

# **SABAH HEALTHY AGEING SOCIETY**

## **(PERSATUAN PENUAAN SIHAT SABAH)**



# MISSION



To promote the integrative approach towards ageing process and to foster and coordinate education, study and research in ageing in Sabah.

# AIMS AND OBJECTIVES



- ❖ To promote the integrative approach towards ageing process. To foster and coordinate education, study and research in ageing in Sabah.
- ❖ To increase awareness among public about the impact of longevity and population ageing on individuals and society.



- ❖ To provide information in empowering consumers to make choices about healthy ageing care programs based on data from scientific studies.
- ❖ To liaise with healthcare professionals/non-governmental organizations (NGOs) and government bodies and associate with associations with similar objectives and interests in Malaysia and overseas in the integrative approach towards ageing process.

In line with Malaysian Healthy Ageing Society, SHAS also strongly advocates holistic approach towards ageing healthily.

## SHAS LOGO

Therefore, SHAS adopted the minimalist logo from MHAS that visually communicates “holistic” and yet visually abstract as healthy ageing in constantly evolving concept.

SHAS circle is intentionally irregular to signify that while the approach is holistic, it is not definitive science and will always continue to evolve.

RUBINE RED is the chosen brand colour. It is a strong positive colour that excites the emotions and motivates to take action.

The mountain range within the irregular circle signifies Kinabalu mountain of Sabah, the land below the wind.

