



HEALTHY
FAMILIES
TOWARDS
COMMUNITY
WELL-BEING

TOOLKIT

ACKNOWLEDGEMENT

We would like to thank Citi Foundation for their support in making the K2K Aktif Bersama project possible. We would also like to thank Persatuan Wanita PPR Hicom (PERWACOM) for their invaluable support in designing and implementing the project, along with harnessing the learnings in this toolkit so we can continue to benefit other vulnerable communities across Malaysia.

We are grateful to our partners, Adab Youth Garage (AYG), Befrienders, Free Tree Society, J8 Autism Athletics, National Cancer Society Malaysia (NCSM), National Stroke Association of Malaysia (NASAM), and Thrive Well who delivered invaluable programmes that made the inaugural K2K Aktif Bersama project a success.

Our special appreciation goes out to the community at PPR Kampung Baru Hicom for being a part of the first Aktif Bersama project as enthusiastic Walk Leaders and participants.

Published by
Think City Sdn Bhd

200901026839 (869941-P)

thinkcity.com.my

thinkCITY

Bangunan UAB by
Think City Penang

Level 1, No 21-35

UAB Building

Gat Lebu China

10300 George Town

Pulau Pinang

Tel—04 261 3146

Think City
Kuala Lumpur

Level 1, No. 36-40

Jalan Tun HS Lee

50050, Kuala Lumpur

Tel—03 2022 1697

RUANG by
Think City Johor Bahru

No. 27, Jalan Dhoby

80000 Johor Bahru, Johor

Tel—07 220 0536

With support from
Citi Foundation Malaysia
citibank.com.my

Citi Foundation



© Think City 2021.
All rights reserved.

First published 2021

When using this manual, you agree to indemnify Think City for any loss, damage to property, injury or mishap resulting from the use of this manual.



K2K Aktif Bersama is an initiative supported by Citi Foundation under Think City's K2K (Kita-2-Kita) social resilience flagship programme.

CONTENTS

1 — Introduction	05
A Welcome to the Aktif Bersama toolkit!	
B What is Aktif Bersama?	
C What is in this toolkit?	
D Who is this toolkit for?	
2 — Getting started	09
Step 1—Understanding needs	
A Understanding community needs	
B Understanding the neighbourhood	
Step 2—Setting up your programme	
A Deciding on programme components	
B Stakeholder engagement	
C Administration	
D Communications	
Step 3—Measuring impact and ensuring sustainability	
3 — Suggested programmes	25
A Physical activity	
B Improving health literacy	
C Group activity sessions	
4 — Reflections	44
5 — Appendix	46

1. INTRODUCTION



WELCOME TO THE AKTIF BERSAMA TOOLKIT!

This toolkit is designed to help you organise similar well-being initiatives within various community settings. While the activities referenced here were designed to support specific vulnerable groups, the toolkit remains relevant to any / all seeking to improve community resilience and quality of life through:

1

Building health and mental well-being in communities.

2

Connecting communities through joint health action and community programming.

3

Empowering the community to practice self-reliance and lead initiatives.



WHAT IS AKTIF BERSAMA?

Aktif Bersama (which is Malay for being active together) is a community well-being initiative anchored around the multiple benefits of walking. This programme is supplemented by talks and workshops designed to build literacy on health and well-being.

The project is designed to improve physical health, mental health and social networks while strengthening community leadership because we believe that healthy bodies, minds, and social networks lay the foundation for more resilient and productive communities. To that end, Aktif Bersama facilitates positive behavioural change with the support of community-based organisations and programme delivery partners with the relevant expertise to enable sustainable on-site programming.

This project was first initiated as part of Think City's K2K (Kita-2-Kita) initiative that aims to build social cohesion and improve the standard of living at low-cost housing communities. Aktif Bersama covers the following Sustainable Development Goals:



3.4
By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.



10.1
By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.

10.2
By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

10.3
Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.



11.1
By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.

11.3
By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.



17.17
Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.



WHAT IS IN THIS TOOLKIT?

Within these pages, you will learn how to plan, execute, and evaluate your social programme. It begins by structuring your programme through a needs analysis of the community, by evaluating your neighbourhood, and then by engaging various stakeholders on site. You will also be taken through strategies on communicating with your target audience, as well as a guide on impact assessment.

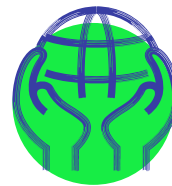
This toolkit includes many examples and case studies of programmes and interventions that can be carried out, with a long list of resources attached in the appendix.

WHO IS THIS TOOLKIT FOR?

This guide can be used by :



