

**MALAYSIAN DENTAL HEALTH FOUNDATION**

---

# **Strategic Plan**

## **2026-2028**

Advancing Malaysia's oral health through collaboration

Care. Prevention. Partnership. Trust.

Prepared for Malaysian Dental Health Foundation | [mdhf.my](http://mdhf.my)

# Strategic Direction 2026-2028

## Advancing Malaysia's Oral Health Through Collaboration

### Vision

To support equitable access to quality oral healthcare for underserved communities across Malaysia.

### Mission

Malaysian Dental Health Foundation exists to connect communities in need with the dental profession, public agencies, civil society, industry partners and educational institutions, so that oral health becomes a shared responsibility and a practical part of Malaysia's broader health and wellbeing agenda.

MDHF does not seek to replace existing public or private healthcare efforts. Its role is to complement, coordinate, and strengthen them through structured collaboration.

<b>1. Delivery of Care</b>	Coordinate pro bono and subsidised oral healthcare support for underserved communities through a trusted national referral and volunteer network.
<b>2. Oral Health Education</b>	Promote simple, evidence-based oral health messages that Malaysians can understand, trust and act on.
<b>3. Partnership and National Collaboration</b>	Build strong working relationships with the profession, government agencies, NGOs, industry, universities, community groups and healthcare partners.
<b>4. Sustainability and Governance</b>	Develop a transparent, accountable and sustainable foundation that can attract long-term trust, funding and volunteer participation.

# 1. Delivery of Care

## Aim

To become a trusted national coordinator connecting underserved Malaysians with volunteer dental professionals and partner organisations for appropriate oral healthcare support.

## 1.1 Expand the impact of volunteer dental programs

MDHF will develop a structured volunteer network involving private dental clinics, dental practitioners, dental students where appropriate, and partner organisations.

### 12-month priorities

- Build a verified referral pathway for underserved individuals and families.
- Engage volunteer dentists and clinics willing to provide pro bono or subsidised care at their discretion.
- Work with NGOs, welfare organisations, schools, community leaders and healthcare partners to identify genuine beneficiaries.
- Develop basic clinical and administrative guidelines to ensure referrals are appropriate, respectful and manageable.
- Build a simple digital system to track referrals, volunteer availability, treatment outcomes and community impact.

## 1.2 Strengthen access through collaboration, not duplication

MDHF will work alongside existing public health services and community organisations rather than creating parallel systems.

### 12-month priorities

- Identify areas where MDHF can support existing gaps, especially for vulnerable groups who may struggle to access care.
- Develop referral relationships with community-based organisations.
- Explore collaboration with Klinik Kesihatan, schools, universities, religious and community groups where appropriate.
- Ensure MDHF's role is clearly communicated as supportive, not competing with public services.

# 2. Oral Health Education

## Aim

To make oral health education simple, practical and culturally relevant for Malaysian communities.

## 2.1 Deliver clear oral health messages through trusted partners

MDHF will work with community leaders, schools, universities, healthcare workers, NGOs and corporate partners to share oral health education in ways that are easy to understand and locally appropriate.

### **12-month priorities**

- Develop simple education materials in Bahasa Malaysia, English, Mandarin and Tamil where appropriate.
- Focus on practical topics: toothbrushing with fluoride toothpaste, sugar reduction, early childhood oral health, gum disease, oral health in pregnancy, smoking or vaping risks, and when to seek dental care.
- Support community screening days and oral health awareness campaigns.
- Partner with schools, universities and community organisations to deliver talks, screenings and preventive education.
- Use digital platforms and social media to share short, reliable oral health messages.

## **2.2 Support national health priorities**

Oral health should be positioned as part of general health, not separate from it.

### **12-month priorities**

- Align MDHF education efforts with maternal health, child health, non-communicable disease prevention, ageing health and community wellbeing.
- Promote oral health as part of diabetes care, cardiovascular health, pregnancy care and early childhood development.
- Contribute respectfully to national conversations on prevention and health equity.

# **3. Partnership and National Collaboration**

## **Aim**

To build a strong culture of partnership where the dental profession, government, NGOs, industry and the wider community work together for Malaysia's oral health.

## **3.1 Build long-term partnerships with like-minded organisations**

MDHF will seek meaningful partnerships with organisations that share a commitment to health equity, prevention and community service.

### **12-month priorities**

- Establish formal partnerships with NGOs serving vulnerable communities.
- Engage dental industry partners for support in materials, oral health kits, preventive products and funding.
- Work with universities and dental schools to support education, research and volunteerism.
- Collaborate with professional bodies and dental associations where appropriate.

- Develop clear partnership models with appropriate recognition, accountability and reporting.

### **3.2 Create a national connector role**

MDHF should be seen as a bridge between people who need help and those who are willing to help.

#### **12-month priorities**

- Build a network of referring organisations.
- Build a network of volunteer dental clinics and professionals.
- Create simple referral criteria to ensure fairness and consistency.
- Report impact transparently to partners, volunteers and supporters.
- Share stories of collaboration respectfully, protecting patient dignity and avoiding charity-driven sensationalism.

## **4. Sustainability, Fundraising and Governance**

### **Aim**

To build a foundation that is trusted, professionally governed and financially sustainable.

### **4.1 Develop sustainable funding support**

MDHF will cultivate long-term support from donors, corporate partners, philanthropic organisations and the dental profession.

#### **12-month priorities**

- Develop sponsorship tiers for industry and corporate partners.
- Approach philanthropic organisations aligned with health, children, women, ageing, disability and community welfare.
- Encourage voluntary contributions from dental professionals and supporters.
- Explore product sponsorships such as toothbrushes, toothpaste, fluoride varnish and oral health kits.
- Build a transparent donor recognition framework.

### **4.2 Maintain strong governance and public trust**

MDHF's credibility must come from transparency, humility and responsible stewardship.

#### **12-month priorities**

- Maintain clear governance structures and reporting standards.
- Publish regular updates on programs, partnerships and impact.

- Ensure funds and donated materials are used responsibly and transparently.
- Develop safeguarding, privacy and beneficiary dignity principles.
- Build a board and advisory network with strong professional, healthcare, legal, governance and community expertise.

## **5. Communication and Public Awareness**

### **Aim**

To raise awareness of oral health as an important part of Malaysia's overall health, while highlighting the collective contribution of volunteers and partners.

### **5.1 Build a respectful and recognisable national voice**

MDHF should communicate with clarity, humility and credibility.

#### **12-month priorities**

- Maintain a consistent public presence through the MDHF website, social media, community campaigns and partner updates.
- Share quarterly impact reports with partners and stakeholders.
- Highlight volunteer dentists, partner organisations and community supporters.
- Promote oral health messages during key national and global health days.
- Use language that is inclusive, non-political and respectful of Malaysia's diverse communities.

### **5.2 Promote collaboration over ownership**

MDHF should not claim sole credit for community impact. The foundation's strength is in bringing people together.

#### **12-month priorities**

- Publicly acknowledge partners, volunteers, donors and referring organisations.
- Position MDHF as a platform for shared service.
- Encourage the dental profession to see community care as part of national contribution.
- Build trust by being consistent, practical and accountable.

---

## Core Position

MDHF believes that oral health is not only a dental issue. It is part of dignity, nutrition, child development, employability, ageing, confidence and general health.

Malaysia already has many people and organisations doing good work. MDHF's role is to connect these efforts, support underserved communities, and create a structured way for the dental profession and partners to contribute meaningfully.

The foundation will move with humility, but also with strength: clear governance, measurable impact, respectful collaboration, and a long-term commitment to improving oral health for Malaysians.