

Campaign to Raise Awareness on Giving Hope to Young Offenders



President of TAR UC, Prof. Ir. Dr Lee Sze Wei (right) along with Deputy Director of Correctional Puncak Alam Facility, Muhammad Faris Rusli (second from right) on a campaign tours during the X-perience Campaign 2022 launching ceremony at Tunku Abdul Rahman College main campus, The Rimba. - NSTP/GENES GULITAH

KUALA LUMPUR: A campaign to raise awareness on providing hope for young offenders is aimed at giving them a second chance to better reintegrate into society. Organised by Year 2 students of Bachelor of Public Relations (Honours) from Tunku Abdul Rahman University College (TAR UC), the 'X-perience Campaign 2022' is held in partnership with Malaysian CARE and part of the students' PR Campaign Planning and Management subject.

The campaign's chairperson H'ng Wan Xing said young offenders have potential for personal and professional growth. "It is important to educate the public about giving second chance to others," she said at the launch of the programme. H'ng said the three-day event, held from 10am to 5pm from today until April 7, also aimed to raise funds for the setting up of a music room for young offenders in a juvenile prison the Klang Valley, so that they have the opportunity to learn new skills.

Among the activities in the campaign are a role-playing game, arts and innovative exhibitions, drug awareness exhibition, performances and station games.

There will also be sharing sessions with personalities including Muhammad Hafizi Kasim, an icon of YouTurn Project (an initiative that advocates second chances for ex-offenders) which will take place tomorrow (Apr 6), from noon to 1pm.

Present were TAR UC president Prof Dr Lee Sze Wei, vice president Assoc Prof Dr Chook Ka Joo, Malaysian CARE assistant director Poh Siew Lin and Puncak Alam Correctional Centre deputy director Muhammad Faris Rusli. Lee in his speech said TAR encouraged students to learn beyond their classrooms and utilise their knowledge learned in real-life situations.

"The trends in working, managing and coordinating require out-of-textbook learning, to embrace teaching the requirements of the industry and economy."

The campaign advisors Josephine Ng Pei Yin and Beven Lau Keng Mun, both lecturers from the Department of Communication of the Faculty of Communication And Creative Industries, said the theme (on young offenders) was chosen as it was a topic that many people did not talk about.

"We want this to be a platform for students who are also around their age, to help and understand the community," said Josephine. Beven added that social stigma often robbed the opportunity for young offenders. "Through this campaign, we hope to have better public acceptance for young offenders to be back into society."

For more information on the campaign, visit the Facebook page @Xperience Campaign 2022 and Instagram @xperiencecampaign2022.