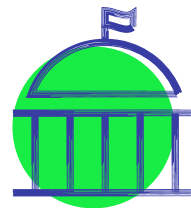
residents of a particular neighbourhood



non-governmental organisations



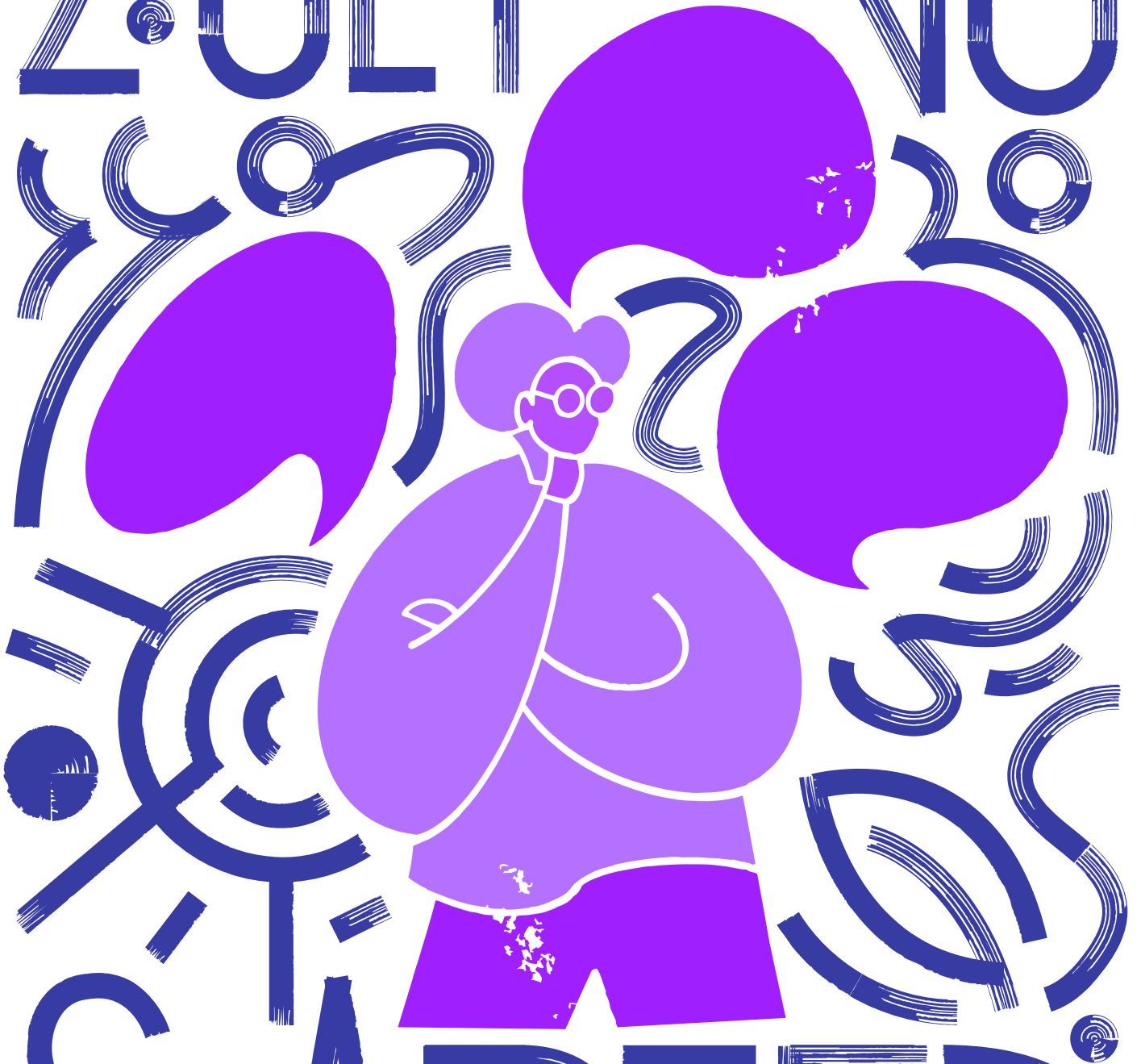
passionate individuals



government agencies

Think of it as a resource to build capacities for conceptualising, implementing, and evaluating a health initiative. If you do intend to use this toolkit, please do contact Think City so we can monitor the reach of your programme.

2. GETTING



STARTED

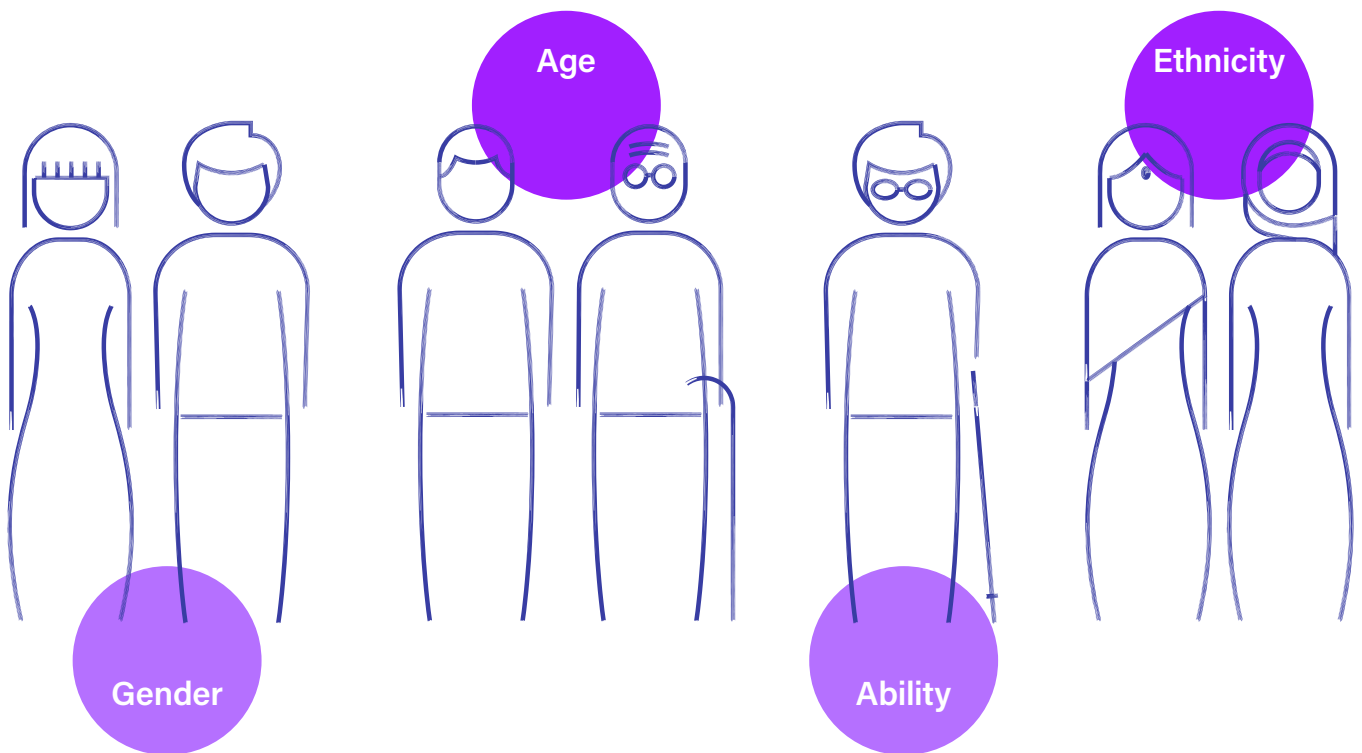
STEP 1 UNDERSTANDING NEEDS

A. Understanding community needs

Before jumping into curating a programme for a specific neighbourhood, it's important to first get to know the community. Understand the issues they face, their needs, and where their strengths lie in order to mobilise your health initiative. Remember to incorporate their suggestions into the programme where possible.

Who should you talk to?

When deciding who to interview, consider the demographic representation of the community in terms of gender, age, ethnicity, ability, as well as any organisational association where relevant. Relevant individuals could be community leaders, community-based organisations, building management, and various resident groups.



Gathering diverse viewpoints and experiences is crucial. Sometimes it helps to have more than one meeting with the interviewee so you can build better rapport, and help your interviewees feel more comfortable expressing their opinions.

STEP 1 UNDERSTANDING NEEDS

What questions should you ask?

Here is a checklist of questions that can help you start identifying needs:



What are the strengths of the neighbourhood?

Look for both tangible and intangible strengths. For instance, which are the strong local community associations who could help with programme management? What are the facilities available? These existing resources can be mobilised during implementation.

What are the issues and challenges faced by the community in terms of their well-being, happiness, and sense of belonging?

Remember, health constitutes complete physical, mental and social well-being, and is not merely the absence of disease or infirmity.

Find out the health and lifestyle issues commonly faced by the residents of the neighbourhood. Consider if they would benefit from a cooking class, a stroke rehabilitation programme, or a community event to meet new people. It's important to cater to their needs.

Ask about the challenges of organising a health-centred initiative. Would there be pushback, for example? What reasons could potentially hinder people from participating?

Finally, what are the possible solutions for any issues raised?

Once you identify potential barriers, pre-empt any obstacles by thinking about mitigation strategies.

STEP 1 UNDERSTANDING NEEDS

B. Understanding the neighbourhood

It is equally crucial to consider the neighbourhood spatially, as it informs the feasibility of your planned programmes. Mapping out the built environment and social fabric of a neighbourhood can help you identify limitations and leverage advantages.

