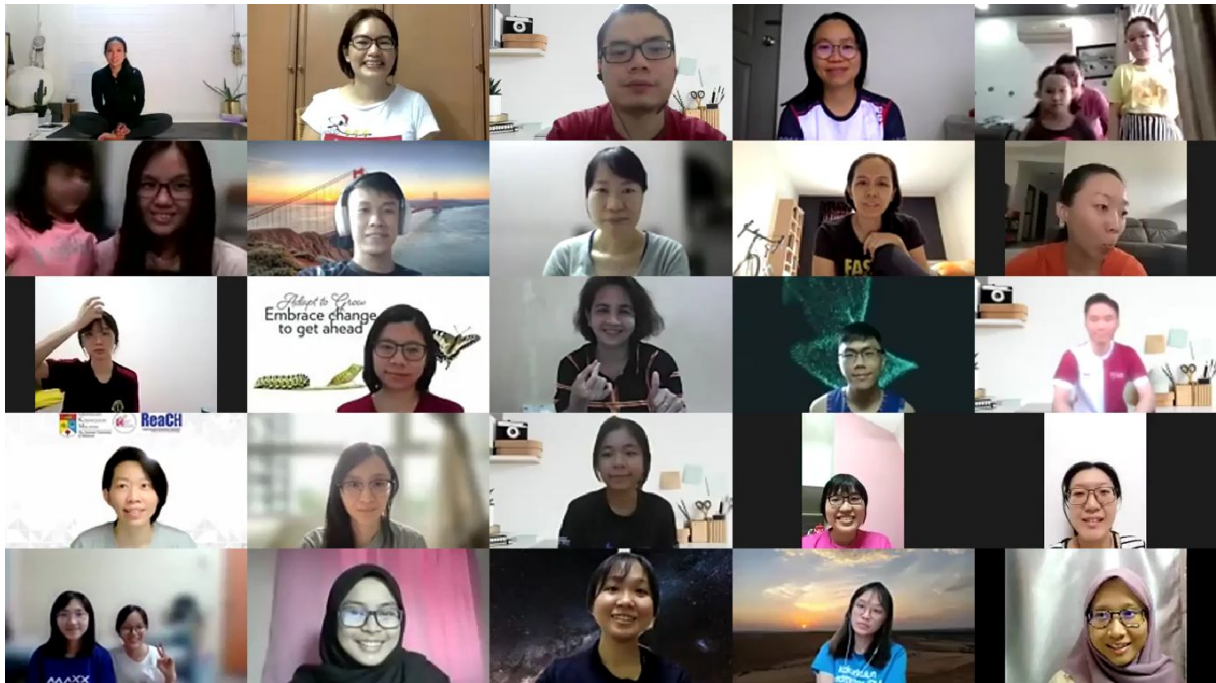




Report of NSM Virtual Family Fun Run/Walk 2021



Organised by:



Management Team of
NSM Nutrition Roadshows 2.0

Sponsored by:

Yakult

Report prepared by:

Amirah Nabilah binti Abd Malek, Ang Zheng Feng, Syahirah binti Sharani@Sa'arani, Gan San Qin, Tan Yi Bing, Wong Zhuo Ying, Matthew Teo



Table of Contents

No.	Content	Page
1	“NSM Virtual Family Fun Run/Walk 2021”	
	Event Overview	<u>3</u>
	Key Activities	<u>9</u>
	Event Impact	<u>12</u>
2	Participants’ Feedback	<u>15</u>
3	Social Media Performance	<u>17</u>
4	Event Evaluation	<u>18</u>
5	Our Gallery	<u>25</u>
6	Appreciation	<u>26</u>

Event Overview



Background

Physical activity is a crucial component towards healthy lifestyle besides healthy eating. Malaysians have high likelihood to practise sedentary lifestyle during pandemic COVID-19 pandemic, which put them at risk of obesity and non-communicable disease (NCDs), such as diabetes and hypertension. Being physically active is one of the key towards lowering the risk of these diseases and improve overall nutritional and health status. Hence, NSM aims to encourage Malaysians to stay healthy by being physically active at all times as a family through this event. This family event is open to all Malaysians residing in Malaysia aged 7 years old and above.

