

World Halal Conference 2020

Possible solutions

Malaysia's evolving halal industry can thrive post Covid-19. **p04-05**

World Halal Expo 2020

Halal pharmaceuticals for all

Certified halal pharmaceutical products are for Muslims and non-Muslims. **p20-21**

Still 'Standing In The Eyes Of The World'

Malaysia's one and only Queen of Rock, Ella, stays committed to achieve and inspire – **p26&27**



VOL. 2: ISSUE 10
KDN NO:
PP19477/05/2019
(035077)
November-December,
2020
RM8.00

AN IDEAL SHARI'A FOR BUSINESS & LIFESTYLE

@Halal



HDC

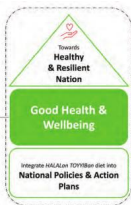
Smart Partnership

TAPPING INTO A LARGER POOL

Hibiscus Petroleum Chairman Zainul Rahim Mohd Zain says there are potential investors with greater reach to funds that invest in shariah instruments. **p10-12**

Halalan toyyiban dietary practice for good health and well-being

One's lifestyle practices cause chronic poor health



THE dietary practice is defined as observable actions or behaviour of dietary habits and can generally be classified as having acceptable dietary practices and poor dietary practices (Nana and Zema, 2018).

There are many types of dietary practices such as the vegan and vegetarian diet, Paleo diet, keto diet, Okinawa diet and Mediterranean diet, to name a few. These diets have different characteristics, and not all are healthy.

People's dietary choices are often affected by a variety of factors, including ethical and religious beliefs, clinical needs, or a desire to control weight. Since dietary practice is a significant component in a lifestyle, the choice of diet is essential to maintain a good state of health and well-being.

Notably, the Okinawa diet and Mediterranean diet are highly-regarded for their positive impacts on health and well-being.

The Okinawa diet refers to the traditional eating patterns of the people living on the Japanese island of Okinawa. Their unique diet and lifestyle are credited with giving them some of the longest lifespans on the planet.

Meanwhile, a Mediterranean diet incorporates the traditional healthy living habits of people from countries bordering the Mediterranean Sea. The effects of the Mediterranean diet on health and well-being has been long corroborated by scientific evidence, rendering it to be one of the most characterised and well-defined diets.

For instance, the Mediterranean diet pyramid has been developed to guide people to observe the diet as part of the lifestyle (Bach-Faig, 2011).

In comparison, the effects of halalan toyyiban dietary practice on health and well-being have not been sufficiently substantiated by



BY YUMI ZUHANS HAS-YUN HASHIM

AND



ANIS NAJIHA AHMAD
INTERNATIONAL INSTITUTE FOR HALAL RESEARCH AND TRAINING (INHART), INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

scientific evidence. This has in part hampered its presence in the mainstream dietary landscape, despite the great potential of the holistic halalan toyyiban dietary practice in the provision of good health and well-being.

DIET AND DISEASE PREVENTION – THE EXISTING POLICIES AND ACTION PLANS

Chronic poor health is caused, in part, by the lifestyle one subscribes to. Diet, is a significant and integral part of lifestyle has been linked to many types of diseases, particularly the non-communicable diseases (NCD) such as cardiovascular diseases, cancers, chronic respiratory diseases and diabetes.

More than 36 million die annually from NCDs (63 per cent of global deaths), including 14 million people who die too young before the age of 70 (WHO, 2013). This premature death could have been prevented by adherence to a healthy diet and lifestyle.

The high incidence and prevalence of chronic diseases also translate to a loss of productivity among the working-age population and contribute to high healthcare cost of a nation.

Responding to this global predicament, WHO initiated a Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013-2020 (WHO, 2013).

Malaysia has actively been involved in the WHO global action plan and has since adopted into the country's strategies to address the nutritional deficiencies and diet-related NCDs.

This is evident through the establishment of National Nutritional Policy of Malaysia (2003), 2016-2025 National Plan of Action for Nutrition of Malaysia (NPNM) III (MOH, 2016a) and 2016-2025 National Strategic Plan for Non-communicable Disease, NSP-NCD,

(MOH, 2016b).

These approaches include diverse enabling strategies, with clear measures and indicators. A commendable initiative by the Ministry of Health (Malaysia), the Healthier Choice Logo (HCL) was launched in 2017.

It aims to motivate industries to reformulate food products and assist the consumers in making the right food choices, leading to a healthier diet. Until February 2019, there are a cumulative of 370 products that have obtained HCL logo (MOH, 2019).

The existing policies do not specifically subscribe to one type of diet; instead, it promotes and offers diverse choices for one to stay healthy and prevent chronic diseases. As such, halalan toyyiban could be one of the options and thus further support and complement the existing policies. Significantly, the halalan toyyiban diet fits in the enabling strategy of NAPNM III "Promoting healthy eating and active living".

This is also in line with the overarching principle of the WHO Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013-2020 where the goals of reducing the NCDs could be achieved through the empowerment of people and communities, evidence-based strategies and multisectoral actions, among others.

Choosing a halalan toyyiban lifestyle means choosing a universally-accepted lifestyle that promotes the maintenance of health and well-being at the individual and community level, in line with maqasid al-shari'ah (the higher objectives of the shari'ah), specially, but not limited to, the protection, development and enhancement of religion (as way of life), life and the intellect. One can argue that halalan toyyiban diet is a faith-based diet, but indeed it is for the whole humanity to subscribe, as stated in the Qur'an.

"O mankind, eat from whatever is on earth [that is] HALALan TOYYIBAN (lawful and good) and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy."

[Qur'an 2:168]

Proper implementation of the halalan toyyiban in food and beverages globally will also support sustainable development goals (SDGs) enshrined in the 2030 Agenda for Sustainable Development adopted by United Nations member states, specifically in facilitating to accomplish zero hunger (Goal 2), good health and well-being for people (Goal 3) and responsible consumption and production (Goal 12).

As prevention is always better than cure, when one understands and embrace a healthy diet, in this case, the proposed halalan toyyiban diet, the ripple effect and impact on building a resilient, healthy nation prepared to face any unprecedented future becomes realistic and attainable.

HALALAN TOYYIBAN FOR RESILIENT HEALTH AND WELL-BEING OF A NATION

Taking lessons from the Covid-19 pandemic, the majority of Covid-19 deaths are those with chronic diseases. In Malaysia, the statistics have shown that around 32 per cent of deaths from Covid-19 has a history of chronic diseases such as hypertension, heart disease, diabetes and kidney disease (statistics collated from Press Statements, MOH Malaysia Updates on COVID-19 until 21/04/2020).

Indeed, the pandemic of Covid-19 scale is unprecedented and has put a constraint on the global health system including in Malaysia. Understanding, appreciating and subscribing to the wholesome halalan toyyiban dietary practice is a cost-effective way to support the promotion and maintenance of health and well-being.

This shall help recuperate the already constraint health care services post Covid-19, and in the long term, shall establish a healthy and resilient nation. ⁶