

| Embracing New Norms Campaign launched

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Muhyiddin holds up a copy of a book published by the Health Ministry, entitled "Pembudayaan Norma Baharu Komuniti" at the event. Bernama Photo

MUAR: In a bid to ensure the people continue to comply with the standard operating procedures set to curb the spread of Covid-19, Prime Minister Tan Sri Muhyiddin Yassin today launched the "Embracing New Norms" campaign at the Pagoh Sports Complex here. Communications and Multimedia Ministry Corporate Communication Unit in a statement today said the campaign is aimed at raising awareness and empowering the public to protect themselves, their families and the community in the effort to fight Covid-19 and cultivate the new norms.

"Through the campaign which carries the theme 'Bersama Hentikan Wabak Covid-19' (Together to End Covid-19 Pandemic), all ministries, departments, agencies as well as strategic partners in the corporate sector and non-governmental organisations will consistently deliver the message to the public for them to embrace the new norms," the statement read.

The launch also saw the unveiling of the campaign's slogan and logo which were designed by Mohd Nor Fakhin Aqsa Mohd Nor Azam, the winner of the tagline and logo competition organised by the Communications and Multimedia Ministry from July 1 to 10.

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The competition received an overwhelming response from the public when a total of 2,150 logos from 1,137 participants were submitted.

At the event, the prime minister also launched a book published by the Health Ministry, entitled "Pembudayaan Norma Baharu Komuniti" which will serve as a guide and reference for the public who will now play a role as frontliners to curb the spread of Covid-19.

Also present at the event were Senior Minister (Security Cluster) Datuk Seri Ismail Sabri Yaakob, Communications and Multimedia Minister Datuk Saifuddin Abdullah, Health Minister Datuk Seri Dr Adham Baba, Chief Secretary to the Government Datuk Seri Mohd Zuki Ali and Johor Menteri Besar Datuk Ir Hasni Mohammad. – Bernama