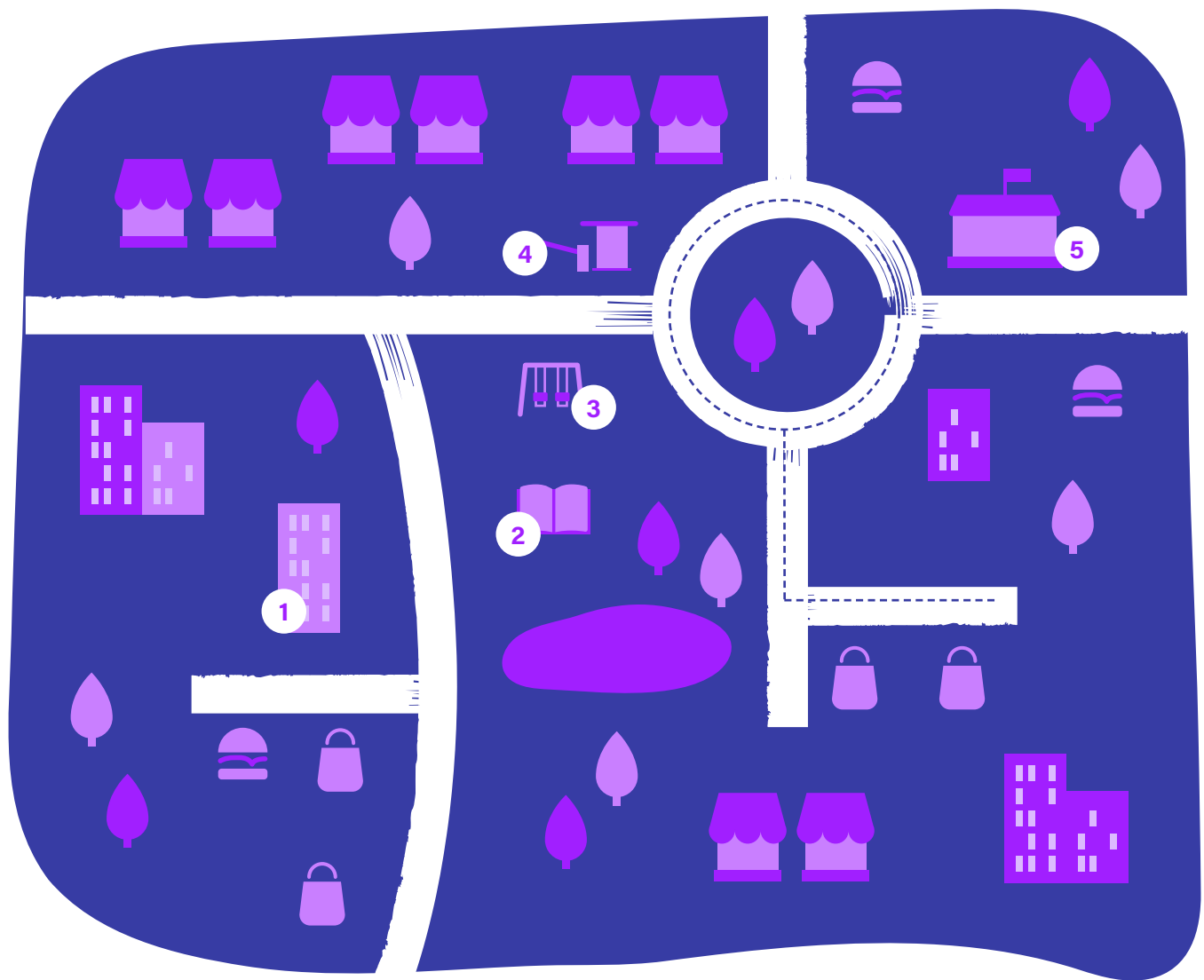
With this information, you can come up with a simple analysis of the neighbourhood and provide the kind of recommendations that take advantage of any suitable activity spaces and community groups to collaborate with on site.



Recommended components to map out:

- A location map of the site easily obtained from Google Maps.
- Accessibility routes and walkability.
- A profile of buildings in the area, including the number of blocks, total units, estimated population, facilities and building management.
- Institutions in the neighbourhood, such as schools and medical centres.
- Community activity spaces, such as community halls, multi-purpose courts and playgrounds.
- A community profile including ethnic distribution, community-based activities, leisure activities and social support activities.

STEP 1 UNDERSTANDING NEEDS



LEGEND

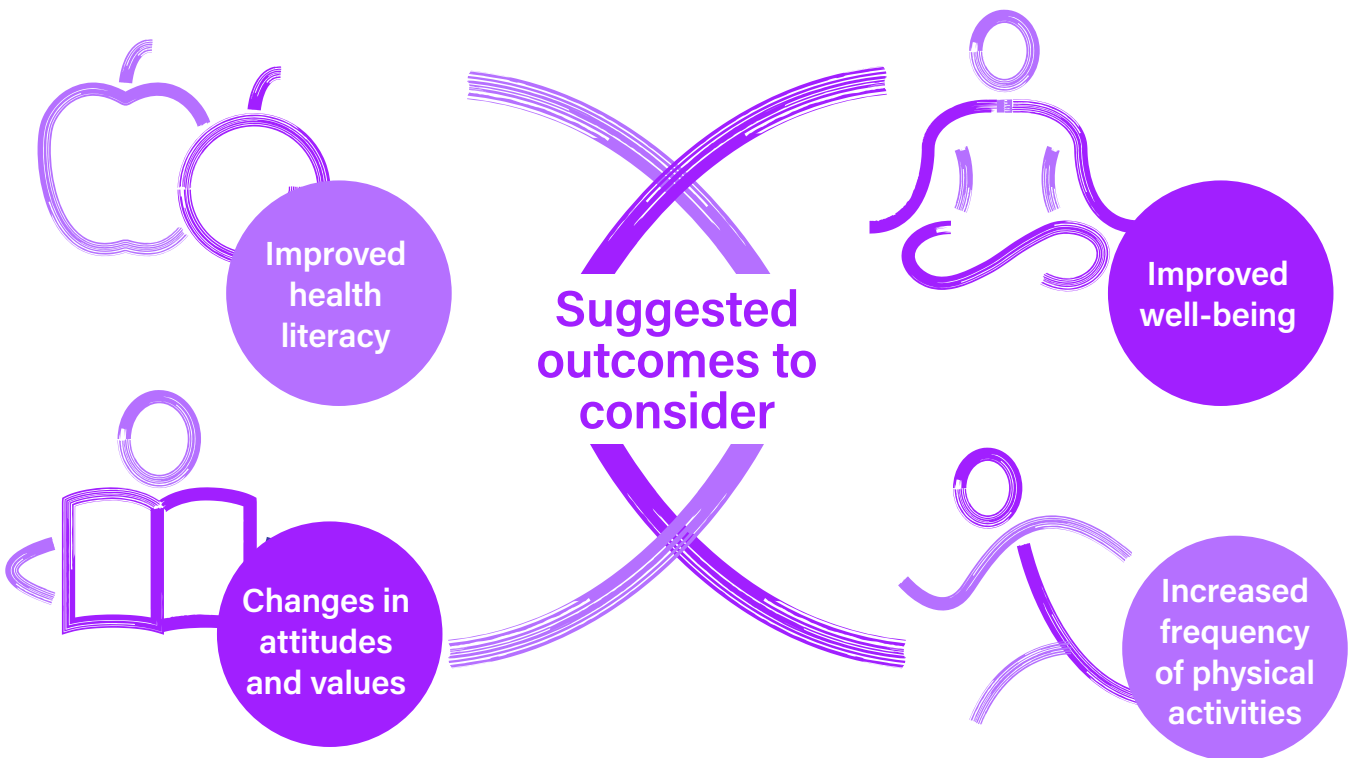
1. Management office
2. Library
3. Playground
4. Guard house
5. Community hall

