



HEALTHIER, LONGER,
BETTER LIVES

HEALTHIER TOGETHER MALAYSIA FACT SHEET

The AIA Healthier Together Study was commissioned by AIA to discover what actions people can take to help them live Healthier, Longer, Better Lives and how many people were currently taking these actions. It is a unique and breakthrough piece of research that identifies the eight key ingredients of a Healthier, Longer, Better Life, while uncovering a blueprint of specific actions that can be taken to achieve it.

The study involved over 80 wellness experts across six markets in the Asia Pacific region – Australia, Hong Kong, Mainland China, Malaysia, Singapore and Thailand – which included academics, life-coaches, psychologists, mental health experts, influential authors, healthcare representatives and influencers from leading institutions, business and governments.



The discussions with these experts covered a broad range of topics including **physical well-being, sense of self, financial well-being, mental well-being, work, relationships, technology and other overarching topics** such as happiness and stress.



The study aimed to discover exactly how people can live healthier, longer and better, which resulted in the identification of **8** KEY INGREDIENTS.

Based on the extensive insights and data we received from these experts, we have identified specific and tangible actions that can be taken to achieve each key ingredient which **ultimately leads to a Healthier, Longer, Better Life:**

1 HAVE AN OPTIMISTIC OUTLOOK

Look for the positive things in everyday situations, not letting negative events of the past affect the present and finding enjoyment in work.



TANGIBLE ACTIONS

- ▶ Taking time to reflect on things that bring joy
- ▶ Taking time on things to be thankful for

2 BE ACTIVE AND ENGAGED

Be an active member of your wider community, remain socially active with friends and family, and remain physically and mentally active.



TANGIBLE ACTIONS

- ▶ Engaging in physical exercise or sport
- ▶ Practicing mindfulness
- ▶ Participating in social or community groups

3 SELF-MOTIVATE

Focus on your own personal goals, look for ways to make work / tasks / chores more engaging, and see setbacks as learning opportunities.



TANGIBLE ACTIONS

- ▶ Set goals to ensure a sense of progress
- ▶ Take bigger goals and create smaller steps to help achieve them
- ▶ Take the time to acknowledge success and achievements
- ▶ When faced with a difficult problem, break it down into easier steps

4 UNDERSTAND YOURSELF AND YOUR EMOTIONS

Take time to understand what motivates you in life, understand what is important to you, and understand your limits, strengths, and weaknesses.



TANGIBLE ACTIONS

- ▶ Use coping strategies to deal with stress and negative emotions
- ▶ Take time to reflect on how you are feeling
- ▶ Set limits for yourself

5

FEEL A SENSE OF INDEPENDENCE

Feel confident identifying what is right for you, focus time and energy on things you can control, and be capable of improving your mental health.



TANGIBLE ACTIONS

- ▶ Actively engaging in finances and financial health
- ▶ Thinking carefully about important choices before making them
- ▶ Monitoring physical health

6

MAINTAIN QUALITY RELATIONSHIPS

Focus on giving people your full attention, be open and honest with others, and seek out like-minded people who share similar interests.



TANGIBLE ACTIONS

- ▶ Have meaningful conversations with friends and loved ones
- ▶ Actively listening and building on people's responses during conversation
- ▶ Reaching out to others rather than waiting to be contacted

7

NEVER STOP LEARNING OR EXPLORING

Explore new ideas and engage with new things, challenge your own thinking, and be open to change.



TANGIBLE ACTIONS

- ▶ Reading to learn new things
- ▶ Spending time learning a new skill

8

MAKE TIME TO RECHARGE

Create clear boundaries between work and personal time and find ways to recharge your energy levels.



TANGIBLE ACTIONS

- ▶ Making time to do things that bring joy (e.g.: listening to and appreciating music, playing a game, talking with friends/family, etc)
- ▶ Prioritising time for rest and relaxation as part of a daily routine



A survey was then conducted amongst 6,000 people across Australia, Mainland China, Hong Kong SAR, Singapore, Thailand and Malaysia representing a cross-section of different Asia-Pacific countries and cultures.

Malaysia had a total of 1,500 respondents, who were asked to rate how much they felt they were living Healthier, Longer, Better Lives. From our analysis we discovered which actions were the most impactful in their journey to achieving it and what were those actions that they found easiest to take.

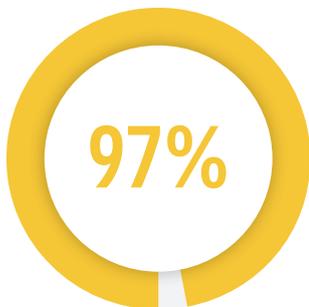
OVERALL KEY FINDINGS OF THE HEALTHIER TOGETHER STUDY ACROSS SELECTED ASIA-PACIFIC COUNTRIES



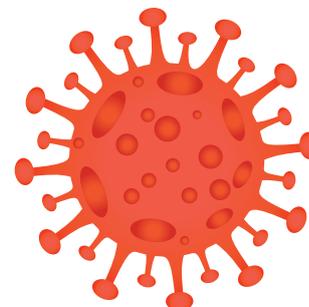
85% of those surveyed across Asia rated themselves as not sufficiently adopting all eight ingredients, while only 15% believed they are.



