LESSONS LEARNT: THE MALAYSIAN EXPERIENCE

Community Engagement

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9:00 p.m (GMT).

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<td>Malaysia</td>
<td>Community Engagement at IMU</td>
<td>Looking Back, Moving Forwards</td>
<td>Lessons Learnt</td>
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Who we are

...and part of the Chinese and Indian diaspora in Asia

Colonisation Era
Our Social Fabric

Drugs

Mental Illness

Suicide

Teen pregnancy

Women abuse
Collaborative partnerships between education, social services, government & NGOs that contribute to the academic mission of the University and directly benefit the community.

Includes activities in the teaching, research, and service endeavors of staff, faculty and students.
Extension of learning
Beyond university walls and into the community. Includes seminars, public forum providing a neutral place to explore community issues.

Enriching the cultural life of the community
Embracing diversity, equality and inclusivity

Service
Includes service-learning, internships that directly benefit the greater community

Collaboration with community members
Involvement of community members in the planning & decision-making activities of the university.
COMMUNITY ENGAGEMENT IN SERVICE
- Co-curricular
- Community development
- Social entrepreneurship
- Outreach
- Volunteering
- Civic engagement
- Training/consulting/facilitation

COMMUNITY ENGAGEMENT IN TEACHING/LEARNING
- Service learning
- Research
- Field experience
- Practicum/internship
- Clinical
- Capstone

COMMUNITY ENGAGEMENT IN RESEARCH
- Public-funded research
- Undergraduate research
- Participatory research
- Community action based participatory research (CABPR)

ALL 3 FACETS OF COMMUNITY ENGAGEMENT

TnL & Service

Service & Research

TnL & Research

Community Partners
Framework for Outcome-based Community Engagement
OUR JOURNEY OVER THE YEARS
A snapshot in Time

Dental screening and treatment (2014 – 2017)
- There were 1,828 people screened for poor oral health, and 379 people benefitted from treatment at IMU Oral Health Centre

Eye screening and giving spectacles (2014-2017 collaboration with Universiti Kebangsaan Malaysia)
- There were 23 children identified with poor visual acuity and were given free prescription spectacles.

Diabetes education for the elderly (2017 pilot project for 4 elderly homes)
- Educated 45 elderly residents with diabetes on proper self-care, which led to a significant improvement in the average HbA1C level from 7.13% to 6.45%.
- Educated 16 caregivers that showed a significant improvement in knowledge and skills on diabetes management.

Immunisation for refugee children (2017 collaboration with UNHCR and IOM)
- There were 483 refugee children vaccinated with MMR vaccine.

Caregiver Training: Care for the Elderly and Disabled

First Aid Skills Training

Basic Life Support Training

Recycling and waste separation, e-waste

Tree Planting

Community Gardens

Our environmental based projects include:
- Tree Planting
- Recycling and waste separation, e-waste

Educating the elderly homes on planting

Vegetable planting at Pusat Pemulihan Orang-Ong-Cecat
OUR JOURNEY OVER THE YEARS
In areas of Education and Humanitarian Aid

2017: 1,602 people reached
- 1,087 benefitted from our academic activities
- 523 benefitted from our living & social skills activities

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Charlofare 2018
- Amount raised: RM270,000
- Number of runners: 1,744
- Number of participants: over 3,000
- Number of Sponsors: 71
- Staff participation: 452
- Student participation: 250

Dental Treatment for Refugee Children at the IMU Oral Health Centre
> 170 activities carried out
Education, Healthcare
Staff-led projects

Community-engaged research

"Development and implementation of a health intervention model among pre-school children through “Do Right, Be Bright!”: A multidisciplinary community-engaged initiative: A pilot study."

"Prevalence and risk factors of pre-diabetes and the efficacy of community-based behavioural interventions at Desa Petaling KOSPEL site."

