



B40 Maternal Wellbeing Programme



Contents

Goals and Objectives

Background

**Programme Descriptive
Findings**

Baseline Findings

Programme Outcomes

Case Studies

**Quotes from women after 11
months in the programme**

Annex

References



Goals and Objectives

Programme Goals

Empowering female-headed households to be self-sustainable with better self-care.

Programme Objectives

- Enhance female-headed households ' capacity so that they can comprehend the need to build their skills to remain self-sufficient.
- Facilitate better access to available resources (knowledge advancement, job training, and work hours) that determine her and her family's well-being.
- Promote a sense of improving livelihood and well-being by integrating healthy behaviors that promote a better quality of life among female-headed households '.



Background

Women have been contributing to the Malaysian economy since the industrial era. Almost 39% of women represented the labour force in 2019, declining to 38% in 2021. Even if the decline is minor, the impact of this decline shows that women are taking a step back in such roles (especially after marriage) to be the foundation of the family, community, and nation as a whole. When these forms of social change occur, women face many personal challenges.

Examples of such challenges are shouldering much of the burden at home, managing child care, at times caring for older parents and managing household expenses with a bare minimum income, all forming inequalities of unpaid work. Some of these challenges lead to high stress, mental disorders, depression, and financial difficulties that lead to cultural poverty. Such challenges are doubled, if not tripled, in female-headed households. For example, based on the *UNDP Malaysia, Singapore and Brunei Darussalam 2014* report, single mothers in a low-income group (B40) are faced with multiple challenges in their day-to-day lives. These forms of difficulties are heightened if the women are housebound and have limited working or educational backgrounds.

The local government is offering aid for children, communities, single mothers, senior citizen and acquiring support for the disabled. Such aid options are needed, but there is a mixed pattern of changing environments observed over the past, and the sustainability of such a programme is questionable.



In addition, continuous aid dependency and inability to strategize and coordinate such aids are also harming an individual's potential to bounce back to self-sustainability and self-care. Such concerns were already evident with national aid dependency as well. The World Bank produced a report that indicated, "aid dependence can undermine institutional quality by weakening accountability, encouraging rent-seeking and corruption, fomenting conflict over control of aid funds, siphoning off scarce talent from the bureaucracy, and alleviating pressures to reform inefficient policies and institutions" (Knack, 2001).

Hence, aid is needed, but it must be appropriately managed and coordinated to ensure the ability of countries, communities, and individuals to enable them to overcome such barriers on their own. Especially now, when globally, countries are facing an economic slowdown caused by the COVID-19 pandemic, which is profound. Such economic slowdown and continuous burden at home are doubling, if not tripling. And this impacts women who face burnt-out because they generally earn less, save less, hold insecure jobs, and sometimes be forced to leave their jobs to care for children left homebound during this pandemic (United Nations, 2020).

However, the global economic downturn has also opened endless work-from-home jobs and career opportunities. Such options are only possible if women are equipped with motivation, passion, knowledge, skills, and, most important, credentials to digitalize their abilities and migrate to online transformation (Lim, 2020).



All these elements are essential in sustaining her and her family's well-being. Therefore, *HERWELLBEING KUALA LUMPUR AND SELANGOR SOCIETY (HWSKLS)* managed a ten-month programme that provided a comprehensive package for female-headed households. The goal was to equip homebound mothers with the necessary support, knowledge, and skills to be self-sustainable to improve self-care for themselves and their families.

HWSKLS recruited fifty female-headed households 'from three PPR vicinities at *Desa Rejang, Taman Wahyu, and Beringin*. These three PPR are homes to approximately 9200 B40 (*low-income group*) households. These fifty female households individuals had an average of two children. The goal was to advocate physical and mental health and empower the women to initiate some income-generating abilities to maintain or improve financial independence. HWSKLS collaborated with multiple stakeholders to ensure a holistic approach and continuity of support were rendered through various aid-providing agencies. Agencies such as *Persatuan Penduduk PPR; the Ministry of Health, Jabatan Kebajikan Malaysia, and the Ministry of Women, Family, and Community Development* through the support of the *Klinik Kesihatan* and GP's who provide *PEKA programme*; who also offer multiple aids for the women belonging to B40 group; Corporate Social Responsibility programmes from developers such as *UOA; Malaysian Health Ageing Society* who also looks at healthy living from womb-to-tomb. Academics from *Perdana University, HELP University, UCSI, Monash, MAHSA, UM*, and students who are pursuing their social or science degrees at these universities. Most importantly, all this was only possible with the sponsorship of *Yayasan DayaDiri* under the guidance of Puan Siti Nashrah Nur and Puan Wan Mohamad Akbar Sharifah Maryam.



Programme Descriptive Findings

Part one



The women were enrolled in a longitudinal programme to improve their physical, mental, and socio-economic well-being from March to December 2022.

Female-headed households ' in this programme attended an average of four online interactive and five face-to-face sessions. Their physical, mental, and nutritional health was assessed during the face-to-face session. The online session focused on providing one-to-one counseling sessions with mental health experts and learning entrepreneurial skills. The average age of fifty women recruited under this programme is 48 years old. Most of them completed high school education and were female-headed households or primary financial providers with an average of two children.



Baseline Findings

Evidence has indicated that female-headed households face multifaceted issues that impact their financial and general well-being (Stack and Meredith 2017). These multifaceted issues are usually associated with high-risk behaviors that affect their health (Subramaniam et al, 2014; Rousau 2013).

Similar risky behaviors were also noted in the mothers recruited under this programme. For instance, fifty mothers had an average of five hours of a sedentary lifestyle, with the highest of twelve hours and the lowest of two hours. Fifty percent of these mothers reported low nutritional intake.

For instance, they consumed an average of two fruit and five meals of vegetable intake in the last seven days. Eighty-five percent had an average BMI of 31, and an average of 14% visceral fat was noted among them, with a range between 12% to 14% respectively. Eighty-eight percent of mothers have concerning sleep patterns, with an average sleep time of 6 hours. Initial baseline data in the first month also showed that 38% of the women were experiencing high anxiety, stress, and depression.



Program Outcomes

Based on Figures, 36% of female-headed households ' from the programme had reported improvement in their nutritional intake, including a reduction of salt and sugar, fruit and vegetable intake in their food preparation and consumption for themselves and their families. Most (30%) of the female-headed households ' had improved their physical health; as shown in Image 1, the female-headed households ' had managed to improve their BMI over 10 months in the programme. Almost (24%) half of the women had improved sleep quality.

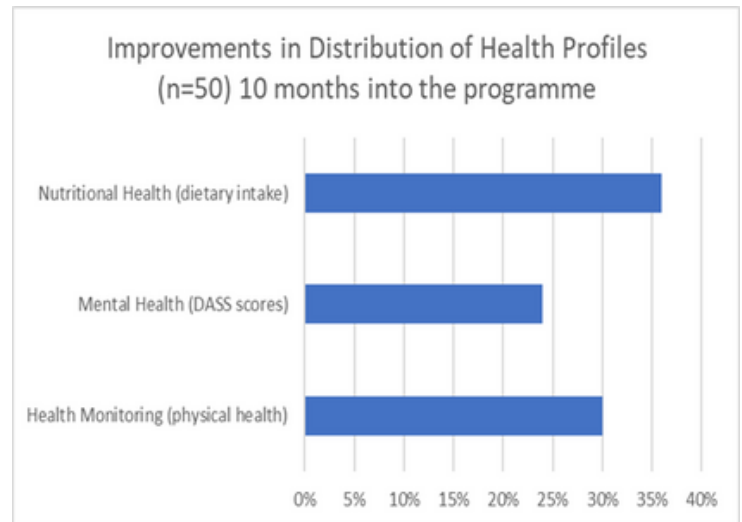


Fig.1



Fig.2



Program Outcomes

Besides physical and mental health improvements, the female-headed households ' also underwent entrepreneur skills training under this programme. For this sub-activity, the women were assessed using the personality and skill test to ascertain their career and vocational choices. Based on this, they received self-efficacy and customised training to improve their entrepreneurial skills. After completing knowledge transfer activities, 50% of the women explored business opportunities; two started a new job, and nine started their businesses (figure 3).