One of the easiest ingredients to achieve on the road to living a Healthier, Longer, Better Life is 'taking the time to relax and recharge' – 59% said they were already doing this.



The most important ingredient across all six markets by far was to have “an optimistic outlook” on life – of those who were adopting at least seven of the eight ingredients, 97% feel that they have an optimistic outlook on life.

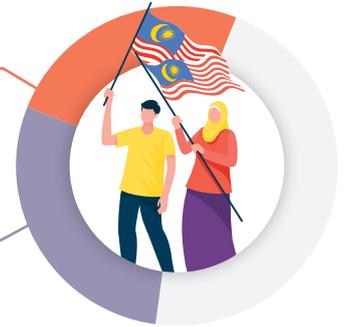


Those who ranked higher in their efforts to live Healthier, Longer and Better, reported that COVID-19 had less of a negative impact on their health and wellness efforts.

KEY FINDINGS ON MALAYSIA

Closer to home, the study revealed that only **29%** of Malaysians rate themselves as adopting almost all eight ingredients.

While **46%** only achieved three or fewer ingredients, indicating that there is a gap between being aware of what helps them live healthier, longer and better and the actual actions to achieving it.



A

Malaysians have a strong sense of optimism and a desire for self-improvement to better themselves and the state of their overall health, i.e. physical, mental and financial.



HAVING AN OPTIMISTIC OUTLOOK



- The study reveals that having an optimistic view is a powerful anchor in navigating hardships faced in the past.
- Malaysians indicate that “having an optimistic outlook” is the most essential ingredient that makes up a healthier, longer and better life. As Malaysians strive to look for the positives in everyday situations, the power of gratitude goes a long way in helping Malaysians achieve this ingredient.
- Malaysians also take the time to reflect on things they are thankful for. Notably, Malaysia stands out against other markets where gratitude is a more important action in driving optimism than joy, with ‘Taking time to reflect on the things that I am thankful for’ being the number one action amongst Malaysians.

SENSE OF INDEPENDENCE

- Malaysians acknowledge that being actively engaged with their finances is a powerful and strong action that helps them achieve a sense of independence, with **63%** of Malaysians saving money regularly. This highlights the importance of building good financial foundations, stability and self-reliance.
- Additionally, Malaysians also agree that monitoring their physical health is another powerful action that contributes to their sense of independence, with **48%** of Malaysians stating that they go for regular medical check-ups.



MAKE TIME TO RECHARGE

- **66%** said they take the time to relax and recharge, making it the most common ingredient achieved in Malaysia.
- Malaysians also view making time to do things that bring them joy as an important contributor that helps them relax and recharge.

B While being aware of what are the ingredients that make up a healthier, longer, better life, Malaysians admit they need to improve on staying active and engaged as well as being self-motivated, with 41% Malaysians stating they are currently active and engaged, while 43% of Malaysians are self-motivated.



BE ACTIVE AND ENGAGED

- While being active and engaged is generally related to physical health, the study revealed the importance of all aspects of health and how being an active member of the wider community helps in social, physical and mental health.
- Many Malaysians have identified the need to improve this ingredient, indicating that practicing mindfulness techniques (such as breathing, and meditating) is the most powerful action to feeling active and engaged. Mindful activities are more common in Malaysia than meditation, and this may include activities such as prayer and reading the Quran.
- Volunteering is a more powerful action in Malaysia than other markets in helping people feel active and engaged in life.

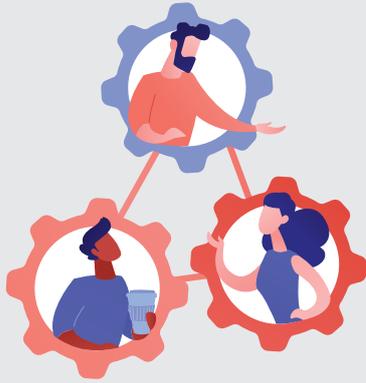
SELF-MOTIVATION

- Building self-motivation is useful in helping one achieve personal goals that contributes to a meaningful life, allowing people to find ways to make work and tasks more engaging and perceive setbacks as learning opportunities.
- For Malaysians, setting goals is an important way to ensure a sense of progress and to shape self-motivation.
- While taking the time to acknowledge one's success and achievements are highly regarded in Australia, Thailand and Hong Kong, it is the least important action for Malaysia. Malaysians are more likely to consider completing a task an achievement, no matter how small.



NEVER STOP LEARNING AND EXPLORING

- Interestingly, Malaysians like to explore new things through words and find reading as an excellent way to explore new ideas.



Malaysians heavily relied on two actions to help them maintain a quality relationship with themselves and others.



MAINTAIN QUALITY RELATIONSHIPS

- Across all markets ‘reaching out to others rather than waiting to be contacted’ is a strong action to maintain quality relationships. Experts explain how this small act shows a level of ownership and intent in wanting to build the relationship, and helps the other party understand their importance.
- The study showcased that Malaysians appreciated heart-to-heart talks with their loved ones the most, where “having meaningful conversations with friends and loved ones” was one of the most crucial actions to maintain a quality relationship.

UNDERSTAND YOURSELF AND YOUR EMOTIONS

- The study shone a light on how Malaysians took care of themselves with **54%** saying that they used coping strategies frequently or more often, which is a higher proportion than any other market.

