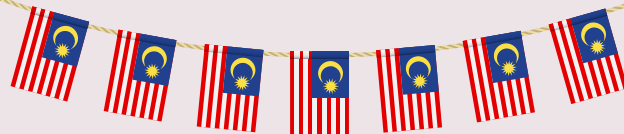




Heights and Minds
Foundation



Malaysia Establishment Report 2023





The MindUp Project: Good Nutrition, Smart Brain, Bright Future!



Thank you to The State
Government of Selangor



LITTLE
STEPS

Thank you to our program
partner
Little Steps Foundation



Introduction to Heights and Minds Foundation

The Heights and Minds Foundation is a non-profit organisation that aims to support childhood growth and development along with maternal health and nutrition focusing on the first 1,000 days of life; from pregnancy to two years old.

Heights and Minds promote the growth and development of children in the first 1,000 days of life by empowering parents with knowledge and tools, and fun events such as cooking shows. Worldwide, we set up inspirational meeting points, called MindUps, which are connected through the Heights and Minds Digital Solutions (HMF-DS). At the MindUp pregnant women, parents and caregivers get the chance to learn about the growth and development of their child, healthy feeding practices and parenting, assisted by MindUp Managers (MUMs).

Heights and Minds believe that every child has the right to reach their potential for a happy, healthy and productive life.



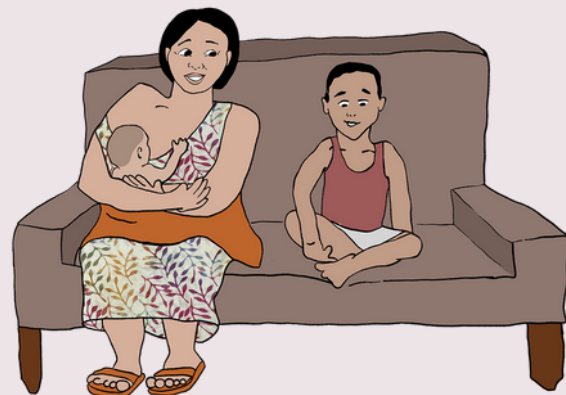
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Selangor Health Partnership Program

In early 2023, Heights and Minds was selected as a Selangor State Government partner focusing on early childhood nutrition for the inaugural Selangor Health Partnership (SELHEP) Program. The SELHEP program is a pioneering public health initiative by the Selangor State Government. Its core objective is to foster strategic collaborations between state authorities, non-governmental organizations (NGOs), academic institutions, research centers, and the private sector.

Together, they aim to address contemporary public health challenges, devise effective solutions, and empower community leaders to champion the cause of creating healthier communities throughout Selangor. The key priority public health areas include mental health, cervical cancer, noncommunicable diseases risk factors, early childhood nutrition, healthy aging, drug use and addiction, health literacy and tuberculosis.

Heights and Minds was among 9 partners who succeeded in winning the grant after a competitive selection process in December 2022 and focuses on the domain of early childhood nutrition which includes stunting prevention.

On 10 August 2023, the Heights and Minds Foundation signed an agreement with the State Government of Selangor in Malaysia to undertake “The MindUp Project: Good Nutrition, Smart Brain, Bright Future”. Together, Heights and Minds, the State Government of Selangor and our local partner, Little Steps Foundation, aimed to establish a MindUp in the community to address the growth and development of children in the first 1,000 days of life. Based on discussions with the Selangor State Government and local leaders as well as situational analysis with local health and welfare authorities, a MindUp was established in Pangsapuri Enggang, Taman Kinrara, Puchong



MindUp Core Training Program



In early October, Heights and Minds recruited 6 women from the community to undergo the MindUp Core Training Program which was developed by the Heights and Minds Team in 2023.

Over the course of 5.5 days, the women learned about the first 1,000 days of life, nutrition, healthy diets and healthy lifestyle, infant and young child feeding, child development, pregnancy, breastfeeding, hygiene and sanitation as well as monitoring and evaluation from the Heights and Minds team.

The trainees successfully completed the theoretical and practical sessions where they also learned to create healthy food from child friendly recipes and more importantly, develop kinship along the way. The training program culminated in a graduation ceremony for all the trainees and 2 women were appointed as the MindUp Manager.

By training and working with women from the community, Heights and Minds empowers the community with the knowledge and tools to prevent stunting while ensuring the knowledge stays within the community.

