



3rd – 4th October 2018
Premiera Hotel, Kuala Lumpur

WHO SHOULD ATTEND

- ✓ Allied Health Practitioners
- ✓ Medical Practitioners
- ✓ Researchers
- ✓ University Students

Fee

- ✓ **RM400.00 or RM300.00 (Students)**
 (Non-refundable, inclusive meals & conference materials)
- ✓ **Made payable to : MAHEO**
Account No : 16018010006600
Bank : Bank Islam Malaysia Berhad
Vendor ID : 284/86
eP No: eP-1601K0008
- ✓ For enquiries regarding payment, please contact Pn. Azimah bt Md. Sham
Tel. no : 019 233 6494
Email : azimah_mdsham@moh.gov.my

Calling for Abstract (Oral & Poster)

- ✓ **Abstract** categories related to **health promotion** which includes **original research studies, best practice, innovation or program evaluation**
- ✓ All abstracts to be written in **English** or **Malay**
- ✓ Submission deadline ~~31st August 2018~~
7th September 2018

PROGRAMME

3rd October 2018 (0800 – 1700 hrs)

Registration
Plenary 1 Rethinking Health Promotion Strategies in Malaysia Prof. Datuk Dr. Lokman Hakim Sulaiman, Director, Institute for Research, Development and Innovation, International Medical University, Kuala Lumpur
Symposium 1 Incorporating new technologies in health promotion
1. Industry initiative to promote health at workplace Dr. Ahmad Shahrul Nizam bin Isha, Head, Centre for Organizational & Social Research in Energy (COSRE), Institute for Contaminant Management in Oil & Gas, University Teknologi Petronas
2. The untapped power of social media in developing health promotion strategy for Gen Z Mr. Anuar Ali, Lecturer, Faculty of Mass Communication and Media Studies, UITM
Tea, Poster Viewing Session & Booth Exhibition
Symposium 2 Research in health promotion
1. Tapping the strength of qualitative methods in health behaviour research. Associate Prof. Dr Khatijah Lim Abdullah, Department of Nursing, Faculty of Medicine, University of Malaya
2. Understanding Health Behaviour: C. A. B or B. A. C, Which Comes First? Dr. Manimaran A/L Krishnan Kaundan, Director, Institute for Health Behavioral Research, Ministry of Health Malaysia
3. Health Promotion Charter: From Ottawa to Shanghai Dr. Afendi Isa, Principal Assistant Director, Health Education Division, Ministry of Health Malaysia
MAHEO (Malaysian Health Education Officers Association) AGM
Lunch
Plenary 2 Evidence-based practice in health policy & individual behaviour change to community participation Prof. Hsiu-His Chen, National Taiwan University, Taiwan. Dr. Yen-Po Yeh, Director of Changhua County Public-Health Bureau, Taiwan. Dr. Wayne Huey-Herng Sheu, Superintendent, Taichung Veterans General Hospital, Taiwan.
Session A (5 Free Paper)
Tea Break

4th October 2018 (0800-1700 hrs)

Doa Recitation
Welcoming address by President, MAHEO (Malaysian Health Education Officers Association)
Keynote Address & Launching Sustainable Behavioral Change in Health Promotion: Issues and Challenges YBhg. Datuk Dr. Noor Hisham Bin Abdullah Director-General of Health Malaysia
Plenary 3 Health Promotion: An Effective Approach to achieve the sustainable development goals Puan Suraiya binti Syed Mohamed, Director, Health Education Division, Ministry of Health Malaysia
Tea, Poster Viewing Session & Booth Exhibition
Symposium 3 Health Promotion Program
1. Utilizing Community Engagement: A walk through a Wolbachia Project.
2. Managing Quit Smoking services in Penang Hospital: Lesson learnt. Mr. Alfian Mohammad Zain, Senior Health Education Officer, Penang Hospital
3. Health Behavioral Modification Model: S.I.K.A.P Dr. Hammed Noor bin Norddin, Senior Principal Assistant Director, Institute for Health Behavioral Research, MOH
Lunch
Session B (5 Free Paper)
Prize giving and closing ceremony
Tea Break

FOR REGISTRATION

- <http://iptk.moh.gov.my/conference2018>
- Secretariat_conference2018@moh.gov.my
- 03-2082 1400 (Pn.Nissa/En.Ridzwan/Pn.Ezra)**

Organized by
**Institute for Health Behavioural Research (IHBR),
 Malaysia Health Promotion Association (MAHEO)
 Health Education Division (BPK)**