

TENA®

ACTIVE AGEING & LIVING YOUR BEST LIFE

A report on geriatric health & well-being



Malaysia Ageing
Report 2023

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OVERVIEW

This report explores the conditions of seniors in Malaysia, including independent seniors and seniors with caregivers, while simultaneously aiming to gain a deeper understanding of caregivers' perceptions towards seniors. The data used in this report is sourced from TENA Research, with a sample size of 400 seniors aged 60 and above and 133 caregivers aged 35 to 50. It should be noted that this report does not include professional caregivers such as nurses and doctors.

GLOSSARY

Senior	A person aged 60 and above
Caregiver	The spouse and/or child(ren) of seniors who are responsible for the care and well-being of the senior on a daily basis
Incontinence	A condition where a person lacks bladder or bowel control

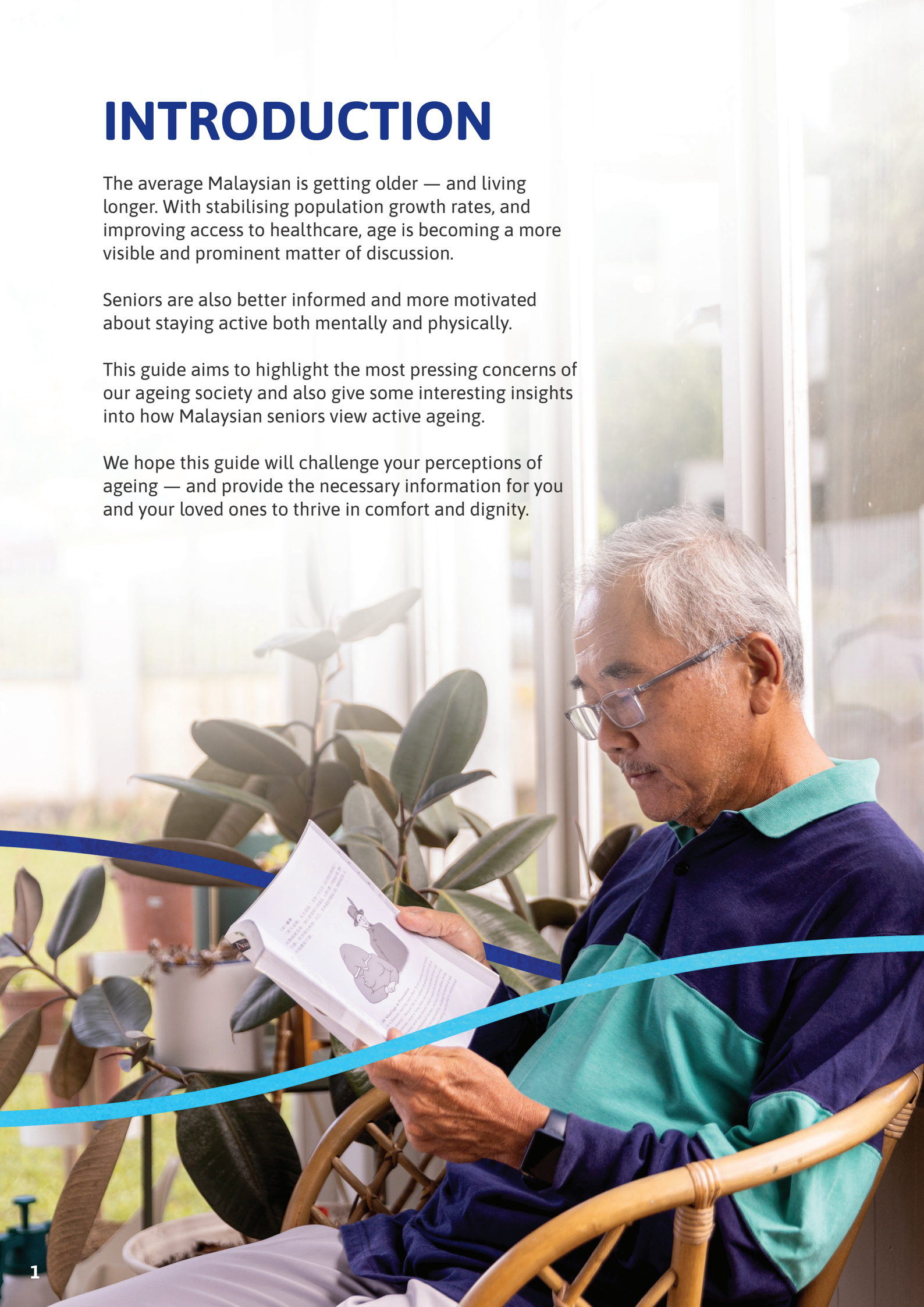
INTRODUCTION

The average Malaysian is getting older — and living longer. With stabilising population growth rates, and improving access to healthcare, age is becoming a more visible and prominent matter of discussion.

Seniors are also better informed and more motivated about staying active both mentally and physically.

This guide aims to highlight the most pressing concerns of our ageing society and also give some interesting insights into how Malaysian seniors view active ageing.

We hope this guide will challenge your perceptions of ageing — and provide the necessary information for you and your loved ones to thrive in comfort and dignity.



AN EXPERT'S OPINION

I am very pleased to have this opportunity of congratulating TENA for undertaking this gargantuan task of looking into the health and wellbeing of seniors and their caregivers in our nation. We have always considered ourselves a “young” nation as most developing countries in this region tend to do, but the coming tsunami of the aged is unmistakable as in 25 years’ time a fifth of us will be over the age of 65. Tsunamis travel undetected for miles in the oceans until their final ascent onto land.

Right now half of our seniors believe age is just a number and mentally feel younger and 44% actually feel physically younger than their chronological age. A happy 57% take active part in community clubs and social groups, 64% travel, 40% do outdoor activities which is a good start. Half of all seniors have already started dieting and go for regular medical check ups.

However the TENA study has uncovered ominous undercurrents that will be unleashed in the future. Two thirds of seniors do not have adequate medical insurance nor have any plans in dealing with the inevitable major illness that form the landscape of growing old. This means they are woefully unprepared! Two of five seniors already struggle with incontinence. More often overlooked is the plight of the caregivers. A sizeable 63% of them struggle with anxiety over their personal finances and 70% over not being able to provide good medical care for their loved ones. A whopping 50% of seniors under their care struggle with incontinence or worry about it.

Incontinence is a debilitating condition that inevitably leads to social isolation, loneliness, loss of self-esteem and depression. However it comes with a whole host of other health issues that confront seniors and I am heartened by TENA’s continued commitment to seniors as shown by this publication which includes a whole host of community resources that both the seniors themselves and their caregiver will find invaluable.

If we do indeed regard our seniors as golden, let us therefore prepare to move beyond adding years to life but instead add life to years of so many of our precious citizens.

Dr. Peter Ng Eng Pin
MBBS (Hons), FRACS, FRCS(ED)
Continence Foundation President



A QUICK GLANCE AT MALAYSIA'S AGEING POPULATION

■ SENIORS

■ CAREGIVERS

FEELINGS & SENTIMENTS ABOUT THEMSELVES

44% feel younger physically

50% feel younger mentally

65% are optimistic about the next 5 years

81%
consider themselves
active seniors



FINANCIAL PREPAREDNESS

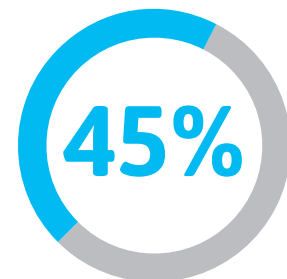
69% do not have adequate life or medical insurance

65% do not have any active plan for major illnesses

85% think
the age of retirement
should be
>60 years



of seniors expect Government to play a larger role in financing the elderly



of caregivers feel healthcare professionals cause treatment delay



INCONTINENCE

affects the daily lives of
2 in 5 seniors*

*including those under caregivers' care



A photograph of an older man with a grey beard, wearing a white polo shirt, a brown flat cap, and aviator sunglasses. He is captured in the middle of a golf swing, holding a driver. He is wearing a white golf glove on his left hand and a dark wristwatch. The background shows a golf course with trees and a cloudy sky. The image is framed by blue and teal wavy borders at the top and bottom.

TENA®

Challenges of a greying population in Malaysia

Can ageing be a positive experience? We say yes.

As the world continues to grapple with negative perceptions about ageing, our recent survey comprising seniors and caregivers gave some surprising insights. It showcased a strikingly optimistic attitude towards ageing where they equate it with greater happiness, more freedom, more quality time with family, and improved financial security.

Seniors feel very good about their family relations, having independence and feeling safe. Valuing freedom and independence reflects many things, such as a wish to live a fulfilling life, to be mobile and not a burden to loved ones, and to be financially worry-free.

A good half of all seniors surveyed feel physically and mentally younger than their age. Not feeling old shows a positive approach to life and underscores an innate willingness to 'get up and do things'. In fact, 48% of seniors indicated that they have a great affinity for travel.

Both seniors and their caregivers also view ageing as attaining an increasing sense of calm and a honed wisdom.