Nine (18%) of the women also enhanced their knowledge of engaging in online activities (such as professionalism in engaging and conducting online meetings). As noted in figure 4 below, an increase in monthly income was reported by mothers in the programme. Approximately 17% of the women reported an increase of RM200-RM500 in income per month, whereas 10% reported a rise of RM500-RM1000 per month. One-quarter of the women in the programme had managed to alleviate their family's financial situation through their business initiatives.

In conclusion, the programme improved women financial and general well-being. Individual stories of mothers are also described below to showcase the growth and benefit of such a programme.

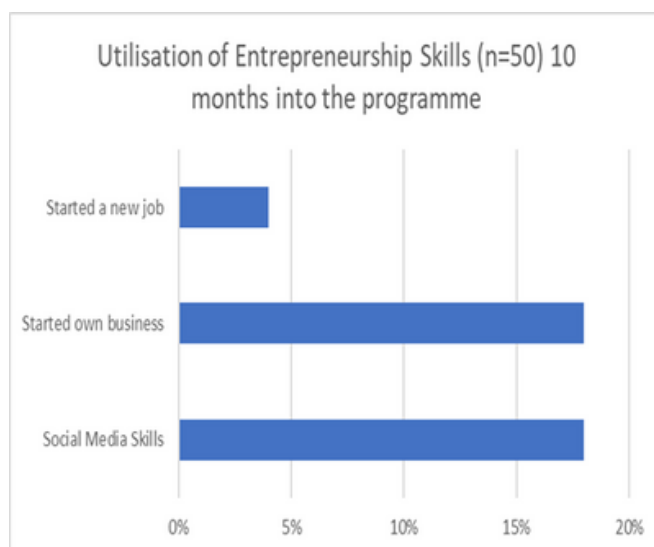


Fig.3

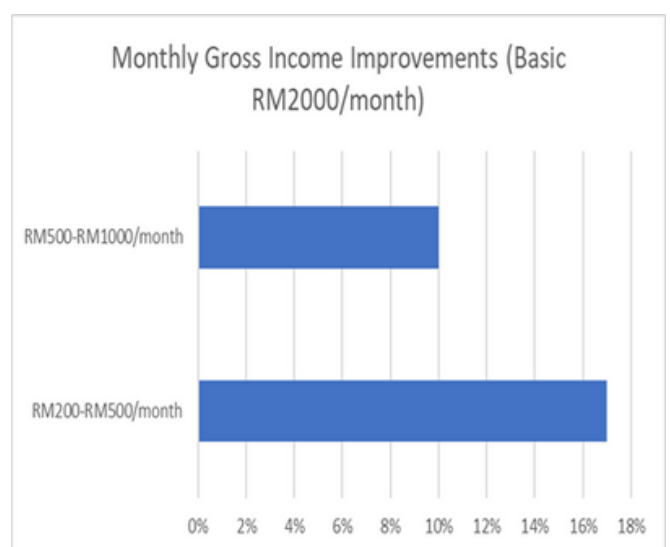
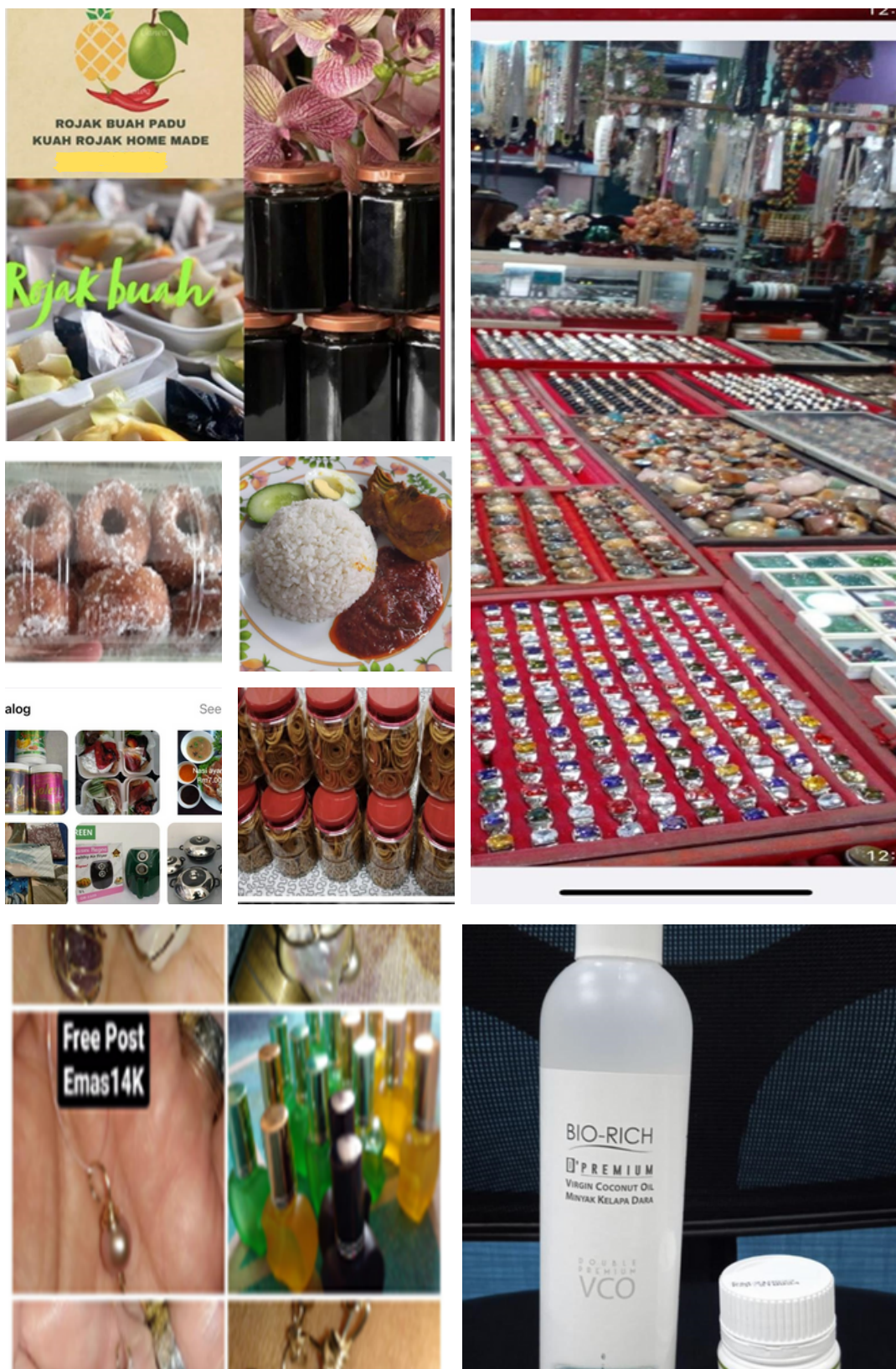


Fig.4



Mothers Stories

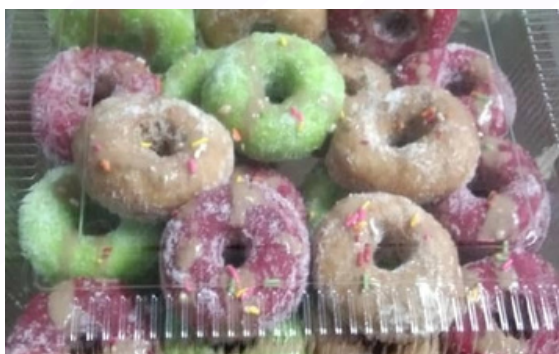
Part Two



Case Study 1



4ASBMZ: Thirty-four-year-old mother with high school education has initiated several food products business opportunities during her time with the programme. Currently, she is selling baked items, as showcased below. 4ASBMZ also benefited from the health screening programme where her mental and physical health assessment improved. Before this, she shared her experience over limited interactions with busy health practitioners, leaving her with many unanswered questions. Hence, she appreciated the in-depth feedback that helped her improve her knowledge and understanding of her health. She also benefited from the weight management sessions that addressed lifestyle factors by reducing salt and the form of exercise that suited her best. 4ASBMZ also received dietary advice from the doctors and nutritionist during her face-to-face interactions. She also integrates nutritional information into her food business.



