



Knowledge Attitudes and Practices Survey on Non Communicable Diseases (KAPSNCD) in Brunei Darussalam 2014-2015 FACTSHEET

The evaluation of the effectiveness of the National NCD campaign with the theme “Our health, our responsibility, act now” aimed to monitor and develop Brunei Darussalam’s health promotion communication strategies. The survey includes data on general health status, knowledge on the NCD campaign, readiness to change identified behavior such as fitting in physical activity into daily lives and reading nutrition labels as well as identify the communication channels outreach. The KAPSNCD was a household survey conducted in the population aged 15 years and above. Data collection period was from December 2014 to January 2015. A total of 1294 respondents participated, an overall response rate of 69.9%.

GENERAL HEALTH STATUS

- 90.5% of adults rated their health as good or excellent
- 82.5% of adults rated their current lifestyle as quite or very healthy

AWARENESS OF THE NCD CAMPAIGN

- 41.9% of adults able to give any of the five major non-communicable diseases as an example (Heart disease, High Blood Pressure, Stroke, Diabetes and Cancer).
- 34.1% of adults recalled seeing, reading or hearing publicity materials about the National Campaign.
- Top three media/ through which the publicity regarding the National NCD Campaign were recalled

Television 35.4%
Posters 20.3%
Radio Segment 18.2%

RECALLED NCD MESSAGES

“Appreciate Our Smoke-Free Environment”: 71.2%

“Make Exercise Part of Your Life”: 71.1%

“Make The Wise Choice, Read Food Labels”: 61.0%

“Know Your Medication and Control Your Illness”: 52.6%

TAKEN ANY ACTION (AMONGST THOSE WHO FOUND THE NCD MESSAGES NEW)

“Make Exercise Part of Your Life”:: 74.4%

“Know Your Medication and Control Your Illness”: 70.6%

“Make The Wise Choice, Read Food Labels” 68.4%

“Appreciate Our Smoke-Free Environment”: 58.2%

ONLY 4.2% VISITED THE EXHIBITION AT DEWAN AL-AFIAH

“Know your medication and control your illness”

- 22.6% of adults were on long term medication
- 95.0% of adults took medicines as directed
- 84.7% of adults always filled their prescriptions on time
- 82.8% of adults never changed medication dosage
- 76.2% of adults always read their medicine labels beforehand

“Appreciate Our Smoke-Free Environment”

- 91.8% of adults agreed that a smoke-free environment is important
- 79.0% of adults were aware of the smoking ban 6 meters from outside a building

Information about dangers of smoking were obtained through

Windows/shop stalls – 91.3%
Posters – 84.9%
Billboards – 82.7%
Television – 76.0%
Radio 69.1%
Newspaper/magazines -57.7%
Cinemas – 43.5%
Internet – 38.2%
others – 32.5%

“Make Exercise Part of Your Life”

- 63.8% of males, 65.7% of females and 64.7% overall were physically inactive
- 58.1% of males and 21.0% of females involved in vigorous intensity physical activity
- 82.0% correctly quoted recommended amount of exercise to stay healthy (5 or more times a week)

“Make The Wise Choice, Read Food Labels”

- 81.1% of adults read food labels
- 82% of adults understand food labels

Particulars checked when reading food labels

Expiry date : 42.9%
Nutrition facts panel : 27.0%
Ingredient list : 9.9%
Calories : 6.1%
Serving size and amount per container : 2.4%
Health claims : 1.3%