65% of seniors

and

62% of caregivers

believe the next 5 years will be better for the elderly



44%
SENIORS

Feel **physically** younger than their age



50%
SENIORS

Feel **mentally** younger than their age

TOP 5 POSITIVE WORDS on ageing

SENIORS

Experienced

Wise

Calm

Confident

Happiness

CAREGIVERS

Calm

Wise

Happiness

Caring

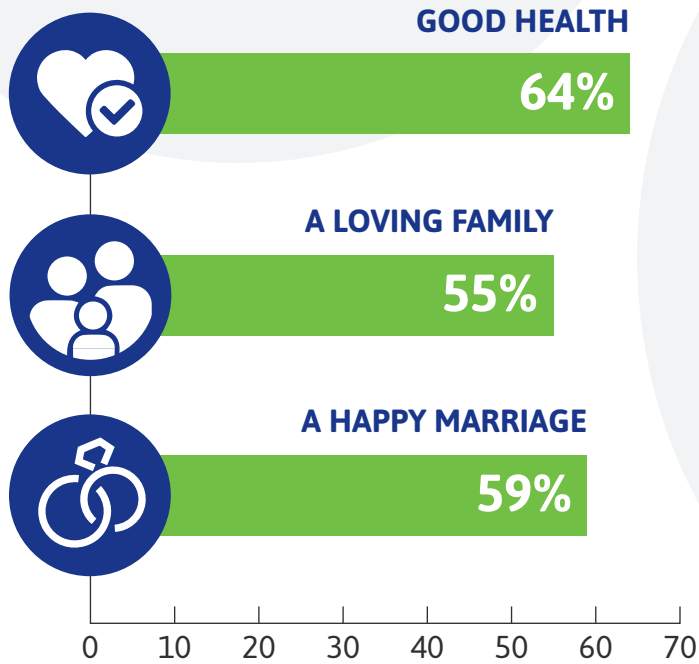
Experienced

SENIORS

CAREGIVERS

Positive outlook in life amongst seniors

TOP 3 CONTRIBUTORS



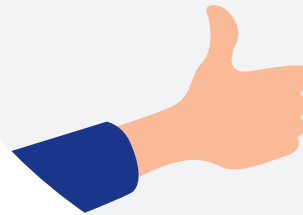
POSITIVE CHANGES IN LIFE: PRESENT VS 20 YEARS AGO

50% of seniors feel that their current level of health is better

46% feel that happiness has improved



41% say that their positive attitude is stronger now



OPINIONS ON THE TOP 5 ADVANTAGES OF AGEING

SENIORS VS CAREGIVERS

62% More time with family	55% More time with family
43% More time to pursue passions	44% Work/life balance
42% Less stress	41% Better ability to travel
41% Better ability to travel	37% Less stress
32% Work/life balance	35% More time to pursue passions



Financial and economic implications

Today, about 7.3% of Malaysians are over the age of 65. By the year 2056, this percentage is expected to jump to 20%.

Although positive about the future, our seniors are not distanced from reality. Our TENA Research indicates that their worries revolve around money and its implications on health risks and quality of life. Caregivers worry mainly about personal finances, health of the seniors, and inflation.

Only one in three seniors are comfortably prepared for medical needs and emergencies, and are adequately covered by life/medical insurance. A worrying finding is that 59% are not comfortably prepared to deal with any medical needs at all.

How many made active plans to prepare seniors for major illnesses and hospitalisation?

CAREGIVERS
35%

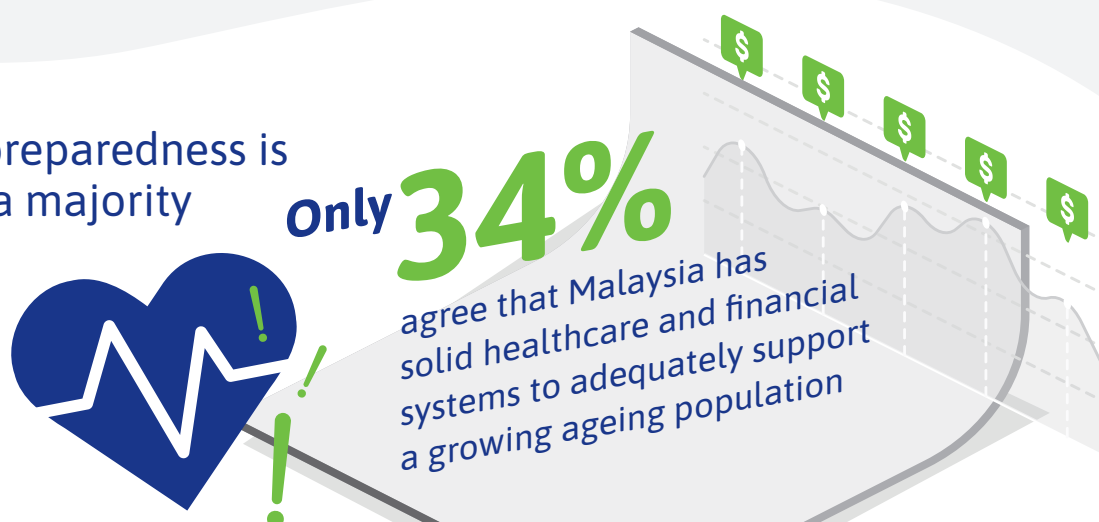
SENIORS
35%



Caregivers feel that it is their obligation to support the seniors under their care, while the majority of seniors believe that they can continue to be independent if the retirement age is raised to 65. Harnessing this productive potential will also contribute greatly towards 'active ageing'.

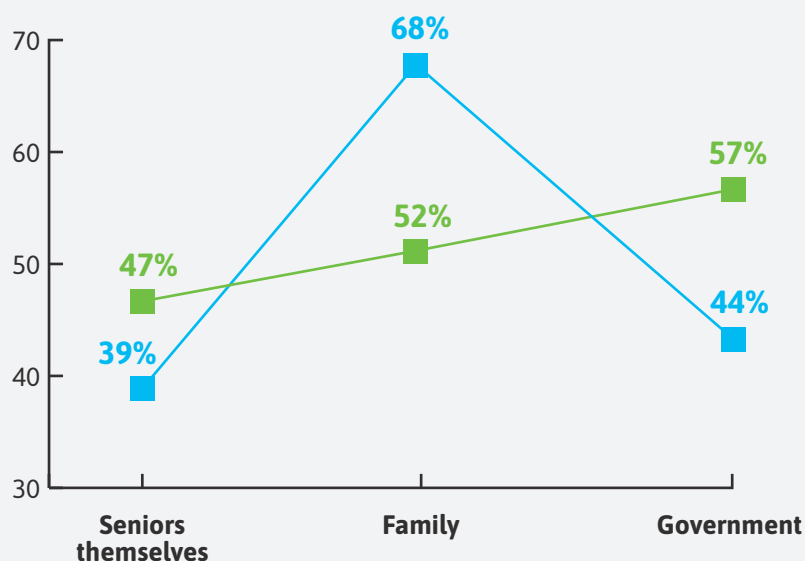
Ageing would be a transition not only for individuals but for the country at large to make big, meaningful strides in areas of income security, employment and aged care.

Financial preparedness is lacking in a majority of seniors



VIEWS ON PARTIES RESPONSIBLE FOR FINANCING THE SUPPORT OF SENIORS

■ SENIORS
■ CAREGIVERS



47% believe that retirement should be set at **65 years and above**

SENIORS

CAREGIVERS

CONCERNS OF SENIORS VS CAREGIVERS

TOP 3 WORRIES IN LIFE

SENIORS

65% Personal health

45% Family's health

45% Children's well-being in life

CAREGIVERS

63% Personal finances

54% The seniors' health

41% Personal health

CAREGIVERS' BIGGEST FEAR ABOUT CARING FOR SENIORS

78% - Their health

70% - Not able to get good medical care

45% - Not having enough to provide them the life they deserve

37% - Cost of healthcare

27% - Not spending enough time with them



Social, community, health & wellness

Physical and mental activities are main areas of focus for seniors. Many take steps to keep active to try and safeguard their health so they can maintain their independence. That's why 68% of seniors prefer to stay with their spouses and will only consider moving in with family under extreme circumstances. On the other hand, caregivers believe that the seniors will be more comfortable staying with them.

Approximately 64% of seniors travel for leisure and carve out time for socialising. High-frequency social activities include community clubs, religious meetings, and other groups for social engagement/interaction. There is an underlying assumption that their capabilities will remain intact for them to continue pursuing these things in the near future.

Our TENA Research indicates that 40% of seniors feel that their social life is adequate, while 60% feel isolated sometimes or often. Our research also indicates families have a key role to play: while ageing itself is a big transition, both seniors and caregivers believe that family can help them feel seen and supported throughout this period.

The downside of ageing is rooted in the decline of health and cognitive functions, with seniors worrying over being a burden to others. They worry about loss of strength, mobility and memory. On the whole, seniors still shy away from talking about health challenges.



Seniors ensure health resilience through various activities, followed by medical and dietary attentiveness. Caregivers place emphasis on medical check-ups.

38% of seniors, including those under the care of caregivers, suffer from incontinence — a much higher figure than previously predicted. Caregivers also unanimously inferred that incontinence is something that affects the seniors' quality of life, and their social and emotional well-being. The psychological implications of incontinence can result in social isolation, feelings of rejection and body image issues.