STEP 2 SETTING UP YOUR PROGRAMME

A. Deciding on programme components

Now that you have information on the community and its surroundings, it is time to curate a health initiative that is tailored to their needs!

It helps to think about the impact you are trying to achieve within the neighbourhood, and then work backwards. This is called outcome-based programming which structures a programme around the benefits and changes you are trying to bring to your beneficiaries. For instance, if you are trying to improve the health literacy of a community, consider organising talks and health screenings.



STEP 2

SETTING UP YOUR PROGRAMME

It's also important to consider the feasibility of the programme, and the demands for it. Here is a list of things to keep in mind:

Budget

How much would the programme cost?

Method of delivery

Would it be delivered in-person or online?

Can it be both? Would there be a difference in the programme impact?

Number of participants

How many participants would be optimal?

If there is a lot of demand for a programme, would you be able to organise more than one session?

Age group

What would be the ideal age for a particular activity?

If it caters to all age groups, consider organising several sessions for an optimal experience.

Type of activity

Consider the intensity of activity, does it need to be family-friendly?

B. Stakeholder engagement

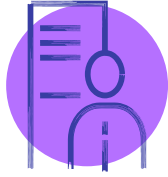
Once you have a better idea of the programmes you would like to run, it is time to get in touch with the people who can make it happen with you.

Stakeholder engagement is a process of listening to and collaborating with stakeholders. This process includes identifying and mapping stakeholders to determine the best strategies that can help you communicate effectively and leverage available resources.

It is important to consider the needs and desires of your stakeholders so you can foster trust and confidence for your initiatives. When done well, stakeholder engagement can mitigate potential risks and conflicts such as disengagement and any resistance to change.

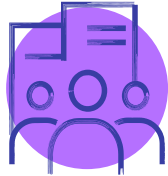
STEP 2 SETTING UP YOUR PROGRAMME

Overview of the stakeholders at a public housing community



Building Management

This is the body that supervises hard and soft services of most buildings. For public housing estates in Malaysia, the management could be either a government agency or a private company.



Residents' Association (Persatuan Penduduk)

This local association is usually formed to oversee other organisations within a housing estate, and to manage the welfare of residents.



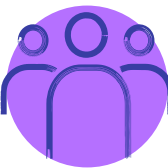
Neighbourhood Watch (Kejiranan Rukun Tetangga—KRT)

A voluntary programme created to assist community development in Malaysia. The Neighbourhood Watch organises night patrols staffed by members of the community to facilitate crime prevention in the neighbourhood. Each KRT is encouraged to organise community, welfare and education activities.



NGOs and community-based organisations

Specific organisations working on issues from education to residents' welfare are often found on site. Reach out to them as they would already have experience working with the community!

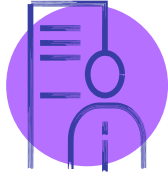


Community (Residents)

Community engagement is important because it creates ownership of the programme. Be sure to support community participation throughout your initiative.

*These are just a few examples, so please consider listing out all the stakeholders in your neighbourhood and their roles within the community.

STEP 2 SETTING UP YOUR PROGRAMME



Here are some tips on how to engage the various stakeholders:

I Building Management

Within a housing project, the Building Management often has an intricate existing relationship with the community. The Management will also have an oversight of activities and programmes that are allowed within the premises. Therefore, engaging the Management early and securing preliminary agreements or permissions to run programmes and utilise the premises is important. This may require more effort and time, which you should plan for.

Here is how you can reach out:

1

Write them an official letter stating your intent, and requesting for permission.

2

Call them up to follow up on the correspondence.

3

Visit their office situated at the site.

4

Get the local community or NGO to endorse/ champion your programme.

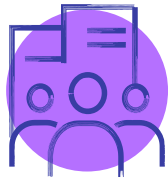
When you do get their support, maintain constant communication, and provide Management with regular and timely updates to show the progress and impact of your programme.

STEP 2 SETTING UP YOUR PROGRAMME



II Other NGOs / community-based organisations

Reach out to, and build relationships with other organisations on site who are already working with the community on existing initiatives. Oftentimes, these organisations would have access to the same community you are trying to reach. This will allow your programme to complement and collaborate with any existing initiatives in order to fill in gaps instead of duplicating similar initiatives.



III Community leaders and residents

Community participation is important when launching new initiatives as it provides the community with a sense of ownership of the programme. Empower community leaders to participate in the planning of certain components such as open days, programme registrations, and so on. The community would be able to make informed recommendations for the programme needs, such as suitable venues, strategies to recruit participants, and even fine-tuning programme components.



STEP 2 SETTING UP YOUR PROGRAMME

C. Administration

Now for some final details to ensure that the programme goes well. Remember to align your programme with your budget and timeline.

Budget

Prudent budget planning ensures that your programme delivers the best value according to the resources available to you. Creating a budget does not have to be intimidating, as it is just a way to estimate the total cost of your programme.

Here is a simple template you could use:

Project name	
Net amount	
Starting date	
Ending date	

Programme management			
Items	Budget	Actual cost	Difference
Your own time			
Facilitator per diem			
Stationery			

Reimbursement of partners / Logistics			
Items	Budget	Actual cost	Difference
Transport subsidy			
Resource person honorariums			

Communications			
Items	Budget	Actual cost	Difference
Printed collateral, i.e. posters, flyers			

→ to keep the community engaged and informed

Video and / or photo documentation			
Items	Budget	Actual cost	Difference
Photographer			
Videographer			

→ useful for documenting programme successes for internal and external communications

STEP 2 SETTING UP YOUR PROGRAMME

Programme outline and timeline

Set out a clear programme timeline that details phases, and be clear about the objectives of your initiative. Feel free to adapt the following timeline sample.

Timeline / Agenda	1 month	1 month	2-6 months	1 month
Programme planning				
Stakeholder and partner engagement				
Pre-programme survey design				
Walk leader recruitment and training				
Pre-programme survey and registrations				
Programme Implementation: — Walking Group — Webinars — Workshops — Counselling — Badminton training				
Post-programme survey				
Reporting / post-mortem				



STEP 2 SETTING UP YOUR PROGRAMME

D. Communications

Communication can be divided into two types: internal and external communications. Internal communication is about ensuring members of the community are aware of the initiatives happening, while external communication is about sharing the programme and its successes with the general public and external stakeholders.

