

Keluarga Malaysia (Malaysian Family) urges all to embrace healthy lifestyle and awareness on personal hygiene and the safety of their family members in line with the campaign's theme, "Keluarga Malaysia, Sihat dan Sejahtera"



LIFE INSURANCE INDUSTRY ORGANISES NATIONWIDE BLOOD DONATION & HEALTH AWARENESS CAMPAIGN AT OVER 40 LOCATIONS IN CONJUNCTION WITH HARI MALAYSIA

The Life Insurance Association of Malaysia and its 16 member companies, via its community service platform, Insurans Hayat Cares are joining hands with the National Blood Bank (PDN) and the National Association of Malaysian Life Insurance and Family Takaful Advisers (NAMLIFA) to organise a one-and-a-half-month-long blood donation campaign at over 40 strategic locations nationwide from now to Oct 31, 2022.

Deputy Health Minister 1, Datuk Dr Noor Azmi Ghazali launched the campaign at Medan MARA recently witnessed by Chairman of LIAM Professional Standard Committee/ Management Committee, Paul Low; Chairman of National Association of Malaysian Life Insurance and Family Takaful Advisers (NAMLIFA), G. Saseedaran; Pusat Darah Negara's (PDN) Medical Transfusion Specialist, Dr Nor Azhani Azmi; MARA Director of Risk Management & Procurement, Razali Mamat and LIAM CEO, Mark O'Dell.

The blood donation, which covers five regions namely Central, Northern, Southern, East Coast and East Malaysia is targeting more than 5,000 donors with the aim of increasing the blood supply at the National Blood Bank.

The campaign which coincides with Hari Malaysia also plans to educate Keluarga Malaysia (The Malaysian Family) on health awareness, the importance of practising healthy lifestyle and conducts free health screenings and health counselling services by several healthcare institutions was held at Medan MARA concourse area.

Speaking at the launch, Dr Noor Azmi commended LIAM and urged other organisations to emulate such noble initiatives to help save lives and increase the blood stock level at the National Blood Bank to enable Keluarga Malaysia to benefit from the campaign.

"Donating blood is a noble act and provides many benefits to the donor. In addition to taking care of heart health, blood donors can also control their blood pressure, to always be in a normal and healthy state. I would like to emphasize here that donating blood should be the responsibility of every member of society. Without the support of the public, it is impossible for the National Blood Bank and other blood banks throughout the country to provide enough blood to meet the growing needs," said Dr Noor Azmi.

He also stressed on the importance of taking care of one's health and to practise a healthy lifestyle. "The health exhibitions and health talks provide knowledge and foster awareness among Keluarga Malaysia about how important it is to take care of health and practice a healthy lifestyle to stay safe and healthy. I hope that the Keluarga Malaysia will also take the opportunity to participate in the health talks, health screenings and health counselling services provided by the LIAM co-partners today," urged Dr Noor Azmi.

"Covid-19 has made many Malaysian families aware of the importance of education and health care awareness, personal hygiene and the safety of our family members. Malaysian families need to be healthy to continue to enjoy a more prosperous life without being plagued by various diseases.

The latest data shows that more than half of the adult population in this country is overweight or obese. Obesity is a disease, because it is the cause of all dangerous diseases such as diabetes, cardiovascular disease, kidney disease and various types of cancer. Therefore, let us both practise healthy eating and proper diet because it is part of a healthy lifestyle," Dr Noor Azmi added.

He also congratulated the insurance and takaful industry for contributing RM10 million towards the Co-

vid-19 Test Fund which was set up in 2020 and had benefited over 60,000 policyholders. The ministry is also collaborating with the industry in the Perlindungan Tenang Voucher (PTV) programme which offers RM75 voucher to help Bantuan Keluarga Malaysia recipients to purchase Perlindungan Tenang protection plans from participating licensed insurers and takaful operators in the country. As of Sept 6, 2022, over 3.7 million vouchers worth over RM272 million have been redeemed.

Meanwhile, Chairman of LIAM Professional Standard Committee/Management Committee, Paul Low said the industry has been visionary in mitigating the impact of Covid-19 by tailoring policies and offering flexibility to customers. Individual insurers have introduced various schemes by way of financial assistance for hospitalization, lump sum death benefits, reimbursement of medical bills and relief funds when diagnosed with Covid-19 or under quarantine.

"All these measures were to aid policyholders and ease financial pressures on Keluarga Malaysia while ensuring they are continuously covered with insurance protection," Low added.

Low said the PTV programme initiative is extremely encouraging for the Bantuan Keluarga Malaysia recipients as Perlindungan Tenang products have been specially developed to incentivise this segment of the community into purchasing insurance protection. He said the industry has developed a consumer education portal, MyCoverage (www.mycoverage.my) to educate Malaysians on Perlindungan Tenang products and to guide them to make informed decisions to meet their protection needs.

"The PTV Programme will further drive the adoption of life insurance among the lower income groups in the country and help

to fulfil the nation's financial inclusion agenda of achieving higher insurance penetration and household resilience among the population," Low further explained.

LIAM CEO, Mark O'Dell further added that LIAM has been proactive in engaging with co-partners in its efforts to help spread the message of love and care amongst the community.

"In the spirit of caring, sharing and giving, the industry is happy to play its part in encouraging Keluarga Malaysia from all walks of life to donate blood for the needy. Our heartfelt thanks go to our co-partners namely PDN, NAMLIFA, MARA, KPJ Healthcare Berhad, UKM Specialist Centre, Rose Foundation, National Kidney Foundation and BP Healthcare Group for their support in championing this good cause. The full support from these partners is very meaningful that will go a long way in promoting healthy lifestyle amongst Keluarga Malaysia and encouraging them to donate blood to save lives," O'Dell said.

"We urge all Malaysians to participate in this noble gesture to donate blood at over 40 locations nationwide. It does not take you too long to donate blood."

The blood donation campaign is currently taking place at over 40 strategic locations nationwide from now to Oct 31, 2022. Members of the public are advised to visit www.liam.org.my to find out more on the locations and dates of the campaign throughout the country.

For more details, call LIAM Corporate Communications Department at 03 26916168/6628/8068.