Event Overview



Organising team

Main Event



Advisor

Dr. Tee E Siong



Leader

Dr. Roseline Yap Wai Kuan



Rosma Ilyana
Zakira Che Ladin



Chung Ya Ching



Chong Wan Yi



Tee Jia Ying



Sasveni A/P
Subramaniam

Event Overview



Organising team

Virtual Educational Workshop, Educational Posters and Videos



Leader

Assoc. Prof. Dr Chin Yit Siew



Chong Wan Yi



Sasveni A/P
Subramaniam



Eow Shiang Yen



Sarina Sariman



Khoi Zi Yee



Wong Zhuo Ying



Teo Feng Tian

Healthy Recipes



Leader

Dr. Tan Sue Yee



Lim Sim Yee



Dr. Siti Raihanah
Shafie



Thirukkanesh
Sanvashivam

Event Overview



Organising team

Special Activity: "NSM Let's Stay Active" Post and Win Contest



Leader

Assoc. Prof. Dr Chin Yit Siew



Co-Leader

Amirah Nabilah binti Abd Malek



Ang Zheng Feng



Gan San Qin



Syahirah binti
Sharani@Sa'arani



Tan Yi Bing



Wong Zhuo Ying



Yau Chinn May



Teo Feng Tian



Lee Min Min



Matthew Teo

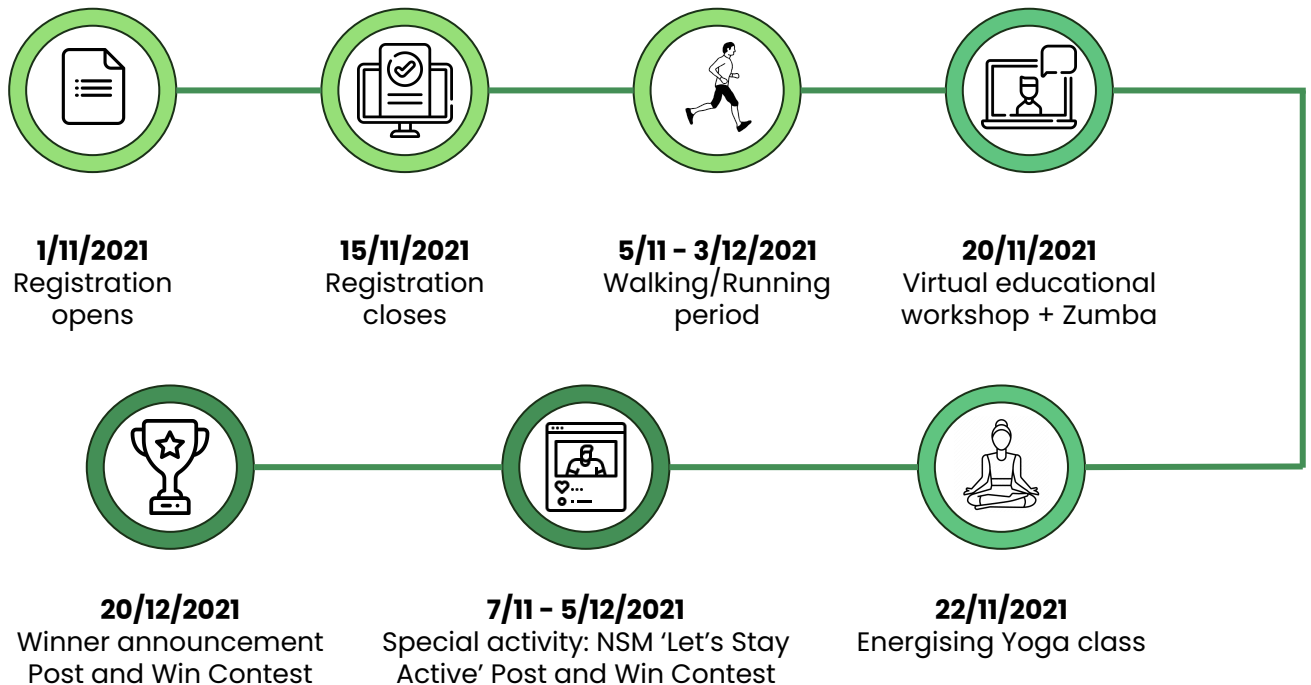


Nurdiyana binti
Muhd Hassan

Event Overview



Timeline



Categories

Categories	Distance to be completed in ONE week
Category A (2 persons per family)	Total 25km
Category B (3 persons per family)	Total 30km

Event Overview



Entitlements



1. Virtual Educational Workshop with Zumba Session by Nutritionists (20th November 2021)
2. Virtual Yoga class (21th November 2021)
3. Individual medal
4. An e-certificate with team name
5. A magazine on Guide to Healthy Eating & Active Living
6. Poster on Checklist for Exercise
7. Recipes on Exercise Snacks
8. Gifts by Sponsor

Prizes for "NSM 'Let's Stay Active' Post and Win Contest

Grand Prizes

2 items



Mi Weighing Scale

1 item



Wireless Earbud

6 items



Jump rope

Consolation Prizes

11 items



NSM Tumbler

2 items



Bento Box

16 items



Household Measurements

Key Activities



Run/walk

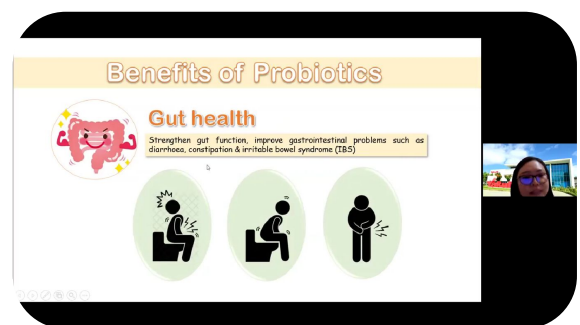
The run/walk requires the participants to complete their targeted distances which consists of 25km for family package of two (2) and 30km for family package of three (3). It comes with the objective to encourage Malaysians to stay healthy by being physically active at all times as a family. This event was conducted from 5 November to 3 December 2021 for a duration of 4 weeks/1 month.