"The experiences and the coping strategies of adult children as primary caregivers of Alzheimer’s disease parents in Malaysia."
COVID-19 PANDEMIC "MAKE-OR-BREAK" MOMENTS

How we pivoted, lessons learnt
LOOKING BACK, MOVING FORWARD

Impact and Sustainability
• Enhancing learning
• Improving community
• Transformative CE
• Structural
• Experiential learning & reflection

NATIONAL AGENDA 2019

SULAM
A scholarship that derives from teaching, research, creative activity and service to generate, transmit, and apply knowledge in mutually beneficial ways that often have a significant impact on the public.
<table>
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<tr>
<th><strong>PUBLIC SCHOLARSHIP</strong> (deliberative)</th>
<th><strong>COMMUNITY PARTNERSHIP</strong> (social democracy)</th>
<th><strong>PUBLIC INFORMATION NETWORKS</strong> (democracy general)</th>
<th><strong>PARTICIPATORY RESEARCH</strong> (participatory democracy)</th>
<th><strong>CIVIC LITERACY</strong> (democracy general)</th>
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<td>Addresses complex &quot;public problems&quot; requires deliberation</td>
<td>Social change/ structural transformation</td>
<td>Problems of networking &amp; communication</td>
<td>Inclusion of target groups</td>
<td>Enhancing public discourse</td>
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<td>F2F, Public forum</td>
<td>Collaboration with intermediary groups</td>
<td>Database of public resources</td>
<td>F2F collaboration with specific groups</td>
<td>Communication with general public</td>
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Moving Forward
Our Thrust Areas

Social Innovation
Addressing Social Issues for Impact & Sustainability

Social innovation
Institution Vitality

IMU as the Pulse of the Community

THRUST AREAS
Student Transformation to graduate outcomes via CE

Transformation of students & staff via opportunities in community engagement
COMMUNITY ENGAGEMENT @IMU in 2021
The Year that Has Been

- Social Entrepreneurship/Social Innovation Bootcamp
- IMU 1st Social Innovation Day 2021
- Social Enterprise World Forum

THrust Areas

- COVID19 & the Community
- Mental Health & Community Program
- Oral Health for Community Program
- Eye/Vision Health for Community Program
- Sexual Health Education for Adolescents (DPI)
- Diabetes & Community Program (SeDIA/ planning for BJ sites)
- Maternal & Child Nutritional Health Program

- Community Leadership Development Program for Students (via Chariofare 2021)
- Talloires Network Leadership Conference 2021 (Engaged University Grant, remote hosting)
- Students’ Learning in the Community – Community Attachment SOM ECA1 Module ME1/21 begins with Active Citizen Program
- IMU – UNHCR Webinar Series: CPD Building Doctors for the Community
- PULCE Workshop: Capacity building for staff/student Project Leaders & CE Fellows
- Communicating Your Community Engagement: Student-led Workshop for Project Leaders
What do Stakeholders Want?

A poll in 2018

[Bar chart showing preferences of different stakeholders (IMU students/alumni, IMU staff, External community) for various factors such as Co-design/implementation, Community contributing more, Student ideas valued, Active role in CE, Influences career path, Benefitted community, Activities well publicized, Achievements in career development, Partnership in progress].
LESSON LEARNED

1. Sustainability develops through sustained engagement with community, working towards desired outcomes (including community empowerment, self-reliance).

2. Keeping outcomes in sight throughout, i.e., from project proposals, evaluation, reporting, contributes to the impact on the community.

3. Identification of UN SDG of a program, provides clarity and focus in planning and in meeting appropriate goals.

4. In creating sustainability, service to the community shifted from one-way (outreach) to collaboration with community (participatory).
5 Pandemic highlighted the gaps in healthcare access, public knowledge & education, resilience of the community, role / responsibility of non-governmental organisations & educational institutions in a national crisis

6 Provide more platforms for community engagement for students (for formal credits & non formal credits) and for working staff (role-modeling)

7 Capacity building and externalizing advocacy - ambassadors / fellows
LESSON LEARNED
Building Active Citizens

**Change-making**
Students be more engaged/leading proactively in change-making in the internal/greater community

**Cultural competency**
Regional/international student mobility community programs builds intercultural competency

**Leadership**
Capacity building and community leadership - ambassadors / fellows

**Internships**
Internships beyond discipline/course-based eg with NGO

**Opportunities**
University create more opportunities for involvement in diversity, inclusivity and equality issues underpinning many of the community-based activities builds civic consciousness, empathy and community leadership for change-making
STRATEGIC TRANSFORMATION OF THE UNIVERSITY CE LANDSCAPE

To be better positioned to adapt as the future evolves

Needed now uncertainties and more than ever in the face of the heightened increased systemic complexities of the 21st century

Sustainability
(Outcomes and impact-based)
Participatory
Change-making
Adaptability and agility
Resilience
Future-ready
Realistic vision
THANK YOU!

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