Case Study 2



8NFBZ: A 35-year-old mother heard about anxiety, stress and depression but didn't know how this impacted her. Her stress and depression level were mildly high. Whereby her anxiety levels also escalated during certain times. Through this programme she learned self-care techniques and underwent counseling to manage her stress, depression, and anxiety better. She is now able to identify good stress versus bad stress. Her anxiety levels vary from time to time due to the difficult separation.

8NFBZ actively provides facial-related services and is now doing eyelash extensions, as seen below. Since the pandemic, she does go through highs and lows in managing her feelings and couldn't engage or do anything other than isolate herself at home. However, after joining this program, she now understands her mental health and how this has impacted her.

The counseling support helped her to concentrate on her business, and now she has seen a slight increase in her household income. 8NFBZ also learned to make short videos and improved on product images that she shared. She now enjoys interacting with her clients and looks forward to learning new things to enhance her skills. She recently completed a hair styling course and would like to start applying for hairstylist jobs. Hence, she appreciates the updated CV session and can now use it to promote her skills to a potential new employer or use it for her business ventures.



Case Study 2



EYELASH EXTENSION

Single Natural Eyelash👁️👁️

Booking slot by appointment
only💋

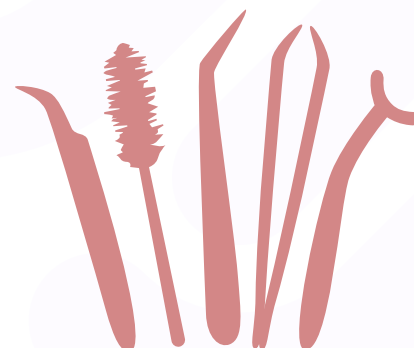
Promo Price/Grand Opening
Rm40.00 only
Normal price Rm60.00

👁️👁️ Remove Rm20.00

👁️👁️ Touch up Rm15.00

Home service or
Walk in (Blok G-7-7 flat desa rejang)

👁️👁️ Book your slot now girls👁️👁️

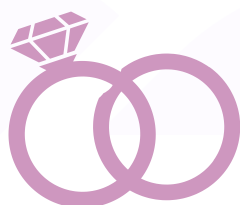


Started Her
Eyelash
Extension
Business



Case Study 3

49SZBMS: Appreciated the learning from this programme because it helped her to understand the physical health issues that were a prolonged concern she had. The physical activity session helped her tremendously, and she managed to lose 4 kg since she joined the programme. Being in the programme also benefited her with her networking skills. The women in this programme helped her expand her clientele, especially in her jewelry design business. She also found a supplier among the mothers who now supplies her the stones for her jewelry. Thus, both mothers now understand each other business approaches and are helping others to expand similar business opportunities. She also appreciated the photo-taking skills, which are much needed for her to promote her latest designs.

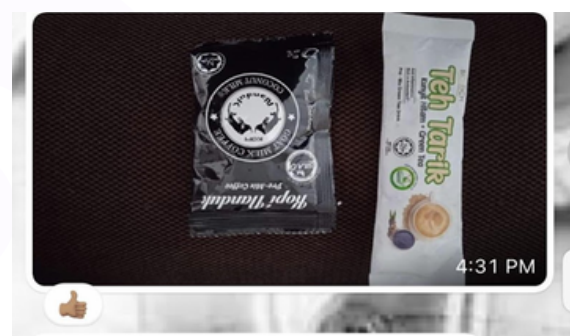
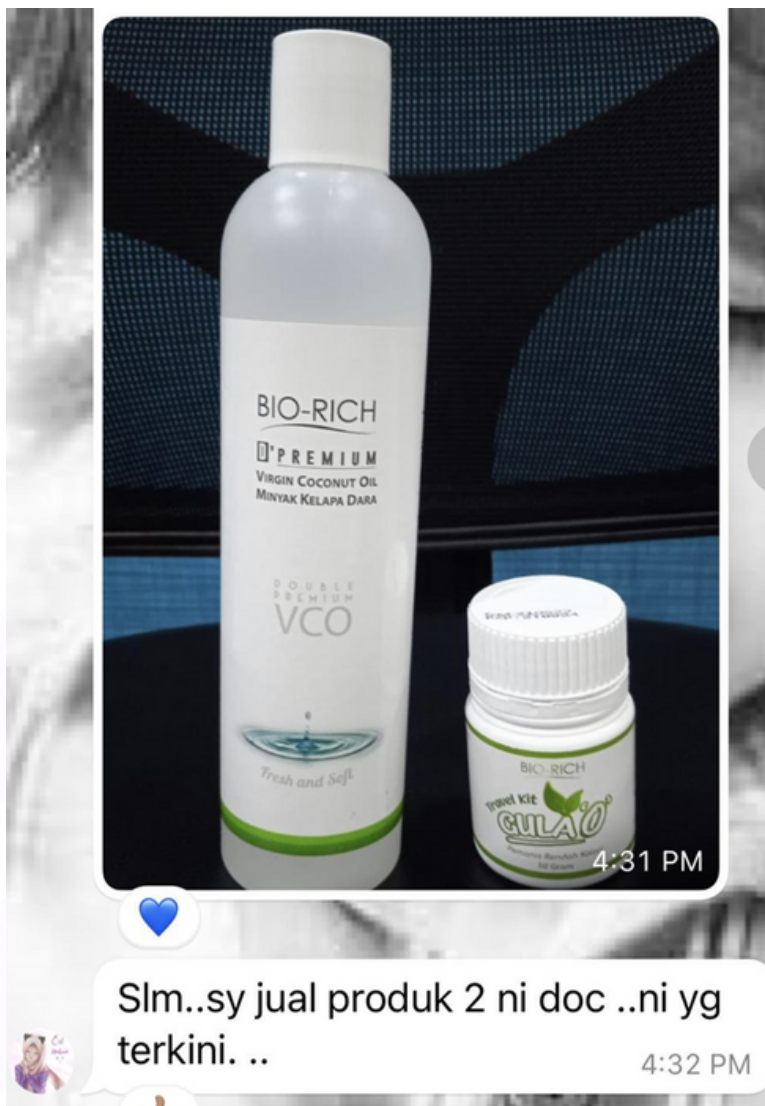


Started Her
Own Jewelry
Business



Case Study 4

43HBK: A 40-year-old mother with a high school education is now exploring sales techniques of new products via whats app.



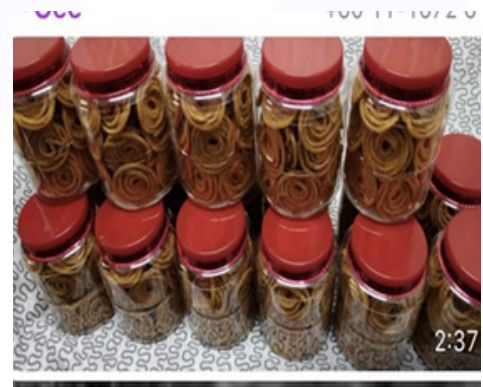
Case Study 5

52PBAT: A 40-year-old mother with high-school education, is currently experiencing mental health issues during and after the pandemic. However, now she has started a business and is selling new products via whats app. ” In the last two months, she managed to secure an income of RM1000 through selling savoury products from home.

The nutritional talk component was very useful to 52PBAT; she now integrates the learnings into the products she sells. 52PBAT also faced a weight issue, she tried to exercise and wasn't losing any weight. Hence, upon guidance from this programme, she improved her eating habits, integrated specific excise techniques, and lost 3 kgs of weight. In addition, 52PBAT also found the water consumption information equally helpful; she heard about the benefits of drinking water and was unclear on the ongoing debate on cold versus warm water intake since the last year. So she requested the nutritionist in this programme to cover such information to debunk the myth versus facts.