Virtual Educational Workshop + Zumba

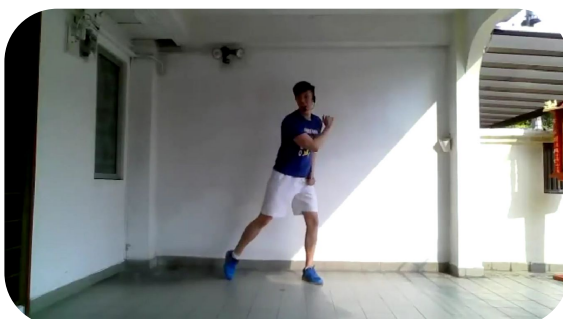
This activities consist of two educational sharing sessions by the speakers under the theme of 'Nutrition for Exercise' and followed by a Zumba session conducted by a certified group fitness instructor. A total of 45 participants joined this session.



“Sedentary to Active Lifestyle” session by Dr. Wong Jyh Eiin



“Probiotics for Sports and Fitness” session by Ms. Liew Qing



Zumba session by Mr. Chan Kai Sze



Briefing session by Dr. Roseline Yap Wai Kuan

Key Activities



Energising Yoga Class

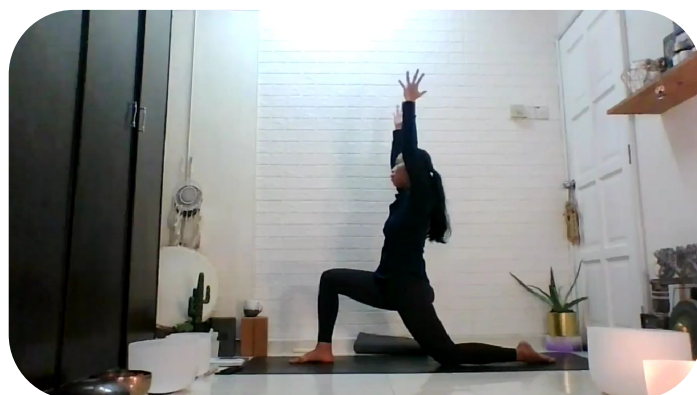
This yoga class was conducted and suitable for beginners and children. This activity aimed to expose different types of exercises to the participants, which indicates that yoga is one of muscle strengthening exercise. A total of 35 participants joined this session.



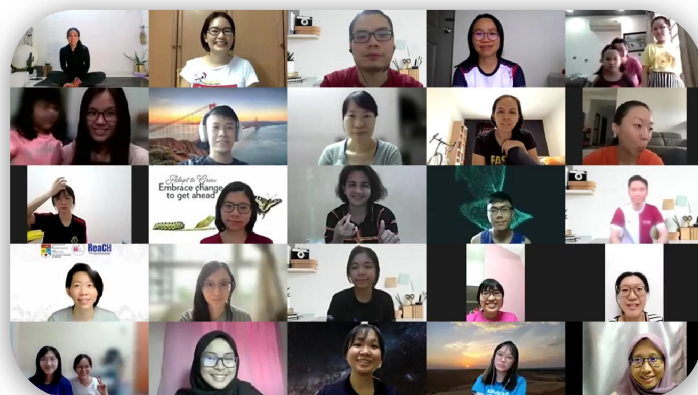
**Briefing of the event day by
Dr. Roseline Yap Wai Kuan**



**Introduction of the certified
yoga teacher, Ms. Sheriza**



**Yoga session
by Ms. Sheriza**



**Group photo at the end
of the event**

Key Activities



Special Activity: “NSM Let’s Stay Active” Post and Win Contest

This “Post and Win Contest” aims to encourage the participants of NSM Virtual Family Fun Run/Walk 2021 to complete their run/walk activity, while promoting physical activity to the community. This contest also aims to promote NSM social media platforms. Therefore, participants were required to post pictures about their daily activities done to complete their targeted distances to their social media. The infographic on the examples of activities to achieve the target has been posted each week. A total of 23 teams participated in this activity.