WHAT THEY WOULD LIKE TO DO MORE OF IN THE NEXT 5 YEARS



	Malay	Chinese	Indian
Travelling	58	74	75
Outdoor activities	31	39	60
Contributing to community	51	34	50
Socialising	34	37	45
Reading	34	38	40



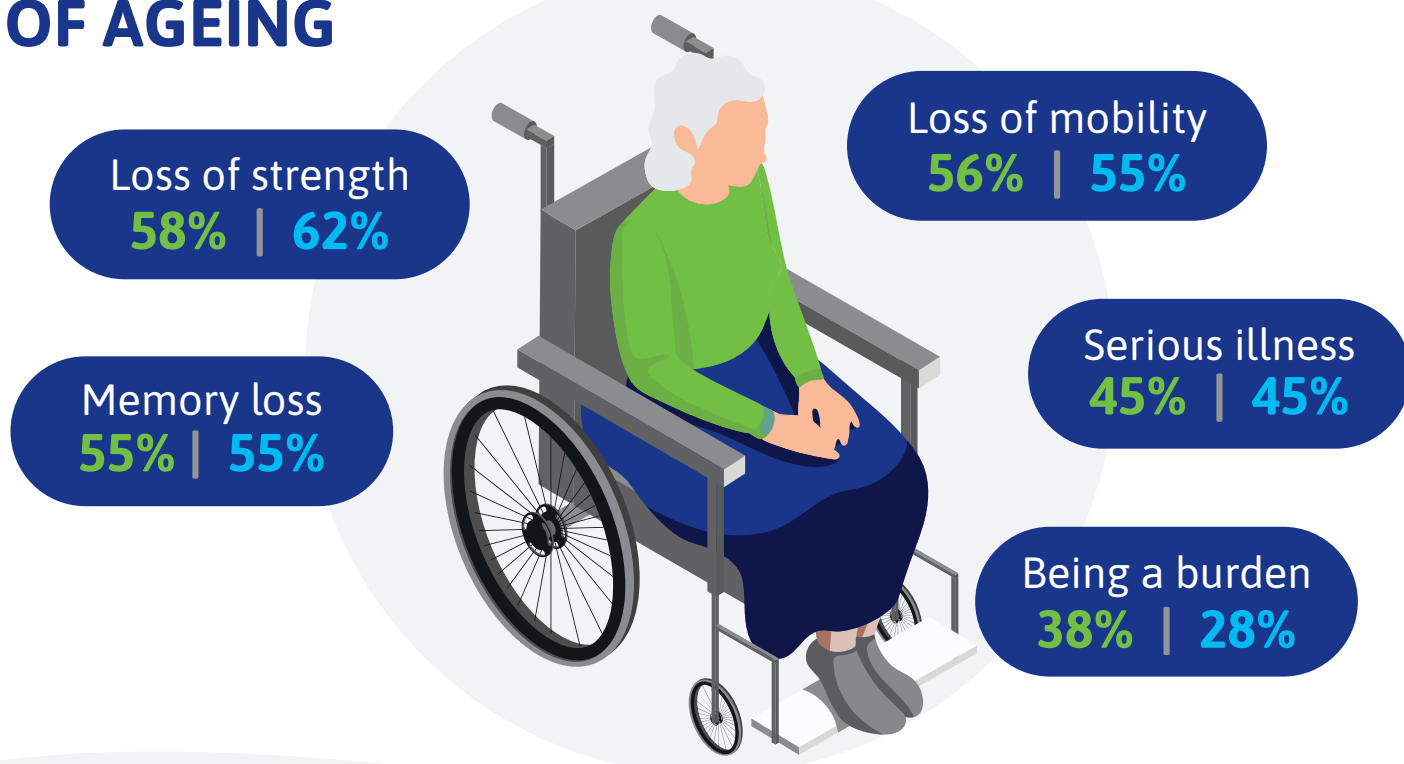
38% of seniors*
have some form of incontinence,
affecting the daily lives of about
2 in 5 of this population

**including those under caregivers' care*

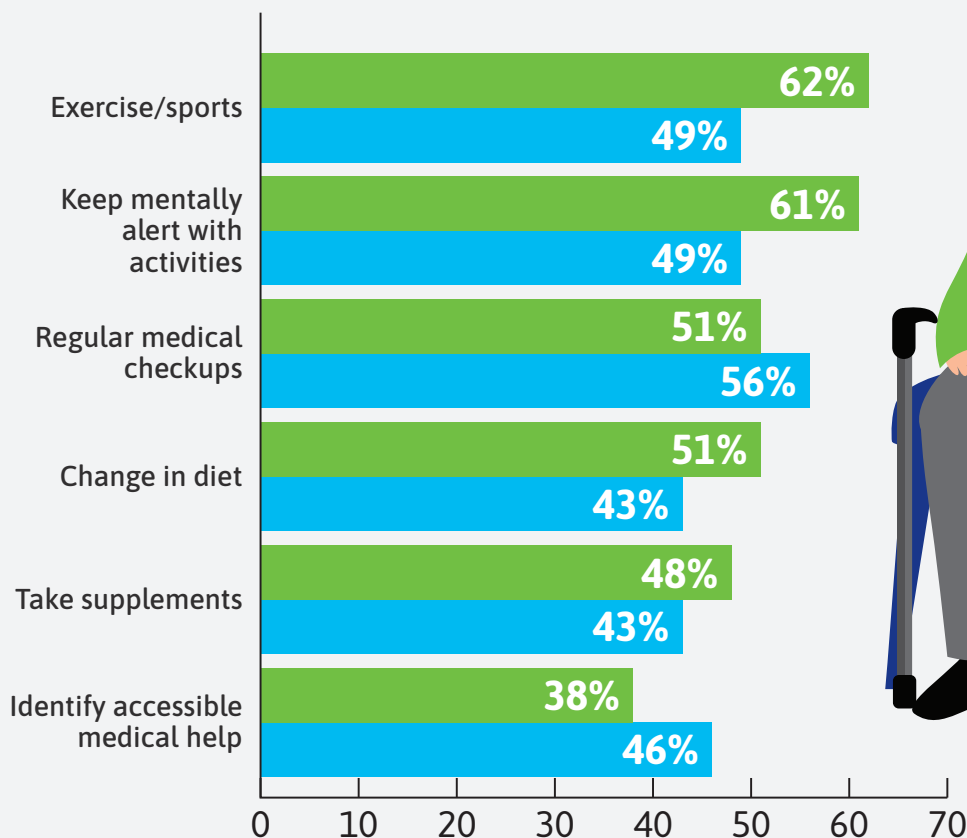


■ SENIORS ■ CAREGIVERS

PERCEIVED DOWNSIDES OF AGEING



STEPS TAKEN TO SAFEGUARD THE HEALTH OF SENIORS



Aged care

Generally, both seniors and caregivers want to be more empowered in managing the quality of senior life. In terms of positive and active ageing, they are equally eager to learn more about treatments, resources, aids and preventive care. One in five seniors do online research, while hospitals and pharmacies are the main sources of advice. Caregivers prefer to get advice from clinics, pharmacies and family members, and surprisingly, don't go online much in comparison.

Blood pressure and cholesterol are the main mild health issues, followed by arthritis and diabetes. In a sample size of considerable magnitude, 38% of seniors, including those under the care of caregivers, were reported suffering from incontinence of some form.

Despite healthcare professionals being the main go-to resource, those caring for seniors whose health are much more compromised say that they face dismissive experiences when seeking medical diagnosis for the seniors, with 45% of caregivers citing treatments having been delayed. According to them, healthcare professionals may not be recognising critical symptoms and acting fast enough.

SENIORS

MILD HEALTH ISSUES

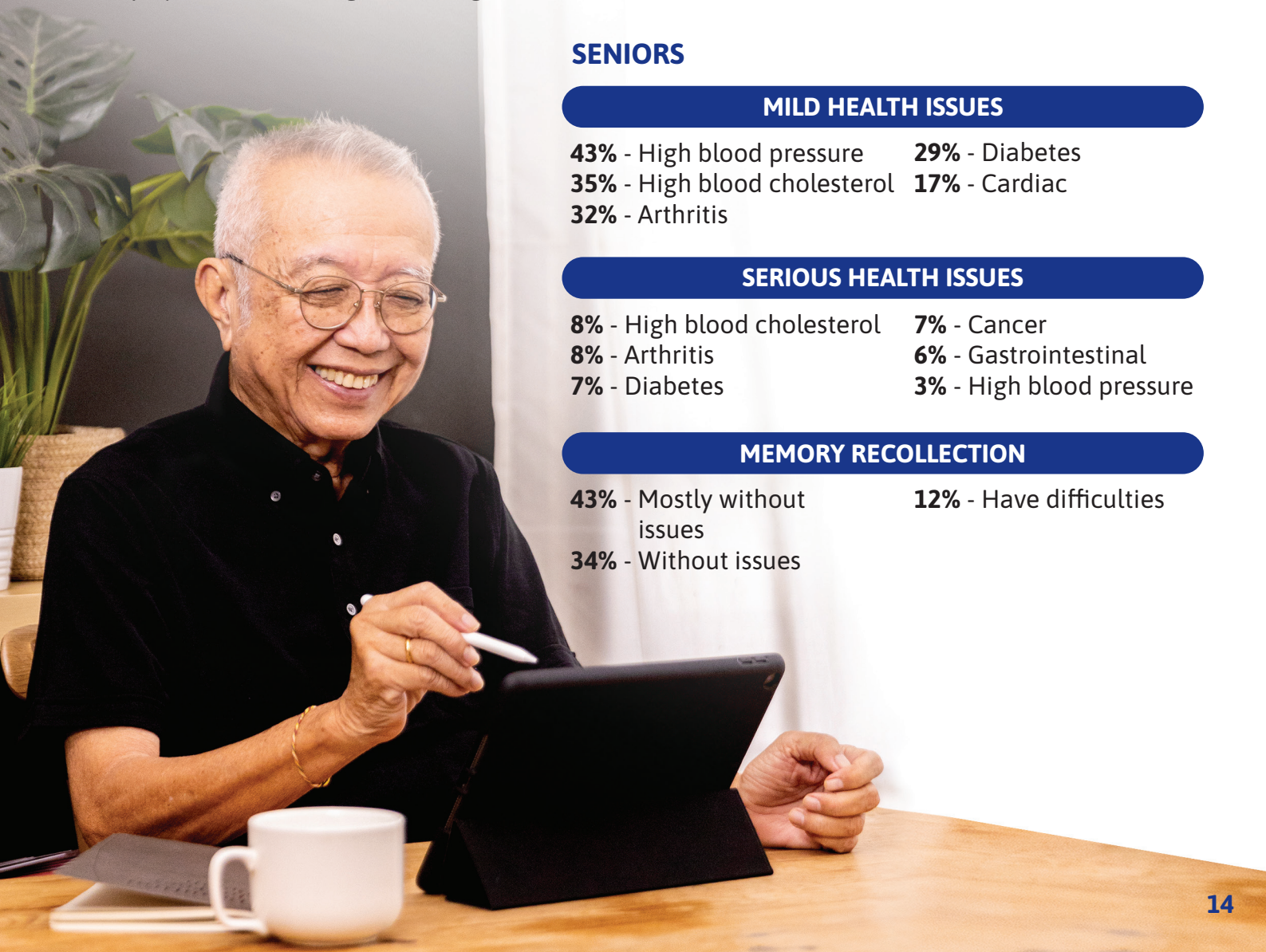
43% - High blood pressure	29% - Diabetes
35% - High blood cholesterol	17% - Cardiac
32% - Arthritis	