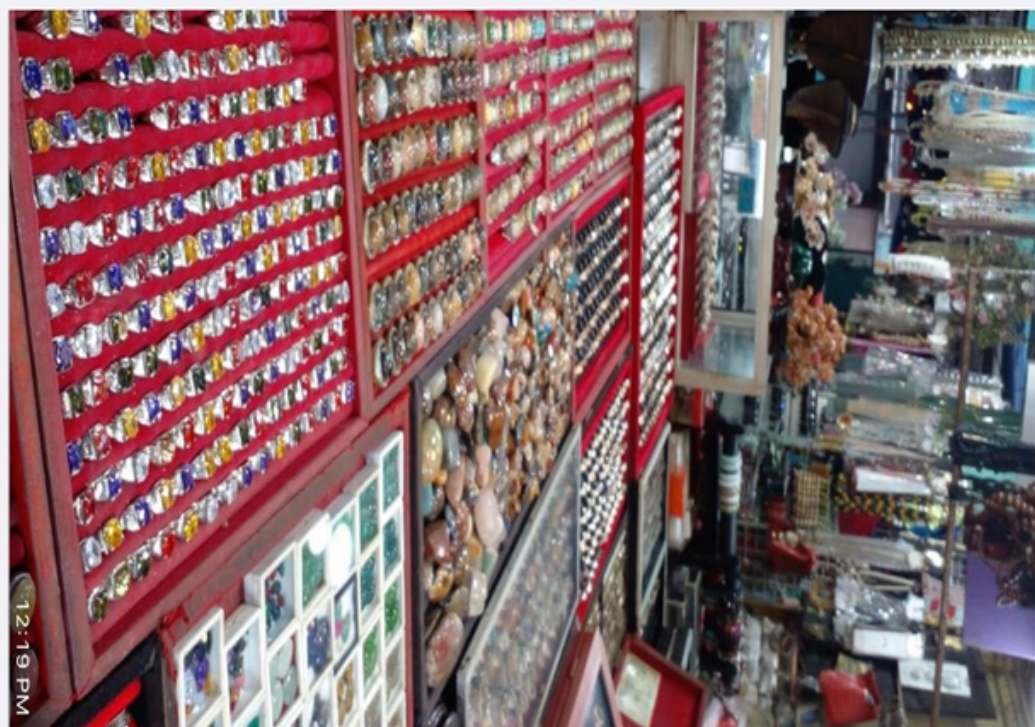


Case Study 5



Case Study 6

5ORBN: A 55-year-old mother with primary-school education, has been managing a stall at night market over the last decade. However, through this programme she learned how networking and business opportunities could go hand in hand. She interacted with other mothers in this programme and met a mother who required the products that she was selling. Hence, she is now a supplier to the mother, who started designing jewelry within this group. Such engagement has increased her earnings by at least RM70 to RM100 in a month.



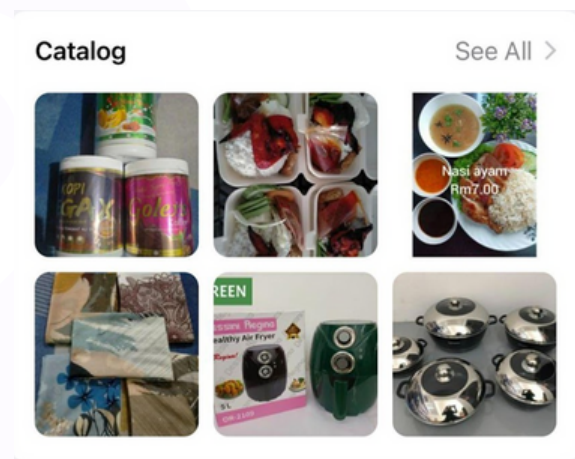
Case Study 7

WU16NBMN: Initially worked very long hours and felt lethargic most of the time, that left her with little energy to focus or do anything else. Since she joined this programme she continues to work hard but is also applying the knowledge on how to improve self-care so that she stays motivated to start her own business and manage her time better. Over the last three months, after the social media and entrepreneur talk, she started a small-scale mixed fruits business, increasing her monthly income from RM150 to RM200”.

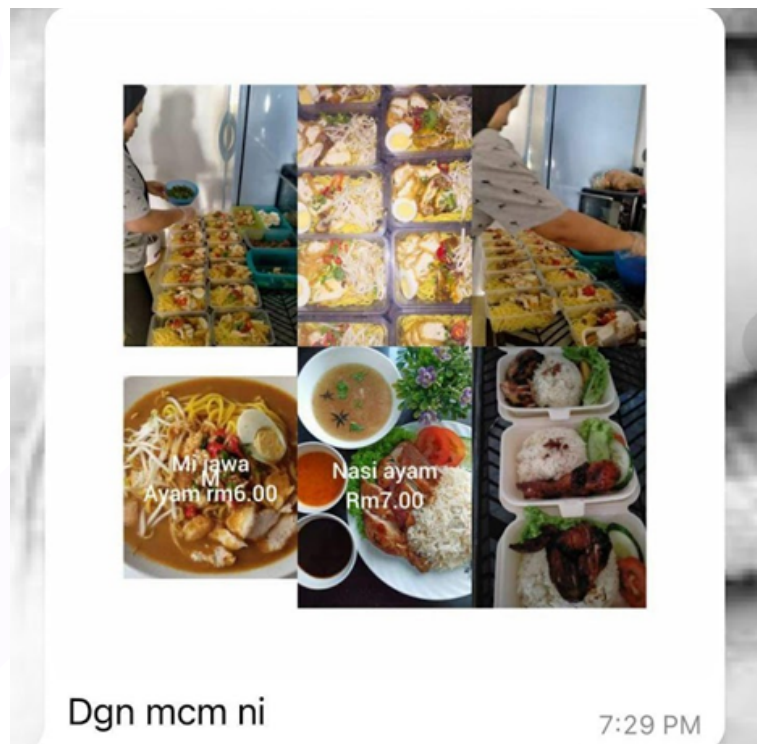
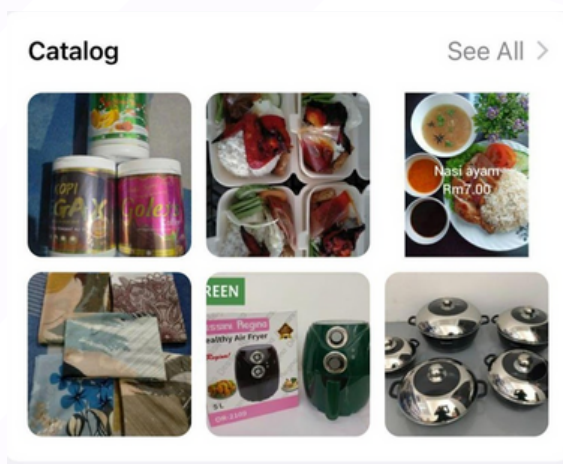
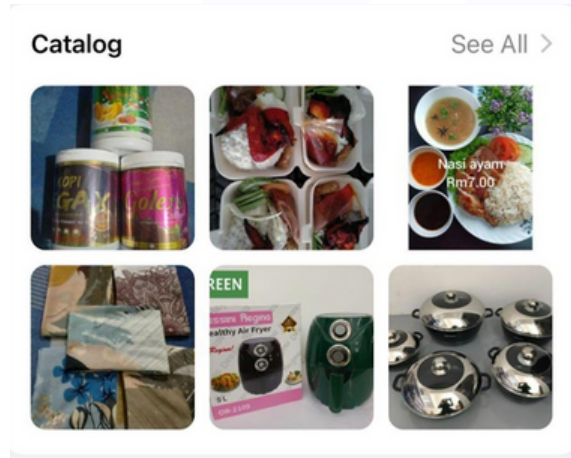


Case Study 8

29SBP: Has initiated her bakery business, as seen in the image below. She also benefited from the physical health components as well. She used to experience pain, which caused much discomfort in her daily activities. Whenever she did any form of exercise, she felt pain in her knees and her back. She heard that exercise is essential to manage such pains, but she didn't know what form of exercise would help her. So, through learning the proper stretches, she now does specific types of exercise and uses the chair to balance her weight, which helps with pain management over the hours she has to invest in her business.

