

Embracing New Norms campaign calls for community as frontliners

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KUALA LUMPUR, Aug 7 -- The Embracing New Norms campaign which will be launched tomorrow, among others, calls on people from all walks of life to come together as frontliners to curb the spread of the COVID-19 pandemic.

Ministry of Communications and Multimedia secretary-general Datuk Suriani Ahmad said that the action of every member of the community is crucial in the current situation as there are many flexibilities given by the government and the country no longer relies on the frontliners as before.

“This campaign is to raise the awareness level and empowering the people to protect themselves, their families and the community in the effort to fight COVID-19 and cultivate the new norms.

“Now, we (the society) are the frontliners, we used to rely on nurses, doctors and police personnel. Now it is our turn to step forward as the frontliners to fight the COVID-19 pandemic,” she said in a live broadcast on the Buletin Bernama programme produced by Bernama TV today.

The Embracing New Norms campaign will be launched by Prime Minister Tan Sri Muhyiddin Yassin at the Pagoh Sports Complex in Johor tomorrow.

The campaign, which will be carried out until December, aims at instilling self-disciplined practices among members of the community to curb the spread of the COVID-19 virus infection in the country.

At the event, the prime minister is also scheduled to launch a book published by the Health Ministry, with the title “Pembudayaan Norma Baharu Komuniti”.

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