Internal communication

To decide which communication platform or tool works best with your target participants, ask the community. Based on our previous work with several public housing communities, the following communication channels proved most helpful:

- Word-of-mouth
- Community WhatsApp groups
- Posters and banners on site
- Facebook page



Useful social media platforms



WhatsApp

an accessible platform for disseminating information and obtaining direct feedback from the community



Facebook page

an open platform to share information and build digital presence



Telegram

a friendly platform for community building and interaction

For word-of-mouth and community WhatsApp groups, engaging local residents as representatives is important. Some other key insights:

- Assess and adapt to the language that is most accessible to your target audience.
- Use dynamic, colloquial language in social media postings in order to be approachable.
- Feature the local community in photos and videos.
- Produce collateral that are consistent in imagery and messaging.
- Ask for community feedback to know what works best.

STEP 2 SETTING UP YOUR PROGRAMME

At the end of the day, you are speaking to a community that will continue to evolve in their needs and ideas, so keep seeking feedback throughout your implementation, and do not shy away from making changes as long as it gets the message across.

See Appendix 1 for poster templates that you could use.

External communication

Utilise social media and mainstream media channels to share your programme and successes with external audiences. Here are some suggestions:

Weekly posts on social media

- It is useful to share impactful programmes and stories from the community.

Media releases

- Send press releases to media outlets so your programme can be featured.



Examples of posters

STEP 3 MEASURING IMPACT AND ENSURING SUSTAINABILITY

At the end of every programme, it is important to gauge the impact of your initiative. Since the planning process started with an outcome-based structure, the next step would be to detail key impact indicators for each outcome. Such an assessment evaluates the effectiveness of your programme and informs strategies for any future implementations.

For the indicators, you could look into two approaches: Process Evaluation and Outcome Evaluation. Process Evaluation measures how well the programme was delivered, whereas Outcome Evaluation measures whether the programme was able to trigger short and long-term change.

See Appendix 2 for an example of pre- and post-programme surveys.



Examples of Process Evaluation

Programme frequency

- How many walking groups?
- How often were the walks taken?
- How many workshops were conducted?

Participation

- How many people walked?
- How many workshop participants?

Post-mortem with stakeholders

Identify what went well and what could be improved



Examples of Outcome Evaluation

Social benefits

Pre- and post-surveys to evaluate relationships among neighbours

Health literacy

Pre- and post-surveys during webinars to measure a change in knowledge, attitude and practices (KAP)

STEP 3 MEASURING IMPACT AND ENSURING SUSTAINABILITY

Collecting this information can help you secure more opportunities and resources to continue your programme at the same location, or to expand it into other communities that could also benefit from it.

Remember to consider the long-term sustainability of your programme when planning—how can programmes continue well into the future without your active involvement? Could you facilitate the introduction of more organisational partners to deliver programmes and provide funding?

More importantly, would local communities drive the activities once your campaign initiative ends? Plan for capacity building of local leaders, especially in areas of project management and funding. At one of our sites, we organised a grant-writing workshop to support the community in developing their own initiatives.



3 SUGGESTED PROGRAMMES

In this section of the toolkit, we will share a list of activities and programmes that were conducted for the inaugural Aktif Bersama programme which can easily be adapted for any neighbourhood. The list is non-exhaustive, and the activities we have shared merely serve as starting points.

Consider the mix of programmes that were designed to offer something for everybody, no matter their age or ability, and to encourage the community to expand their social networks and make new friends.

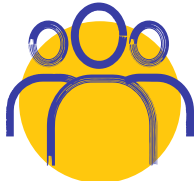
This section will be broken up into three parts, namely:



A.
Physical activity



B.
Improving
health literacy



C.
Group activity
sessions



1. Walking groups

Walking groups were chosen as the key activity for Aktif Bersama because walking is a simple and effective exercise with many benefits. It is also accessible by many, and family-friendly too. Walking groups are great for building social cohesion among neighbours and improving one's mental health through a healthy outlet.



Benefits of Walking

- Free activity that is easily accessible by many
- Prevents or delays chronic diseases
- Reduces stress and improves mental health
- Gives a chance for neighbours to have improved relationships
- Easily done with SOPs in place during a pandemic

A PHYSICAL ACTIVITY

To begin launching Walking Groups in your neighbourhood, here are a few things to check off:

A Conduct a walkability assessment

It is important to carry out a walkability assessment with the help of local partners to highlight potential barriers for the activity. For instance, a lack of safe walking paths, roaming stray animals, or busy traffic. Once identified, your team can resolve these issues and map the most suitable route.

Assessment points to look at:



Walking Group Checklist

- Walkability assessment to produce walking route maps
- Walk Leader recruitment and training
- Stamp Book (optional)

1

How safe are the existing pedestrian pathways?

2

How accessible are the pedestrian pathways?

3

What is the noise and heat level surrounding the housing area?

4

Are there open spaces for recreational activities?