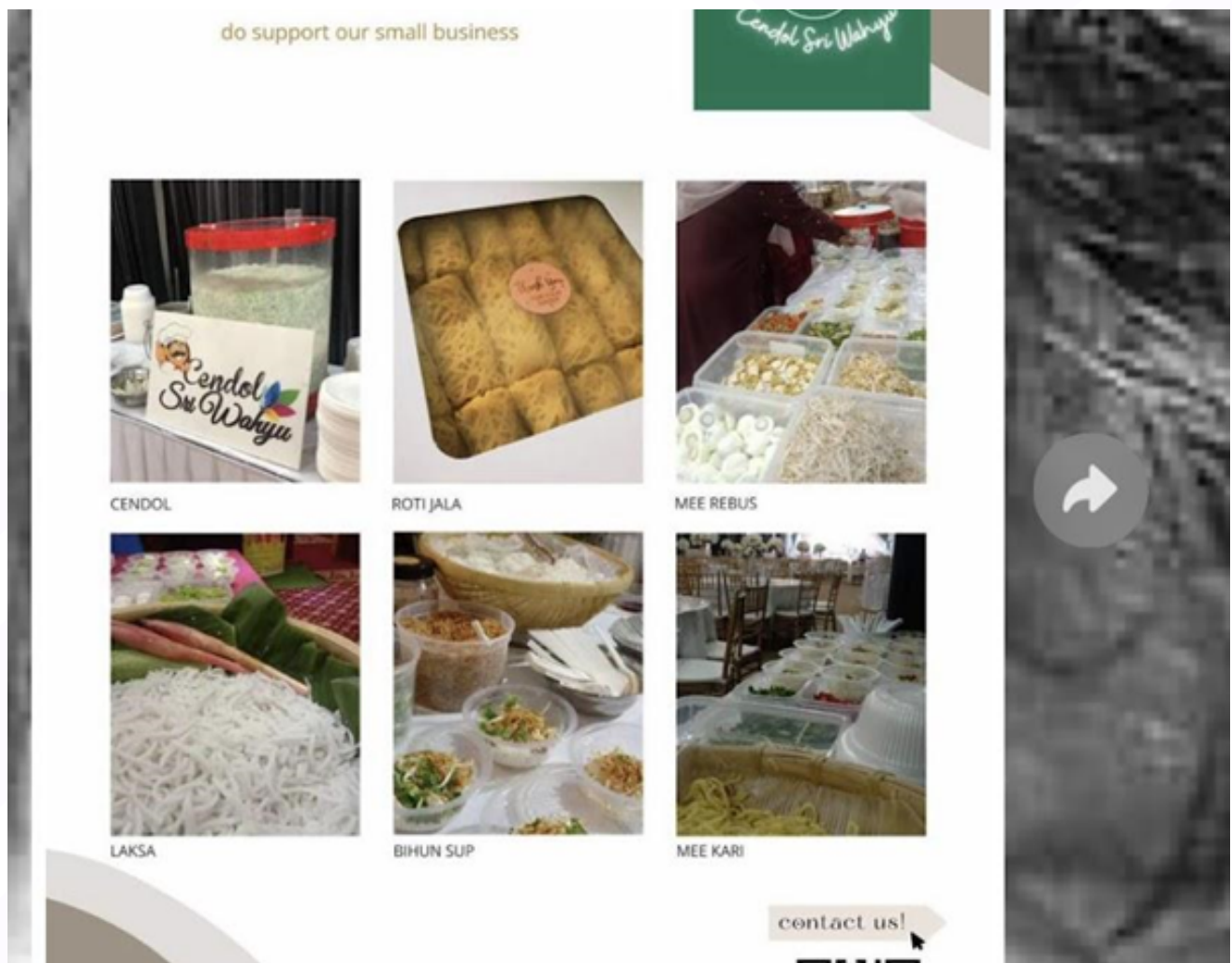


Case Study 8



Case Study 9

30NBZ: A 50-year-old mother who completed her high-school education has started a food and beverage business via social media platforms.



Case Study 10

23SBH: A 62-year-old mother who had college education, but during COVID she lost her source of income. Now she has started a food delivery business using social media platforms.



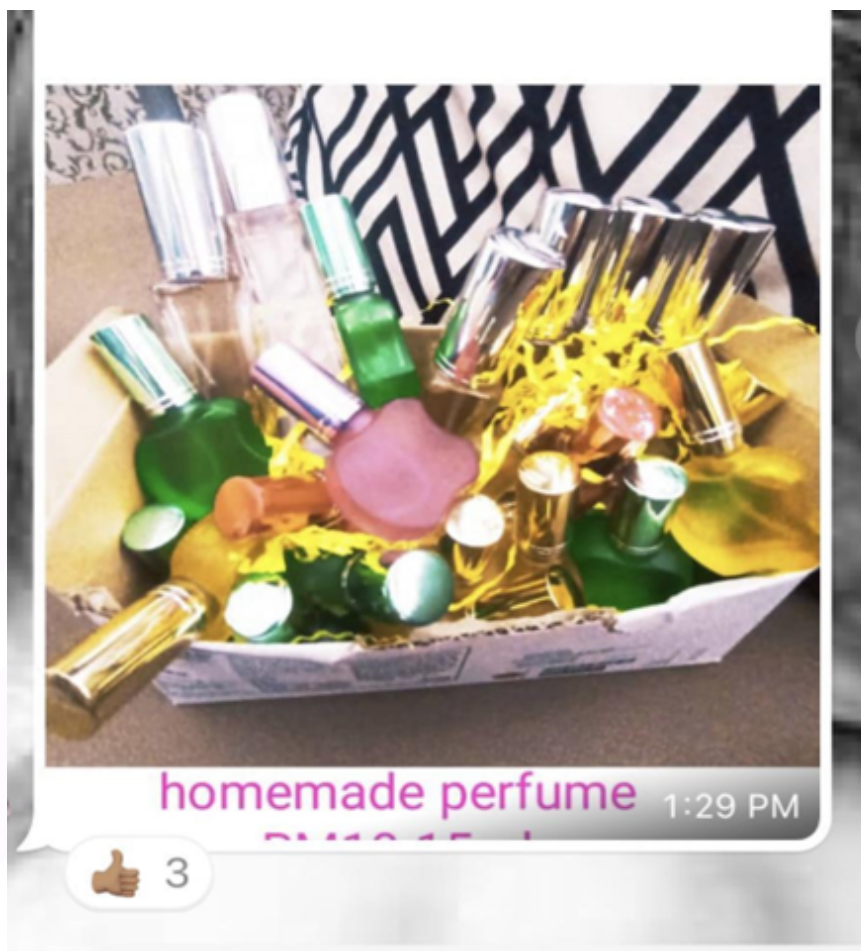
You

Assalamualaikum Puan-puan semua. Di harap Puan-puan semua berada dalam keadaan yang sihat hendaknya. Bagi p...



Case Study 11

30NBZ: A 46-year-old mother who has a degree but isn't able to work due to the burden of childcare. She actively engages in multiple business opportunities. One is a perfume business, as seen here, and now she promotes all her business ventures over social media platforms. The group networking through this programme has extended her reach to several new clients.



Quotes from women after 11 months in the programme

Physical Health Monitoring

- **20FBM:** I thought the only way to address my blood glucose is by taking the traditional medication option since the doctors only give medicine, which we don't know if it's good for us in the long run. I usually hear my friends and family say medicine will impact your liver and kidneys, so I don't want to do that. But here, the doctor explained what medication I needed and why; she also explained what happens if I don't take and if I do take it, what to expect. I know doctors at the clinic are busy. Maybe that's why they don't share such information with us. Therefore, I make time to come down for this programme".
- **31SBMR:** "I was always disappointed that I couldn't lose weight with dieting, but I didn't know that my glucose and pressure were improving until the doctor here informed me of that".
- **29SBP:** "Since I joined this programme, I have learned how to monitor my and my family's health. Before this, only I used to take up screening but never thought of monitoring the health over time. No one ever shared how important such tracking is to ensure a better quality of life. So now I not only track the progress of my health, but I actively do the same with my family".