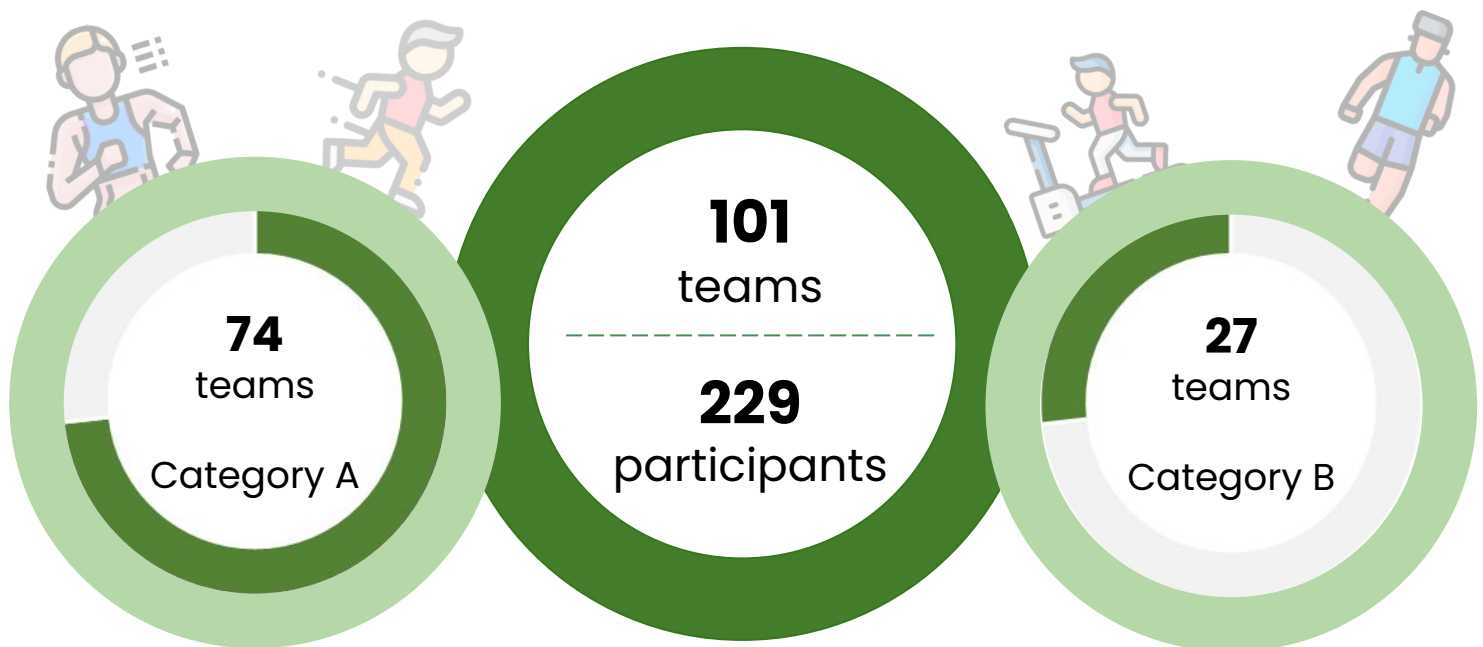


Photo compilation of the challenges completed by the participants

Event Impact



REGISTRATION



Sex of participants ($n = 229$)

