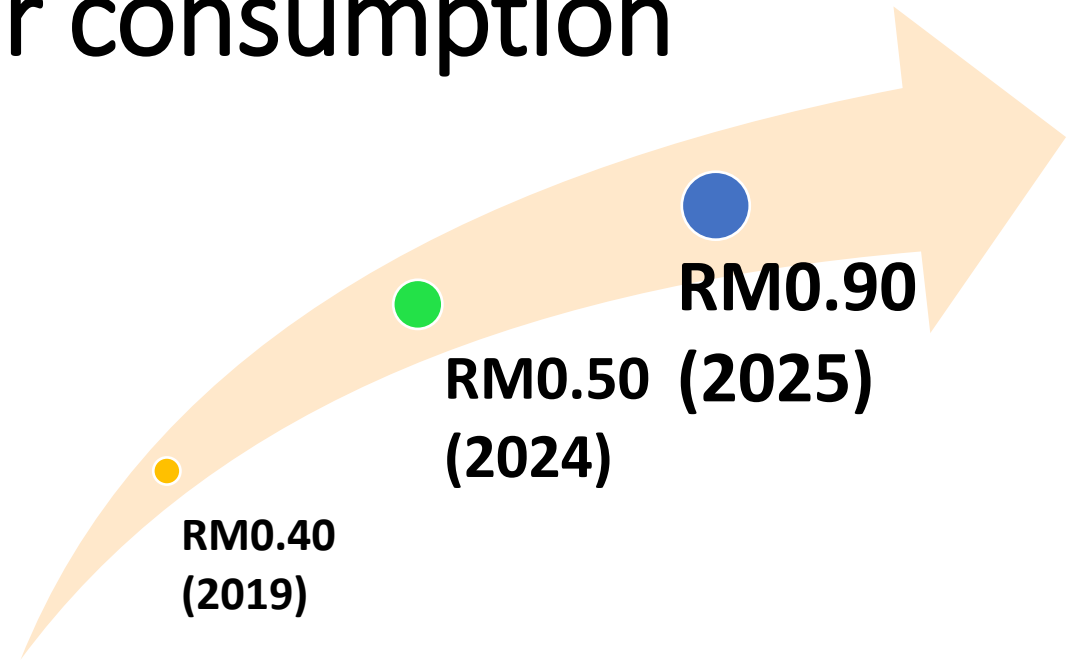
**About 15.6% of the country's adult population have diabetes.**



# The fight against high sugar consumption

## Malaysia Sugar Tax

- A sugar-sweetened beverage (SSBs) excise duty was proposed in **2014** and **implemented in 2019** with an excise duty of **RM0.40/litre** for ready-to-drink sugar content, specifically targeting ready-to-drink packaged sweetened drinks such as beverages with sugar exceeding 5g/100ml and fruit juice or vegetable-based drinks with over 12g/100ml.
- **Budget 2024**, sugary drinks' excise duty was raised to **RM0.50/litre**
- **Budget 2025**, it was raised further to **RM0.90/litre**.



# The fight against high sugar consumption

## NATIONAL NUTRITION POLICY OF MALAYSIA

The policy aims to elevate the nutritional status of the population, reduce diet-related non-communicable diseases (NCDs) and strengthen food and nutrition security.

### National Plan of Action for Nutrition of Malaysia (NPANM)

- Healthier Choices Logo (HCL) is an initiative by the MOH, launched on **20 April 2017**. It is in line with the strategy of the **NPANM III (2016-2025)** to promote healthy eating and active living for all.
- The 65th World Health Assembly (WHA) 2012 Resolution also highlighted the importance of **food labeling schemes as a strategy to educate consumers on healthy food choices**. Besides that, 23rd ASEAN Summit 2013 stressed the roles and responsibilities of **food industries to produce more food that are healthier in the market**.



# Healthy Malaysia National Agenda

- Approved on **7<sup>th</sup> August 2020**
- Whole of Nation approach involving Governmental Agencies (Health in All Policy), Non-governmental agencies, Private and the people
- Government's new deal which aims to make Malaysian people healthy and prosperous through cultivating healthy living and environmental sustainability that supports healthy well-being.



