

# COMMUNITY PULSE

IMU COMMUNITY ENGAGEMENT NEWSLETTER

## MOU SIGNING

Nationwide Road Traffic Accident Awareness Campaign

# SAFE DRIVE, SAVES LIVES



**MIROS**  
MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH

  
Serving the Community

**InciSion**  
Malaysia

 **DriveMark**®  
Safer roads together

**WITHIN THESE  
PAGES:**

**02** *COLLABORATIONS*

**03** *AWARDS*

**04** *UPCOMING  
EVENTS*

WRITTEN BY:  
PROF KHOO SUAN PHAIK

PRODUCTION & DESIGN:  
DR TAM KAH CHUN

## POST-MCO UPDATES

As MCO is being gradually relaxed and we started to welcome staff and students back to the university, the university community engagement office has drafted the 'IMU Community Engagement Guidelines for the New Normal' in line with the recent launch of the "Embracing the New Norms" campaign by the Prime Minister of Malaysia. The guidelines aim to providing guidance and opportunities for staff and students to continue bridging the gap with the community on various platforms such as:

- Staff-led IMU Cares
- Service Learning in School's Programmes
- MPU4
- Cross-boundary studies (CBS)
- Student-led community charity clinics
- Student societies and clubs
- District Partnership Initiative (DPI)
- ACE Programmes
- Others



## COLLABORATIONS

IMU signed a memorandum of understanding (MoU) with the Malaysian Institute of Road Safety Research (MIROS), InCiSion Malaysia and DriveMark to formalise a collective effort to promote a Nationwide Road Safety Campaign.

The collaboration aims to

- Encourage and reward safe driving behaviours through a National Safest Driver Challenge (NSDC)
- Educate drivers on road traffic accidents and promote safe driving behaviours through awareness campaigns
- Research on driving behaviour data to develop policies that can reduce road traffic accidents through behavioural change



”

We are glad to be a part of this initiative as it's in line with one of IMU Community Engagement's anchoring pillars based on the UN Sustainable Development Goal Target 3.6 that aims to halve the number of global deaths and injuries from road traffic accidents by 2020

~ Professor Abdul Aziz Baba  
IMU President & Vice Chancellor

## National Safest Driver Challenge (NSDC)

- Part of the Nationwide Road Safety Campaign aims to reduce road accidents through better understanding of drivers' behaviours with the help of DriveMark.
- DriveMark is an app that scores driving behaviours by tracking some of the most common driving patterns including braking, acceleration, speeding and cornering. It also incentivises safe drivers with rewards such as fuel vouchers, insurance cashbacks and prizes.
- The picture (see right) shows the way to participate in the road safety campaign





## AWARDS

This year, IMU held its first ever e-University Day as the university navigates through Recovery Movement Control Order (RMCO) due to the Covid-19 pandemic. The annual University Day was previously held physically to commemorate the university conferring its university status since 1999.

We would like to congratulate all individuals who were recognised for their contribution to society and hope they would continue their efforts to give back to the community.

### Leadership in Community Services

- Dr Elaine Chan Wan Ling

### Partnership Excellence in Community

- Dr Elaine Chan Wan Ling

### Aflame Student Award

- Tan Chen Liang
- Karishma Kaur A/P Rajinder Singh Gill
- Shinah Saeed



## PAST EVENTS



IMU Community Engagement (IMU CE) held our first webinar as part of our webinar series for the year titled, 'Empowering People with Disability - Creating A Better Society'. We had panellists from three different time zones and it was encouraging to discuss various aspects and efforts to empower people with disability, especially through providing appropriate wheelchair and trainings.

### Panelists

#### Associate Professor Dr Mohammad Arshad Ikram

- Head and Consultant Orthopaedic Surgeon, IMU

#### Mr Sinisa Stefanac

- Occupational Therapist, Medical University of Vienna, Austria

#### Associate Professor Dr Julia Anak Patrick Engkasan

- Head of Rehabilitation Medicine, UMMC

#### Mr Craig & Ms Wendy Carey

- Wheelchair specialists, Latter-Day Saint (LDS) Charities

”

The height of the feet placement is adjustable. This is the first time ever my short legs have a place to rest on. Also, I can now wash my own legs without help.

~ One of the wheelchair users at Beautiful Gate Foundation For The Disabled



# UPCOMING EVENTS...

## Chariofare 2020

IMU's biggest annual event is back and this year, Chariofare will be conducted differently compared to previous years as funds will be raised through a series of fund-raising events/projects due to the unprecedented COVID-19 pandemic.

These series of activities will run from July to December and all proceeds will be directed to the IMU COVID19 Fund, which was set up to help rebuild lives of COVID-19 affected communities in a sustainable way.

Just like previous years, staff and students are encouraged to raise funds in innovative ways! What's more exciting is that there are prizes to be won!



<https://chariofare.imu.edu.my/>

### Student

- Highest earnings through sales (Pre-sales/Coupons)
- Highest monetary sponsorship/donation secured

### Staff

- Highest earnings through sales (Pre-sales/Coupons)
- Highest monetary sponsorship/donation secured



## Hult Prize 2020

The Hult Prize is also known as "The Nobel Prize for Students" by various media sources such as CNN, Business Insider and Forbes. The aim of this foundation is to train, educate and inspire young minds in building an impact in the community.

Chiah Ruey Chee, a pharmacy student from IMU which is also the campus director for the Hult Prize IMU 2020 is currently recruiting teams to participate in the challenge.

- Follow @hultprizeimu2020 on instagram to find out how to participate
- For more info about Hult Prize, visit <http://www.hultprize.org/challenge/>



## UPDATES

On the 1st of July 2020, IMU CE welcomed our new manager, Mr Daniel Lee Marn Zhi. With the help of Mr Daniel joining us, IMU CE will continue to engage and develop more initiatives that is in line with our IMU Community Engagement's anchoring pillars based on the United Nation Sustainable Development Goals (UN SDG).

IMU COMMUNITY ENGAGEMENT SUPPORTS THE  
UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (UN SDG)