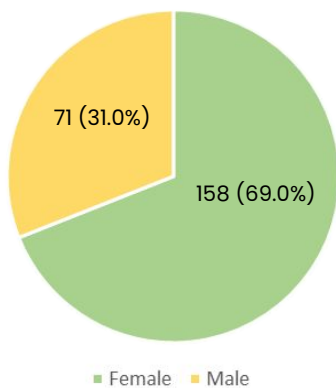


Figure 1: Overall sex of participants

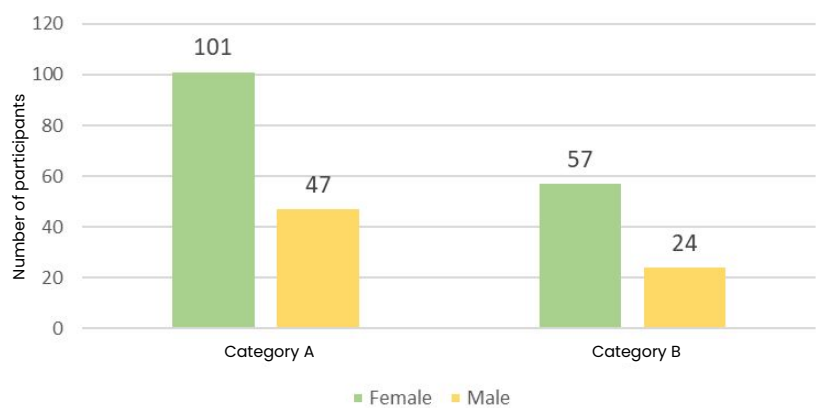


Figure 2: Sex of participants per category

Event Impact

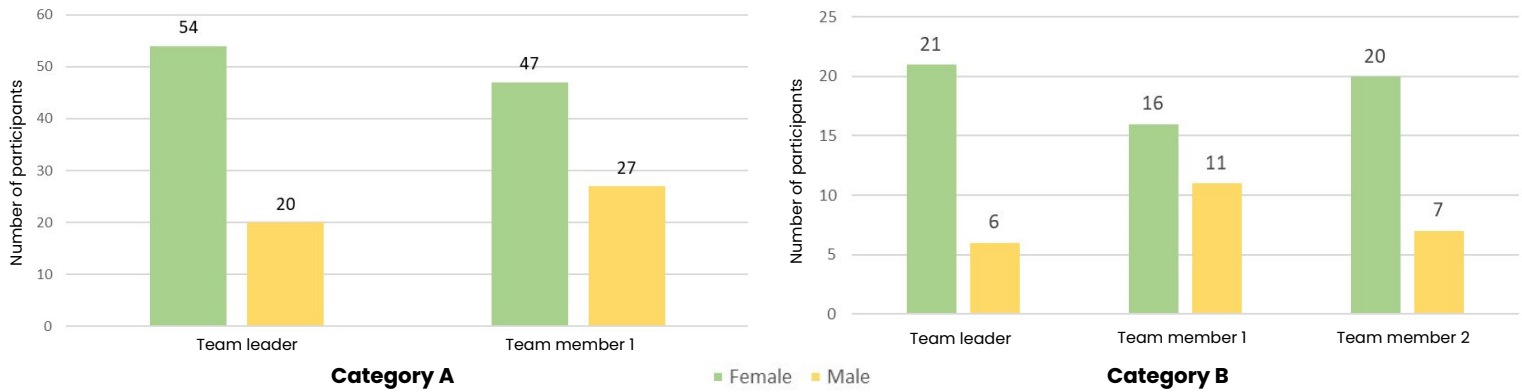


Figure 3 & 4: Sex by team member per category

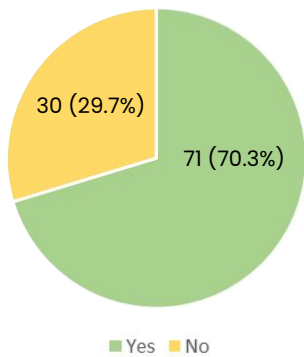


Figure 4: Overall participants staying together

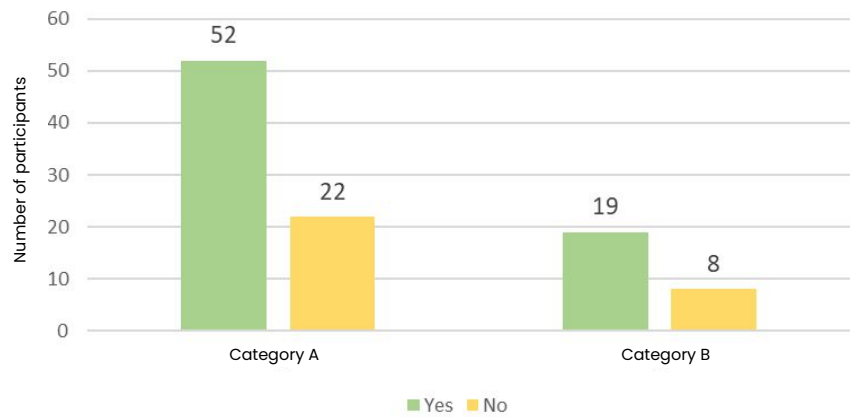


Figure 5: Participants staying together per category

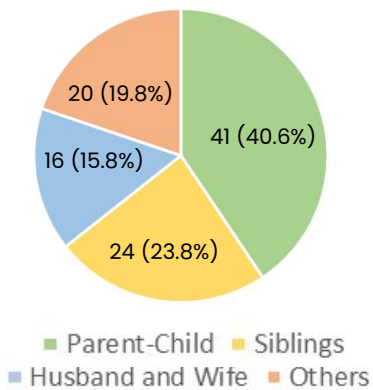


Figure 6: Overall family relationship

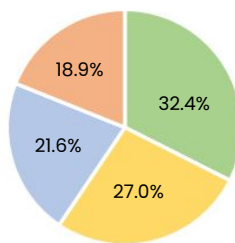


Figure 7: Family relationship - Category A

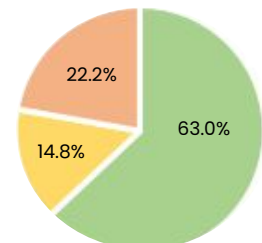
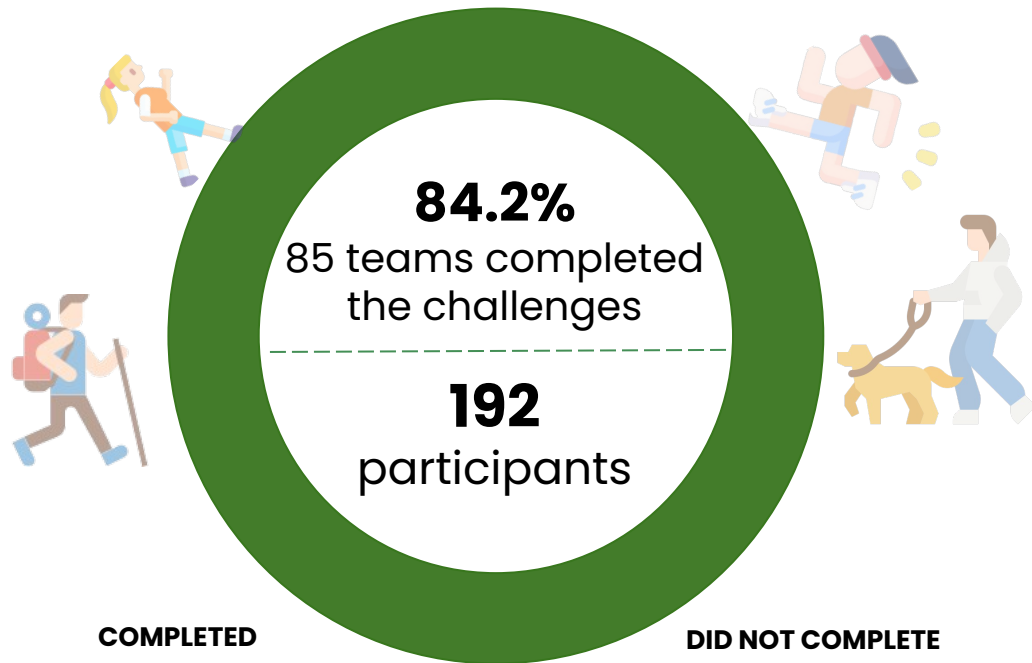


