

PM to launch new norms campaign tomorrow

The Star - 7/8/2020 pg. 2

KUALA LUMPUR: A new campaign themed "Embracing New Norms" will be launched by the Prime Minister tomorrow to counter the Covid-19 pandemic.

Communications and Multimedia Minister Datuk Saifuddin Abdullah said the campaign was aimed at raising awareness and empowering the people to protect themselves, their families and the community, and to help frontliners fight the pandemic.

He said Tan Sri Muhyiddin Yassin would launch the campaign at the Pagoh Sports Complex in Johor.

He said the Prime Minister was also scheduled to launch a book published by the Health Ministry titled *Pembudayaan Norma Baharu Komuniti* (New Normal Culture for the Community).

Saifuddin said although Malaysia was among the more successful countries when it came to handling and controlling the pandemic, the virus still existed and the number of infections could increase at any time if the people did not embrace the new norms.

"This is not just about complying with laws and regulations. It is a



matter of understanding and embracing it for the common good of all. The frontliners have fought hard. Now it is our turn to help them ... we take care of each other," he added.

Saifuddin cited the example of a mosque congregation in which

everyone complied with the standard operating procedure such as wearing a face mask, bringing a prayer mat and observing physical distancing when inside the mosque, but ignoring it after stepping out.

On the campaign, he said it would be carried out until the end of the year and would involve various platforms, including traditional and social media, as well as billboards, roadshows, religious programmes, posters and banners.

He urged the agencies involved as well as community leaders to be more creative in channelling infor-

mation to get the message across effectively, and he welcomed ideas to make the campaign a success.

He also said the winners of the logo and tagline contest for the campaign, organised by the ministry from July 1-10, would be announced during the campaign launch.

He said the competition attracted 1,137 participants, aged between 13 and 64, with a total of 2,150 logos sent. The first prize winner will receive RM5,000, while the second place winner will get RM3,000 and third place winner RM1,000. — Bernama