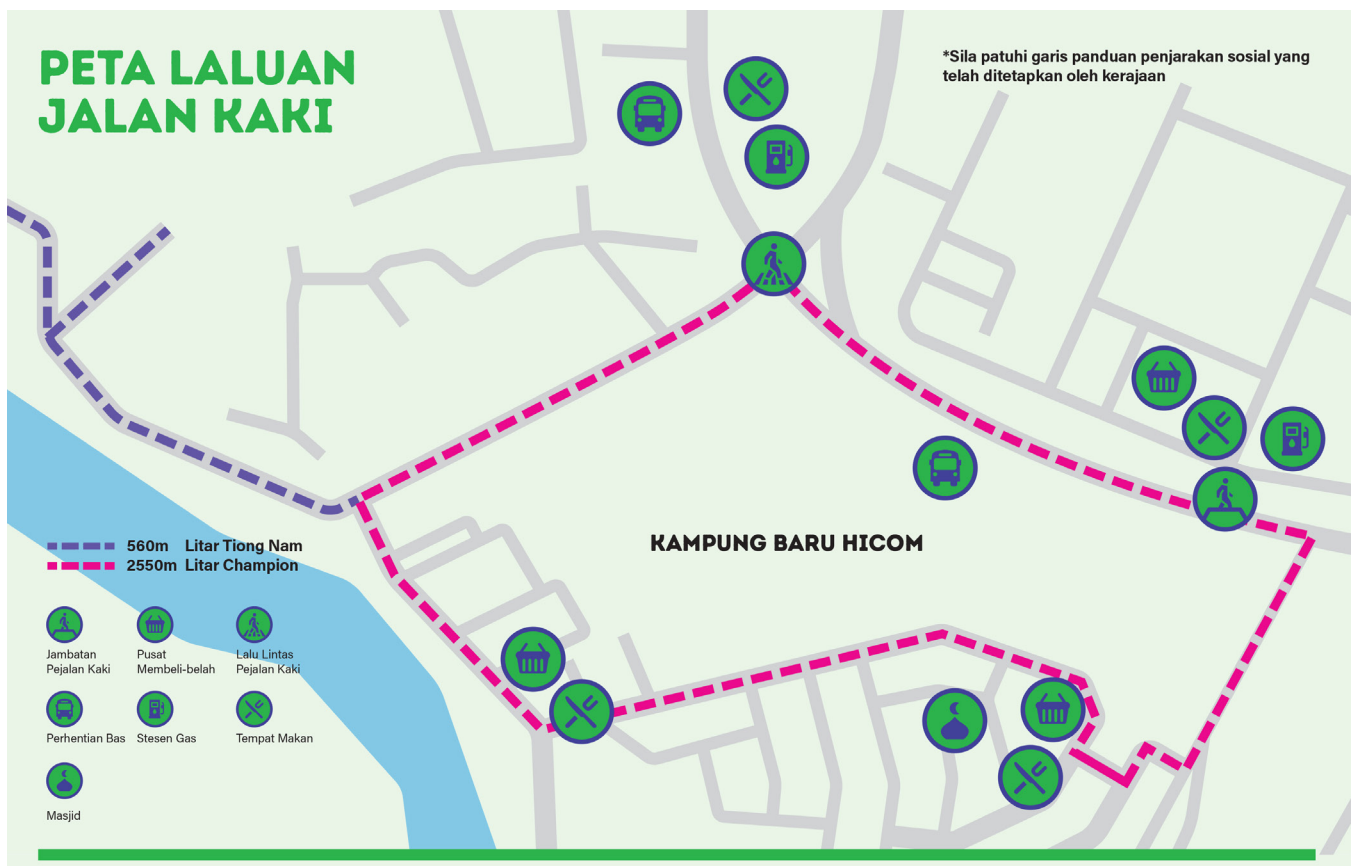
5

How can the walking experience be a more comfortable one for the community?

A PHYSICAL ACTIVITY

The easiest way to do this is to print out a Google map and draw the path with a coloured pen. Walking the route with a fitness smartwatch or other wearable devices can help you assess distance and the number of steps.

While conducting these assessments, scope out at least two routes with different distances that the community could use. With the route options ready, run it by various community leaders to validate it before finalising. A route map is only useful if it is being used!



Example of a route map

A PHYSICAL ACTIVITY

B Recruit and train Walk Leaders

Once the routes are finalised, it is time to get your Walk Leaders on board! Walk Leaders are people from the community who would guide the walks and rally fellow residents to join in by showing them that walking is a fun and fulfilling activity.

Having Walk Leaders guide walking groups instead of individuals walking on their own ensures the safety of the participants. Apart from that, it encourages neighbours to interact with one another, making them feel like they are part of a movement for a good cause.

How to recruit Walk Leaders?

- Reach out to partners and stakeholders within the community to identify potential leaders, who should be at least 15 years of age.
- Ask around the community to see who would be interested, you would be surprised that some residents might already be doing a similar activity!
- If people seem hesitant to commit, conduct a small-scale Open Day session for those interested to find out more before committing.



What we learned

- When it comes to walk schedules, let Walk Leaders decide what works best for them. Chances are that this sample group reflects the larger community.
- With the inaugural K2K Aktif Bersama programme, we saw that some groups walked daily, while most concentrated on weekend mornings when most residents were free to participate.



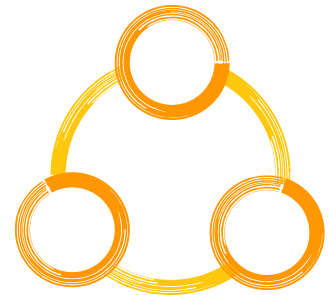
A PHYSICAL ACTIVITY



Explain the 'Why' of conducting Walking Groups so that the Walk Leaders understand your cause.

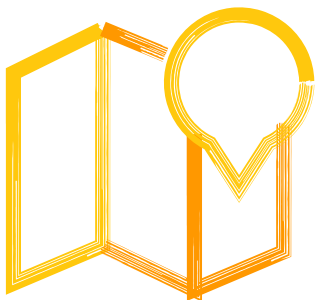


Reiterate the tasks of the Walk Leaders.



Explain the process of the Walking Group activity, in terms of the registration process, walk schedules, and so on.

What goes into the training?



Show them the route map and go on a walkabout together to familiarise them with the route. Ask them what they think of the route as well.



List out the communication channels that will be used between Walk Leaders and the wider public, such as WhatsApp groups.

Designate a person from the lead organisation to maintain constant communication with Walk Leaders throughout the programme via private groups, and encourage them to share photos and walk anecdotes in the group to boost morale. Where possible, provide incentives at the start or the end of the programme to reward their effort.

A PHYSICAL ACTIVITY

C Keep the community motivated

Look into sparking extrinsic motivations that may lead into intrinsic motivation. If financial resources allow, we encourage incentivising residents to walk at the start of the Walking Group. Eventually, it should get picked up as a sustainable habit once people are more intrinsically motivated by the enjoyment of walking with their friends.

Suggestions to encourage walking:

- Take walks along a scenic route, stop for photos sometimes!
- Finish walks at an interesting destination or with a communal activity, such as breakfast.
- Post up weekly leader boards to indicate which block had the most walks and / or most walkers; or to highlight some 'Walkers of the Week'.
- Organise weekly lucky draws whereby residents who walked at least three times in a week would be eligible for a draw with attractive prizes.

A great way for residents to visualise their own progress is by providing them with physical collateral that can be stamped to track their walks.

See Appendix 4 for a sample of the stamp book that we produced for residents to track their walking, as well as provide tips related to walking! The stamping of the books would be done by Walk Leaders who can also verify their participation.



What we learned

- Make sure that the person managing the Lucky Draw is not eligible for the draw to avoid conflicts of interest.
- Featuring people from the community on social media postings has proved to be popular, involve them as much as you can!

2. Badminton training

Team sports increase self-esteem and build strong relationships between those who participate in the activity. Our training introduced youths who would not have otherwise met, through a healthy and fun activity.

With the first Aktif Bersama programme, football was first considered, but due to COVID-19 restrictions, it was changed to badminton training. However, the results were positive all the same.

With any sports activity, a key component is to review the facilities and resources available on site. In this instance, a conducive badminton court and equipment that is in good shape would be necessary.



Partner
J8 Autism
Athletics



Activity
Weekly trainings
on badminton
techniques



Suitable for
Youths

Take it one step further

Organise a neighbourhood badminton tournament at the end of the trainings to evaluate the progress of the trainees. It is a fun way to 'graduate' from the programme too!



B **IMPROVING** **HEALTH** **LITERACY**

Health literacy refers to the degree to which one has the ability to obtain and understand basic health information and services in order to make informed decisions about their health. It is therefore important to help people recognise the signs and symptoms of chronic disease and mental health well-being early.

To improve health literacy for a community, consider providing health screenings, disseminating informational brochures, and organising community talks on various topics. Due to the COVID-19 restrictions during the first Aktif Bersama, these options were adapted to be contact-free by providing digital information posters and conducting health webinars online.