SERIOUS HEALTH ISSUES

8% - High blood cholesterol	7% - Cancer
8% - Arthritis	6% - Gastrointestinal
7% - Diabetes	3% - High blood pressure

MEMORY RECOLLECTION

43% - Mostly without issues	12% - Have difficulties
34% - Without issues	



Family members have a strong sense of obligation to take care of their seniors. Importantly, both seniors (58%) and caregivers (47%) strongly believe that the Government has a key responsibility in supporting the aged financially. This could have major policy implications for the Government towards aged care.



Believe the Government is responsible for supporting seniors financially

A LARGE PERCENTAGE OF SENIORS WANT THE GOVERNMENT TO PLAY A BIGGER ROLE IN PROVIDING FINANCIAL SUPPORT

■ SENIORS ■ CAREGIVERS



MALAY

Government	48%
Family members	58%
The seniors themselves	50%

CHINESE

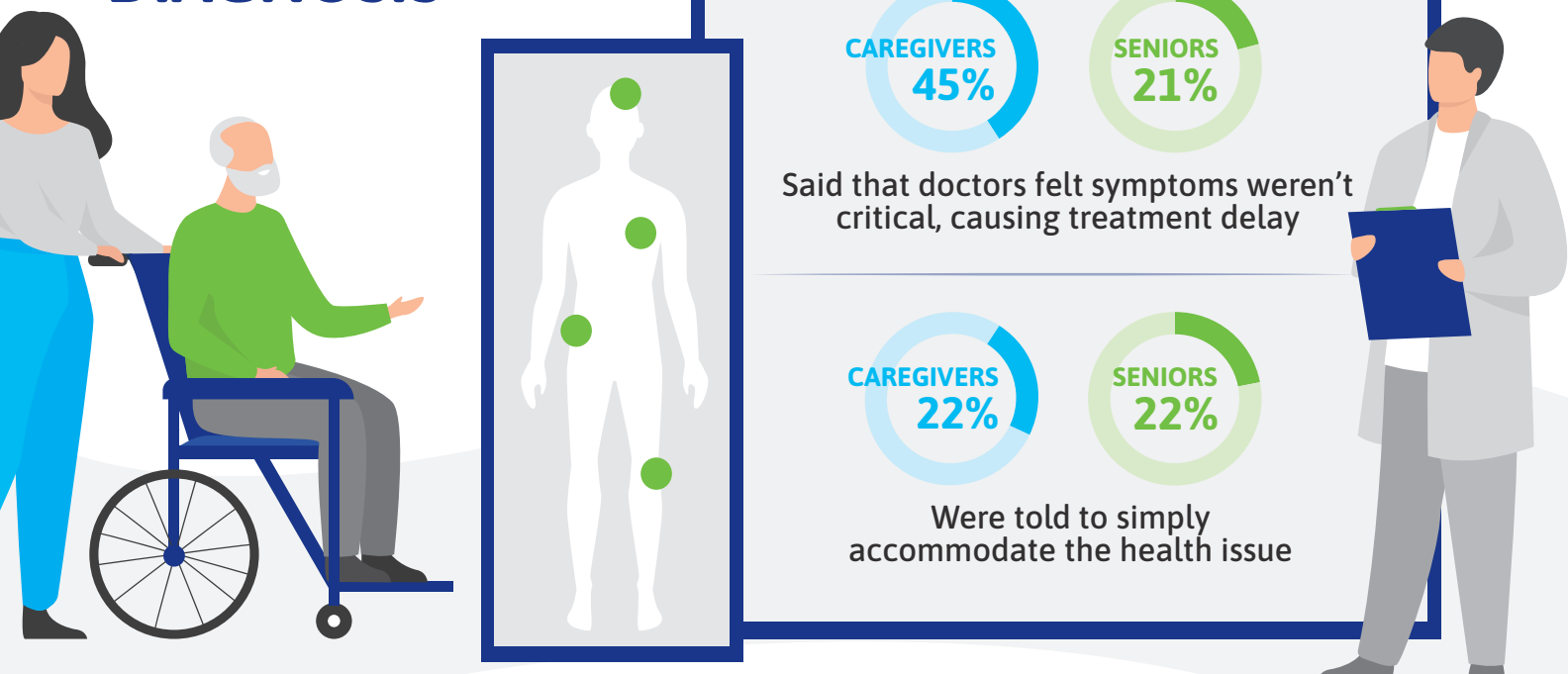
Government	63%
Family members	45%
The seniors themselves	46%

INDIAN

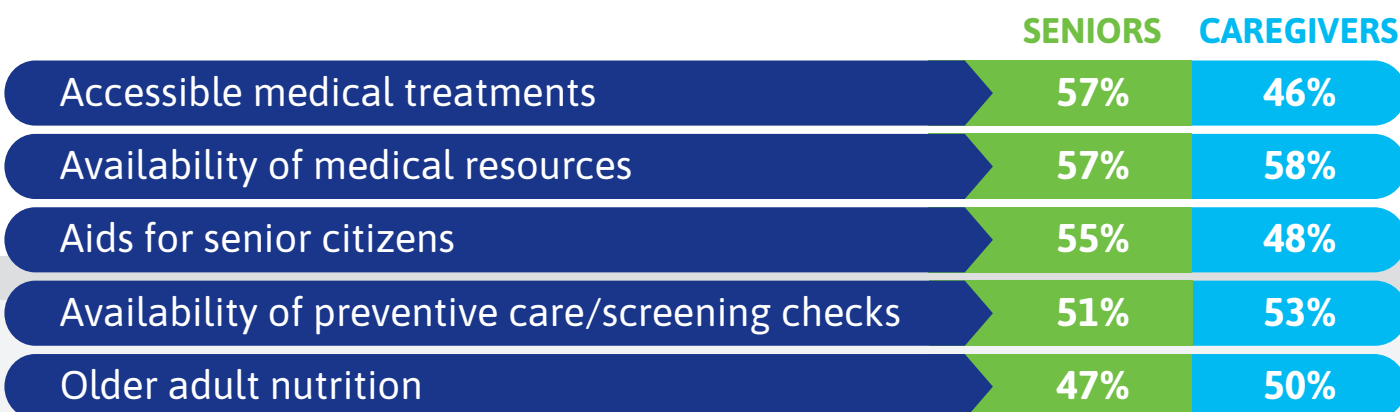
Government	85%
Family members	45%
The seniors themselves	40%

EXPERIENCE WITH SEEKING MEDICAL DIAGNOSIS

■ SENIORS ■ CAREGIVERS



WHAT THEY WOULD LIKE TO LEARN MORE ABOUT



- **Availability of medical resources:**
Where to go, things to buy
- **Aids for senior citizen:**
Government schemes and public benefits



TENA®



**Active ageing
and what it means**

The concept of active ageing

The World Health Organisation defines healthy ageing as developing and maintaining the physical and mental capacities that enable well-being in older age. It also includes the physical, social and policy environments in which the seniors live in, and the interactions among them. As such, it is clear that staying active is an important part of ageing.

Active ageing is not about being sporty or trying to replicate the days from one's youth. It is a mindset. It is about mental agility, social connections and appropriate physical activity. As humans grow older, an active mind is critical to help create active health. It is about intention and willingness.

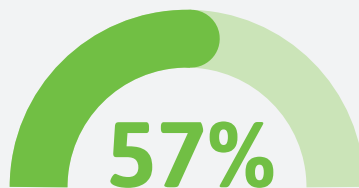
The TENA Research shows that a majority of Malaysian seniors pursue a lifestyle that they believe will help safeguard their physical and mental health for longer. 57% take active part in community clubs and social groups, 64% travel, 40% do outdoor activities and 62% exercise.



By taking charge and making the decision to age actively, seniors can empower themselves to enhance their quality of life.



