



## PRESS RELEASE

### **MALAYSIAN RED CRESCENT LAUNCHES 'SAFE STEPS, SAFE SCHOOL, SAFE KIDS' (5SK) INITIATIVE TO ADVANCE SCHOOL SAFETY THROUGH CURRICULUM ENHANCEMENT**

**Kuala Lumpur, 27 May 2025** – The Malaysian Red Crescent (MRC) is pleased to officially announce the launch of its pioneering *Safe Steps, Safe School, Safe Kids* (5SK) initiative, a holistic programme aimed at strengthening school safety and preparedness for children across Malaysia.

In partnership with **Prudence Foundation** and with support from the **International Federation of Red Cross and Red Crescent Societies (IFRC)**, the 5SK programme will be implemented over a 36-month period from September 2024 to August 2027. The initiative will embed key safety and preparedness elements into the national school curriculum, fostering a culture of resilience through both education and community engagement.

The 5SK initiative builds upon the success of the *SAFE STEPS Kids (SSK)* programme, which reached over **2,140 students across 89 schools** in six states: Sarawak, Sabah, Kelantan, Kuala Lumpur, Johor Bahru and Kedah. The programme equipped schoolchildren with essential life-saving knowledge in areas such as disaster preparedness, first aid, road safety, hygiene promotion, stress management and climate change adaptation.

In recognition of the urgent need to integrate school safety into formal education, MRC will lead efforts to revise the national curriculum in collaboration with key stakeholders, including the Ministry of Education (MOE), UNICEF, IFRC and WWF Malaysia. The revised curriculum will include tailored Disaster Risk Reduction (DRR) modules aimed at empowering students, teachers and parents to identify and address local risks through interactive and participatory learning approaches.

To commemorate this milestone, MRC will organise a series of activities including a **webinar, exhibition and hackathon**, highlighting the impact of the programme and promoting strategies to enhance school safety. The initiative is also set to gain international recognition, with participation and knowledge exchange opportunities extended to fellow Red Cross and Red Crescent National Societies.



*“MRC is committed to ensuring that school safety is not merely an extracurricular topic, but an integral component of our national education system. By incorporating safety education into the curriculum, we are nurturing a generation that is more aware, resilient and equipped to face any emergency.”*

— **Dato’ Danial Iskandar Abd. Rahman, Secretary General of the Malaysian Red Crescent**

The 5SK programme is made possible through the generous support of Prudence Foundation, the community investment arm of Prudential plc, which has a longstanding commitment to promoting safety education among children. The foundation has previously collaborated with Cartoon Network to create engaging videos and educational materials that make safety knowledge accessible and appealing to young audiences.

*“Building community resilience is central to our mission at Prudence Foundation. In collaboration with MRCS, the 5SK project aims to enhance humanitarian education practices in Malaysian primary and secondary schools. We are encouraged by the commitment shown towards updating the curriculum to reflect today’s challenges particularly in areas such as climate and health for schoolchildren aged 10 to 15. This project helps ensure that young people are better protected in the face of evolving risks.”*

— **Maryam Lee, Senior Programmes Manager, Prudence Foundation**

The **5SK initiative** represents a significant advancement in the mainstreaming of disaster risk reduction and safety education in Malaysia, aligning with global priorities to create **safer, more resilient learning environments** for children.



### **About Malaysian Red Crescent (MRC)**

The Malaysian Red Crescent Society, also known as the Malaysian Red Crescent (MRC) is a humanitarian organisation and an auxiliary to the government's humanitarian services under Malaysian Parliament Act 540. The MRC provides critical assistance during natural disasters and crises, while also promoting community health and welfare services across local communities. With 16 Chapters and over 100 Branches throughout Malaysia, the Malaysian Red Crescent has over 300,000 members including students, tertiary education groups and adult volunteers. As a member of the International Federation of the Red Cross and Red Crescent Societies (IFRC), along with 191 other National Societies, the Malaysian Red Crescent is part of the world's largest voluntary humanitarian organisation, comprising over 16 million volunteers worldwide.

For more information: [www.redcrescent.org.my](http://www.redcrescent.org.my)

### **About Prudence Foundation**

*Resilient Communities, Today and Tomorrow*

Established in 2011 in Hong Kong, Prudence Foundation is the community investment and philanthropic arm of Prudential plc.

The Foundation builds financial wellbeing, and climate and health resilience for underserved Asian and African communities. We are committed to sustainable, long-term solutions that empower individuals and communities to make informed financial decisions, access affordable financial products, as well as be more prepared and protected against climate-related health risks. We actively engage in public-private partnerships, collaborating with governments, NGOs, communities and other private sector entities to build collective efforts for lasting change. To date, our programmes are implemented across 16 markets in Asia and Africa, reaching millions of people.

For more information: [www.prudencefoundation.com](http://www.prudencefoundation.com)

Prudential is not affiliated in any manner with Prudential Financial, Inc. a company whose principal place of business is in the United States of America, nor with The Prudential Assurance Company Limited, a subsidiary of M&G plc, a company incorporated in the United Kingdom.