What we learned

- Digital posters in a square dimension are easy to read on the phone.
- Videos should be kept short and concise, with multiple short videos preferred over one long one.

B IMPROVING HEALTH LITERACY

Here are some topics that could be covered:

I. Stroke Awareness

Stroke is the third most common cause of mortality in Malaysia, and the leading cause of disability in the nation. Patients sometimes do not immediately realise that they are experiencing a stroke, thus it is important to be aware of the signs.



Partner

National Stroke Association of Malaysia (NASAM)



Interventions

- Online webinar on the symptoms of a stroke
- Digital posters shared on the Aktif Bersama Facebook page
- Printed collateral, distributed to the community

See Appendix 5 for a video on stroke awareness, and more informational collateral.

Kenali Strok Dengan M.A.T.A.

M UKA	A NGKAT T ANGAN	T UTUR	A NGKAT TELEFON
Minta pesakit untuk senyum sehingga menunjukkan gigi. Adakah sebahagian muka pesakit senget.	Minta pesakit angkat kedua-dua belah tangan ke hadapan. Adakah tangan tidak dapat diangkat atau lemah sebelah.	Minta pesakit mengulangi ayat ringkas. Adakah pertuturan pesakit sukar difahami atau tidak jelas?	Sekiranya terdapat salah satu atau lebih tanda-tanda strok seperti terdahulu, sila hubungi talian 999 dengan segera.

Example of an infographic from the National Stroke Association of Malaysia (NASAM)

B IMPROVING HEALTH LITERACY

II Cancer Awareness

Cancer cases are on the rise. What is even more worrying is that 60% of cases are detected at late stages when the chances of recovery are a lot slimmer. There are many risk factors for cancer such as age, family history, lifestyle habits and so on. However, from an individual's perspective, it is good to be aware of the early signs of cancer and to maintain a balanced diet.



Partner

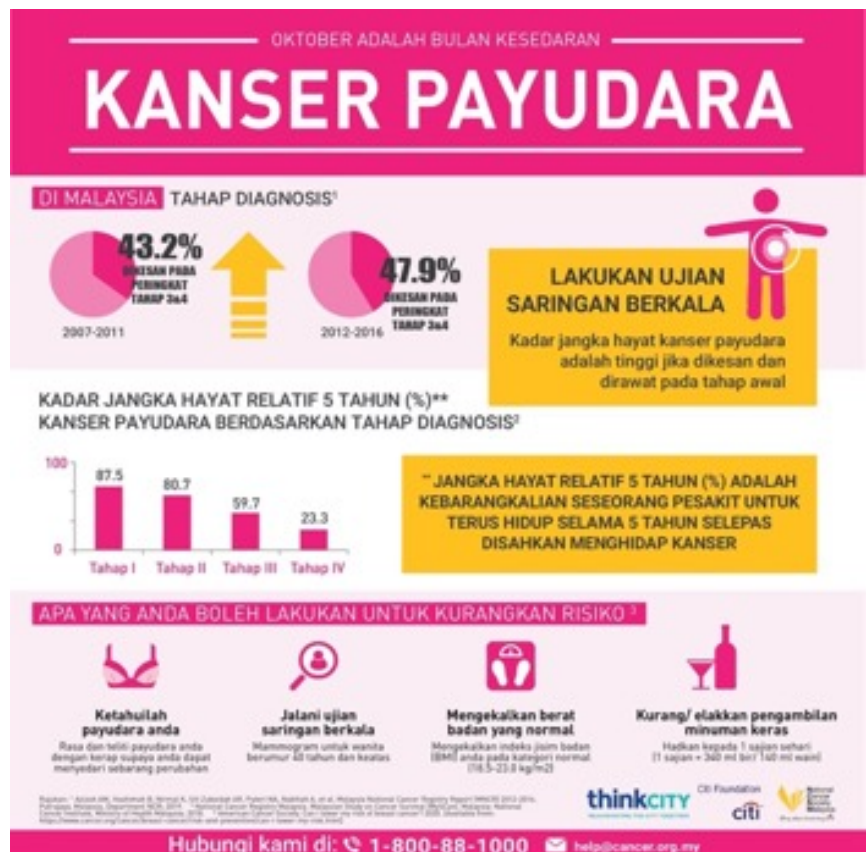
National Cancer Society Malaysia (NCSM)



Interventions

- Online webinars on breast cancer, testicular cancer, and dietary precautions
- Digital posters shared on the Aktif Bersama Facebook page and community WhatsApp groups

See Appendix 6 for more collateral on cancer awareness, including infographics and videos.



B IMPROVING HEALTH LITERACY

III Mental Health

Mental health problems can affect anyone, and the lack of healthy coping strategies, social support, and the social stigma surrounding mental health can further worsen the problem.

Mental health stigma is prevalent in many communities, and it refers to the negative stereotypes many people hold against those who are dealing with mental health problems. Not only does this lead to discrimination in personal and professional lives, it could also deter those who need help from seeking it as the stigma would cause them to experience shame and embarrassment.

When rolling out mental health-related initiatives in a new community, it's important to consider the following:

- Gauge community perceptions on the topic of mental health through surveys and/or conversations
- Organise awareness campaigns that will help the community warm up to the idea of mental health-related programmes
- Start off with group activities before zooming into individual outreach activities, or introduce mental health through less stigmatised topics such as parenting strategies

This section covers three types of interventions: awareness, consultations, and mental health first aid.

I Awareness



Partner
Thrive Well



Interventions
Online webinars on dealing with uncertainties, mindfulness, and self-love

Thrive Well's YouTube playlist on topics such as mindfulness and self-love (see Appendix 7).

1		Menjuarai Ketidakpastian Dalam Kehidupan Thrive Well 6:25
2		Mindfulness dalam Kesibukan Thrive Well 7:19
3		Sayangi Dirimu Thrive Well 5:59

II Consultations



Partner
Thrive Well



Intervention
Individual consultations by
mental health professionals

Each session included a consultation that covered the Depression, Anxiety and Stress Scale (DASS-21) screening and the sharing of results. Appropriate references and referrals were provided where necessary. The professionals also shared adaptive coping strategies, and resources such as professional psychiatric and psychological services that could be of help. In some cases, the mental health professionals sent out messages to share these resources and offer a space for reaching out should the community need additional support.

Residents were required to register in advance for a 30-minute consultation with the mental health professionals. In line with COVID-19 SOP restrictions, the face-to-face consultation was instead done over a phone call.

Consultation session testimonial

"At the end, they gave advice on how to overcome our stress and they provided information on where to seek help.

In the same week, I knew of a neighbour who was in distress and I managed to help them with what I learnt!"



iii Mental health first aid



Partner
Befrienders



Intervention
Active Listening Workshop

Active Listening is a way of listening and responding to another person in order to improve mutual understanding, and express empathy. This can often be reflected through verbal expressions and non-verbal actions. When a person is experiencing distress, a good listener can often be the first step in seeking help.

