**New Year Message from the President: “Embracing Prevention as an Investment for Health and Well-being”**

As we step into 2025, let us reaffirm our commitment to prevention as a cornerstone of health and well-being. Prevention is not just a cost-effective approach; it is a wise investment in our future. The cost of treatment often far exceeds the resources needed for prevention, yet the benefits of prevention ripple through communities, fostering healthier, more productive lives.

Aligned with **Sustainable Development Goal 3: Good Health and Well-Being**, prevention empowers individuals and communities to thrive. By prioritizing prevention, we reduce the burden of disease, enhance quality of life, and ensure a sustainable path forward for generations to come.

We call upon all stakeholders to embrace prevention as a shared responsibility. Together, let us champion prevention as a sustainable initiative that paves the way for resilient and flourishing communities.

Wishing everyone a healthy, prosperous, and impactful New Year. Let’s make 2025 a year of meaningful change and collective action.

Cindy Biding

President, OAPTAR & ISSUP Malaysia