Figure 8: Family relationship - Category B

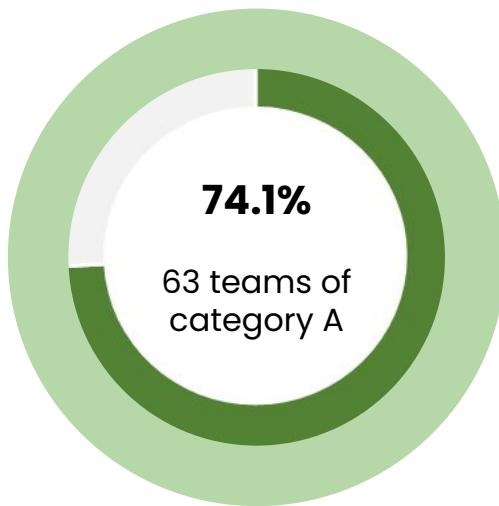
Event Impact



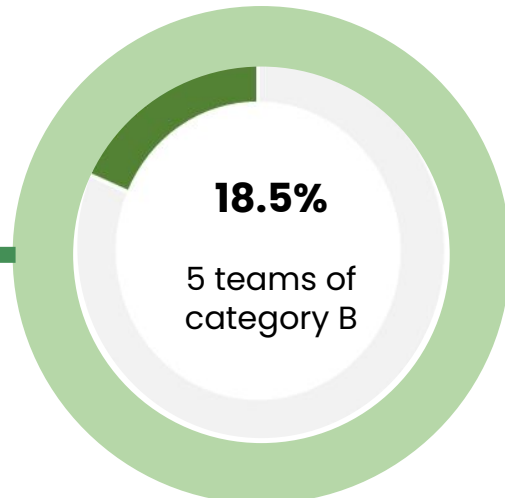
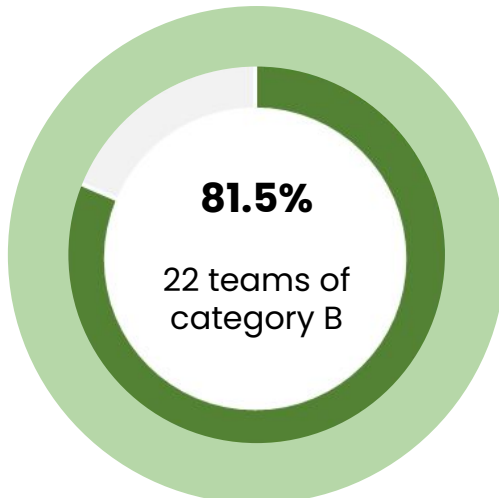
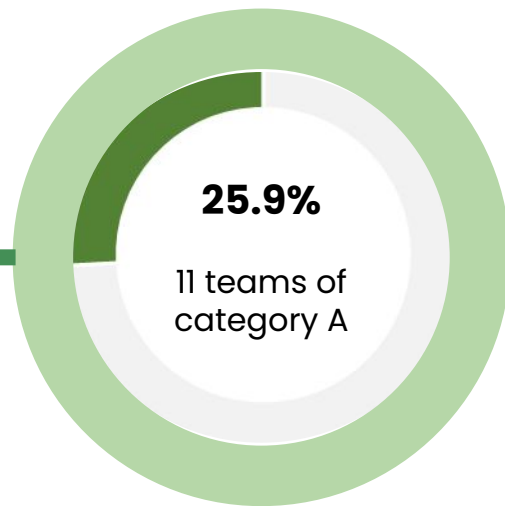
SUBMISSION



COMPLETED



DID NOT COMPLETE





Participants' Feedback

- Good for active living lifestyle and strengthen bonding within family/friends.
- It's a very good activity that actually encouraged my family and I to exercise more, especially during the weekends :).
- Fun and easily to do with family.
- Fun & encouraging. Because of this, my children now wants to go out for their exercise on a daily basis (mainly walking, cycling, swimming).
- Good marketing of event, all information shared were clear, committees were very proactive in recruiting participants for events, hope to take part in future!
- We all had a lot of fun while doing the challenge. It's great that it spurred us to go out and be more active.
- *Aktiviti yang bagus dimana,sambil berjalan kami juga memanfaatkan melihat alam sekitar.*



