

## **PRESS RELEASE**

### **UiTM, KPT, AND PFIZER MALAYSIA ORGANISED UiTM HEALTH COMPETITION AND LAUNCHING OF “EMPOWERING COMMUNITY WELL-BEING” BOOK IN CONJUNCTION WITH THE U4S PROGRAMME WITH UM AND UIAM**

**PUNCAK ALAM, 21 FEBRUARY 2023** – Universiti Teknologi MARA (UiTM) in collaboration with pharmaceutical company Pfizer held the UiTM Health Competition programme which took place from the 1st September to 30th November 2022. This knowledge transfer activity focused on the topic of rare diseases and mental health and was aimed at educating the community, especially the youth. A series of lectures on the two diseases were delivered by medical experts among UiTM lecturers and experts from outside UiTM to give awareness about the importance of a healthy mind and knowledge of rare diseases.

The closing ceremony was officiated by the Deputy Minister of Higher Education, YB Dato' Mohammad Yusof Haji Apdal and was also attended by the Deputy Minister of Health, YB Lukanisman Awang Sauni; the Vice-Chancellor of UiTM, Prof. Datuk Ts. Dr Hajah Roziah Mohd Janor; and the Country Cluster Lead for Pfizer Malaysia, Brunei and Pakistan, Ms Luksanawan Thangpaibool. The UiTM Health Competition programme is a project developed through the strategic collaboration and Memorandum of Understanding (MoU) between UiTM and Pfizer (Malaysia).

According to YB Dato' Mohammad Yusof Haji Apdal, Deputy Minister of the Ministry of Higher Education, the programme is pertinent for Malaysians to learn about rare diseases in detail. "Rare disease is defined as any disease that is treated among 0.65% to 1% of the population in a country where the diagnosis and treatment are complex."

"The level of awareness of rare diseases in Malaysia is a critical factor in disease management which requires the involvement of all parties. In general, our country has made significant progress in the management of rare diseases. However, there are many more opportunities and areas to explore. The National Structure and Plan to be developed must be clear and understood by all stakeholders who collaborate and coordinate to improve the management of rare diseases," he said.

In conjunction with the programme, a competition to design a poster on rare diseases and a 2-minute video competition on mental health with the theme “*Mental Health - Do Not Suffer*”

*Alone*” was also held and is open to participants between the ages of 18 to 30. The competition, which has received almost xx entries from the targeted youths, is expected to increase awareness and knowledge of the two diseases. The prizes were presented to all the winners at the closing ceremony of the UiTM Health Competition held at Al-Sultan Abdullah Hospital, Universiti Teknologi MARA, Puncak Alam.

In addition, the launching of the book "Empowering Community Well-Being" in accordance with the University for Society (U4S) programme which was organised by the Industry and Community Collaboration Division (BKIM), Ministry of Higher Education was also held. The involvement of the central zone region group which combines the collaboration of three Malaysian Public Universities (UA) namely Universiti Malaya (UM), Universiti Teknologi MARA (UiTM), and International Islamic University Malaysia (UIAM) as well as a joint venture from Pfizer (Malaysia) was carried out through the U4S programme at the Gombak Setia People's Housing Project (PPR) site, Kuala Lumpur in which various high-impact community programmes to empower the well-being of the local community were held.

The three main projects that have been implemented are health and community development by researchers from UM, quality of life and education by researchers from UIAM, as well as economy and digitalisation by researchers from UiTM.

The publication of this book by the U4S programme participants from the three universities is expected to spark new ideas for readers to implement community sustainability programmes in Malaysia in collaboration with stakeholders using the quadruple-helix model. This book is also suitable as a teaching and learning material (PnP) in schools and institutions of higher education and can subsequently help to disseminate information to the younger generation on community issues in improving the quality of life, in line with the requirements of the Sustainable Development Goals (SDGs).

Pfizer Malaysia supports both the UiTM Health Competition and the University for Society (U4S) central zone region programmes to improve the quality of life of local communities of all ages through health awareness. This programme is an opportunity for the university, industry, and government to work together to bring about real change for the well-being of the community.

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**\*Please use the latest info (details) - check the UiTM website 'About UiTM'**

### **About UiTM**

[Universiti Teknologi MARA \(UiTM\)](#) is the largest comprehensive university in Malaysia providing innovative education with state-of-the-art infrastructure and technology within reach at its 34 campuses, 4 colleges of studies, 13 faculties, and 9 academic centres all over the country.

UiTM offers over 500 academic programmes at Foundation, Pre-Diploma, Diploma, Bachelor's, Master's, and PhD levels, as well as Professional Programmes. It continues to expand access to higher education, playing its role in nation-building by unleashing potentials and shaping the future.

Amongst its long list of recent accolades, UiTM is ranked 105th in the QS Asia University Rankings 2022, placed 651–700 in the QS World University Rankings 2022, and was ranked 361-380 for QS World University Rankings: Sustainability 2023 and 4th in Malaysia. The Hospitality and Leisure Management subject was placed 42nd best in the world, and overall, 14 UiTM subjects are ranked in the QS World University Rankings by Subject. Moreover, UiTM was in the 101-200th position in the Times Higher Education Impact Rankings 2022 and is the proud recipient of the 3G SDGs Championship Award 2022. In June 2022, UiTM received the Reader's Digest Trusted Brand Gold Award for the 12th time in the public university category and for the first time, UiTM was bestowed The BrandLaureate BestBrands Awards 2022 – the Nation's Pride Higher Education. The university ranked 150th in the UI GreenMetric (UIGM) World University Rankings 2021 and won gold for the Best International Print-Ads at the QS APPLE Creative Awards 2020.

With over 900,000 alumni in science, technology, humanities, and entrepreneurship, UiTM offers opportunities to shape leaders at national, industry, and global levels and is well poised to become a globally renowned university by 2025.

### **Media Enquiries**

Senior Director  
Communications Department  
Universiti Teknologi MARA  
Email: [bkk@uitm.edu.my](mailto:bkk@uitm.edu.my)  
Tel: +603 5544 2022