Feel **adequately** engaged



Take part in activities at community clubs, religious meetings and other social groups a few times a week



Feel **isolated** sometimes or often



WHAT SENIORS DO TO SAFEGUARD PHYSICAL & MENTAL HEALTH FOR ACTIVE AGEING

64%
Travel

61%
Keep mentally alert with activities

62%
Exercise/
Do sports



51%  Changed their diet

51%  Regular medical check-up

48%  Take supplements

46%  Read

40%  Pursue hobbies

“I want to be active but...”

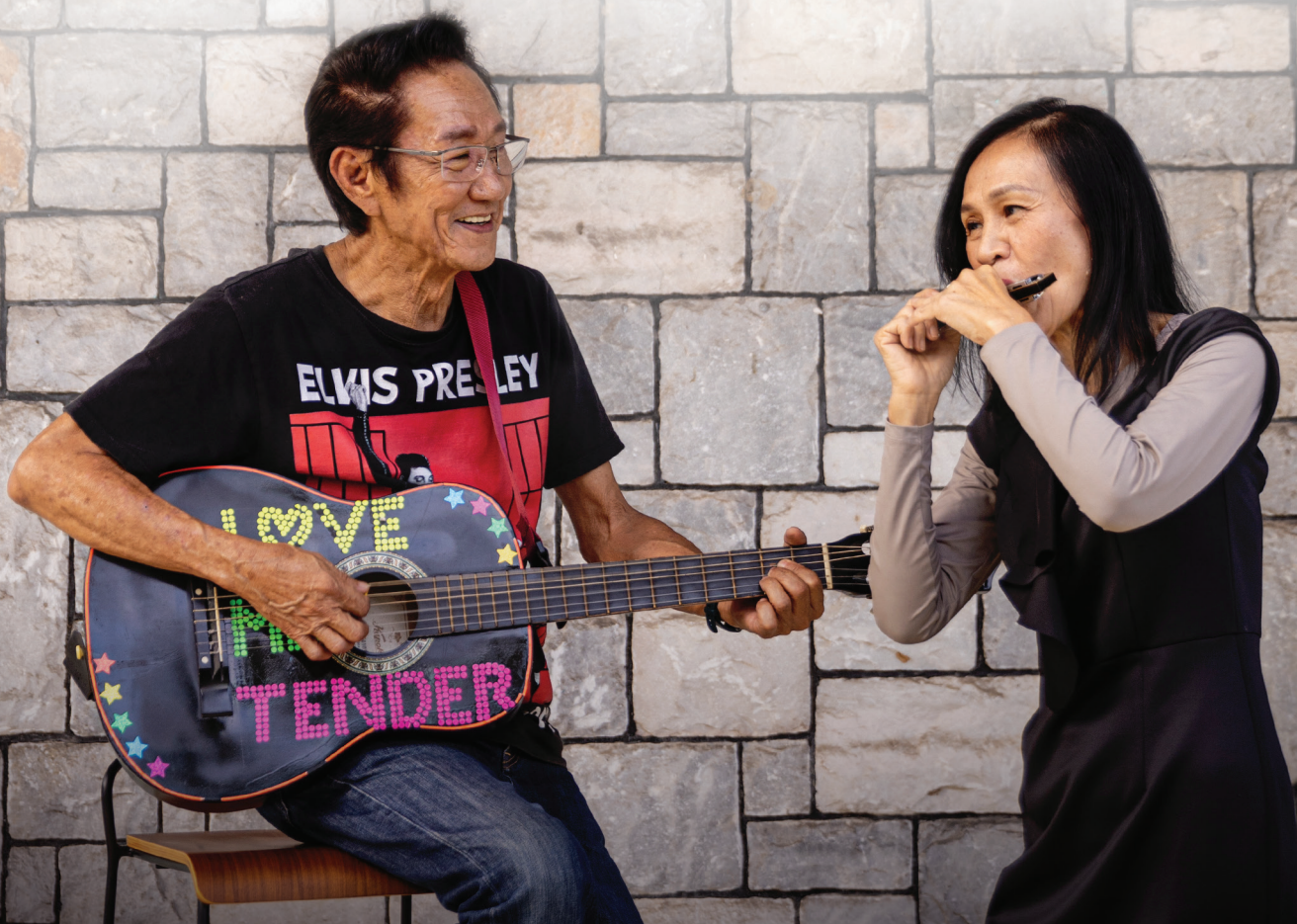
For many seniors, health drives their activity levels. A lack of mobility and agility is often cited as an obstacle. However, as stated earlier, active ageing is not just about sports or being outdoorsy, and caregivers can play a role in changing the mindset of the elderly under their care.

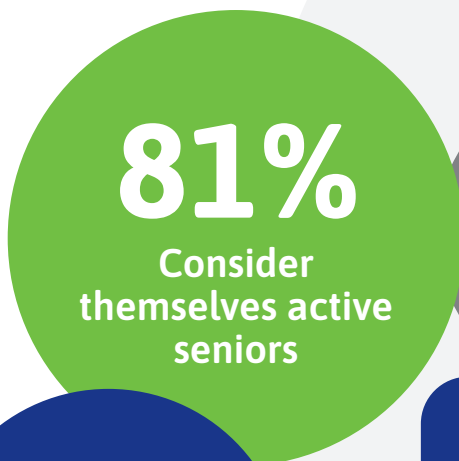
To help those with mild to moderate mobility issues to get past the thought that they cannot be active agers, caregivers can suggest and engage them in more activities that stimulate the mind. For example, music is relaxing and a great mood enhancer even for someone with a severe mobility challenge.

Incontinence has also been mentioned as a barrier to active ageing, but with the availability of high quality incontinence care products, this ceases to be an issue.

Social connections are often overlooked too. Seniors who have regular interactions with people and community benefit from a collective influence that continually builds on confidence and positivity.

For caregivers who spend significant portions of their days looking after seniors, active ageing can be an inspiring guide for engaging the ones they care for. It is an approach that provides multiple platforms for caregivers to make the lives of seniors more meaningful and happy.





41% Socialise

40% Engage in outdoor activities

38% Spend time with friends & family



What affects a senior's propensity to be active?

Generally, the TENA Research reveals that mental and physical aspects — **mobility, confidence, alertness, optimism, sense of belonging, state of health** — are determining factors.



Preferred living arrangement



14%
Children or family

12%
Stay alone

1%
Institutional care

Incontinence affects more seniors than previously thought

Research on incontinence shows that 38% of seniors, including those under the care of caregivers, suffer from some form of incontinence.

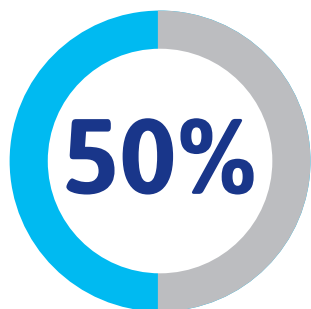
A sedentary lifestyle, natural body changes, other lifestyle stresses as well as a greater openness to talk about the condition could be the contributing factors towards this marked rise in numbers.

Caregivers in Malaysia grapple with widespread incontinence amongst the elderly they take care of, with over 33% of their charges suffering from it. Surprisingly, and more positively, however, seniors exhibit less worry about freedom of movement.

That being the case, caregivers have a lot of leeway to take proactive measures to encourage seniors to age actively. Supporting this is TENA, the worldwide leader in continence care. TENA is the frontrunner in championing active ageing in Malaysia.



Caring for seniors with incontinence



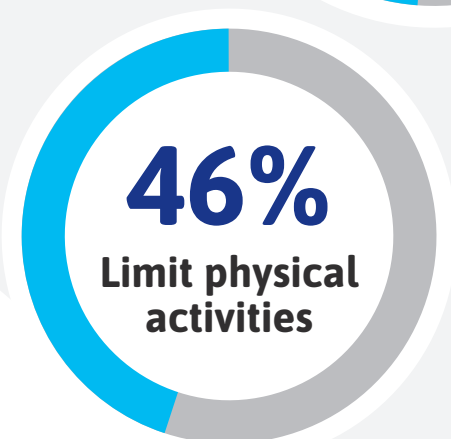
Of seniors under the care of caregivers suffer from incontinence



Worry about leaking

INCONTINENCE

What caregivers say about the seniors under their care



Limit physical activities



Experience leaks



44% Feel poorly understood

32% Lost self confidence

33% Isolate socially

27% Report intimate skin irritation

32% Feel depressed

9% Have heavy incontinence



Living our best lives

Taking the right steps

Although aware that their abilities will decline over the next ten years, seniors are also generally optimistic that other aspects of life will improve. The TENA Research shows that some of the things that Malaysian seniors do to keep active now is socialising, reading and community work. Half of them say that they enjoy travelling.

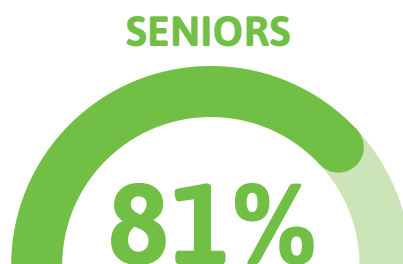
There are many steps that one can take towards active ageing, starting with a well-balanced diet and getting enough sleep — two fundamentals that help seniors to maintain energy for activity. Regular exercise is important if the senior is able, and it does not have to be strenuous. Even moderate activity such as housework or gardening can strengthen muscles and improve balance to prevent falls. More importantly, it helps improve several aspects of health such as cholesterol levels and high blood pressure.