- **40NSBAA:** “I am grateful for this programme because, in line with my work as a sales promoter, my back and legs always hurt. When I seek medical attention, I am told to take painkillers which only help for a while and the pain returns. Through this programme, I learned the stretching exercise specifically for my legs and back, which has helped manage the pain without regular painkillers”.
- **1SBA:** “Since I joined this programme, I have managed to lower my blood pressure and also lost 3 kgs, so I am feeling better and more motivated to manage my health better”.
- **44NBA:** “I have been working as a cleaner for over 20 years, and I always had pains in my legs. I want to exercise but can’t because the pain is too overwhelming. I chatted with the occupational therapist and doctors here, who have taught me some stretches that I can do through the day, and now the pain at night is manageable”.
- **9NB:** “The Zumba session was very useful, and with what I have learned, I lost 6 kg”.
- **11HBK:** “I managed to lose 12 kgs since I joined the programme; I am pretty proud of such an achievement, and these days, I ensure that I run every morning. In addition to this, I also improved my eating habits”.
- **34KBN:** “Through this programme, I have learned self-care, which I believe is critical for a better quality of life. I specifically preferred the physical activity versus the sedentary lifestyle information shared with us. I wasn’t aware that a sedentary lifestyle could impact our health. So now I aim to move every two hours”.



- **17SRBH:** “The physical health component and Zumba helped me. I lost 5kg weight since I joined this program, and the women here equally support the weight loss activities. The interaction with the doctors and team was equally motivating, it was nice to see the encouragement from the team who was taking our weight”.
- **21RBMA:** I believe this regular meeting with the team and the women gathered here has motivated me to lose weight, and I am happy to say that I lost 3kgs in the last two months. Before this, we used to try but didn’t keep the momentum. Since we knew we had to return and take our body weight every time we came here, that motivated me to do better and sustain the daily physical activity”.
- **38HBAR:** ”I lost 4kg since I joined this programme, and I now maintain physical activity at least 3 days a week”.
- **34KBN:** “Through this programme, I have learned self-care, which I believe is critical for a better quality of life. I specifically preferred the physical activity versus the sedentary lifestyle information shared with us. I wasn’t aware that a sedentary lifestyle could impact our health. So now I aim to move every two hours”.
- **22RBH:** “I started to walk daily now and have recommended it to all my friends. I walked for an hour and noticed that I had lost 4 kg over the last 3 months”.



Mental Health Monitoring

- **6RBZ:** “I always thought viewing my favorite religious YouTube videos in bed would help me sleep, but every night I found myself wide awake. I didn’t know the light from the mobile phone was causing sleepless nights. Since I don’t use my mobile phone in bed anymore, I found that my sleep has improved over the last couple of months.”
- **20FBM:** “I know I needed counselling, but I was worried about how to get it and how much it would cost. I know the government clinic provides that, but the waiting is long. So, I am grateful that we can speak with doctors and counsellors here. Our life is stressful, and very few changes occur, so talking to someone helps.”
- **36RBJ:** “It’s hard to talk about our issues with strangers; at times, it’s embarrassing, so it’s nice to see someone and have access to the same person, so I don’t have to share my issues repeatedly. I didn’t know phone counselling was possible, and I think this option is much better for me. Before this, I didn’t know that my mental health was also impacting my physical health and how important it was to manage both.”
- **56NBM:** “The mental health session was very useful to me, I have been contemplating starting a small business venture on my own and through this session and the encouragement I received from the women in this programme, I have started several jewellery designs, which received good responses.
- **42ABB:** I have been experiencing family stress, and the counselling services offered here helped me lessen some of the overthinking processes that usually consume me. I am now applying self-care and self-resilience techniques to focus on the positive rather than the consuming thoughts”.



- **1SBA:** “I never participated in mental health screening before and now know I need to manage my anxiety, stress and depression. So, the mindfulness, self-care, and self-resilience sessions were helpful to me”.
- **9NB:** “Since I joined the programme, I have lost 6 kg, and my mental health has also improved. Losing my husband was a complicated process. Hence, I was feeling very down and hopeless, but I received the counselling session and continued engagement with other women here, which lifted my spirits”.
- **13NBA:** “Sleep hygiene was meaningful learning; I had significant issues with not getting any sleep at night. Then I realised what was causing more harm than good, and this was only known when I discussed my sleeping habits with the counsellor here. She and I worked closely to find a suitable sleeping pattern that would suit me”.
- **22RBH:** “This is the first time we have received information on the importance of sleep, even though we know it’s important but don’t realise how it could negatively impact our health. So, I am trying to apply the good sleeping patterns advised by the counsellor”.
- **40NSBAA:** “I only knew about how bad my sleep quality was through this programme. Before this, I thought this was a typical sleep pattern, I didn’t know that my physical and mental health were both impaired due to a lack of sleep. The counsellors and doctors here provided a couple of suggestions on how to improve my sleep patterns and I do see an improvement in the last couple of months”.



Nutritional Health

- **1SBA:** “I know and hear about nutrition. I know it’s important to have a well-balanced meal. But I thought all this would cost money, and sometimes it doesn’t taste good. So, it’s good to learn that we can make nutritional pancakes for our kids and introduce soups.”
- **16SBMR:** “I was always shy to ask about the benefits of drinking water, so many people say drinking hot water because it’s good and others say drinking a lot of water is good. Then I heard women say drinking a lot of water can make our tummy blot, so I wasn’t sure but always felt shy to ask. So, it’s good that the nutritionist here explained that; now I know what to do and why it is important”.
- **39SZBAW:** “We hear eat healthy food, but honestly, healthy food doesn’t taste good, and my children refused to eat vegetables. So, hearing some cooking options here helped by introducing new recipes to my children.
- **11HBK:** The nutritional talk and integration of exercise in my routine helped in my weight lost.”
- **26FBA:** “Over the last few months, my eating habits and daily exercise have helped me to reduce six kg, which is quite an achievement for me. Both the nutritional talks and physical activity updates have been very useful.”
- **41NBH:** “I believe the nutritional talk benefited all of us, especially regarding daily food intake. We hear this but the application is a little challenging. Still, when we are together attending the program, we discuss it and plan the appropriate nutritional intake within our budget.”



Social Media Learnings

- **9NB:** “I learned to use google meet and zoom here; before this, I only heard it, but now I am glad I can also use it.”
- **1SBA:** : “I wanted to learn how to use Insta and FB to promote my business because I keep posting things on my FB and gotten no response. So now I know that I must do more, create a good profile, and reach more people”.
- **39SZBAW:** “I never knew what to do when I log into zoom, so it’s good to learn about the selection of background and what to look out for or do when sharing the video from home”.
- **WU5NHBO:** “Social media and especially the canva session on creating an image to promote a product is a very useful skill that I gained through this programme”.
- **45MBM:** “Since I am a masseuse, I wanted to find the right type of clients. Thus, the social media session was usually in learning how to do that”.
- **49SZBMS:** “I had a Facebook account before and knew you could use it to market or sell products. But I could never do this on my own and had to ask my daughter to help me update my account. Through this programme, I received hands-on learning that helped me actively use FB accounts to reach the right target audience”.



Entrepreneur skills Learnings:

- **5NBA:** “I learned what I know about business by doing it. But there are some programmes or people who have come by to teach us how to do or use certain knowledge to manage a business. But it’s always based on a business or programme they want us to learn. It’s never what we need, so it doesn’t help. Hence, what we learn is quickly forgotten. But now I know how to use a word document to inform people/customers about what business I do or what products I sell. This will undoubtedly help me reach more people or customers. In addition, I usually just keep a book or paper with simple expenses, but as you know, this gets misplaced. So, using excel on my phone or my child’s computer will be helpful”.
- **9NB:** “I heard of CV or biodata during school days, but I thought I had no skills, and I didn’t know that participating in all these types of activities meant that I had added skills; all I knew was a university degree or diploma is what you put in your biodata”.
- **31SBMR:** “As a housekeeper, I thought I could never add or learn new skills. I know I had interest, but it’s good to know that I have potential too, so thank you for sharing such information with me; it would be nice to have a biodata; I never had one”.



