



SPEECH TEXT
SAFE KIDS MALAYSIA'S HOME SAFETY
PROGRAM – FIRE AND BURN PREVENTION

DATE
20 FEBRUARY 2017 (MONDAY)

TIME
9.30 AM

VENUE
AUDITORIUM TIMBALAN NAIB CANSOLOR
(PENYELIDIKAN DAN INNOVASI),
UNIVERSITI PUTRA MALAYSIA, 43400
SERDANG, SELANGOR

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

السَّلَامُ عَلَیْكُمْ وَرَحْمَةُ اللّٰهِ وَبَرَکَاتُهُ

Salam Sejahtera dan Salam Sehati Sejiwa,

**Terima kasih saudara/saudari Pengacara
Majlis**

Yang Berbahagia Dato Dr. Tam Weng Wah
Deputy Secretary General (Policy and
Development), Ministry of Urban

**Yang Amat Setia Datuk Wira Haji Wan Mohd
Nor bin Haji Ibrahim,**
Director General of Fire and Rescue Department
of Malaysia

YBhg. Professor Datin Paduka Dr. Ainilderis
Vice Chancellor of Universiti Putra Malaysia

YBhg. Briand Greer
President Honeywell ASEAN

YBrs. Ms. Tareka Wheeler

Director of Programs Safe Kids Worldwide USA

YBrs. Associate Professor Dr. Kulanthayan

KC Mani Executive Director of Safe Kids
Malaysia UPM

YBrs. Ms. Kerry Kennedy

Director Corporate Citizenship, Honeywell
Hometown Solutions USA

Y.Bhg. Profesor Dr. M. Iqbal Saripan

Deputy Vice Chancellor (Academic and
International), UPM

Y.Bhg. Dato Dr. Abdul Jalil Nordin

Dean Faculty of Medicine and Health Sciences
UPM

YS PKPjB Khirudin Drahman @ Hussaini

Director of Fire and Rescue Department of Kuala
Lumpur

All honorable Guest, Teachers, Media Officials and School Children.

First of all, I would like to thank Safe Kids Malaysia Universiti Putra Malaysia for inviting me to officiate this meaningful event today towards saving children lives from fire and burn in our country. I congratulate and appreciate the initiative taken by Safe Kids Malaysia, based in UPM for driving this pilot intervention involving 6000 children from 9 primary schools around Kuala Lumpur. The synergy behind this initiative is commendable with the University taking the lead and well supported by International partners – Safe Kids Worldwide USA and complimented by local government agency – Fire and Rescue Department of Malaysia. The Ministry would also like to thank the industry partner – Honeywell for supporting and funding this initiative. This is a full

fledge collaboration between the Academia, Industry, International and Government.

Ladies and gentlemen's,

Safe Kids Malaysia Universiti Putra Malaysia is an active organization and closely engaged with my ministry. Our Minister has appointed Safe Kids Malaysia UPM to sit in the National Water Related Activity Safety Council (Majlis Keselamatan Aktiviti Air Negara – MKAA) early last year. We know Safe Kids Malaysia UPM is also a member of the National Road Safety Council of Malaysia - MKJR).

According to Safe Kids Malaysia UPM, every 2 weeks a child dies in Malaysia from a fire or burn.... 6.4% of parents reported a fire in their homes in the past 2 years and 54% of parents reported that their child suffered at least one form of burn injury in the past 2 years. More disturbingly, only 1

in 3 parents consistently teach their kids about fire safety and only 11% of parents report that schools frequently teach fire safety education.

This is an alarming state of awareness in our society and the issue of fire and safety is a big concern among others. In 2016, the Fire and Rescue Department of Malaysia had conducted 5,251 fire safety awareness talks with 6,089 fire drill exercises in our bid to educate society on the importance of this matter. In 2016 also, the Fire and Rescue Department of Malaysia received 93,307 of which 455 were fake calls. Over the recent years the number of fake calls have reduced and we believe that this reduction was partly contributed by the awareness programs that the Department had carried out. In view of this, with the support of our Ministry they are moving into another area – Fire and Burn Prevention to save more

children lives. Our ministry hereby pledge our support towards making this noble initiative work and helps to saves more children lives. In this journey, we would extend our help and facilitate with all relevant stakeholders towards achieving our dream of saving lives.

We thank Safe Kids Worldwide which is based in USA for supporting – Safe Kids Malaysia in this initiative specifically and also on other unintentional injuries like traffic, drowning, falls and poison. We hope with your continuous support bringing in technical and financial support from the globe to our country would further enhance the effectiveness of our initiatives towards saving more lives of children from preventable injuries.

To our program funder – Honeywell, thanks for your support and thanks for choosing Malaysia as your 3rd destination after China and India. I highly hope your support for this initiative which starts from Sentul will eventually be scale up and reach more children in more areas over time and one day we can cover the entire nation. From the ministry side, our local agency – Fire and Rescue Department welcomes all initiatives from all partners which can help them jointly in fighting the war against fire and burn. We will render our cooperation and support with all of you towards our common goal of saving lives of children.

Once again, I take this opportunity to thank Safe Kids Malaysia UPM under the leadership of Associate Professor Dr. Kulanthayan KC Mani for bringing together all the stakeholders for this initiative, thank you Safe Kids Worldwide USA, funder

Honeywell, Fire and Rescue Department, Ministry of Education for allowing their schools to participate in this pilot program, all participating schools, children, guest and media friends whom are here today together to grace a new chapter in fighting fire and burns in this country.

With this, I officially launch the Safe Kids Malaysia's Home Safety Program – Fire and Burn Prevention today.

Wabillahitaufik

Walhidayah.

Wassalamualaikum

Warahmatullahi

Wabarakatuh.

Thank you.