It is also well-known that staying active can help fight cognitive decline. Hence, engaging in mentally stimulating activities will help to keep the mind sharp and alert.

Part of active ageing is about pursuing interests and passions. Taking the first step will open the door to a more fulfilling and meaningful senior life.



■ SENIORS ■ CAREGIVERS



CONSIDER THEMSELVES
ACTIVE SENIORS



SAY THE SENIORS THEY CARE
FOR ARE ACTIVE



UNDERWEIGHT
10% 12%



ABOUT RIGHT
73% 72%



OBESE
1% 2%

PHYSICAL ASSESSMENT OF CURRENT ACTIVITY LEVEL



VERY GOOD

36%



ACCEPTABLE

61%

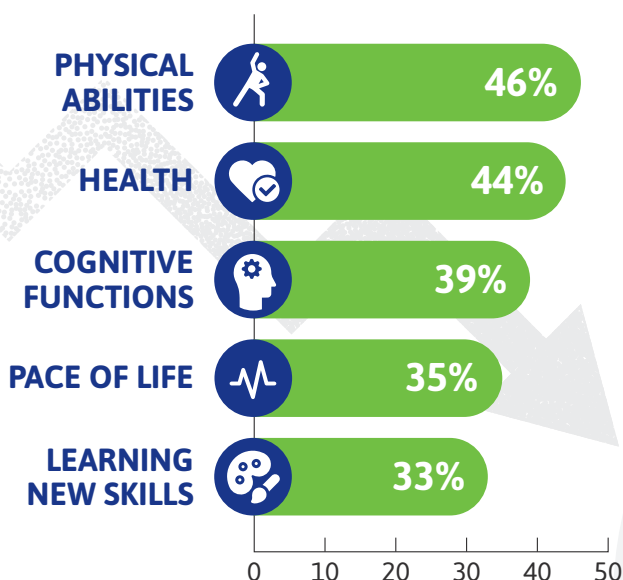


POOR

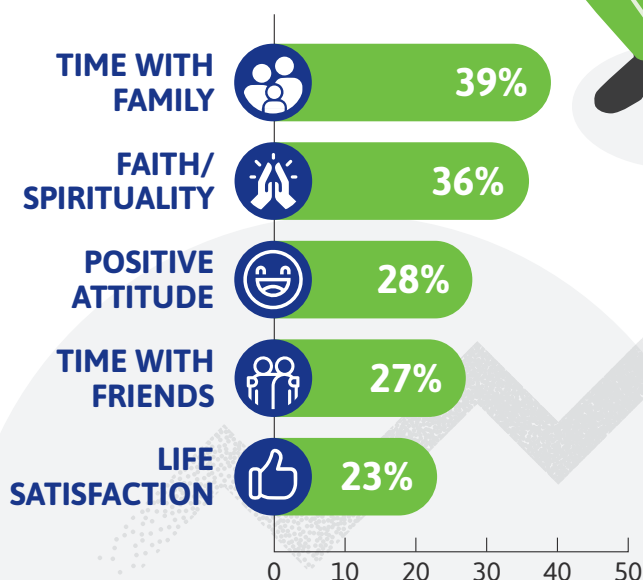
3%

EXPECTED CHANGES IN 10 YEARS

▼ WILL DECLINE

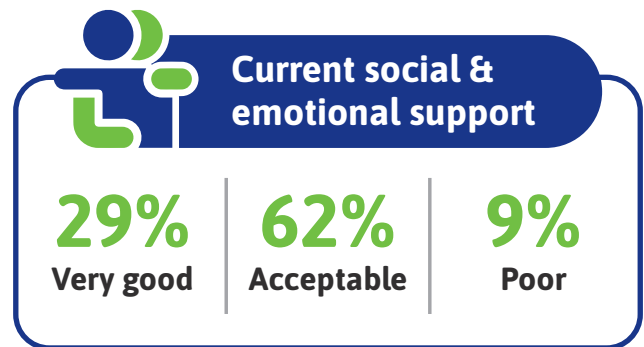


▲ WILL IMPROVE



Staying engaged and involved

Seniors need emotional support as currently only about a third says that they feel 'very good'. As they are spending less time with their friends and family, the TENA Research shows that 76% of seniors are not aware of their friends' lives. As friendships diminish with ageing, family plays a very strong role in helping the seniors feel seen and supported.



A sense of belonging, independence and safety highly safeguards their emotional well-being, which in turn motivates the seniors to stay engaged and involved.

Overall, a positive outlook on life helps with stress or negative feelings, and eases the realisation that it is normal to feel insecure and worried. Meaningful relationships are an important form of emotional support — as evidenced by 57% of seniors surveyed — which can help the seniors settle into their golden years with optimism.

The TENA Research shows that caregivers connect with the seniors in many ways, such as at mealtimes and by accompanying them to doctor visits or shopping. Other than these functional duties, caregivers can bolster confidence with emotional encouragement. When seniors feel a sense of accomplishment, it builds on their willingness to keep active.



IMPORTANT FORMS OF EMOTIONAL SUPPORT FOR SENIORS

57% Meaningful relationships

52% Environment feels safe & secure

46% Regular social interactions

56% Having independence

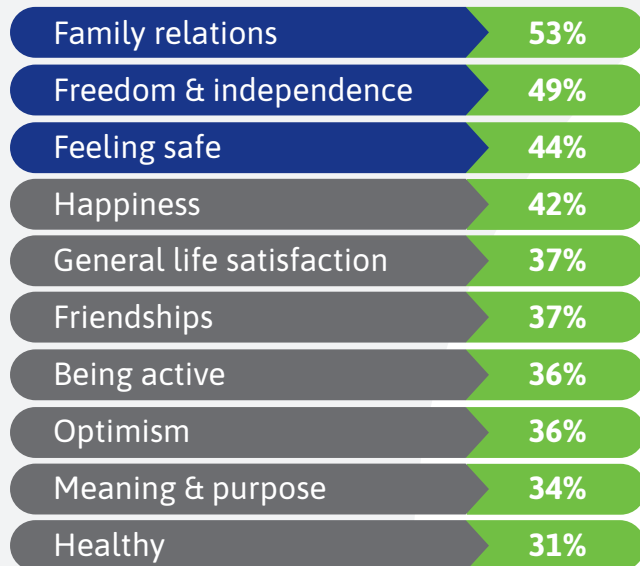
51% Connecting over similar interests

43% Feeling of belonging

Family relations is one of the most important aspects for a good quality senior life



Current aspects of senior life that are rated 'Very Good+'



LEVEL OF SOCIAL SUPPORT RECEIVED

FAMILY AND FRIENDS UNDERSTAND WELL

50%

UP TO DATE WITH FAMILY

48%

FEEL SEEN AND HEARD BY FAMILY/FRIENDS

43%

FEEL USEFUL TO FAMILY/FRIENDS

41%

UP TO DATE WITH FRIENDS' LIVES

24%



Activities for active ageing

With accumulated life experiences, the seniors' opinion of their best life stage is almost equally distributed, with no marked differences perceived between each decade.

Seeing that seniors are open to active ageing, caregivers can encourage those under their care to try new experiences and learn new things. Many medical articles and journals state that engaging in mentally stimulating leisure activities helps improve memory function and increase optimism in life.

Leisure, cultural or sporting activities can first be done together with family members to help ease the senior into being more socially active. It is easy to get to know residents in the area simply by going for walks, or by joining chat groups that connect people by interest, such as gardening, cooking or handicraft.

Pursuits such as sudoku, chess, card games, mahjong and crossword puzzles all drive mental engagement. This can help prevent the onset of diseases such as Alzheimer's, Parkinson's and dementia.

As half of the seniors surveyed by TENA say they enjoy travelling, planning a holiday can be stimulating, and gives both caregiver and senior something to look forward to.



65%

of seniors want to
travel more frequently

53%

plan to travel locally

■ SENIORS

■ CAREGIVERS

PLANS WITHIN THE NEXT 12 MONTHS

SENIORS

- 53% - Travel locally
- 52% - Medical checkup
- 46% - Exercise/sports
- 41% - Travel overseas
- 38% - Special occasions with family/friends

SENIORS IN CARE

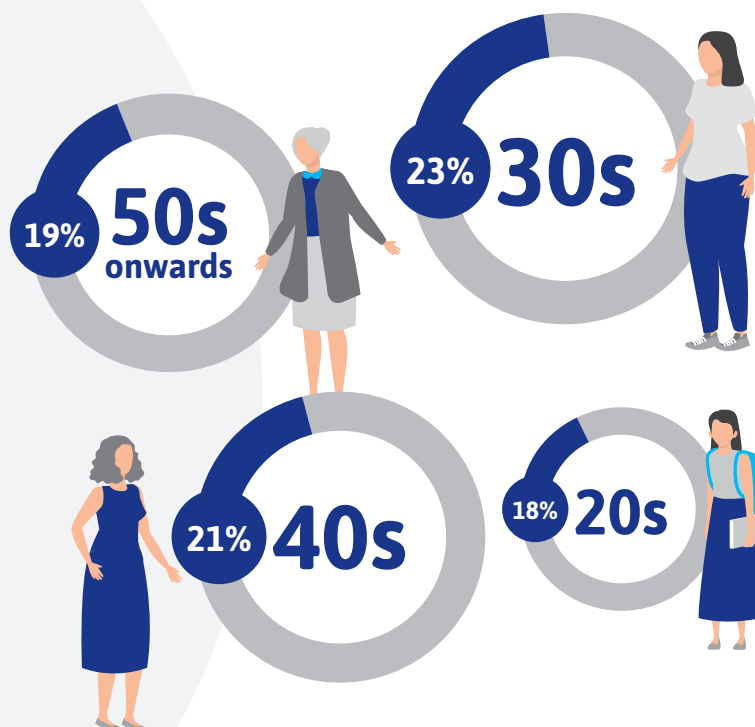
- 46% - Medical checkup
- 41% - Special occasions with family/friends
- 33% - Travel locally
- 32% - Home improvement
- 31% - Exercise/sports



What do Malaysian seniors do to keep active?