MindUp Core Training Program Photos



Yuhana testing healthy recipe



Trainees learning about hand hygiene



Melissa leading MindUp Training session



Trainees learning about child measurement



Aina leading MindUp Training session

MindUp Core Training Program Photos



Trainees learning about size of an infant's stomach



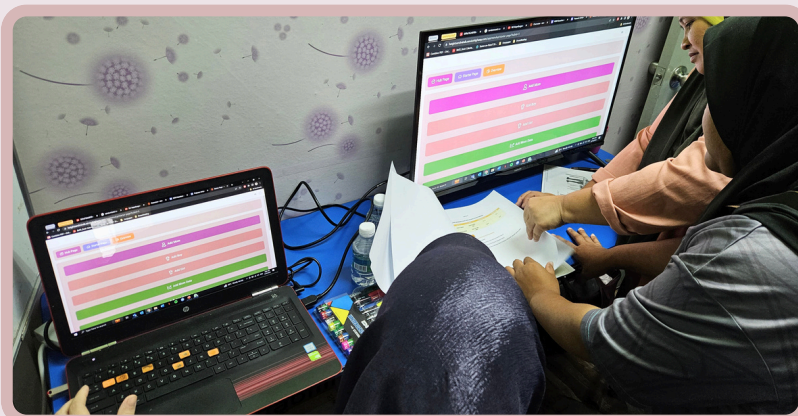
Noraini testing the HMF Doll



Practical demonstrations



Trainees learning weight measurements



Trainees utilising HMF-DS online training materials




Pusat Anak Cerdas Ceria Selangor (CERDAS)

The first Malaysian MindUp, named Pusat Anak Cerdas Ceria Selangor (CERDAS) opened its door for visits mid-October 2023. Pusat CERDAS is managed by two MindUp Managers who are trained community members and is located at the Pusat Aktiviti Kanak-Kanak (PAKK) or Children's Activity Centre of Pangsapuri Enggang. The PAKK, managed by the Welfare Department, provides school-going age with a space for learning and activities after school in the afternoon.

Pusat CERDAS utilizes the space for first 1,000 days families in the morning, while the PAKK uses the space for school-going age children in the afternoon. By working with the Welfare Department of Subang Jaya, this synergistic collaboration marks the start of a multi-sectoral approach to stunting prevention in the local community.

In the short period since opening of its doors, Pusat CERDAS has successfully provided growth monitoring and promotion services as well as age-appropriate counseling to close to 20 first 1,000 days of life families.

All visitors are educated on the importance of the first 1,000 days of life to ensure a brighter future for their children. Pusat CERDAS also held several events, including two cooking shows and 1 breastfeeding tips and sharing event with women in the community. These events are aimed at making learning fun for the first 1,000 days families while promoting the services at the MindUp. To increase the community's awareness about the MindUp, the MindUp Managers have also conducted door-to-door census to identify first 1,000 days families and invite them to visit the MindUp.

 [Pusat Anak Cerdas Ceria Selangor](#)

 [@pusatcerdas](#)





Pusat CERDAS MindUp Milestones

To date, the MindUp has conducted GMP and counselling services for more than 20 pregnant women and children under the age of 2. In addition, the MindUp Team (MUMs and Coach) have also conducted door-to-door visits to the apartment blocks to identify first 1,000 days households and to invite them to the MindUp. The MindUp Team has also conducted 2 cooking show events, 1 breastfeeding sharing session and 1 children exercise activity aimed at promoting the MindUp and services to families in the community.

November 2022: Shortlisted to join the Selangor Health Partnership Program Pitching Session

January 2023: HMF announced as a Selangor Health Partnership partner

January - August 2023: Situational analysis, stakeholder engagement, location selection, finalisation of program budget and monitoring indicators, local adaptation of training materials

August 2023 - September 2023: Selection of MindUp Core Training Program participants

October 2023: Conducted MindUp Core Training Program for 6 women from the community

October 16, 2023: Graduation ceremony and appointment of MindUp Manager

October 18, 2023: Start of MindUp Pusat CERDAS services

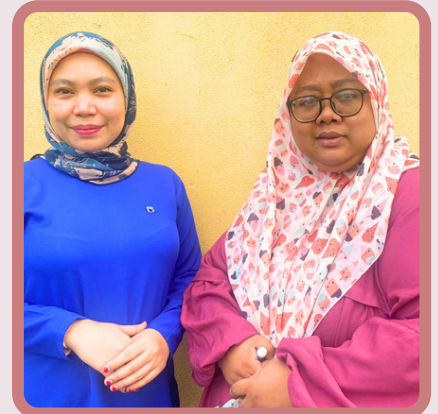


Aina and local child in school holiday program

Pusat Anak Cerdas Ceria Selangor (CERDAS)



(From left to right) Pak Ali, Pn. Jassica, Melissa, Aina and Wei Aun



MindUp Managers Kak Noni (Left) and Kak Ina (Right)



Kak Noni conducting growth monitoring



Aina demonstrating healthy recipe cooking



Kak Noni distributing MindUp flyers to community and conducting community census

Pusat Anak Cerdas Ceria Selangor (CERDAS)



Visit by nutritionist from local health clinic



Mother and child visiting the MindUp



Kak Noni conducting sharing session on breastfeeding



Kak Noni and Kak Ina demonstrating healthy cooking



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**Thank you and we look
forward to a great 2024!**

