

# **Creative Media for Health Education**

## **Section for Digital Cities: Community Health Initiative**

Health issues such as chronic illness that affecting the urban poor people can seriously deteriorate the quality of their lives. Health can be defined as a state of complete physical, mental and social well-being, and is not merely the absence of disease or infirmity (WHO, 1986). A great healthcare system is the system that can prevent health issues (Lin, 2012). After all prevention is better than cure. With the increasing cost on healthcare, the health status of disadvantaged groups such as urban poor and refugee community, have to be protected from any form of health risks such as obesity, high cholesterol, malnutrition, etc.

In early 2017, the Faculty of Creative Multimedia (FCM) of Multimedia University (MMU), the IMU Cares of International Medical University (IMU) and also with the support of the Health Unit of United Nations High Commission For Refugees (UNHCR) came together for a project on "Health Education For All" (HEFA). The purpose of the project is to create media contents related to health education through service learning framework. The media format can include brochure, poster, animation and interactive applications. At MMU, HEFA is coordinated by Associate Professor Dr Koo Ah-Choo from FCM and the Research Institute For Digital Cities. She invited and worked with her colleagues who handled some academic courses, specifically mentioned was the Visual Research and Communication Course from FCM Foundation Programme. The course was coordinated by Dr Vimala Perumal, who is also the Head of the Foundation Programme. Besides, Dr Koo also worked with the coordinator of Project Management course of FCM Postgraduate Programme, Prof Dr Peter Woods, who is currently the Director of Research Institute for Digital Cities. The students of these courses contributed their creative media works through creative design processes as part of their coursework requirements. There were other group of courses and also the Creative Multimedia Student Club also came together to support the initiative.

Various health topics suggested by Prof Ong Kok Hai, who is leader of IMU Cares and also the Director of External Affairs of IMU were adopted for the creative media project. The Health Unit Head of UNHCR, Dr Susheela Balasundaram and her team has also suggested some health topics. Several review sessions were conducted and some shortlisted works were compiled into HEFA.

The service learning concept was brought into the classes, inviting lecturers and students for giving a service heart for social good while working for their coursework requirements. The concerted effort to produce positive media for health education is crucial. In return, they themselves also benefited from the health messages and also cultivated their service heart for good cause. Creative health media should play a more active role in disseminating accurate and reliable information to the disadvantaged or urban poor communities. The controlling steps for communicable disease and the preventive measures of non-communicable disease have to be thoughtful planned and communicated to all.

Acknowledgement: HEFA (MMU) project also would like to thank Mr Rini Fauzan, CMC Club Leaders- Adah, Zarifah and Artists- Adlin, Dumi and Laras, Mdm Lydia Chin, Mdm Elyna, Mdm Natalya, Mr Aliff Afiq, and all the parties who contributed to HEFA project and creative ideas.

**Reference:**

Lin, C. L. (2012). Dr Lin Chin Lon's sharing with TIMA members. Retrieved February 10, 2017 from <http://eng.tzuchi.my/index.php/184-medical-news/medical-news-2012/992-dr-lin-chin-lons-sharing-with-tima-members>

World Health Organization (WHO). (2016a). What is health promotion? Retrieved December 20, 2016, from <http://www.who.int/features/qa/health-promotion/en/>

**[[NOTE: The creative media created are compiled; the supporting creative works are provided through email ]]**

**HEFA** Health Education  
For All