

It's now 'Malaysian Family Month'

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PM: A platform to strengthen ties and embrace the spirit of inclusion



Encouraging words: Ismail Sabri sharing a light moment with colouring contest participants after launching the Malaysian Family Month at Taman Botani Perdana in Kuala Lumpur. — IZZRAFIQ ALIAS/The Star

KUALA LUMPUR: The National Family Month will be called Malaysian Family Month from now on, said Datuk Seri Ismail Sabri Yaakob.

The Prime Minister said the event, celebrated in November, would be a platform to strengthen family ties and embrace the spirit of inclusion among the "Malaysian Family".

"At the same time, this will ensure prosperity and unity of a large family," he said in his speech at the launch of this year's celebration at Taman Botani Perdana yesterday.

The launch was organised by the Women, Family and Community Development Ministry through the Population and Family Development Board (LPPKN).

Ismail Sabri said the celebration could be held at the national level with the cooperation of government agencies as a yearly event to

strengthen the Malaysian Family's well-being.

Aside from the ministries and state governments as the main movers, he said he hoped others such as the private sector and the community would also participate in the family well-being programme.

On Aug 22, Ismail Sabri launched the concept of the Malaysian Family that is based on the values of inclusion, togetherness and gratitude, in his inaugural speech after being appointed the ninth Prime Minister.

In her speech, Women, Family and Community Development Minister Datuk Seri Rina Mohd Harun said the Prihatin Malaysian Family initiative was introduced to enable couples facing family problems to contact LPPKN counsellors directly.

The Family Care helpline initiative is a special line for those who

want to share their problems and complaints directly without having to worry about being exposed or judged by others.

"Through the toll-free line 1-800-82-0300, couples can call either individually or with their spouse to have direct access to tele-counselling and e-counselling services," she said.

In addition to ensuring that the concept of the Malaysian Family is fully understood, Rina said a total of 120 activities have been lined up in collaboration with state governments, non-governmental organisations, the private sector and local communities.

Also present at the launch were Higher Education Minister Datuk Seri Dr Noraini Ahmad, Federal Territories Minister Datuk Seri Shahidan Kassim and Chief Secretary to the Government Tan Sri Mohd Zuki Ali. — Bernama