Participants' Feedback

- Great fun! Hope to make this a regular yearly event! Don't forget that the distances recorded need to be multiplied by two as the kids didn't have a pedometer.
- Flexible because can choose either walk or run. Ample time is also given for us to complete the challenge. Overall is nice and great event!
- The best Virtual Run for couple or family.
- It's a very good way to get families and housemates to be physically active. This event is bilingual in English and Malay, however it does attract more English speaking participants. Perhaps if it was announced and conducted mostly in Malay, it will open such events to another segment of our sociodemography.
- *Sangat menarik dan dapat menggalakkan masyarakat untuk kekal aktif bagi melengkapkan dan mencapai jarak yang ditetapkan.*
- It is very interesting and we got a lot of information and knowledge regarding how to have a healthy lifestyle. Hope to join more program like this.



Social Media Performance



Facebook performance

(All the data were extracted on 16th December 2021)

Page likes

+ 28
Now: 3064 likes
(5th Nov- 5th Dec)

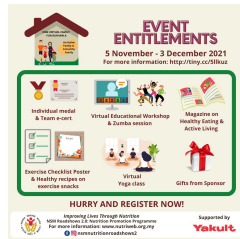
Page followers

+ 31
Now: 3600 followers
(5th Nov- 5th Dec)

Total outreach

18295
(5th Nov- 5th Dec)

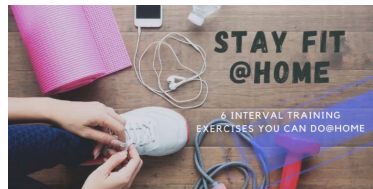
Top content



126
engagements
1438
people reached



82
engagements
1212
people reached



46
engagements
493
people reached

0.05
avg mins viewed
41
total mins viewed

112
total views

Hashtag usage by the participants

#LetsStayActivewithNSM (27 posts) #nsmvirtualfamilyfunrunwalk2021 (52 posts)

* Engagement (Facebook) refers to reactions, comments, shares, saved, clicks and views.



Instagram performance

(All the data were extracted on 16th December 2021)

Page followers

+ 20
Now: 828 followers
(5th Nov- 5th Dec)

Total outreach

996
(5th Nov- 5th Dec)

Top content



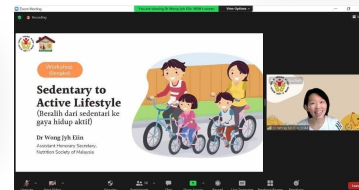
54
engagements



54
engagements
113
views
23
avg sec viewed



52
engagements



47
engagements

Hashtag usage by the participants

#LetsStayActivewithNSM (21 posts) #nsmvirtualfamilyfunrunwalk2021 (22 posts)



41.3%

of the outreach were contributed by non-followers.

* Engagement (Instagram) refers to likes, comments, shares and saved.



Event Evaluation

Feedback questions were given to participants to evaluate the overall performance of the event.

Feedback From Participants (85 teams)

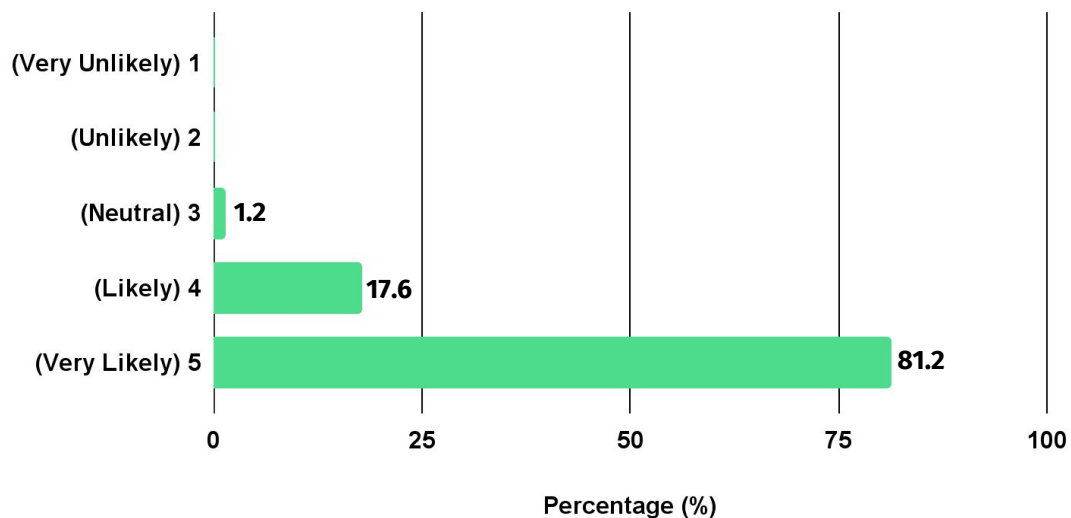


Figure 9: How likely are you to recommend NSM Virtual Family Run / Walk 2021 event to your family and friends?