- **WU5NHBO:** “I liked the entrepreneurial session because that is how I manage my household income. I also liked the session on using online meetings efficiently, which was new for me”.
- **38HBAR:** “I have been managing a small business over the last two years, but I want to expand and start my own restaurant. Thus, learning entrepreneurial skills, especially on social media, will expand my reach to more potential customers. Learning how to target customers on Facebook was very useful information for me”.
- **41NBH:** “Since the last three months, I have managed to sustain an average income of RM 200-RM800 through the network I made with these women in this programme. I am keen to establish a good clientele base so I can continue to sell products. Learnings from the programme have helped us maintain a good social network where we support each other in our business initiatives”.
- **54NBAK:** “I wanted to learn about entrepreneurial skills because I have started my own designing and tailoring business selling religious attires. Hence it’s good that I have the opportunity to learn this here”.



Outcomes

Growth in Opportunities

- **5NBA:** “Over the last 5 months, the knowledge I have gained through the nutritional talk and recipes that were shared with us, I managed to learn skills on integrating this into my food products sale, by which there has been an RM500 increase in sales over the last 3 months.”
- **1SBA:** “Social media skills are truly needed. We are learning to improve our income by reaching out to more people. With this programme, I have learned to engage in social media platforms actively and meet with other women here to help us expand our clientele reach to other people. So far, three ladies have helped me expand my social media reach”.
- **5NBA:** “Over the last couple of months, I have improved my skills by learning new business opportunities. Recently I have learned how to be a florist. Through this programme, other women have also helped me extend my reach to others and over the last couple of months, I have managed to secure RM500 income by doing this”.
- **9NB:** “I have reached out to other ladies who need childcare services by engaging in this programme. With that, I have managed to secure a monthly income of RM1000”.



- **11HBK:** “I am interested in providing the best care through my childcare services. Most children I care for have achieved the required reading and writing milestones. But through this programme, I learned the nutritional aspects and how this is an important milestone as well. So, I believe this would be added service that I can now provide to parents who send their children to me for care”.
- **13NBA:** Over the last three months, I managed to stay positive and maintain a food and beverage stall that helped me sustain a monthly income of RM300. Before this, the motivation to maintain a business was low after the COVID 19 pandemic. But through the ladies’ support and continuous encouragement, I am keeping my stall running”.
- **17SRBH:** “I continuously seek opportunities to be part of a group that can help me expand my reach to potential clients. Since participating in this activity, I increased my monthly income to RM1000 over the last three months. As a masseuse, I also learned how to manage my back pain through the stretches I learned in this programme. The pain can be an issue when I do two or three clients a day”.
- **21RBMA:** “Over the last 3 months I have managed to secure a job that pays me RM80 ringgit daily. This was possible through the connection I made here with other women who helped put in a good word for me with the hotel where I have secured employment”
- **26FBA:** “I enjoyed this session; it allowed me to learn and also meet with other mothers who are now aware that I provide childcare services with added benefits where I teach children life skills such as cooking while enhancing their education at the same time. At least three children under my care over the last 3months improved their reading skills. With such efforts, I managed to increase RM300 to RM400 monthly”.
- **54NBAK:** “The women in this programme have helped me expand my client’s reach, where now I can promote more religious designs to make some income”.



- **28HBMN** : “I managed to maintain my sales target amounting to RM500 over the last three months, and this was possible through the engagement and support from the women in this group who helped me promote the products. I have started teaching two other women from this programme sewing skills, and I will help them seek potential tailoring options once they are ready”.
- **42ABB**: “Through this programme, I managed to network with other women, and now some of them are my clients who purchase food and beverages related products from me. Thus, my income has increased by RM200-RM500 monthly. I supported the coordination of this programme and managed to generate some income through such coordination”.
- **45MBM**: I just transitioned into doing my own business. I learned how to do traditional messages, so I was looking out for potential clients, and now these women here are helping me by introducing me to possible clients. In the last couple of months, I managed to sustain potential clients, and my income has increased with the number of clients I manage. I appreciate the learnings from this programme it has helped me to also find potential clients via social media. Before, I was a little resistant to finding clients online because I didn’t know how to target or find the right type of client for my business, but now, I know how to do this, and I am looking forward to expanding my business”.
- **46NCBO**: “I am lucky that there was an opportunity to learn new skills with this programme. I found the social media component quite interesting and also the canva session is helpful because I need to showcase a lot of my products via social media platforms. This has helped me to secure at least 5 new clients in the last three months”.
- **51SNHBAA**: “I expanded my biodata through the programme and the learning skills I have acquired thus far. Now I have managed to secure employment for the last two months”.



Annex 1

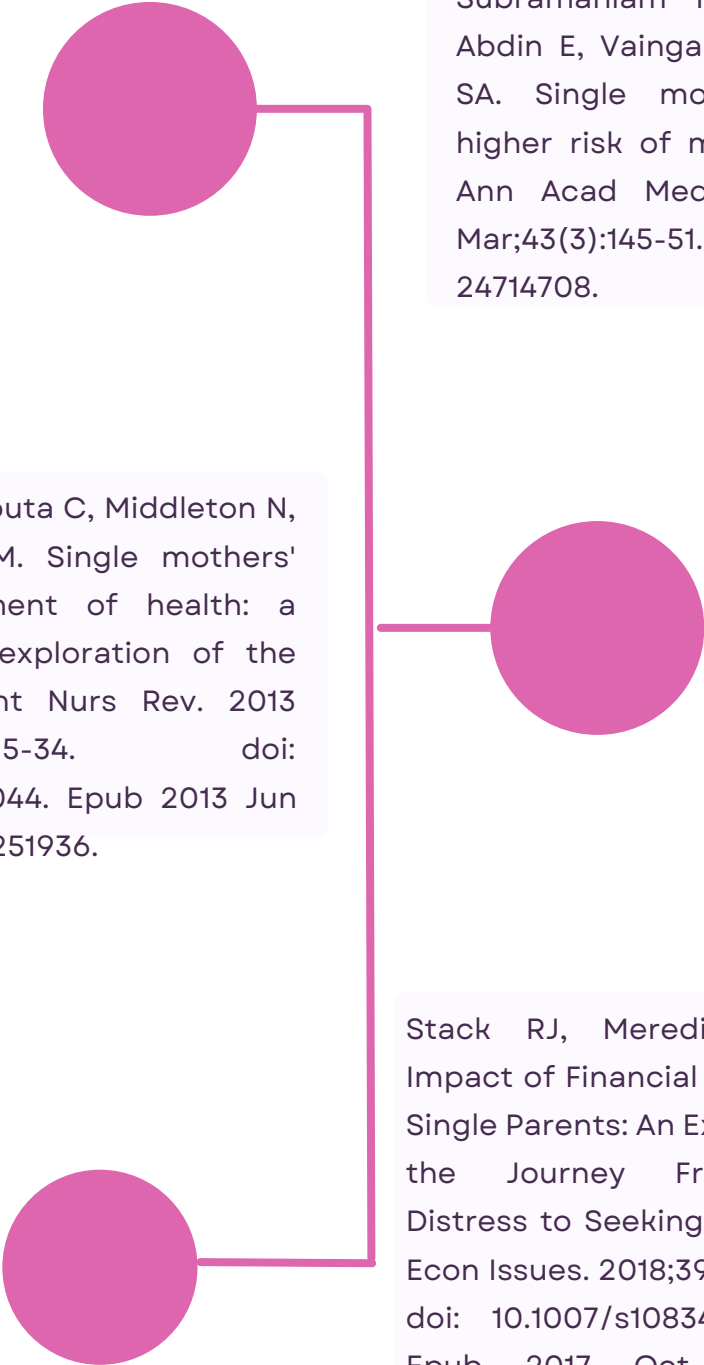
Project Scope	Output (examples of activities done below)	Activity	Progress	Outcome/Impact
1. Entrepreneurship skills training: (Proposed plan: An academic course to develop the Participant's business acumen. Instead, women were more inclined to learn skills they could use daily. The demanded skills were how to create a personal profile to showcase entrepreneur skills or a CV/biodata that would portray her soft learning skills)	1.1 A skills test was applied to determine what form of interest, knowledge, and aptitude is notable.	This test is based on a theory of personality that focuses on career and vocational choice. It groups individuals based on their suitability for six different categories of occupations. <ul style="list-style-type: none"> Realistic: practical, physical, concrete, hands-on, machine, and tool-oriented Investigative: analytical, intellectual, scientific, explorative, thinker Artistic: creative, original, independent, chaotic, inventive, media, graphics, and text Social: cooperative, supporting, helping, healing/nurturing, teaching Enterprising: competitive environments, leadership, persuading, status Conventional: detail-oriented, organising, clerical 	50 women from all three sites have completed the test, and individual feedback has been provided. (Evidence indicates that personality traits relate to financial wellbeing. Therefore, every woman in this programme received feedback on their personality traits so they could focus on their strengths when exploring job or business opportunities)	Women are now aware of suitability and ability to of entrepreneurial skills more suited to their personalities. Based on which specific soft skills were introduced to ensure they pursue their interests. By the end of the programme, 7 women had explored new entrepreneurial opportunities this year, and 8 managed to increase income in the business they already engaged in. Such opportunities came through empowerment, active engagement with others, and learning skills to promote products or services via social media platforms. <ul style="list-style-type: none"> 5 women raise RM 500 to 1000 in their monthly income. 8 women raise RM200-RM500 in their monthly income 2 women are now working together – one as a supplier and one as a customer and can maintain RM200-RM500 exchange between themselves.
	1.2 Self-efficacy sessions were conducted to enhance women's accomplishment that contributes to socioeconomic wellbeing.	Group and individual sessions were conducted based on the type of empowerment needed to motivate independent financial stability.	50 women participated in the group-based activity, whereby 15 women received individual sessions.	Four women meet potential clients or suppliers through this programme and are now collaborating as business partners/clients.
	1.3 E Training Manual is provided that emphasises basic skills required to initiate and maintain a business venture.	Women can now expand their CVs or business profile using the word app. Women are trained to use excel sheets to balance household or small business expense/profit. Women are now equipped with the skills and knowledge to manage or accept meetings professionally with the use of google meet, Women are introduced to basic graphic designing skills to promote their services or products with the use of Canva. Women were also introduced towards	All women received the introduction E training manual. The women also have access to the online module for future reference to enhance their CV and upgrade their health profile based on screenings that they receive.	All women received certificates on basic skills learned on Microsoft, Graphic Design, and social media platforms. 41 women received tailored CVs/ profiles to promote their products or services