# The fight against high sugar consumption

## Ministry of Health (MOH)

- MOH launched the **Sugar Reduction Advocacy Campaign 2023 (29<sup>th</sup> October 2023)** to encourage Malaysians to reduce sugar intake as diabetes plagues the health of many in the country.
- Slogan: "Sugar: One teaspoon is enough, less is better, none is best"



# The fight against high sugar consumption

## Strategic Plan to Reduce Sugar Among Malaysians (2024-2030)

- 6 main strategies to strengthen current policies



# The fight against high sugar consumption

## Ministry of Education (MOE)

- Together with **OHP (MOH), School Dental Services since 1970s**
- **June 2024**, MOE stated their commitment to adopt healthy eating habits among students. There are clear guidelines on the drinks and food that are forbidden or discouraged for sales in school canteen.
- Compulsory to have less sugar / sugar free drinks in all schools under Ministry of Education (target 2024 – 2026)



*Photo courtesy of Oral Health Program, MOH Malaysia*

# The fight against high sugar consumption

- **8<sup>th</sup> September 2024**, Prime Minister of Malaysia launched **National Health Literacy Policy** and together with an “**all – out effort**” campaign to **curb excessive sugar usage** during the National Wellness Month celebration.
- National Health Literacy Policy is part of the initiative of Healthy Malaysia National Agenda. It is a step towards strengthening the level of health literacy of Malaysians in line with the country's sustainable development plan



The poster features a light blue background with decorative blue and green brushstrokes at the top. It includes the Malaysian national coat of arms and the state coat of arms of Negeri Sembilan. The text is in bold, dark blue and black fonts. A photograph of the Prime Minister, Anwar Ibrahim, is on the right side, wearing a white traditional Malay attire (kacukan) and glasses, with his arms crossed. At the bottom left, there are logos for 'MALAYSIA MADANI' and 'Bulan Malaysia Sihat Sejahtera'.

**MAJLIS SAMBUTAN  
BULAN MALAYSIA SIHAT SEJAHTERA  
PERINGKAT KEBANGSAAN 2024**

**PELANCARAN DASAR LITERASI KESIHATAN KEBANGSAAN  
& KEMPEN PERANGI GULA**

**8** September  
2024  
(Ahad)

Pantai Batu 1,  
Port Dickson,  
Negeri Sembilan

Disempurnakan oleh

**YAB DATO' SERI ANWAR BIN IBRAHIM**  
PERDANA MENTERI

**MALAYSIA MADANI**  
*Jawa Merdeka*

**Bulan Malaysia Sihat Sejahtera**  
*Agenda Nasional Malaysia Sihat*

# The fight against high sugar consumption

## Ministry of Domestic Trade and Costs of Living (KPDN)

- **September 2024**, KPDN , launched campaign “Jom Kosong” (Come, go Zero) aiming at sugar free drinks in eatery outlets, 24 hours restaurants and fast food. A reduction of RM0.20 in all sugar free drinks



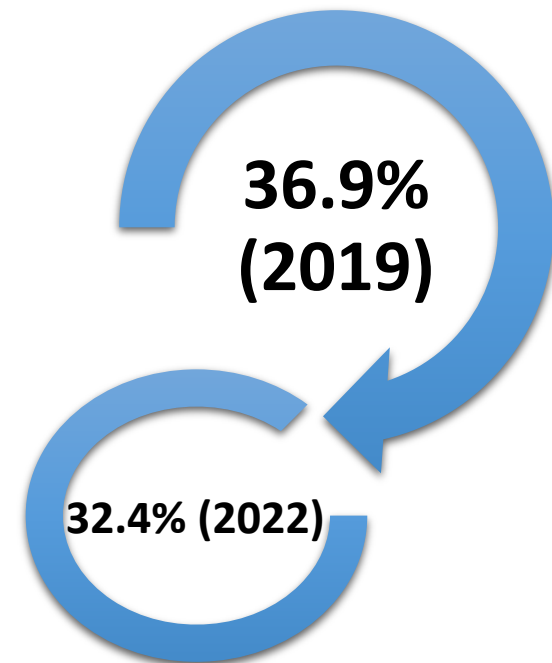
# Some of the impacts !

In December 2024, MOH announced that 242 beverage products have been reformulated to contain less sugar for the Malaysian market under Healthier Choice Logo initiative and implementation of sugary tax on sugary drinks.



Reduction of sugary drink consumption (carbonated soft drinks consumption at least once daily)

*NHMS 2022: Adolescent Health Survey showed reduction in prevalence of daily carbonated drink consumption.*



# Conclusion

The move to create public awareness to reduce free sugar consumption:

- Must be ongoing
- Needs a multi-stakeholders approach (including NDA)
- Involves:
  - Sugary drinks' excise duty
  - National Plan
  - National Agenda
  - Advocacy
  - Campaign
  - Policy
  - Ongoing dental services (MOH, Private, Academia, Armed Forces)