Summary of what participants thought of the NSM Virtual Family Run/Walk 2021

- Overall, very positive
- Helped entire family to be physically active
- Very enjoyable for children and encourages them to want to exercise more
- All information was clear and committee proactive in recruiting participants
- Strengthens family bond
- Great fun





Event Evaluation

Keep

(Things that are good and should be continued.)

- The idea of run or walk challenge with surrounding people (e.g. family and friends).
- Virtual webinar, educational sharing, workshop or other activities because they are very informative and fun.
- The enthusiasm and passion in promoting healthy living.
- Zumba and yoga class.
- Fast response through email.
- The consistency in poster designs to keep the audience informed on the posts from a similar contest.
- The communication platform (e.g. WhatsApp), because it is easy to communicate with teammates.

Start

(Things which are not currently being done but would be good to start doing.)

- Suggest to use the specific apps in identifying the step counts of the participants.
- Promote the event in Twitter and school to reach out more participants.
- Include food diary entry as part of the submission requirements to encourage participants having healthy meals.
- Share more on physical activity information instead of only nutrition.
- Lengthen the period of virtual run or walk challenge or consecutive challenge so that it would help the participants to keep a habit of staying active but not just a few days only.
- Suggest to set a "longer distance, higher chances to win" rule to encourage the participants accumulate more distance as some may completed the targeted distance within a few days.
- Include the finisher t-shirt in the entitlements would be better and more interesting.
- Design a proper temporary website if budget or volunteer's competency and timeline is allowed to have a better user experience than going through a lot of information on padlet.



Event Evaluation

(cont.)

- Try to use customer journey mapping to map out the content for an event from pre-attraction to conversion of the customer flow, so that the content would be more lively and able to connect with the audience.
- Provide the options to the participants, whether they want to join alone, or with parents, so that we can get more participants.
- Combine the main event and special activity as a whole.
- Demonstrate the activities suggested to achieve the target mileage instead of posting the poster.

Stop

(Things that are less satisfactory and need to be improved)

- **Complicated submission mechanism.**
Suggestion: simplify the submission steps may be beneficial to the participants.
- **Unvary promotion platform.**
Suggestion: promotion platform should be diversified.
- **Repetitive posting the same content over and over again on Instagram story.**
Suggestion: Instagram story content should be simple, interactive and engaging to utilise minimal time to catch the audience's attention and direct them to visit the Instagram account for more information.
- **Non-systematic task distribution.**
Suggestion: Arrange the human resource properly based on the foresee tasks. It would be better if a group of people can focus on a specific responsibility so that would not have to juggle different tasks.



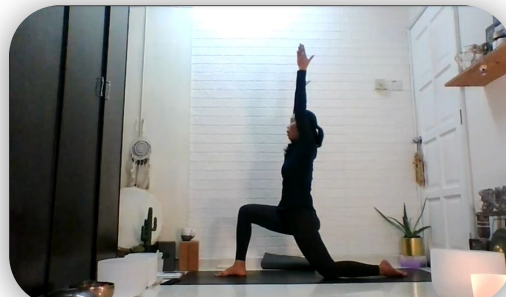
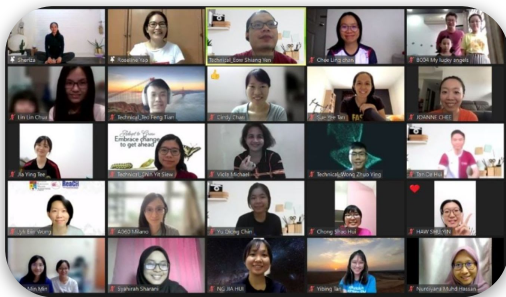
Our Gallery

Virtual Educational Workshop & Zumba



[Check out more pictures](#)

Energising Yoga Class



[Check out more pictures](#)

"NSM Let's Stay Active" Post and Win Contest



[Facebook](#)

[Instagram](#)



Appreciation

The NSM Virtual Family Fun Run/Walk 2021 committee would like to extend our deepest gratitude towards our sponsor, Yakult (Malaysia) Sdn. Bhd. for their generous support towards our programme. This event would not have been possible without your contribution. Once again, we are most thankful for your support and we look forwards for future collaborations!

We also highly appreciated all the fellow volunteers and organising committee who put in the time and effort into making this programme a success. We hope that you have gained invaluable experiences from this event and also to see you in future events.

Most of all, we would like to thank all participants of NSM Virtual Family Fun Run/Walk 2021. This event would not be successful without the active participation of every single one of you. We look forward to seeing you in our next event!

*thank
you*

**For any enquiries, please email to
nsmroadshows@nutriweb.org.my**

**For more information and our latest news,
please follow us on**



nsmnutritionroadshows2



NSM Nutrition Roadshows 2.0



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