Project Scope	Output (examples of activities done below)	Activity	Progress	Outcome/Impact
		maintaining professional social media platforms.		
2. Social media marketing course:	Soft learning skills were introduced on how to manage marketing and promote products or services professionally over social media platforms.	Pre and Post-test were conducted via online modality based on which recommended social media session was shared with participants.	All women completed this activity, and knowledge gaps in the benefits of professional social media platforms were introduced.	Before this programme, all women used personal social media platforms to promote their interests, maintain contact or share businesses or services offered. After completing this programme, the women are now aware of the importance of setting up a professional platform for business. 6 women actively use their CVs as business profiles to promote their services. 2 women managed to secure a job with knowledge of updating and maintaining their CVs. All women are now knowledgeable about creating a meeting link, managing an online meeting and actively engaging in online learning opportunities. 9 (with no knowledge) women learned how to participate and engage in online meetings for business or learning purposes.
3. Health monitoring	Ongoing physical, mental, and nutritional health were conducted during all face-to-face meetings.	Individualist consultation is provided during each visit, where participants meet with physicians, nutritionists, physical health experts, and occupational therapists.	Each participant has received ongoing consultation with experts on physical and mental health concerns. Women with mild to high mental or concerning physical health readings have received two to three sessions each	All women are equipped with skills and knowledge on managing specific physical health implications by receiving tailored, in-depth consultations on addressing ill health conditions.

Project Scope	Output (examples of activities done below)	Activity	Progress	Outcome/Impact
3.1 Physical health monitoring	<p>It comprised blood pressure, blood glucose and cholesterol monitoring and obtaining feedback on doctor follow-ups that were being recommended.</p> <p>In addition, the sedentary lifestyle and physical activity progress were also explored and monitored.</p>	<p>All three readings and feedback are obtained during each visit, and doctors are onsite to address ongoing health queries.</p> <p>15 women were detected with a very high risk of a sedentary lifestyle and received individual consultation on how to minimise such risk.</p>	<p>A minimum of three such follow-ups are done with all the participants.</p> <p>10 women have received five to six consultative sessions from relevant experts.</p> <p>All 50 women's sedentary lifestyle was accessed at every meeting, and consultation was provided to monitor behaviour change.</p>	<p>All women obtained in-depth feedback on their health issues through onsite consultation with physicians. They are now aware of the negative impact of a sedentary lifestyle and how and what type of physical activity is needed daily.</p> <p>43 women have personal health profiles with monitored behaviour risk factors over six months.</p> <p>27 women initiated physical activity into their daily routine, and 15 have now actively integrated daily physical activity.</p> <p>6 women loss 2 kgs over the last 3 months and 7 women lost a minimum of 3 to 7 kg's in the last three months.</p> <p>5 women reported improved body aches and mobility within their lower bodies.</p>
3.2 Nutritional health	<p>It comprised an assessment of daily food intake and monitoring of purchasing behaviours.</p> <p>Based on the above, tailored nutritional talks were provided with participants addressing the dietary gaps in their respective households.</p> <p>Knowledge gaps on nutritional uptake within the women and children were assessed.</p>	<p>Qualitative interviews to obtain information on what is consumed daily.</p> <p>Observational approach monitoring food, fruits, and processed items purchases.</p> <p>In-depth interviews on the type of meals prepared within the household were explored.</p>	<p>All women from each site underwent two assessment processes, and three intervals were accrued to observe the change in purchasing behaviour.</p>	<p>Through an assessment, it was noted that all 50 women's knowledge and skills in purchasing items and their nutritional benefits within their financial means altered over six months.</p> <p>Behavioural patterns on vegetable intake increased in 12 women. High-risk dietary patterns were also addressed in 6 women.</p> <p>All women are now empowered to request fruits from aid support rather than carbohydrates which are preferred items.</p> <p>All women received nutritional training certificates and a nutritional booklet for children and adults.</p>

Project Scope	Output (examples of activities done below)	Activity	Progress	Outcome/Impact
3.3 Mental Health	<p>Mental health assessment through DASS and sleep quality assessment via PSQI</p> <p>Wellness Wheel assessment that provides participants to visualise how balanced their life is. The assessment covers 8 facets of life: Physical, Mental, Emotional, Relational, Recreational, Environmental, Spiritual, and Financial.</p>	<p>Skills psychoeducation to manage anxiety, depression and stress - identify symptoms. Skills such as grounding techniques (deep breathing) and mindfulness.</p> <p>Sleep hygiene psychoeducation identifies factors towards poor sleep quality and how to manage better sleep quality.</p> <p>Self-care and self-resilience skills were introduced.</p>	<p>All women have gone through group and individual counselling on managing anxiety, depression, and stress.</p> <p>Most (23) women scored medium to low – in physical (15), mental, emotional (11), relational (7), recreational (18) and financial (35) facets</p>	<p>Women can now differentiate and comprehend what is meant by anxiety and stress and how to identify depression.</p> <p>All women have been introduced to good sleep hygiene habits and obtained personalised skills to manage better sleep patterns.</p> <p>Group-based scenarios studies were reviewed in addressing some challenges in facets reflected by the women. Skills such as Self-Resilience and Self-Care were emphasised. Personalised tailored discussions were also provided to women with low-scored facets.</p> <p>4 women who display high mental health concerns are receiving additional phone counselling.</p> <p>15 have received at least two counselling sessions.</p> <p>44 women displayed a low quality of sleep. All these women received personalised counselling and tailored strategies for improving sleep patterns. By the end of 3 months, 6 women reported improved sleep patterns, and 12 displayed a change in behaviours to minimise low sleep quality.</p>

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HerWellbeing Society Kuala Lumpur & Selangor

8-2-6 La Villas
Condominium, Jalan
3/21b, Taman Setapak,
53000 Kuala Lumpur,
Wilayah Persekutuan
Kuala Lumpur



+60122201146



herwellbeing.org