## SIARAN MEDIA

### **BULAN SABIT MERAH MALAYSIA LANCAR INISIATIF ‘LANGKAH SELAMAT, SEKOLAH SELAMAT, ANAK SELAMAT’ (5SK) UNTUK MEMPERKASA KESELAMATAN SEKOLAH MELALUI PENAMBAHBAIKAN KURIKULUM**

**Kuala Lumpur, 27 Mei 2025** – Bulan Sabit Merah Malaysia (BSMM) dengan sukacitanya mengumumkan pelancaran rasmi inisiatif *Langkah Selamat, Sekolah Selamat, Anak Selamat* (5SK), sebuah program menyeluruh yang bertujuan untuk memperkukuh keselamatan dan kesiapsiagaan sekolah dalam kalangan kanak-kanak di seluruh Malaysia.

Dilaksanakan dengan kerjasama **Prudence Foundation** dan disokong oleh **Persekutuan Antarabangsa Persatuan Palang Merah dan Bulan Sabit Merah (IFRC)**, program 5SK akan dilaksanakan selama 36 bulan bermula dari September 2024 hingga Ogos 2027. Inisiatif ini akan mengintegrasikan elemen-elemen keselamatan penting ke dalam kurikulum kebangsaan serta memupuk budaya ketahanan melalui pendidikan dan penglibatan komuniti.

Inisiatif 5SK dibina berasaskan kejayaan program *SAFE STEPS Kids* (SSK) yang telah melibatkan lebih **2,140 murid dari 89 buah sekolah** di enam negeri: Sarawak, Sabah, Kelantan, Kuala Lumpur, Johor Bahru dan Kedah. Program ini telah berjaya memperlengkapkan murid-murid sekolah dengan ilmu asas menyelamatkan nyawa seperti kesiapsiagaan bencana, pertolongan cemas, keselamatan jalan raya, promosi kebersihan, pengurusan tekanan dan adaptasi perubahan iklim.

Menyedari keperluan mendesak untuk mengintegrasikan keselamatan sekolah dalam sistem pendidikan formal, BSMM akan menerajui usaha menyemak semula kurikulum kebangsaan dengan kerjasama pihak berkepentingan utama seperti Kementerian Pendidikan (KPM), UNICEF, IFRC, dan WWF Malaysia. Kurikulum baharu ini akan merangkumi modul **Pengurangan Risiko Bencana (DRR)** yang direka khas untuk memperkasakan pelajar, guru dan ibu bapa dalam mengenal pasti serta menangani risiko setempat melalui pendekatan pembelajaran yang interaktif dan menyeluruh.

Bagi menandakan pencapaian penting ini, BSMM akan menganjurkan webinar, pameran dan hackathon untuk memaparkan impak program serta strategi meningkatkan keselamatan sekolah. Inisiatif ini turut akan diiktiraf di peringkat antarabangsa dengan penglibatan dan pertukaran ilmu bersama Persatuan Kebangsaan Palang Merah dan Bulan Sabit Merah dari negara-negara lain.



*“BSMM komited memastikan keselamatan sekolah bukan sekadar aktiviti kokurikulum tetapi menjadi sebahagian teras dalam sistem pendidikan negara. Dengan mengintegrasikan pendidikan keselamatan ke dalam kurikulum, kita membina generasi yang lebih peka, lebih berdaya tahan dan bersedia menghadapi sebarang kecemasan.”*

**— Dato’ Danial Iskandar Abd. Rahman, Setiausaha Agung Bulan Sabit Merah Malaysia**

Program 5SK ini direalisasikan hasil sokongan ikhlas daripada Prudence Foundation, cabang pelaburan komuniti Prudential plc, yang mempunyai rekod cemerlang dalam mempromosikan pendidikan keselamatan untuk kanak-kanak. Yayasan Prudence sebelum ini telah bekerjasama dengan Cartoon Network untuk membangunkan bahan video dan pembacaan yang menarik bagi memastikan ilmu keselamatan disampaikan secara mudah dan menarik kepada golongan muda.

*“Membina daya tahan komuniti adalah teras kepada program kami di Prudence Foundation. Bersama BSMM, projek 5SK bertujuan memperkasa pendidikan kemanusiaan yang telah diamalkan secara meluas di sekolah rendah dan menengah di Malaysia. Kami berbesar hati melihat komitmen dalam mengemaskini kurikulum bagi menangani cabaran masa kini, khususnya dalam aspek iklim dan kesihatan, untuk pelajar berumur 10 hingga 15 tahun. Projek ini memastikan golongan muda dilindungi dalam menghadapi risiko yang semakin kompleks.”*

**— Maryam Lee, Pengurus Kanan Program, Prudence Foundation**

Inisiatif **5SK** merupakan langkah besar ke hadapan dalam usaha mengarusperdanakan pendidikan keselamatan dan pengurangan risiko bencana di Malaysia, sejajar dengan usaha global untuk mewujudkan persekitaran pembelajaran yang lebih **selamat dan berdaya tahan** bagi kanak-kanak.