Active Listening is an important component of the Befrienders' work in suicide prevention. The workshop covered the signs and symptoms of distress and suicide, as well as how to provide emotional support through active listening. The workshop can be conducted for a range of age groups, and benefits all.

It is recommended to conduct this workshop in person, although it can be conducted online as a webinar too.



Befrienders' webinar conducted online in a closed Facebook group.

Feel free to include more topics in this section, conduct health screenings where possible, and remember to get feedback from the community!

C GROUP ACTIVITY SESSIONS

Being socially active is linked to better mental health and well-being. Social activities can help establish new relationships, provide opportunities for social support, and foster a sense of belonging within a community. This is why Aktif Bersama programmes should incorporate various forms of group activities in order to create a shared experience between neighbours.

Here are some of the programmes that can be conducted:

I **Waste and composting workshop**

The ever-increasing flow of household waste is an environmental problem that needs to be better addressed with the help of public participation in waste management processes. In fact, Malaysians produce about 2.3 million tonnes of waste per day, of which 44.5% consists of food waste that can be managed through composting.



Partner
Free Tree Society



Activity
A hands-on workshop to tie in composting with the larger waste issue, and introduce sustainable consumption habits, zero waste, and recycling into the conversation. All participants went home with a mini compost container that would show results in a few months.

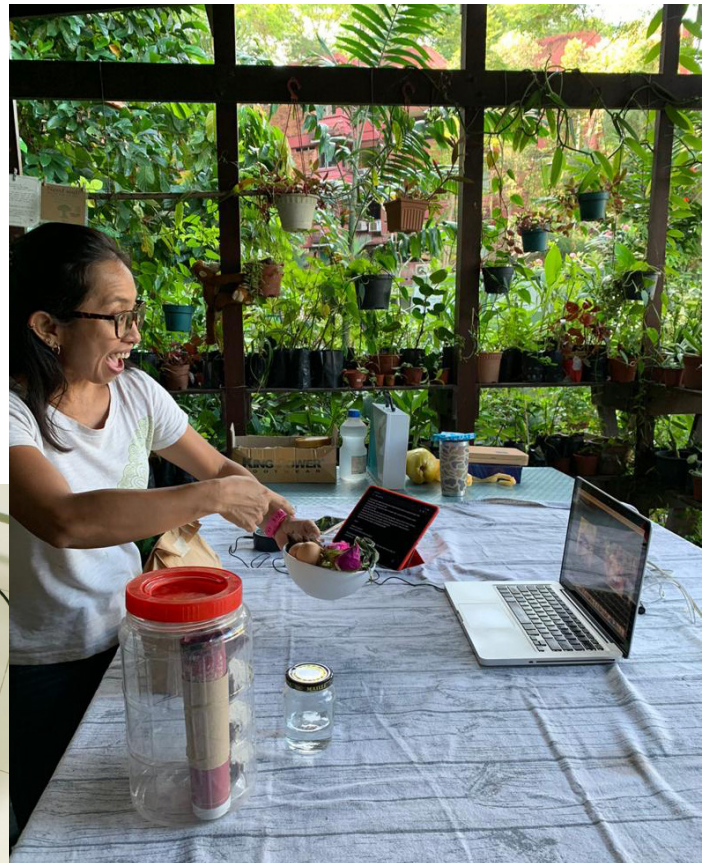


Suitable for
Youth and adults

Take it one step further

Moving forward, engage building management and active Residents' Associations to come up with an optimal waste management system if it is an issue for the neighbourhood.

C GROUP ACTIVITY SESSIONS



Due to COVID-19 restrictions, the workshop had to be done virtually by Free Tree Society. On site, resident facilitators assisted the children in their hands-on learning process.



C
GROUP
ACTIVITY
SESSIONS

II Edible Garden Workshop

Apart from the fact that it provides a good outlet for mental stress relief, residents can also reap the rewards of an edible garden in the long run.



Partner
Free Tree Society



Activity
A hands-on workshop to learn community gardening tips and easy ways of planting edibles suitable for cooking, such as ginger, scallions, and spinach. All participants went home with a pot of plants.



Suitable for
Youth and adults

Take it one step further

Set up a community garden within the neighbourhood if feasible, allowing the larger community to enjoy the fruits of this learning experience too.

"I have always been very interested in gardening, and this workshop taught me more on the different types of plants and ways of gardening. It was through this workshop that I also got to meet other neighbours and share knowledge."



III Goal setting workshop

Goal setting is important at all stages of life as it helps to clarify and motivate oneself to achieve all that one sets out to do.



Partner
Thrive Well



Activity
A workshop that guided the youth in thinking about their purpose, and to plan actionable items with the SMART criteria (Specific, Measurable, Attainable, Relevant, and Time-Bound).



Suitable for
Youth aged between 18-25 who have finished the mandatory school pathways and will begin to have many different life paths to pursue.

Take it one step further
Connect with a community-based organisation with an education initiative to continue mentoring and monitoring the progress of youth involved.





This toolkit was intended to share our learnings from organising the K2K Aktif Bersama programme. The programme started off with the aim of bringing a community together through joint health action. The need for this initiative became more pertinent when the COVID-19 crisis hit and brought to light many underlying issues that marginalised communities were already facing. It became apparent that initiatives that could empower communities to be more resilient were more necessary than ever.

Even though many of the programmes were initially planned to be conducted physically, Think City had to adapt to COVID-19 restrictions, and curate the programmes in a way that they could be done face-to-face but through online platforms, or in a hybrid manner. The key ingredient that made all of this work was the active role of a strong on-site community partner. As organisers, we can only facilitate initiatives as much as communities can mobilise existing resources, and that is why a participatory partnership is crucial.

The initiative has opened many opportunities for the community, strengthened camaraderie between neighbours, and improved health and awareness for a healthy lifestyle, especially within the backdrop of COVID-19.

When you facilitate your own Aktif Bersama programme, it will look slightly different from ours as your stakeholders and communities will be different. After you reflect on our toolkit, and proceed with your own programme and evaluation, we would value any feedback you have with regards to this toolkit and the programme. We look forward to hearing from you via our email at:

k2k.publichousing@thinkcity.com.my



APPENDIX

Appendix 1

Poster templates

Appendix 2

Pre-programme survey

Post-programme survey

Appendix 3

Walk Leader training manual

Appendix 4

Stamp book

Appendix 5

National Stroke Association of Malaysia (NASAM)

— Video

— Infographic

Appendix 6

National Cancer Society Malaysia (NCSM)

— Infographics (BM)

— Pocket talk videos

Appendix 7

Thrive Well: Mental health awareness videos on
YouTube: ThinkCity 2020/2021

For the full list of resources, log on [here](#).

Published by

Think City Sdn Bhd 200901026839 (869941-P)
Level 1 Bangunan UAB
No 21-35 Gat Lebu China
10300 George Town
Pulau Pinang Malaysia

www.thinkcity.com.my

August 2021

Copyright © 2021 Think City Sdn Bhd
Copyright of images belongs to
Think City unless stated otherwise



Citi Foundation



thinkCITY