Travelling	48%
Reading	46%
Socialising	41%
Outdoor activities	40%
Pursuing hobbies	40%
Community work	35%

PERCEIVED BEST STAGE IN LIFE



*Top 6 rated activities, from a multiple choice list

Where to get started

Here is a list of helpful organisations and centres. Please note that this list is not exhaustive.

From the Bahagian Pembangunan Kesihatan Keluarga (BPKK) division of the Ministry of Health, there are approximately 233 Senior Citizen Clubs under the umbrella of Malaysia's Klinik Kesihatan. Visit the nearest Klinik Kesihatan to enquire about Club membership and activities. (<http://bit.ly/3K1ejjK>)

According to the Jabatan Kebajikan Masyarakat website, there are also 143 Pusat Aktiviti Warga Emas (PAWE). Various activities are available, ranging from religious programmes to recreational activities, therapy to courses. (<https://bit.ly/3M9SX6G>)

The YMCA also provides many opportunities for learning, socialising and entertainment (www.ymcakl.com, www.ymcapg.com)

SENIOR CITIZEN CLUBS & ASSOCIATIONS

Senior Citizens Association of Penang

- 📍 120, Lorong Lahat, 10450 George Town
- ☎ +604 8266314

Senior Citizens Club, Perak

- 📍 2, Lintasan Perajurit 11B, Ipoh Garden East, Ipoh
- ☎ +605 5458251

Seniors Aloud

- 🌐 www.seniorsaloud.com

Senior Citizens Association Selangor & Federal Territory

- ☎ +603 78877787

Senior Citizens Association, Johor Bahru

- 📍 JKR 583, Jalan Petri, Kampung Bahru, 80100 Johor Bahru.



The list provided on this page is meant to be a source of information and is correct at time of publication. Vinda Malaysia is not affiliated to any of the organisations or services on this list.



HEALTH

Alzheimer's Disease Foundation Malaysia

<https://adfm.org.my>

National Kidney Foundation Malaysia

<https://nkf.org.my>

My Kidney Journey

<https://my.mykidneyjourney.com/en-my>

Home Care Shop aged care equipment

www.homecareshop.com.my

DDT Medical Group medical beds & wheelchairs

<http://www.domrehab.com>

Dementia Care Centre

<https://genesiscare.com.my>

National Cancer Society Malaysia

<https://cancer.org.my>

Heart Foundation of Malaysia

<http://www.yjm.org.my>

Stroke-Ready hospitals resource

<https://mystrokehospital.my>

Stroke Rehab

<https://strokerehab.com.my>

Hearing Partners

<https://hearingpartners.com.my>

AGED CARE

Pillar Care home nursing & caregiving

www.pillarcare.com

Metro Elder Care Homes in Klang Valley

www.metroeldercarehomes.com

Noble Care nursing homes throughout Malaysia

www.mynoblecare.com

Nurses At Home

<https://www.nursesathome.my>

Caregiver Malaysia

www.caregiverasia.com

Homage

www.homage.com.my

Teman Malaysia

www.temanmalaysia.com



APPS ON GOOGLE PLAY & APPLE APP STORE



The list provided on this page is meant to be a source of information and is correct at time of publication. Vinda Malaysia is not affiliated to any of the organisations or services on this list.



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**TENA champions
active ageing**

Incontinence & the Malaysian scenario

Incontinence is a condition where a person has no bladder or bowel control. It is extremely common especially among seniors.

There are different types of incontinence, such as Stress Urinary Incontinence where sudden exertions or movements like sneezing or laughing cause leakage. Urge Incontinence is also known as an overactive bladder. It is characterised by sudden urges to urinate and the body gives little to no warning.

Incontinence can also be caused by injury, chronic illness, the weakening of pelvic floor muscles, urinary infections, being overweight, and some medications.

Incontinence affects over 200 million people worldwide. One in four women over the age of 35 experience light urinary leaks. It is more common in women due to pregnancy, childbirth and menopause.

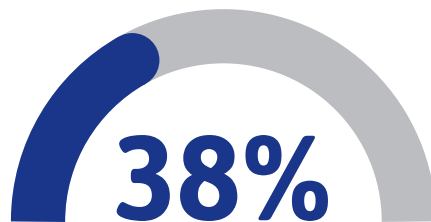
Our recent TENA Research reveals that in Malaysia, approximately 2 in 5 seniors experience some form of incontinence.

The severity of incontinence affects the senior's quality of life. Caregivers believe that incontinence-led limitations on physical activity would further affect their social and emotional well-being.



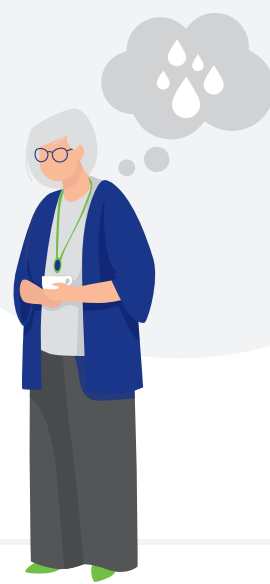


SENIORS*



SUFFER FROM SOME FORM OF INCONTINENCE

*including those under caregivers' care



HOW INCONTINENCE IMPACTS DAILY LIFE

SENIORS

Plan how much to drink/eat depending on environment



34%

Feel it affects everyday life



27%

Embarrassed



26%

- 25% - Worry about odour
- 24% - Affects clothes I wear
- 22% - Affects sexual relationship
- 22% - Lost self-confidence
- 20% - Limits physical activities
- 20% - Worry about leaking
- 18% - Feel depressed
- 17% - More isolated socially
- 14% - Suffer from intimate skin irritation

SENIORS IN CARE

Worry about leaking



49%

Limit physical activities



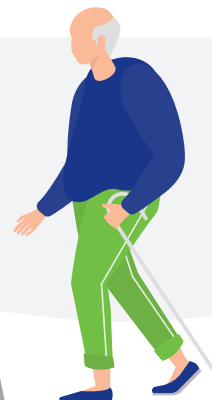
46%

Feel poorly understood



44%

- 42% - Plan how much to drink/eat depending on environment
- 41% - Worry about odour
- 38% - Affects choices of clothes worn
- 33% - More isolated socially
- 32% - Feel depressed
- 32% - Lost self-confidence
- 27% - Feel health is compromised & are embarrassed
- 27% - Suffer from intimate skin irritation



TENA champions active ageing

As a global leader* in incontinence care, TENA has over 60 years of specialist experience in delivering continuous innovation to minimise the impact of incontinence on daily life. TENA is committed to helping individuals embrace ageing and overcome the challenges that may come with it.

We recognise that incontinence is common and it can impact one's ability to remain active and engaged in daily life. Our solutions not only address incontinence but also support individuals in leading healthy lives by staying active physically and mentally.

* Euromonitor International Limited; Retail Adult Incontinence, all channels, RSP value sales, Tissue & Hygiene, 2020 edition.





Contributing to society and building communities that teach & learn

Specialised training and workshops, as well as charitable contributions to healthcare centres are conducted regularly as part of TENA's Corporate Social Responsibility efforts. Knowledge building and people development programmes are important for building awareness and understanding for the issues surrounding incontinence.





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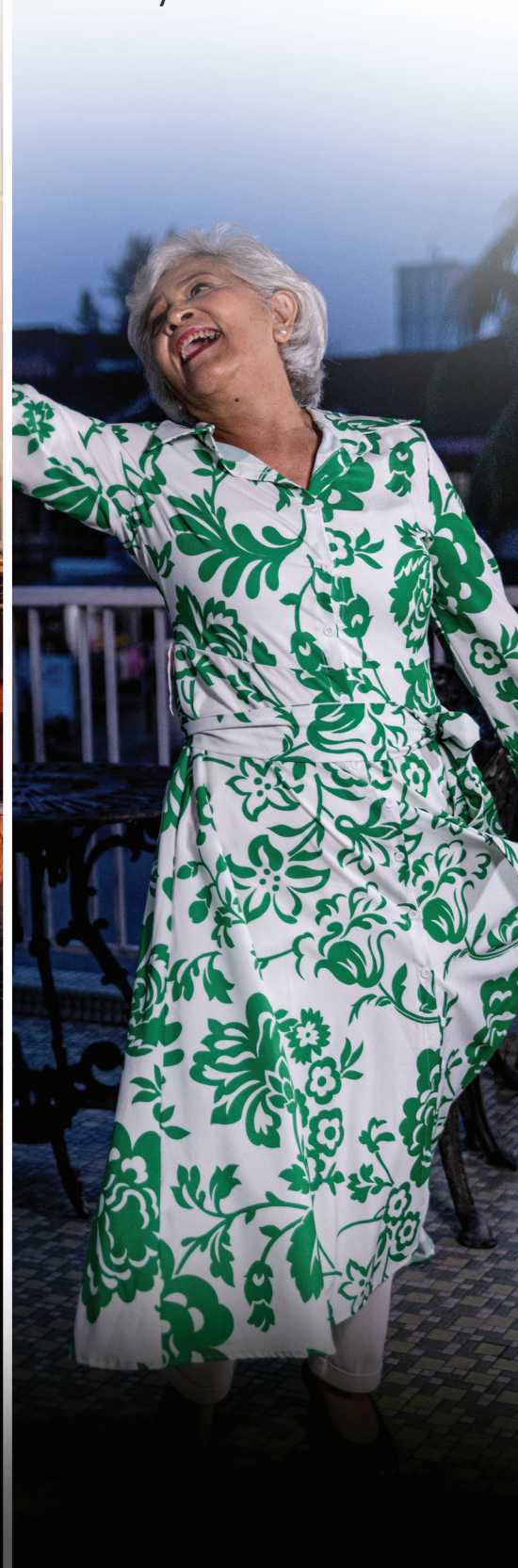


**The advocates of
active ageing**

Real people, real lives

Many seniors in Malaysia have not let age slow them down. They continue to live their lives with full drive and passion.

