

**KERATAN AKHBAR-AKHBAR TEMPATAN
TARIKH: 31 JANUARI 2017 (SELASA)**

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CAMPAIGN

Child safety helmet initiative



Pupils from SK Sekamat wearing the safety helmets provided under the Safe Kids Malaysia, UPM initiative.

DEATHS from road crashes continue to rise at an alarming rate in Malaysia, with a majority involving motorcycle users and pillion riders. With that in mind, Universiti Putra Malaysia (UPM), in collaboration with the Road Safety Department of Malaysia (JKJR) decided to organise the Safe Kids Malaysia campaign aimed at creating awareness among parents and students on the importance of wearing a SIRIM (Scientific and Industrial Research Institute of Malaysia) approved safety helmet.

According to a survey undertaken by Dr Kulanthayan KC Mani from UPM, only 3 per cent of pillion riders wearing proper safety helmets are made up of school-going children. A motorcycle safety helmet has the potential to decrease risk and severity of injuries by about 72 per cent and decreases the likelihood of deaths by up to 39 per cent.

Through the Safe Kids Malaysia UPM initiative, complimentary SIRIM ap-



Dr Kulanthayan KC Mani from UPM (right) looking on as a pupil of SJK Yu Hua, Kajang wears the safety helmet provided under the Safe Kids Malaysia UPM initiative. Also present is the JKJR Safety Officer from Putrajaya, Shiccharan Singh.

proved child safety helmets were provided to students in selected schools in Selangor who commute by motorcycle with their parents. Funding for the hel-

met is obtained from Safe Kids Worldwide and the Halliburton Charitable Foundation, from the USA.

Safe Kids Malaysia UPM is a mem-

ber of National Road Safety Council of Malaysia (MKJR) and Global Alliance of NGOs on Road Safety. Its goal is to reach out to more children through primary schools nationwide in the next two to three years.

The initiative by Safe Kids Malaysia UPM and JKJR Malaysia is in line to reach the targets of the Sustainable Development Goal (SDG) 3.6 by the United Nations to halve road deaths and injuries by 2020 and SDG 11.2 to improve road safety among vulnerable road users focusing on children by 2030.

Road Safety Department of Selangor (JKJR) director, Mohammad Fakhri Mansor said: "This is a good programme as it targets road users from young. We hope to build a safety culture among children itself so that it will become a routine for them to use a safety helmet every time they are on a motorcycle, whether it is a short or long distance."

To date, the campaign has been carried out at eight selected schools in Selangor — namely SJK (T) Ampang, SJK (C) Yu Hua, SJK (T) Bangi, SJK (T) Rinching, SK Ampang Campuran, SJK (T) West Country Timur, SK Seri Sekamat and SJK (T) Kajang.

KERATAN AKHBAR
BERITA HARIAN (VARIASI) : MUKA SURAT B17
TARIKH : 31 JANUARI 2017 (SELASA)

Agensi kerajaan main peranan

Juhaidah berkata, perkembangan animasi di Malaysia juga banyak dibantu agensi kerajaan seperti Perbadanan Ekonomi Digital Malaysia (MDEC) yang membantu produksi dalam pembangunannya, dari peringkat paling bawah sehinggalah kepada menyertai pasaran.

"Tidak seperti syarikat penerbitan di kebanyakan negara luar lain yang terpaksa bergerak sendiri dalam mencari modal dan pasaran, menerusi MDEC, banyak bantuan dihulurkan termasuk penyediaan beberapa program, malah geran dana turut disediakan. Selain itu juga, ada infrastruktur disediakan di bawah perbadanan itu yang boleh dimanfaatkan sepenuhnya oleh produksi.

"Bahkan pada setiap tahun, kami dibawa untuk menerokai pasaran antarabangsa dengan menyertai pameran di luar negara. Walaupun terpaksa bersaing dengan produksi antarabangsa lain, kami boleh berbangga apabila mendapat perhatian dan berjaya meyakinkan syarikat pempamer untuk menjalinkan kerjasama.

"Selain itu, kewujudan Malaysia Debt Ventures Berhad (MDV) turut membantu dalam memberikan dana kepada produksi untuk memulakan proses penerbitan," katanya.

Hiburan bermanfaat

Sementara itu, dalam menerbitkan siri animasi yang memfokuskan kepada golongan kanak-kanak di bawah umur tujuh tahun, Juhaidah mengakui

ia memberi cabaran besar buat mereka.

Katanya, mereka harus berusaha memastikan penonton mendapat manfaat dan moral daripada program TV yang diterbitkan.

"Siri animasi yang memfokuskan kepada golongan kanak-kanak ini bukan sekadar untuk mereka berhibur, tetapi pada masa yang sama membentuk kemahiran sosial bagi penontonnya.

"Jadi kami sangat teliti dalam setiap kandungan yang dihasilkan agar mesej disampaikan menerusi siri animasi itu sampai kepada golongan sasaran," katanya.

Pengiktirafan tertinggi

Di samping itu, Juhaidah juga boleh berbangga apabila siri animasi terbitan Giggle Garage, *Origanimals*, menerima pengiktirafan antarabangsa sebagai Program Animasi 3D Terbaik pada Anugerah Televisyen Asia ke-21.

"Saya berasakan ia kejayaan tertinggi yang kami pernah miliki. Malah, ia membuatkan kami rasa segala kerja keras oleh pasukan produksi bagi menghasilkan siri ini sejak dua tahun yang lalu amat berbaloi.

"Ia turut membuatkan kami lebih semangat untuk terus menghasilkan siri animasi yang lebih berkualiti. Selain itu saya berharap ia dapat membuka mata pihak luar terhadap animasi yang dihasilkan oleh syarikat produksi dari Malaysia," katanya.



KERATAN AKHBAR
THE SUN (NEWS WITHOUT BORDER) : MUKA SURAT 4
TARIKH : 31 JANUARI 2017 (SELASA)

**THUNDERSTORMS
TO CONTINUE**

PETALING JAYA: Thunderstorms over the waters off Sarawak and Labuan are expected to continue until today, the Meteorological Department warned. The conditions may cause strong winds of up to 50kmph and rough seas with waves as high as 3.5m and deemed dangerous to small boats, it said. Major towns and cities such as Kuala Lumpur are expected to experience thunderstorms in the afternoon throughout the week, with temperatures ranging between 24 and 33 degrees Celsius.