By sharing their personal stories and experiences, TENA hopes to encourage and inspire other seniors to carry on with an active lifestyle and mindset.



Cindy Yong, aged 65

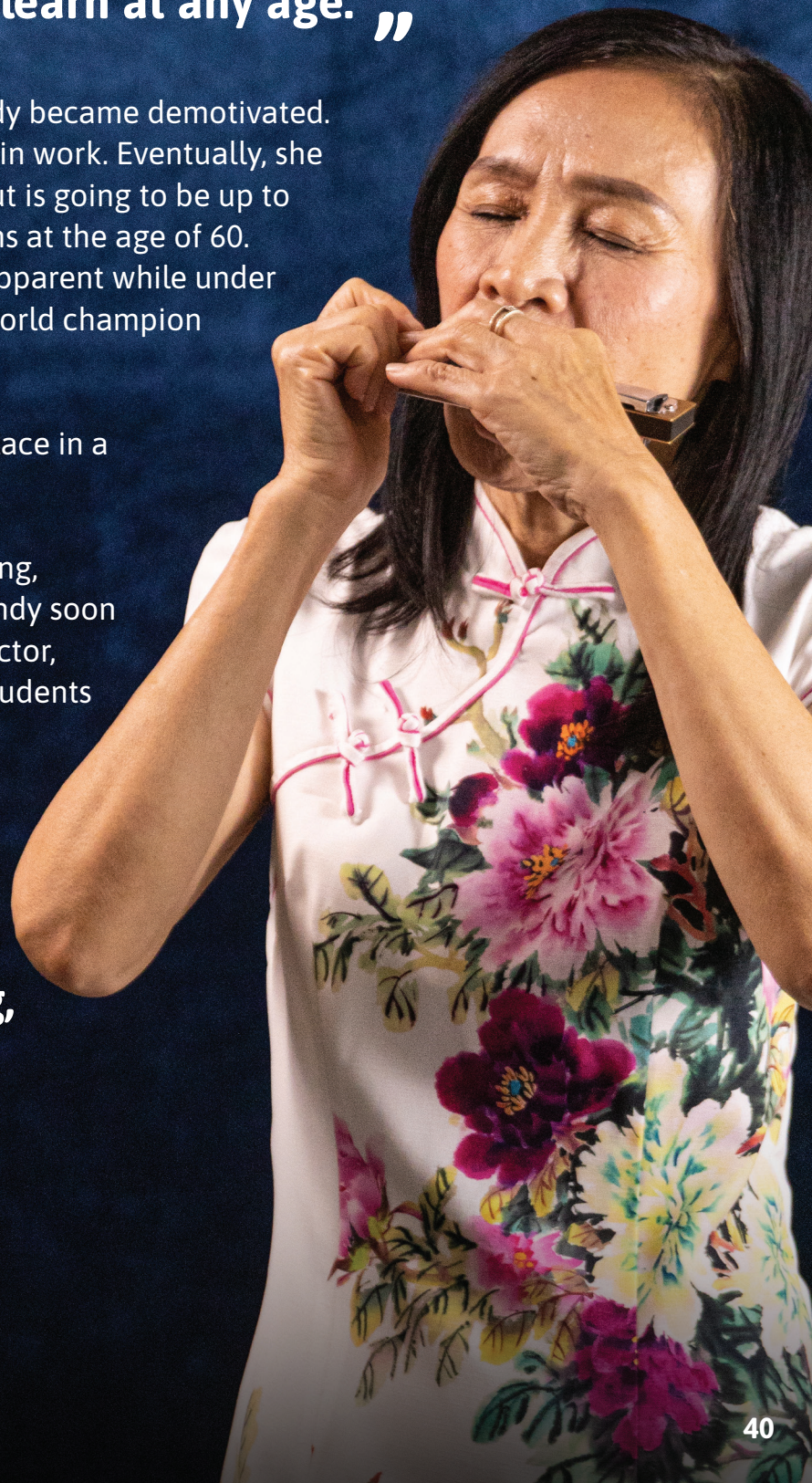
**“ As long as you have the enthusiasm,
you can learn at any age. ”**

After the death of her husband, Cindy became demotivated. For several years she buried herself in work. Eventually, she realised that how her future pans out is going to be up to her. Cindy took up harmonica lessons at the age of 60. Her talent for music became truly apparent while under the mentorship of Malaysia's own world champion harmonica player, Chong Ah Kow.

Within 18 months, Cindy won 2nd place in a national harmonica competition.

Being one of the few English-speaking, female harmonica players in Malaysia, Cindy soon became a highly sought-after instructor, often teaching classes of up to 20 students between 60 and 90 years of age.

**“ My mission is to teach
seniors to enjoy their
golden years. If you're
happy doing something,
you won't feel tired
doing it. ”**



Besides her garden of vegetables and mulberry trees, Cindy also spends her time volunteering at hospitals, and relieving front-liners with non-medical, logistical tasks behind the scenes.

**“ I feel the ageing process slows down
if you devote yourself to a hobby that you enjoy. ”**

Even with all those charity performances, teaching, gardening and volunteering, Cindy still has an enthusiasm for new experiences like Tai Chi.

**“ Keeping an open mind to new experiences
is the easiest habit to change. ”**



Sherry Aljeffry, aged 73

“ When I come home from a shoot, sometimes at 5 or 6 in the morning, I sleep for two hours and go to the office. ”

That essentially sums up Sherry in a nutshell — an active go-getter, always eager to capture every fulfilling minute of her day.

Today, she is a well-known actress in television and film — something that she stumbled upon when she was in her forties and was approached by a talent scout. Biting the bullet, she made the jump and never looked back. Sherry also works as an office administrator, a continuing duty she credits with helping to keep her mind alert.

Even with her schedule, and the young minds of two grandchildren to mould at home, Sherry says that she never feels tired.

**“ Meditation makes me feel younger.
And I'm a good sleeper, I can sleep anytime I want. ”**

Along with meditation, Sherry practises other habits that are widely agreed to be healthy, such as vegetarianism and positive thinking. She also believes that at her age, the fulfilment of self over the expectations of others is important.

“ No one tells me what to do. ”

By observing the routines of those around her, and adjusting her own routines to keep up, Sherry learned how to cope with work and age by applying the same observation and self-reflection skills that led her to become an accomplished self-taught actress.

“ I learned and achieved all this by myself. ”



Peter Lee, aged 76

“ When I first started singing, I had no confidence. I was so shy that I had to be pushed. I didn’t want to make a fool of myself in front of a crowd. ”

76-year-old Peter Lee is widely known as ‘Elvis Presley’ ever since his first public performance of ‘It’s Now or Never’ by the original King of Rock & Roll.

“ I don’t just sing, I perform. ”

There’s a lot more than just singing involved in any live performance. To properly represent Elvis Presley, there is considerable body movement, coordination, and a sharp memory required.



“ Sometimes I wish there were 30 hours in a day instead of 24. ”

When not bringing the world together with music, Peter might also be found cycling, fishing, or hiking up various mountains in training for an attempt at Mount Kinabalu.

“ I will just try to push for as high as possible. Even if I make it halfway, it would be an accomplishment. ”

Inspired by documentaries and other adventurous senior citizens, Peter intends to take on Malaysia's highest peak purely for the pleasure of the challenge.

“ Regardless of age, having the determination is what matters. ”



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A FINAL THOUGHT

A final thought

An ageing population brings challenges. Providing adequate healthcare support, easing financial worries, and creating a climate of positivity and inclusivity are some of the things to address, all of which are important for encouraging our seniors towards a golden era of active ageing. This is the crux of TENA's efforts — championing active ageing to improve mental and physical health for Malaysian seniors.

Our aim is to continue inspiring and motivating our seniors to embrace life fully and enjoyably.

“
**Believe in yourself,
you can do anything.**

Sherry Aljeffry, aged 73

”



“
**When you are happy,
you won't feel tired.**

Cindy Yong, aged 65

”



“
**Live life, and do what
you love most.**

Peter Lee, aged 76

”



Watch their awe-inspiring journey on
the TENA YouTube channel.



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TENA Research commissioned by Ampersand Advisory -
Seniors n=400, Caregivers n=133 (August 2022)

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TENA®

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For more information, please contact

☎ 1-800-88-9988

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